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1. The music service
Spotify is an online music service offering users the ability to stream audio music files on-demand from a personal computer using Spotify's unique proprietary technology. Spotify will offer both an ad-supported, free-to-the-user model and a subscription model. The ad-supported model is targeted at combatting piracy by offering users a superior user experience, while monetizing licensed content through advertising. Spotify will encourage users to take advantage of its premium service which will be offered to users through a monthly subscription fee or through a credit system.

2. The business model
Spotify aggregate content from right holders, distribute it to consumers through our proprietary technical platform and monetize both through a free ad funded service and a subscription service.

3. Quotes from beta testers
“'I've seen the future!’"
- Mattias Montero, Director of Photography

“'This is insane how brilliant it is!’"
- Director of sales, global mobile operator

“'Just got a beta of Spotify. Amazing. This is where it’s going to go with music. Music will just be there. Whenever, whereever, whatever. No downloading necessary. Just listen. (And people will pay for this on a subscription basis – I think.)’"
- Flo Heiss, Creative Partner at Dare

"'For me Spotify is the modern way of consuming music. The debate is about downloading but it’s just another distribution alternative. A service like Spotify challenges the idea that you should own music at all.’"
- Daniel Björk, Editor in Chief, Rodeo Magazine

"'Spotify is the best music site ever. Once you start it's impossible to stop, a goldmine of music right there in front of your eyes, there for the taking’"
- Adam Springfeldt, Creative Director, Acne Advertising
"A problem of DRM is that it disables the social marketing engine for artists. I want to share music with my friends. I want to talk about it. But I can't, because the song I bought is limited to 5 machines. Ultimately that model is counter productive for the artist, and this is why the Spotify model will rule the world – It's a win-win deal between the audience AND the artist."
– Johan Walter Naeslund, Digital Communications Strategist

"It's a tiny piece of software with an amazing speed and a vast library. I believe Spotify has the potential to reach a very big market and I really hope the record companies will realize this"
– Daniel Johansson, PhD Researcher in Computer Science at KTH

"Everyday I become a bigger fan of Spotify. It is just great to have a seemingly bottomless collection of music to chose from."
– Paul Lamere, Principal Investigator, Search Inside the Music, Sun Labs, Sun Microsystems Inc

"Spotify is a fantastic innovation for everybody that loves music. Not only for consumers but also a whole world of inspiration for anybody that has music as a profession. I've been able to make a nostalgic trip back to my favorite period: The 80's. But I've also discovered lots of new artists, genres and songs since Spotify also changes the way we are listening to music."
– Bosson, Artist and Golden Globe nominated songwriter

4. Social networks and blogs
Read more about what the users think about Spotify at the Facebook groups they created:

and take a look at the Spotify Fan page

If you want to read about what the bloggers write about Spotify, take a look at Technorati or Google Blog Search
http://technorati.com/search/spotify
http://blogsearch.google.com/blogsearch?hl=en&q=spotify
5. The Founders
Founded by serial entrepreneurs Daniel Ek (previous CTO at Stardoll, Founder of Advertigo and Evertigo among others) and Martin Lorentzon (one of two co-founders of Tradedoubler, the largest European online affiliate advertising company).

6. Company History

6.1. History
Spotify was founded in April 2006 by serial entrepreneurs Daniel Ek and Martin Lorentzon. Spotify is incorporated in Luxembourg and privately funded by the owners. The name Spotify is a combination the words SPOT and IDENTIFY. Spotify helps you spot and identify the favorites you forgot about, or maybe didn't even know you had. Our dream is to collect all the world's music and make it accessible to everyone.

6.2. About Spotify
Spotify is an online music service that allows users to stream audio and video music files on-demand through the use of unique proprietary technology. Spotify will offer both an ad-supported, free-to-the-user model and a premium, paid model. The platform will also put fans closer to the music and artists they love, and provide a marketplace for additional products such as live events, music downloads etc. Spotify aims to combat piracy by offering users a superior user experience, while monetizing licensed content through advertising or paid solutions. The service is already built and will be launched commercially upon acquisition of content licenses from rights holders.

7. Statistics
“Tens of billions of illegal files were swapped in 2007. The ratio of unlicensed tracks downloaded to legal tracks sold is about 20 to 1.”
http://www.ifpi.org/content/library/DMR2008-summary.pdf

8. Additional resources
Video demo, pictures of the founders, Spotify logo, etcetera can be downloaded from this address:
http://files.spotify.com/press/
9. General thoughts on the future of music consumption

9.1. The URL is the new MP3

9.1. Owning your music
http://alfabravo.com/2008/05/18/steve-jobs-is-wrong/

9.2. Martin Varsavsky about Spotify

9.1. Change in habits