Spotify

Improving Conversion Rate of Spotify Premium

About Spotify

World's Most Popular Audio Streaming Service.

2008 Launched	**574 million+** users	**100 million+** music tracks	**226 million** premium subscribers	**46%** global conversion rate

Problem Statement

The conversion rate in India for premium subscription is abysmally low, and stand nowhere to the global success rates that you have achieved. You wish to launch new features for premium users in the app catering to Indian users and their needs specifically to drive the conversion rate from free to premium model for users.

Music Streaming Industry

US$25.84 billion
The Music Streaming market worldwide is projected to reach in revenues in 2023

6.32%
Expected annual growth rate (CAGR 2023-2028)

1.1bn
By 2028, the number of users in the Music Streaming market

Source: Statista

1%
of the total user base of the top five music streaming apps in India are paid subscribers
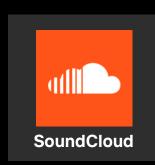
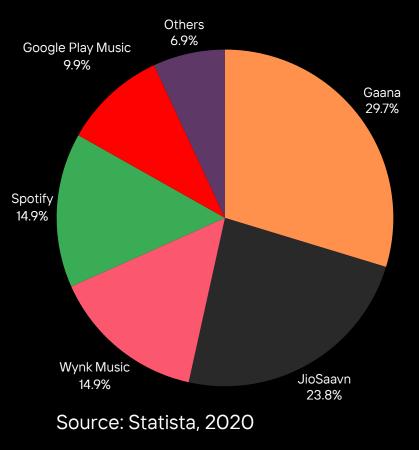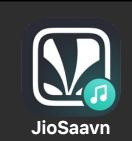Source: RedSeer Consultants

Competition in India

Global Players

Apple Music

amazon music

YouTube Music

SoundCloud

Local Players

Gaana

JioSaavn

Wynk Music

Hungama Music

ARPU

₹ 60-70
5 per cent of monthly active users on OTTA apps were paid users in FY23, with average revenue per user (ARPU) ranging from Rs 60 to Rs 70

Source: RedSeer Consultants, Business Today

Market Share

- Gaana 29.7%
- JioSaavn 23.8%
- Wynk Music 14.9%
- Spotify 14.9%
- Google Play Music 9.9%
- Others 6.9%

Source: Statista, 2020

Top 12 Cities
Responsible for driving increase in subscriptions on music streaming platforms

Source: RedSeer Consultants, Business Today

Coming up Next
User Personas

The Music Enthusiast

Riya

About

Riya is a 22-year-old college student in Mumbai who loves singing along to her favorite tracks. She's passionate about music and enjoys sharing her covers on social media.

Needs and Goals

Riya seeks a platform where she can express her love for music through singing. She wants to engage with a community that appreciates her talent and discover new songs to cover.

Party Playlist Maestro

Arjun

About

Arjun is a 28-year-old professional in Delhi who frequently hosts parties and get-togethers. He enjoys curating playlists that suit the mood of the event and wants a unique way to enhance the music experience.

Needs and Goals

Arjun is looking for features that make it easy to connect multiple devices to create a synchronized, powerful speaker system.
He wants to be the go-to person for music at every gathering.

On the Go Podcast Listener

Nisha

About

Nisha is a 32-year-old Software Developer in Chennai who is always on the go. She relies on podcasts to stay informed but struggles to find time for lengthy episodes.

Needs and Goals

Nisha is interested in getting podcast summaries that help her quickly grasp the key points of an episode.
She wants to stay informed efficiently without compromising on the depth of content.

Spotify Sing Along 🎤 **Premium**

Spotify Sing Along is a new way to rap, jam, or sing along with millions of favorite songs.
Lets you duet with the original artist, sing solo, or mix it up.

With Spotify Sing Along, users can unleash their inner vocalists and sing along to an extensive library of songs, creating personalized and shareable musical moments.

This feature not only caters to the innate desire for self-expression but also fosters a vibrant sense of community as users share their renditions with friends and fellow music enthusiasts

Spotify Sing Along is designed for everyone, making the joy of singing an integral part of the music streaming experience.
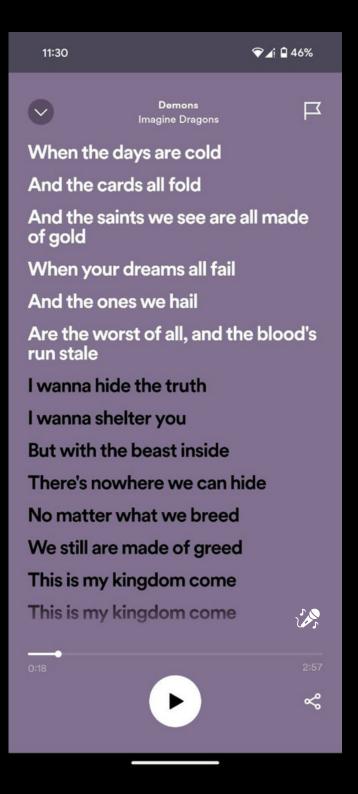
Sing Along Feature Accessibility:
- From Music Player Screen
- From Lyrics Player Screen

Library

My Musical Moments

11:29 PLAYING FROM SEARCH Recent Searches

Demons
Imagine Dragons

0:17   2:57

Lyrics

11:30 Demons Imagine Dragons

When the days are cold
And the cards all fold
And the saints we see are all made of gold
When your dreams all fail
And the ones we hail
Are the worst of all, and the blood's run stale

I wanna hide the truth
I wanna shelter you
But with the beast inside
There's nowhere we can hide
No matter what we breed
We still are made of greed
This is my kingdom come
This is my kingdom come

0:18   2:57

SpotBrief

Spotify's cutting-edge podcast summarizer feature powered by generative AI technology.
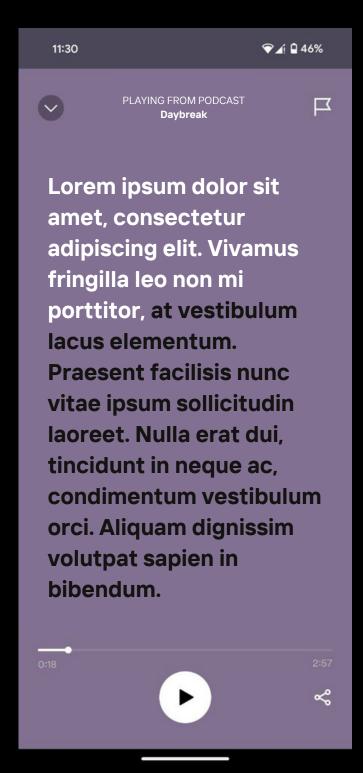
Leveraging natural language processing and machine learning algorithms, SpotBrief meticulously analyzes podcast content, identifies key topics, and generates coherent summaries.

Effortlessly staying informed on-the-go, whether it's catching up on news, staying up-to-date with industry insights, or simply enjoying entertaining discussions. SpotBrief redefines efficiency in podcast consumption, empowering users to make the most of their time without compromising on the depth of content

It's the perfect companion for the modern, information-hungry listener, offering a smarter and more accessible way to engage with the vast world of podcasts on Spotify.

Feature Enabled by User from the Player Screen

Summarized Content in few seconds ready to play inn human voice

Coming up Next
Feature Drop #3

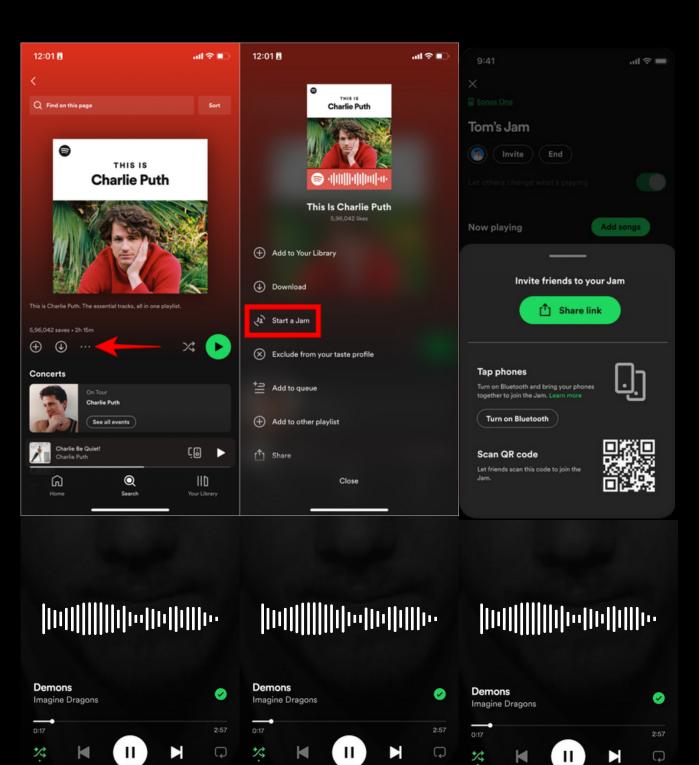# Spotify Jam (Feature Enhancement) `Premium`

Currently, Spotify Jam allows users to share their playlist with others (at home or remotely) and that enables other user to update or modify the jam based on their preferences.
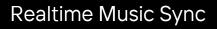New feature enhancement proposes leveraging existing feature capability to transform individual smartphones into a unified and powerful loudspeaker system. No actual portable speakers required.

Technologically, this feature utilizes cutting-edge audio synchronization algorithms and Bluetooth connectivity to ensure seamless coordination among connected devices.

One can invite their friends in one of three ways: (Leveraging exisiting capabilties)
1. Turn on Bluetooth, then tap your phones together
2. Have your friends scan the QR code on your host screen
3. Hit "share" to send the link through social, text, SMS, and more

Realtime Music Sync

RICE Framework

Feature	Reach (%)	Impact	Confidence	Effort	RICE Score	Priority
Spotify Sing Along	75	3	95	5	42.75	2
SpotBrief	85	2	90	4	38.25	3
Spotify Jam	85	2	85	3	72.25	1

% Increase in the Conversion Rate (%)

👥 Number of users actively participating in Spotify Sing Along sessions

⟳🕐 Average Length of Spotify Sing Along Sessions

% Percentage of users actively using the SpotBrief feature

👥 % of premium users using the Spotify Jam Enhanced Feature

% % of new premium users actively engaging in any of the three features

Frequency of accessing SpotBrief per week

Number of Failure/Crashes in Connecting and Summarizing

Go To Market Strategy

Pre Launch

Phase 1 : Feature Development

Design and Technical development of the features based on user stories.

Phase 2: Beta Testing

Testing of the features on a small sample size of users

Phase 3: Feedback and Release

The features based on feedback of the users are reiterated and set for release.

Launch

Phase 1 : Teaser Campaigns

- Launch teaser campaigns on social media platforms to create anticipation.
- Use engaging content, countdowns, and sneak peeks to capture audience attention.

Phase 2: Educational Campaigns

- Roll out educational campaigns through in-app tutorials, videos.
- Focus on conveying the value of each feature and how it enhances the overall music streaming experience.

Phase 3: Feature Rollout

Communicate feature availability through targeted messaging.

Post Launch

User Feedback Mechanism

- Establishing Clear Channels:
  - Set up dedicated channels within the app for user feedback.
  - Monitor social media platforms and app store reviews for user sentiments.
- Conducting a Comprehensive Review:
  - Evaluate the success metrics, user feedback, and overall market impact.
  - Identify areas of success and opportunities for improvement.

Coming up Next
The End