

IT-legend in the music industry

Daniel Ek is a famous name in the IT-world, at least in Sweden. He is one of the great minds behind the music streaming service Spotify.

Daniel Ek started programming at a young age. He got a computer from his parents and started playing games that were on the computer. When he got tired of playing those games, he asked for new games, but his parents would not buy new ones. It was then he started to look in book on how to make his own games. In other words, it was then he started programming. When he was only 14 years old, he started to his first own company. The reason for that was that people asked him to help them with their websites which he didn't really want to do. But when they said they could pay for it he became really interested in helping them. As he helped more and more people, he learnt more and more programming.

I am so impressed in his attitude and the eager to learn more. I also find it fantastic that this small company of a 14-year-old boy was the beginning of the world's largest music streaming service. At the age of 16 he applied for a job at the newly start-up company called Google. They didn't give him the job and said that he could come back when he had a higher education. Instead of giving up and do something else he started to develop his own search engine. He didn't succeed with this, but he uploaded his code and invited other people via open source to continue with the search engine. His code later became a part of Yahoo Finance.

After this he did some IT-work for a couple of companies which resulted in patents and a lot of money. Beside this passion for programming he also had a passion for music. So, in 2006 together with a colleague from one of the jobs, he started to develop a solution for a music streaming service. The company, Spotify, is now the biggest music streaming service in the world. There are now over 3 million artists on Spotify and around 170 million consumers of Spotify. Comparing Spotify to for example Apple music is that Spotify is way more social. You can create playlists and share them with friends. From the beginning Spotify was more like other music streaming services but is now something more unique.

Like all other big applications Spotify is always developing and getting new features. One feature is for example the discover weekly playlist. Every user on Spotify get a new playlist each week with music that is suggested for that user. I find this feature interesting and especially interesting how they find these different songs for every user. I can't imagine all the code for just this one feature and then the code for the whole application. It is impressive. There are so many people working with this code everyday to develop the application. I even have a friend who did a summer internship at the Spotify office in Stockholm. I find it very cool that somehow the big

IT-world seems a little bit more tangible. Both because he is Swedish and because one of my friends have been working there but also because he transformed his two passions into something so great.

In an interview in a Swedish talk show he said that he never started the companies to earn money. He started the companies to solve a problem. Almost everything that a software engineering does is just that, solving a problem. Therefore, I find that his attitude from the beginning really is what it is all about. It is also cool that he could combine his passion for programming and music. I also think that Spotify has become so much more than just being a music streaming service. It has impacted the music culture and impacted the society.

By his passion for programming and music he has impacted a lot of people's lives. Then of course he is not the only brain behind Spotify. There are lots of people who have developed the application together. There are a lot of people working with the application for a living.

Although though there are many people working with the application his attitude for IT has had a lot of impact in the IT-society, especially in Sweden. He has been said to be one of the people with the most impact of the society. Streaming music can bring people together but also divide people. People liking the same kind of music will be united but people who don't like the same music can instead be divided. Even though I think that the reason is why he is so influential is again his attitude.

He said that he wanted to start the company to solve problem and not earn money, which is something special just that. He also said in the interview in the Swedish talk show that he has three tips on how to get a successful company. The first one is to think big, think outside the box. To always think what the next step could be and to not get limited by all questions. This is something I feel like he means and lives by. Thinking of the situation when he tried to do his own search engine when he could not get that job at google. He says that is important to challenge yourself. Therefore, he also thinks it is important to work with very smart people.

Working with smart people will challenge you and improve your work as much as you can improve their work. The environment at the company is also important for how the work will be. He speaks a lot about the working environment in the IT-business and how it must be developed for future.

The last thing I want to discuss is how the Spotify application is always developing. All applications need to be updated and get new versions but not all are developed into something better. Many applications get updates so that people will not lose interest in the application. That can very often make the application worse because there will

be features that is not necessary. I do not say that I like all updates that Spotify do but I am quite sure about one thing. That is that they do not need to do new features to get people to continue using the application. The idea of Spotify is that unique and for an android user, there is not really another option as good as Spotify.

In conclusion, his work might not have impacted the IT-world in that way that he developed a new compiler or a new technology. Instead he developed a worldwide music application which has impacted the society and a lot of people's lives.