

# Online streaming music platform's Operation strategy and key success factors —— "Tacte Spotify as an example"

## Explore the infinite possibilities of music

### A world is full of good music.

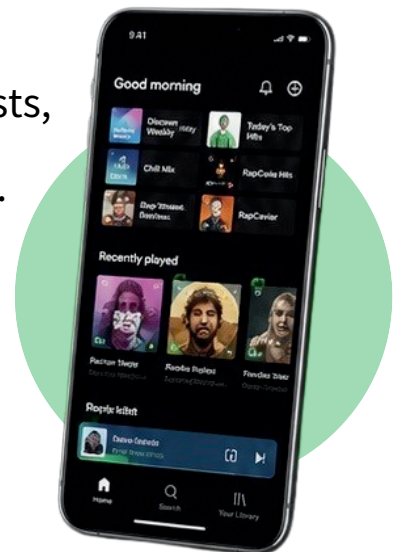
Spotify is the world's leading music streaming platform.

Provide tens of millions of songs, audiobooks and podcasts,






Let you listen, discover and share anytime and anywhere.

Whether it's moving, exercising, working or relaxing.

Spotify can accompany you every moment.



## Why choose Spotify?

-  **Massive music library**  
Tens of millions of songs are included, covering various languages and music styles.
-  **Personalized recommendation**  
Intelligent algorithms analyze your preferences and create an exclusive song list.
-  **Cross-platform seamless experience**  
You can listen to it on your mobile phone, computer, tablet, etc.
-  **Sharing and socializing**  
Share the song list with friends, listen to it in time, and discover more good music together.
-  **Safe and legal**  
Support genuine music and protect the rights and interests of creators.