



Best of Lists are here for You

In August 2018, Spotify became Samsung's go-to streaming music service agency carrying out a strategic partnership between the two companies that at first focused on delivering Spotify to Samsung Smart TVs and a deeper connection with Samsung's assistant technology, Bixby. Today, timed alongside the retail start of Samsung's Galaxy S10, the companies are expanding their partnership to create Spotify a pre-installed application on a variety of Samsung devices, like the brand-new Galaxy S10, S10+, S10e, S10 5G, in addition to the Galaxy Fold plus some of Samsung's lower mid-range Galaxy A units. In addition, U.S. consumers purchasing the new Galaxy S10 will be eligible for half a year of free Spotify Prime access if they're new customers,

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Spotify said. The two companies hadn't offered many more details about their partnership plans because the announcement this past year, saying only that the majority of discussions were occurring concerning what's next. On the other hand, a proceed to pre-install Spotify on Samsung phones was likely in mind from day one - specifically after the 2016 inability of Samsung's very own Milk Music streaming service, which designed it no more had its own

direct response to Apple Music. During Milk Music's closure, Samsung said it would shift to purchasing a partner style for integrating the "best" music services to its Galaxy family of devices. Soon after choosing Spotify as the strategic spouse made perception, as it's a distinct frontrunner in the space and one that's not managed by a tech giant like Google's YouTube Music/Google Take up Music, Apple Music, or Amazon Music. The Spotify-Samsung partnership not only ensures that Spotify now gets deeper integration on equipment and services, like Bixby, it might potentially allow the two companies to interact on beneath the hood, cross-platform integrations, aswell.

This could gain Spotify's ambitious podcasting strategies, as listeners could grab where they kept off because they switch between units. That wouldn't have actually been possible with out a device partnership such as this. Spotify says the extended Samsung partnership will dsicover the music service pre-installed on "millions" of Samsung devices across the world, starting today, March 8, 2019. "We were very fired up to be named Samsung's go-to music streaming assistance almost a year ago and today's reports will only ensure a far more seamless Spotify hearing experience across products for listeners around the world," explained Sten Garmark, VP of Buyer Items, Spotify, in a affirmation. "This partnership helps it be easy for Samsung mobile users to gain access to a common music and podcasts on Spotify, wherever they happen to be and however they choose to listen."