



✓ Verified Fan



VERIFIED ENTRY

 **SPOTIFY LIVE PASS**

SPOTIFY LIVE PASS

Dewansh Raj

COLDPLAY - MUSIC OF THE SPHERES TOUR



ROCKET
SLS (SOUND & LIGHT SYSTEM)

18 - 19 AUG
WEMBLEY STADIUM, LONDON



LAUNCH SITE
(WEMNEDY STADIUM)

DESTINATION
EUPHORIA



GATE: GREEN C
STANDING

DOORS
DOORS ⚡ 17:00

FAN JOURNEY: 14,200 STREAMS, 122 SAVED SONGS, 11** SE4,0010 HRS

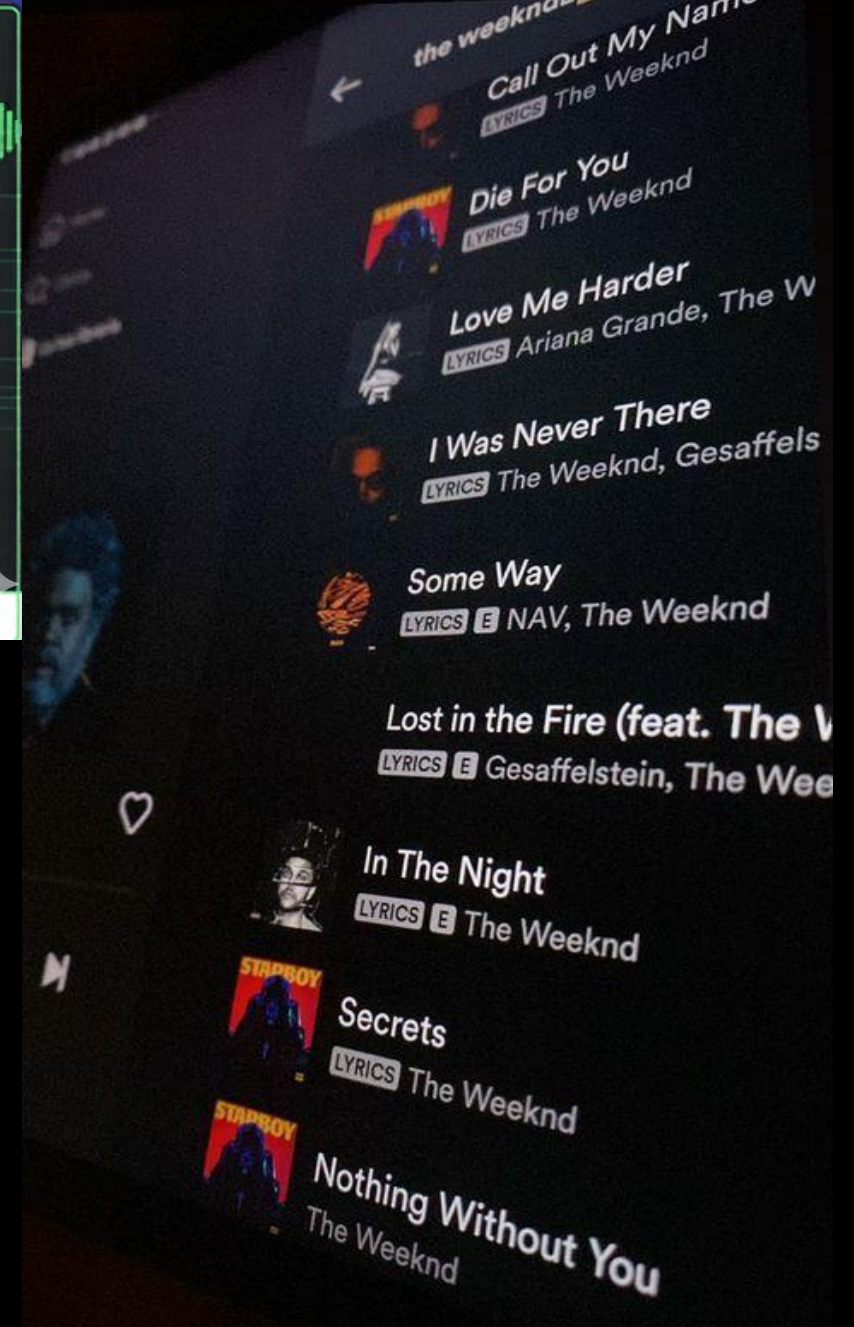
UNLOCK AR FILTER



SHARE TO INSTAGRAM STORIES

SPOTIFY LIVE EVENTS MARKETPLACE

Submitted by – Dewansh Raj (24125)



Problem Statement

Transforming Spotify from a passive listening platform into an active live events marketplace without alienating users who value its lean, music-first experience.

Customer Segments



Primary : The Fans

626 million monthly active users, streaming on Spotify

Pain Points:

- Discovery is random & external, 67% miss concerts by artists they love.
- User is unsure whether the experience is worth the time/money.
- Risk of scalper and bot-driven price inflation.
- High Platform fee (25-30% of ticket price)



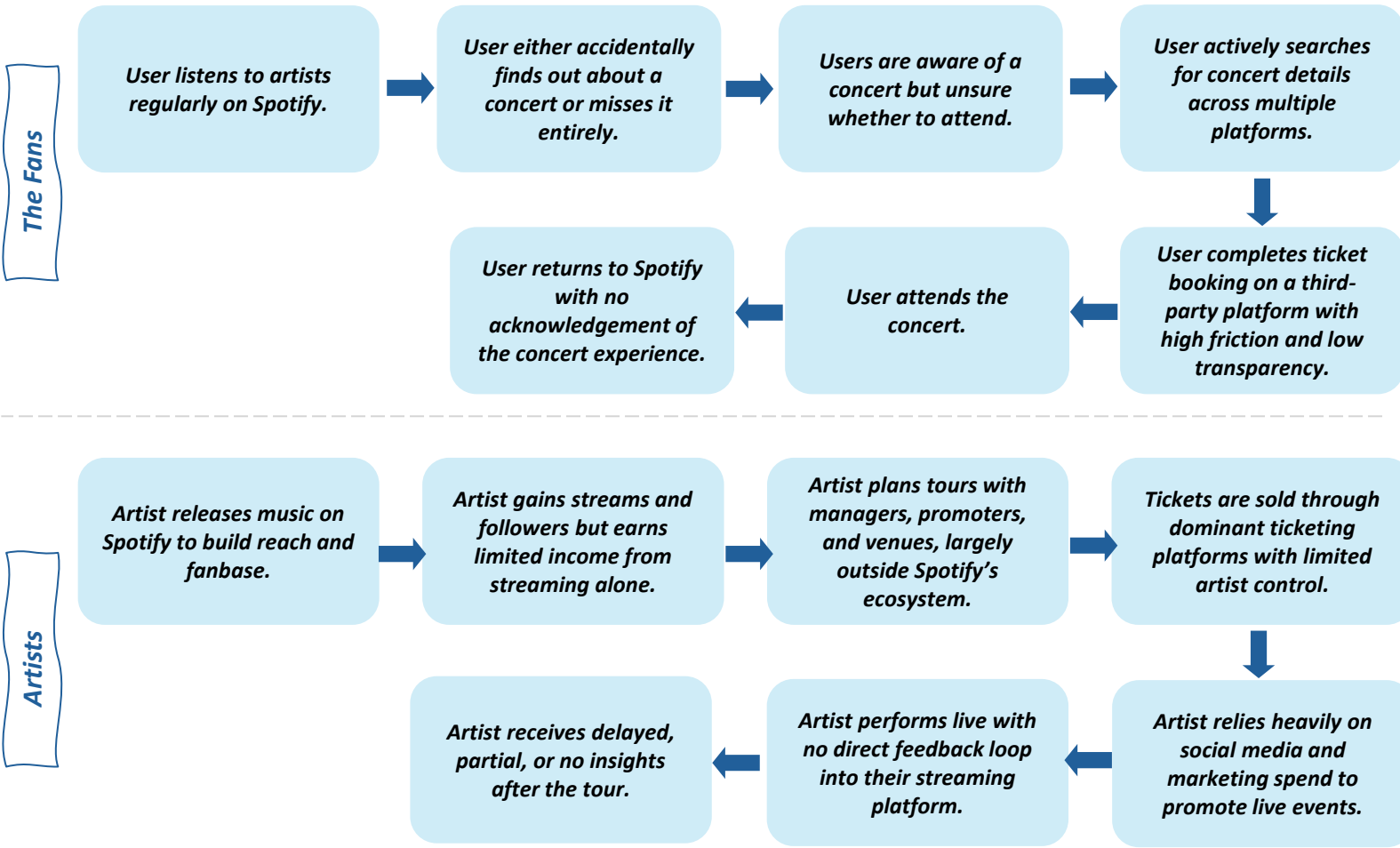
Secondary : Artists

Music composers whose songs are being streamed on Spotify

Pain Points:

- Revenue from Streaming alone is very low (\$0.003-0.005 per stream)
- Limited artist control over pricing, access, and fan data.
- Artists fail to reach high-affinity listeners, 40% of concert tickets go unsold
- No feedback about actual fans from concert data.

User Journeys



Spotify knows who fans love and where they are. Live events are sold elsewhere with zero feedback loop. Value leaks for both fans and artists.

Possible Set of Features



F1: Contextual in-player concert button



High Impact

Low Effort

- A small button shown while a user is actively listening to an artist who has an upcoming or ongoing tour.
- May feel promotional if shown too often; needs strict frequency caps.



F4: Friends & social proof (Who's going + group RSVP)

Low Impact

Low Effort

- Shows which friends are attending and allows group RSVP before buying tickets.
- Requires social permissions; not all users want social exposure.



F7: Post-event curated playlist (at-home virtual concert)

Low Impact

High Effort

- Automatically generated playlist based on the concert setlist and user's favourite songs.
- Requires accurate setlist data; may feel repetitive if poorly curated.



F2: Ranked discovery feed based on listening habits



High Impact

Low Effort

- A Live tab or Home module showing concerts ranked uniquely for each user based on recent listening (last 30–90 days).
- Users may miss concerts by artists they liked earlier but haven't played recently.



F5: : Verified access for Spotify users (anti-scalper)



High Impact

High Effort

- Prioritized or restricted access for real listeners to reduce bots and scalpers.
- New users of platform or fans from other platform may feel excluded



F8: Artist dashboard (cities, songs, genres, city mood)



High Impact

High Effort

- Dashboard showing where demand is strong, which songs drive ticket sales, and city-level audience taste
- Smaller artists may find insights overwhelming without guidance.



F3: "For You" concert recommendations using Match Score



High Impact

Low Effort

- Personalized recommendations for concerts by new or adjacent artists, with a visible "match score" explaining relevance.
- Match scores may feel inaccurate if user taste is evolving quickly.



F6: Discounts to top listeners for Unsold Seats

Low Impact

Low Effort

- Discounted tickets offered to top some % listeners close to the event date to reduce unsold seats, addressing the 40% unsold tickets
- Can train users to wait for discounts if overused.



F9: Geo-targeted presales & dynamic offers

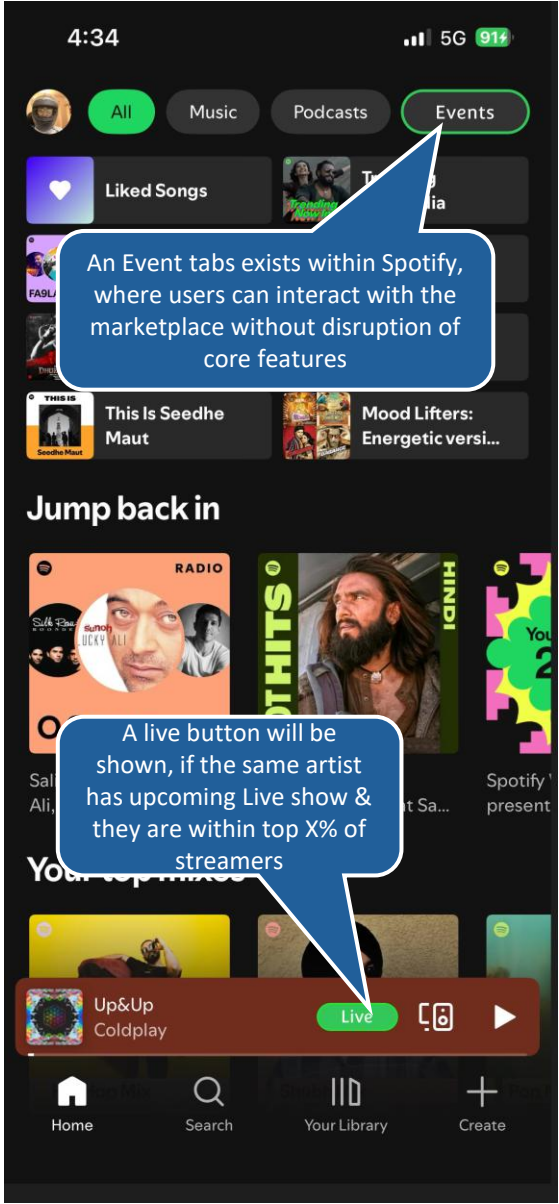


High Impact

High Effort

- Presales and time-bound offers targeted using a combination of location, travel radius, and listening demand, prioritizing users most likely to attend
- Requires careful messaging to avoid perceived unfairness across locations or user segments.

Feature Description – Spotify Live

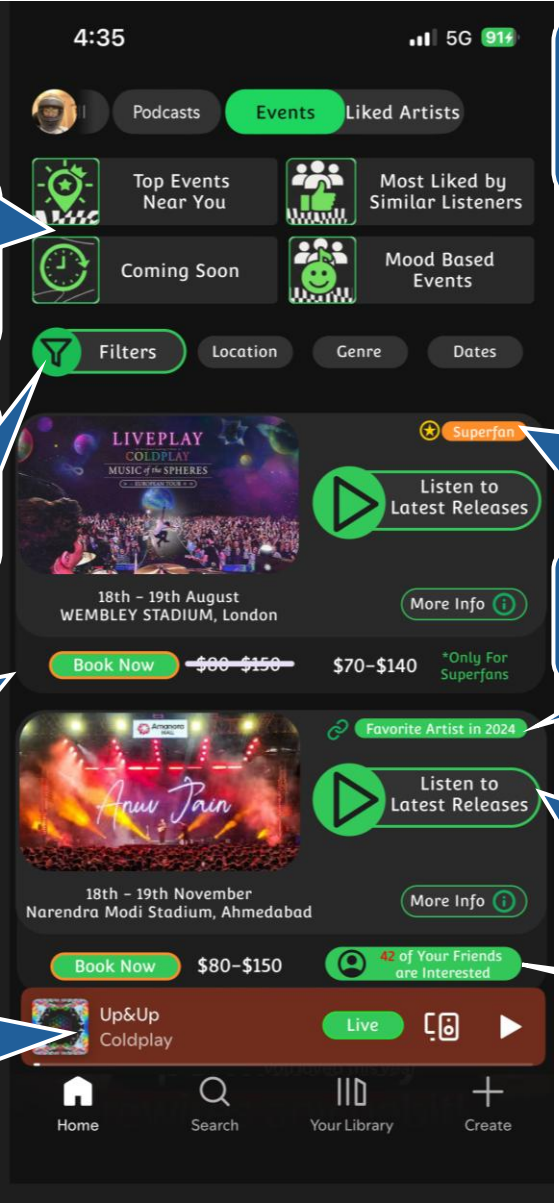


In the Events tabs, user can see Events near them, events based on mood and other data-derived concert lists

Users can also filter based on Location , Genre and Dates (A basic Marketplace feature)

All basic information related to event is available right here

The song keeps playing in background without alienating users who value its lean, music-first experience.



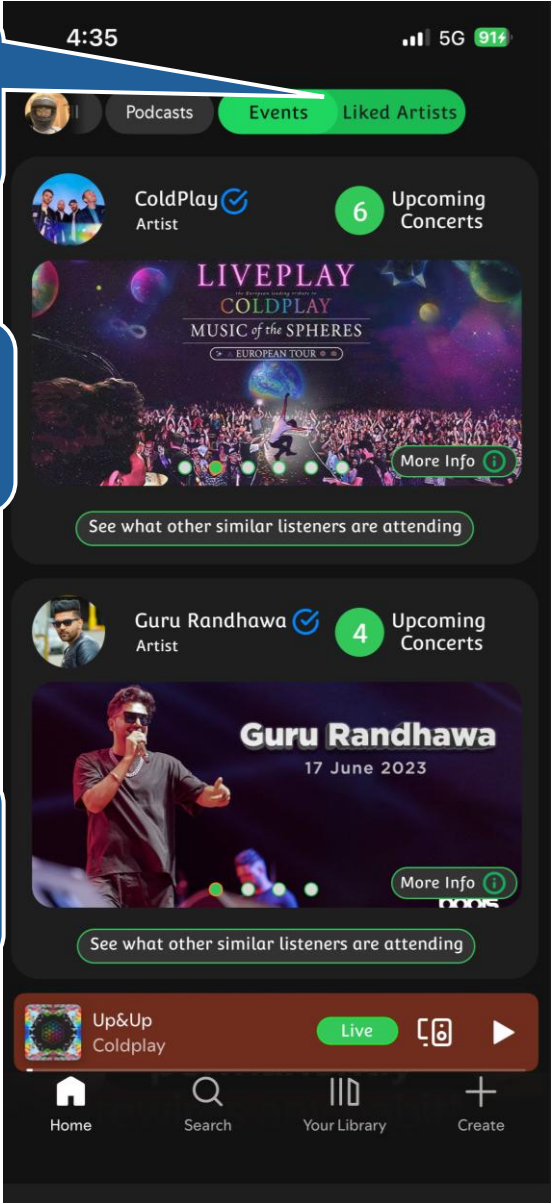
Liked Artists section shows upcoming concerts for only those artists

Superfan status – based on listening habits (Top 5% listeners) receive discount

Recommend new concerts based on other data-based habits

Users can listen to latest release. This integrated it Spotify's core offering and enhances

Social Validation, leading to higher conversion



Feature Description – Artist Dashboard

Allows artists to analyze performance trends over custom time windows (pre-tour, post-tour, campaign-specific), enabling clearer attribution of actions to outcomes.

Let artists isolate insights for a specific tour or concert, avoiding noise from unrelated events or historical data.

Enables hyper-local decision-making by drilling into city-level demand, conversion, and fan behavior.

AI-generated projection based on current sales velocity, local listening demand, and historical benchmarks which helps artists decide whether to intervene early.

KPI Strip acting as instant check. Everything is expandable for detailed per action info

The dashboard is organized around the key data artists would need.

Allows artists to analyze fan distribution and conversion patterns by geography and helps isolate which era or sound is driving demand, useful for targeting promotions and designing setlists.

This dashboard translates listening behavior into touring, pricing, and promotion decisions, closing the gap between streaming success and live performance outcomes.

This panel proactively flags underperforming cities and emerging opportunities, explains why they're happening using listening and conversion data, and recommends concrete actions, such as targeted presales or opening-act selection, so artists can intervene early instead of reacting late.

Allows artists to ask natural-language questions (e.g., "Why is Mumbai underperforming?") and receive structured insights without data expertise.

The dashboard features a dark-themed interface with a left sidebar containing navigation links: Overview, Audience, Cities & Demand, Concerts & Ticketing, Promotion Tools, Post-Event Insights, Planning & Forecasts, Comparison Tool, and Upcoming Tours. The main content area includes a top navigation bar with filters for Date Range Selector, Select Tour/Event, Select City/Country, and Foretasted Attendance. Below this is a KPI strip showing 3 Upcoming Shows, 78% Avg. Ticket Sell Through, 5M Monthly Listeners, Mumbai as the Top Performing City, and an Up & Up status for the Most Played Album. A central map of India displays listener affinity with a legend: High-Affinity Listeners (Top 10%) in green, Medium Affinity Listeners (10-50%) in orange, and Low Affinity Listeners (Bottom 50%) in red. To the right, an 'AI Powered Insights' panel lists three items: Mumbai sell-through lagging by 18% (with suggested action CTA: Boost to high-affinity listeners / add limited presale), Indore emerging as a high-growth city (with metrics: +34% QoQ monthly listeners, +41% playlist adds), and a recommendation to add Artist X as the opening act in Mumbai (with metrics: 65% listener overlap, 3,500 unconverted 'Discoverer' tier fans, and a 12-15% expected ticket lift). At the bottom right is an 'Analyze with AI' button and the OpenAI logo.

Revenue Streams with Feasibility

Users



Ticketing Commission (H)

- Low, transparent fee (10–12%), baked into ticket price
- Spotify owns demand → lower CAC ; can charge lower commission



Premium Fan Experiences (L - Initially)

- Superfan presales, priority access, exclusive drops
- Requires strong trust and habit; should follow once Spotify Live is established as default discovery channel



Merch Discovery (M/L)

- % commission on merch sold via artist/merch partners
- Viable only after Spotify Live becomes a meaningful commerce surface, not just discovery



Artist Tools/ SaaS (M/L)

- Subscription / tiered pricing for analytics, tour planning, pricing insights
- Best launched free initially to drive adoption; monetized once artists see recurring value



Revenue share on uplift (L)

- % of incremental ticket revenue driven by Spotify
- High sensitivity; risks alienating artists unless positioned as optional, outcome-only pricing



Performance Based Promo (M)

- Pay-per-conversion or pay-per-uplift promotion to high-affinity listeners
- Strong value proposition; avoids “ad tax” perception by tying spend to outcomes

Artists / Manager



Competitive Moats

1

Zero-CAC Ecosystem

- Spotify has a built-in audience of 626 million with a near-zero Customer Acquisition Cost (CAC) for ticketing.
- Ticketmaster operates as a destination search engine where users only go when they already know about a show. Charging 25-30% in fees, partly to cover high marketing and operational overhead.

2

Daily Habit & Closed-Loop Flywheel

- Spotify is a daily habit. Live events are discovered organically during listening moments, and post-event behaviour (setlists, re-listening, follows) feeds back into better targeting and future tours.
- Spotify compounds value with every listen and every concert. Ticketmaster resets to zero each time.

3

Artist Trust & Control

- Spotify offers transparent demand insights, targeted promotions, and lower fees. Ticketmaster offers scale, but limited visibility and control for artists.
- Spotify monetizes across tickets, tools, and experiences, while Ticketmaster relies primarily on extracting fees per transaction.

“

Artists win when discovery, conversion, and insights live in one system

18 Months Phased Plan

Phase 1 (Build)
0-4 Months

Goal: Launch an MVP focusing on core discovery, seamless checkout, fan-affinity models and artist insights dashboard. while staying within the ₹3Cr budget.

Focus: Non-intrusive discovery using existing Spotify surfaces; no venue ownership.

Key Metrics: Discovery CTR, Model Precision, Time-to-Checkout, Pilot Artist Adoption.

Phase 2 (Launch)
5-12 Months

Goal: Pilot in 6–8 high-leverage cities initially & expand to 25–40, add dynamic pricing & track metrics, reduce unsold inventory by 15–30%.

Markets: India, Brazil, Mexico. (Markets with weak TM dominance).

Venues: Independent clubs, theatres, festivals (0 exclusive contracts).

Artist Tier: Emerging & Mid-Tier (artists who need data most).

Key Metrics: Discovery-to-Purchase Conversion %, Payment Success Rate (PSR), Artist NPS.

Phase 3 (Compete)
13-18 Months

Goal: Scale Spotify Live into a repeatable platform with deeper artist tools and expanded monetization.

Focus: Paid artist tools, festival integrations, repeat-artist workflows.

Artist Tier: Mid-tier & top-tier touring artists

Key Metrics: Repeat Artist Adoption ≥40%, GMV per Artist, Revenue per City, Contribution Margin.

Compounding Value: Use attendance data to refine future recommendations, making Spotify a daily habit.

Phase 1 proves relevance. Phase 2 proves conversion. Phase 3 compounds advantage.

Budgeting and Year 3 Revenue

Category	% of Budget	₹ Cr	What This Covers
Core Engineering & Data	45%	1.35	Discovery surfaces, fan-affinity models, relevance ranking
Ticketing & Payments	20%	0.60	Partner checkout, payment success, refunds, edge cases
Artist Tools & Insights	15%	0.45	Artist dashboard, city demand, AI insights (MVP)
Design, UX & Research	10%	0.30	Non-intrusive Live discovery, artist usability
GTM Pilots & Legal	10%	0.30	Pilot cities, artist onboarding, contracts, compliance
Total	100%	3.00	

Metric	Year 1 (Pilot)	Year 2 (Scale)	Year 3 (Global)
Spotify MAUs (M)	626 M	688.6 M	757.5 M
Ticket Buyer Conversion (%)	10%	20%	40%
Active Ticket Buyers (M)	62.6 M	137.7 M	303.0 M
Avg. Ticket Price (USD)	\$60	\$80	\$100
Gross Ticket GMV (\$B)	\$3.76 B	\$11.02 B	\$30.30 B
Spotify Take Rate	8%	10%	10%
Spotify Ticketing Revenue (\$B)	\$0.30 B	\$1.10 B	\$3.03 B