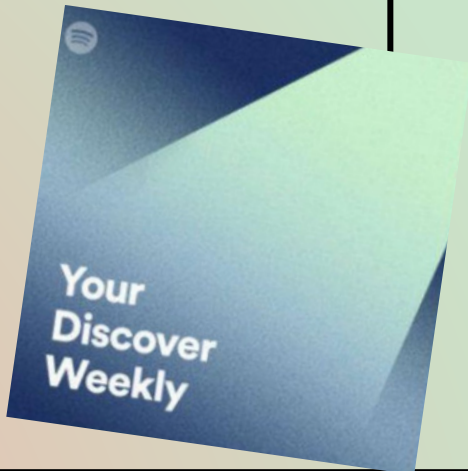


Spotify Technological Assessment



How does Spotify use technology to promote their brand of being a diverse streaming platform?
What makes them stand out from others?

<u>What is Spotify</u>	<u>Digital Footprint</u>	<u>Functionalities</u>
Spotify is a music and podcast streaming platform founded in 2006 in Stockholm, Sweden. It is one of the leading audio streaming sites alongside Pandora and Apple Music.	Spotify uses AI technology to create unique playlists for each of its users. Their social media promotes its diverse selection of artists/podcasters. More recently they have created a "Working from Anywhere" plan that allows employees to work from home or a different location.	The use of AI and their social media functions to support a diverse, unique, and personalized listening experience for users. This is why Spotify stand out from the others.



Assessment of Fit

Spotify establishes 3 things with their use of technology. One, they are the place to go to find any and all kinds of music/podcasts. Two, they care about their employees and understand that working from home should be an option. Three, they are always one step ahead of the competition.

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