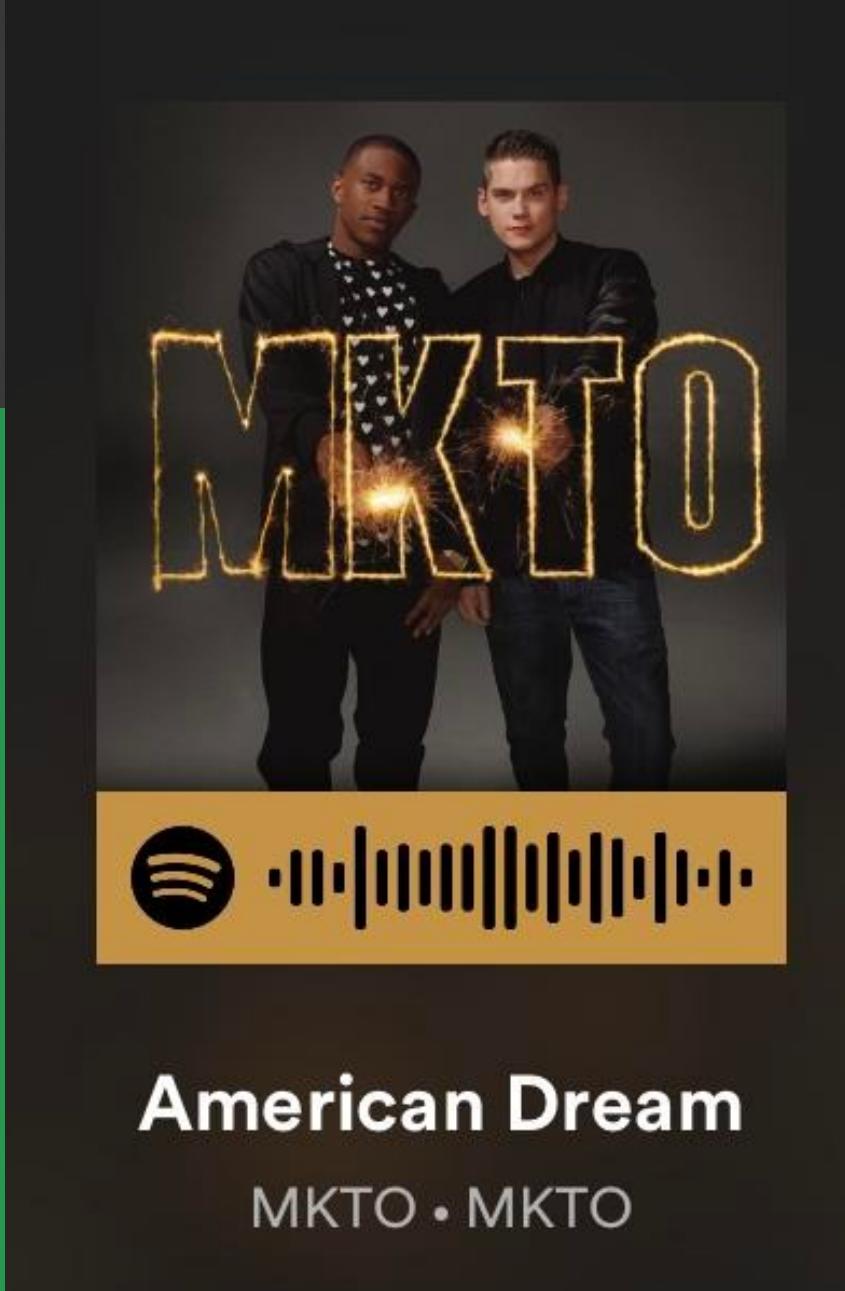




DECEMBER 12, 2019

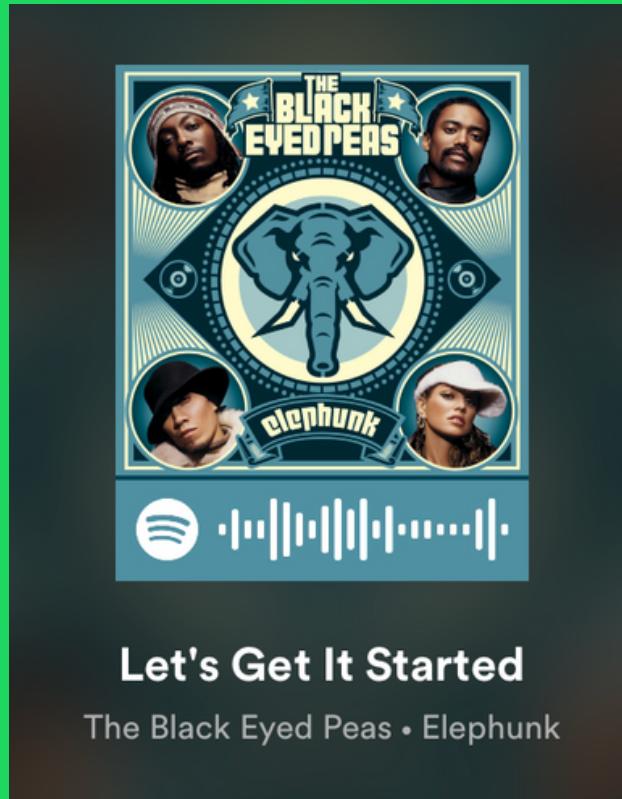


American Dream

MKTO • MKTO

BEATING APPLE MUSIC
ON AMERICAN SOIL

Agenda



COMPANY LANDSCAPE

Projections & Competition



BUSINESS DEVELOPMENT

Understand US Users
Social Sharing Experience
Trend of Podcasts

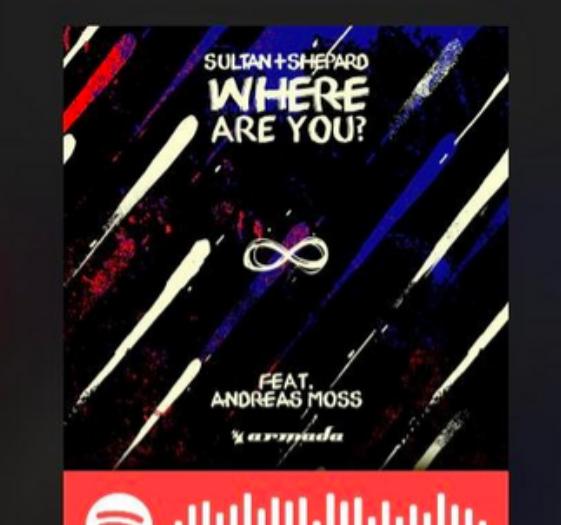


RECOMMENDATIONS

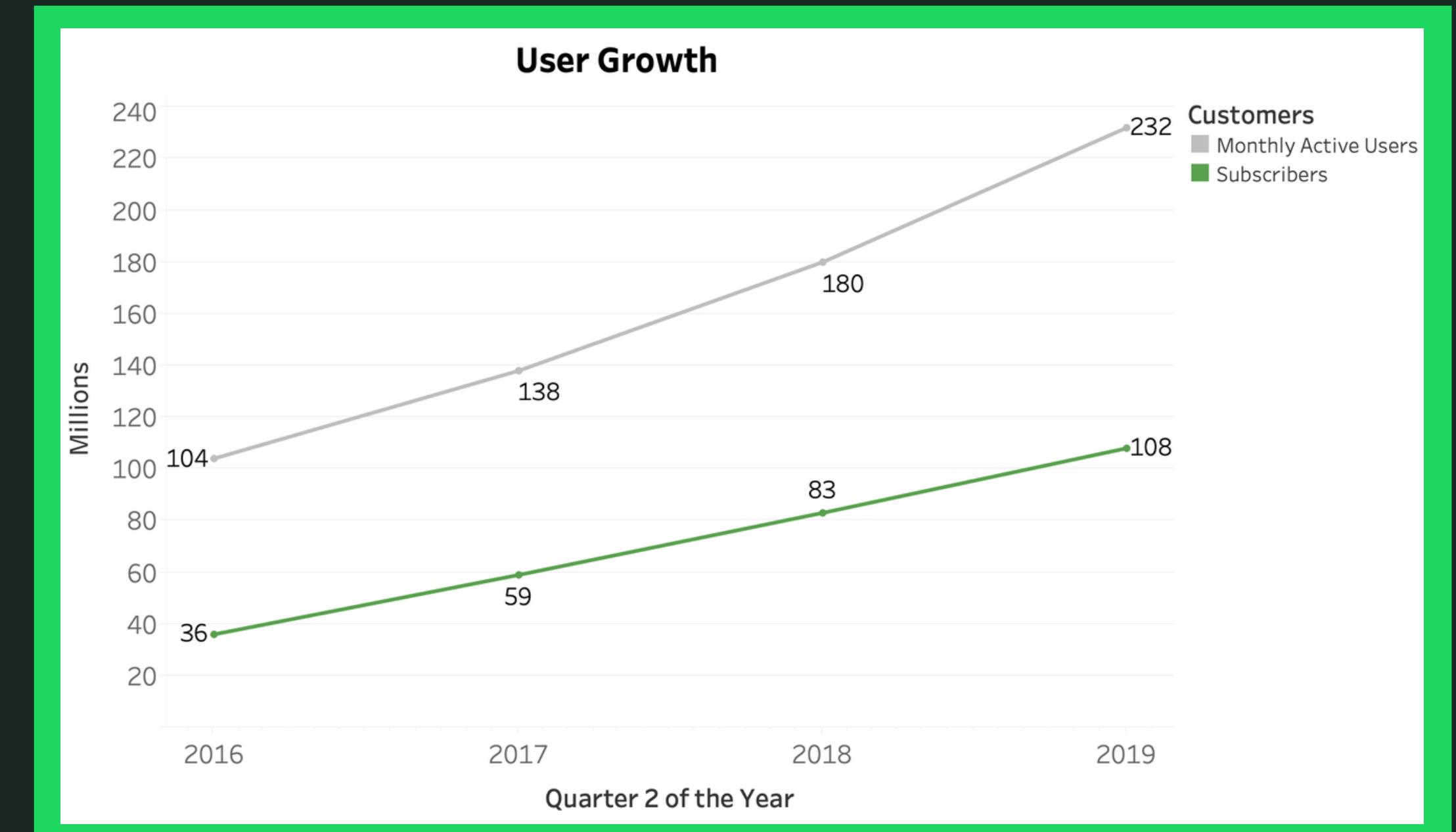
Implementation

COMPANY LANDSCAPE

- 79 Markets
- 24% Subscribers in the U.S.
- 30% U.S. Market share



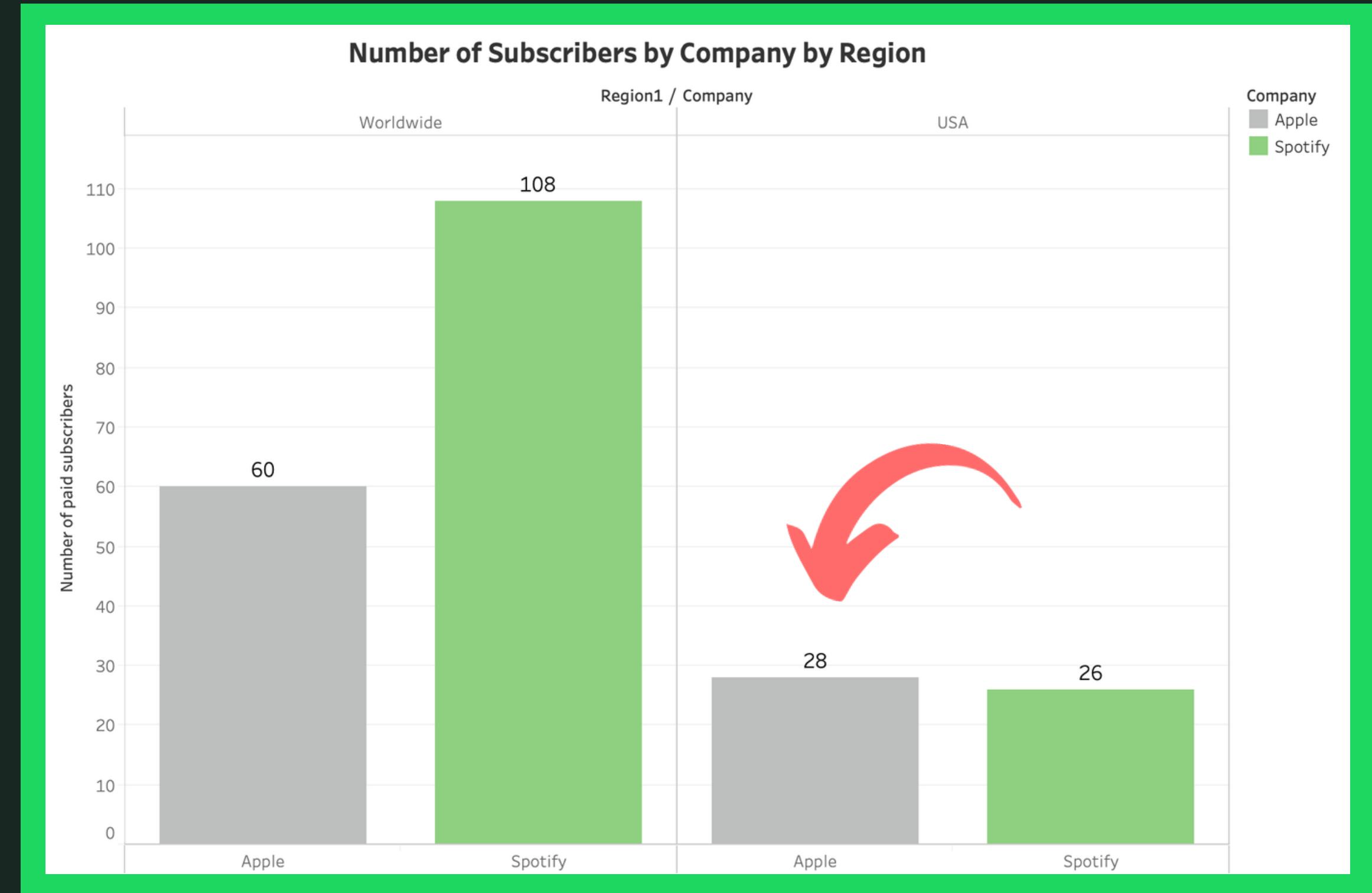
Where Are You?
Sultan + Shepard • Where Are You?



COMPETITIVE LANDSCAPE

80%

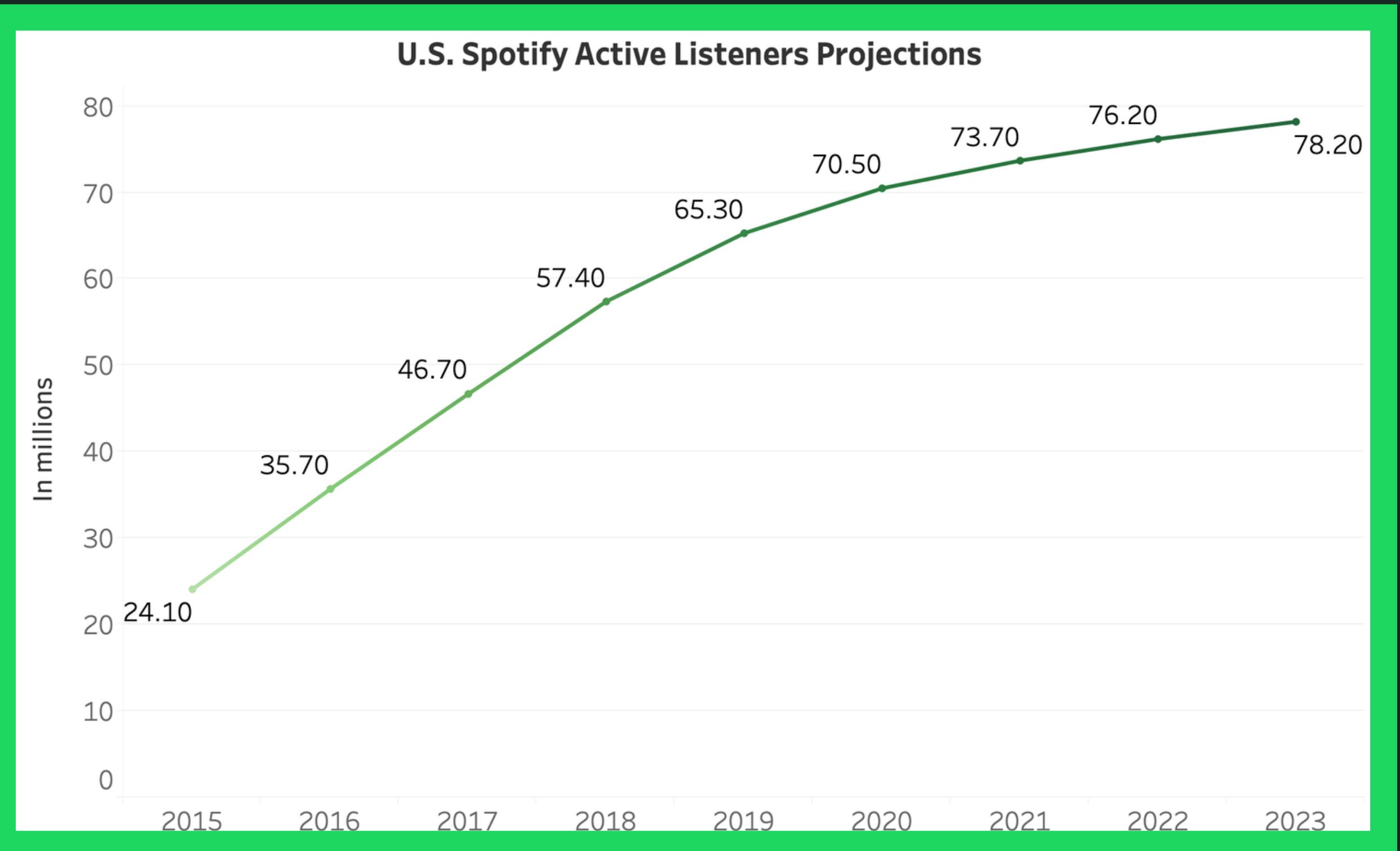
streaming share of the U.S.
music industry



COMPANY PROJECTIONS



Feeling Steady
Dan Phillipson • Growing Strong



SHORT-TERM | 6 MONTHS



1

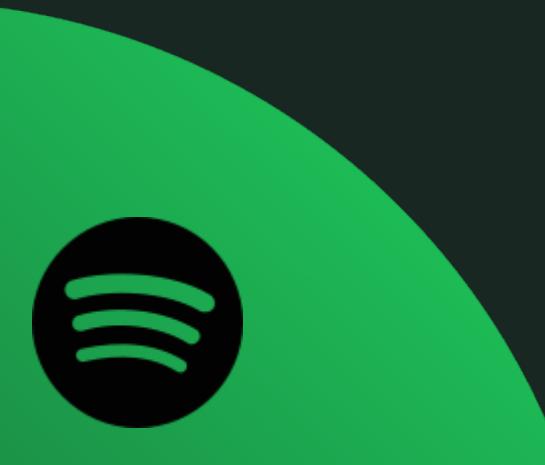
IMPROVE MOBILE PLATFORM

2

SOCIAL SHARING EXPERIENCE

3

FROM MUSIC STREAMING SERVICE TO
AUDIO PROVIDER



RECOMMENDATION #1

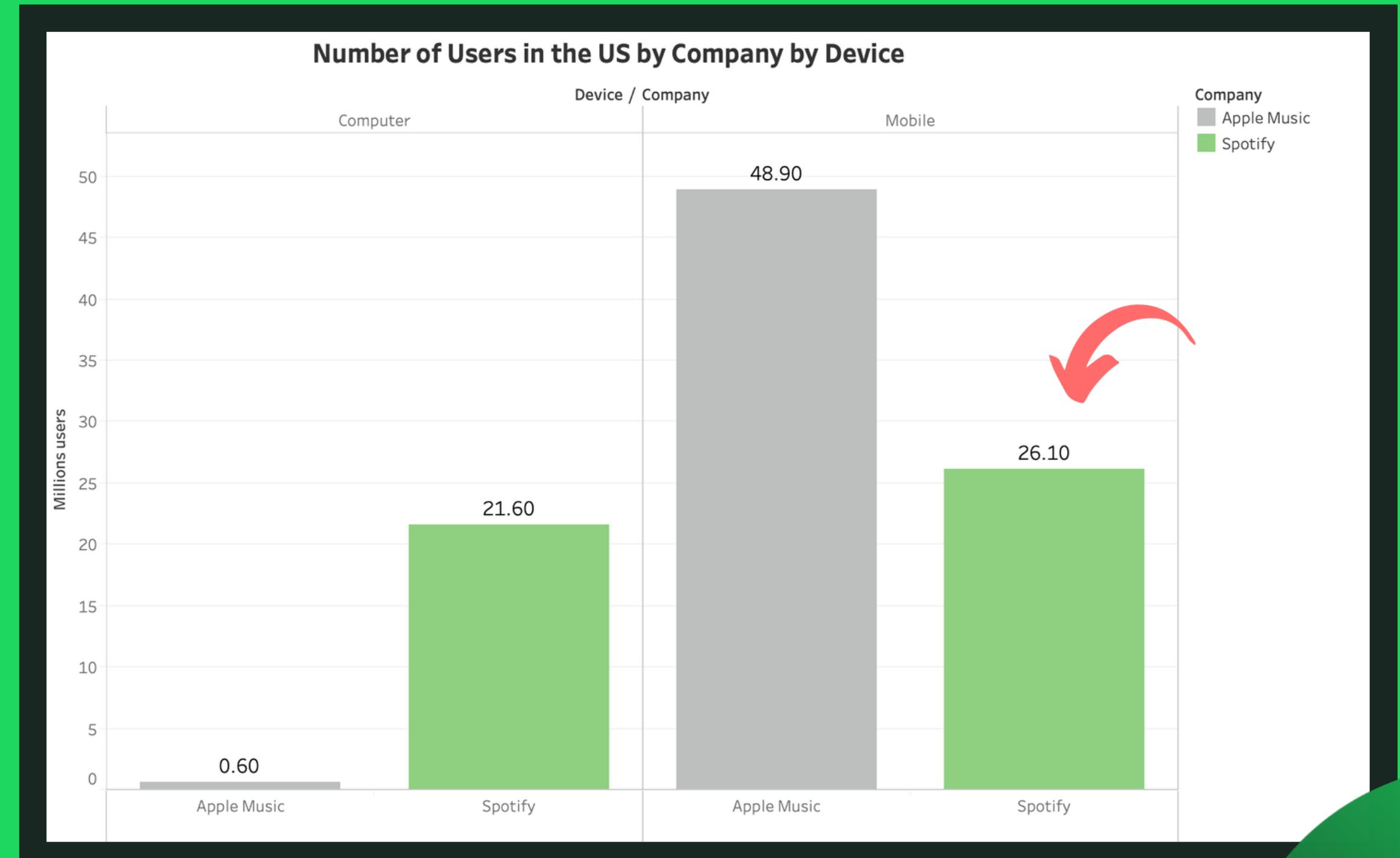
IMPROVE MOBILE PLATFORM



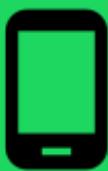
UNDERSTAND U.S. CUSTOMERS

68%

of smartphones users
stream music daily



IMPLEMENTATION



Decrease Mobile Loading Time



Minimize content



Too much data



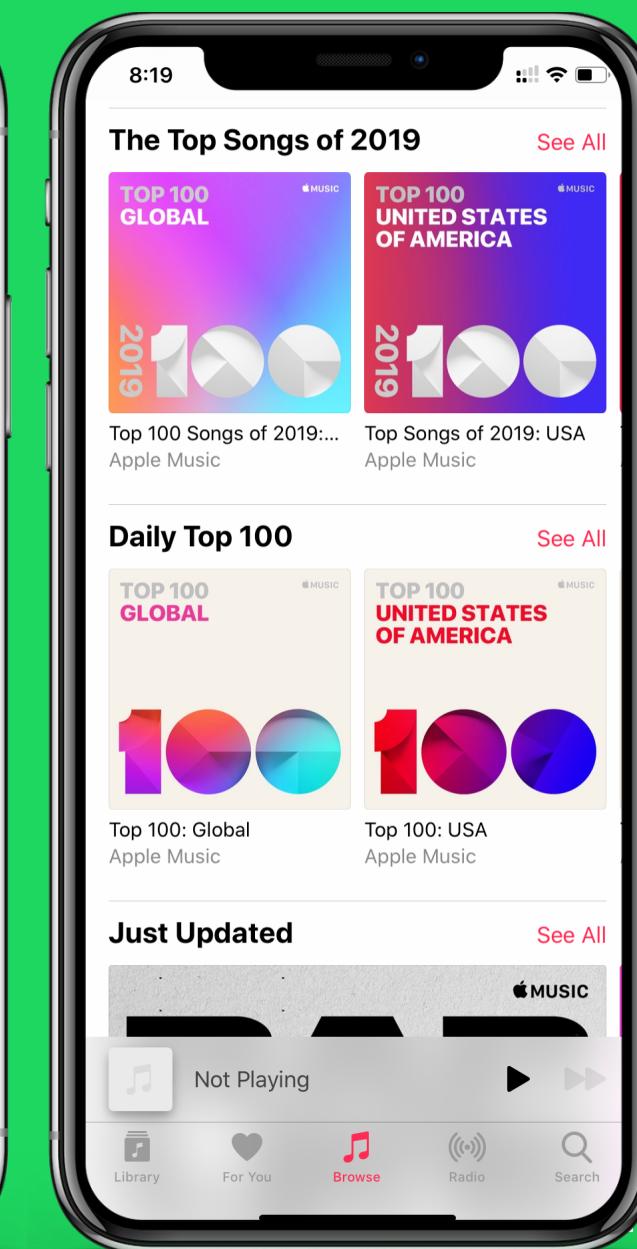
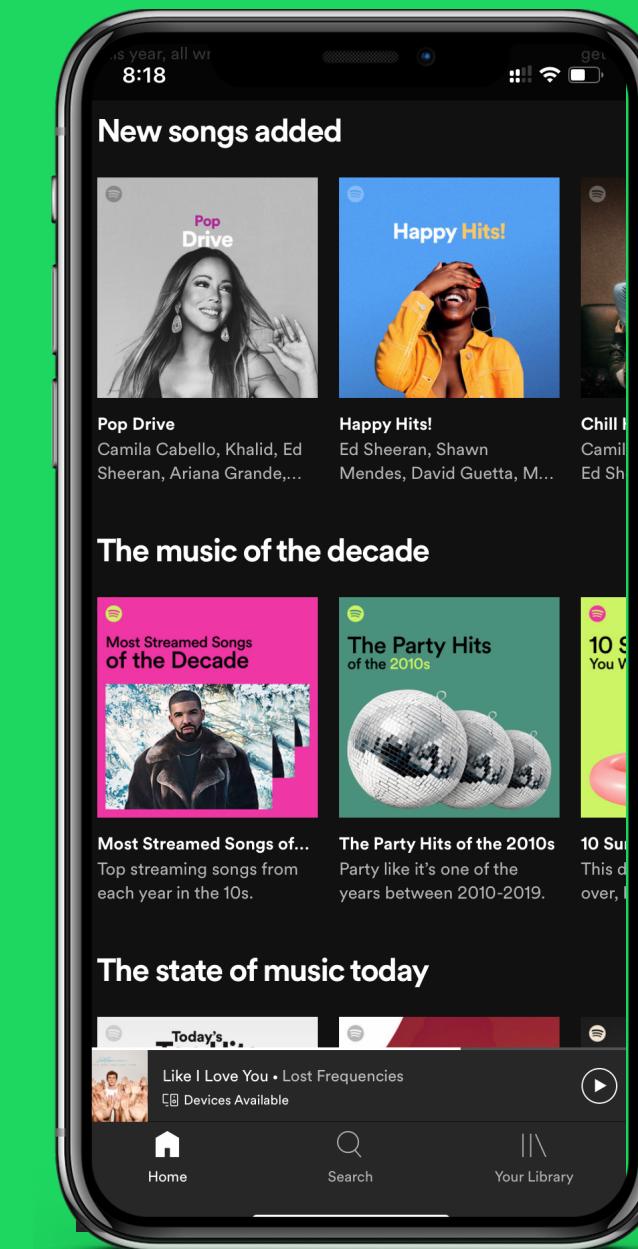
3 Seconds
Excellent



5 Seconds
Good

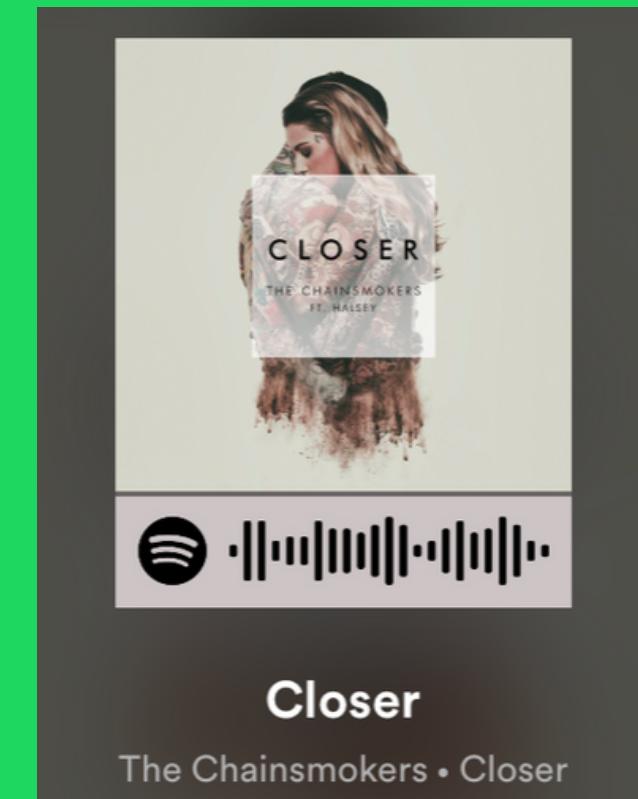
8 Seconds
Fair

Poor

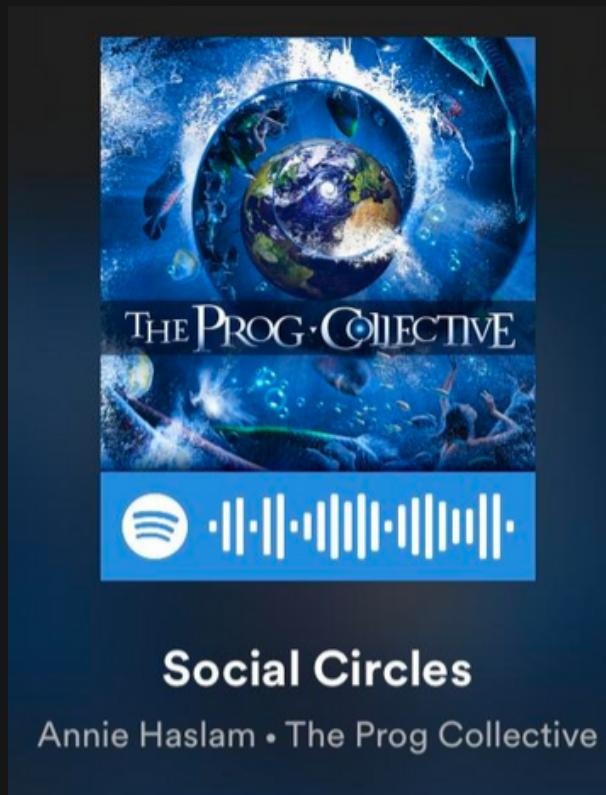


RECOMMENDATION #2

CREATE SOCIAL SHARING EXPERIENCE



SHARING IS THE NEW NORMAL



\$335B

Global sharing economy by 2025



Insights from U.S. Social Media Users



30%

discovered an artist or a song
from a friend

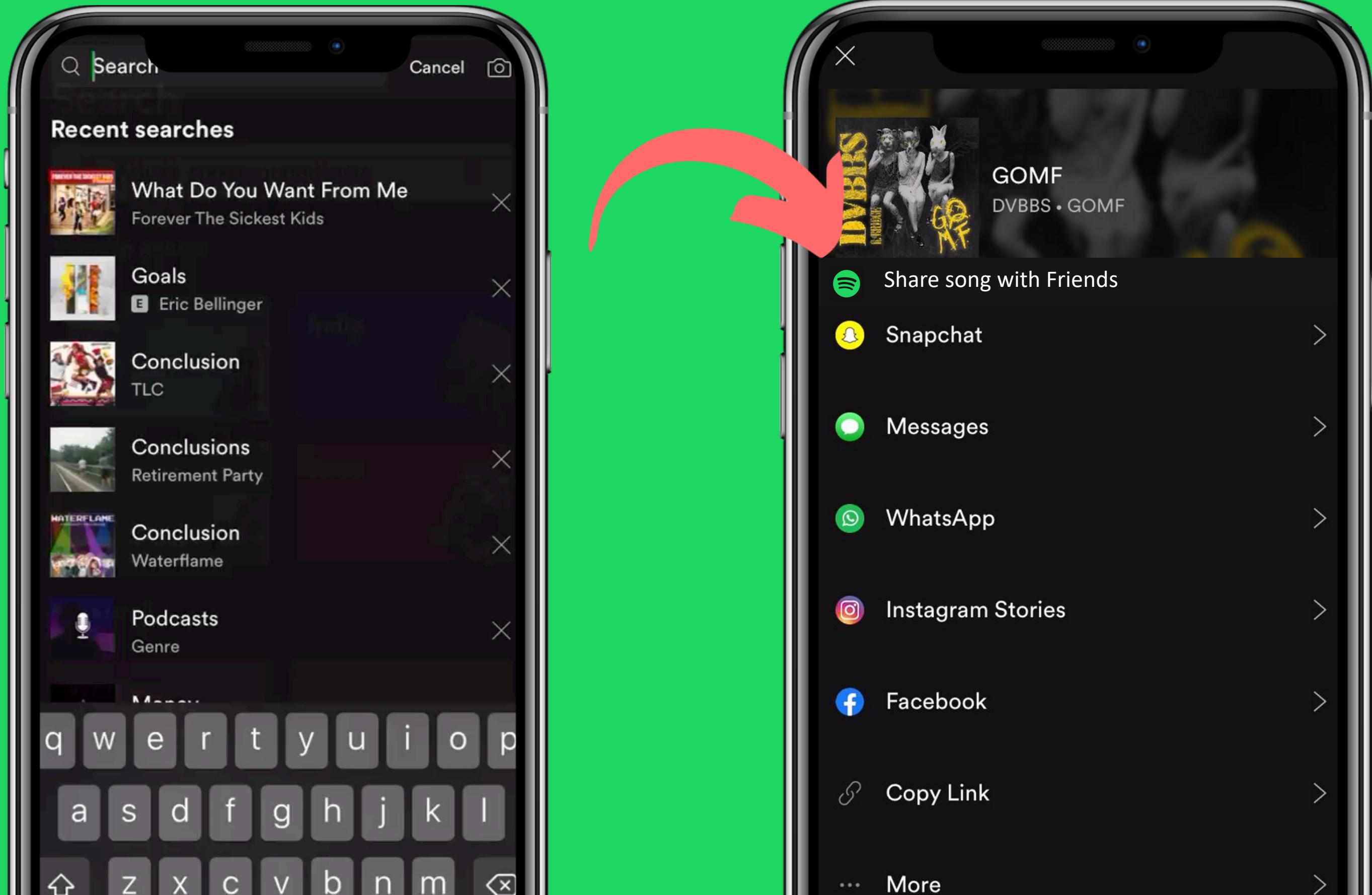


29%

shared songs, albums or playlists from
streaming services

2

IMPLEMENTATION



RECOMMENDATION #3

FROM MUSIC STREAMING SERVICE TO AUDIO PROVIDER



DEMOCRATIZATION OF PODCASTS

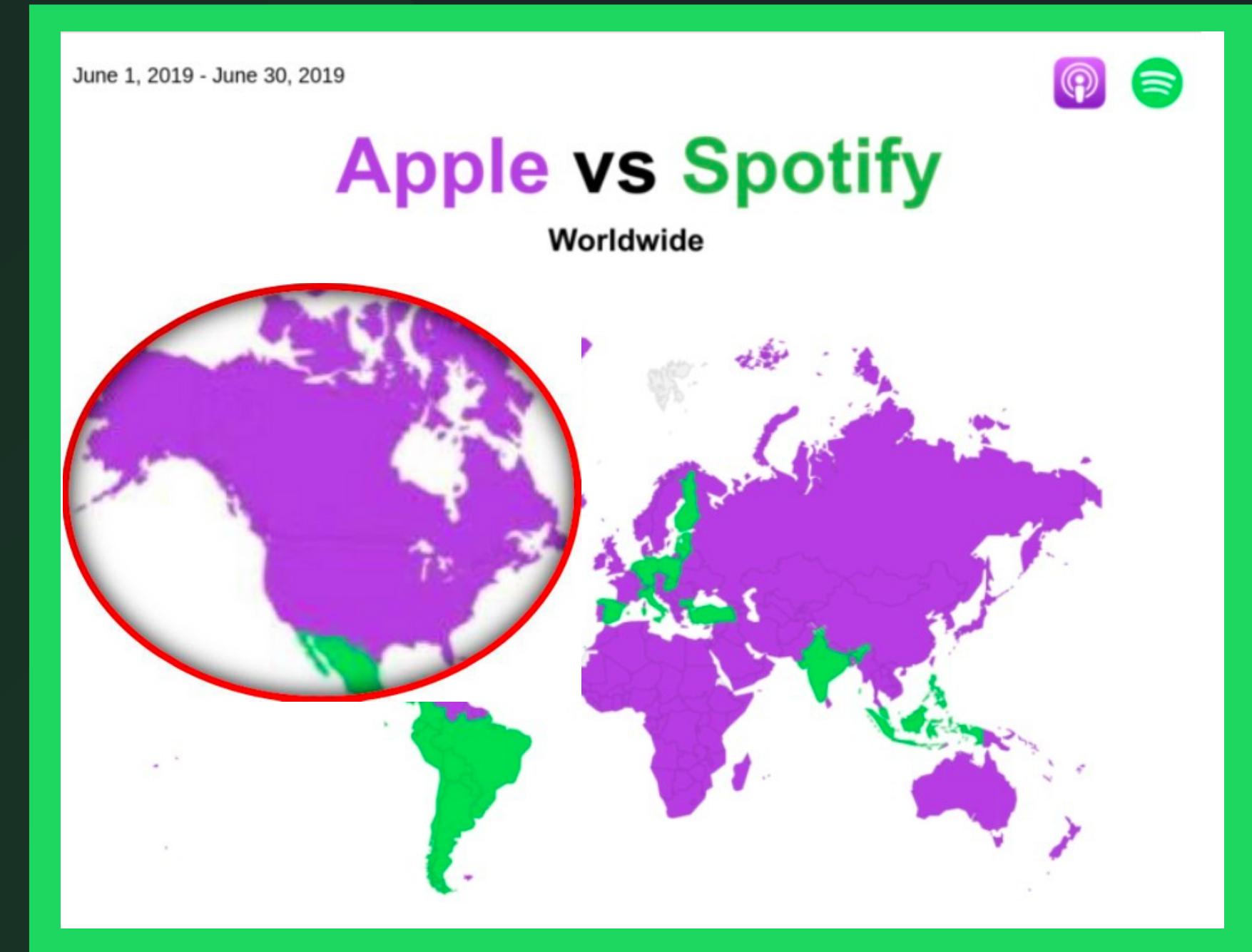


+122%

growth in podcast listeners since 2014 in
the U.S.

+14M

more weekly podcasts listeners in the U.S.
than in 2018



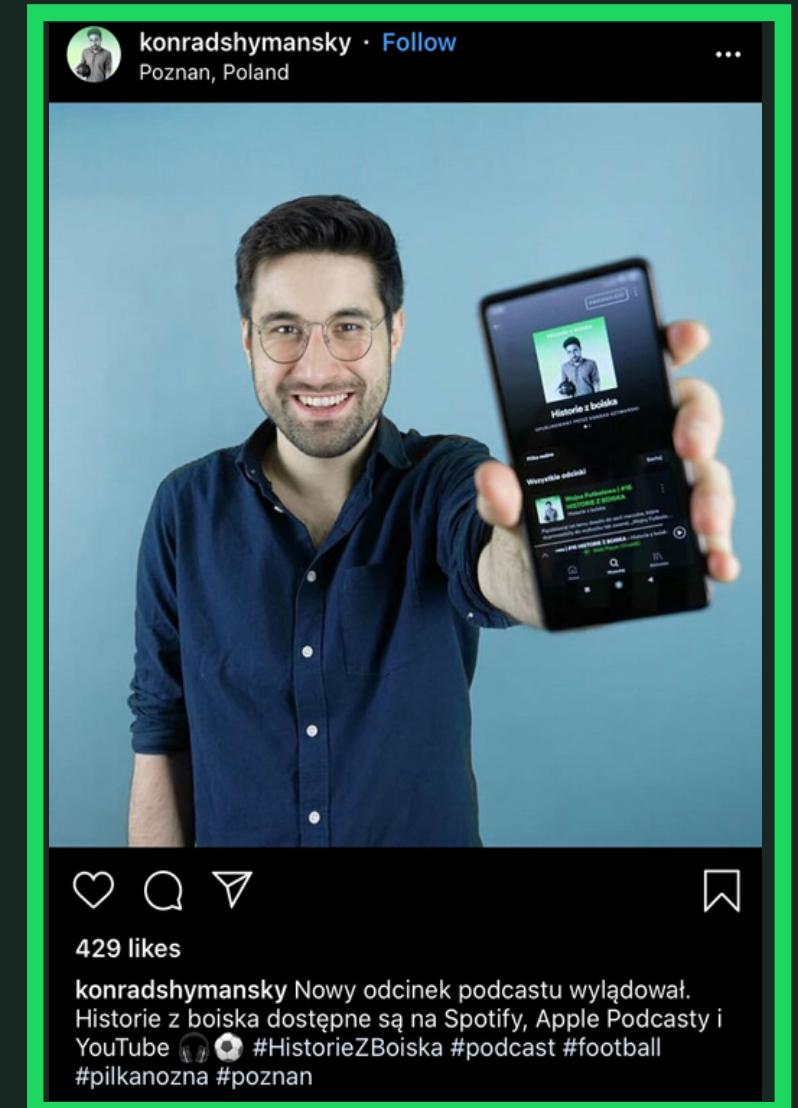
IMPLEMENTATION

Focus on 12-24 years old audience

53%

of U.S. Spotify users,
aged between 12-24 years old

Increase Lifestyle & Specialist Podcast Library



23%

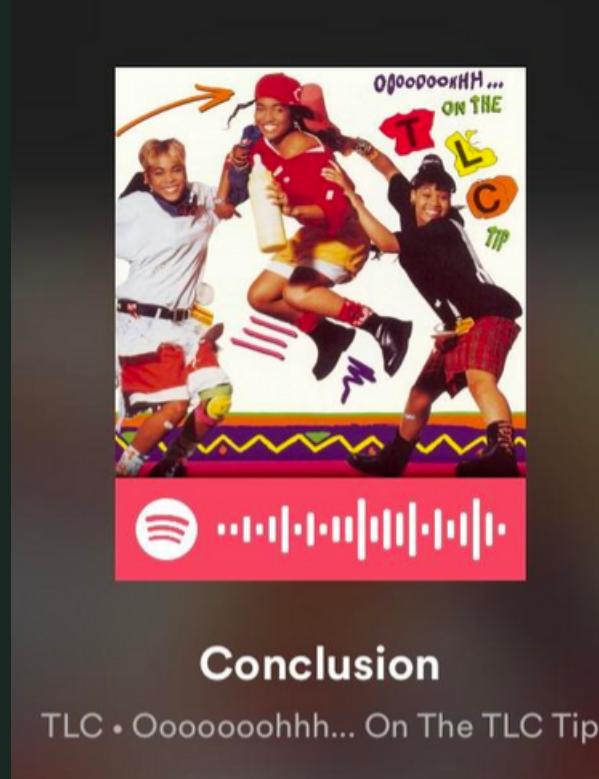
of U.S. podcast listeners more likely to use
social media



SHORT-TERM | 6 MONTHS

1

IMPROVE MOBILE PLATFORM



2

SOCIAL SHARING EXPERIENCE

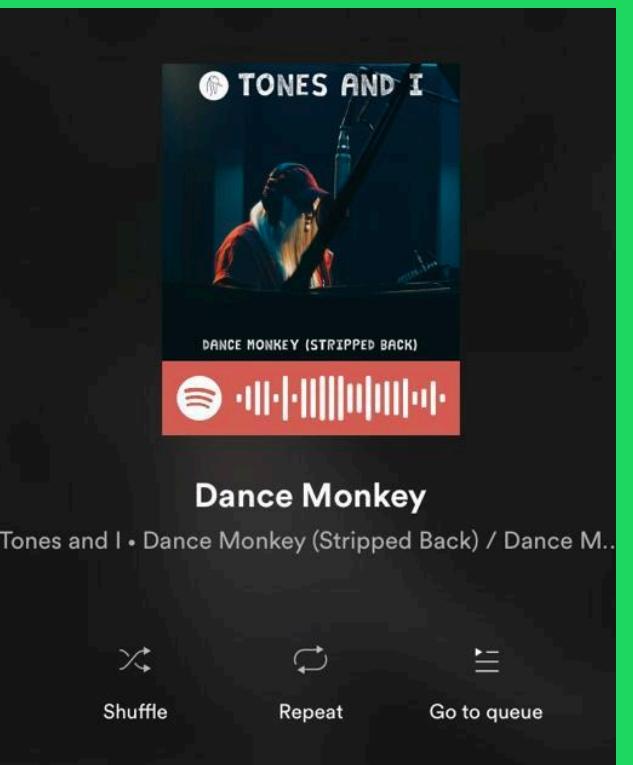
LONG-TERM | 12 TO 18 MONTHS

3

FROM MUSIC STREAMING SERVICE TO
AUDIO PROVIDER

*Without music, life
would be a mistake.*

Friedrich Nietzsche



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