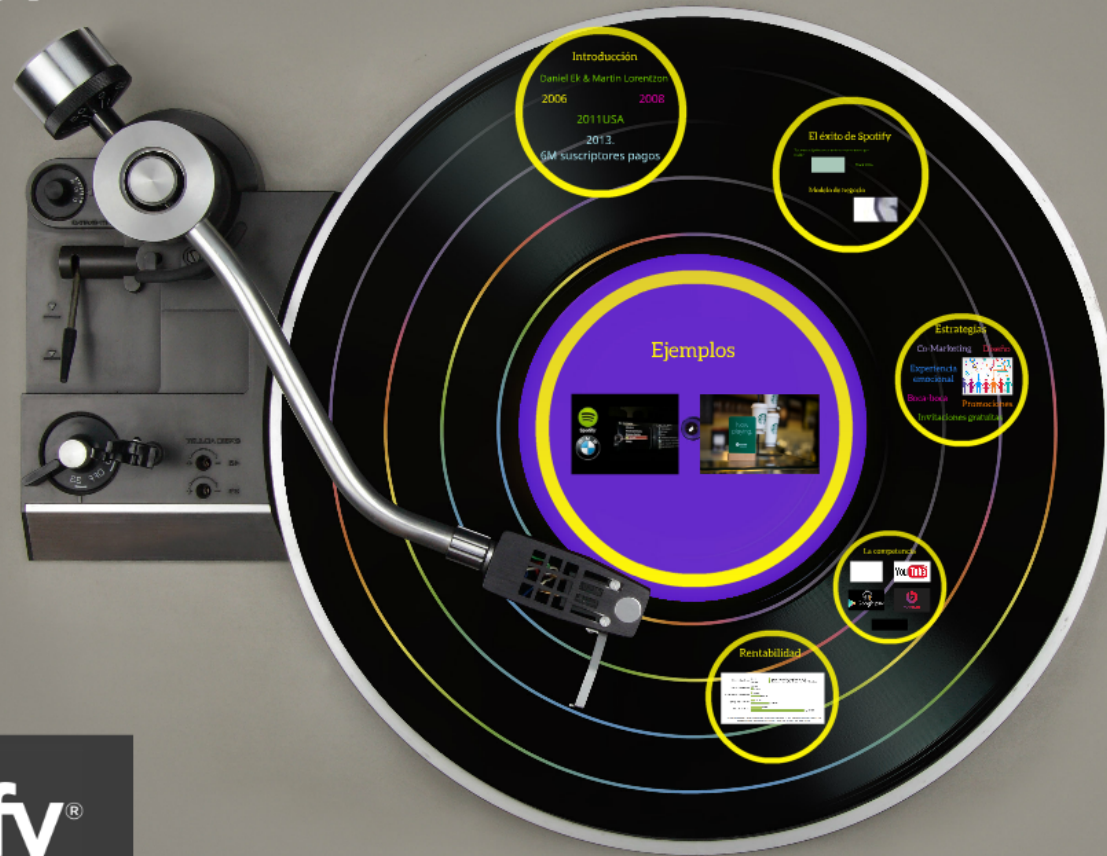
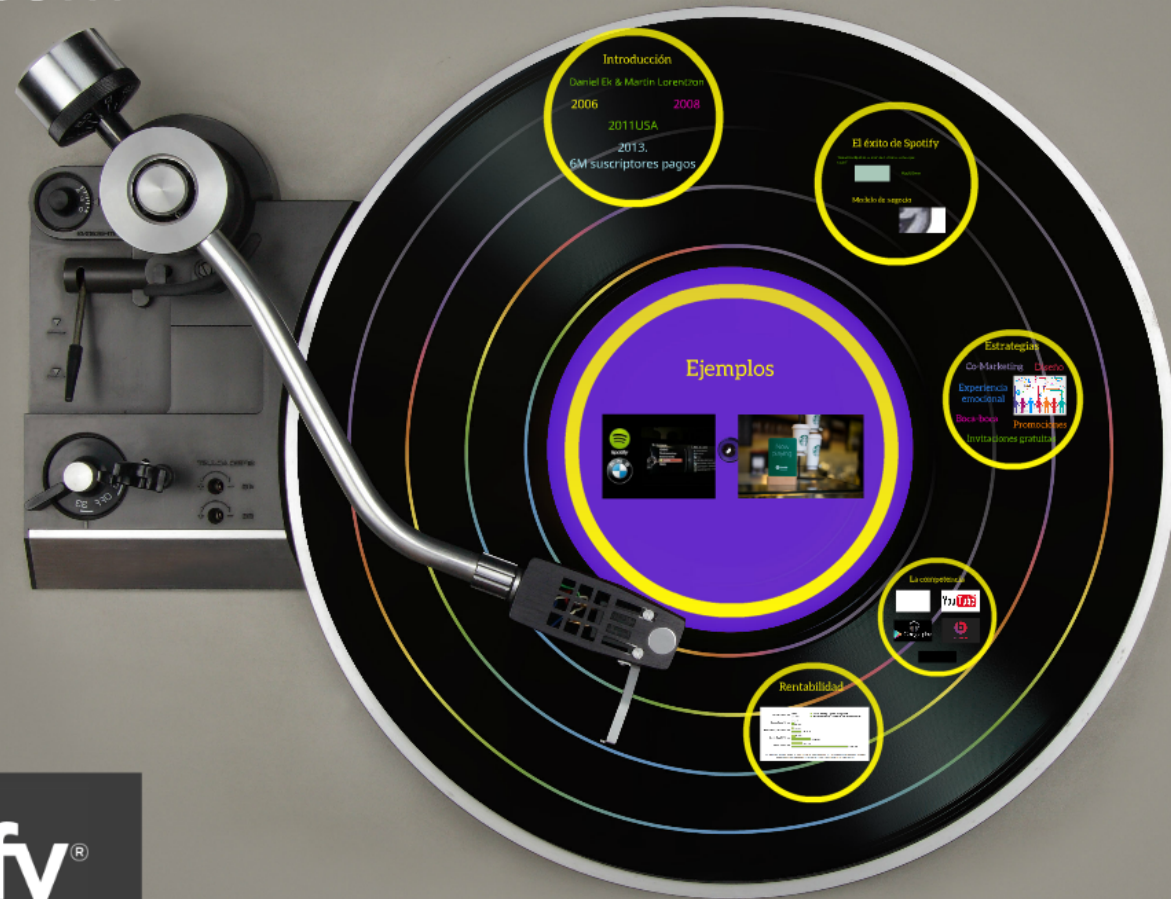






Introducción

Daniel Ek & Martin Lorentzon

2006

2008

2011 USA

2013.

6M suscriptores pagos

El éxito de Spotify

"Nuestro objetivo es cometer errores antes que nadie"



Hack time

Modelo de negocio



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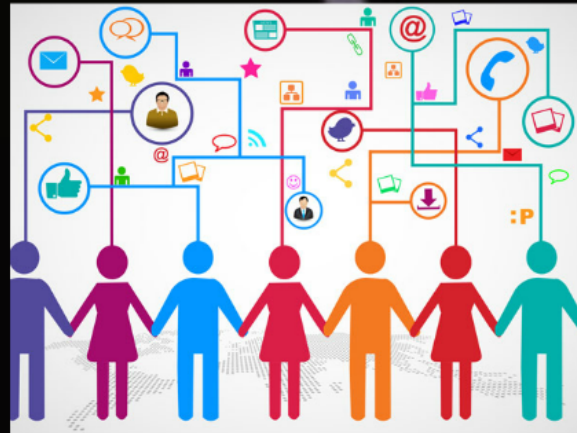


[illegible]

Co-Marketing

Diseño

Experiencia emocional

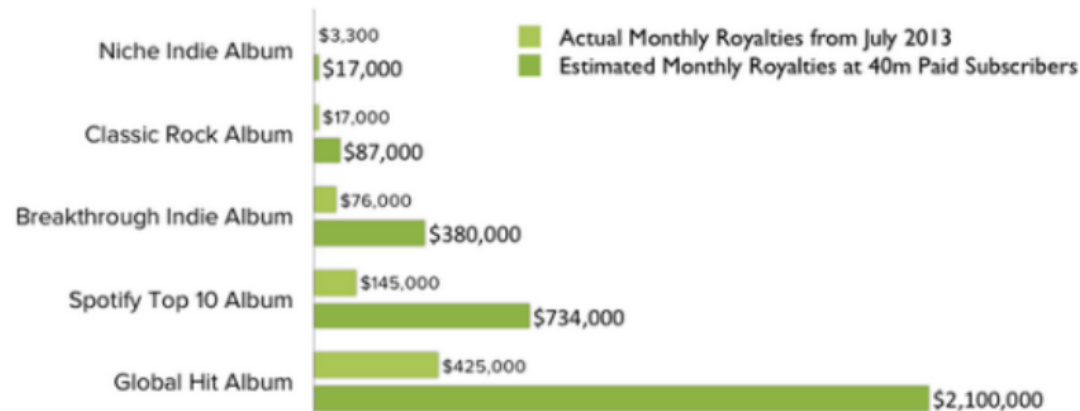


Boca-boca

Promociones

Invitaciones gratuitas

Rentabilidad



This chart shows the actual royalties we paid out for albums of different scale in July 2013 Vs the royalties we expect to pay out per month for these same rights holders when we reach a similar scale to Spotify's most mature markets.