

The New Emperors of the Audio Universe

Daniel Ek:

“...being the worlds leading audio platform.”

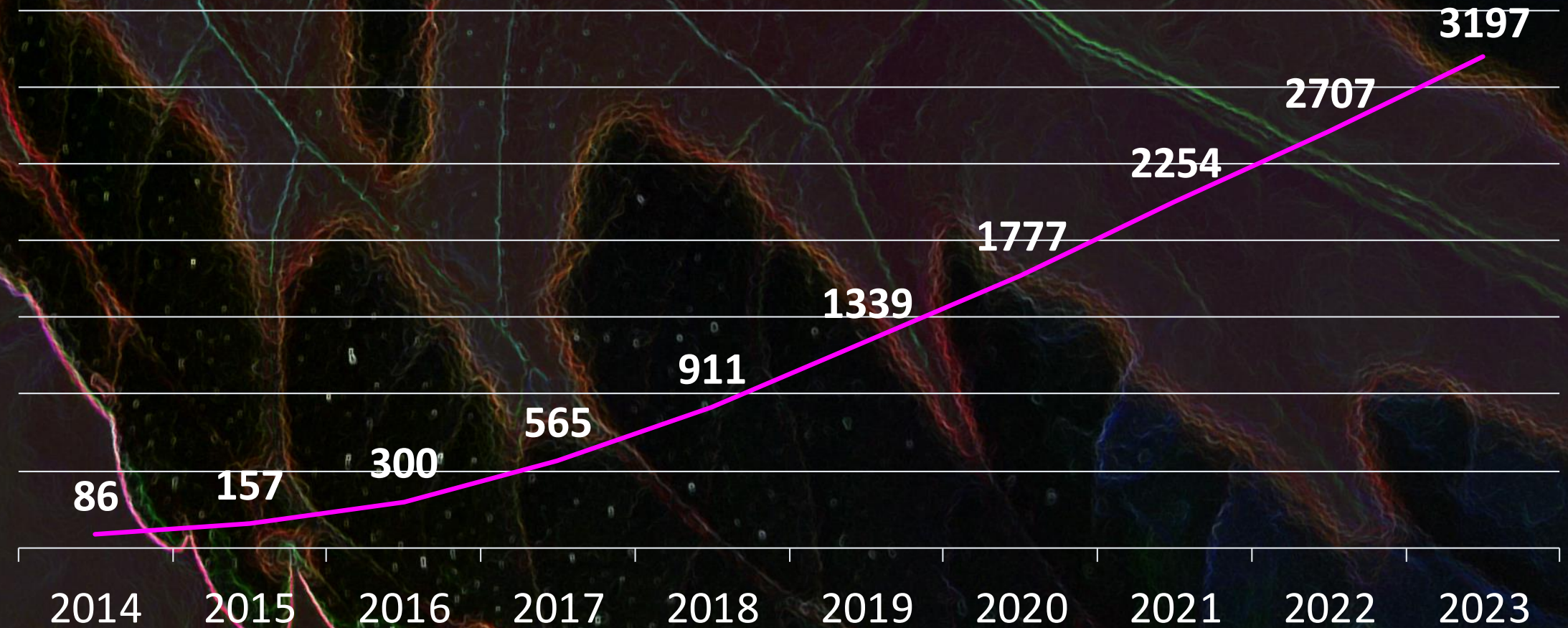
CNBC
EXCLUSIVE

SPOTIFY CEO @ POST 9

CNBC

Podcast revenue, globally

Global entertainment outlook, pwc 2019-2023 (US million dollars)





Music

vs

Podcasts

Big labels

Smaller producers

Rights

Ads

Freemium/Premium

Free



80 % of the podcasts listeners listen to an entire episode or most of an episode.

<https://musicoomph.com/podcast-statistics/>



“Our podcast users spend almost twice the time on the platform, and spend even more time listening to music.”

Daniel Ek, feb 2019



Relationship



Global
brand

Money
R&D

Good
start



Live
radio?

Beyond
podcast?

News?

What do you
have that
Spotify does
not?

Direktsändning

Visa alla

P1

P2

P3

P4

Toppnyheter

15 nyheter

SPELA ALLA



Löftet: Inga kontroller vid gränsen
i Nordirland

What about Apple?

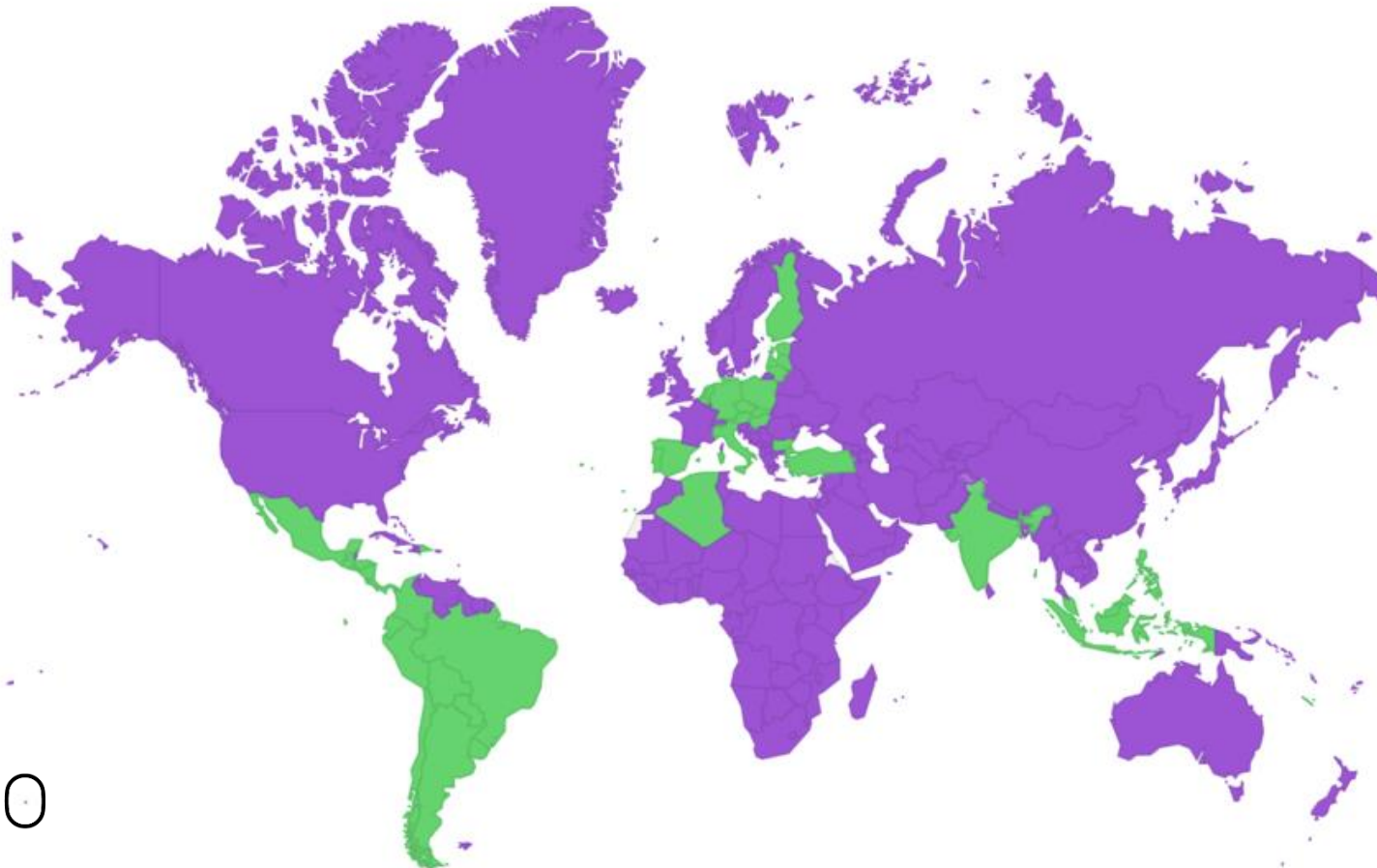
- Even more money!
- An even more known brand!
- The device – the platform – content?

Aug 1, 2019 - Aug 31, 2019



Apple vs Spotify

Worldwide





”Music is global, podcasts are local.”


Spotify

The future of podcasting?

1. Status quo

2. Spotify

3. Subscriptions



”Business models are still emerging but the evidence in this chapter about the underlying drivers of this change suggest we are a long way from reaching ‘peak podcast’.”

DNR 2019



Thank you!

Maria Dietrichson, strategist

sveriges **SR**radio