



Spotify®

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SPOTIFY

Team: Tissue.Co

INTRODUCTION



MISSION

“To unlock the potential of human creativity”

SERVICES

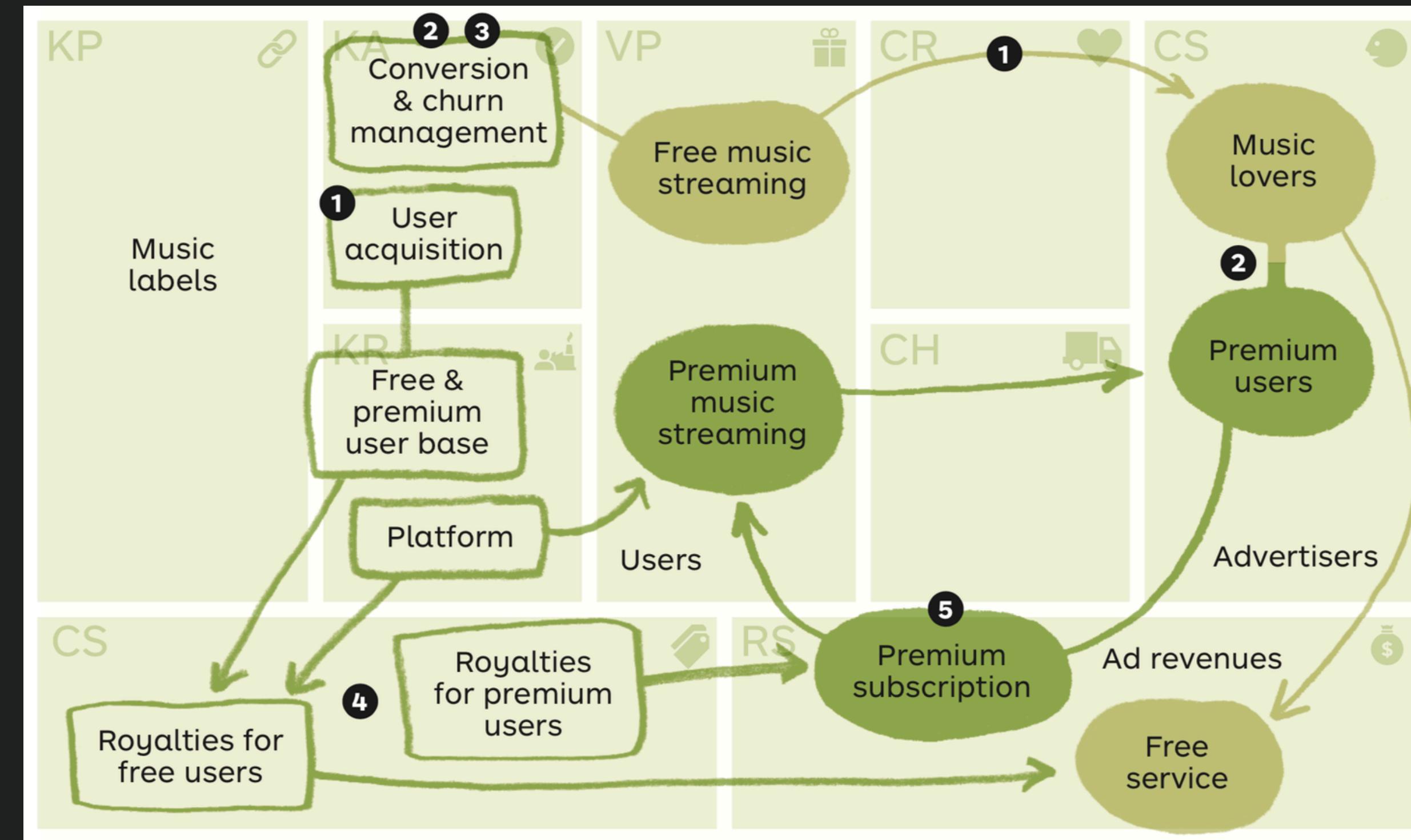
- Music streaming services
- Offer a platform for advertisers
- Spotify for artists

INDUSTRY

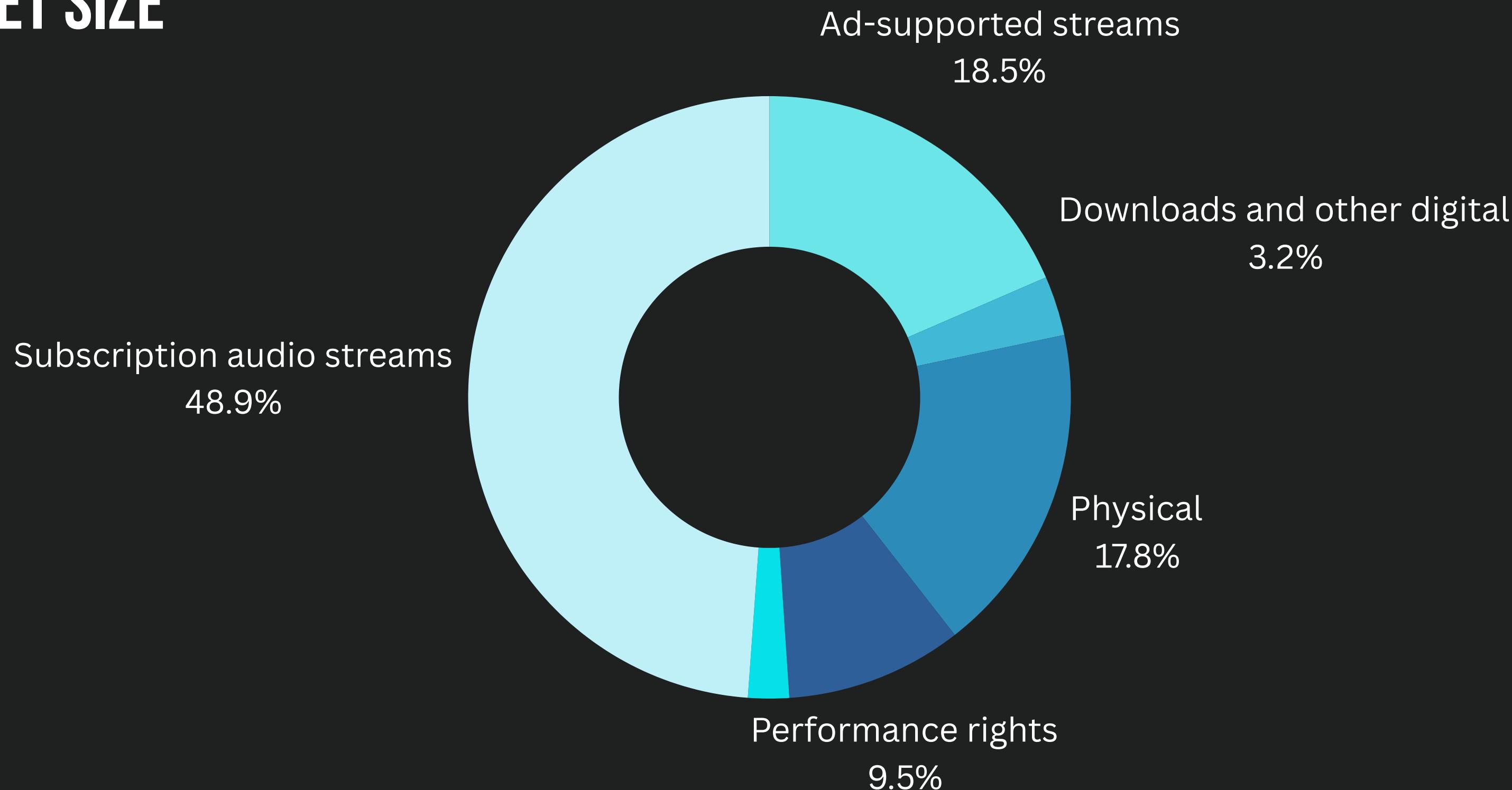
- Music streaming platform industry
- Source of income



BUSINESS MODEL

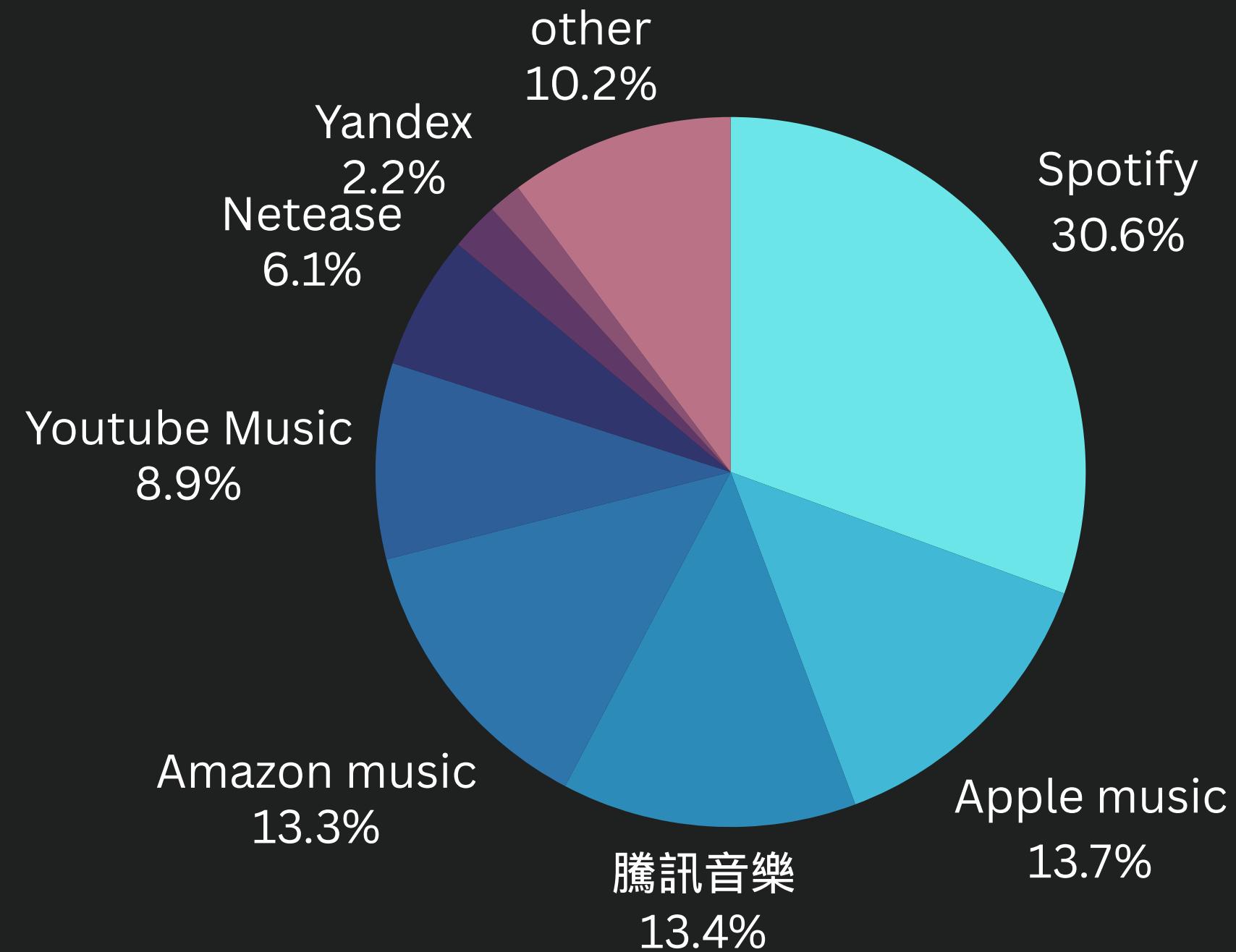


MARKET SIZE



Global recorded music revenues by segment 2023

KEY COMPETITORS



2023 International Music Summit

EXTERNAL ANALYSIS

PESTEL

| POLITICAL



The tensions between China and the US



Russia-Ukraine war

| ECONOMIC

- Currency Exchange Rates
- Inflation Rates
- The Slowing Pace of Global Economic Growth

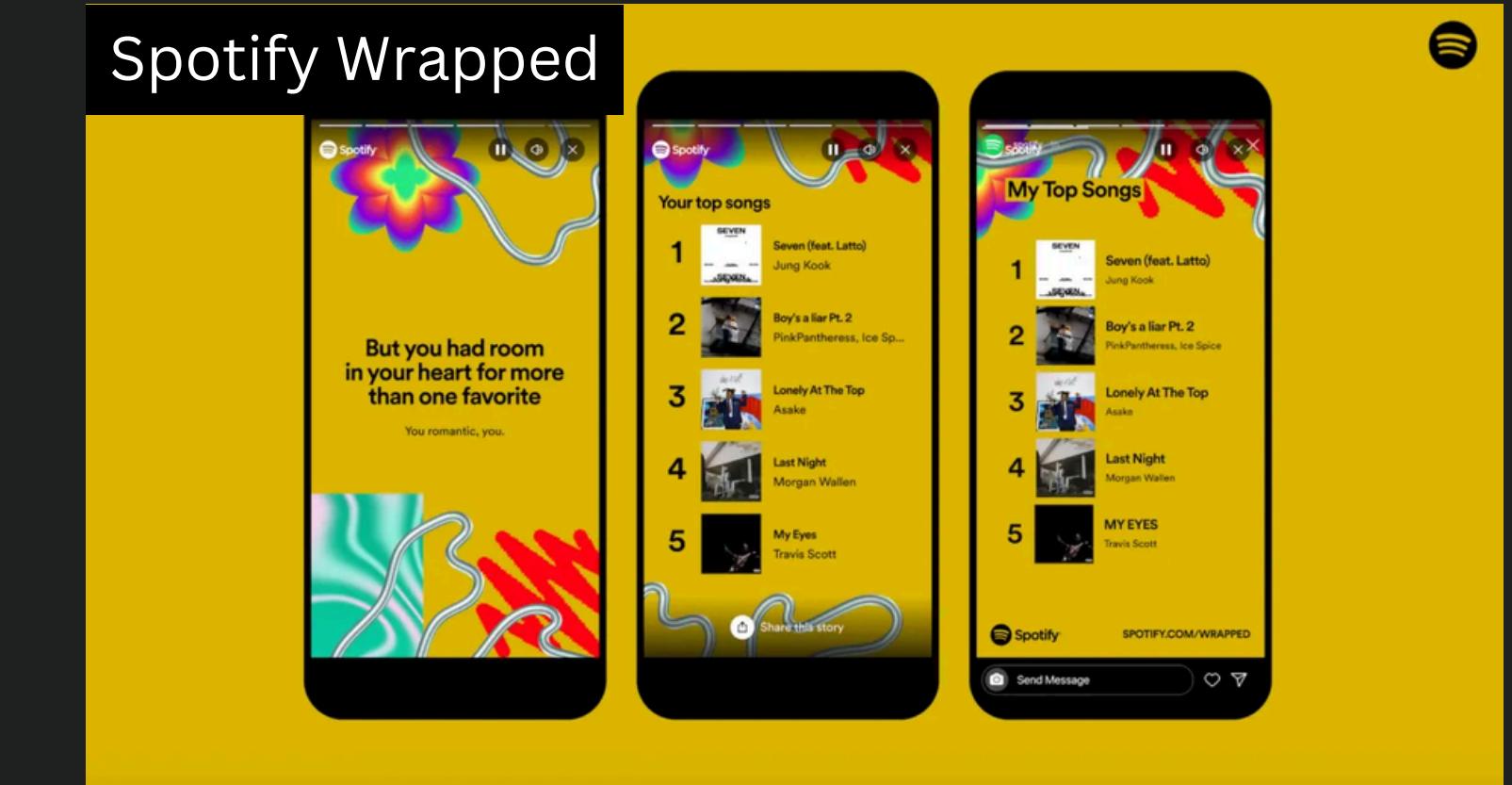




| SOCIOCULTURAL



More and more people are using music streaming platforms.



Social media plays a significant role in the promotion of Spotify.



TECHNOLOGICAL



Internet Accessibility and Speed



Advancements in Devices



better audio quality



Streaming Technology



Cybersecurity



Artificial Intelligence and
Machine Learning



Blockchain Technology

| ENVIRONMENTAL

- Spotify is more environmentally friendly than physical music production.
- using energy-efficient servers and renewable energy for its servers and managing e-waste to reduce carbon footprint
- investing in carbon offset projects, participating in carbon credit programs





| LEGAL

As a global enterprise, Spotify's biggest challenge is complying with the diverse laws of different countries.



Copyright Laws



ex. politically sensitive content



Censorship Laws



Advertising Laws



Competition Laws



Data Protection and Privacy Laws



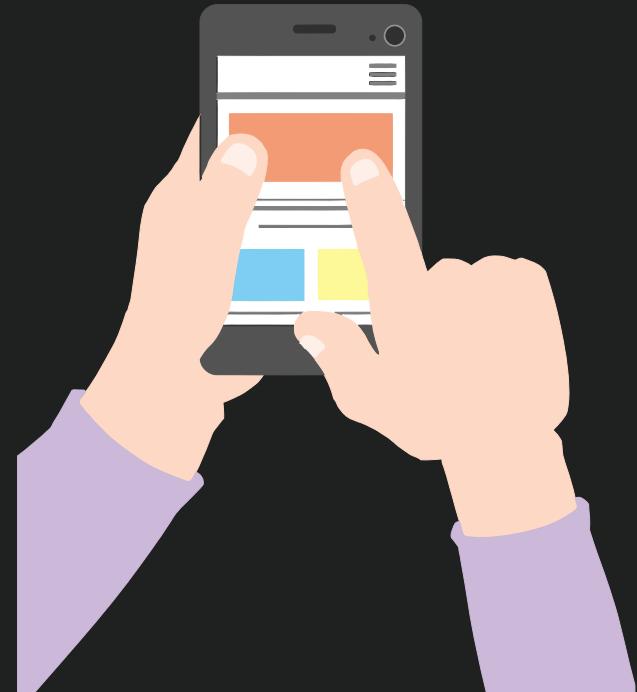
Employment Laws

ex. comply with the GDPR

INTERNAL ANALYSIS

VRIO FRAMEWORK

COMPETITIVE PARITY



Wide market reach

- Global User Base
- Localized Content
- International Expansion

Wide accessibility

- Cross-Platform Availability
- Freemium Model
- Offline Listening

Extensive advertiser reach

- Diverse Ad Formats
- Targeted Advertising
- Large Advertiser Base

| TEMPORARY COMPETITIVE ADVANTAGES



Established partnerships with a multitude of rights holders

- Extensive Music Library
- Exclusive Releases

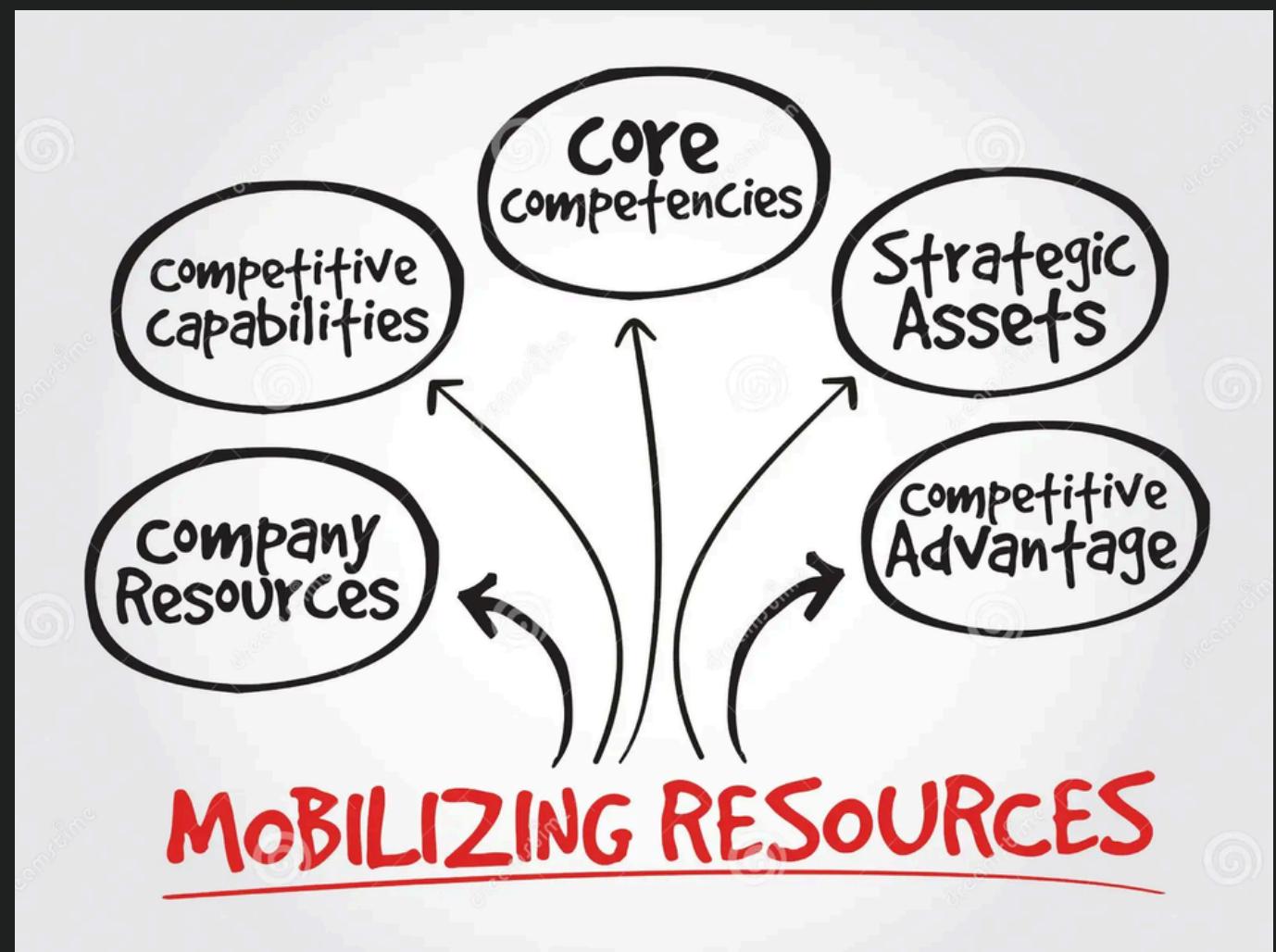


Strong operational presence in major markets

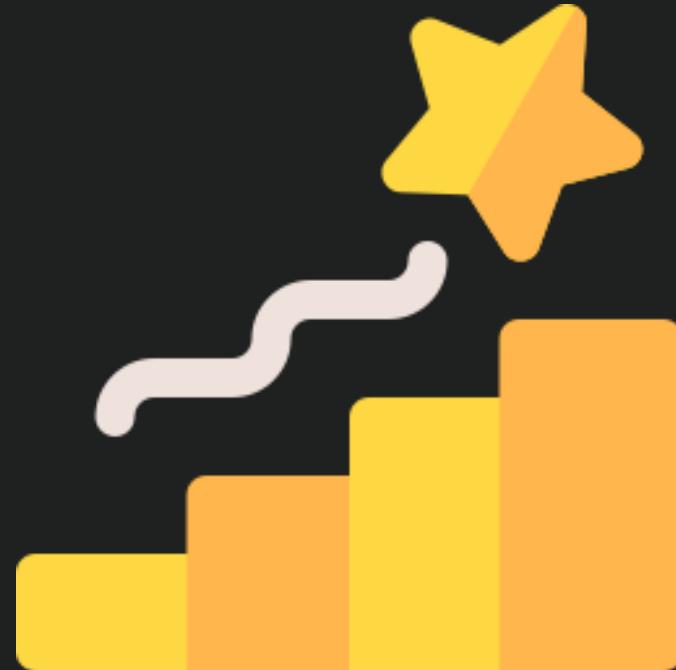
- Market Penetration
- Localized Marketing Campaigns
- Strategic Partnerships

| SUSTAINED COMPETITIVE ADVANTAGES (CORE COMPETENCIES)

- High brand popularity
- Major streaming music market share leading to network effects
- Partnerships with major device manufacturers



| SUSTAINED COMPETITIVE ADVANTAGES (CORE COMPETENCIES)



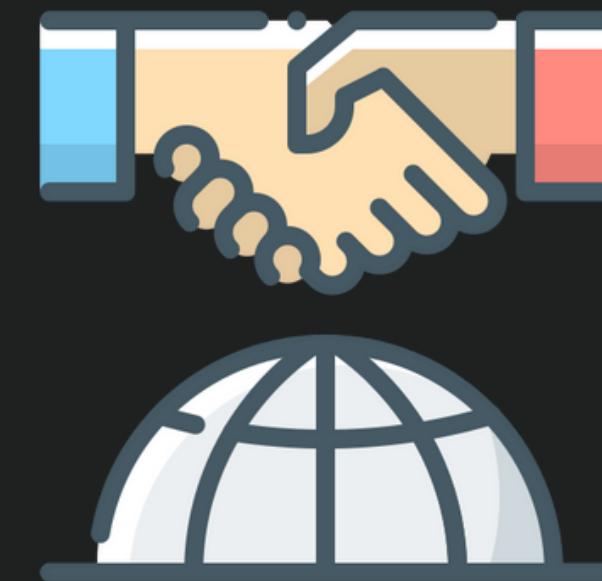
High brand popularity

- Sustainable advantage
- Competitive advantage
- Attracting more online platform users



Market share

- Characteristic of platform businesses and value proposition
- Maximize the value



Partnerships with major device manufacturers

- Strengthens the market positioning
- Optimizes its value chain



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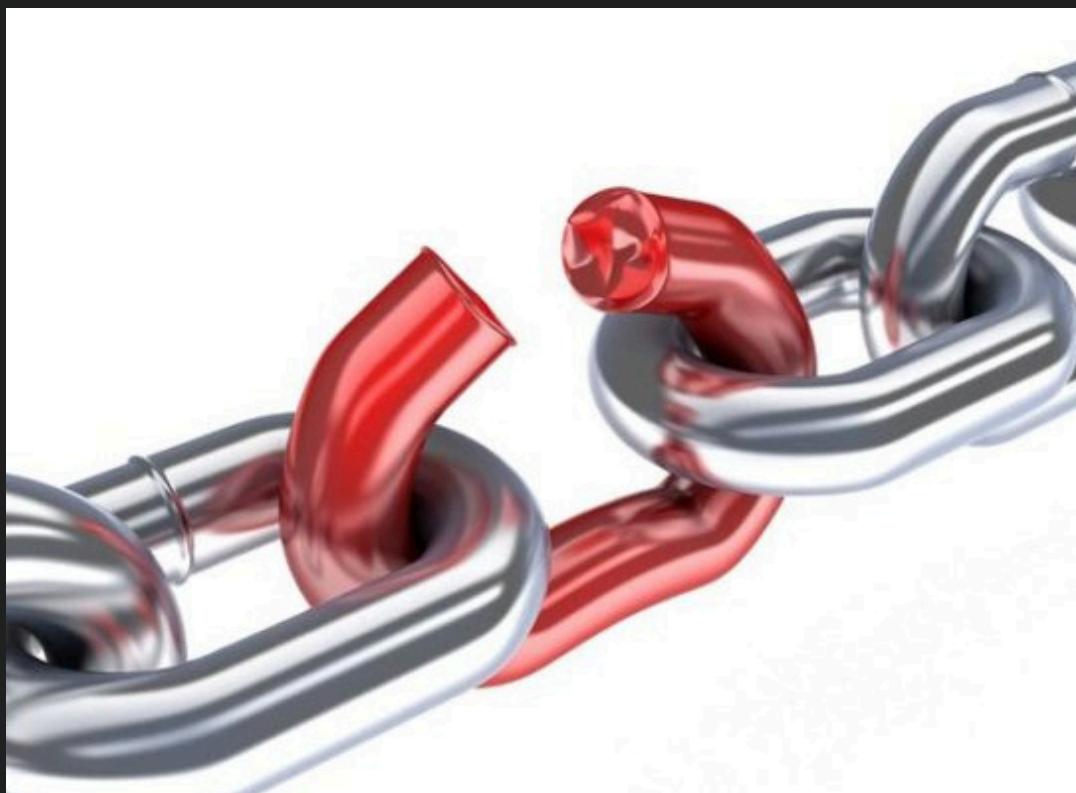


SWOT ANALYSIS



STRENGTHS

- Personalized Recommendations
- Freemium Model
- Brand Popularity



WEAKNESSES

- Poor Artist Compensation
- Regional Restrictions
- Not Enough Conversions From Free Users



OPPORTUNITIES

- Explore More Podcast Offerings
- Integration with Smart Devices and Voice Assistants
- Publishing Original and Exclusive Content



THREATS

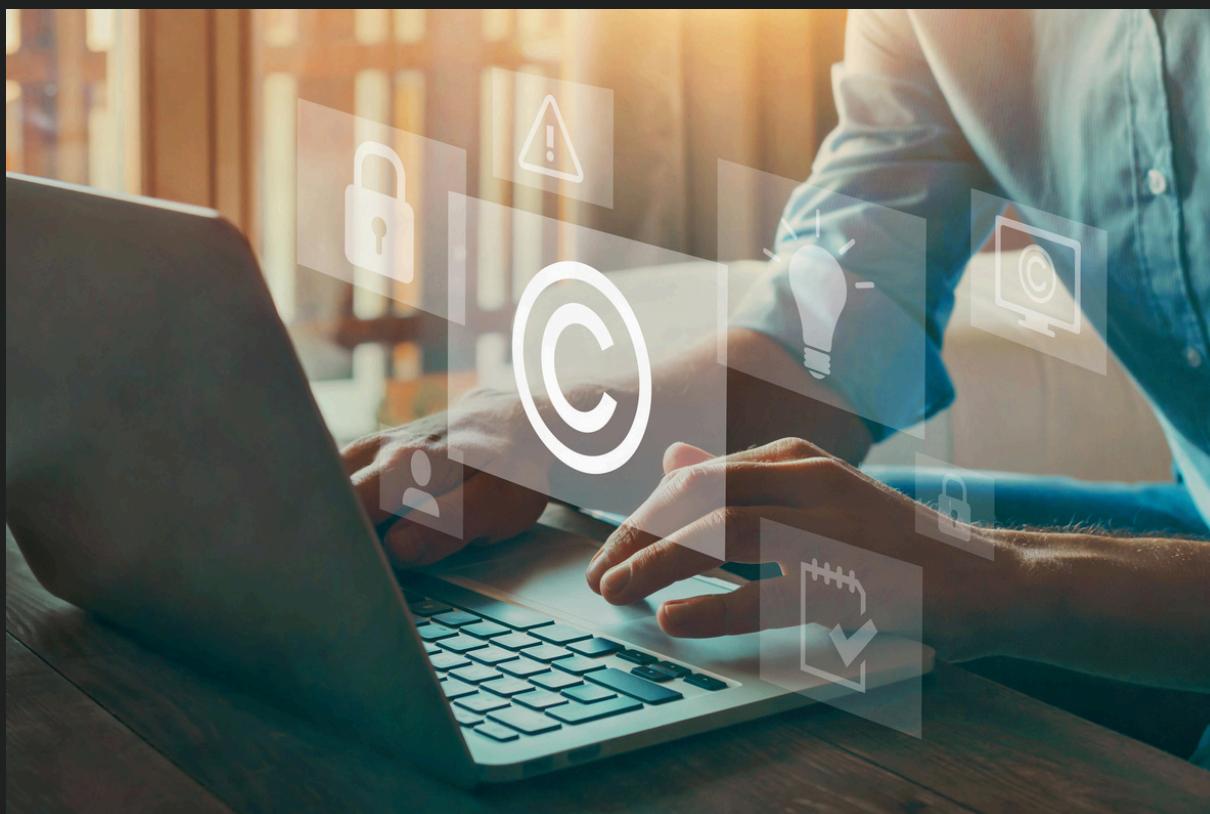
- Uncertain Change in Licensing and Copyrights
- Data Privacy Concerns
- Intense Competition

STRATEGIC RECOMMENDATIONS



Enhance Data Security

- Advanced Encryption
- Regular Security Audits
- User Education



Optimize Licensing Costs

- Negotiate with Rights
- Expand Original Content
- Leverage Data Analytics

Enhance User Experience with More Options

- Personalized Playlists and Recommendations
- Flexible Subscription Plans
- Interactive Features
- Enhanced User Interface



Augmented Reality Experiences

- Virtual Concerts and Events
- Subscription Benefits
- Cross-Promotions





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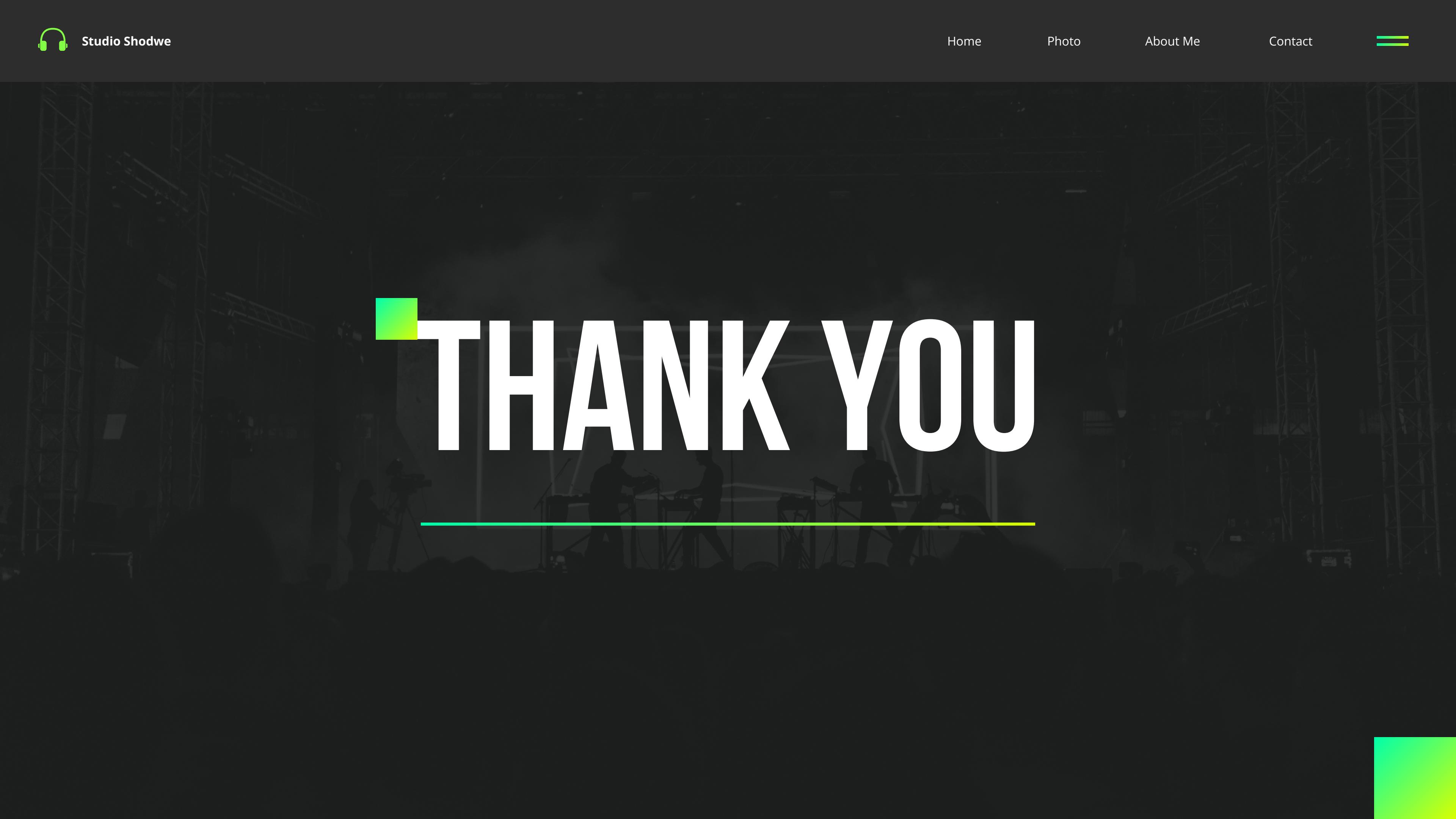
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THANK YOU
