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### Spotify

1. Streaming music player service
2. Allows access to music users/subscribers are interested in.
3. Advertising and subscriptions.
4. Public
5. Increases in listeners (non-subscribers) increases ad revenue.Increased subscribers increases revenue from subscription.
6. Access to library of music
7. Google Music, Pandora, Youtube Music, iHeart Radio, Amazon music
8. Spotify’s role in society is to offer convenient access to a library of music. Spotify’s impact on society is that less music is sold to the consumer, however artists receive license fees based on listeners.