

Media Recommendation Presentation For Spotify

Posted on August 26, 2021

Overview Of Spotify

Spotify is proven to be the market leader in the music streaming industry. Spotify's founders, MARTIN LORENTZON and DANIEL EK, want to give access to thousands and millions of music and soundtracks everywhere in the world and let you synchronize your music life.

It was launched in the year 2008, and since its launching year, it has witnessed significant growth, with more than 7 million subscribers and more than 25 million active users across the globe. Spotify has taken a very distinctive tactic with its work by shaping a crafty logo, presenting diverse pictures, and selecting a dark background. Spotify has taken frisky icons to let one fully admire.

Choosing an album colour by itself is also an art. The album colours are usually frisky. On Spotify, there are different albums. A dark background can be managed by sharp colours and can be more stylish, but with the combination of album colours, Spotify chose a dark background for an equitable look. Spotify looks frisky yet shiny.

Due to many other musical companies, Spotify is extremely affected by its customers. The thread of substitution force also affects Spotify. There are many other online companies that are fighting for the same customers. Spotify couldn't be such a big company without its suppliers. The trading support or power of Spotify's supplier extremely effect it. There are many other illegal companies going through the internet, so it is very hard for Spotify, which is a legal company, to compete with this era of illegal websites that offer music and soundtracks to its visitors. The pressures of new competitors forces will affect Spotify in a very dangerous way. Due to the advanced technology, services, and settled setup of Spotify for its users, the other music companies would have trouble time to complete it. Elite technology is one of the best barriers that Spotify supports. This makes it distinct from other companies. Their technology would make them more and more flawless so that they can defeat other companies. Their technology can also make other companies very hard to survive. Spotify, at this time, does not have any swapping cost. Spotify is currently offering two subscriptions that can be paid monthly as this allows users to pay for Spotify without binding in any arrangements. At any time if the customer wants to refund, he can get his refund (Swanson, 2013).

Spotify Vs Apple Music

Nowadays, the two biggest music streaming platforms are Spotify and Apple Music. There is some instruction which must be understood to choose the music of your own choice. When a person signs up on these platforms, they give the client a huge list of songs. Both platforms let the customer figure up the collection of songs of their own choice. Apple Music has a list of more than 50 million songs, whereas Spotify has more than 35 million songs. The user can also log in with their Facebook ID; however, in the offline music. Apple Music offline listening has an edge because the client can save almost 100,000 songs in their playlist for offline use. This feature is synced with all the devices with the same ID. At the same time, Spotify allows you to download 10,000 songs from 5 different devices (Morris & Powers, 2015).

Offline listening can be video content or audio content. Spotify is giving access to its users to audio files or podcasts. Spotify is known to be famous for investing a lot in their podcast services so their user can get more options and more content.

Key Strategies In Spotify

Two professional key strategies are music gaining and spreading. First, Spotify talks about the moralities of the music which the company wants to make as a share of their services. The music industry from the past has struggled with discussing the moralities of the music to be available for online use. Spotify has to combine the packages and also has to overcome hurdles so that the content owners will agree with it. Educating on the rights or morality of the owners to tell them how the service facilities are and how they can make them more comfortable and friendly for the users (Skog, Wimelius, & Sandberg, 2018).

The second strategy is spreading. The way of listening to music is very important for both Spotify and the source. This whole process of gaining and spreading must be set up in a secure manner so that music can be saved from unauthorized use, and the barriers are in the way to save music from illegal use. These two key strategies are linked up with each other and must be done with highly saved manners as the owner is very interested in the exact delivery of his content to the customer.

Recommendations For Spotify

Illegal downloading in many online companies is very common. However, many newly illegal companies are forced to shut down. There will always be new ones as Spotify feels pride for being a fully legal online musical company and a licensed company. Spotify gives you a high-quality of music content. Illegal downloading from other online music websites is taking away the huge amount of potential users of Spotify. Spotify must work with the European Union and the United States to stop selling illegal music and soundtracks that are hurting its business.

Security Rights Issues

There are some limitations to the free version. In the free version, it allows the user to listen to twenty hours of music for one month. Then, for complete use or for full access, you have to pay either five or ten dollars per month, depending on which package the user chooses. Spotify has to make some changes to their packages in their free version to make dire changes. So the thing they should do is remove hours restrictions or increase their hours for free version use in one month. It will not hurt their company policy but will help in their advertisement aspect. The other adjustment Spotify has to make for the ease of their users is lowering their prices in packages. Spotify is currently dealing with four big record labels. They are dealing with Warner Music, EMI, Merlin, Universal Music, Sony Music, and The Orchard. Spotify is dealing tremendously with its suppliers. (Setty et al., 2013)

Privacy Issues Raised By The Recommendations

The Company must also reduce the cost by the consumption of open source software named CHEF, puppet, FAI, and cfengine for the maintenance and automatic alignments of large-scale computer systems. Spotify regularly collects a wide-range quantity of data which provides highly valuable insight into their users. The Analytical department takes the responsibility of translating raw data as input for marketing activities and financial calculations. Another duty of the analytical department is to provide this processed data to the business development, department of finance, label relations as well as business partners for achieving the maximum profit from processed data. Partners that are heavily in the way of Spotify's successes, Spotify is giving them free services and also has a positive and pure relationship with its supporters, content providers, and financial supporters as well. Therefore, it is Spotify's best policy and interest to provide high-quality data, services, and content to the business and its users that sustain and support Spotify.com (Kreitz & Niemela, 2010).

References

Kreitz, G., & Niemela, F., (2010). Spotify-large scale, low latency, P2P music-on-demand streaming. *2010 IEEE Tenth International Conference on Peer-to-Peer Computing (P2P)*, 1-10. IEEE.

Morris, J. W., & Powers, D. (2015). Control, curation, and musical experience in streaming music services. *Creative Industries Journal*, 8(2), 106-122.

Setty, V., Kreitz, G., Vitenberg, R., Van Steen, M., Urdaneta, G., & Gimåker, S. (2013). The hidden pub/sub of Spotify:(industry article). *Proceedings of the 7th ACM International Conference on Distributed Event-Based Systems*, 231-240. ACM.

Skog, D., Wimelius, H., & Sandberg, J., (2018). Digital service platform evolution: how Spotify leveraged boundary resources to become a global leader in music streaming. *Hawaii International*

Conference on System Sciences (HICSS), January 2-6, 2018, Waikoloa, HI, USA, 4564-4573.

Swanson, K., (2013). A Case Study on Spotify: Exploring Perceptions of the Music Streaming Service. *MEIEA Journal*, 13(1).