

Amazon launches 'unlimited' reading for Prime members

October 5 2016



Amazon said the "Prime Reading" program would include "over a thousand popular books"

US online giant Amazon on Wednesday launched a new "Prime Reading" program for US members of its subscription program, allowing unlimited reading of a rotating selection of e-books.

"Prime members can now enjoy unlimited reading from a rotating selection of books, magazines, comics and more—at no additional cost," the online retail giant said in a statement.

The move ramps up Amazon's effort to win over more Prime subscribers—which costs \$99 for US customers—with free shipping, access to its [video service](#), music and more.

Amazon said the program would include "over a thousand popular books" as well as "rotating selection of fresh, full issues of top magazines covering sports, technology, cooking and home improvement, current affairs, notable people and more."

It will also offer "short-form reads" from its "Kindle Singles."

The service will be available on a variety of devices including Kindle tablets as well as Apple or Android-powered gadgets.

"Prime is the best deal in the history of shopping and today it got even better," said Amazon vice president Greg Greeley.

"Prime members can now enjoy an awesome selection of books including 'The Hobbit,' 'Harry Potter and the Sorcerer's Stone,' 'The Man in the High Castle,' plus magazines and more."

© 2016 AFP

Citation: Amazon launches 'unlimited' reading for Prime members (2016, October 5) retrieved 24 June 2024 from <https://phys.org/news/2016-10-amazon-unlimited-prime-members.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.