



DEFINING PRODUCT OUTCOMES

PRODUCT OVERVIEW & MARKET LANDSCAPE

1. India's music streaming market is valued at USD 453.71 Billion (2024) with Spotify leading at 30% market share.
2. Indians spend 25.7 hours weekly on music streaming (above global average), with 71% discovering new artists weekly.

626 M+
Monthly Users

7650+
Employees

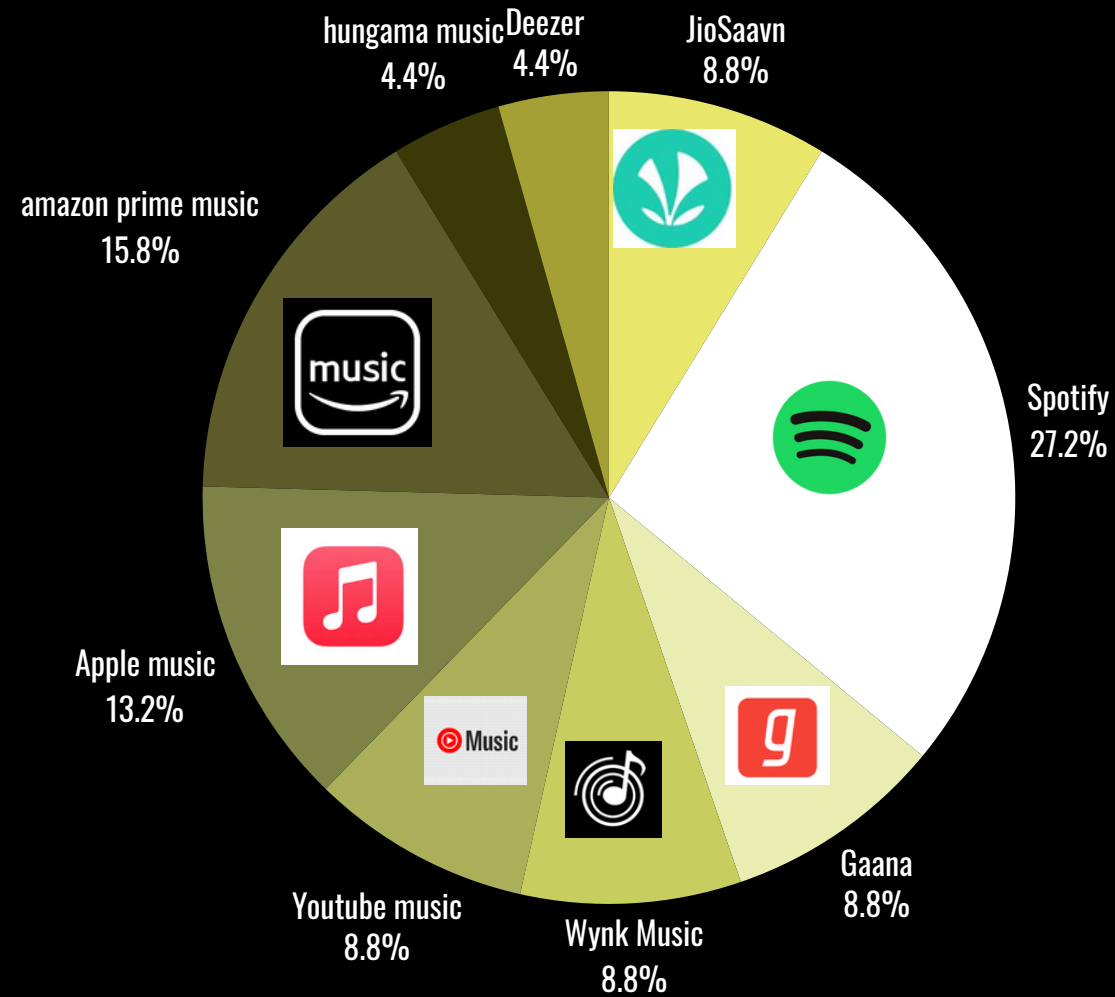
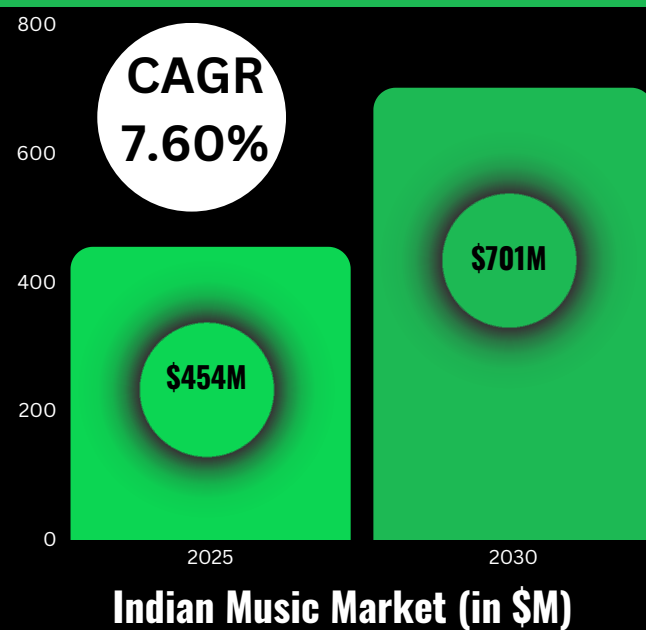
70+
Languages

2008
Launched

Stockholm
HQ

Market size and growth

1. India is now the world's second-largest streaming market, trailing only the United States in terms of total on-demand streaming.
2. As of November 2023, India accounted for 891 billion on-demand streams, making up over 14% of global audio and video streams with an impressive 81% year-over-year streaming growth.
3. Daily music streams reached 460 million in FY23, growing 1.6X from FY20, with over 60% of streams coming from India's top 8 metros, but Tier 2+ cities are growing steadily.

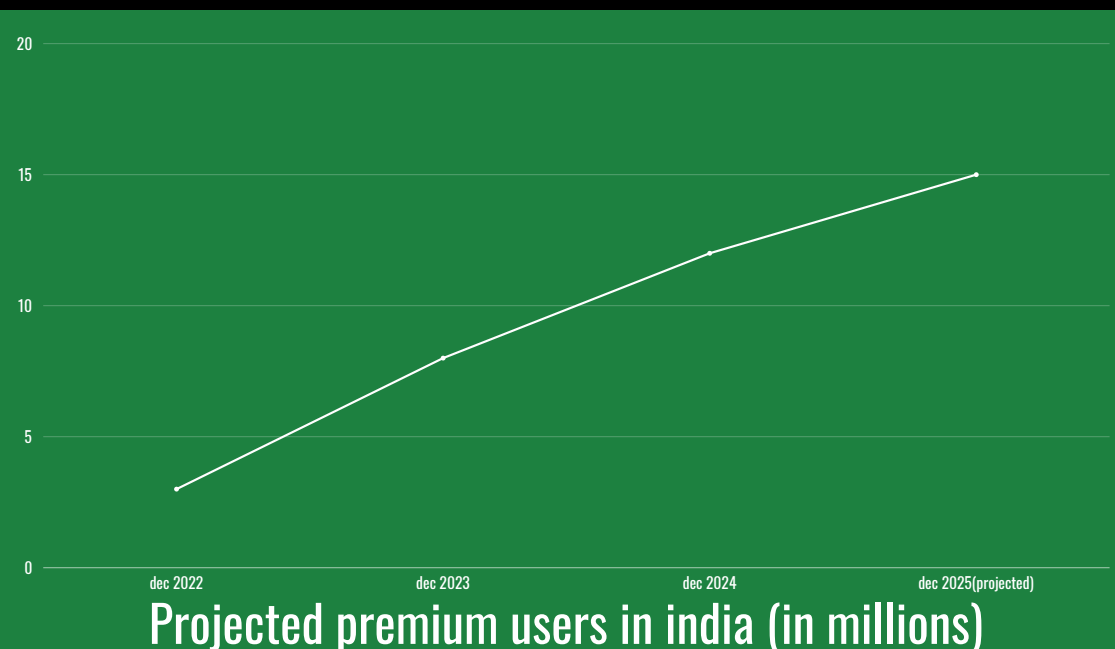


Competitive Landscape

1. Spotify leads India's music and audio streaming market with a 26% market share (ahead of JioSaavn, Wynk, Apple Music, YouTube Music, Amazon Prime Music, and Gaana).
2. The top three competing music apps are run by large business conglomerates whose core businesses are in other sectors: JioSaavn (Reliance), Gaana (Times Internet), and Wynk (Airtel)
3. These competitors can afford to run music as an ad-supported service or a bundled service rather than pure subscription services, creating a challenging environment for standalone music platforms.
4. Spotify's focus on Hindi and regional language music over international content has helped it score over several homegrown music apps.

Growth drivers

- Podcast and Audio Content Expansion.
- Competitive Pricing and Plans.
- Increased Smartphone Penetration and Internet Accessibility.
- Shift to Local Content.
- Personalization and AI-Driven Recommendations.



SECONDARY RESEARCH & COMPETITOR ANALYSIS

User Behaviour Insights (in INDIA)

Avg. time spend on spotify

25.7 hours per week

71 %

indian users on spotify discover a new artist

- On average, users listen to songs on Spotify for approximately 148 minutes (~2.5 hours) every day across multiple devices.
- In a Reddit thread about Spotify listening minutes, an Indian user reported being in the top 0.5% of listeners in India with nearly 3 hours per day, suggesting significant room for growth for average users.

Compared Globally

Avg. time spend on spotify

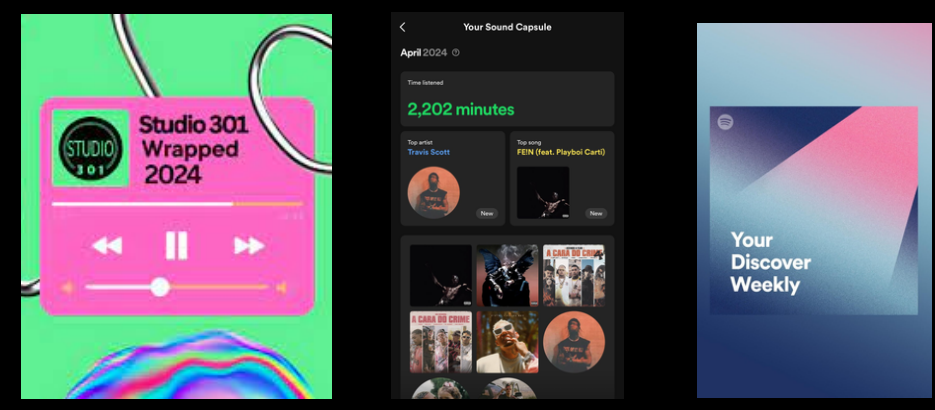
20.1 hours per week

50 %

global users on spotify discover a new artist

Platform Features

- Spotify's diverse subscription plans (daily, weekly, monthly) make it the most "diverse" product in the audio-streaming market, giving it flexibility in the cost-sensitive Indian market.
- Celebrity endorsements from figures like Anil Kapoor and Deepika Padukone have helped attract young metro users.
- Spotify has invested heavily in the podcast ecosystem, with more than 200,000 podcasts created using Spotify For Podcasters in India in 2023.
- Four of the top 10 podcasts on Spotify in India were in the mythology/spirituality genre in 2023, which grew by more than 80% through the year.



spotify wrapped Your Sound Capsule Discover Weekly

Unique Features of spotify

✓ User Engagement Features

- Annual "Spotify Wrapped" playlist has become a cultural phenomenon, driving significant social sharing and engagemen.
- "Your Sound Capsule," launched in three markets including India, offers monthly listening stats, trends,

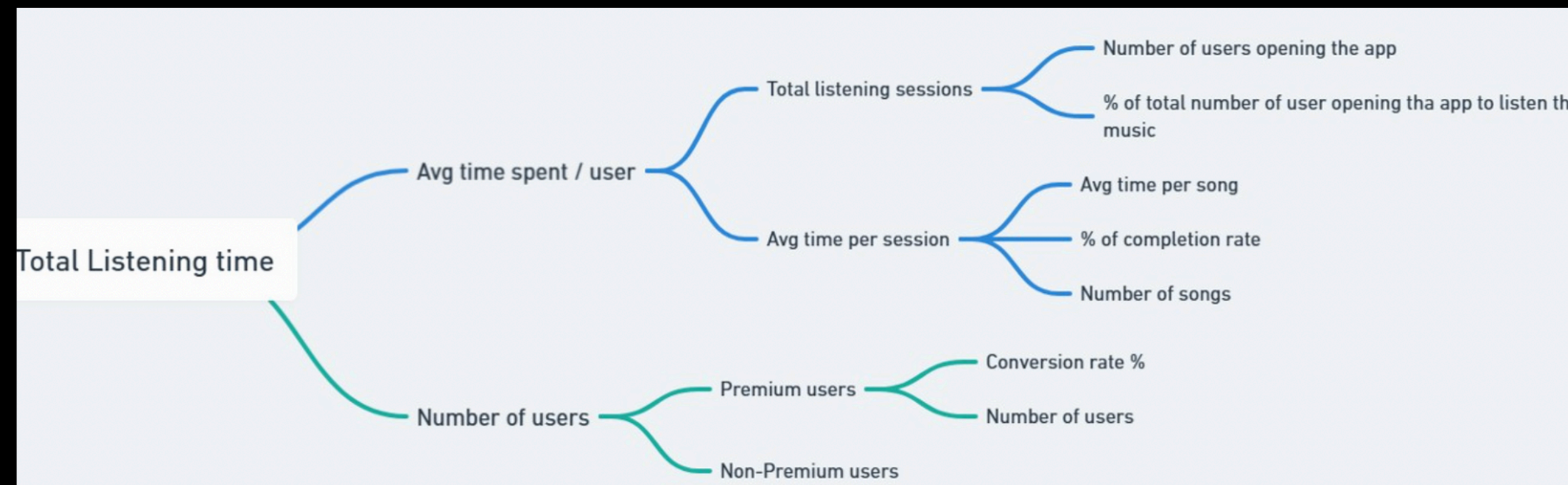
✗ User pain points

- According to a user survey, only 4.7% of users are "Highly Satisfied" with Spotify's recommendations, while 66.67% believe there's scope for improvement
- 2.77% of users want a section for underrated artists and recommendations from like-minded listeners.

						
FEATURES	SPOTIFY	APPLE MUSIC	JIOSAAVN	YOUTUBE MUSIC	AMAZON MUSIC	GAANA
MONTHLY INDIVIDUAL PLAN	₹119	₹119	₹99	₹119	included with prime (₹299/month)	₹99
Student Plan	₹59/month	₹89/month	Not specified	Not specified	Included with Prime	₹149/year
Special plans	Premium Mini: ₹29/week (mobile-only)	None	Duo: ₹129/month (2 users)	None	Prime Lite: ₹799/year	3-months: ₹199
Free	Yes(ads)	No	Yes(ads)	Yes(ads)	No	Yes(ads)
Unique Features	AI DJ, Wrapped, Sound Capsule, Personalized playlists	Lossless Audio as standard	JioTunes for Jio users	Integration with YouTube videos	Bundled with Prime shopping benefits	Live concerts access

TIME SPENT LISTENING & STRATEGIC PRODUCT OUTCOMES

KPI TREE



STRATEGIC PRODUCT OUTCOMES

Regional Content Excellence

- Expand regional music library and curated playlists across India's diverse linguistic landscape
- Create region-specific discovery features tailored to local tastes and trends
- Develop partnerships with regional artists and labels to secure exclusive content
- With regional music growing faster than Hindi/English content, this represents a clear opportunity for increasing engagement time

Enhanced Personalization Engine

- Improve context and mood-based recommendations to address the 66.67% of users who see room for improvement
- Develop dedicated features for underrated artist discovery addressing the 77% of users who expressed interest in the area.
- Implement time-of-day and activity-based recommendations, particularly optimized for commute listening (65% of users listen while commuting)

Technical Optimization for Indian Market

- Develop more robust offline listening capabilities for areas with limited connectivity
- Optimize data consumption without quality loss to address affordability concerns
- Implement "data saver" modes specifically designed for the cost-sensitive Indian market
- Create seamless cross-device listening experiences to capture the full potential of the 25.7 weekly hours Indians spend on music streaming

BUSINESS IMPACT OF INCREASING LISTENING TIME

ADVERTISING OPPORTUNITY

88% of consumers don't pay fees for premium access and rely on ad-supported content

REVENUE GROWTH

First full-year profit in 2024, with net income of €1.138 billion (versus a net loss of €505 million a year prior) on revenue of €15.673 billion, up 18.3%.

DATA COLLECTION

More listening time generates richer user data, which improves recommendation algorithms creating a positive feedback loop of engagement

MARKET LEADERSHIP REINFORCEMENT

Maintains Spotify's **26%** market share position in an intensely competitive landscape

THANK YOU!