



Juliet Perry
jeperry@mail.csuchico.edu
Tehama Hall Room 312
Dept. of Journalism & PR
Chico State

Spotify Technology S.A. Profile & News Sweep

- **Spotify**
 - o We are a global media streaming service that gives access to millions of digital music, podcasts, and video. The platform has over 80 million songs and more than 4 million podcast titles. Our top selling service is the Spotify Premium subscription.
 - o Two ways to listen:
 - Free option: ability to build personal music collection, sharing option, personalized playlists, the algorithm creates recommendations based on what you like. Includes ads and limited skips per hour.
 - Spotify Premium: features of the free option but with ad-free listening, unlimited skips, and access to downloading media to play anywhere at any time. Prices start at [\\$9.99/month](#).
 - o The company is within the media and music streaming industry, ranked as one of the top music streaming services globally and within the US.
 - o Founded by Daniel Ek and Martin Lorentzon, the company took off in 2006 and was later launched in 2008 in Stockholm, Sweden.
 - The company's name was created by a combination of the words "spot" and "identify".
 - o Leadership and Management Team:
 - Daniel Ek, founder, chief executive officer, chairman of board of directors, Spotify
 - Dustee Jenkins, global head of public affairs, Spotify
 - Paul Vogel, chief financial officer, Spotify
 - Katarina Berg, chief human resources officer, Spotify
 - David Kaefer, global head of business affairs, Spotify
 - Eve Konstan, general counsel, Spotify
 - Alex Norstrom, chief Freemium business officer, Spotify
 - Gustav Soderstrom, chief research and development officer, Spotify
 - Dawn Ostroff, chief content and advertising business officer, Spotify
 - o US Headquarters Address: 150 Greenwich Street 62nd floor, New York City, New York
 - o Total number of brick-and-mortar offices:
 - [43 offices](#) across the globe, [11 offices](#) within the United States
 - o Digital Assets:
 - [Spotify Website](#)
 - [For the Record - Spotify's news feed](#)
 - [Instagram](#)
 - [Twitter](#)
 - [Facebook](#)
 - [Youtube](#)
 - [TikTok](#)



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- **Our Customers**

- According to [DemandSage](#), Spotify has 406 million active users and listeners worldwide, and North America makes up 29% of users. Males account for 56% of the user base, while females form 44%.
- The typical Spotify user is among Millennials and Gen-Z.
- According to [start.io](#), 60% of Millennials say the audio is the most immersive and diverse form of media. Listeners from ages 14-35 find the platform appeals because they tend to veer away from mainstream music.
- Users aged 42 and over have a tendency to listen to mainstream music on the platform.

- **Recent Financials**

- Spotify Technology's net worth is [\\$20.9 billion](#) as of September 12th, 2022.
- Publicly traded, traded through New York Stock Exchange
- Ticker Symbol: SPOT
- Current Price: [\\$103.10](#) per share as of September 13th, 2022
- [2021 Annual Report](#) & [2022 Quarter 2 Financial Statements](#)

- **Recent Major Announcement - Goals + SMART Objectives**

- The company shares news to the public through news releases, our company news feed For the Record, and social media.
- Latest company news: [Spotify Creates a Custom Podcast Experience Aligned With the Stars](#) , September 12th, 2022
 - Highlights newest experience, Cosmic Playlists, a listening experience that includes personalized podcasts and playlists based on your astrological sign. The article includes an interview with astrologist Aliza Kelly, who reviewed playlists made by Spotify.
- The potential PR goal of this news announcement is to spark interest of those interested in astrology to check out their newest user experience. The interview with Aliza Kelly establishes credibility, assuring users that the playlists have been reviewed by a professional in the industry.
- One SMART objective that's identified in this article is relevance. Spotify's main audience is Millennials and Gen-Zers, groups in which astrology is a very prevalent topic. Because of social media platforms like Instagram and TikTok, companies whose target audience is the same also use astrology as a way to increase engagement.

News Sweep

Spotify News:

- **Metro**, [Spotify down: Listeners furious as streaming app suddenly crashes](#), Jeff Parsons, September 12th, 2022
 - Article discusses the recent outage of Spotify in the UK. Users faced problems with the app as a whole and with music streaming. Cause of the outage was not disclosed, but the problem was quickly resolved. Users turned to Twitter to discuss the matter.
 - Sentiment: Negative.



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- **Fox News**, [Meghan Markle tops Joe Rogan as number 1 on Spotify with new podcast](#), Brie Stimson, August 26th, 2022
 - The article discusses Meghan Markle's new podcast, "Archetypes", exclusively on Spotify, and how it topped the charts beating Joe Rogan's "The Joe Rogan Experience" in Northern America, the U.K., Ireland, Australia, and New Zealand.
 - Sentiment: Positive.
- **Forbes**, [Spotify Launches New Site to Sell Tickets to Live Music Events](#), Josh Wilson, September 11, 2022
 - Article showcases Spotify's newest website, Spotify Tickets, which serves as a platform for purchasing tickets to music events/concerts. Includes benefits to artists on the platform include an increase in revenue and listeners through the Spotify app.
 - Sentiment: Positive.

Competitor News:

- **Ecoustics**, [TIDAL Music School Aims To Create a New Generation of Kids Who Can Identify Miles Davis and Read a Map](#)
 - Media streaming service TIDAL launched Music School, a way for subscribers to expand their palate for music with playlists inspired by unique genres and geographic locations. The article highlights the educational purpose behind it and its hopes to inspire generations heavily influenced by TikTok's music to listen to different and older genres.
 - Sentiment: Neutral.
- **9to5Mac**, [Everything new with Apple Music on iOS 16](#), José Adorno, September 12th, 2022
 - Article discusses Apple's newest iOS 16 drop, and the many new features that come with their music streaming service, Apple Music. Some newest features include SharePlay, Personalized Spatial Audio, and overall better sound quality.
 - Sentiment: Neutral.
- **Tech Crunch**, [Spotify exec says the company will begin testing audiobooks 'very soon'](#), Aisha Malik, September 8th, 2022
 - The article highlights Spotify's future plans of adding audiobooks to its platform, entering a new industry for competition with companies like Amazon's Audible and Audiobooks.com. Discusses the partnerships the company has made with other audiobook platforms and the features it will include.
 - Sentiment: Positive.

Industry News:

- **Digital Music News**, [Spotify CEO Daniel Ek Personally visits Brussels, Encourages European Commission to 'Accelerate' Apple Antitrust Case](#), Dylan Smith, September 9th, 2022
 - The article discusses Apple's App Store developer fees, and Ek's efforts to maintain app fairness in his campaign "Time to Play Fair". Apple's rules have led to distortion in competition through increases in costs to stay on the market.
 - Sentiment: Negative for Apple, Positive for Spotify.
- **Globe Newswire**, [The Adoption of Artificial Intelligence and Machine Learning in the Music Streaming Market is Gaining Popularity As Per The Business Research Company's Music Streaming Market Global Market Report 2022](#), TBRC Business Research PVT LTD, September 7th, 2022
 - Article highlights how AI and Machine learning enhance music streaming experience through improving search recommendations and overall experience.
 - Sentiment: Positive.



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- **CNBC**, [TikTok is upending the music industry, and Spotify may be next](#), Ashley Capoot, September 5th, 2022
 - Article discusses the connection between unsigned musicians going viral on TikTok, resulting in large pushes of streams on music platforms such as Spotify and Apple Music.
 - Sentiment: Positive.