

Strategy & Operations - Spotify

In November 2014, Spotify's chief content officer Ken Parks learns that record label Big Machine Records has requested the immediate removal of superstar artist Taylor Swift's entire catalogue from Spotify's music streaming service. Is it time for Spotify to reconsider the policies that seem to have prompted Swift's catalogue takedown-and specifically the company's insistence that artists offer the same assortment across countries and not target only premium tiers? Will the takedown request lead to other artists considering a deflection from the service, and if so, what can Spotify's executives do to prevent others from leaving? And, as it is only a matter of time before the news will be common knowledge among both music-industry insiders and fans, how should Spotify respond in the public domain?

- How can Spotify adapt to the changing trends of the music industry and ensure a strong relationship with labels and artists while maintaining their current customer base?
- Was it time to reconsider Spotify's insistence on offering the same assortment across countries and not allowing artists to target only premium tiers?
- Would the takedown request lead to other artists considering a deflection from the service, and if so, what could Spotify's executives do to prevent others from leaving?