



Best Things comes to those Who Wait.

In August 2018, Spotify became Samsung's go-to streaming music service agency carrying out a strategic partnership between the two companies that primarily focused on taking Spotify to Samsung Good TVs and a deeper reference to Samsung's assistant technology, Bixby. Today, timed alongside the retail start of Samsung's Galaxy S10, the firms are growing their partnership to create Spotify a pre-installed request on a variety of Samsung devices, like the innovative Galaxy S10, S10+, S10e, S10 5G, in addition to the Galaxy Fold and some of Samsung's lower mid-range Galaxy A units.

In addition, U.S. consumers buying the latest Galaxy S10 will be eligible for half a year of free Spotify Prime access if they're clients, Spotify said. The two companies had not offered many more information regarding their partnership plans because the announcement last year, saying only that the majority of discussions were occurring as to what's next. Even so, a move to pre-install Spotify on Samsung phones was likely in mind from day one - especially after the 2016 failure of Samsung's very own Milk Music streaming provider, which designed it no more had its direct response to Apple Music. At the time of Milk Music's closure, Samsung said it would shift to purchasing a partner model for integrating the "best" music services to its Galaxy family of devices. Soon after picking Spotify as the strategic spouse made good sense, as it's a distinct frontrunner in the area and one that's certainly not managed by a tech giant like Google's YouTube Music/Google Play Music, Apple Music, or Amazon Music.

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The Spotify-Samsung partnership not merely means that Spotify now gets much deeper integration on gadgets and services, like Bixby, it could potentially permit the two companies to interact on beneath the hood, cross-platform integrations, as well. This could profit Spotify's ambitious podcasting ideas, as listeners could grab where they left off because they switch between gadgets. That wouldn't have necessarily been possible without a device partnership such as this. Spotify says the expanded Samsung partnership will see the music company pre-installed on "thousands" of Samsung devices throughout the world, starting today, March 8, 2019. "We were very enthusiastic to be named Samsung's go-to music streaming program several months ago and today's reports will only ensure a far more seamless Spotify listening experience across equipment for listeners all over the world," explained Sten Garmark, VP of Consumer Items, Spotify, in a assertion. "This partnership helps it be easy for Samsung cellular users to access a common music and podcasts on Spotify, wherever they happen to be and however they decide to listen."