



Improving Conversion Rate of **Spotify Premium**

Vansh Raj Sachan



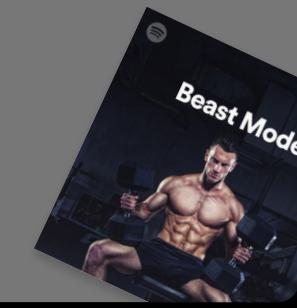
🔍 What Problem is Spotify Facing?



Launched in
2008



615 million+
monthly
active
listeners



100 million+
music tracks



239 million
premium
subscribers



Spotify is the world's most popular music streaming service

PROBLEM STATEMENT

The conversion rate in India for premium subscription is abysmally low, and stands 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.

Market Assessment



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

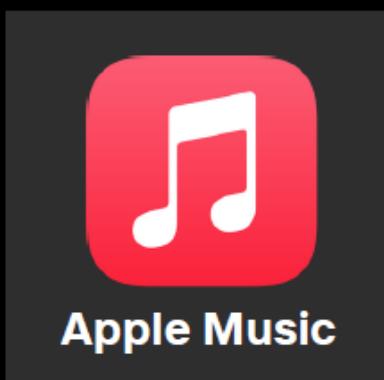
By 2028, the number of users in the Music Streaming market

Source: Statista

In India, the number of Music Streaming market users is expected to reach 104.1m users by 2027.

Competition in India

Global Players



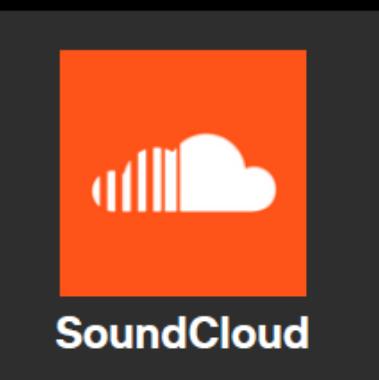
Apple Music



amazon music



YouTube Music

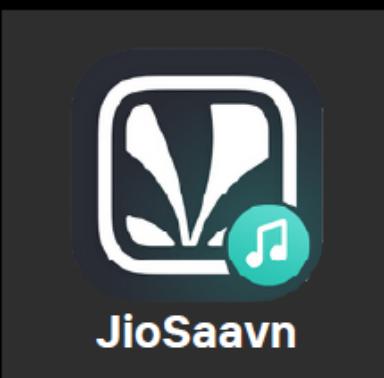


SoundCloud

Local Players



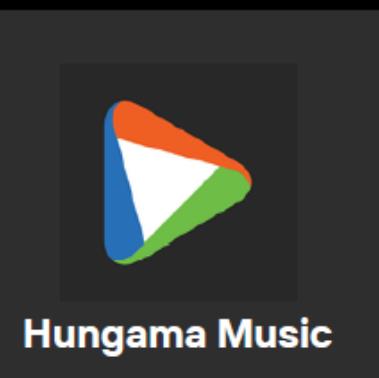
Gaana



JioSaavn



Wynk Music



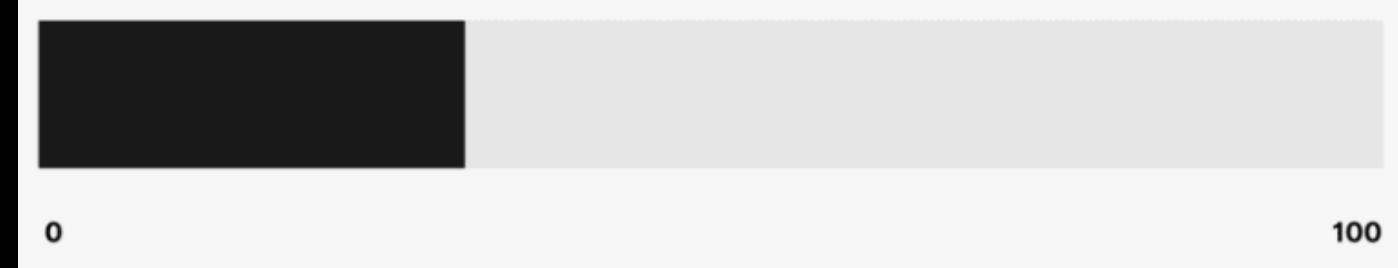
Hungama Music

The user penetration rate is projected to be 6.3% in 2024 and is expected to increase to 7.1% by 2027.

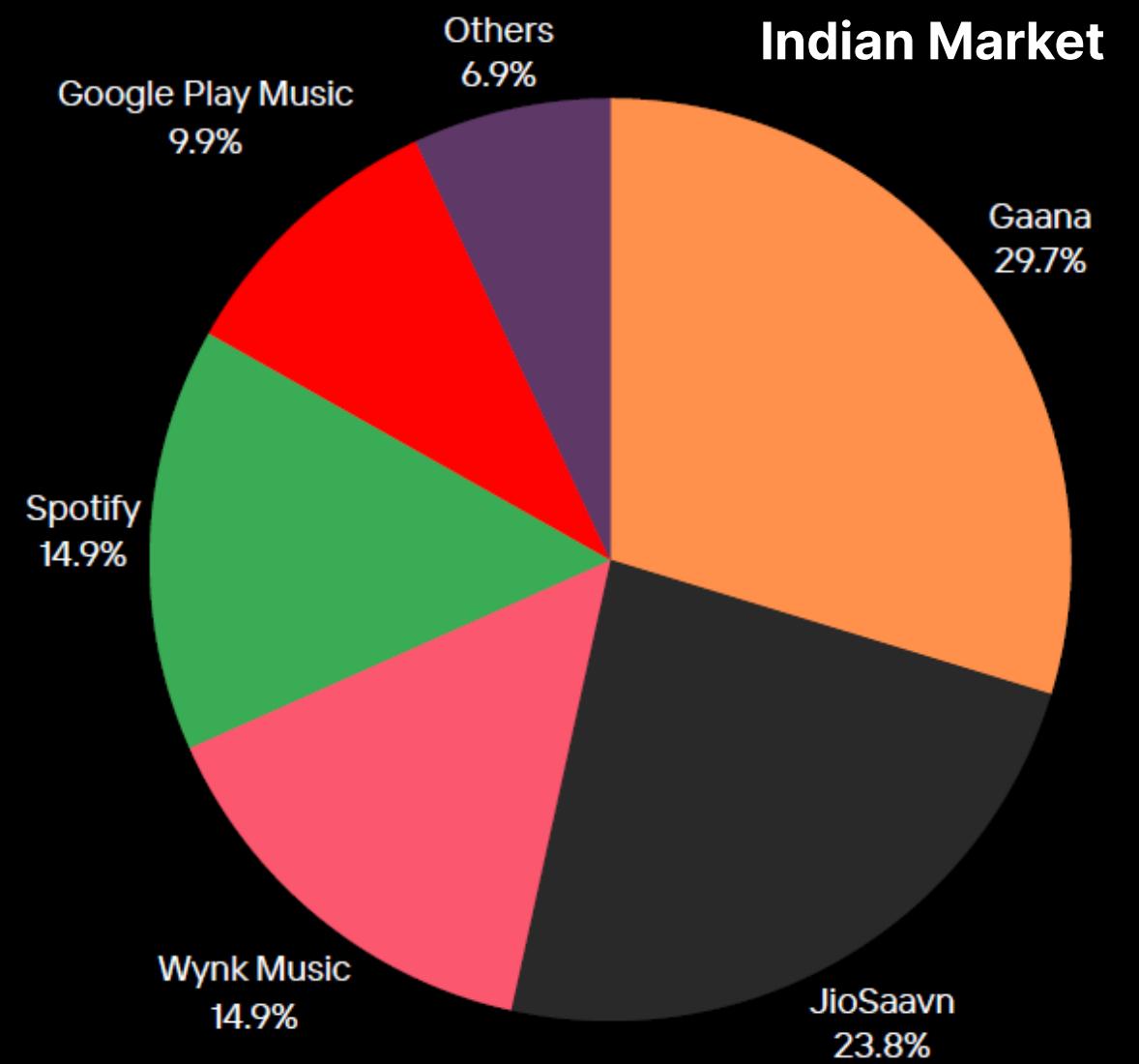
Market Share

Global Market

Spotify dominates the music streaming space with a 31.7% market share



Indian Market



User Personas



Music Enthusiast



Ishani

About

Ishani 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.

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

Party Playlist Maestro



Shekhar

About

Shekhar is a 23-year-old professional who hosts music sessions. He enjoys curating playlists that suit the mood of the event and wants a unique way to enhance the music experience.

Shekhar seeks a platform where the music listening experience is remarkable and eye-catching as it takes the center stage of the event

On the go Podcast listener



Prashant

About

Prashant is a 38-year-old Software Developer in Chennai who is always on the go. He relies on podcasts to stay informed but struggles to find time for lengthy episodes..

interested in getting podcast summaries that help her quickly grasp the key points. He wants to stay informed efficiently without compromising information



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.

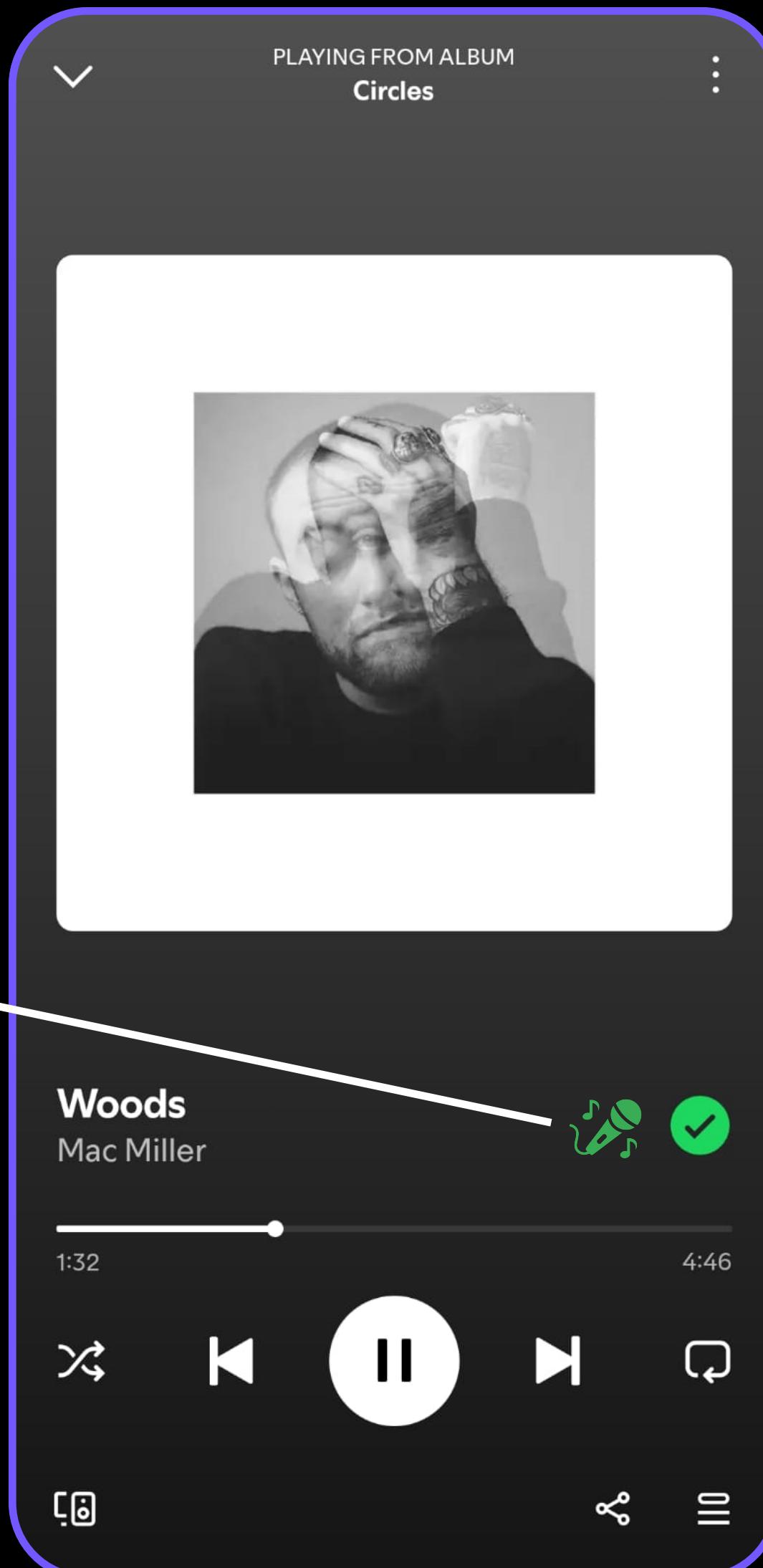
With Spotify Sing Along, users can unleash their inner vocalists and sing along to an extensive library of songs, creating personalized and shareable musical moments.

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





Summify ✨ Premium

Spotify's cutting-edge podcast summarizer feature powered by generative AI technology.

Leveraging NLP and machine learning algorithms, Summify 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. Summify redefines efficiency in podcast consumption, empowering users to make the most of their time without compromising on the depth of content

How to ace in a Start-up?
Workwise with Naukri
Send us a textStartups are not new to Indians anymore but unlocking success at startups may not come naturally to many.Wouldn't it be great t...
May 2023 • 24 min 27 sec

+

Neurodiversity at workplace
Workwise with Naukri
Send us a textDo you know that 40% of self-made millionaire entrepreneurs globally are dyslexic? Surprised right? Isn't it a far cry from...
Feb 2023 • 34 min 31 sec left

+

1x 15% ◀ ▶ 34:32

0:01

Neurodiversity refers to the natural variation in how people think, learn, and process information. It includes individuals with autism, ADHD, dyslexia, dyspraxia, and other neurological differences. Embracing neurodiversity in the workplace is a powerful way to foster innovation, creativity, and inclusivity.

🔍 Feature Drops



Spotify DJ Premium

Harnessing advanced machine learning and audio recognition technology, Spotify DJ analyzes track notes, beats, and BPM to craft a dynamic DJ-like experience that adapts perfectly to the rhythm of any event.

Transform your playlists into immersive sonic journeys, whether hosting a party, curating a workout vibe, or enjoying a chill evening. Spotify DJ elevates the listening experience, turning everyday playlists into professional-grade sets without any effort.

Click on the DJ button and Spotify starts a session after analysing the playlist

The screenshot shows a Spotify interface for a public playlist titled "Khruangbin". The playlist has 153 saves and contains 17 songs, with a total duration of 1 hour and 14 minutes. The top song is "C-Side" by Khruangbin and Leon Bridges from the album "Texas Sun". The interface includes a play button, shuffle, repeat, download, and more options. A DJ icon is visible in the top right corner. The main content area displays a table of songs with columns for #, Title, Album, Date added, and duration. The table lists six songs by Khruangbin from various albums like "Texas Sun", "Con Todo El Mundo", and "The Universe Smiles Upon You". The bottom of the screen shows a playback bar with volume controls, a progress bar at 0:01, and a total duration of 34:32.

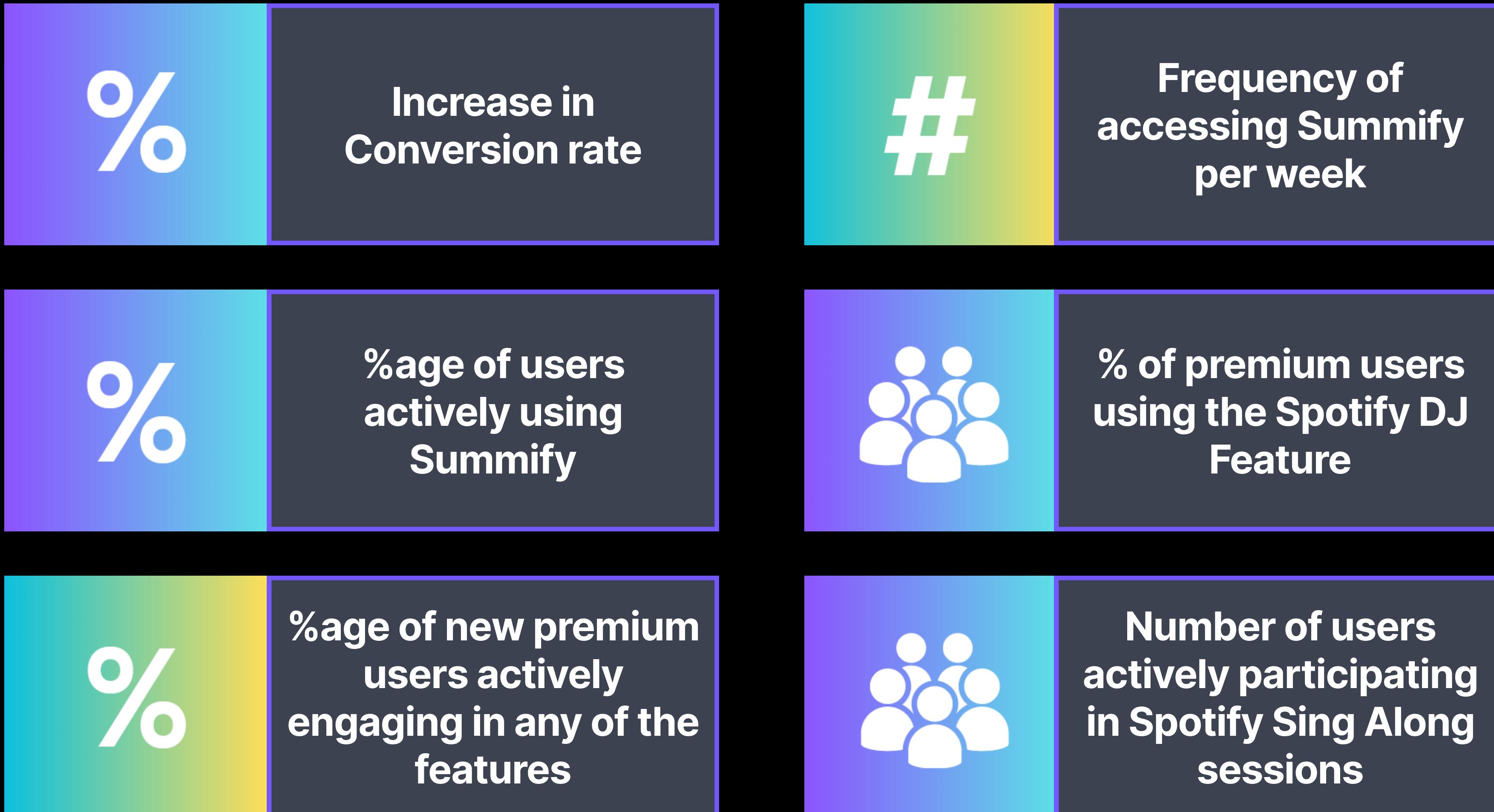
#	Title	Album	Date added	
1	C-Side Khruangbin, Leon Bridges	Texas Sun	Jul 23, 2024	4:43
2	August 10 Khruangbin	Con Todo El Mundo	Sep 19, 2018	4:25
3	Cómo Me Quieres Khruangbin	Con Todo El Mundo	Jan 29, 2019	3:45
4	Mr. White Khruangbin	The Universe Smiles Upon You	Sep 19, 2018	4:58
5	White Gloves Khruangbin	The Universe Smiles Upon You	Sep 19, 2018	3:38
6	Evan Finds the Third Room Khruangbin	Con Todo El Mundo	Sep 19, 2018	4:01



RICE Framework

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

🔍 Success Metrics



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.



THANK YOU!

Vansh Raj Sachan

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