



Inquiry into the music and arts economy in NSW
Questions on notice
Spotify Australia

Q: THE CHAIR: CAN YOU TELL US WHAT THE AGGREGATOR WOULD CHARGE ON AVERAGE FOR SUCH A SERVICE?

A: Spotify has agreements with a number of aggregators for distribution of content on our service. A list of Spotify's aggregator partners can be found here:

<https://artists.spotify.com/guide/your-music>

Spotify is not a party to the underlying agreements between artists and aggregators so our knowledge of the terms of those agreements (including the fees payable) is based on publicly available information.

As a reference, a breakdown of different pricing examples from an aggregator such as CD Baby can be found here: <https://cdbaby.com/cd-baby-cost.aspx>. DistroKid promotes a price point of USD \$19.99 to upload unlimited albums and songs for a year (see here:

<https://distrokid.com/>).



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Q: COULD YOU PLEASE ADVISE OF US ALL THE PROGRAMS/EVENTS YOU RUN THAT SHOWCASE OR PROMOTE AUSTRALIAN ARTISTS?

A:

Spotify Fans First Experiential Events

Spotify Fans First experiential is a relatively new program which identifies and connects artists with their top fans on the platform. This usually manifests as a live performance, Q&A, or a listening session before an album release. In 2018 we have partnered with the following Australian artists for Spotify Fans First experiential events; Vance Joy, 5 Seconds of Summer, Courtney Barnett, Jack River and Emma Louise.

Spotify Fans First Pre-Sales

The Fans First pre-sale program rewards top fans of an artist by offering them first access to tickets to the artists' upcoming tour via e-mail. Similar to the experiential events the offer is targeted to top fans of an artist.

Spotify Fans First Merch Offers

The Fans First merch offer program rewards top fans of an artist by offering them first access to exclusive artist merchandise created exclusively for the campaign. Similar to the pre-sales the offer is targeted to top fans of an artist.

Artist & Manager Masterclasses

Spotify runs artist and manager Masterclasses in order to educate emerging artists and industry on how best to promote and market their music/artists in the streaming ecosystem. This masterclass explores marketing and promotion within the Spotify ecosystem as well as the broader market.

Front Left Live

Front Left is one of our flagship, locally-curated playlists which features the most exciting emerging talent locally and globally. Our current focus is building the brand of this playlist through media, partnership and live initiatives. The live event features 6/7 Australian artists on the lineup, with one international headliner. All of these artists also feature in our media campaign (static, video, editorial ads) promoting their latest tracks on the Front Left playlist.

Artist Marketing Campaigns

Each quarter we focus on helping local artists promote their music on Spotify. Creating a strategy that connects the media plan to drive current Spotify and new listeners these initiatives aim to increase the brand of the artists as well as the streams on the music. Formats include out of home, digital, and social paid media.



Consumer Marketing Campaigns

Every 6 months we launch major above the line campaigns featuring, predominantly, local artists in out of home, social, display and video advertising. Artists included in these past promotions include: 5 seconds of summer, 360, Rufus, Presets, Sia, John Farnham, Shannon Knoll, Keith Urban, Flume, Pnau, Peking Duk, The Whitlams, Troye Sivan, Kylie Minogue, Dan Sultan, Miss Blanks, Okenyo, Jimmy Barnes, The Veronicas and more. The ATL campaign currently in market includes: Guy Sebastian & Human Nature.

Australian Playlist Promotion

Promoting domestic artists in alignment with flagship Australian playlists such as Indie Mixtape (now Front Left), Monster Dance Hits and Chilled Hits to drive streams of their content on Spotify. Artists included in these promotions: Kita Alexander, Flume, Vance Joy, Peking Duk, Boo Seeka, AllDay, Tash Sultana, Methyl Ethel, Cloud Control, Ball Park Music, Sticky Fingers, The Veronicas and more.

Festival Partnerships

As part of our festival partnerships, we include local talent in our content strategy throughout the campaign. From interviewing local artists on site, to promoting their presence on the festival lineup. We use this content through the year driving the artists brand and listeners on platform.

Annual Splendour In The Grass Industry Engagement

An industry facing showcase that aims to showcase Australian and international talent to an industry audience in a unique setting. Past performers include: Stella Donnelly, Muto, Client Liaison, The Babe Rainbow, Alice Ivy, Young Franco.

Sales Industry Events

Spotify's advertising sales team runs events that target the media industry. As well as showcasing Spotify's advertising offering they often showcase an Australian artist and include a Q&A with the artist to educate the audience on how this artist has used streaming to grow their audience and gain exposure. Previous artists include: The Teskey Brothers and Dustin Tebbutt.

Social Marketing

With more than 25 million followers on social media platforms, Spotify has an unparalleled opportunity to promote Australian artists locally and abroad. We film with artists in our office in Sydney and seed that content out to millions in Europe, South East Asia, Canada, the US, South Africa and Central/South America. In the last few months alone, we created bespoke video content with The Rubens, CXLOE, Emma Louise, Alison Wonderland, Amy Shark, Courtney Barnett, Jack River, Jess Mauboy, Kota Banks, Parkway Drive, Ruby Rose, Ruel, Troye Sivan, Vance Joy and more. This local-first focus has paid off: in the first 6 months of this year Spotify Australia garnered 10.5 million video views on Facebook, 67% coming from video content produced locally and featuring Australian artists.



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Q: WHAT ARE THE NAMES OF THE PLAYLISTS ON YOUR PLATFORM THAT ARE CURATED IN YOUR AUSTRALIAN OFFICE?

A: Spotify's S&E (shows and editorial) team work collaboratively as a global team on a large range of playlists. By working together in this way, they increase their efficiency and ability to drive culture, reflect user demand, develop new hypotheses, fill content gaps, and better service local music to a more global audience, all while strengthening Spotify's editorial voice.

Complementary to this remit, Spotify curates a large number of playlists locally which continually change to reflect user needs and tastes. These playlists are a mix of regular new music, genre, and mood playlists, as well as culture-driven playlists such as for festivals (Splendour in the Grass, Groovin the Moo), events and calendar moments (AIR Awards, NYE, Christmas, Spotify Australia's 6th birthday), and many more. Flagship Australian playlists include Indie Mixtape (now Front Left), Monster Dance Hits and Chilled Hits.