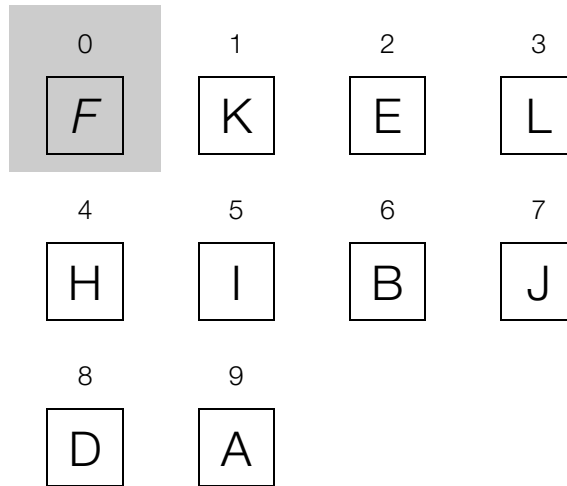


Korrekturhinweise

A new approach to reading



Begründungen

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Chiki Sarkar says: “[...] so if you look at all the bestseller lists in India, what you'll always find in the bestseller list is exam and professional guides.” When it comes to content, the Indian reader therefore generally prefers books that give advice.

1

Chiki Sarkar says: “And yet, the smartphone revolution was creating readers and writers of a different kind. Whether it was on Facebook or WhatsApp, Indians were writing and sharing and reading all kinds of things [...].” The widespread use of mobile phones is therefore responsible for producing a new type of reader.

2

Chiki Sarkar says: “And as I read and shared these things, I wondered to myself, ‘Could I get these writers and these readers, could I turn them into my readers?’” People’s phone use therefore made Sarkar think about whether she could attract a new kind of reader.

3

Chiki Sarkar says: “What would this new reader want? [...] The very qualities they seem to want from their online services? Indeed the qualities they seem to want from life today? I knew that my readers were always on the go. I’d have to fit into their lifestyle and schedules.” It was therefore very clear that Sarkar’s target customer is very busy.

4

Chiki Sarkar says: “It was a platform where we created a list of stories designed for the smartphone, but it also allowed amateur writers to upload their own stories, so they could be showcased along with the very writers they read and admired.” Additionally, creative users of Sarkar’s platform can therefore publish some stories.

5

Chiki Sarkar says: “So imagine this: Imagine you're a receptionist [...] And you find a set of stories waiting for you, timed to your journey.” A user on their ride home, for example, can therefore find a text that corresponds with the length of their trip.

6

Chiki Sarkar says: “And could I match readers to the events that were taking place around them in real time? So we published biographies of very famous politicians after they won big elections.” Once the platform was established, Sarkar therefore wondered if she could connect people with what was currently going on.

7

Chiki Sarkar says: “And when India's Toni Morrison, the great writer Mahasweta Devi died, our readers found a short story by her as soon as news hit. The idea was to be relevant to every moment of a reader's life.” After the death of a well-known author, the platform was therefore ready to provide one of her texts.

8

Chiki Sarkar says: “Who are our readers? They're mostly young men under the age of 30.” In general, Sarkar's platform is therefore used by people in their twenties.

9

Chiki Sarkar says: “There's someone like Manoj, who mostly reads us during the long commute back home.” One of Sarkar's customers therefore usually reads when returning from work.