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In August 2018, Spotify became Samsung's go-to streaming music service agency carrying out a strategic partnership between your two companies that primarily focused on bringing 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 make Spotify a pre-installed program on a variety of Samsung devices, including the fresh Galaxy S10, S10+, S10e, S10 5G, plus the Galaxy Fold plus some of Samsung's lower mid-range Galaxy A equipment. Furthermore, U.S. consumers purchasing the different Galaxy S10 will be eligible for six months of free Spotify Prime access if they're clients, Spotify said. The two companies hadn't offered many more information regarding their partnership plans because the announcement this past year, saying only that a lot of discussions were occurring concerning what's next.

Nevertheless, a proceed to pre-install Spotify on Samsung mobile phones was likely in mind from day one - specifically after the 2016 inability of Samsung's private Milk Music streaming services, which intended it no more had its own direct response to Apple Music. At the time of Milk Music's closure, Samsung said it could shift to investing in a partner version for integrating the "best" music services to its

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Galaxy category of devices. Later choosing Spotify as the strategic spouse made perception, as it's a distinct frontrunner in the space and one that's certainly not managed by a tech giant like Google's YouTube Music/Google Play Music, Apple Music, or Amazon Music. The Spotify-Samsung partnership not merely ensures that Spotify now gets much deeper integration on products and services, like Bixby, it could potentially permit the two companies to interact on under the hood, cross-platform integrations, as well.

This could gain Spotify's ambitious podcasting ideas, as listeners could grab where they remaining off because they switch between devices. That wouldn't have always been possible without a device partnership such as this. Spotify says the expanded Samsung partnership will see the music service pre-installed on "thousands" of Samsung devices globally, starting today, March 8, 2019. "We were very fired up to be named Samsung's go-to music streaming assistance several months ago and today's reports will only ensure a far more seamless Spotify hearing experience across gadgets for listeners all over the world," explained Sten Garmark, VP of Client Goods, Spotify, in a affirmation. "This partnership makes it easy for Samsung cellular users to access their favorite music and podcasts on Spotify, wherever they will be and however they choose to listen."