



Enhancing User Engagement: Increasing Time Spent Listening on Spotify India

Satyansh

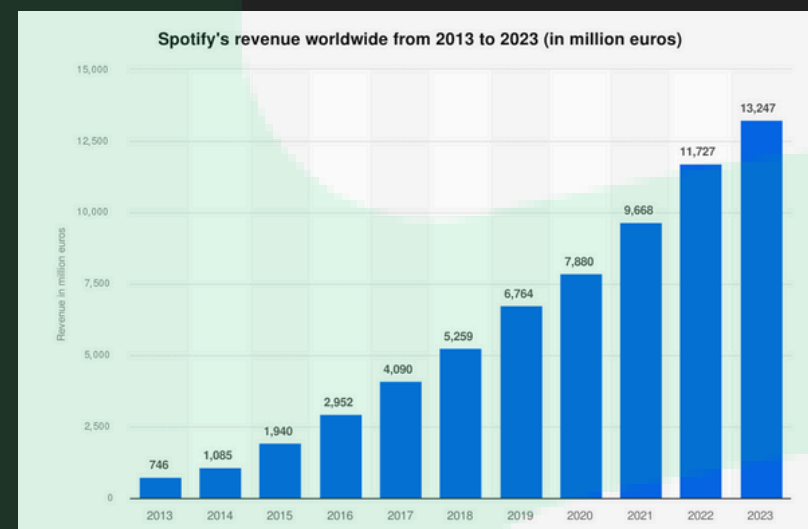
Introduction

- Spotify was founded in 2006
- Its mission was to unlock the potential of human creativity by allowing a million artists to live off their art and billions of fans to enjoy and be inspired by it
- Today it is available in 180+ countries with over 574 million active users
- Spotify in India:
 - Launch Year: 2019.
 - Key Differentiators: Bollywood, regional content, and localized playlists.
 - Competitors: Gaana, JioSaavn, YouTube Music, Amazon Music.

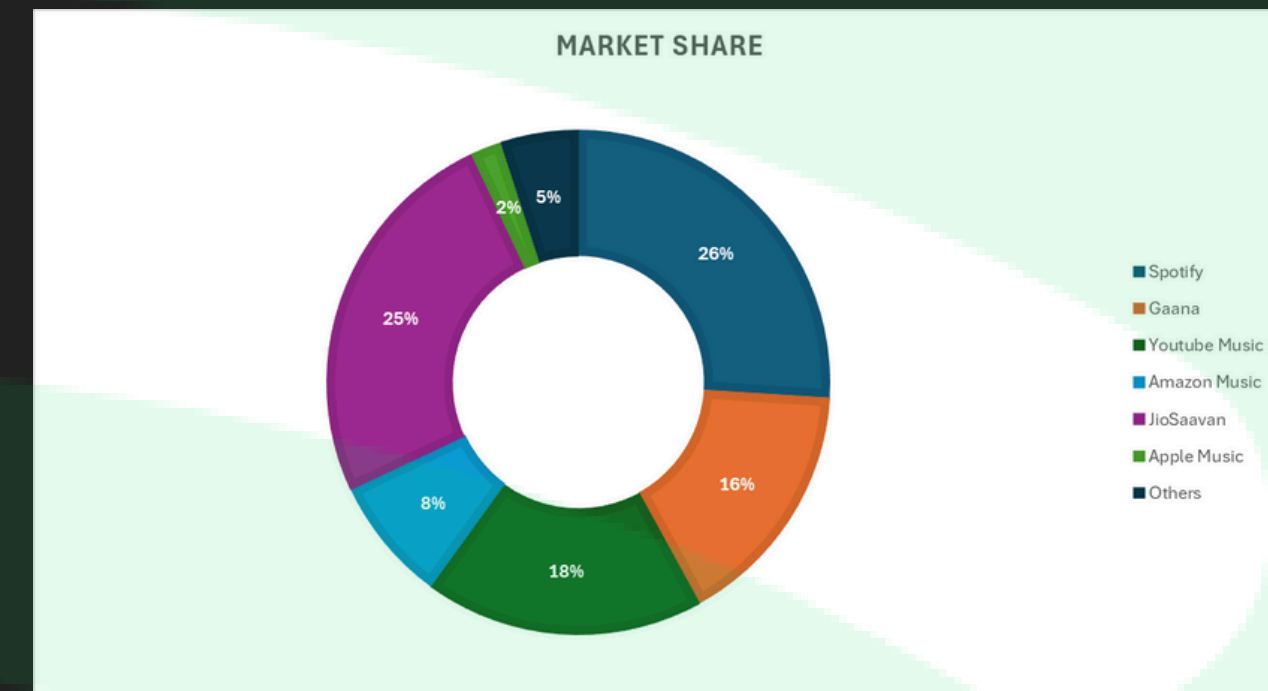
Understanding the Market Segment

Market Size

India's music streaming market, valued at \$400M+ in 2023, is expected to grow at a CAGR of 15% by 2026. High smartphone penetration and affordable data plans to drive adoption

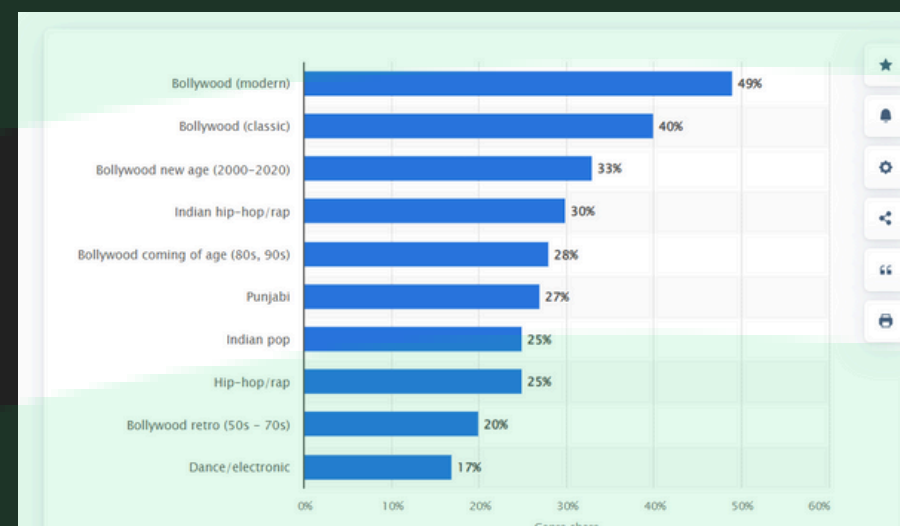


Key Players



User Preferences

Regional and Bollywood music dominate consumption (70%). Rising interest in indie and international genres among Gen Z



Ecosystem

Artists, labels, aggregators, streaming platforms, advertisers. Labels like T-Series and Saregama play a pivotal role

Insights from Competitor Research and Secondary Research

Competitor Differentiator

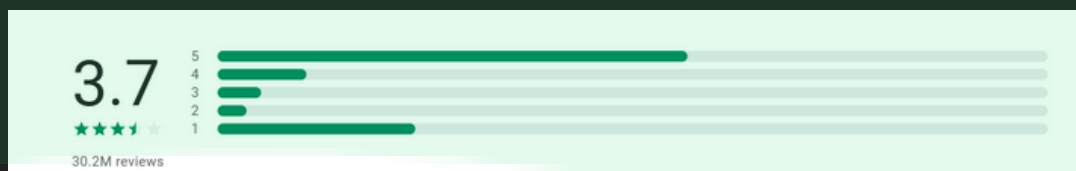
- Gaana, JioSaavn: Freemium model, strong focus on regional languages.
- YouTube Music: Integrated with YouTube videos and personalized playlists.
- Amazon Music: Bundled with Prime subscription.

User Experience

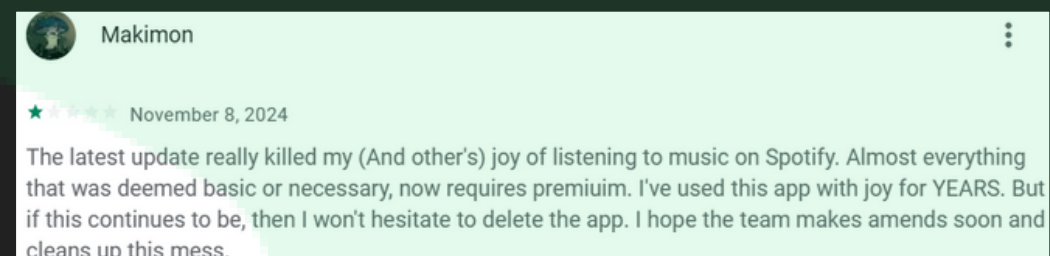
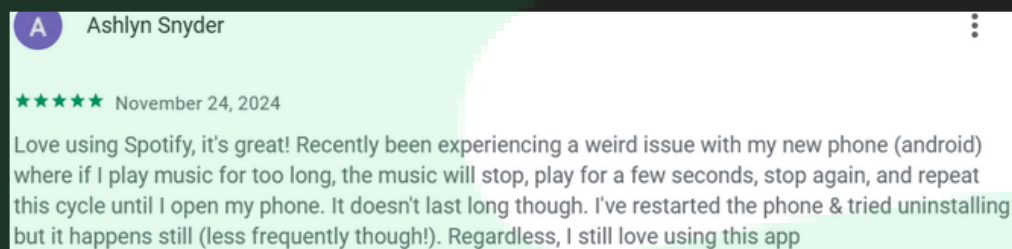
- Features to Increase Listening Time:
- Daily Mix and Discover Weekly: Personalization keeps users engaged.
- Spotify Wrapped: Builds user emotional connection.
- Podcast integration: Expand content variety.
- Blend: Social listening features for shared playlists.

Review and Ratings

- Positive:
 - Great UI
 - Personalized playlists
 - Diverse content.



- Negative:
 - High subscription cost
 - Limited regional catalogue
 - Connectivity issues in tier-2 and tier-3 cities.



Why “Time Spent Listening” Matters & Product Outcomes

- Importance of Metric

- Revenue Growth: Longer listening drives higher ad impressions and subscription upgrades.
- User Retention: Engaged users are less likely to churn.
- Content Insights: Data on listening behavior helps optimize content partnerships and curation.

- Product Outcomes

- Personalization Enhancements: A better algorithm for regional and mood-based playlists.
- Offline and Low-Bandwidth Features: Optimize experience for tier-2/3 markets.
- Gamification: Reward listening streaks or social sharing.
- Local Partnerships: Collaborate with regional artists/labels to expand the catalog.
- Integrated Recommendations: Leverage podcasts, audiobooks, and cross-category playlists to boost engagement.





THANK YOU