SPOTIFY:

Founded in August 2006

“Our mission it to unlock the potential of human creativity – by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it”

Spotify replaced napster and quickly replaced apple music as the top music streaming platform – as of 2021 Spotify has 180 million subscribed members globally and monthly active users topped 406 million

Spotify ad supported revenue was 394 million euros (approx. £329 million)

Spotify premium subscription revenue was 2.295 billion euros (approx. £1.9 billion)

Premium subscription by region:

* North America – 29%
* Europe – 40%
* Latin America – 20%
* Rest of World – 11%

Napster:

Launched on June 1, 1999

Napster was founded by Shawn Fanning and Sean Parker

Was envisioned to be a peer-to-peer file sharing service, ran from June 1999 – July 2001 – allowed people to share mp3 files with others

Napster still exists now and is still a digital music service – a streaming service with 3 millions users