

## **Platform Pop: Spotify's Role as an Intermediary in the Music Industry**

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Spotify and its competitor music streaming services have become important intermediaries in the music industry. There has been much speculation in academic and industry circles over what this shift in music consumption means for the distribution of power between the major record labels, independent labels, and unsigned artists. To-date there has been no in-depth empirical research on how streaming platforms promote music, and their role in either consolidating or democratizing traditional power relations in the music industry. This study will attempt to investigate the types of artists and playlists that Spotify promotes through Twitter, and how they promote them. It will employ machine learning to analyze the content of the tweets of the Spotify Twitter account and a statistical analysis to understand what type of playlists Spotify promotes and how these playlists are promoted. It will combine this with a social network analysis of the intensity of the communication flows between the Spotify's Twitter account and the major record labels or independent artists.

See also the YouTube movie about Research into Spotify.