

LISTER

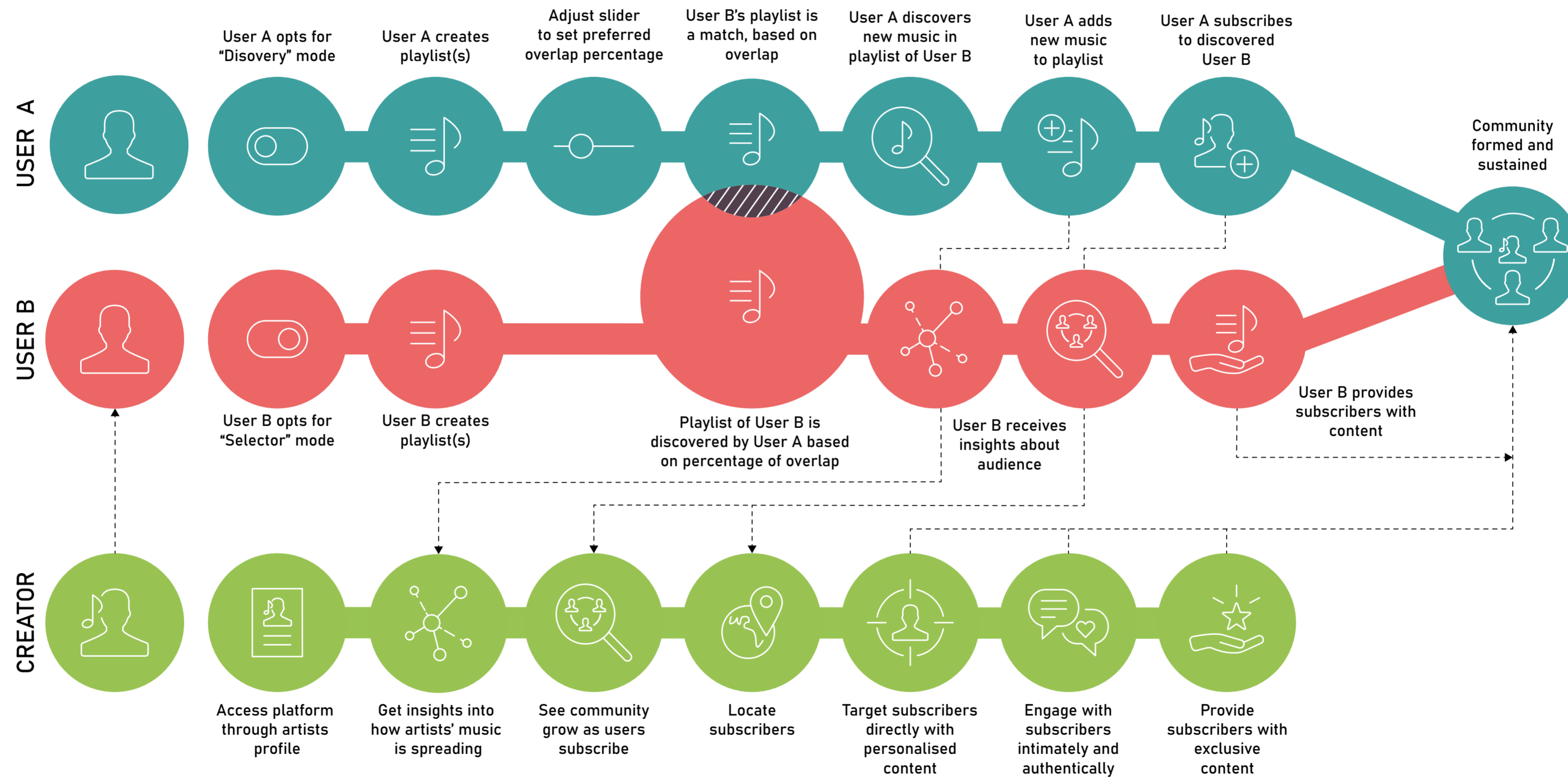
Lister is a music community platform which allows users to discover, and exchange ideas about, music based on similar taste, in a social way.

SLIDER

The slider is used as a tool to determine the amount of desired overlap to discover music with. A user will choose one of their own playlists and subsequently use the slider to determine the percentage of that playlist they want to discover music with. The amount of songs in the playlist is the metric. For example, if a playlist includes 10 songs, the slider will range from 1-10.

OVERLAP

With the slider set at 2/10 (20%) of a playlist containing ten songs, that overlap will be used to look for playlists that have been created by other users that, amongst others, contain those two songs. The user is then presented with a view of the content of these other playlists and can then start discovering.



USER VALUE

Ownership in the creative process; both in being involved with the artist, but also by contributing to their success by spreading/promoting their music and growing their community.

Peer to peer music discovery, breaking away from constrained playlists and recommendations. Regaining importance of user generated playlists.

An experience that mimics record store recommendations or word-of-mouth tip-offs from colleagues and acquaintances. A social interaction, where like-mindedness of both people and music is at the core.

CREATOR VALUE

Self-propagating communities, based on artists' music, which are initiated and sustained by their followers. Providing artists with more time to focus on maintaining the community and engaging the audience.

See growing communities of people who have subscribed to them and have exchanged their music and have the ability to tap into communities and create direct intimate fan/audience engagement (e.g. focused live-streams).

Introduction of new types of metrics.

DSP VALUE

Spotify is more able to live up to its mission and social responsibility: "Our 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."

Other DSP's may see this as a way of differentiating their service offering, especially for the more informed listeners.