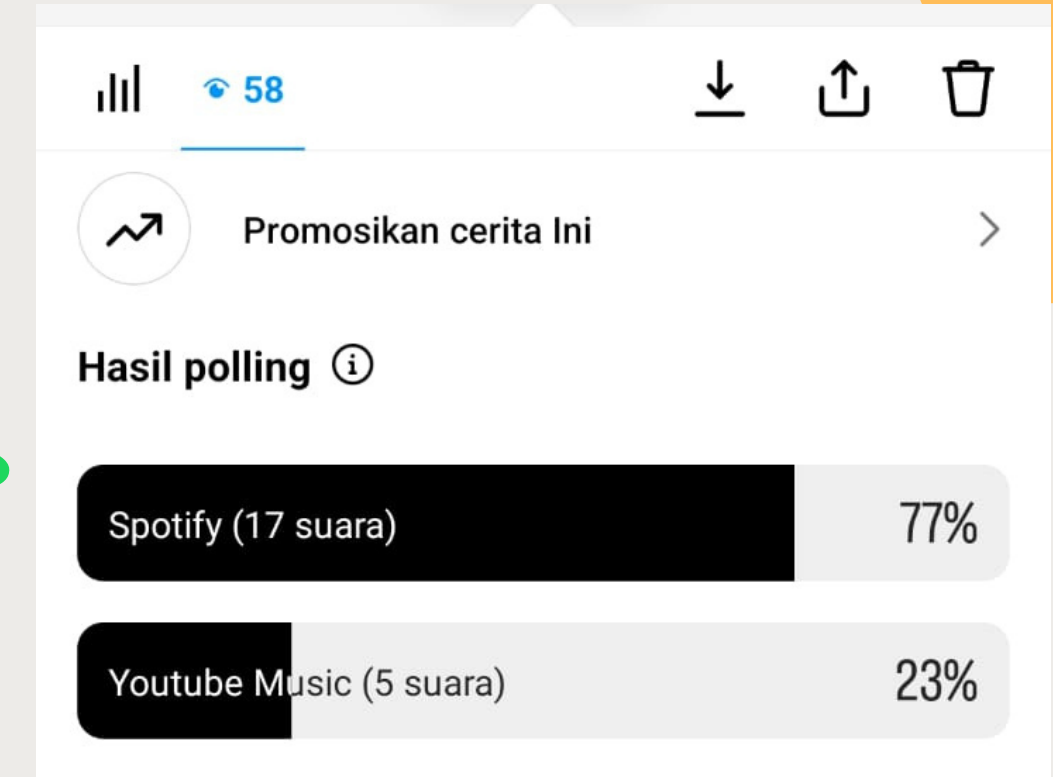




What? **Spotify** adalah sebuah layanan penyiaran musik dan sinar yang berbasis di Stockholm, Swedia.

Why? Karena pendapat pribadi menurut saya **spotify** lebih frindly dalam penggunaannya selain itu faktanya berdasarkan survei yang dilakukan pada platform instagram pribadi, **Spotify** menjadi platform yang paling banyak di pilih di bandingkan kompetitor nya yaitu youtube music.

Selain itu spotify menawarkan kualitas audio yang lebih tinggi dibandingkan youtube musik



Technically speaking, Spotify offers better sound quality than YouTube Music. For their free versions, YouTube Music's maximum streaming quality is 128kbps, while Spotify's is 160kbps (it maxes out at 128kbps if using the web player). 12 Mei 2023



Digital Trends

<https://www.digitaltrends.com> › Audio / Video › Products

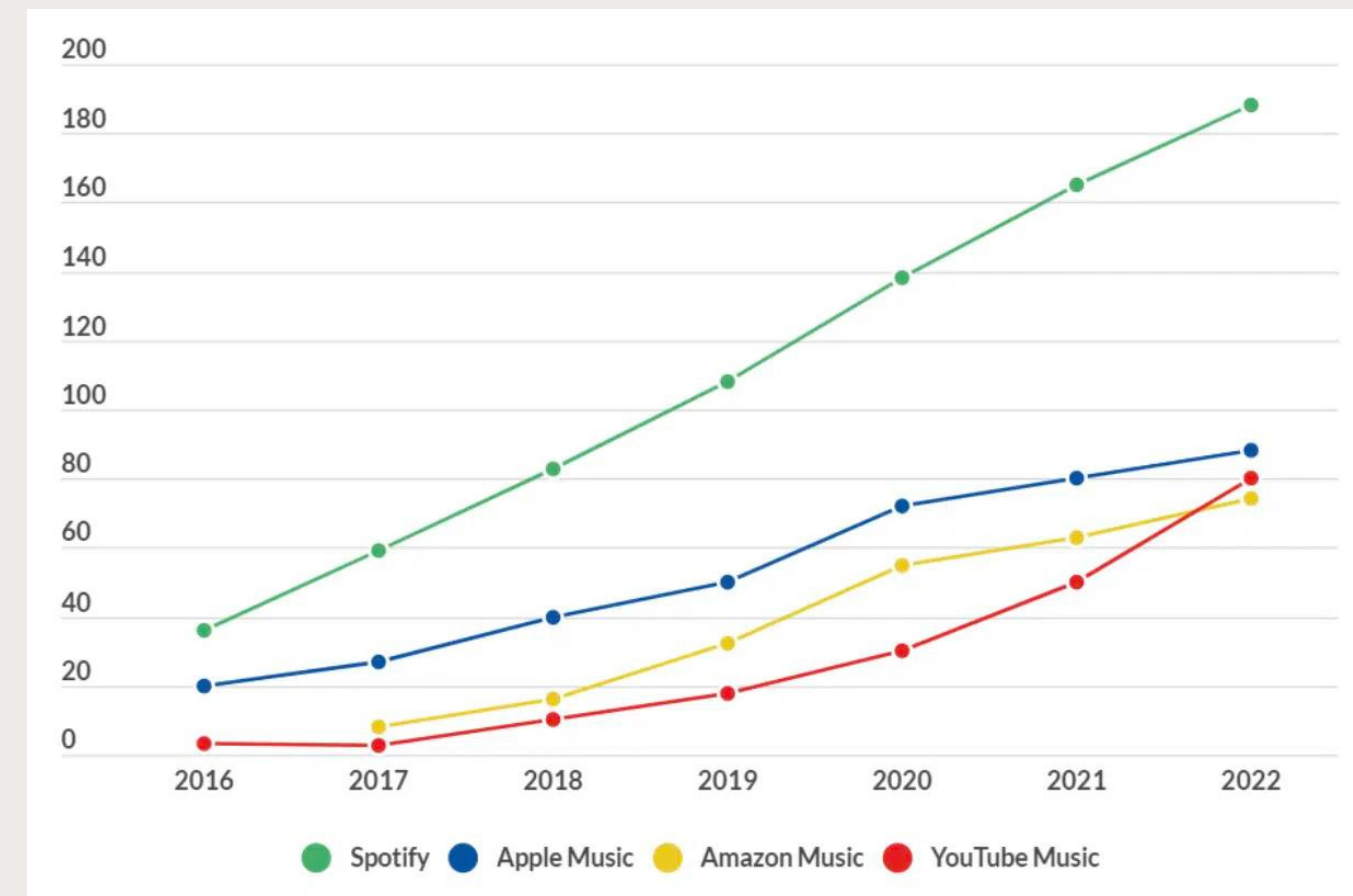
Spotify vs. YouTube Music: so alike, but which is best for you?



Bagaimana cara membuat produk itu lebih baik?

Beberapa kelemahan dan kekurangan aplikasi **Spotify** meliputi kadang-kadangnya iklan yang mengganggu, batasan dalam mode offline, dan kurangnya fitur personalisasi yang lebih mendalam. Untuk memperbaikinya, **Spotify** bisa meningkatkan pengalaman pengguna dengan mengurangi frekuensi iklan yang mengganggu, memperluas fitur offline, serta mengembangkan algoritma personalisasi untuk rekomendasi yang lebih akurat dan mendalam.

SWOT ANALISYS SPOTIFY



Competitor Value Curve



Should **Netflix** enter the gaming market?

Kesimpulan berdasarkan data yang sudah di kumpulkan, bahwa **Netflix** merupakan salah satu platform yang harus memasuki gaming market.



To remain competitive and continue to grow its revenue, Netflix needs to explore other avenues. The gaming industry is a natural fit for Netflix, given the increasing popularity of video games worldwide. The video game market is currently worth over \$150 billion, and it is projected to grow to \$300 billion by 2025. 20 Jun 2023

Imperium Publication
<https://www.imperiumpublication.com/post/why-is-n...>

[Why is Netflix getting into Games? - Imperium Publication](#)

Tentang cuplikan pilihan • Masukan

Is Netflix trying to get into gaming?

The company first dabbled in games with interactive titles like Black Mirror: Bandersnatch and a Carmen Sandiego game. But starting in 2021, it made gaming a much bigger priority — Netflix hired a former EA exec and let people play a selection of mobile games for free as part of their subscriptions. 14 Agu 2023

theverge.com
<https://www.theverge.com/netflix-video-games-app-ne...>

[All the news about Netflix's gaming efforts - The Verge](#)

In its 2021 fourth-quarter earnings report, Netflix admitted that the rise of streaming rivals was affecting its "marginal growth." Thus, pushing into a new medium makes sense, especially because the company has publicly identified video games as its biggest competition in the cutthroat fight for attention. 14 Jul 2023

theringer.com
<https://www.theringer.com/video-games/netflix-video...>

[Netflix's Next Act Is Investing in Video Games - The Ringer](#)



Thank You

