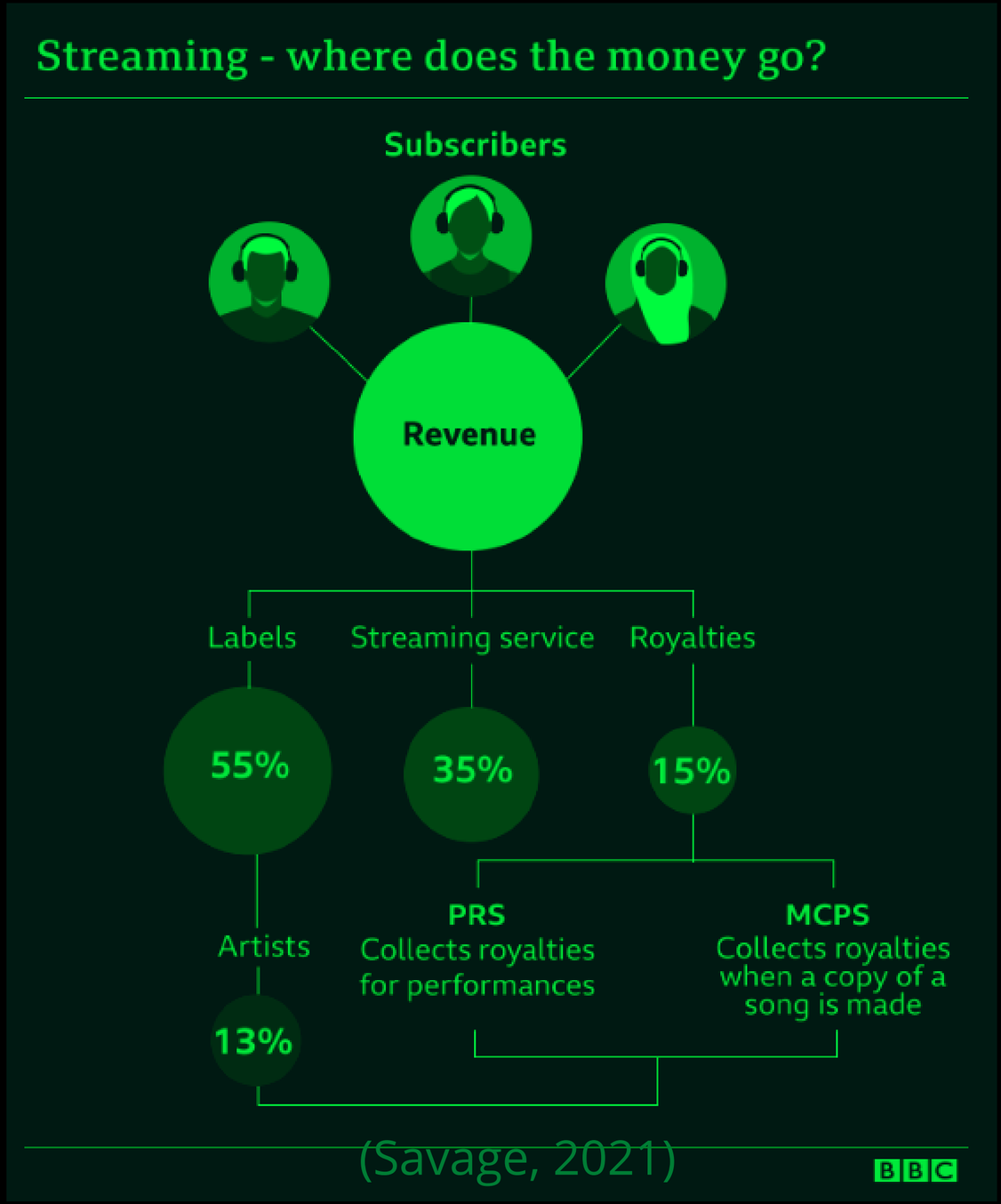
STREAMING IS NOT EQUITABLE

'MPs call for a ‘complete reset’ of music streaming to fairly reward performers and creators'

UK Parliament, 2021



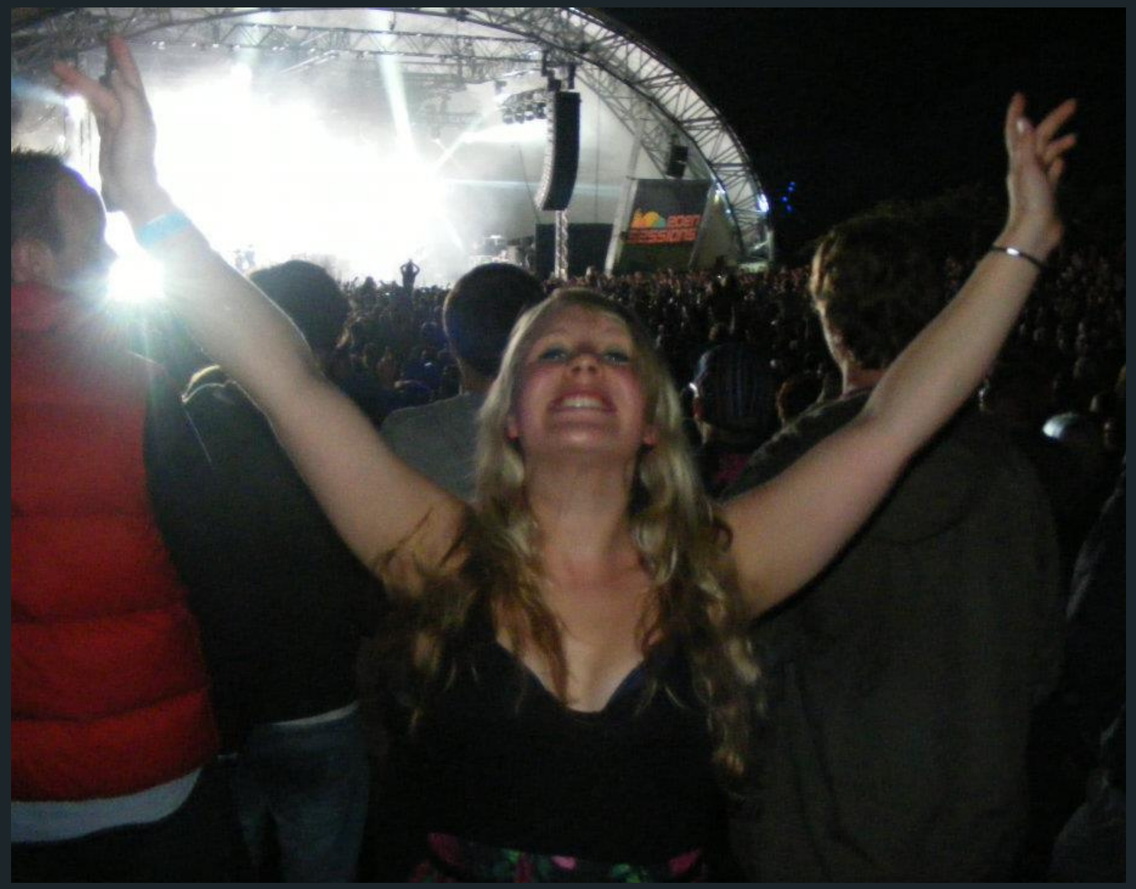
(Savage, 2021)

THE ISSUE

345 Million Monthly Users
155 Million Paid
199 Million Freemium

Operating margin 3.2%

(Spotify, 2021)



The Fan

Who's that band?

I don't think artists get paid enough

'77% of music streaming consumers believe that artists are not paid enough by streaming services'

(YouGov, 2009)

The Artist

Who are my fans?
How can I earn more
from streaming services?

'Most people still place the greatest value on their connection to an artist'

(Kusek & Leonard, 2005: 22)

People prefer music from artists that share their personality traits.

(Greenberg *et al*, 2020)

'The more engaged the fan is, the more they will be willing to purchase'

(Herstand, 2020)

A possible solution for Spotify to...

- get less criticism from the media
- provide a way for artists to generate more income
- enhance audience engagement
- bring artists and fans closer together
- keep their 30% of revenue they need to survive

Spotify

INTRODUCING

BACKSTREAM PASS

BEHIND THE STREAMS ACCESS TO YOUR FAVOURITE ARTISTS

KEY FEATURES OF BACKSTREAM PASS

MUSIC, NEWS, SOCIAL,
LIVE - ALL IN ONE PLACE
ON THE WORLD'S BIGGEST
STREAMING PLATFORM

LIVE

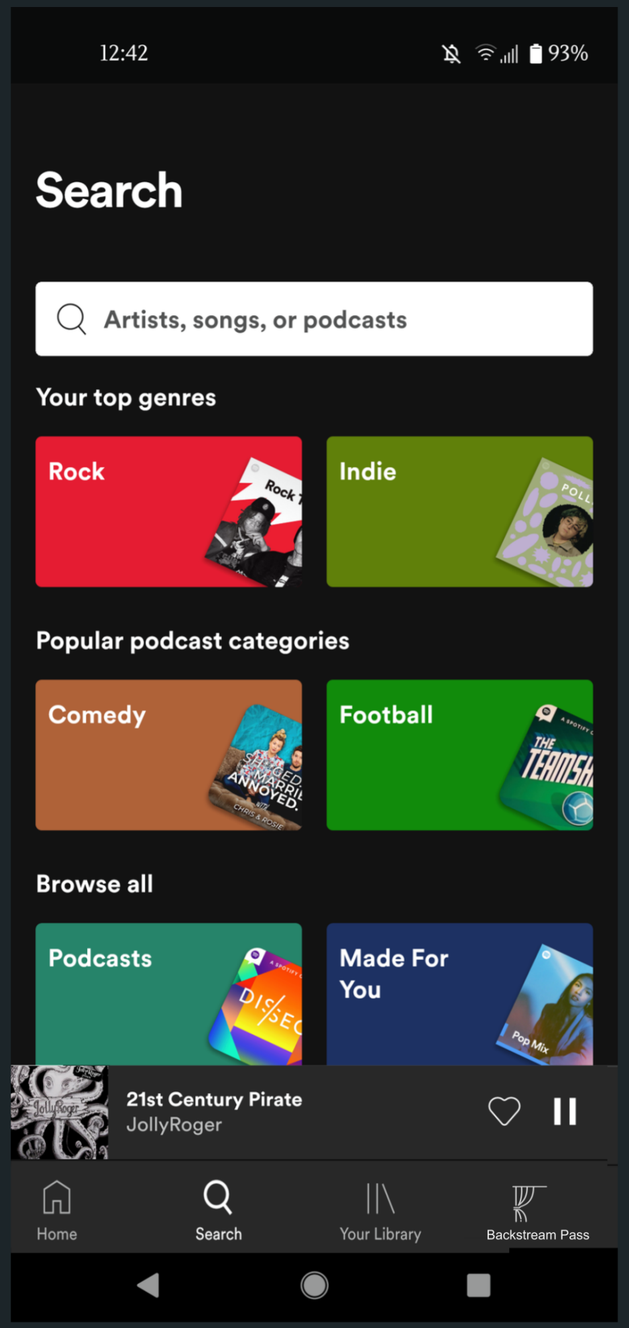
LISTEN LIVE

ARTISTS CAN CHARGE FOR
CONTENT AND KEEP INCOME

NEWS

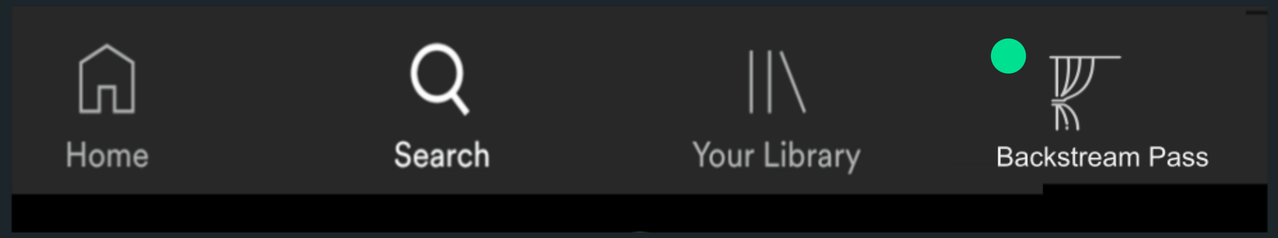
NEWS FEED

ARTISTS AND FANS CAN
COMMUNICATE VIA MESSAGES



Behind the streams access to your favourite artists with backstream pass

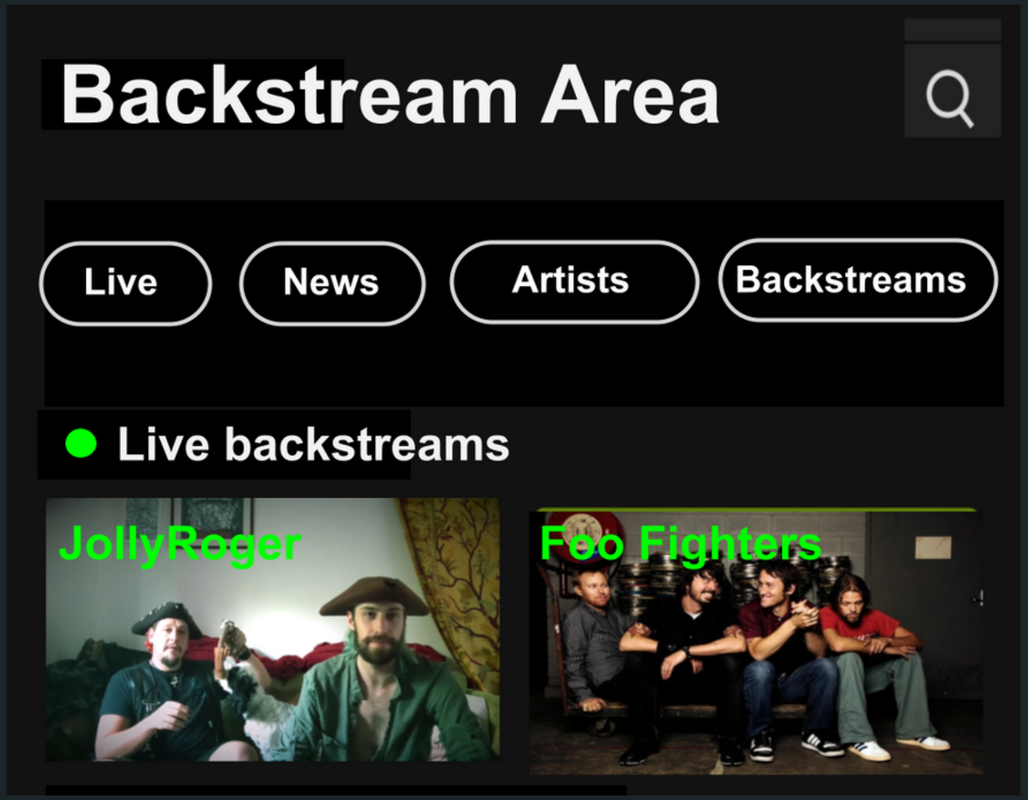
MORE THAN THE MUSIC - CONNECT WITH THE ARTIST

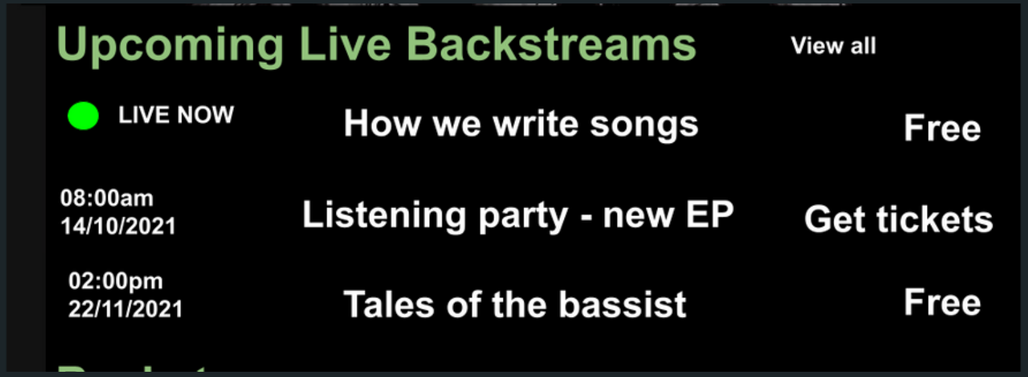


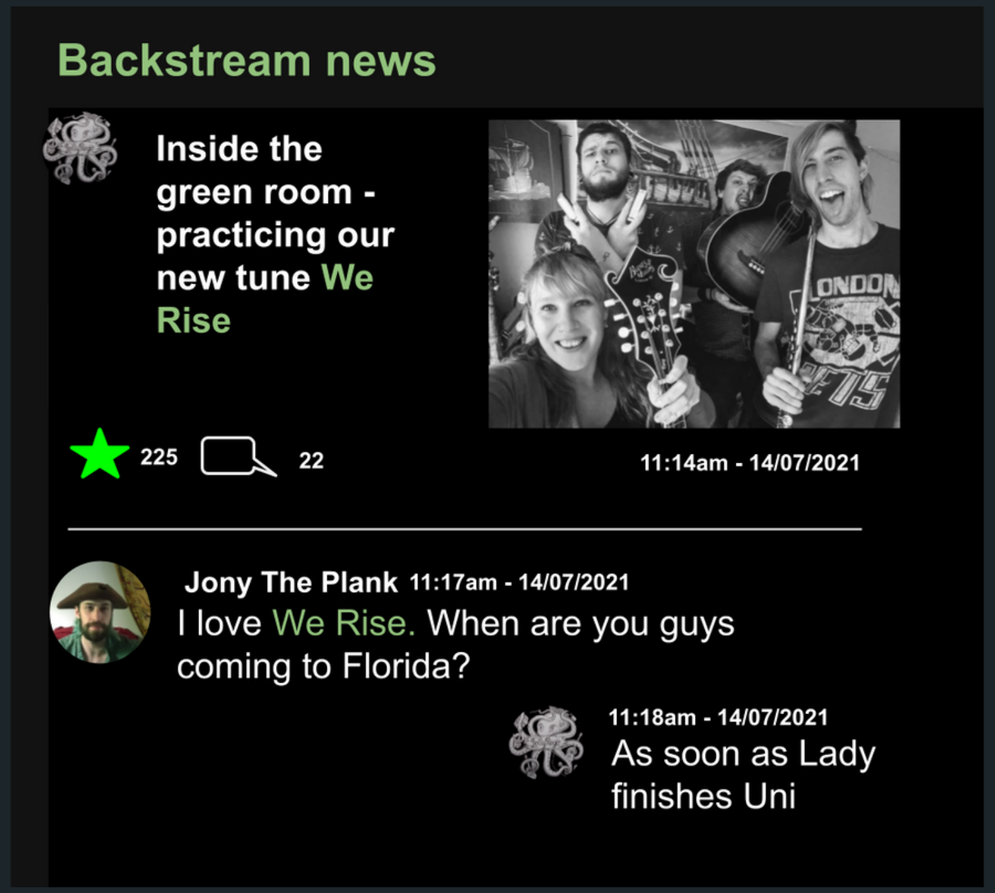
Click the icon on participating artists pages to add them to your Backstream Area

Find out what life as a musician is like

Access live broadcasts or listen on catch up







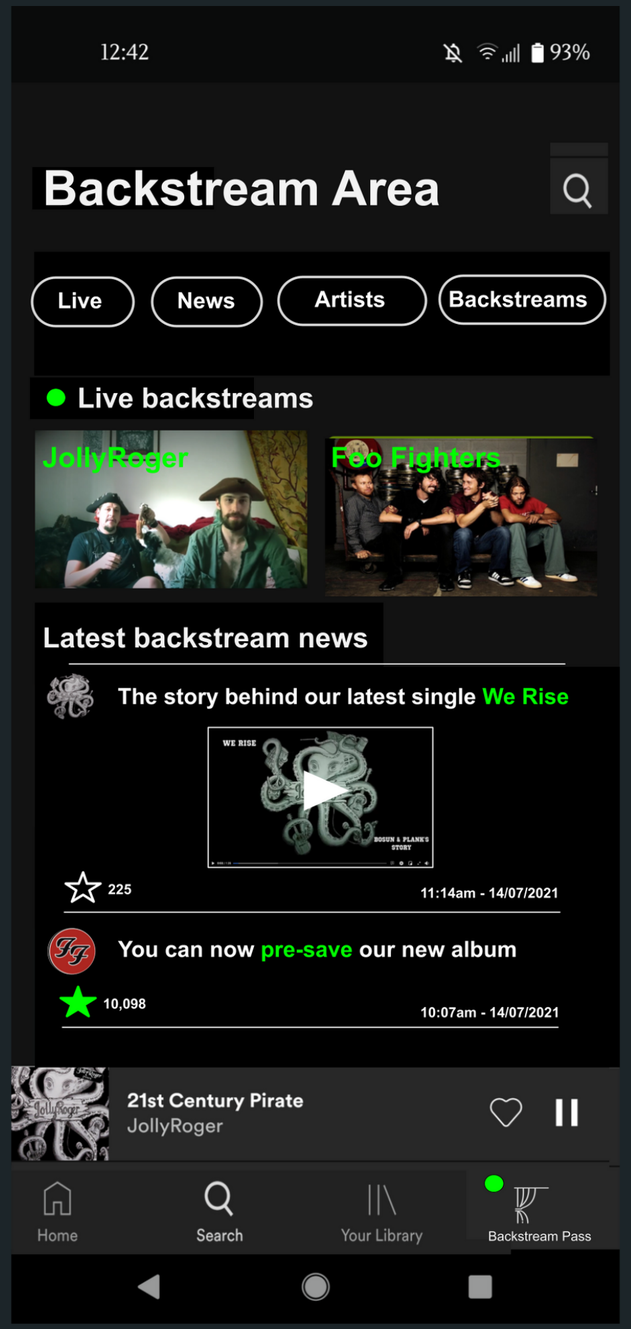
While connecting with the ones you listen to

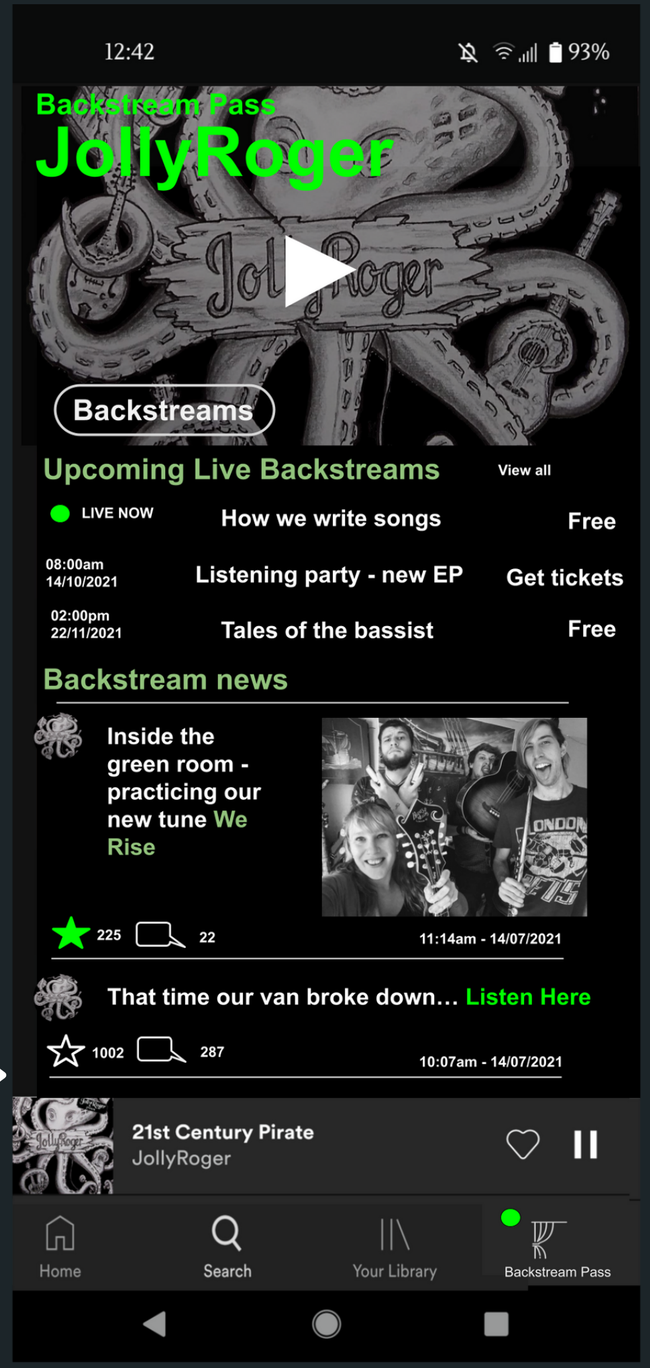
In the same place
as your music

Mobile App

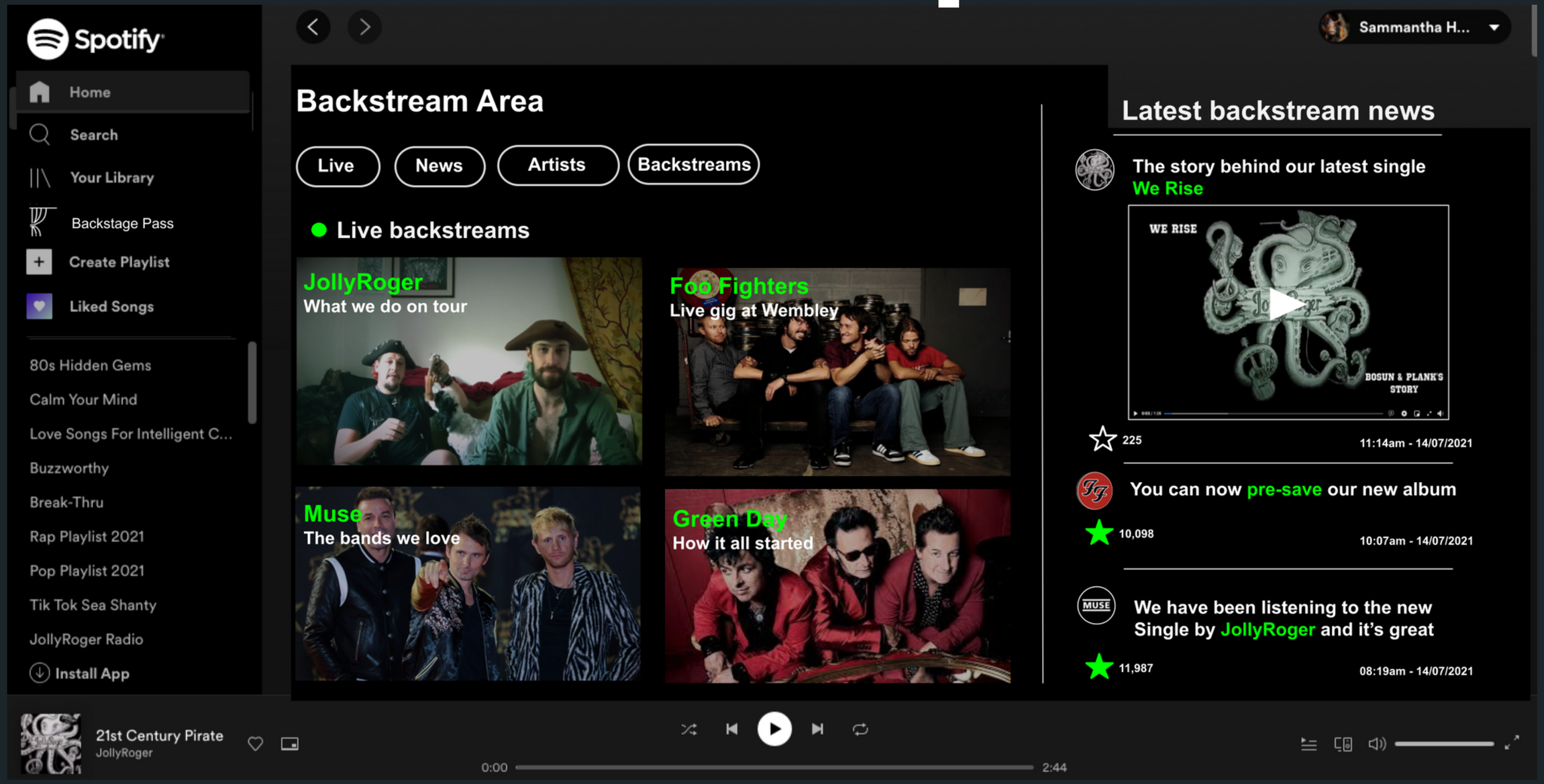
Home Page

Artist Page





Desktop


Spotify
Home
Search
Your Library
Backstage Pass
Create Playlist
Liked Songs
80s Hidden Gems
Calm Your Mind
Love Songs For Intelligent C...
Buzzworthy
Break-Thru
Rap Playlist 2021
Pop Playlist 2021
Tik Tok Sea Shanty
JollyRoger Radio
Install App
Sammantha H...
Backstream Area
Live
News
Artists
Backstreams
Live backstreams
JollyRoger
What we do on tour
Foo Fighters
Live gig at Wembley
Muse
The bands we love
Green Day
How it all started
Latest backstream news
The story behind our latest single
We Rise
WE RISE
BOSUN & PLANK'S STORY
225
11:14am - 14/07/2021
You can now pre-save our new album
10,098
10:07am - 14/07/2021
We have been listening to the new Single by JollyRoger and it's great
11,987
08:19am - 14/07/2021
21st Century Pirate
JollyRoger
0:00
2:44

Backstream Pass • • • Artist Page

Spotify

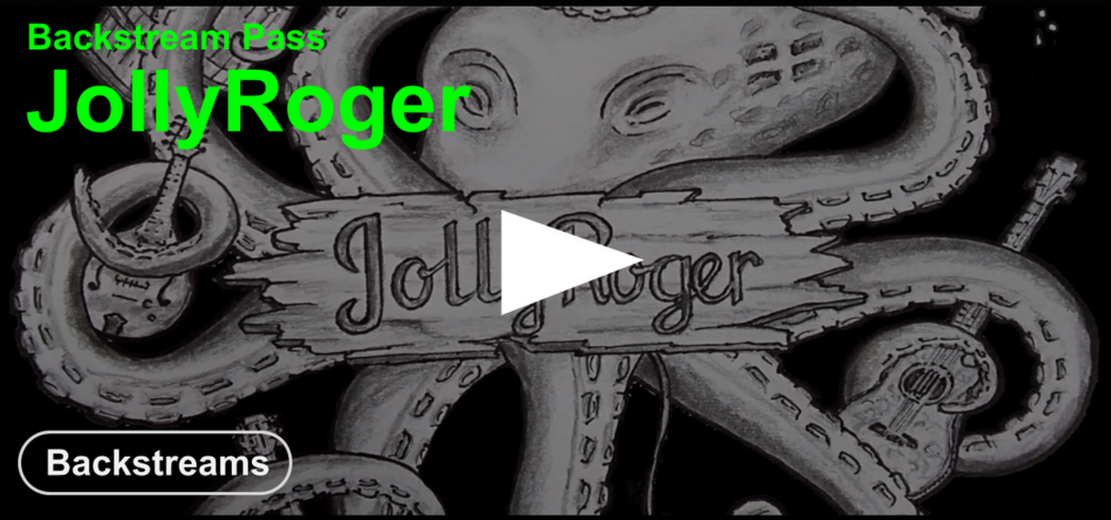
Home
Search
Your Library
Backstage Pass
Create Playlist
Liked Songs

80s Hidden Gems
Calm Your Mind
Love Songs For Intelligent C...
Buzzworthy
Break-Thru
Rap Playlist 2021
Pop Playlist 2021
Tik Tok Sea Shanty
JollyRoger Radio
Install App

Sammantha H...

Backstream Pass

JollyRoger



Backstreams

Upcoming Live Backstreams

LIVE NOW	How we write songs	Free
08:00am 14/10/2021	Listening party - new EP	Get tickets
02:00pm 22/11/2021	Tales of the bassist	Free

SEE MORE

Backstream news

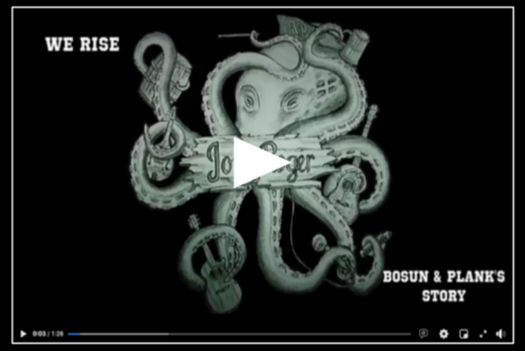
Inside the green room - practicing our new tune We Rise

225 22 11:14am - 14/07/2021

That time our van broke down… Listen Here

1002 287 10:07am - 14/07/2021

The story behind our latest single We Rise



225 722 11:14am - 14/07/2021

21st Century Pirate
JollyRoger

0:00 2:44

PRODUCT

Backstream area on Spotify, where listeners can access live streams and news from Artists and communicate with them.

PRICE

The option for artists charge directly to fans for specific content. (Spotify take 5%)

PLACE

Spotify App for mobile and desktop for UK customers.

PROMOTION

Paid advertising on social media. Ads to freemium users.

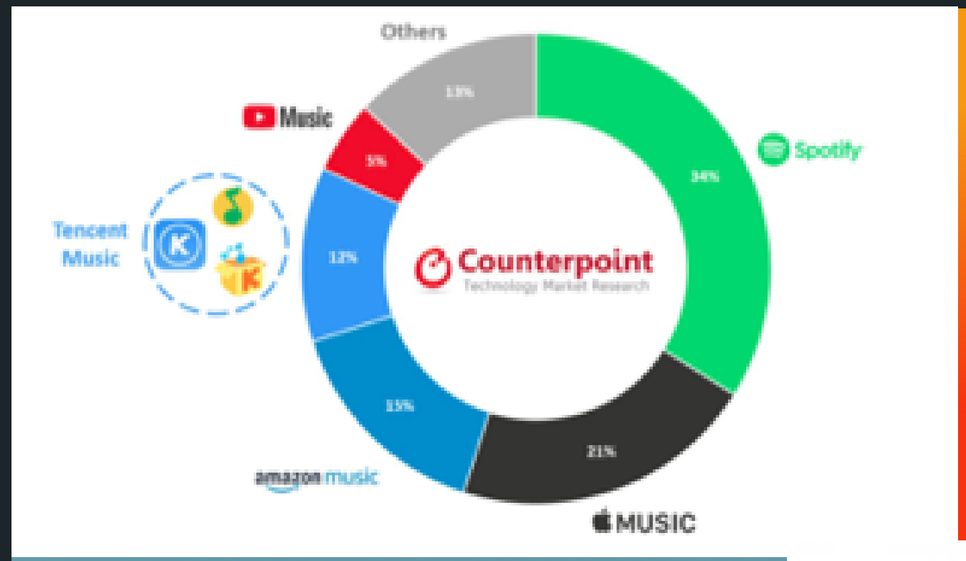
PEOPLE

Spotify Premium Customers. Artists and music industry enthusiasts.

PROCESS

Created and launched by Spotify

Market Analysis



SOUNDCLOUD

bandcamp

YouTube

Barriers to Entry	Possible Solutions
No experience in creating a social media type platform Cost of set up and experts	Team up with a social media giant such as Facebook create a plug-in / partnership
Getting independent artists on board	Pitch to independent artist tastemaker / influencer such as Glass Animal

Bibliography

Gaille, B. (2021). ‘Spotify SWOT Analysis for 2021: 26 Strengths and Weaknesses’ in Brandon Gaille Small Business & Marketing Advice. [online]. Available at: https://brandongaille.com/spotify-swot-analysis/

Greenberg DM, Matz SC, Schwartz HA, Fricke KR. The self-congruity effect of music. J Pers Soc Psychol. 2020 Jul 2. doi: 10.1037/pspp0000293. Epub ahead of print. PMID: 32614219.

Herstand, A. (2017). How to Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician. 2nd Edition. New York: Liveright Publishing Corporation.

Icon Scout. (2021). 'Curtain Icon'. In *Icon Scout*. [online]. Available at: https://iconscout.com/dashboard/transactions

Ingham, T. (2021). 'MAJOR RECORD COMPANIES HAMMERED BY UK POLITICIANS’ STREAMING INQUIRY REPORT'. In *Music Business Worldwide.* [online]. Available at: https://www.musicbusinessworldwide.com/major-record-labels-hammered-by-uk-politicians-streaming-inquiry-say-sources/

JollyRoger. (2021). Videos. *Facebook.* [online]. Available at: https://www.facebook.com/2022386144542628/videos/2085142071628427

JollyRoger. (2021). Posts. *Facebook.* [online]. Available at: https://www.facebook.com/JollyRogerBandUK/posts/3401429023304993

Kusek, D. & Leonhard, G. (2005). The Future of Music: Manifesto for the Digital Music Revolution. Boston: Berklee Press

Kumar, A. (2020). ‘Global Online Music Streaming Grew 32% YoY to Cross 350 Million Subscriptions in 2019’ in Counterpoint. [online]. Available at: https://www.counterpointresearch.com/global-online-music-streaming- grew-2019/

Savage, M. (2021). 'MPs call for complete reset of music streaming to ensure fair pay for artists'. In *BBC News.* [online]. Available at: https://www.bbc.co.uk/news/entertainment-arts-57838473

Spotify (2021b). Shareholder letter Q4 2020. Spotify Technology S.A: Luxembourg. Available at: https://s22.q4cdn.com/540910603/files/doc_financials/2020/q4/Shareholder-Letter-Q4-2020_FINAL.pdf

Stone, J. (2020) ‘The State of the Music Industry in 2020’ in Finance [online]. Available at: https://www.toptal.com/finance/market-research- analysts/state-of-music-industry

UK Parliament. (2021). 'MPs call for a ‘complete reset’ of music streaming to fairly reward performers and creators'. In *Committees.* [online]. Available at: https://committees.parliament.uk/work/646/economics-of-music-streaming/news/156593/mps-call-for-a-complete-reset-of-music-streaming-to-fairly-reward-performers-and-creators/

YouGov (2020). YouGov /Tom Gray Music #BrokenRecord Survey. Great Britain: YouGov plc.