

**Spotify:**

<p><b>Low influence / high interest</b> ----- Keep informed (find the cadence of communication)</p> <hr/> <ul style="list-style-type: none"> <li>● Spotify ad-supported subscribers             <ul style="list-style-type: none"> <li>○ Because they're not high priority in terms of monetary influence as Spotify Premium subscribers</li> </ul> </li> <li>● 3-Month Free Trial Users             <ul style="list-style-type: none"> <li>○ People who are interested in Spotify, but don't have much monetary influence</li> </ul> </li> </ul>	<p><b>High influence / high interest</b> ----- Manage closely (seek to collaborate)</p> <hr/> <ul style="list-style-type: none"> <li>● Music Labels             <ul style="list-style-type: none"> <li>○ Important for negotiations &amp; feeding the Spotify product</li> <li>○ Licensing deals</li> </ul> </li> <li>● Competitors             <ul style="list-style-type: none"> <li>○ They can influence trends in the music streaming industry that would affect Spotify</li> </ul> </li> <li>● Premium Subscribers             <ul style="list-style-type: none"> <li>○ They are, of course, interested, and also their use of the platform, and opinions on the company as a whole, affect Spotify's business success</li> </ul> </li> <li>● Employees             <ul style="list-style-type: none"> <li>○ #1 stakeholder!</li> <li>○ &gt; [nested] C-Suite                 <ul style="list-style-type: none"> <li>■ Highly invested in how the company is doing and has huge influence</li> </ul> </li> </ul> </li> <li>● Investors             <ul style="list-style-type: none"> <li>○ Have high monetary influence and thus high interest in how the company is doing</li> </ul> </li> </ul>
<p><b>Low influence/low interest</b> ----- Monitor (engage as needed)</p> <hr/> <ul style="list-style-type: none"> <li>● Those looking to buy a music streaming subscription             <ul style="list-style-type: none"> <li>○ Keeping tabs on Spotify to see if they'd want to get a subscription</li> </ul> </li> <li>● Those who are not frequent music listeners             <ul style="list-style-type: none"> <li>○ Might have an impact on earned media ratings (as Spotify is a cultural keystone), but aren't quite interested nor do they have a high impact</li> </ul> </li> </ul>	<p><b>High influence / low interest</b> ----- Anticipate and address their needs/concerns</p> <hr/> <ul style="list-style-type: none"> <li>● Government             <ul style="list-style-type: none"> <li>○ They are not highly interested in Spotify as an entity, but any laws from any government that would limit Spotify's functioning (regarding user privacy)</li> </ul> </li> <li>● Device Production Companies (Apple, Samsung, etc.)             <ul style="list-style-type: none"> <li>○ Any updates or interface changes might affect how Spotify works on consumers' phones</li> </ul> </li> </ul>