

Starter worksheet - Chapter 11

How strong is Spotify as a business?

After watching the YouTube video lets explore the industry that Spotify are competing in to look at some of the factors that would make a business profitable.

Try to answer each of the questions below and use data and evidence where you can based on research.



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| <p>1 How easy would it be for a new music app to set up and compete with Spotify?</p> | <p>2 How much power do music artists and record labels have over Spotify?</p> |
| <p>3 How much power do Spotify's listeners have over the price they pay?</p> | <p>4 What other ways can people listen to music besides rivals (substitutes)?</p> |
| <p>5 How much competition does Spotify face from other streaming services?</p> | <p>6 Overall what do you think is Spotify's main competitive advantage?</p> |