

Speaker: Bel Aztiria

Hi, my name is Bel Aztiria, and I lead Equity Global Music Programs here at Spotify.

Artists from historically underrepresented communities face more barriers to entry. We want to help make these voices heard.

When more artists can create and showcase their work, more fans can listen, feel included and get inspired. Those listeners are becoming more and more diverse. Gen Z is the most racially and ethnically *diverse generation* in the US, and more Gen Zers around the world are part of the LGBTQIA+ community.

So celebrating more voices is crucial, not just for the future we want to help build but also for the future of our industry.

At Spotify, we have long advocated for and celebrated underrepresented communities during key cultural moments.

And we're proud to have created equity programs that leverage our editorial and marketing capabilities to keep fostering equity in audio all year long.

The first program we launched is Frequency, developed to uplift black creators. Since Frequency's launch, and across our hubs supporting Black creators, we've had the *honor* to highlight and *be inspired* by over 16 thousand artists.

To foster equity for women in music, we developed our equal global music program. To date, we've added more than 5,000 female artists to playlists and supported over 700 ambassadors in their home countries and beyond. These artists received nearly half a billion editorial streams.

Today, on International Women's Day, we're excited to share some news about our EQUAL program.

Artists from around the world are taking over some of our EQUAL playlists this month. And beginning today, we are expanding the EQUAL ecosystem to elevate the voices of even *more women artists* from around the world, with the EQUAL playlist and program launching in Ukraine. Recently, we've also launched in Hungary, and Romania.

And for the second year in a row, we'll be hosting the EQUAL festival, with an all-women lineup - this time in two different locations.

In 2023, they will take place first in Argentina, where we've seen the number of women artists grow more than 500 percent in the top 50. And later this year we'll go to Spain, where Spotify is celebrating its 15th anniversary.

We believe there are no better places to celebrate the progress women artists have made —and the future of music they're creating. We're excited to continue to bring EQUAL closer to the fans, both on and off platform.

The achievements we've seen through these programs show that tangible support can help artists reach audiences of all backgrounds. That's why last year we reached the Spotify creator equity fund, to keep showcasing and uplifting creators who have long been underrepresented in audio.

Through this fund, we've launched GLOW. A new music fund that celebrates and elevates the voices of LGBTQIA+ artists year-round. Now let's hear more about it from the creators themselves.

ARTIST BEATS:

I think Spotify's glow program is so important to the music industry right now because we need a platform for queer artists.

The more visible we are, the more confident we will be too.

I'm just excited to grow with it and build with it and be a part of this celebration that's happening.

To young queer artists out there, just know that you should never dim your light for anybody else and just have the courage to glow.

Speaker: Bel Aztiria

We know that the issue of equity is bigger than audio and that we have a long way to go to achieve true inclusion and representation. But we also believe in the power of art to shape our culture, our future, and ourselves.

By uplifting the voices of historically underrepresented creators, we hope to contribute to a future where every person can see, hear and be themselves.

Speaker: Daniel Ek

Welcome to Stream On.

This is the second time we've hosted this event...and I'm thrilled to be with you here in LA. This room is full of artists, podcasters and authors - and virtually we are joined by a global creative audience.

While I know many others are tuning in to hear what's next for Spotify... I want to be crystal clear that today's event is for you...the creators.

It was important to me to do our first in-person Stream On in LA – a city that has long been a beacon for creative voices from all over the world. It's a place overflowing with energy. I think sparks of magic are everywhere.

LA is the home to some of the most well-known and beloved creators. But it's also home to countless dreamers... just starting out in pursuit of their passion.

This is also what we're building at Spotify – the best home for creators, where you can establish your career and where the world can be inspired by your creativity. A place where you can thrive and grow - really no matter what stage you're at in your career.

And that's been our mission from the start. When we founded Spotify in 2006, the music industry was in a freefall. So the fundamental question everyone was asking was a big and important one: Is the music industry doomed, or could it be reimaged to still be a sustainable career for talented artists from around the world?

Now, more than 15 years later, we know the answer is yes.

More and more artists are finding success through streaming. We also know that means more artists than ever are entering the arena.... Which of course means more great content and more competition. Because as the opportunity grows, so does the interest. But the data clearly shows far more artists are making a living off of their music than at any other time in recorded music history.

In fact, in 2022, if you looked at a list of the top earning artists, we estimate that even the 50,000th most streamed artist on Spotify generated more than 50,000 dollars across all recorded revenue sources.

In light of that, it may not be all that surprising to hear that Spotify's payouts to the music industry since our founding are approaching 40 billion dollars. And that makes us the single biggest source of revenue to the entire music industry.

These are just some of the stats we are sharing in our annual Loud & Clear report, which goes live today. You'll hear much more about this in a few minutes.

We predict there's still a lot of growth ahead for music. Because as we continue to provide better tools for artists, labels and their teams, we expect to unlock even more ways to find success.

As we think about meaningful revenue, we aren't limiting artists to just royalties. From merch and ticket sales to customizable storefronts and live events, we are investing in new ways to drive music commerce.

We will have much more to share as this work evolves.

The music industry is healthier and more diverse than ever before and we remain committed to furthering its success.

And that's just the beginning.

In the last few years, we've expanded beyond music to include a new category of audio creators on Spotify: podcasters and audiobook authors.

As we entered into this space a few years ago, a new question emerged, "*Can Talk creators — podcasters and authors — find the same level of success as music artists... and also build sustainable careers?*" And because of what we've learned and accomplished on the music side, I believe here too, the answer is an unequivocal yes. And while we've still got a lot of work to do, the opportunity is massive.

So how's it going? 2022 was a huge year for Talk that clearly demonstrates we are gaining traction. And not just in established podcast markets like North America or Europe, but really in markets around the world.

Take Brazil, for example, which has emerged as one of our fastest-growing new markets and is now the second largest podcast market. And then there's India, which is quickly gaining ground as a close third. If we zoom out for a moment, we've gone from just over 10 million podcast listeners in 2018 to more than 100 million today. That's more than 10x growth in just a few years.

We also announced our entry into Audiobooks in 2022, launching in five countries with a huge catalog of content that our users have been requesting for years.

Is the experience ultimately what we think it can be? No. But we felt it was important to put a stake in the ground and get rolling. And even though it's early, we are already seeing authors embrace our platform in really innovative ways.

One of my personal favorite examples is Brandon Sanderson, a wildly popular fantasy and sci-fi writer. On the heels of his record-breaking Kickstarter campaign to help fund his latest series, Brandon chose to partner with Spotify because he was so excited about our approach.

As part of his campaign, he offered each backer a unique code, which allowed them to listen to the book. The outcome was super positive, with around 40% of his Kickstarter backers choosing to listen to the book on Spotify.

In response to the success of the collaboration, Brandon then purchased thousands of additional redemption codes to include in his book bundles to allow more readers to also be able to listen to the book on their favorite audio platform.

Later this year, you will hear much more about our work in audiobooks, but today's event is really gonna be focused on how Spotify is going to support creators across Music and Podcasts. We're here to highlight how you can better grow your audience, engage with your fans and monetize your work. Because, I think it's really in this place, between creator tools and a consumer experience, where the magic happens.

And that brings us to the really big news for today — we are excited to introduce an entirely new and updated Spotify experience.

You are going to see much more from Gustav in just a moment, but I wanted to offer a little bit of background.

We hear the same things again and again from the creator community: Get me closer to the fans...Give me more ways to engage...Help me engage and monetize. So we are delivering just that.

This all-new Spotify experience not only meets your expectations and matches your ambitions, but it also gives your fans more of what they want – you...the artist, the podcaster, the author.

And this marks the biggest change Spotify has undergone since we introduced mobile 10 years ago.

It's a new interface with more space to showcase your individuality and creativity, helping you chart new pathways to success, on your own terms. From audio to video, we're giving you the resources to grow your audience by arming you with better tools - which means more control over your art than ever before.

So today, you'll get a first look at what's next for Spotify. Some of this is already live, other features will debut today and even more will roll out in the weeks and months ahead.

In the past, you likely thought of Spotify as being the best destination for listening. Today, this evolution is really about bringing Spotify to life. We want to infuse our platform with the same energy and creativity that I feel every time I have a chance to sit alongside an artist or creator and feel their passion as they tell their stories.

So while we are going to build on many of the things you like the most about Spotify, today is really about

hanging out a new shingle to let creators everywhere know that Spotify is open for business. We are adapting to better meet your needs.

So I'll preview just a few highlights of what we will cover, including, how we are:

- Giving you better tools and more data
- Developing more ways to engage with your audience and be discovered
- Creating more room for you to play
- Enabling more creativity and personalization when it comes to what you are sharing with your fans
- Helping you build out adjacent businesses like merch and ticket sales
- And finally, providing you with support and mentorship – especially for up and coming artists

Today, there are over ten million creators on Spotify and we recently passed half a billion monthly listeners across 184 countries and markets.

So think about the massive potential that represents for you - no matter where you are on your own creative journey within music, podcasts or audiobooks. The potential to reach more than half a billion people. And as you will see, that reach is about to become *even* more powerful.

So creators, welcome to your new home.

But to understand where we're going, let's take a quick look at where we've been.

Speaker: Gustav Söderström

Wow, what a journey. Even for me it's incredible to see the evolution of what we've built.

On any given day, millions of people on Spotify find themselves listening to a song, a podcast, or an audiobook created by someone they've never heard before.

These discoveries drive everything we do.

And users tell us that every day they find something new to love on Spotify.

These days Spotify recommendations drive close *to half* of all users' streams.

What's more, each time your music gets played on a programmed playlist, like Release Radar, you receive, on average, three times more streams from that listener over the next six months.

And when listeners decide to follow you, they listen to—on average—*five* times more of your music.

That's why discoveries on *Spotify—unlike many other platforms—*give creators *so* much more than just a fleeting moment of viral fame. Those meaningful, long-term connections are a key part of what makes Spotify a platform for professional and aspiring artists.

We're already leading the industry in giving users and creators the best discovery experience, when they're playing music in the background, with their phones in their pockets. And we're proud of that.

But there are other moments in the discovery journey when audio is *more* than just background. Moments when users want to *actively* see a creator, learn about them, and engage with them.

So we decided to evolve Spotify to also provide *incredibly engaging foreground* discovery. That took a lot of investment and re-imagination.

As Daniel mentioned, this is one of the biggest changes since Spotify's inception - a change that makes the best home for creators, even better.

Let's face it. The world today pulls us in a million different directions, so the most important thing we, at Spotify, can do for creators... is to reduce the distance between your art and the people who love it *or* who *would* love it as soon as they discovered it.

The new Spotify home feed solves that problem. It leads listeners *straight* into your world without *even* a single tap.

Today, we're proud to introduce—for the very first time—the brand-new Spotify and it begins with the home feed. This is a completely new experience that you'll see come to life throughout the coming weeks and months.

It's powered by advanced recommendations and leverages new visual canvases, and a completely new and interactive design.

The Spotify we are revealing today is built to feel alive, the interface is dynamic. It's easier than ever to scroll and swipe and loaded with all-new ways for listeners to enjoy your work.

The reimagined home feed will show better recommendations—from your favorites to fresh content, with richly animated images and videos.

When you open Spotify, you'll still find all of your go-to music and podcasts in the "shortcuts" section up top. These are some of my favorites...

But now, down below, you'll also find *new ways* to explore songs and artists.

And for you, the creator, we're introducing an even easier way to get your work noticed: Previews.

When your friends are talking about a new movie, what do you do? You check out the trailer, right?

We launched podcast trailers on the show page a few years ago. Everyone loves them. But we knew we could go further.

So we talked to creators and users from all over the world and combined their insights with our cutting-edge machine learning.

Together, we created a feature that's both automatic for creators and intuitive for users.

Today, Spotify is the first platform to enable truly seamless Previews across music, podcasts, and audiobooks. They let you explore much more - in far less time.

Listeners will now be able to see and hear short clips, powered by machine learning right in the home feed, making it *much* easier for them to discover the content that we think they'll love.

This means they can check out a Preview *before* deciding to listen to a full playlist, podcast, or book. And our tests show that this leads more listeners to become committed fans.

So now, when I open my home screen, I won't have to choose what I might be interested in just based on cover art I've never seen before, or an episode name I've never heard of.

Instead, I can instantly hear the most interesting part of a song or episode, without a single tap.

So that's Home.

Now, let me take you through our *dedicated* feeds for Music, Podcasts, and Audiobooks.

When users open the Music Feed, looking for their current favorite track or playlist, they can still easily find it at the top. Here are my favorites again...

And below that, users will now see recommendations of new music we think they'll love—as well as our brand-new personal DJ. But I'll come back to that later.

Listeners can tap through multiple songs to explore a playlist right in the feed and get a taste before committing to the whole thing.

And on the visual side, we are bringing artist canvases straight into the Music feed, to give users the opportunity to truly engage with you and your work.

Before, I'd just see a song title or static album cover. But now, I can actually see you—the artist—in a canvas, just like these.

That means the hundreds of millions of people who open Spotify will now see more of you and your work. For artists, this is a powerful new way for you to entice that all-important first listen. And because it's easy for users to save a song or follow an artist, more of them will become lifelong fans.

The same goes for podcasts & shows.

Podcasters everywhere know that podcasts have been notoriously hard to discover. So we designed this new feed to offer fans *way* more opportunities to learn about your work—with very little effort.

We're also seeing explosive growth of video podcasts on Spotify. With more than 70,000 podcasters adding video to their podcasts—in a very short time. Like here, with Higher Learning. And users tell us they love being able to switch between watching and listening to your podcasts.

But until today, video publishing has only been available to creators hosting on our Anchor podcast platform. But starting *right now*, any creator, regardless of platform, can sign up to be among the first to get access to this feature and start expanding their audience.

We're excited about the possibilities this will bring.

And as you can see, podcasters, including ones like Emma Chamberlain, are already having lots of fun with video.

Next, let's talk about audiobooks. If podcasts have been hard to discover, audiobooks have been almost impossible. So we're bringing all of this innovation in discovery to audiobooks as well.

I've got a long trip coming up so I'm looking for an audiobook for the flight. This one has been recommended to me.... I could purchase that.. Or keep browsing and find even more that sound interesting.

You've just seen how *easy* audio discovery can be on Spotify.

Discovery guides every step we take. But, as I've mentioned, it is not just fleeting viral fame, it's discovery that endures.

The new Spotify is designed to help users discover content that drives deep, meaningful, and long-lasting engagement. So while we are building very effective discovery mechanisms, we are *not* optimizing for time spent in the feed, like other platforms.

Spotify optimizes for helping you discover content to listen to later. This helps users get through the feed as *fast* as possible, rather than trying to make them stay as *long* as possible. What *we* measure is how many songs and episodes listeners have saved for later.

We think this optimization will be a step change in how easy it will be to discover new music, podcasts, and audiobooks. Our goal is not to steal time, it is to help users save time.

More than eight *years* ago, we introduced editorial and algorithmic playlists, innovations that changed how people listened to music and helped the industry return to global growth. But, let's face it, today that's old news. It's time to innovate on music listening all over again.

So recently, we released a new feature that is already changing *how* the world listens to music.

We call it... DJ. Let's pull it up.

DJ audio: Hey, what's going on, Stream On crew! It's really great to be here with you here in sunny California. I'm Xavier, my friends call me X—and from this moment on, I'm gonna be your own personal AI DJ on Spotify. Yeah, I'm an AI but I'm all about music. Your music.

DJ is a new AI-powered, fully personalized experience that reimagines how listeners hear *and* discover the music they love. It transforms Spotify from a music *tool* into a living breathing interactive music experience.

To tell you more about what you can expect from DJ—I'd like to invite to the stage, the man behind the voice, X.

Speaker: X Jernigan

Hey, everybody! What's up? I'm X.

For those of you who don't know me... I've been in the industry and here at Spotify for a long time, and I've gotten to wear a bunch of hats across our music and cultural partnerships teams. So I've had a front row seat seeing discovery evolve from multiple angles.

Discovery, and the technology that drives it, has always set Spotify apart. We launched our first personalized playlist, Discover Weekly, all the way back in 2015. It's actually still one of the features our listeners tell us they love most.

Listeners around the world rely on discovery to find new songs. But with more than a hundred million tracks on Spotify, they have a lot to choose from. Which can be overwhelming.

At Spotify, we have hundreds of musical experts from every corner of the map. It's like they're DJing for the whole planet. But our dream was always to give everyone *their own personal DJ* explaining the world of music their music just to them.

So that's what we built.

Now, when I don't know what I feel like listening to - DJ has my back bringing me something it knows I'll love like this ...

DJ Speaks: "Next I got Steve Lacy, who hails from Compton. He started his career as a member of the band The Internet. Then in 2017, Steve's first solo track, Dark Red, was added to Spotify's Fresh Finds playlist. Since then his catalog spans across a range of genres from bedroom pop to rock, and he recently won a Grammy for best progressive R&B album. Here's his breakout hit 'Bad Habit'"

Speaker: X Jernigan

I can listen to my voice all day! That is the surreal thrill of having your own AI voice coming back at you, saying words that I never actually spoke. How crazy is that?!

By incorporating human voice traits such as pacing, projection and emphasis, DJ is expressive, emotional, and ready to do the heavy lifting for you. Searching through the latest music, looking back at your old favorites, and delivering a stream of songs picked *just* for you at the exact moment in time.

To use this feature, just press play and you'll get a lineup of music exclusively for you— along with personalized commentary, which comes from our music editors tapping into Generative AI. And just like Discover Weekly, it gets better with time because DJ learns *with* you.

So if this song isn't the vibe I'm looking for right now, I can just hit the DJ icon in the corner and get served a new one.

But now, I'm going to pass the mic back to Gustav to tell you about even more ways we're bringing discovery into all kinds of audio.

Speaker: Gustav Söderström

Thanks, X. Now, when I'm on my long drive to work or just listening to a few songs to clear my head, having someone to guide me through music and explain *why* I am hearing that song—is a game-changer... whether I listened to it last summer, or it's trending in a new Netflix or HBO episode.

DJ is one of the key ways that Spotify is coming alive, that sense that every surface of the app is just waiting to help you connect more deeply with your audience.

Now I want to tell you about a few more updates that make this the best Spotify experience ever.

As we've talked about, sometimes a user wants Spotify to take the wheel. But other times, they might want to find that next song or podcast all on their own. That's why we're also offering a whole new way to discover music in search and browse.

These new discovery feeds are for those moments when users know the genre they want to listen to, *but* need help finding new inspiration -- or when they want to explore a new genre they've just heard of, but aren't familiar with yet.

Here, users will see visual clips of *new* songs suggested just for them. So if you're an artist, you'll have a better chance than ever of attracting *new fans*.

Listeners will also be able to explore related genres using hashtags—all to help them expand their taste and explore new music and artists.

This feed makes it easier to find amazing new music, share it with friends, and add it to playlists. As of today, users will also be able to preview tracks in playlists like RapCaviar, Hot Country, and Mood Booster before jumping in.

But sometimes, listeners want to create their own playlist like the mixtapes I grew up on. The perfect playlist does more than just pull together great songs... it captures a key moment in time: like a great trip, a breakup, or a move to a new city.

Maybe it's been a while since they listened to that playlist every day. But it still means something to them. They love those old songs, but they're eager to find more songs that perfectly fit and extend that moment.

Enter Smart Shuffle, a dynamic new way to get your music onto the favorite playlists of your next biggest fans. This feature breathes new life into listeners' playlists by recommending and visualizing additional songs that perfectly connect with the playlist's feeling— and it's already rolling out worldwide.

So the next time they're ready to refresh a playlist, they can tap the Shuffle icon, and we'll throw the right new songs into the mix.

These features make it easier to discover new music, but what about podcasts? Well, we thought about that too.

The result is our all-new discovery tool, autoplay for podcasts.

Now—just like with music—when a podcast ends, we'll automatically start playing another episode that fits your tastes and is relevant.

So when you've got another mile on your run, but you've reached the end of your episode, don't worry, we'll have another podcast perfectly lined up to keep you going.

All of the features that I've shared this morning are just the start of the new Spotify.

As we've been designing and building, our focus has been on delivering an experience that's alive with interactivity and a platform full of potential for artistic expression. Many of these new features are available as of today and the rest will roll out in the coming weeks and months, so keep an eye out.

Whether you're a musician, a podcaster, or an author, the evolution we unveiled today will give you more space than ever to share your work and more opportunities to be discovered.

We can't wait to see and hear what you do.

Here to share even more are my colleagues, Sulinna and Joe.

[Sulinna Ong] My name is Sulinna Ong, and I'm Spotify's Global Head of Editorial

[Joe Hadley] And I'm Joe Hadley, Global Head of Artist Partnerships & Audience

[Sulinna] I have the best job in the world and it's to listen to new music and curate it on Spotify

[Joe] And I spend my days collaborating with artist teams, building campaigns to attract new audiences and creating new opportunities.

[Sulinna] The Spotify music team is in this business because we live for music. We are here to serve you, artists and songwriters.

[Joe] In order to grow your audiences and turn listeners into fans, you need the most powerful tools to promote your art and, ultimately, *earn*.

Streaming has lowered barriers to entry and, as a result, millions of musicians have the opportunity to connect with half a billion listeners around the world. We're proud to enable that.

Now, our primary focus is on supporting artists who are making music their career.

Our tools and services – and the updates we're about to share with you today – are geared toward the roughly 200,000 professional and professionally-aspiring artists around the world.

Before joining Spotify last year, I represented a wide range of artists. I know how important Spotify is to an artist's earnings, and we want it to be even more important in the years to come.

We pay the vast majority of every dollar we generate for music—nearly 70 percent—back to the industry.

All-time Spotify payouts to the music industry are approaching 40 billion dollars, and that doesn't even account for the new revenue streams we're helping you build, including tickets and merch.

[Sulinna] We think you should know where all that money comes from. And where it's going. That's why, we're proud to share that today we've updated our annual music royalties report, Loud & Clear.

We're the only streaming service that makes this level of royalty data available. Loud & Clear details the number of artists generating different amounts of royalties per year whether \$10,000 or 10 million dollars.

[Sulinna] And as of this morning, the site has been updated to cover all of 2022. And it's complete with material on how Spotify pays your rights holders and distributors. Loud & Clear offers a crash course on where every penny of that money goes.

[Joe] In another era of the music business, most of that money would go to a handful of the world's biggest superstars. But today, in the streaming era, more artists than ever are generating revenue.

Last year, 57,000 artists generated more than 10,000 dollars from Spotify *alone*.

That's more than *twice* the number of artists... than just five years ago.

And if you take into account what they earn from other streaming services and recorded revenue streams? These artists are likely generating *four times* that amount from recorded music sources overall.

[Sulinna] This is a global renaissance — providing artists more options to build their careers, whether they are on major labels, indie labels, or independently distributed.

Of these 57,000 artists, over 20,000 live outside the top ten music markets.

And a quarter of them self-release their music through an independent distributor.

Artists who—in the past—might have struggled for opportunities... are now finding their audiences and making a living.

Our global reach, combined with our programming, is creating space for all-new types of artists to find an audience, and turn them into fans.

[Sulinna] Let's meet some of these artists from around the world...

[Joe] We've been building our subscriptions and advertising business for over a decade, resulting in the biggest payouts in music history.

But let's talk about the next revenue line we want to help you grow: Music Commerce. In other words, merchandise and live events.

When you think about connecting fans with your t-shirts or vinyl, or getting them to see you on tour, it makes sense to meet them where they are.

And your fans are listening to your music on Spotify.

Let's get into how we're helping you with that, and what you can look forward to.

[Sulinna] For too long, fans have had to search different websites and platforms to find tour dates from their favorite artists.

We want to make sure fans never miss out. So we've been busy integrating your touring schedules across the app, and promoting shows to your biggest Spotify listeners.

In 2022, we listed over 840,000 concerts on Spotify.

Going forward, Spotify listeners will start to see personalized concert listings featured more prominently in the app, across the Home page, Browse, 'This Is' Playlists, the Artist Pick & On Tour sections of your profile, and the Live Events Feed as well.

[Joe] We're also going to surface your upcoming gigs in our 'Now Playing' view. It's one of the most powerful places to market your shows and will grab your listeners' attention right when your music resonates most.

If a concert listing catches your fans' eye, they'll be able to hit an 'interested' button. That way, they can check back any time on their own personal calendar in the Live Events Feed.

[Sulinna] This year, we're also expanding the pool of artists who are eligible for our Fans First program in the U.S.

Fans First ensures that your top listeners are first in line for merch exclusives and ticket presales by sending them emails and notifications to let them know that they have special access.

Going forward, we're going to partner with even more of you and your teams to build exclusive and custom fan experiences.

[Joe] And, of course, no concert is complete without the merch table.

Your Merch sells best alongside your music. Which is why we've made sure it's on your artist profile, your album and single pages, and even your top fans' Wrapped recaps.

And we're also going to start adding it to the Now Playing view.

That way, fans can buy the merch *right* at the moment they're falling in love with your song.

[Sulinna] We talk to artists all day, every day. And the *number one* challenge we hear about, is how *hard* it is to find those next fans. To get that *first* listen.

Sure, it's easier than ever to release new music around the world in an instant. And that's a great thing. But the hustle is more intense than ever.

[Joe] Trying to go viral with a video, posting on every social media app, even buying old-school ads...

Artists are doing whatever it takes to get attention.

Marketing music on these digital platforms that aren't built for music is exhausting and, frankly, not very effective.

So we've been working closely with artists, labels, and management partners to design a suite of tools.

Tools that find the fans who'll love your music most, where it matters most.

Here are some of the new features you'll soon find in the Campaigns section of Spotify for Artists.

[Sulinna] Let's start with Marquee, which is already a big part of artists' and labels' release strategies.

It's one of the most effective tools out there to market new releases. Marquee offers a full-screen, sponsored recommendation of your new release. It focuses on reaching listeners who have shown interest in your music.

Recently we've been working with marketers across eight labels and distributors to find out *just* how much more effective Marquee is than leading off-platform marketing options.

The answer? On average, Marquee is 10 times more cost-effective at getting listeners to stream your music on Spotify, than ads on the most popular social media platforms.

[Joe] Another tool that's taken off is "Discovery Mode."

Algorithmic recommendations are critical on audio and video streaming platforms. On Spotify, one third of all new artist discoveries happen that way. But there really hasn't been a way to make those recommendations work with *your* strategies... until now.

Here's how to use Discovery Mode: Together, you and your team identify priority songs, and we'll add that signal to the algorithms that shape personalized listening sessions.

So, if your song is resonating with listeners, Discovery Mode will increase the likelihood that it's recommended in both Radio and Autoplay. Every month, you'll be able to see reporting to understand how many new listeners you reach, how many added you to playlists, and how often your songs were saved.

So far, we've been in testing mode. But the results speak for themselves:

On average, we've seen users save Discovery Mode songs 50 percent more often, add them to playlists 44 percent more, and follow the artists 37 percent more.

And that's just within a song's first month of Discovery Mode use. Those results have stayed strong as we've scaled up the program.

So now, we're ready to take that one step further.

While labels can continue to access Discovery Mode directly through our team, I'm excited that Discovery Mode is now available directly within Spotify for Artists.

Now, thousands of independently distributed artists and labels will have access to Discovery Mode.

[Sulinna] And finally, we're excited to share a new audience development tool we're testing: "Showcase."

This will appear as a mobile card on our brand-new home feed.

And will introduce your music—whether a new release or catalog—to likely listeners.

We're just starting to test Showcase with artists and labels, and will make it available more widely in the near future.

With the addition of Showcase, Spotify for Artists offers you and your teams a robust suite of promotional tools. You can reach people right when they're deciding what to listen to, target listeners based on their streaming history, and get data that actually tells you how the tools performed.

[Joe] Streaming already democratized access to music for listeners. With these new tools, we're democratizing access to marketing for artists. No matter your size, no matter your budget, we're helping more and more artists market their music at scale.

[Sulinna] Then there's the all-important new album release moment.

Today, building that buzz requires artists and their teams to work across multiple platforms and services.

Once again, there's a disconnect between where music is being teased and where music is actually being streamed.

The most powerful time to reach fans is when they've chosen to engage with music. When they open up Spotify.

That's why we've built a new tool called Countdown Pages.

[Joe] Behind me, you can see the brand new Countdown Page for *Subtract* — the new album from Ed Sheeran.

These Countdown pages provide dedicated space on your artist profiles and on our Home feed, for your fans to watch the timer count down to your new release. Fans will also be able to pre-save it, preview the track list, pre-order new merch, and watch video clips from *you*.

These videos can be whatever you want: you can share details on an unreleased song, give a peek into the studio, or talk about artists that inspire you.

Fans who pre-save your album will get push-notified when it's released, and we'll automatically add your album to their library so they can start streaming.

[Sulinna] To tell you more about them, I'd like to welcome to the stage a group that certainly knows how to drum up excitement for a new release.

Please welcome The Jonas Brothers...

[The Jonas Brothers]

[Nick] Hi, we're The Jonas Brothers and we're so happy to be here with you today.

[Kevin] We have a special connection with our fans – they've been giving us "Wings" since our first album.

[Joe] And we're always looking for opportunities to give them a first look at everything we make.

[Nick] That's why we're so excited to start using Countdown Pages, a new tool that Spotify is starting to roll out today.

[Kevin] Between our upcoming world tour and our new album – *The Album* – coming out this May, the timing couldn't be better.

[Joe] We're not the only ones excited about Countdown Pages. Let's hear from a few other artists who are getting in on it...

[Sulinna] We've been testing Countdown pages with Karol G, Taylor Swift, Florence and the Machine, Måneskin, Sam Smith, and many others. And the results really have been *stunning*: on average over eighty percent of pre-savers stream the new release within the first week. Based on that success, we're rolling out Countdown pages to more artists through Spotify for Artists starting now.

[Joe] We could not be more excited to bring Countdown Pages to life. But we'd be doing you a disservice if we limited your video clips to Countdown Pages. So, we're making them available in every place your music lives on Spotify.

[Sulinna] Video, of course, gives music a powerful boost. But on social media, music often gets hacked into soundbites and pushed into the background.

Sound-biting music pressures artists to take time away from creating art, to try and sync it with memes.

If an artist is lucky, a listener might seek out the whole song. But artists and their teams tell us that's far from guaranteed.

It's in that spirit that we're expanding our video ecosystem, keeping music at center stage, where it belongs. A space where artists can connect with the biggest music fans, create long term relationships and build careers that last.

[Joe] Starting today—and expanding to more artists in more places over the next few months—Spotify will begin to let artists add 30-second videos to their artist profiles and album pages. That way, their new listeners and their biggest fans can go deeper into their stories while they're listening.

We call these videos Spotify Clips.

Let's hear from an artist who's excited to tell you more about this feature. Please welcome, Chlöe.

[Chlöe] Hi everyone, my name is Chlöe and it's great to be here at Stream On.

Maybe you heard, but I'm gearing up for the release of my debut solo album, *In Pieces*. And I'm so very excited.

Each song on this project stems from my own personal experiences, so it's important to be able to connect with my fans on a deeper level.

That's why I'm so excited to be here to talk about Spotify Clips - a really powerful way for artists to interact with fans.

Clips are 30-second videos artists can add to their song and album pages, or their profiles.

You can talk about an unreleased song, promote a new album, share the stories behind a song, or really anything you can come up with.

New listeners will be able to learn more about you, and loyal fans will be able to spend more time with you.

Spotify is unlocking this feature for thousands of artists this week, and will open it up to more artists throughout the spring. Here are a few artists already testing it out.

For all the fans out there, keep your eyes peeled: this has been in the works for a while.

And while Music remains the core of Spotify's identity, it's not the only area where they're breaking new ground for creators and audiences.

Next, I'll pass the mic to Julie McNamara to share what's next with podcasts. Thanks Spotify!!

Speaker: Julie McNamara

Hi, everyone. I lead the global podcast studios, and I get to work with many of the brilliant creators you see here.

It's hard to believe that just over five years ago, podcast growth was trading water, ad spending was minimal, and Spotify had just a fraction of market share.

That was the state of the industry when we began investing in podcasting.

Spotify transformed the music industry, and we knew we could do the same thing here. Connecting creators with hundreds of millions of listeners around the world.

Today, podcasting has exploded on Spotify. We now have millions of podcasts on our platform, and in 2022 alone, 165 of our own productions, meaning our Original and Exclusive series hit #1 on the Charts across 99 markets. We also have the widest network reach among Gen Z and Young Millennials according to the most recent Edison Research.

Here's just a sampling of the power of podcasting on Spotify.

As you just saw, our success is rooted in support for creators and genuine appreciation for the power and the intimacy of the medium.

Case 63 is a perfect example of this. It was created by Chilean writer Julio Rojas, and shows how a brilliant, local, Spotify original, became the most streamed scripted podcast in the world.

This time-bending love story captivated audiences in Chile, and we saw the potential for a global hit. We adapted it into multiple languages AND markets, including India, Brazil, and most recently the U.S where a stellar cast led by Academy Award-winner Julianne Moore and Golden Globe-winner Oscar Isaac helped drive it to #1 in 8 additional markets. Now it's being developed into a feature film. All of this from the mind of one inspired creator.

Case 63 was ALSO one of our Wrapped Top Global Podcasts for 2022, along with The Joe Rogan Experience, Call Her Daddy and our newest exclusive, Anything Goes with Emma Chamberlain, meaning that Spotify has four of the top five biggest hits worldwide.

Many of our top hosts are also pioneers in video podcasting, and it's no surprise that adding video has really helped them connect with fans on a deeper level.

Take this special episode we just recorded, with Alex Cooper and host Lena Situations, who's a huge social media star in France. We had two of the biggest voices from two different countries sit down to talk about what it's like for them to be young women in a male-dominated industry. Not only does video allow us to capture this great crossover moment but you get to feel like you're a fly on the wall for an intimate, personal conversation between friends. Audiences love having the option to either watch or listen or sometimes both and in this case fans were able to watch it, either in English or dubbed or subtitled in French.

We're seeing more and more creators starting to embrace video. In fact, it's one of the fastest-growing areas of podcasting, and we expect that growth to continue. Right now we have over 70,000 video creators on the platform, and we have a lot more on the way.

Forbidden Fruits with Julia Fox and Niki Takeish will return for season two with an exclusive video edition – I mean who wouldn't want to see what these two fashion icons are wearing every episode.

And we're bringing Drew Afualo's video podcast, The Comment Section, exclusively to Spotify starting on April 5th. We're also rolling out limited video series from other top podcasters like Mindset Mentor with Rob Dial as well as innovative partnerships with Collab, Creative Juice, Get Engaged Media, Golden Child and Karat.

We're committed to introducing millions of new listeners to podcasting, and we want to empower more creators to tell their stories on Spotify. Creators who understand the power of audio to spark new conversations, challenge old ideas, and build entire storytelling universes including those that begin on a rainy night in Gotham City.

Now please give it up for The Riddler himself, Hasan Minhaj!

SPEAKER: HASAN MINHAJ

This past summer, the first Season of Batman Unburied made history when it debuted simultaneously in nine languages and topped charts in 35 countries around the world.

The successes continued with the premiere of Harley Quinn and The Joker: Sound Mind, which has already hit #1 on the Spotify charts in 6 markets!

Look, the real reason I'm here today is that it's my privilege to announce that audiences are going to travel back to Gotham City with me in a story that leaves clues, puzzles, and shines a spotlight on my personal favorite character, The Riddler.

Okay, I can give you all a little inside info. Everything you loved about Batman Unburied, Batman, The Riddler, Barbara Gordon and several others will be returning to Gotham City, but this time instead of

Batman saving The Riddler, Batman needs The Riddler's help to save The Bat from certain death. And this time, finally, The Riddler gets the spotlight that he deserves.

We've got an amazing cast and creative team, led by Phantom 4 and of course the brilliant filmmaker, novelist, and comic book writer David S. Goyer.

I grew up loving comics and the graphic novels that DC did. I've been doing comedy for almost 20 years, it's a deep, indelible part of my identity. I identify as a comic, and one of the things that I'm so grateful for is I get to be playing an iconic character like The Riddler. Never in a million years did I think I'd be included in the canon and the history of Edward Nigma, but dreams do come true.

The Riddler: Secrets in the Dark will debut exclusively on Spotify later this year.

Now, I'm excited to turn it over to someone who knows the power of storytelling from podcasts to the Boston Celtics. Give it up for Bill Simmons.

Speaker: Bill Simmons

Hey I'm Bill Simmons, Head of The Ringer here at Spotify.

It's great to see you all.

At The Ringer, we love to experiment with different formats. And Video is one that we've come back to over and over again. By doing side-by-side interview panels and instant reaction podcasts, we have mastered companion podcasting. We're always launching fresh new shows that stand out in their own ways, and most recently we've gotten excited about an idea of developing a brand-new game show, which we'll be sharing more info about very soon.

Three years ago, The Ringer became part of Spotify, and since then, we've grown to 50+ shows, producing over one hundred hours of new global content per week across sports, TV, film, music and current events.

This is a scintillating era for our creators and fans—and it's just the latest in our incredible history at The Ringer.

Our formula is simple. First, find passionate people who do deep research—and have an irresistible, if sometimes contrarian, sometimes a little crazy, point of view. Then, put Spotify's machine of unrivaled reach, data, and resources behind them.

To date, that formula has paid off for us, my friends.

We have the number one collection of NFL and NBA podcasts and the number one nerd culture podcast, The Ringer-verse. And by supporting brilliant creators like Van Lathan and Rachel Lindsay, we've launched breakout hits like Higher Learning, which was recently nominated for an NAACP Image Award.

We're always on the hunt for more voices that will break through the noise and explode across the industry. So creators out there—I'm talkin' to you. That's why we like to see more creators grabbing the mic—and I love that Spotify is building tools to make it easier for creators.

Let's go to my friend Maya to learn more.

Speaker: Maya Prohovnik

Thank you, Bill!

Shows like *The Riddler* and *The Ringer-Verse* remind us of the unlimited potential in podcasting: The ability for anyone, anywhere, to grab the mic, a camera, or even just their phone and create something that connects them with people all around the world.

I lead Spotify's Podcast Product Development: the team that's dedicated to building the best podcast and video tools for creators.

Empowering creators is central to everything we do at Spotify. Whether you're native to audio or video—we're committed to building the platform *you* need to make great content and find success.

So far, we've built a lot of unique creator tools, but they've been across multiple, separate, platforms. Even within the Spotify ecosystem, you've had to make and upload episodes with one tool, monetize them with another, and track your data with a third.

That's just too complicated—and it means that some of you haven't had access to everything you need. So now, we're combining our tools into one platform that works for everyone.

Today, I'm so proud to introduce the all-new Spotify for Podcasters.

This brings together the best of those creator tools into a one-stop-shop with everything you need to create, publish, manage, and most importantly, to monetize and grow your show.

The new Spotify for Podcasters is available to everyone, in every Spotify market, for free—beginning *now*.

This platform is the foundation that finally enables us to build the future of podcasting—together with you, the creators. It makes it easier than ever to create and grow your podcast. And it also enables us to provide new, innovative features that help you better engage with your listeners.

That includes things like Polls, Q&As, video—and starting today, we're also adding Podcast Chapters.

This feature lets you create thematic sections in your episodes so listeners can easily browse through the topics you cover. Chapters are available now for all podcasts, all you have to do is include timestamps in your episode descriptions and they'll show up on Spotify automatically.

And that's just the beginning of the features we'll be rolling out this year for all podcasters.

Now, here to help me show you what the new podcast experience for creators looks like is one of the top podcasters in the world, and someone who's already embraced the future of the medium: Alex Cooper.

Speaker: Alex Cooper

What's up, Daddy Gang! Let me give you a sneak peek into what the new Spotify for Podcasters looks like for me and my team.

Starting today, when I log in, everything is in one place and super clear. The first thing I see is my podcast's dashboard: my home base to publish episodes, see my data and how my show's doing on Spotify, and add extra features to my episodes.

I can create or upload episodes to publish instantly, I can add video, which is a crucial element of my show and helps me take full advantage of that new home feed Gustav shared. And I can add audience Q&As and Polls to my episodes, so I can hear directly from my *real* fans, and trust me, the Daddy Gang has a lot to say.

I can also use Spotify's analytics to track how my podcast is performing and gain a deeper look into my audience's listening habits—not to mention seeing when my show is charting or getting added to podcast playlists.

Speaker: Maya Prohovnik

Before now, most of these features were only available to creators hosted on Anchor. But now, Anchor is becoming part of Spotify for Podcasters, which means we can start opening up everything Spotify has to offer to *all* creators.

That means going forward, all podcasters will have access to the tools and features we're building, no matter where their show is hosted.

Starting today, all podcasters across the globe can access Q&As and Polls, as well as advanced insights and analytics on Spotify.

We're also starting to roll out video access to more creators, as Gustav mentioned earlier. Beginning today, you can sign up to be one of the first to get access at [Spotify.com/video](https://spotify.com/video).

These new tools in Spotify for Podcasters also work seamlessly for creators using Megaphone, Spotify's hosting solution for enterprise publishers.

Megaphone will be uniquely integrated into Spotify for Podcasters in the future, but as of today, all Megaphone publishers – representing a wide array of partners from around the world, which now include Netflix and Schwartz Media — have everything they need to create a successful podcast business on Spotify.

Stay tuned for more: Later this year, we'll be investing in even more ways for you to find and grow your audience, and connect with your biggest fans, on Spotify.

If you're already on Anchor or Spotify for Podcasters, nothing changes for your show besides the new features you'll now have access to—all you have to do is log in. If you're new to Spotify for Podcasters, you can sign up today using your Spotify login – no need to switch your hosting platform to access these new features. And if you're not on Spotify yet, now is the best time to start.

We're so excited to unlock the full power of Spotify—for all creators...as artists, and as entrepreneurs who have paved their own paths to success. Creators like *you*, Alex.

Speaker: Alex Cooper

Thank you, Maya!

I want to share how some of these features have made a big impact for me and my show. Video episodes of Call Her Daddy not only get more engagement than audio-only episodes: They've also helped me expand my artistic capabilities to formats like documentary-style reporting.

And I've been absolutely floored by the response to the Q&As on my podcast episodes. Spotify's unique solution to Q&A—where I approve the questions and answers—helps me keep creeps out of my comments, so I can focus on my actual fans. That's how I realized how much my audience loves hearing from musicians—so I've been able to go out and book the talent they really want to hear from.

As someone who's been in the podcast game a long time, I'm well aware of the complexity of producing a show. The tech behind getting a podcast published used to feel like a whole different skill set from the content creation itself. But Spotify for Podcasters makes it feel as simple as hitting post on a photo or video—so we, as creators, can just focus on making great content.

The technology driving your podcast is so important when you're building a content business. But at the end of the day, your show comes down to you and your voice.

I personally love the process of recording, and I'm excited for more people to get to experience it—with Spotify's help.

Speaker: Maya Prohovnik

Thank you, Alex.

We've been opening up Spotify Studios around the world—including right here in LA—to help creators bring their wildest ideas to life. And we're dedicated to making those dreams a reality for more creators than ever before.

Starting today, any podcaster can apply for Spotify Labs: a series of workshops around the world that will provide opportunities to: create in our world-class production studios, learn from Spotify experts, and connect with fellow podcasters and artists.

Many top podcasters already know that Spotify is the place to be, and we love hearing about all the ways our platform has fueled their success.

Here to share more—and to talk with one of those top podcasters— please welcome back Julie McNamara.

Speaker: Julie McNamara

As you just heard, we want Spotify to be the home for all kinds of creators. From massive global stars to distinctive voices just beginning to build an audience Spotify offers game-changing opportunities to turn your passion into a profession.

With that in mind please welcome a true trailblazer, and one of our newest partners, Emma Chamberlain.

Julie: We are just thrilled to have you here, Emma, and thrilled to have you on the platform. It's been two weeks now.

Emma: Yes, two weeks! It's been amazing so far.

Julie: Good! Well, we have a lot of creators watching today and you are iconic as a creator in this space. You're so truthful, vulnerable. I'm sure they'd love to hear a little bit about what drew you to podcasting as the medium for you.

Emma: Thank you. I think my favorite thing about podcasting is the ability to communicate long form. Podcasting is about developing an idea, having a conversation and I just think podcasting allows that in a way that no other medium does.

Julie: That makes total sense. You get to really tell a narrative in a way.

Emma: Yes, yes.

Julie: Well I know now that you've started experimenting with video and I'd love to hear how that's going for you and what you feel that's adding.

Emma: I think video just adds another dimension. Audio is incredibly powerful, but seeing somebody's body language, seeing someone's facial expressions, it feels more intimate. I think it allows for even more connection, through the screen, through the ears. I love video, I think it's great.

Julie: Your fans are clearly loving what you're doing. They'll follow you in any direction you want to go. I may have a little breaking news to share with you today that you don't know.

Emma: Live breaking news!

Julie: News just in! Your podcast has doubled in listenership, actually more than doubled, since you've been on Spotify.

Emma: Are you serious?!

Julie: Yes.

Emma: Woah! Cool! That's amazing. This is genuinely breaking news.

Julie: Thank you! And congratulations. We can't wait to see what you do next.

Now I'm going to turn it over to another creator who has built an incredible community by being himself. Here's one of the biggest podcasters there is Markiplier

Speaker: Markiplier

Hello, my name is Markiplier. I make videos. I've been making them for a long time, and in that time I've been on stages and presentations, but I've never used a teleprompter before. And I don't intend to start today because I'm here to tell you that my podcast, Distractible and Go! My Favorite Sports Team are both going to be bringing video episodes to Spotify exclusively starting today.

The reason that I'm talking about that is because I love the genuine feeling of these podcasts. I love the genuine conversations that you have when you're just talking with your friends. And to me, that's what podcasts are all about. It's conversations. It's people trying to listen and hear and feel like they can relate to the people who are talking about whatever they're talking about. So they can feel like they're in the room with you, sharing with their friends. And bringing video into the mix allows us to expand beyond being a voice in their ear - it allows us to be in the room with them.

I've been making videos for a very long time, and I love making videos. I love doing all of this. It's a beautiful process of creation that allows people to express themselves in whatever way they want. To be themselves, as they said back there. And I'm going to take all of the teachings and skills that I've built from making videos on YouTube and expanding it into exploring new territories on Spotify. And also help out where I can to help them explain the platform as well. As best I can, anyway.

So with that hopefully the freaking out isn't too bad back there, and I can introduce the next guest. Please help me in welcoming Alex Norström, Spotify's Chief Business Officer.

Speaker: Alex Norström

Thank you, Mark. And you're right, it is great to see your face. It's a good face indeed. Welcome to Spotify.

Today I want to talk about what we really mean when we say we want to be the best home for you - the world's artists and creators.

As you've seen today - Spotify is coming alive.

We're upgrading the platform to create more opportunities for fans to lean in and get closer to your work. Above all, when we say we want to be the best home for the world's creators, we mean that Spotify is where you can build your career.

Wherever you are in your journey, our job is to help you reach more fans and monetize your art.

This is the mission that drives us.

At the last Stream On, we had almost 350 million users across 96 markets.

Today we are in 184 markets, with more than 500 million users.

Looking ahead, our ambition is to have 1 billion users on Spotify by 2030.

We are by far the most global audio platform, connecting artists with fans across continents, genres, and cultures.

We're helping local artists like Feid, Ayra Starr, and Diljit Dosanjh to grow their audiences at home and also reach new listeners abroad.

Over the last decade, as streaming has been adopted worldwide, our global expansion has transformed listening habits. We now have the platform to unlock the ability of any artist, from anywhere in the world, to connect with listeners everywhere.

And one of the most impactful ways we help you connect with fans is through our powerful community of subscribers. In fact, that community is now over 200 million strong.

That's about 3% of the world's population paying monthly so they can have uninterrupted access to your art.

This is huge.

This community is a superpower for Spotify, and for *you*, the artists and creators on our platform.

Our subscribers are your loyal fans.

Subscribers are the first to listen when you drop a new track, and they stay with you for the long term, they keep listening and they keep discovering.

For example, they stream more than three times the amount of content per month compared to Free users.

One of the key things that makes Spotify such an exceptional home for artists is the fact that we're home to this enormous and passionate community of paying listeners.

And we're not stopping here. Our distribution power will only increase.

Remember. Our job is to help you — the artists and creators — to connect with these users.

Now, I want to focus on podcasters for a moment. Specifically, I want to talk about how we're helping you monetize your shows, giving you multiple ways to earn.

Let's start with ads.

We first announced the Spotify Audience Network, or SPAN for short, at the last Stream On.

SPAN is our audio-first marketplace that connects podcast publishers and creators with advertisers.

Thousands of podcasts from creators and publishers around the world are already part of this network—from The Wall Street Journal, ESPN and Paramount, to independent shows like rSlash and Tiny Leaps Big Changes.

In fact, the number of podcasters taking part in SPAN has grown *eightfold* in the last two years.

Today, we're pleased to announce that NPR is the latest publisher to join the network.

Advertisers know podcasts are a great way to reach audiences. SPAN makes it easy for them to engage podcast listeners and understand the results. And when advertisers understand the power of a network, they *spend* more—and creators like you *make* more.

Since we launched SPAN in 2021, monthly payouts to publishers have grown by nearly 50%. And advertiser participation has increased by 500%.

As we continue to scale SPAN, our intent is to make this kind of growth available to all creators. And later this year, we'll be launching in even more markets.

Advertising isn't the only way we're helping podcasters make money.

If you have a podcast on Spotify, you can also earn revenue via Podcast Subscriptions, which enables you to "gate" some or all of your podcast content so it can only be accessed by paying subscribers, at a price that you set.

And today, we're excited to announce Patreon as a monetization partner, meaning that podcasters will be able to offer Patreon-exclusive content to listeners on Spotify.

We know that many podcasters use Patreon to earn income directly from their biggest fans. And in the coming months, fans will be able to easily link their Patreon accounts to access these shows on Spotify.

Everyone benefits from this: Spotify users can listen to all their favorite content in one place, and at the same time, Patreon podcasters can increase their income and grow their audience.

These tools give *you* the ability to choose how you monetize.

We'll continue to explore new monetization models, so that you have even more options for how to build your business.

And of course, Spotify remains an open platform for podcast monetization. We know first hand how important it is to give creators choice, including how they leverage their own ads and revenue mechanisms.

So we've framed the global scale and power of our audience. And we've talked about the tools to help you monetize.

Now let's get into how we are using the power of our brand and marketing money to celebrate and amplify artists and creators around the world.

We use the strength of our brand to shine a spotlight on new releases. We champion both emerging and established creators. And we mark milestone moments in your career. From Times Square in New York City, to Spotify Camp Nou in Barcelona from Mumbai to Cape Town to Sao Paulo, we are proud to amplify your work.

Let's take a look.

Wow. One example you saw there was our partnership with FC Barcelona, which is connecting artists, players and fans all around the world. We have something pretty special planned for the men's and women's El Clasico later this month - so stay tuned

So to wrap up, If you want to build your brand, grow your fanbase and earn money on Spotify, here's what you can expect from us.

We'll continue to grow our global user and creator community. So whatever corner of the world you work in, and wherever your fans are located, you can find each other on Spotify. Giving you unparalleled global reach.

We'll continue to champion your work—leveraging the personalization power of our platform, combining it with our world-class brand and marketing all so we can help you grow your audience.

And we will also continue to invest in the platform. As you've seen today we're providing you with the best resources to interact with your fans, and we're hard at work creating new opportunities to help you further monetize your content.

In short, Creators, your success is our success.

This principle is often overused, but it absolutely applies here.

It has inspired the new user experience we shared today. And it will continue to guide us for many years to come.

Thank you.

Now, I'm gonna throw back to Daniel.

Speaker: Daniel Ek

We've shared a lot today, but I hope you see this event for what it really is: an invitation. We want you to think of Spotify as your sandbox to play, experiment and create.

And as we grow together, we aim to be the best home for you. No matter where you are in your career A home that's rooted in music, where new stories are always being told. A home that is familiar but always changing. A home where you, as a creator, feel empowered to grow on your own terms where you can find all the new tools you need to unlock the extraordinary, entrepreneurial power of your work. Where you have all the help you need to create, monetize, and build an audience.

At Spotify, we believe change is the only constant. That notion is so core to who we are that it is embedded in our team manifesto. We've never been content to sit idly by and wait for others to forge new paths. We want to learn faster than the world around us. To do this, we've dedicated ourselves to relentless innovation.

And therein lies my commitment: we're going to keep building, we're going to keep improving, and we're going to keep reimagining this home day and night, with passion and determination.

And we will continue looking to you, our creator community, for ideas for inspiration.

Thank you for tuning in! And I can't wait to see how you start using what we are launching here today.