

# Walmart teams with Rakuten on digital book shop

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by Apple or Android software.

"Working with Kobo enables us to quickly and efficiently launch a full eBook and audiobook catalog on Walmart.com alongside our assortment of physical books," said Walmart US e-commerce and entertainment general manager Mario Pacini.

The move marks the latest effort by Walmart, the former number one US retailer, to counter the rise of Amazon.

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Walmart is taking on Amazon in e-books in partnership with Japanese-based Rakuten Kobo

Walmart on Wednesday launched a digital book shop in a collaboration with Japanese e-commerce powerhouse Rakuten's electronic book service Kobo.

The Walmart eBooks website boasting more than six million titles along with audiobooks competes head-on with a core offering of rival Amazon.

Subscriptions to the Walmart audiobook [service](#) were \$9.99 monthly, compared to \$14.95 for a comparable Audible service at Amazon.

"The launch of Walmart eBooks by Rakuten Kobo marks a milestone for our strategic alliance," Rakuten executive vice president Makoto Arima said in a release.

The [ebook](#) shop stemmed from a strategic alliance Walmart and Rakuten announced earlier this year, according to the companies.

Digital books are available on Kobo eReaders and on applications tailored for mobile devices powered

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