

Does Spotify have a dark side?



From Georgi Fidanov

What to expect?

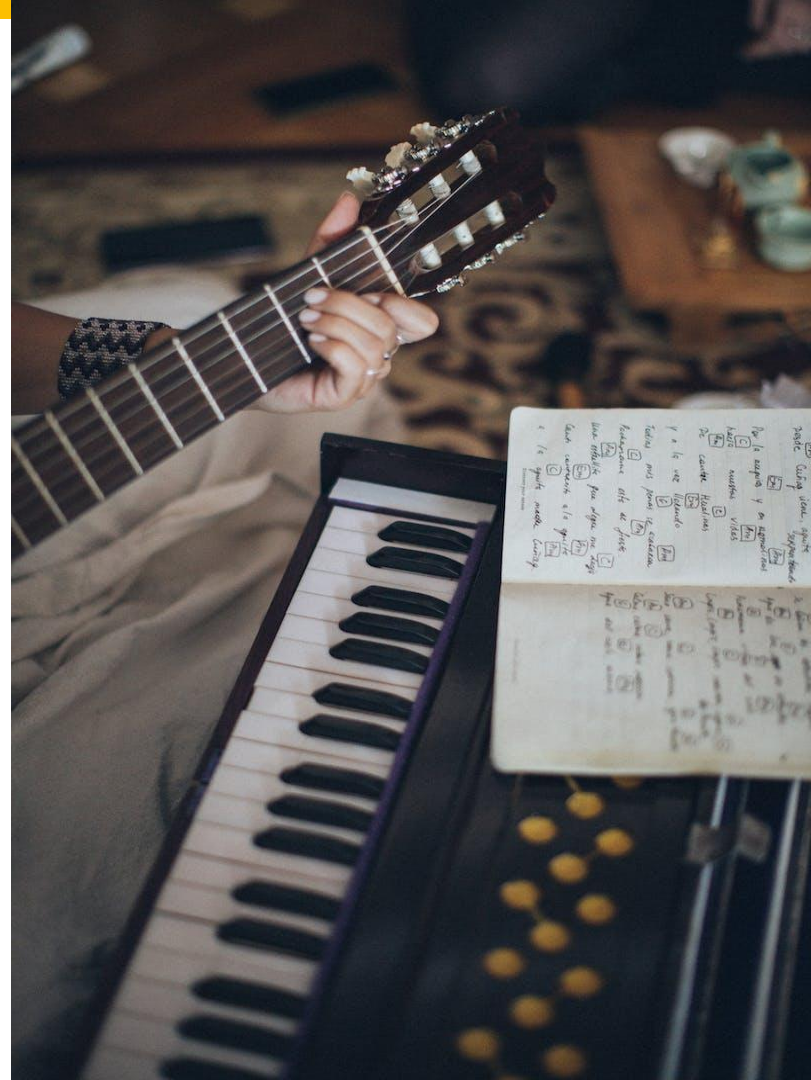
- History
- Revolutionise but how exactly?
- How did Spotify begin?
- The illegal rise
- The brilliant Spotify
- The path is set, now is the walking
- The settlement of the deal
- The official launch
- Artists are enraged
- Spotify isn't profitable and will it ever be?
- Spotify THE threat in the music industry
- Conclusion
- Q&A



History



- Who is Daniel Ek?
- What did he do?
- What did he want to do?



Revolutionise but how exactly?



- What is Napster?
- What if listening to music online was legal and profitable?



How did Spotify begin?

- Founders' initial vision
- Partnerships with record labels
- Where is the BIG problem?



The illegal rise

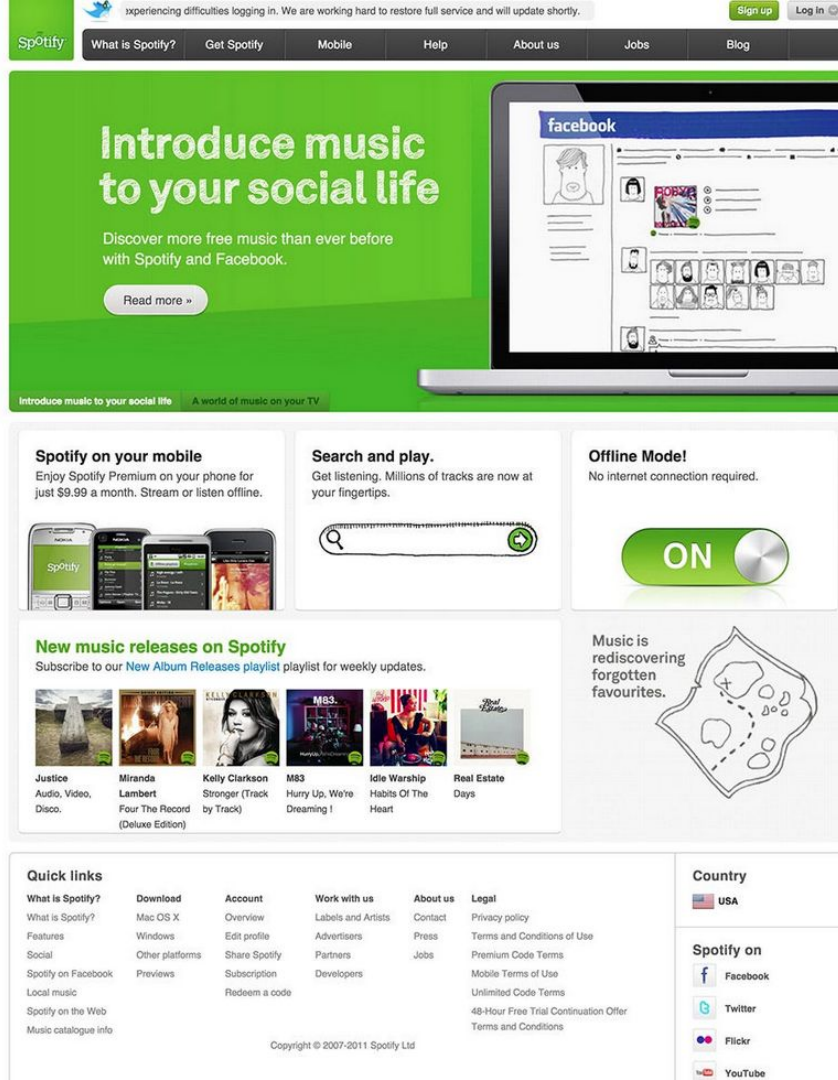


- The pickle
- The violation intellectual property
- The ironic Spotify



The brilliant Spotify

- What an UI!
- Killer features
- The over engineering



The path is set, now is the walking



- Negotiations with the big three: Sony, Warner and Universal.
- "Free", what?!



The settlement of the deal

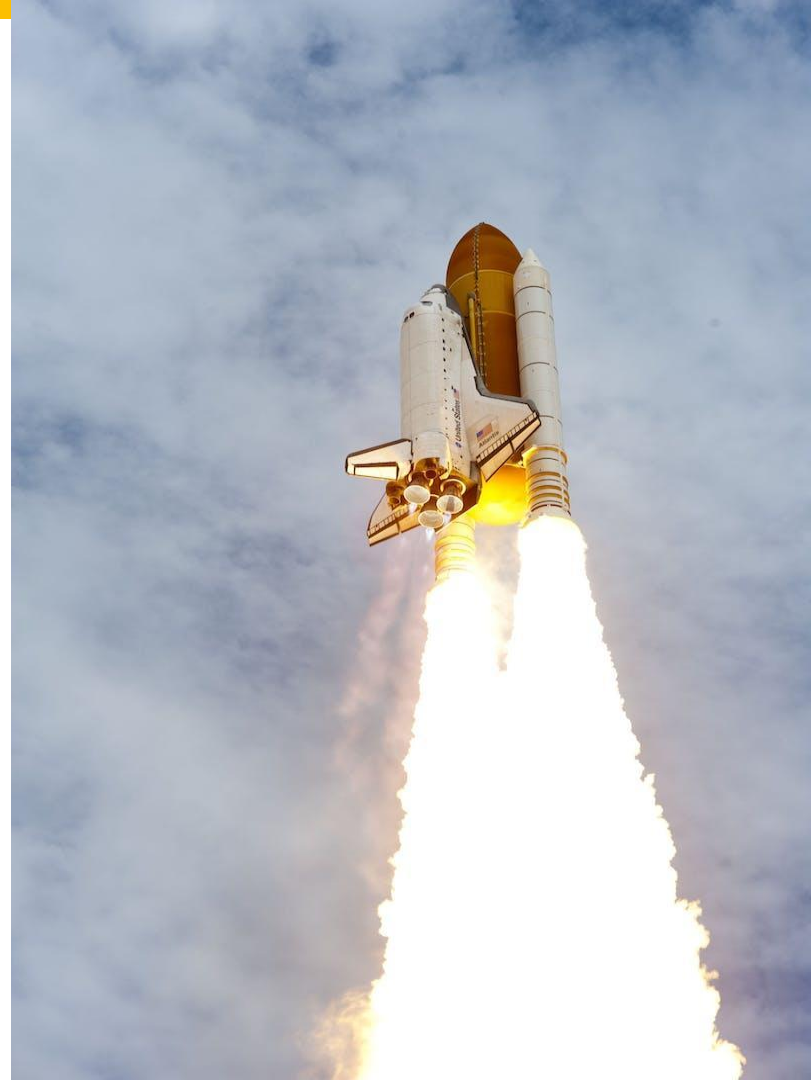


- Why is the compromise?
- What do they want?!
- Who wins?
- Is this a safe business model?



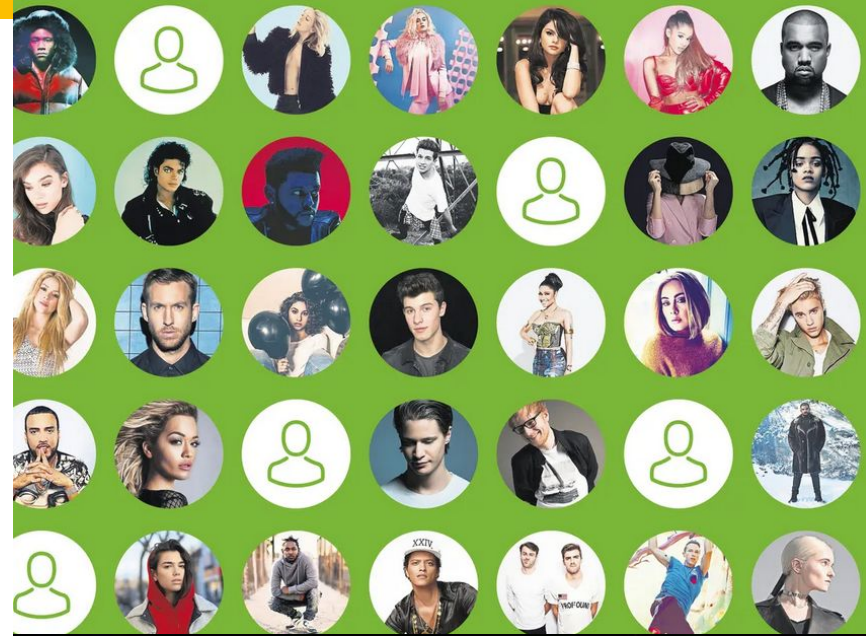
The official launch

- The Big Dirty
- Introduction of free-to-play streaming
- Integration with social media
- Marketing and promotional campaigns
- Traps?



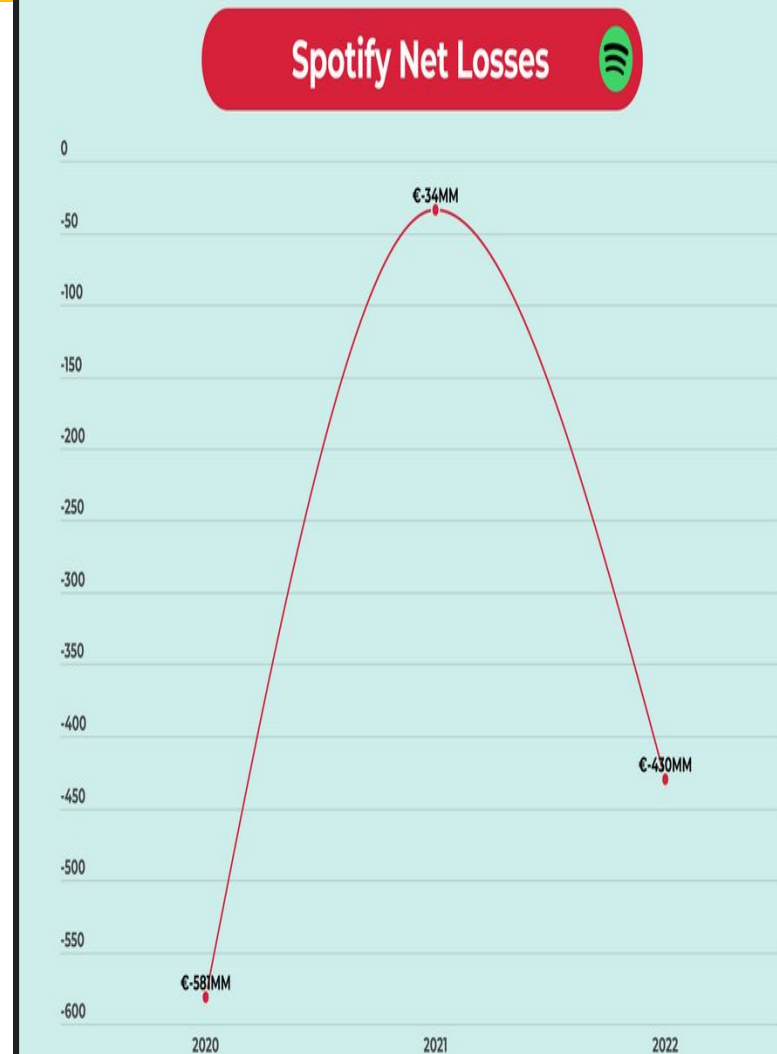
Artists are enraged

- Spotify is devaluing their work?
- Pulled out completely out of the platform
- Why?
- WHO?!



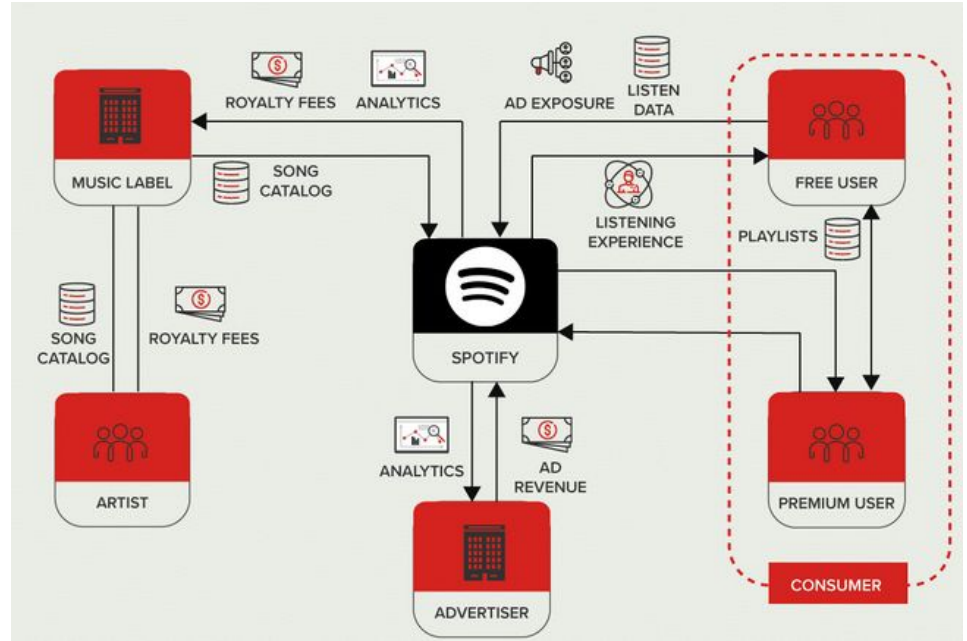
Spotify isn't profitable and will it ever be?

- “Is Spotify a viable business?”
- “What makes it unique from newer platforms?”
- The two solutions
 - The big door



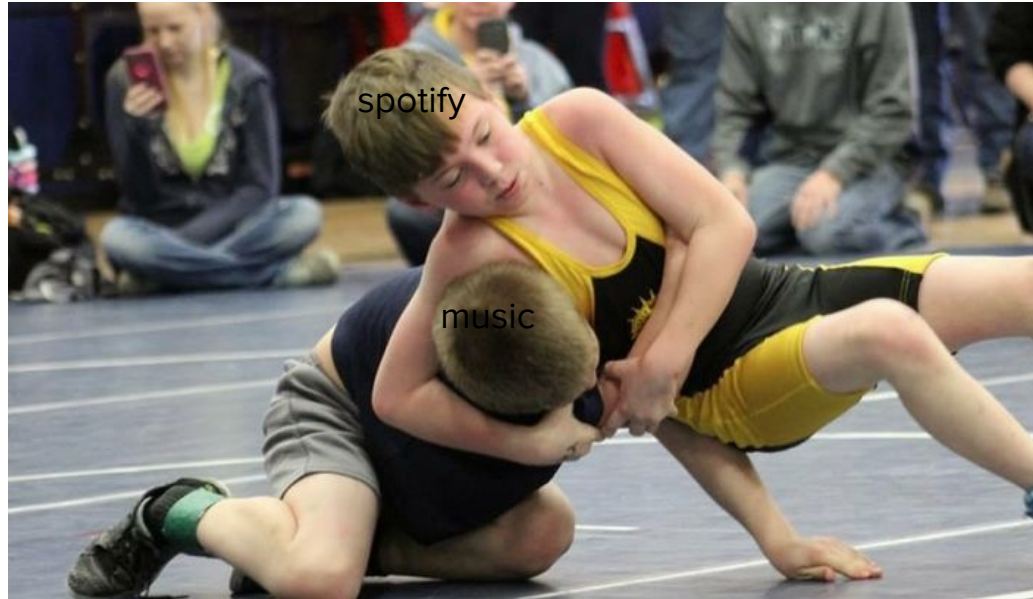
Spotify THE threat in the music industry

- “Discover Quickly”?
- Make it to the list?
- Cheaper??



Conclusion

- AI



QUESTIONS?



THANK YOU