Twitter Thread by afterglow ■ | 0.39$ stan

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@iknewutrouble

How spotify manipulates both its user as well as artists for more profit (a thread):

Spotify displays the monthly listeners of every single artist in their profile and ranks them based in it, for example justin bieber is at #2 right now with 76M monthly listeners

Lets be honest unless ur a part of stan twitter, u will think that justin bieber is the most popular artist right now, but that is where they trick you. Justin bieber is not even in top 10 most streamed artists of this year and not in top 5 most streamed artists of this month

So wats happening here? How he has 76M listeners then? Most of these listeners are passively listening to him from playlists, which means they play a playlist in general and one of those songs turn out to be a justin beiber song...

...so now though this person didnt intentionally listen to Justin bieber, he/ she is counted as a monthly listener for justin. So these monthly listeners are just a reflection of most playlisted artists right now not the most popular ones.

So how did justin get this much playlisting? Its simple artists and lables have to pay spotify for playlisting, the one who pays the most will have the most playlisting.

For example this is the most popular playlist on spotify called "todays top hits" and for ur song to be #1 here, u have to pay spotify millions. So now many ppl will play this playlist and they unintentionally listen to this song and they get counted as a monthly listener

So where is spotify tricking its users? They trick us by displaying monthly listeners over most streamed artists of that month. Most streamed artists of a month is the actual reflection of most popular artists right now.

Most users listen to songs on todays top hits cuz they think those are the most popular songs righ now, whereas in reality is completely false. For example dua lipa's levitating is #3 on todays to hits whereas it not even in top 30 most streamed songs yesterday.

But spotify never display most listened to artists in their profiles cuz it wont benefit them in anyways as they dont have control over it unlike monthly listeners which can be boostes through playlisting

So many ppl think that artists with most monthly listners are most popular artists and artists want to make themselves look popular in the eye of general public, so they pay spotify millions for playlisting to increase their monthly listeners.

So spotify tricks its user by a false reflection of popular artists and trick lables by making them pay millions for this false reflection.

Now lets have a look at how this affects singers who are actuallg popular

3 of the most listened to artists in December arent even there in top 20 in the monthly listeners list, though these artists are so popular right now, spotify potrays them as unpopular artists as they didnt pay spotify

To avoid this artists and lables pay spotify millions for playlisting to make themselves look popular so that the general public wont lose interest in them anytime soon

At the end of the day spotify fools both its users and artists/labels, and makes the most profit of this clownery

_____end of the thread_____

It took me so much time to make this thread, so a like and RT would be very much appreciated ■

One of my major areas of interests is anaylsing marketing techniques in the music industry, follow me you ur interested and wanna know more about rollouts and other promo stuff. I FOLLOW BACK!!!

Here's one of my threads explaining why folklore will win album of the year at the grammys for sure, hope u enjoy the read ■■

https://t.co/dt4mEiCmTc

> Why folklore will for sure win album of the year at the grammys (An educational thread)
>
> — afterglow \U0001f497 | 0.39$ stan (@iknewutrouble) November 29, 2020

Incase if ur not interested in reading all that, herea the summary
https://t.co/rsFQVpTy8X

> I always wondered why monthly listeneres is even a thing 'cause they're so weird and pretty much useless, but it makes sense if it's just a way for Spotify to allow artists to basically pay to be or appear to be popular.
>
> — Alireza (@theheartbreakpr) December 20, 2020