Big Data Analytics, 2019 Spring Instructor: Mrs. Lee

**Spotify and a way to use music for business**

**What is Spotify?**

Spotify is a commercial music streaming service providing music content from a range of major and independent record labels. Spotify users can either subscribe to a “Freemium” model supported by advertisements or they can pay a premium to access additional features without advertisements. Since its inception in 2008, users of this service have totalled twenty million, five million of them paying monthly fees of either US$4.99 or $9.99. Prominent artists such as Taylor Swift and The Black Keys have begun speaking out about this service, some even withholding their music from the service entirely, explaining that the payment model is unfair and that the service is cannibalizing album sales. Other artists praise the service for its ability to deliver a legal alternative to piracy, where artists can capture valuable information about their listeners and are compensated on a per-play basis. Whether we like it or not, Spotify and related music streaming services represent a window into the future of the music industry. This study investigates the perceptions of streaming services like Spotify from the perspective of all parties involved: music industry professionals, artists, and consumers in order to identify perceived needs and positive developments. The conclusion offers suggestions for the future role of streaming services in the music industry based on the survey and interview results. (Swanson, Kate. “A Case Study on Spotify: Exploring Perceptions of the Music Streaming Service” Journal of the Music and Entertainment Industry Educators Association 13, no. 1 (2013): 207-230)

**Why Spotify?**

Spotify is the biggest streaming platform in the world and it includes nearly all genres and artists that are known. Because of this fact it is obvious to ask, how music can influence business in general. The best way to use music for business is of course for advertising. In nearly all adverts you can see in digital media music is includes. Mostly the music is used for the memorability and entertainment part.

**Why did we choose this topic?**

To be honest, who really does not like music? We hopefully can show with this topic how music can be used efficiently for good advertising and maybe which kind of music is the best for using it in adverts and which attributes influence the decision the most!