Data, Diversity, and The Future of Publishing

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By taking current and up-and-coming Wattpad hits from diverse voices, Wattpad Books is doing what has always been done in publishing, but with innovative technology and the most diverse content library on the planet.

After 13 years of elevating new and undiscovered voices online, now we’re making strides to elevate diverse voices in print.
What is Wattpad?

Wattpad was created in 2006 as an app with a simple goal: help audiences around the world write and discover original stories.
Fast forward to 2019. Wattpad is now a thriving community of 70 million global monthly users who have shared 565 million story uploads in over 1,000 sub-genres.
Wattpad is the place to write, share, and read original stories.
Wattpad is available in over 50 languages, and is used in virtually every country.

+520,000
New story uploads per day

4 million
Writers on Wattpad*

+1,000
Unique sub-genres

*Current active writers in the past month
We have the biggest submissions library in the world, with genres and voices appealing to a global audience.
A reach that’s truly global
(unique monthly visitors to Wattpad)

13 million
US

1.3 million
Canada

2.6 million
Mexico

1.3 million
UK

1.3 million
France

1 million
Russia

1.7 million
India

4.9 million
Vietnam

5.5 million
Philippines

6 million
Indonesia

3.2 million
Brazil

4.2 million
Turkey

Legend
- 13+ million
- 6+ million
- 4+ million
- 2.5+ million
- 1+ million
When you aspire to serve a global population, you need diversity in your work force. I'm talking about the kind of diversity that goes beyond hiring someone to translate text in the product. You need to hire people who can not only speak different languages, but also understand cultural nuances.

This is something that exists naturally in Toronto, as well as other parts of Canada.

- Allen Lau, CEO and Co-Founder of Wattpad
Just like our platform, Wattpad’s corporate culture celebrates and values its diversity as well:

- Wattpad’s leadership team is made up of 50% people of colour and 50% women
- Wattpad’s product team is 80% women
- A diversity and inclusion committee committed to ensuring a safe space for all employees
Because of its commitment to a positive corporate culture, Wattpad prefers to be thoughtful about its employee perks.

- **Flex hours**
- **Parental leave top-up**
- **Subsidized transit passes**
Data and Diversity are the future of publishing, and Wattpad is proud of its unique position in the industry.

We have the most diverse set of story data on the planet, and we are taking an intersectional approach to Wattpad Books.
Machine learning is only as good as the data set it starts with, and we are starting with the most diverse set of stories ever found in one location.

Our data reflects our community, which is 70% female and includes minority and marginalized voices from around the world.
What is machine learning?

Machine Learning is about finding patterns in data, and then making predictions based on those patterns.

Our Story DNA Machine Learning technology looks for patterns at vocabulary, grammar, and sentence structure in classic novels and featured Wattpad stories.
What kind of data are we reviewing?

**Reader Activity**
We can tell what genres city-lovers in New York read, and compare it to users living in rural England.

**Writer Activity**
We can isolate genre trends and character tropes in stories written by a variety of demographics.

**Story Elements**
We analyze characteristics like story structure, writing style, story sentiment, so we can understand which stories resonate.
By collecting over a billion data points per day, we have insight into reading and writing trends at scale. We can see things other publishers can’t.
Readership
Fast Growth, Time Spent, Upward Trend

Social Cues
Sharing, Adds to Library, Commenting

Story Elements
Writing Style, Grammar, Sentence Structure

With StoryDNA We Can Identify Great Stories Before the Story Accumulates Significant Readership

Story Sentiment
Emotion in a Story, Overall Reader and Comment Sentiment
Wattpadders are demanding more representation in every genre.

Each month of the year, readers spent an average of 1.7 million minutes reading stories tagged #MuslimRomance, #Muslimlovestory, and #IslamicLoveStory.
Wattpadders love reading LGBTQ+ stories

Readers spent more than 32 million minutes reading stories dedicated to people who identify as #transgender, #agender, #genderfluid, and #nonbinary.
Readers spent close to 116 million minutes reading stories tagged #POC, #Diversity, and #DiverseLit, up 41 per cent from 2017.

This trend has been seen across multiple genres, such as fantasy, sci-fi, werewolf and mystery.

The Wattpad community continues to support characters and writers of color.
Wattpadders love to read about strong women.

This year, people spent more than 107 million minutes reading stories tagged #feminism, #girlpower, #feminist, and #feminismo, up 43 per cent from 2017. Story uploads also grew close to 40 per cent, with 10,000 new uploads added in 2018.
Why is it important that we pay attention to what our community is reading?

Because Wattpadders buy books, too.
Wattpadders like reading free books, but they also regularly purchase books.

In the last six months, 81% of Wattpad users have spent some money on books.

In the past month, nearly 60% of Wattpad users have bought one book, and nearly 1 in 5 have bought six books.
...And the amount they’re spending on books is significant.

Over one third of Wattpadders spent more than $150 on books in the last six months.
Nearly half of Wattpadders surveyed said they would purchase a book even after reading the same book on Wattpad.

Making the books available for free doesn’t mean Wattpad users won’t purchase them.
Introducing wattpad books

“It’s bigger and louder than its competition, which puts it in an entirely different playing field.”

- Forbes
How data helps us find great books

What were we looking for?

- Diverse voices
- Captivating stories
- Highly-engaged reader community
- Underrepresented genres

Our Fall 2019 List!
Thank You

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