

Historia



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(mas crack en la vida real)

A man and a woman are in a recording studio. The man, on the left, is bald with a beard and mustache, wearing a dark green button-down shirt. He is gesturing with his hands while speaking. The woman, on the right, has long blonde hair and is wearing a light-colored top. She is looking towards the man with a slight smile. They are positioned in front of a large mixing console with numerous knobs and buttons. The background is dimly lit with warm, glowing lights.

Nicho de mercado: Spotify se posiciona en el mercado del streaming de música y contenido de audio (como podcasts)



Competidores

- Apple Music
- Amazon Music
- YouTube Music
- Tidal
- Deezer
- Disqueras

The inmortal pirate bay

Las claves de éxito

- Aliarte con tu enemigo
- Catálogo extenso
- Modelo freemium
- Algoritmos de recomendación
- Alianzas estratégicas
- Presencia internacional

