

The 7 Steps -
March

1. CONTEXT



Spotify

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What traditional ways of listening to music have suffered from streaming?
_____.
2. What are the benefits of streaming music compared to downloading it?
_____.
3. How many active users did Spotify have each month as of October 2019?
_____.
4. What percentage of the streaming market did Spotify have as at 2019?
_____.
5. What are the 4 major labels associated with Spotify?
_____.

Listening Questions 2

1. How much money do artists receive per stream on Spotify?
_____.
2. What types of artists does Spotify limit opportunities to?
_____.
3. What has Spotify been accused of creating? How are they unique?
_____.
4. How does Spotify use these people?
_____.
5. How does this system benefit Spotify?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. What are the pros and cons of online music streaming services?
2. How would you feel about online streaming services if you were an emerging artist trying to build your image?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

CD, vinyl and MP3 sales have all suffered huge losses due to a new wave of music services, most notably online streaming. By streaming music, you don't have to download and store a file on your device which you then have to open in a media player. You can simply press play on an app or website and the song plays for you. The convenience and lack of storage requirements make online streaming a satisfying way to listen to music.

A giant in the music streaming industry is Spotify. Launched in 2008, the Swedish company provides a **freemium** service which allows people access to its catalogue of over 40 million songs, podcasts and videos. Other features allow users to create radio stations and playlists, see what friends and celebrities listen to, and discover new music through its weekly release notifications.

With almost 250 million monthly active users and 113 million of those being paid subscribers as of October 2019, Spotify lays claim to 36% of the global music streaming market. In Q1 of 2019, Spotify **racked up** \$1.68 billion in revenue with over 50% of that revenue being distributed to record labels and artists. Interestingly, 85% of all the music on Spotify is from 4 major record labels: Sony, Universal, Warner and Merlin.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Attainable	Mixture of charged and free
Freemium	Debate
Rack up	Complaint
Emerging	Earn
Accusation	Up-and-coming
Controversy	Reachable

TRANSCRIPT 2

On the surface, Spotify appears to strike a perfect balance for users, record labels and artists. However, when looking at the numbers, a different story emerges. By streaming a song, an artist usually receives between \$0.006 to \$0.0084. This means that even after a total of 1 million streams in a month, an artist can expect to receive an average of \$7,000.

These streaming numbers may be **attainable** for major artists, however for **emerging** artists looking to make it big, this business model does not provide the opportunity. Many artists have called into question the low pay out rates, with high profile artists such as Taylor Swift and Prince removing their catalogues from the platform.

Another controversy to hit Spotify is the **accusation** of creating 'fake artists.' Critics have pointed out that many artists who appear on new playlists, especially in the genres of ambient and chill, can only be found exclusively on Spotify.

This has led them to believe that Spotify are paying in-house artists to make music which Spotify then advertises through new playlists and the weekly release notifications. This means Spotify will receive not only the streaming fee from subscribers but the payout to the fake artist as well. In spite of the **controversy**, Spotify remains a huge player in the online music streaming market.