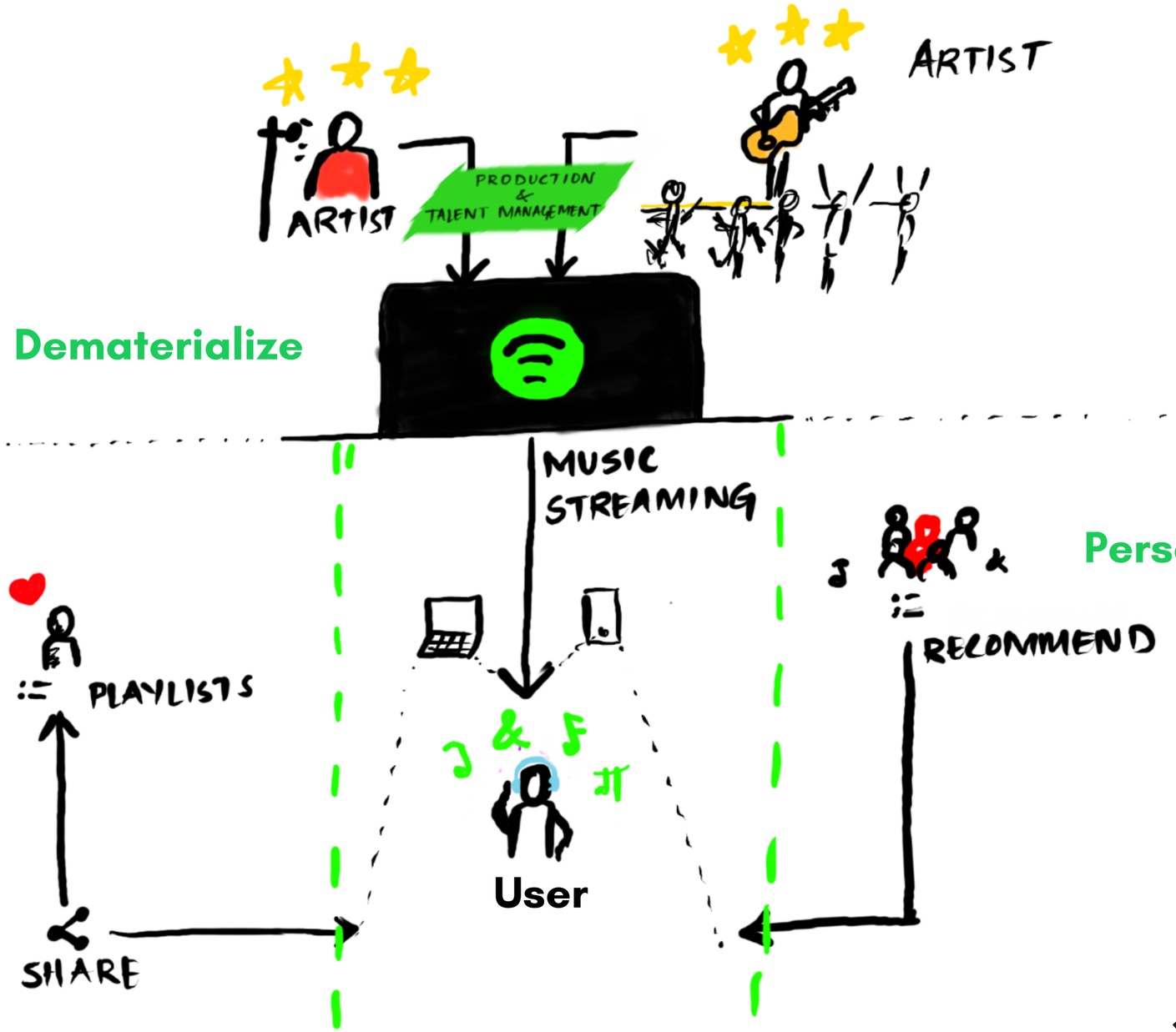


# Spotify

Nishant C

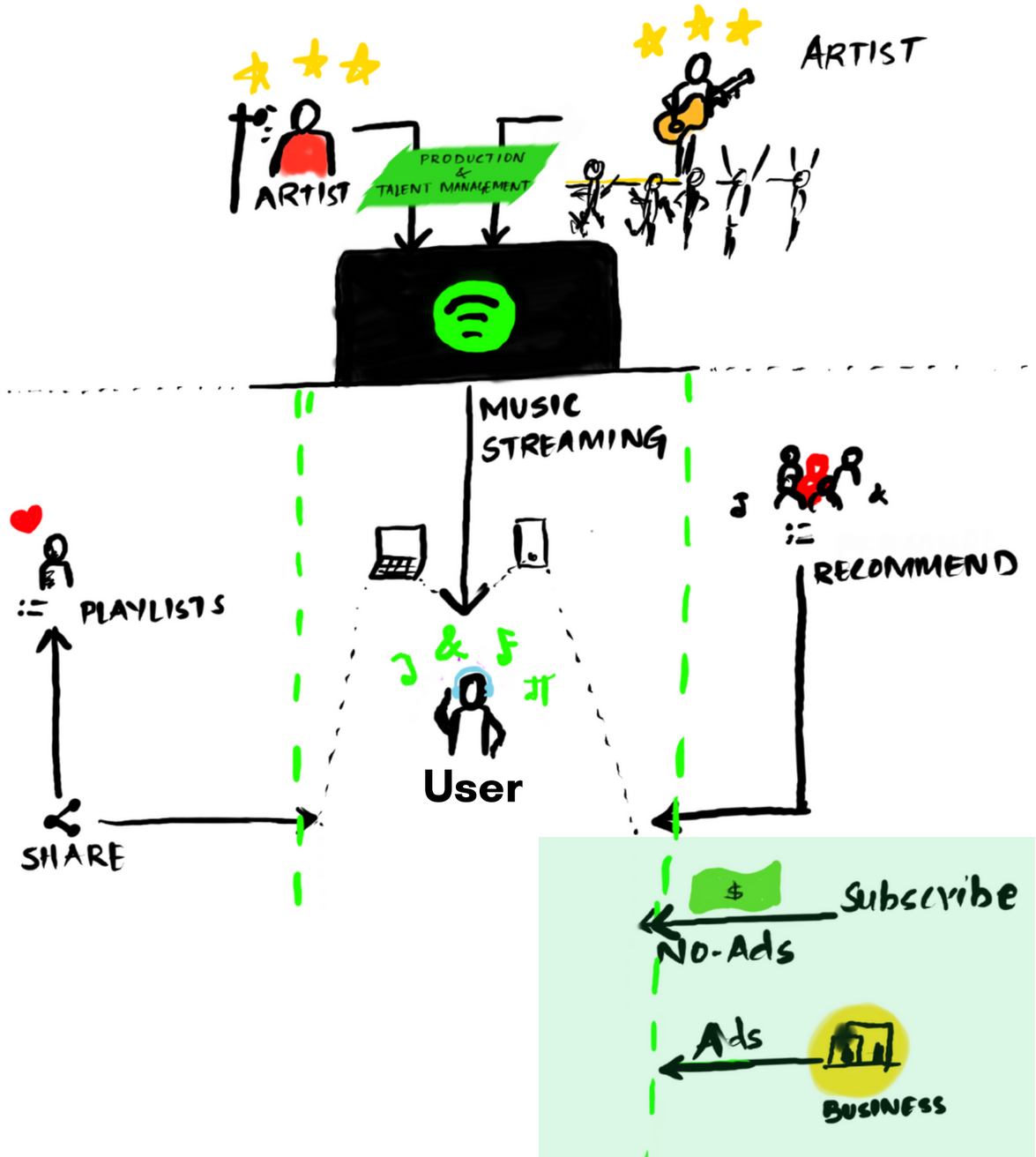
26th Feb

# Spotify as a channel of music distribution




2008-2009

# Intoduction of new stakeholder on User and Business side

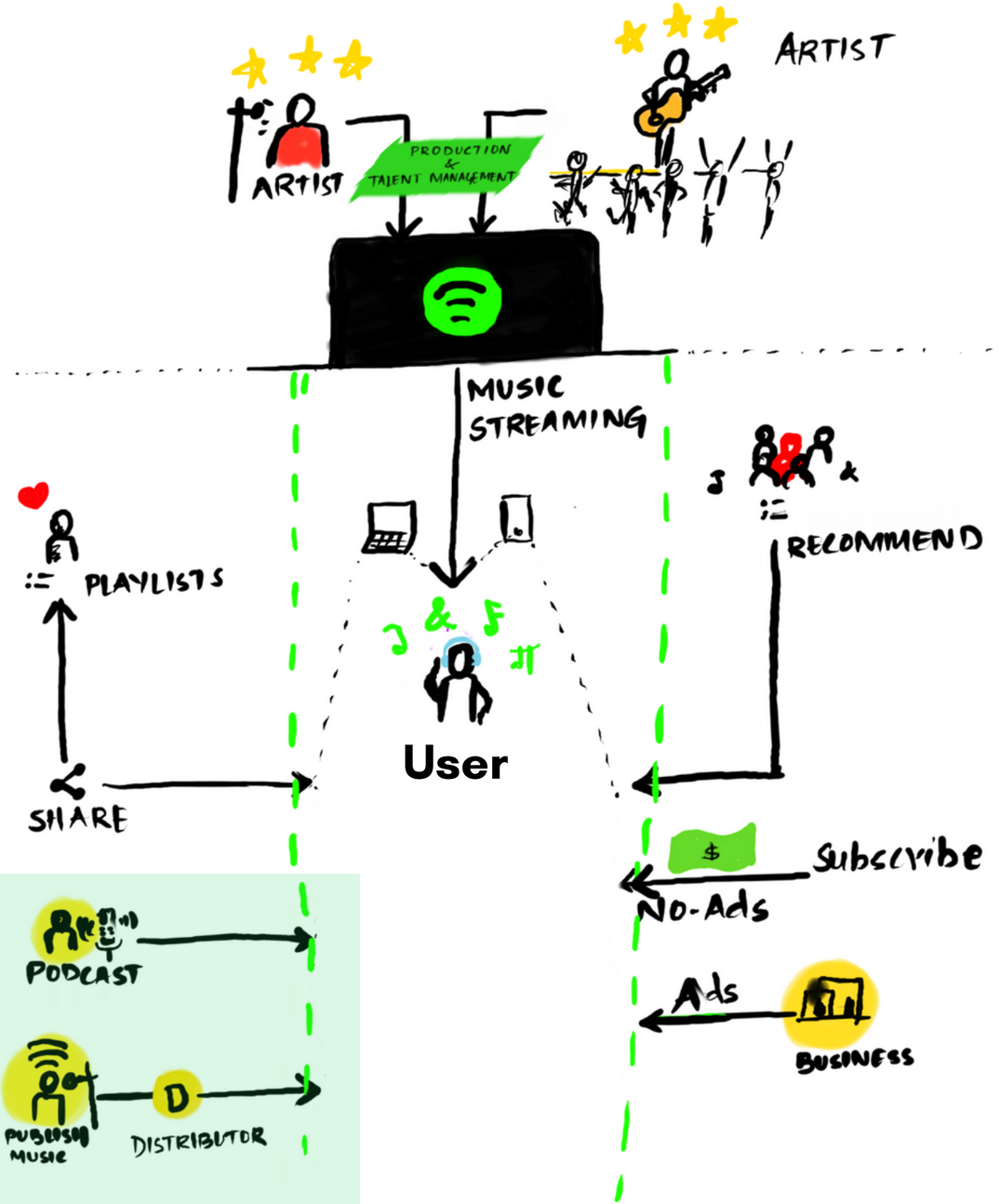



2011-2015

Stakeholders

Economic value

# User becomes a co-creator

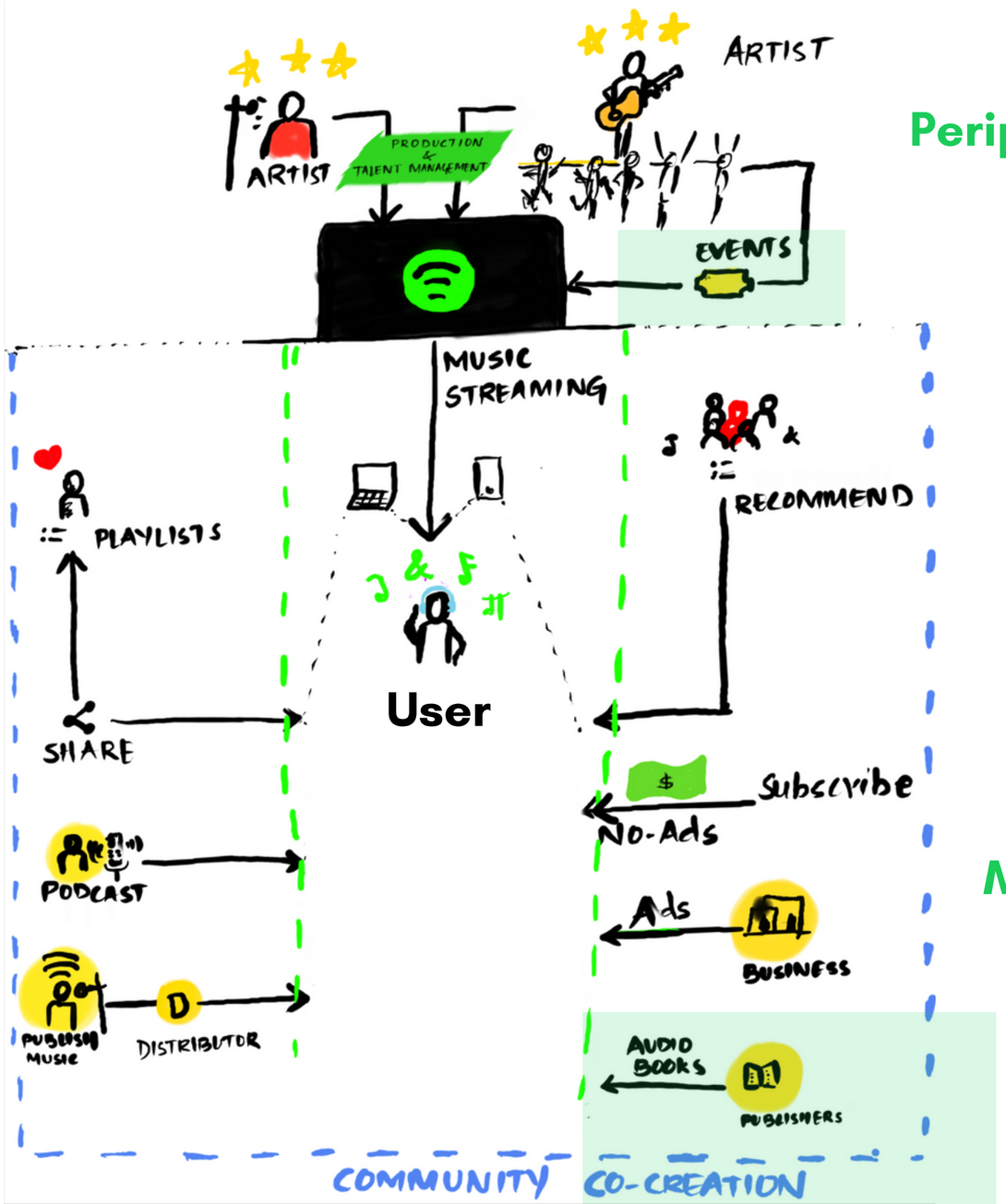



Co-Produce

2015-2018

# Community of Co-Creators formed and act as hook

2021




Peripheral evidence

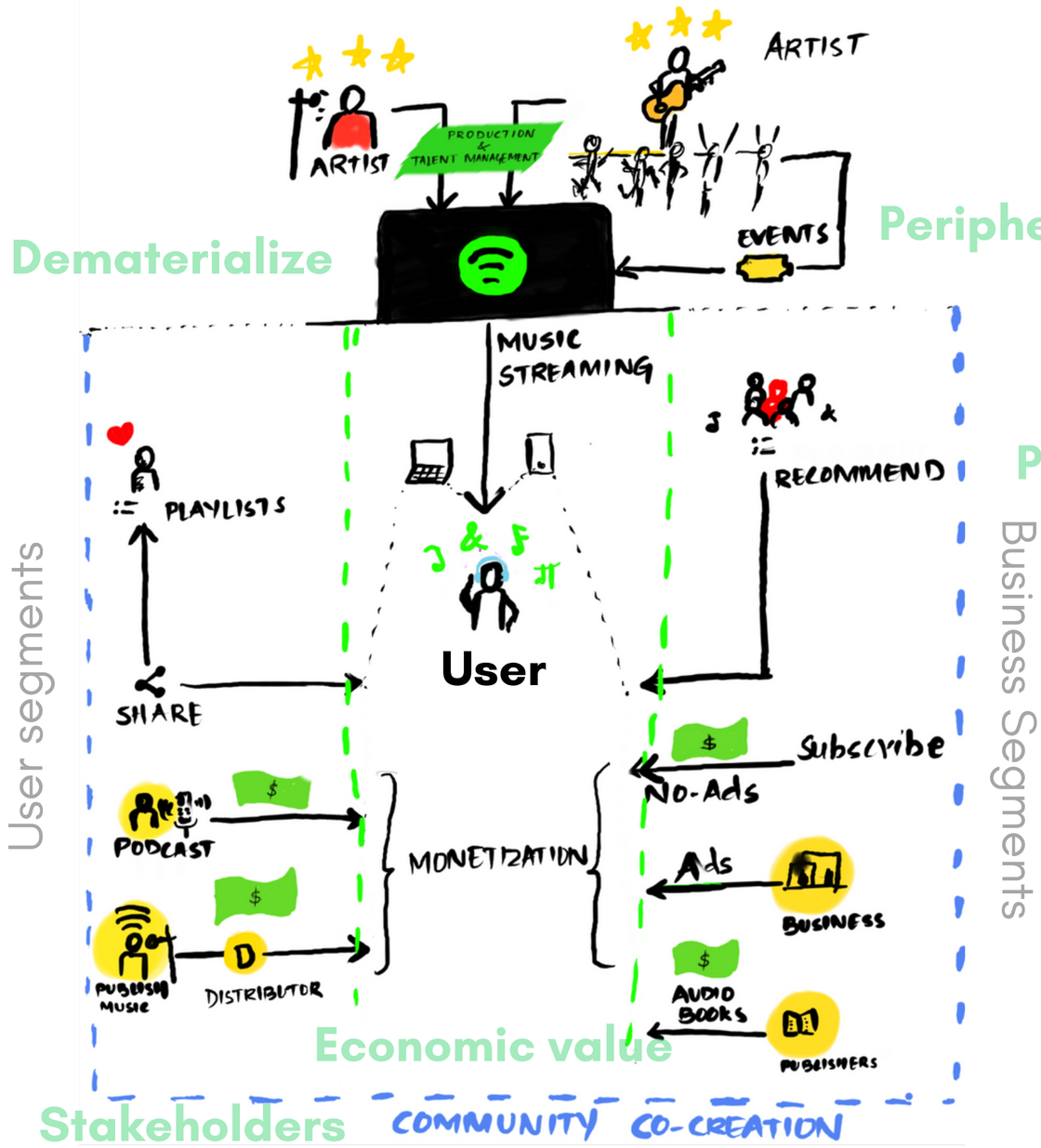
Multiple Touch points

# Economic value created for all players making it more than an experience

Density

Access

Bundling




2023