

Daddy's car

IP IN THE STREAMING WORLD

PER WENDIN, SPOTIFY

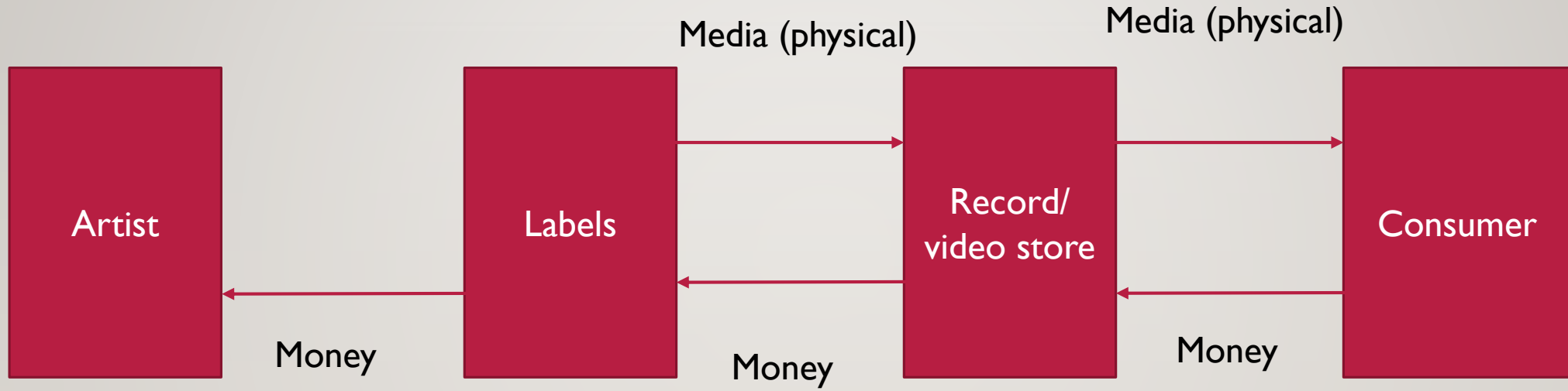
LES CONFERENCE, STOCKHOLM, 11 SEPT 2018

PRE 2000



Analogue
Broadcasting
“One size fits all”

MEDIA INDUSTRY PRE 2006 (AND STILL EXISTING)



EARLY 2000

- Bit Torrent technology
- File sharing
- Bandwidth capabilities
- => less money to artists and labels

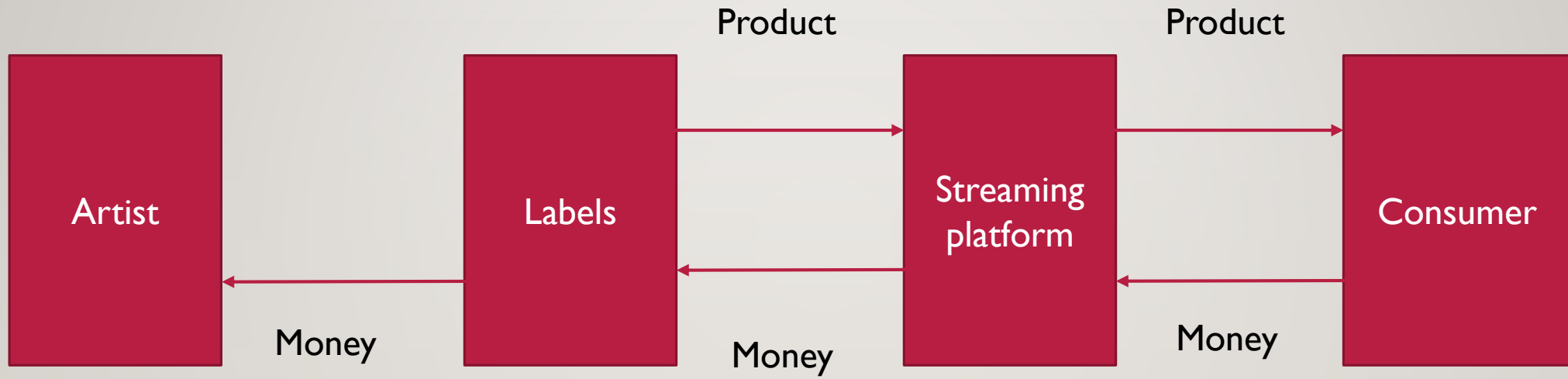
2001

- First Itunes
- Purchase individual tracks
- Music on several devices
- => Money back to artist and labels

2001+

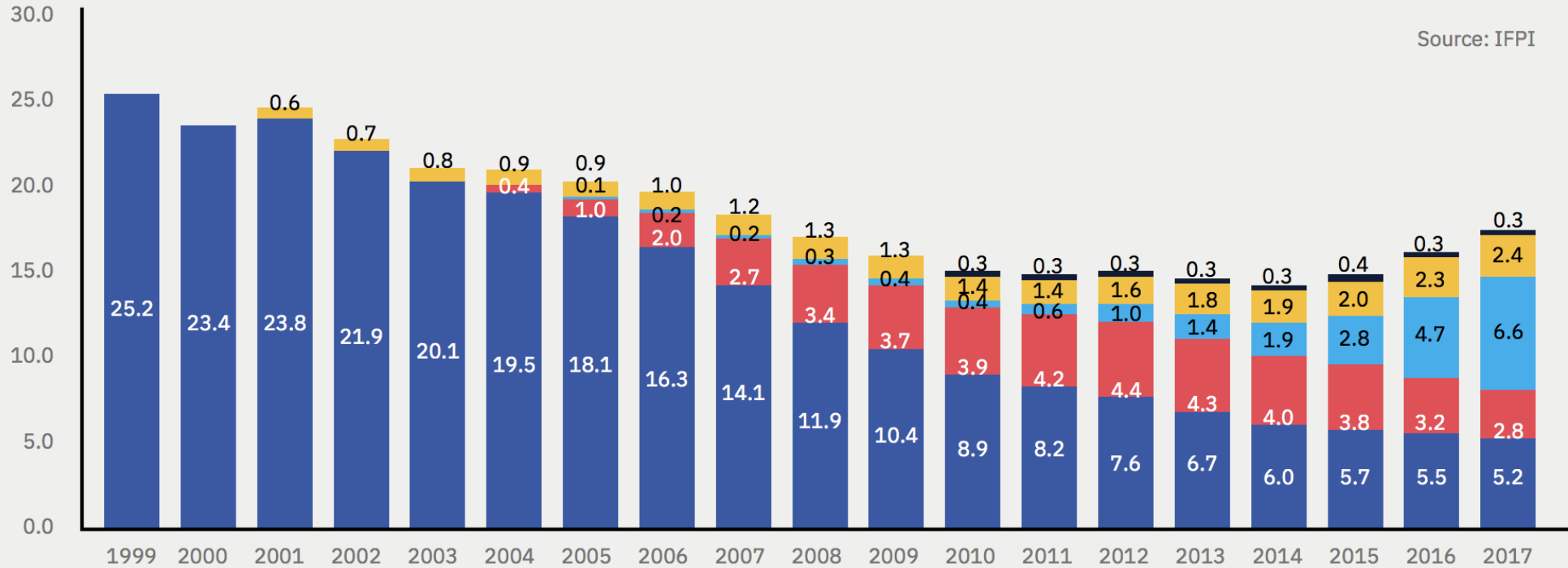
- Youtube founded 2005
- Spotify founded 2006
- Netflix (streaming) founded 2007
 - Enablers: technology and legal

MUSIC INDUSTRY NOW



GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999-2017 (US\$ BILLIONS)

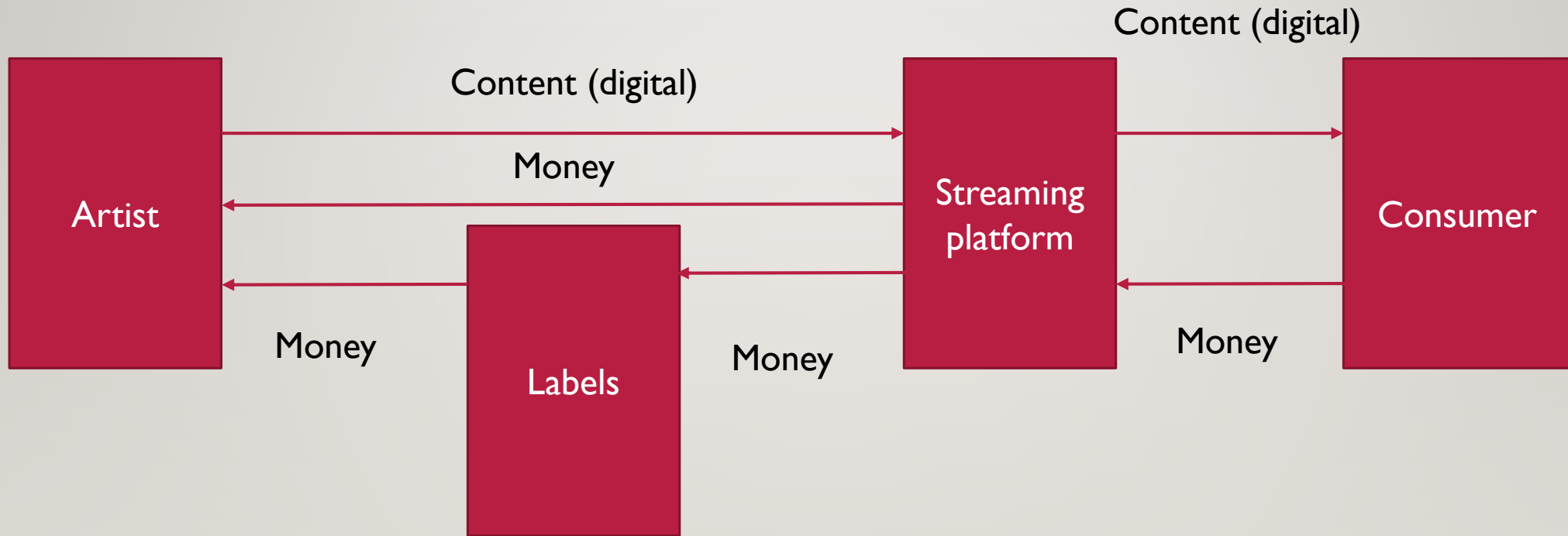
Source: IFPI



Total revenue
US\$ billions

● Physical ● Digital (excluding streaming) ● Streaming ● Performance Rights ● Synchronisation Revenues

MUSIC INDUSTRY FUTURE



BUSINESS CHALLENGES

- How to differentiate?
- New technology – voice speakers
 - Fastest growing product, more than smart phones
- Countries with weak IT infrastructure and payment resources

IP CHALLENGES

- Copyright: Secure owner rights when artists upload themselves. Has the music been copied?
- Technology? What to protect?
 - Patents vs trade secrets
 - US and EP patent systems not compatible
- Trade secrets: People move between companies quickly