

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing the central text. The overall aesthetic is modern and clean.

NAVIGATING DSPs

A Guide To Playlists And Pitching

The Tracklist

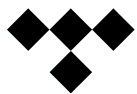
- Introduction
- What are DSPs?
- Who's Who of Streaming
- Playlists – What You Need To Know
- On Platform Tools
- Pitching Your Music
- Understanding The Data (aka the FUN stuff)
- Measuring Success
- What Can YOU Influence

Introduction

- ▶ Who am I?

What are DSPs?

- Digital Service Providers are still fairly young in the music industry, despite this they are fast moving and have the ability to adapt and change rapidly based on consumer behaviour.
- These services are entirely driven by data and have the common goal of providing the ultimate listener experience
- With endless music to access DSPs have shown that many listeners actually prefer quantity over quality
- DSPs continue to change the landscape of the music industry as more and more listeners subscribe to what are now multifaceted entertainment platforms, labels and artists must be prepared to move with them.



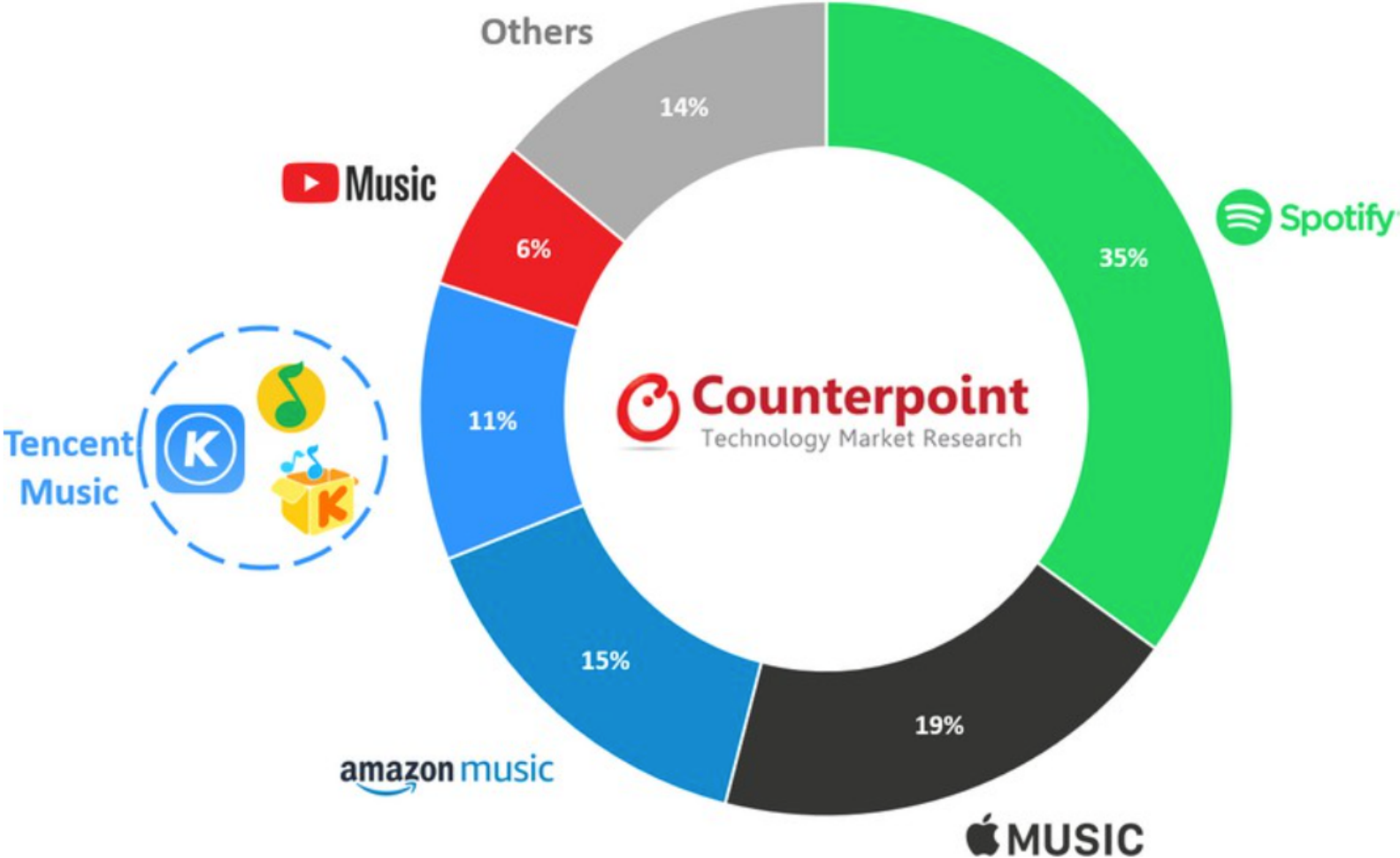
T I D A L



Spotify

Who's Who of Streaming

Global Music Streaming Paid Subscriptions by Brand Share (In %) - CY 2019



Playlists – What You Need To Know

The Forms

- User Generated – create your own
- Algorithmic – listeners are served music based on their on platform behaviour
- Editorial – created by global editors.
 - On Spotify there is a feature called a personalised playlist – an additional set of songs will be selected by editors and will surface for listeners based on their algorithms
 - This is a successful tool developed to get listeners to return to the playlist.

Benefits

- Playlists can be a great way for listeners to discover new music
- Great look on release day
- Playlists with large amounts of followers can generate a lot of streams

Pro-Tip: there are no guarantees when it comes to playlisting – we are all at the mercy of the editors

What is next?

- Spotify are in the process of building out their genre/activity playlists ie: Slow Dancing in the Kitchen
- Both Apple and Spotify are heavily invested in podcasts/news and each are developing ways to link the podcast and music space together

On Platform Tools

Spotify

- Artist Tools – Canvas, Artist Pick, Deep Links, Artist Playlists
- Campaign Tools – must be requested and approved by Spotify
 - Premium Homepage Takeover
 - Marquee
 - Fans First Activation
 - Home Banner

Apple Music

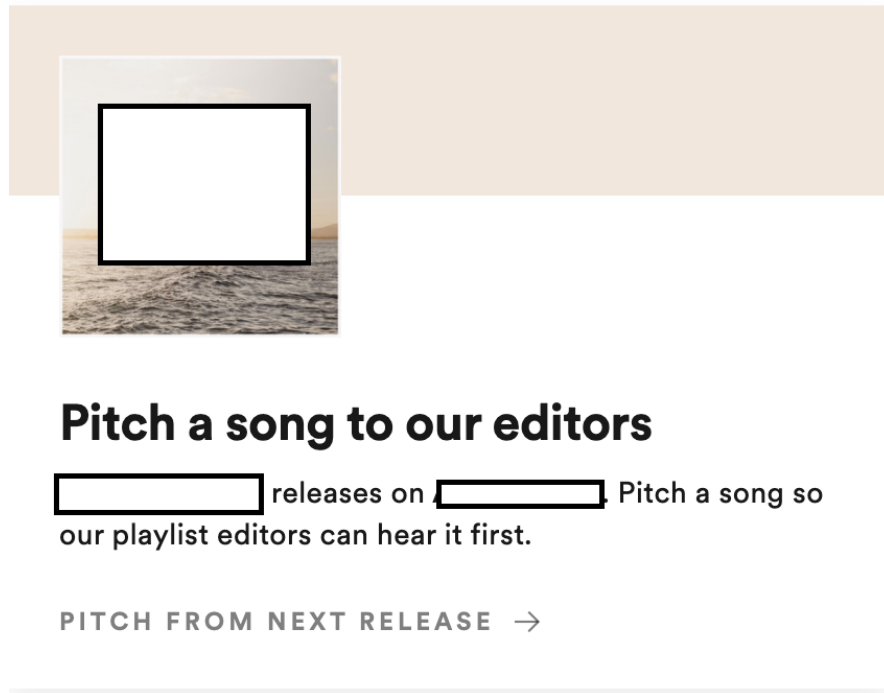
- Editorial interviews translated to notes attached to your release on platform
- Genre homepage features/release banners
- Artist sliders
- Artist curated playlists
- Essentials playlists

****DSPs will often test tools/concepts in beta form across multiple territories and if the results are positive they will roll out worldwide – keep an eye out for new features and adapt your plans accordingly**

Pitching Your Music

- To give yourself the best chance at being heard by editors it is in your best interest to make use of the pitch tool on Spotify for Artists
- Lead time is important – the earlier you get your pitches in the better chance you have of being heard, ideally 4 weeks ahead of release

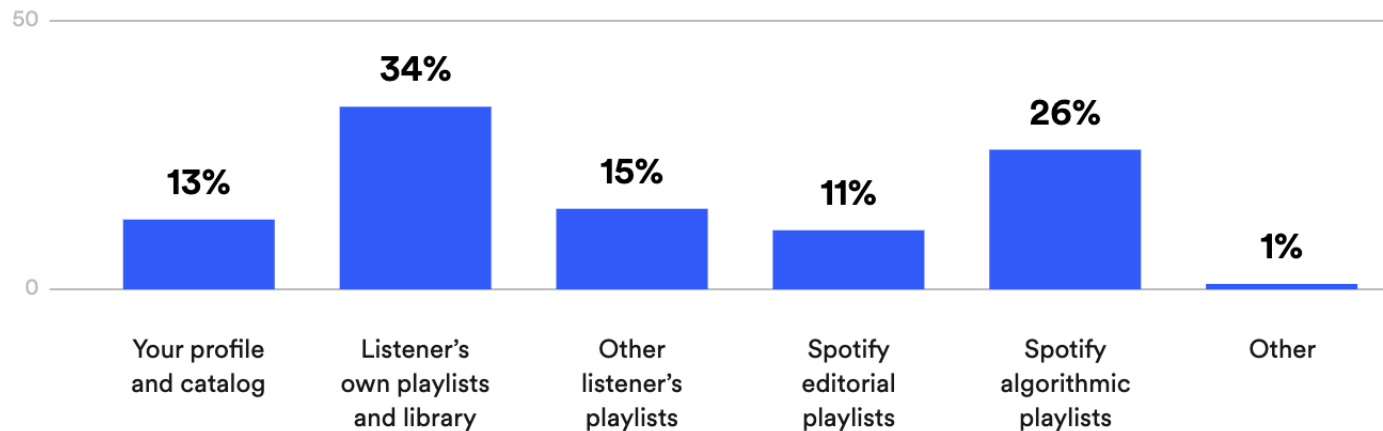
Pro-tip: information ahead of time always trumps information after the fact.



The screenshot shows a pitch tool interface. At the top, there is a placeholder image of a sunset over water with a black rectangular box overlaid on it. Below the image, the text reads "Pitch a song to our editors". Underneath, there are two empty rectangular boxes, one followed by the text "releases on" and another followed by "Pitch a song so our playlist editors can hear it first." At the bottom of the form, there is a button labeled "PITCH FROM NEXT RELEASE" with a right-pointing arrow.

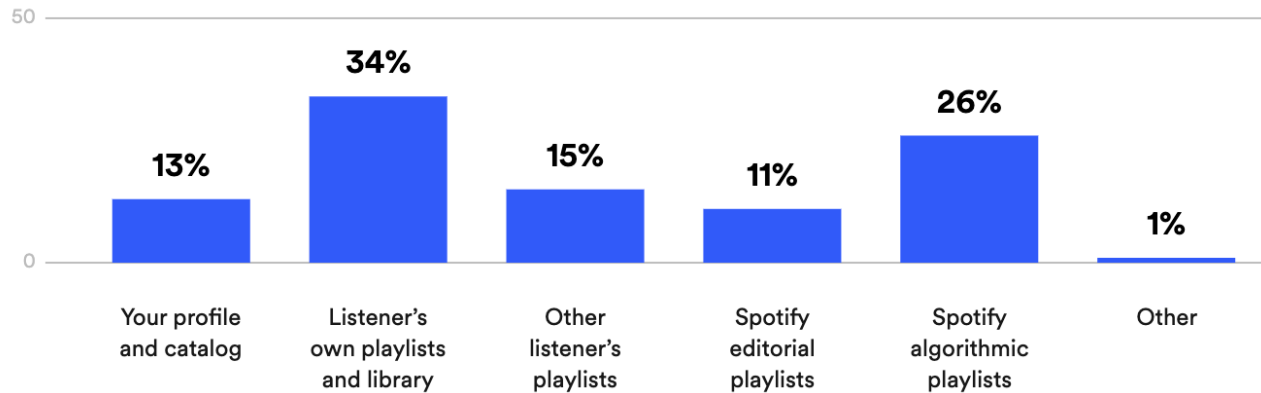
Understanding The Data

- ▶ Listeners collection = Streams from listeners personal libraries, saved collections or self created playlists
 - ▶ On the blue Spotify graph this data is represented in the *'Listeners Own Playlists and Libraries'* section
- ▶ Active Discovery = Streams more actively sought out by listeners such as artist pages, album pages and search result pages
 - ▶ On the blue Spotify graph this data is represented in the *'Your Profile and Catalog'* section
- ▶ Passive Discovery = Streams from sources more passively discovered by listeners such as radio stations, editorial playlists and others playlists
 - ▶ On the blue Spotify graph this data is represented in the *'Spotify editorial playlists'*, *'Other listeners playlists'*, *'Spotify Algorithmic playlists'* and *'Other'* sections
- ▶ It is important to note **Algorithmic playlists** will surface music to listeners based on their meaningful on platform behavior
- ▶ Meaningful on platform behaviour is defined as: follow, save, repeated listens, do not play, skip



Measuring Success

- ▶ Contrary to popular belief editorial playlisting does NOT define success
- ▶ Here are some examples of different types of consumption on platform but we would define each of these artists as successful!



This artist receives almost no editorial playlists

How They Listened

3 new placement(s) for this period

Streams

1.3M



Saves to Collection

28.3K

SOURCE: SPOTIFY 

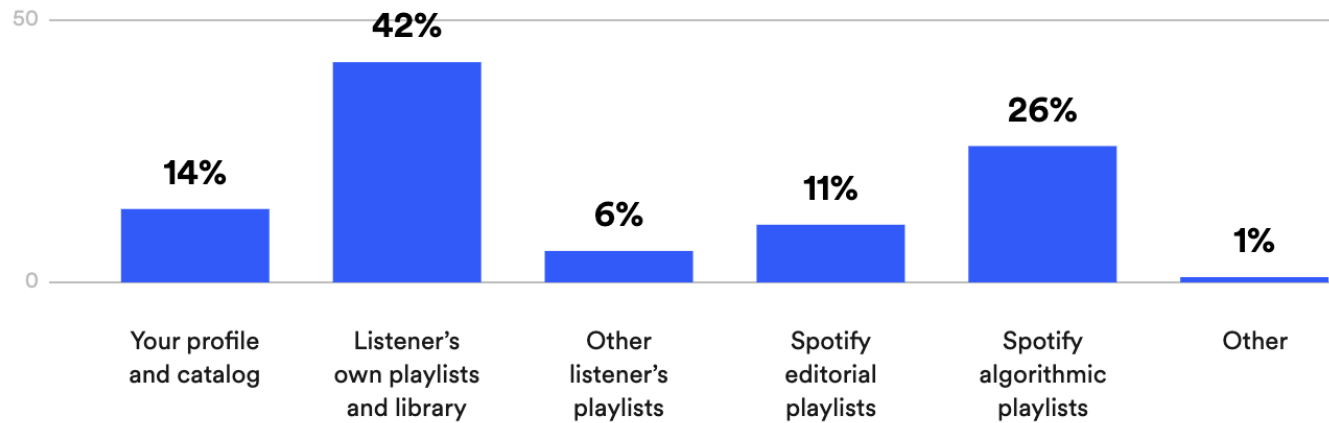
Skip Rate

19.5%

SOURCE: SPOTIFY 

Measuring Success

- ▶ Here are some examples of different types of consumption on platform but we would define each of these artists as successful!



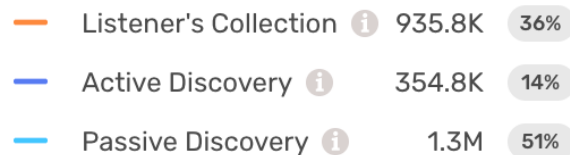
This artist is on a lot of editorial lists

How They Listened

5 new placement(s) for this period

Streams

2.6M



Saves to Collection

68.1K

SOURCE: SPOTIFY 

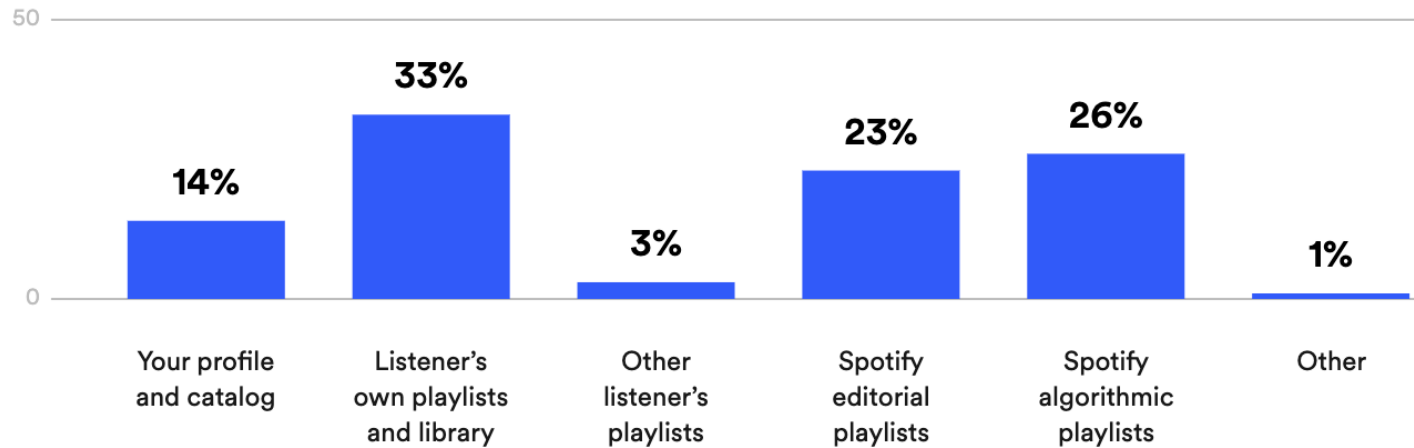
Skip Rate

31%

SOURCE: SPOTIFY 

Measuring Success

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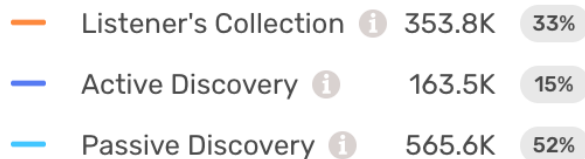
This artist is on a lot of editorial lists

How They Listened

13 new placement(s) for this period

Streams

1.1M



Saves to Collection

34.6K

SOURCE: SPOTIFY 

Skip Rate

28.6%

SOURCE: SPOTIFY 

What Can YOU Influence?

Meaningful On Platform Behaviour

- One of the key things editors look for when assessing data
- Actions on platform such as: skip, save, do not play, follow, repeated listening
- Many of these behaviours can be influenced with marketing/social media

How?

- Pre-save campaigns – something that is increasingly encouraged by editorial, this particular type of campaign actually gets you followers as well as pre-saves, both important metrics
- Follower campaigns – follower growth is a key metric for editors
- Deep Links – when a track features on an editorial playlist it can move up in the order or be surfaced for more listeners based on it's reactivity. A deep link will take listeners straight to the track within the playlist. (can be found on Spotify For Artists)
- Direct fans to platform - 'listen now on _____'

The Takeaways

- ▶ Data is FUN and, more importantly, extremely useful. Embrace it!
- ▶ Use ALL the on platform tools at your disposal
- ▶ Longer lead times will give you the best chance of standing out from the crowd

Fin.

Any questions?

