

Press Release

Zebralution and QualiFiction Launch Exclusive AI Partnership – Next-Level Publishing for Publishers

- *Zebralution Digital Publishing secures access to AI infrastructure and tech expertise*
- *Partnership with Hamburg-based software company goes far beyond manuscript analysis*
- *Publishers benefit from content automation, metadata efficiency, and increased reach*

Berlin, July 17, 2025 – Zebralution, one of Europe’s leading digital distributors, and AI startup QualiFiction have entered into an exclusive partnership. Through this cooperation, Zebralution secures access to unique technological know-how and powerful AI infrastructure that goes far beyond the analysis of manuscripts. For publishers, this results in a tangible competitive advantage: automated, AI-supported workflows, smart metadata, more efficient marketing – and significantly more reach for every single book.

At the heart of the cooperation is the integration of QualiFiction’s semantic AI technology into Zebralution’s infrastructure. This enables publishers to benefit from automated workflows in metadata creation, channel-optimized advertising texts, and data-driven marketing. The new solution allows for precise target group addressing, reduces manual effort, and creates space for creative and strategic tasks. With this, Zebralution sets a new standard in digital distribution – as the first distributor with fully AI-supported content automation and intelligent metadata analysis.

“Together with QualiFiction, we are creating solutions that help publishers market their titles more intelligently, efficiently, and successfully,”

says **Ralf Biesemeier**, Managing Director of Zebralution Digital Publishing.

“What matters is the combination of reach and relevance – not just on platforms and in shops, but everywhere our target groups are active. Only in this way can we generate real purchasing impulses and sustainable conversions. This is probably where the greatest potential for data-driven, AI-supported publishing lies. And this is where we have now added resources and expertise to the team to actively shape developments in this area.”

“Our ambition is not just to support with AI products, but to create real value,”

says **Ralf Winkler**, Founder and Managing Director of QualiFiction GmbH,

“Together with Zebralution, we want to create visible change – not just through consulting, but hands-on in implementation. We are both driven by a passion for great content, and that’s the best foundation for this collaboration.”

The partnership is a forward-looking step in a rapidly changing market environment. It is aimed at publishers of all sizes – from independent publishers to major trade publishers – and promises sustainable increases in efficiency, reach, and revenue in the digital book and audio market.

About Zebralution Digital Publishing

Zebralution Digital Publishing is a leading provider of digital distribution and marketing solutions for audiobooks, e-books, and print books. The company supports publishers, authors, and content creators along the entire value chain – from international distribution to targeted reach and revenue growth across all relevant platforms.

Through connected platforms such as Spotify, BookBeat, Apple Music and Books, Deezer, Audible, Amazon, Tolino, and many others, Zebralution's catalog reaches a global audience of over 1 billion users – making the stories and voices of publishers visible and audible in a global growth market.

With an extensive catalog of partner publishers and distributed titles, Zebralution Digital Publishing is one of the key players in the global digital book and audiobook market. Since the end of 2024, **Open Publishing GmbH** – including the content marketing platform **Bilandia** – has also been part of the group, expanding the portfolio with innovative solutions in the areas of self-publishing, distribution, and direct marketing.

Zebralution Digital Publishing is part of Zebralution GmbH, one of the world's first full-service digital distributors for music, audiobook, and podcast content, headquartered in Berlin with international offices in London, Mexico City, and Los Angeles.

<https://zebralution.com/digitalpublishing/>

About QualiFiction GmbH

QualiFiction is a startup specialized in artificial intelligence that is revolutionizing the book industry with innovative tools. With semantic text analysis, automated metadata, and content optimization, the company offers intelligent solutions for publishers, editors, and authors.

<https://www.qualifiction.info/>

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