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In August 2018, Spotify became Samsung's go-to streaming music company carrying out a strategic partnership between the two companies that at first focused on taking Spotify to Samsung Clever TVs and a deeper connection with Samsung's assistant technology, Bixby. Today, timed alongside the retail launch of Samsung's Galaxy S10, the firms are growing their partnership to make Spotify a pre-installed request on a range of Samsung devices, including the innovative Galaxy S10, S10+, S10e, S10 5G, plus the Galaxy Fold plus some of Samsung's lower mid-range Galaxy A units.

Furthermore, U.S. consumers purchasing the different Galaxy S10 will qualify for six months of free Spotify High grade access if they're new customers, Spotify said. The two companies hadn't offered many more details about their partnership plans since the announcement last year, saying only that a lot of discussions were occurring as to what's next. Even so, 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 personal Milk Music streaming services, which meant it no longer had its direct answer to Apple Music.

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During Milk Music's closure, Samsung said it would shift to investing in a partner unit for integrating the "best" music services on to its Galaxy family of devices. Soon after choosing Spotify as the strategic spouse made impression, as it's a clear frontrunner in the area and one that's certainly not operated 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 much 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 advantage Spotify's ambitious podcasting ideas, as listeners could grab where they still left off because they switch between equipment. That wouldn't have necessarily been possible with out a device partnership such as this. Spotify says the extended Samsung partnership will dsicover the music services pre-installed on "millions" of Samsung devices worldwide, starting today, March 8, 2019. "We were very fired up to be named Samsung's go-to music streaming support almost a year ago and today's information will only ensure a far more seamless Spotify listening experience across devices for listeners all over the world,"

stated Sten Garmark, VP of Client Goods, Spotify, in a statement. "This partnership helps it be easy for Samsung mobile users to gain access to their favorite music and podcasts on Spotify, wherever they happen to be and however they want to listen."