

Explore Spotify with Aurora: where your feelings lead the way.

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Spotify Overview

Mission

is to unlock the potential of human creativity
— by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.

Values

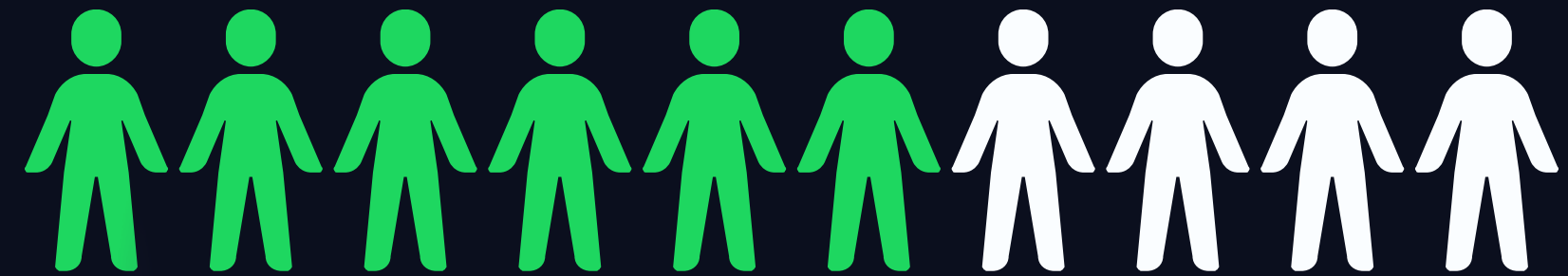
- **Innovative**
- Sincere
- **Passionate**
- Collaborative
- **Playful**

Some data



602m

monthly active users

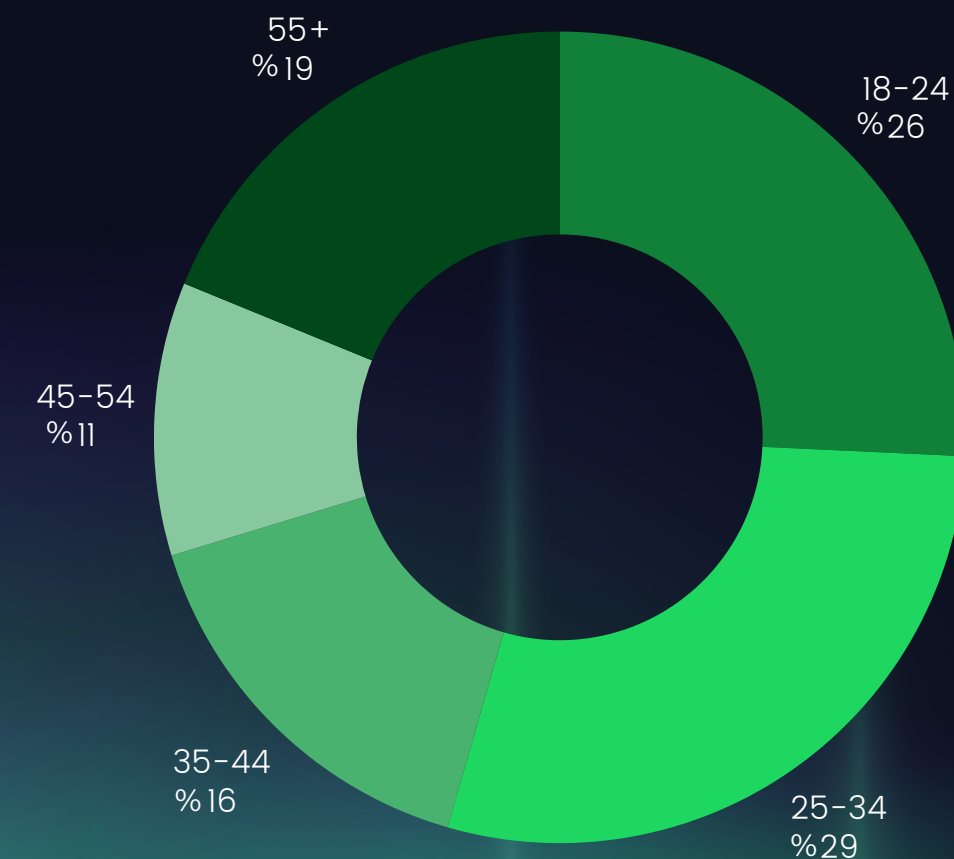


%56 Female

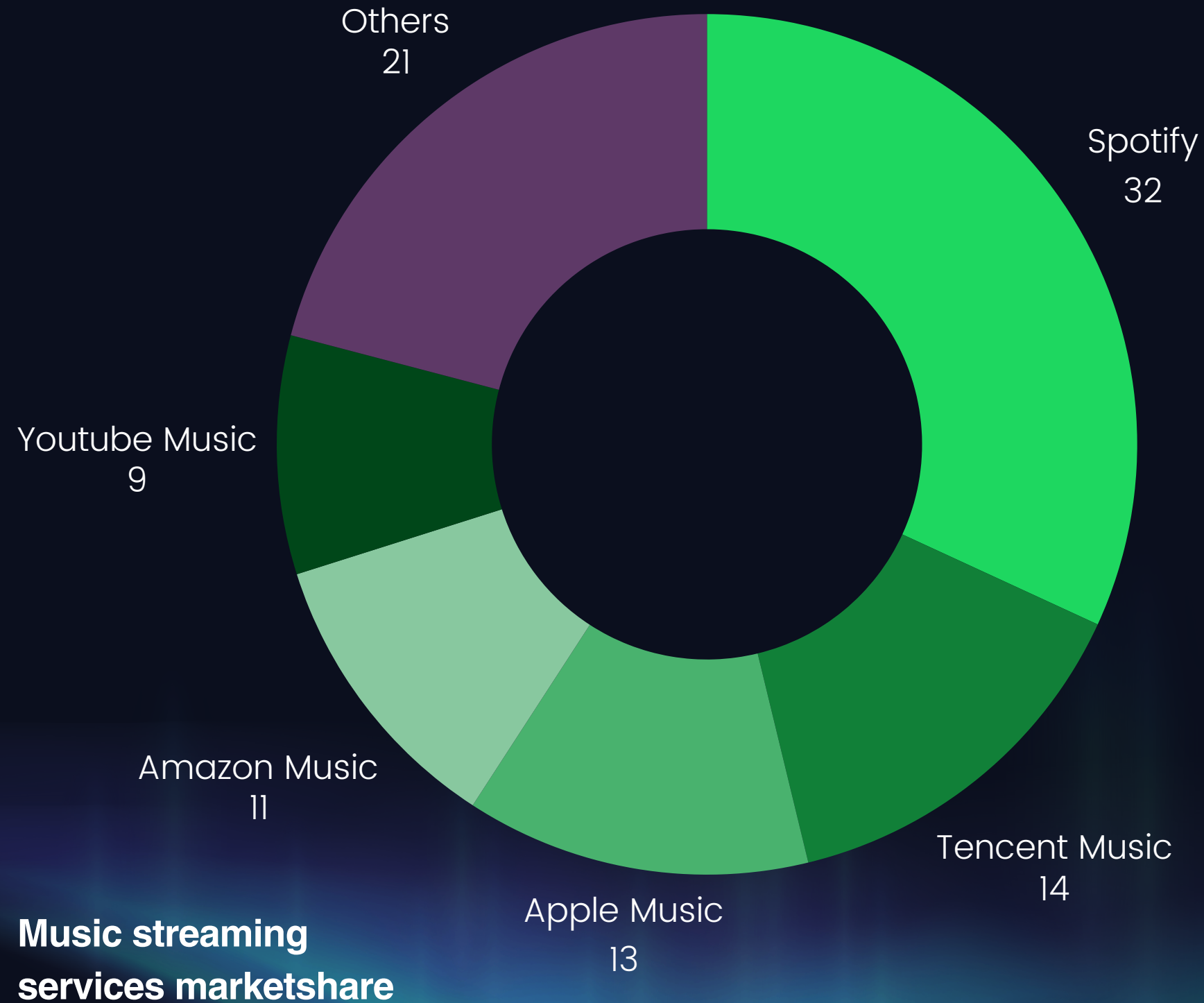
%44 Male

236m

premium subscribers



Threats



- **Competitors**
 - **Amazon Music, Apple Music**
- **Limited sources of revenue**
- **Controversies: The Joe Rogan case**
- **The TikTok threat**

Opportunities

user engagement + user experience

Moving from a secondary platform to the
platform *where the culture is happening*



discoveries

Spotify content

- Songs
- Podcasts
- Audiobooks

self-discovery

- emotional connection
- tuning in with own feelings
- mental health resources



Aurora

Introducing Aurora

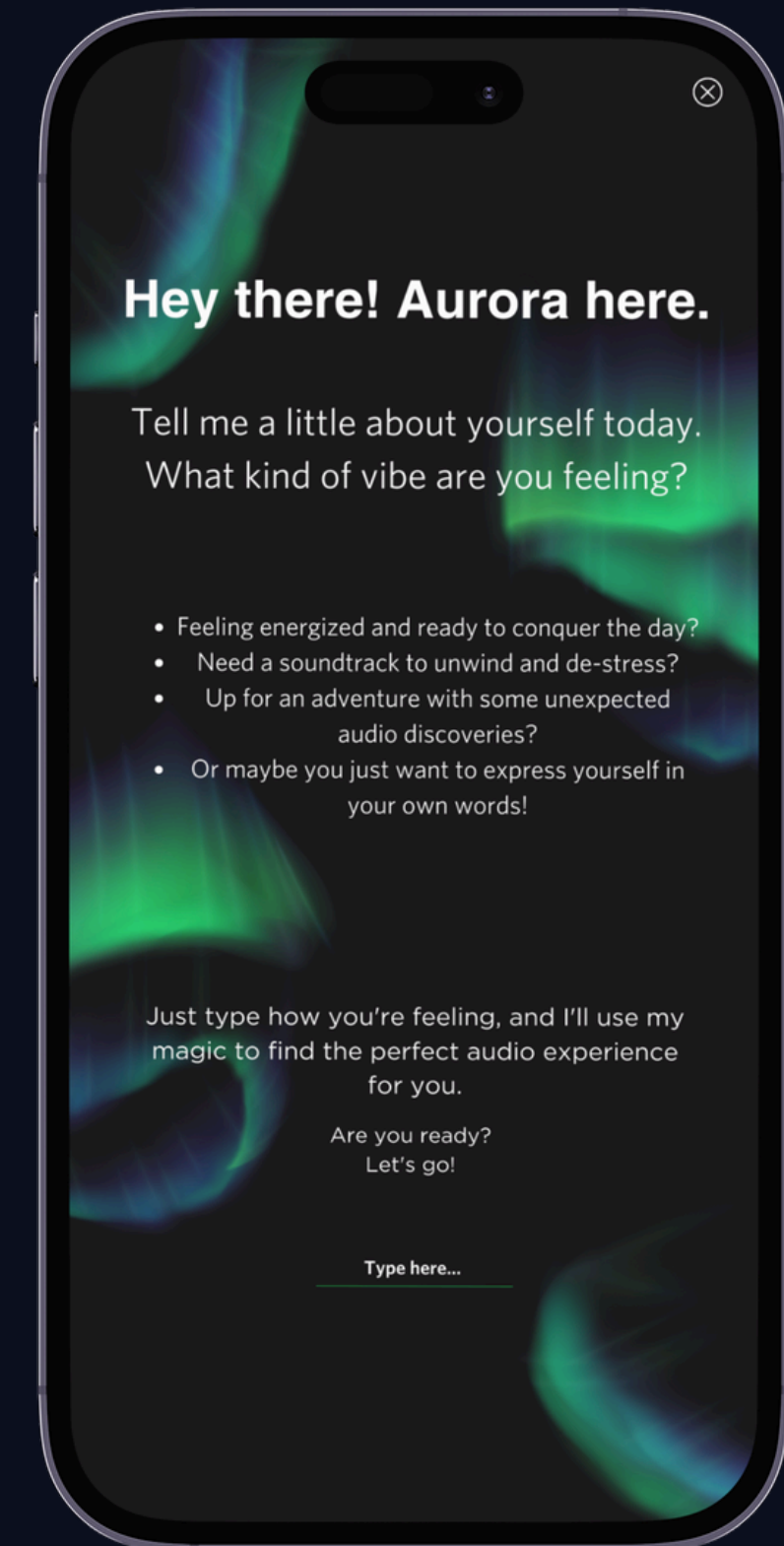


Aurora is more than just a suggestion engine. Through quick and fun daily check-ins, Aurora uses clever AI to understand your mood. Based on your responses, it finds a personalized experience, suggesting music, podcasts, or audiobooks that resonate with your emotional state.

Discover hidden gems

Deeper connection, richer experience

Your mental health matters





Emily

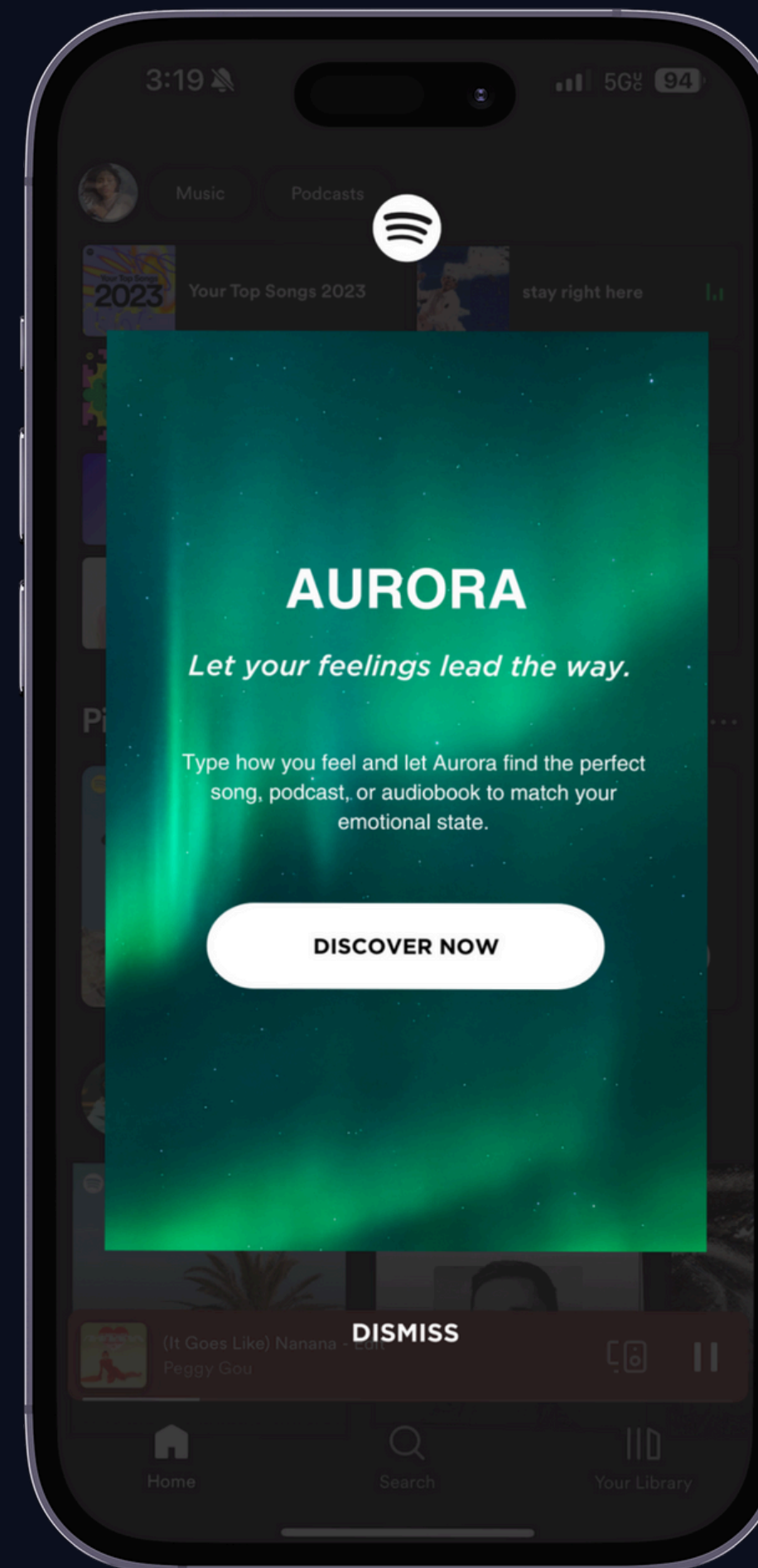
Anxious and Reflective Mood

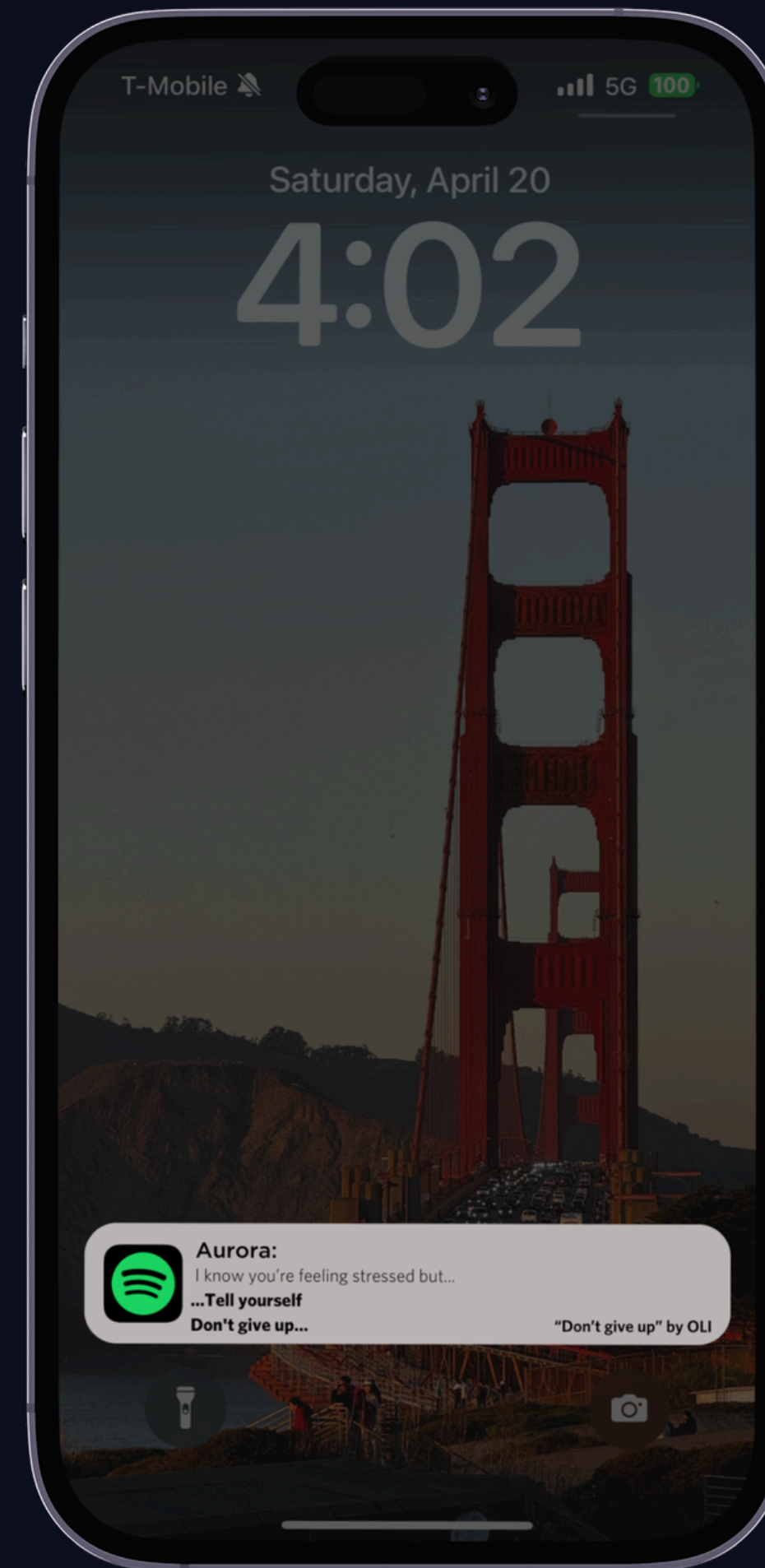
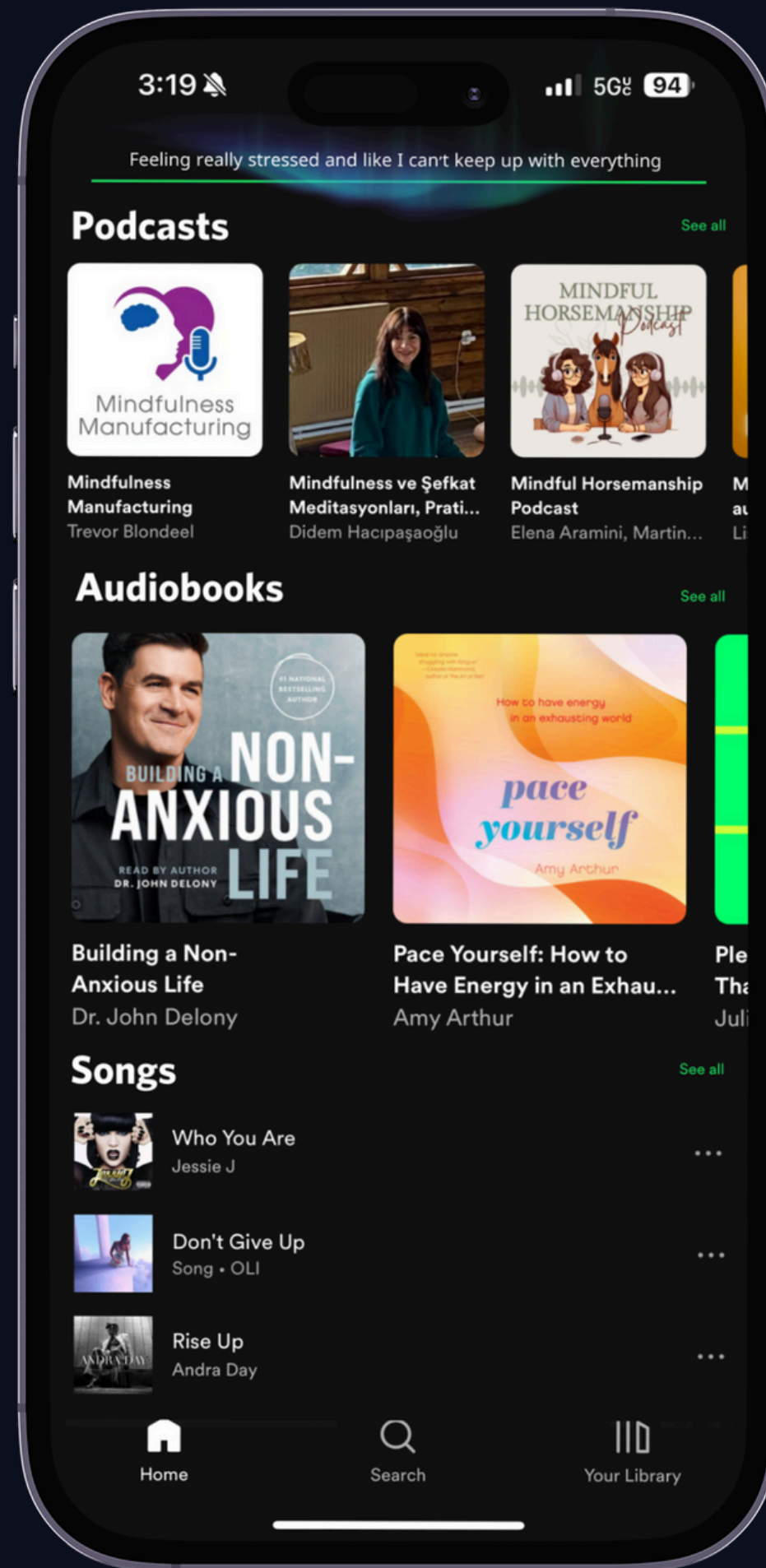
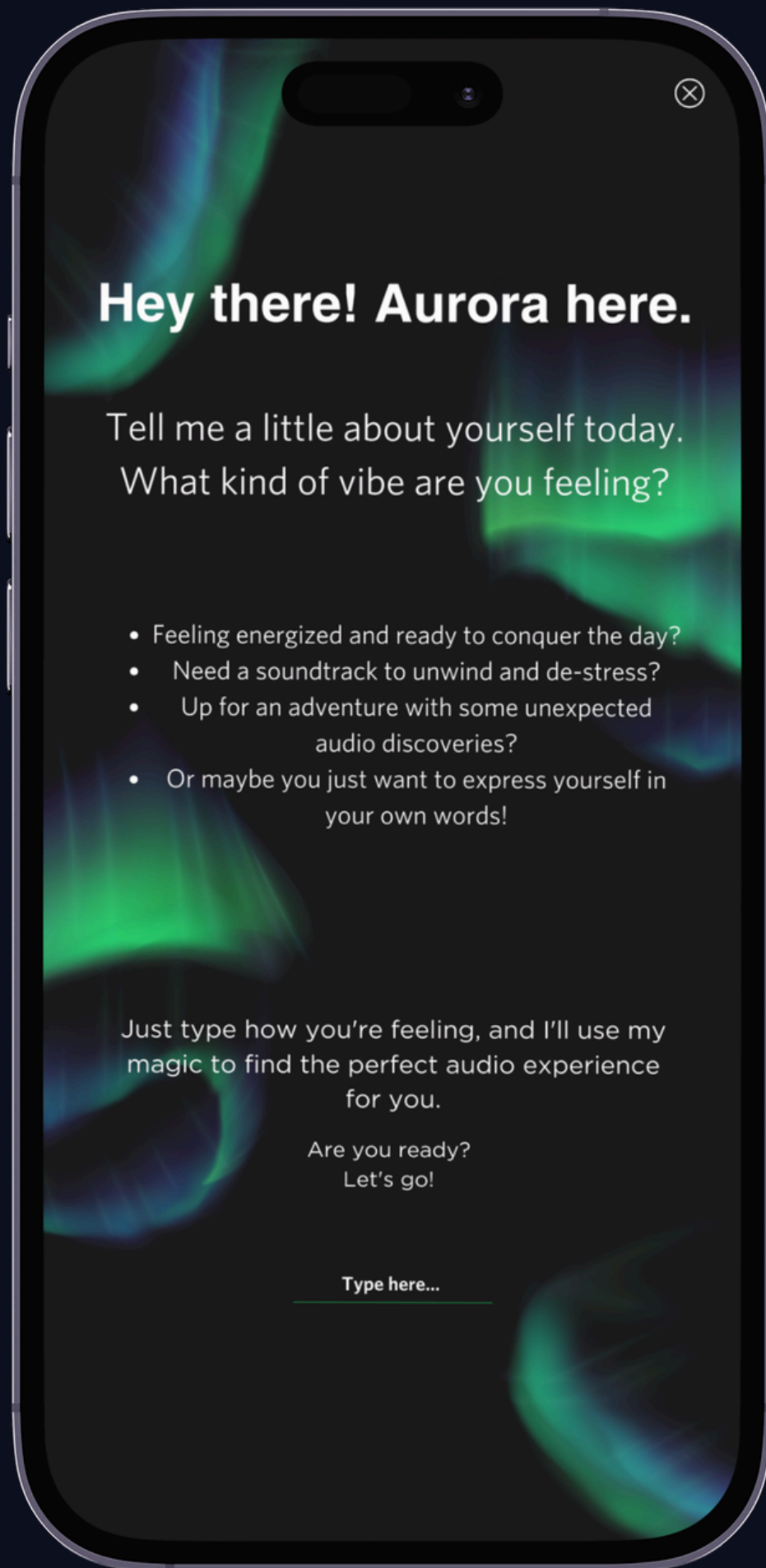
Age: 24

Occupation: Graduate student

Interests: Yoga, reading, indie films

Emotional State: Often feels stressed due to academic pressures, seeks comfort and relaxation







James

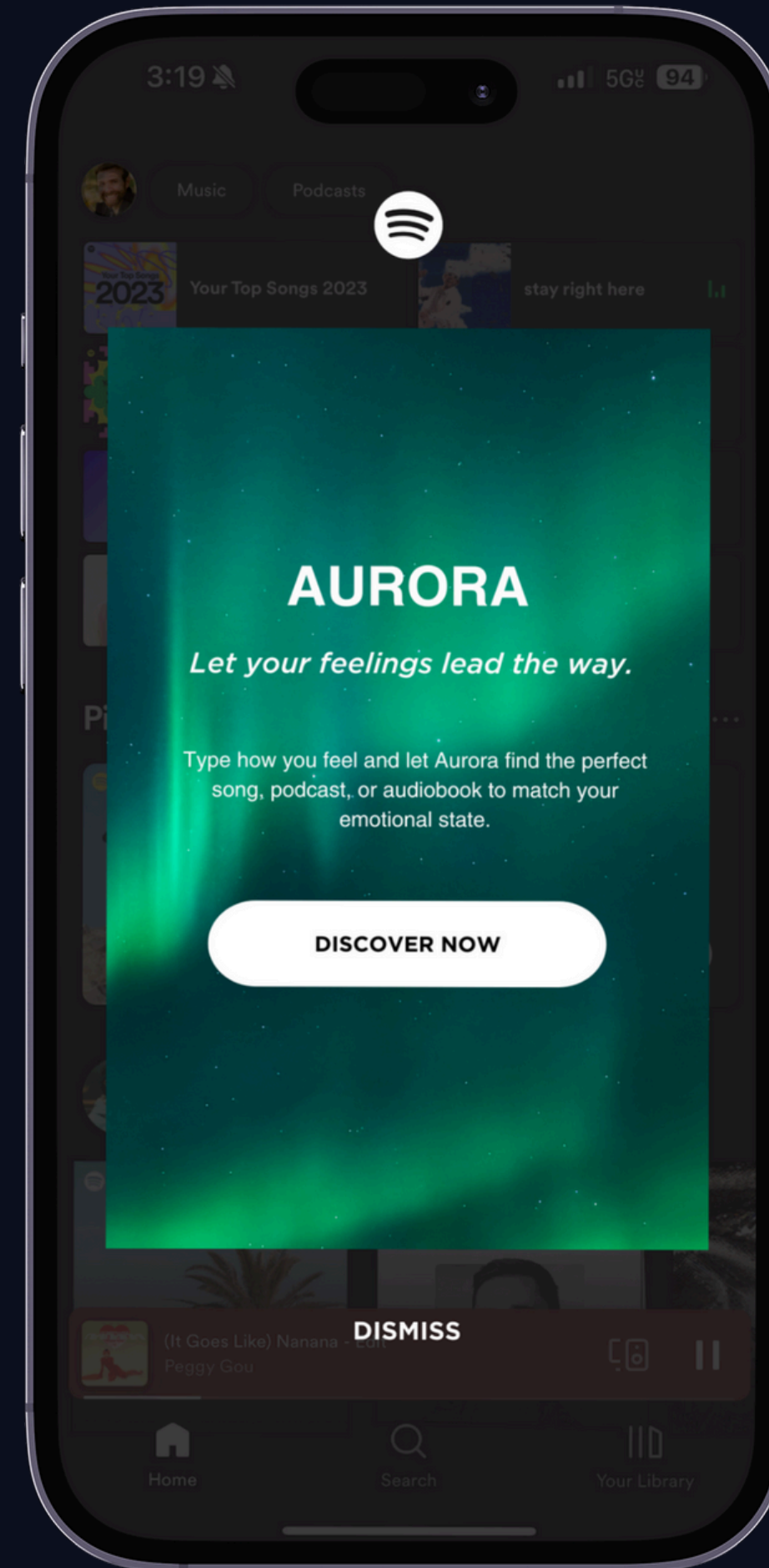
Energetic and Social Mood

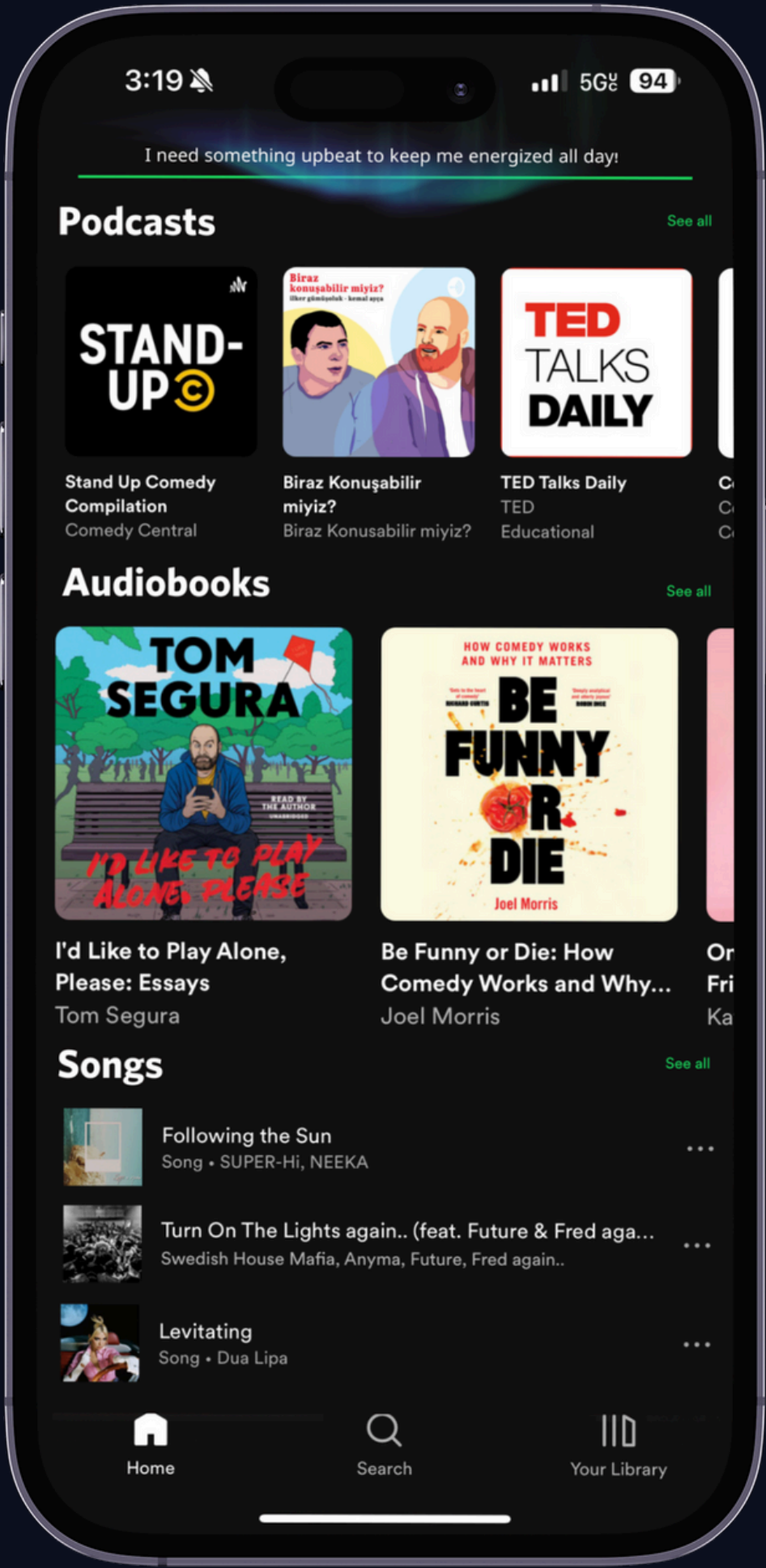
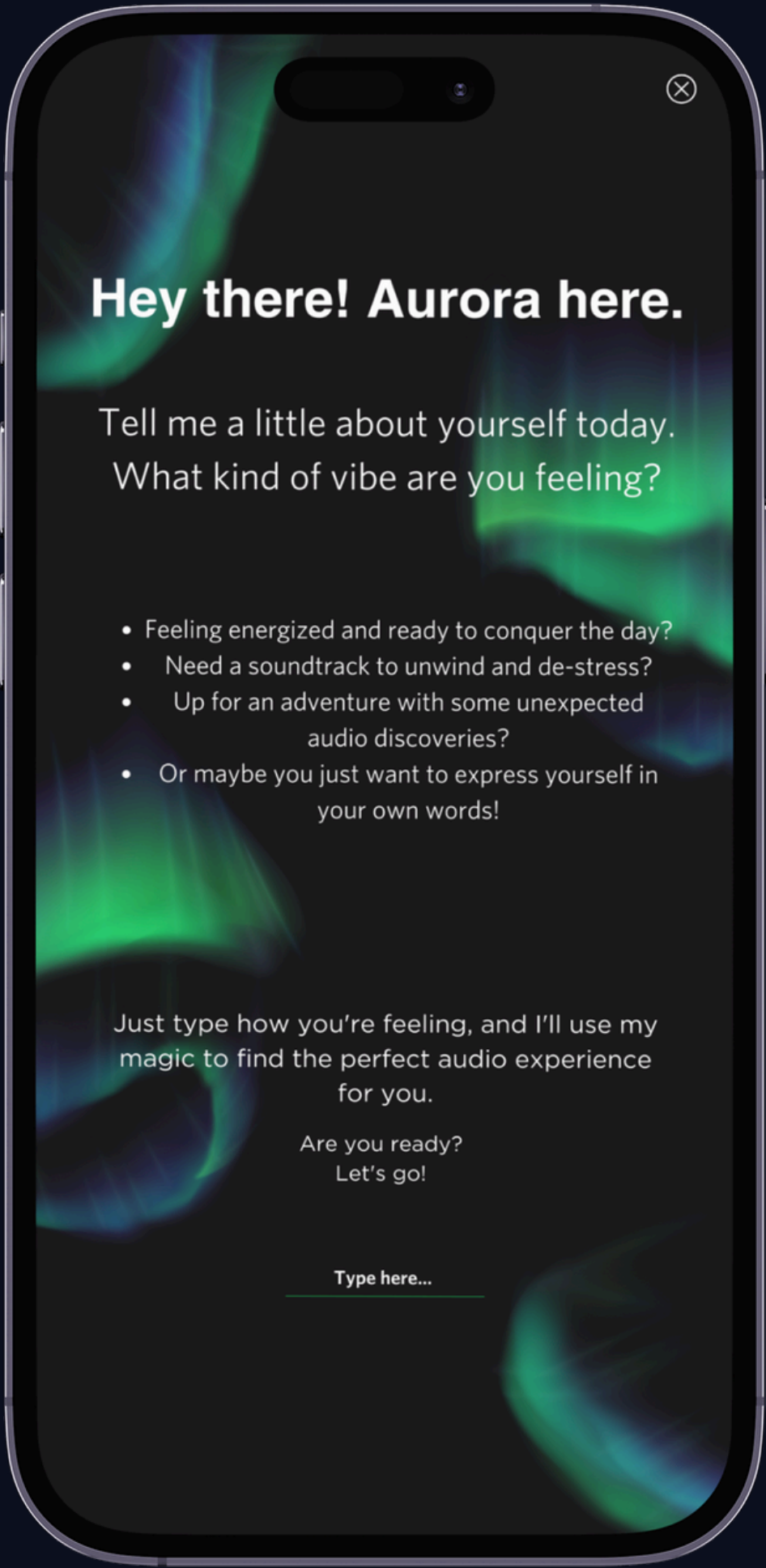
Age:30

Occupation: Event planner

Interests: Hosting parties, outdoor activities, live music events

Emotional State: Excited and energetic





Goals



- Spotify at the center of the culture
- Innovative, playful, passionate experience
- Self-discovery through AI
 - user in control of their journey
- Increase user engagement + subscriptions
- New paths to already existing content

Risk prevention



Mental health awareness



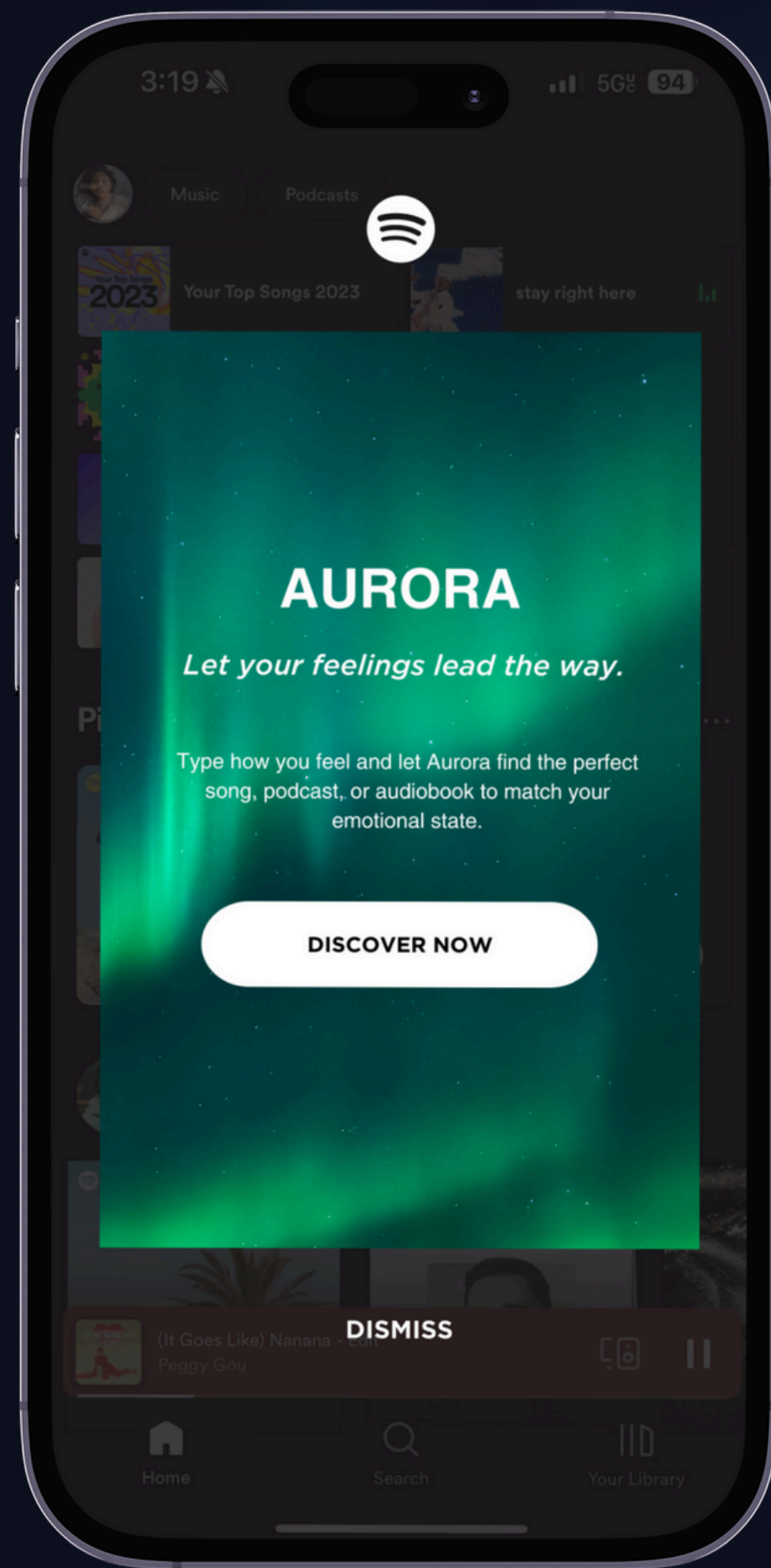
Privacy and data security measures



Transparency: algorithm + opt-in/opt-out



Customer feedback > iterate the tool



Q&A



**Thank
You**