



**CONSERVATORY OF MUSIC
COLLEGE OF CREATIVE ARTS
UNIVERSITI TEKNOLOGI MARA**

**MUF 655
RESEARCH PROJECT**

**THE STUDY OF MEDIA ACCEPTANCE AND SPOTIFY
SERVICES BETWEEN MALAYSIA AND UNITED STATES
OF AMERICA (U.S.A) SCALES**

**EDRIZ IMRAN BIN RAMLI
(2019348137)**

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ABSTRACT

Spotify transformed music listening forever when it launched in 2008. Anyone can have the access to listen to free music. As of July 2020, Spotify has around 300 million monthly active users, including 138 million paying subscribers. In year 2021, Spotify subscribers climbed to 165 million subs, and 81 million of them are in the U.S.A, which are North America and Latin America. With millions of users for Spotify, there will be either positive or negative reviews.

This study focuses on the media acceptance and Spotify services between Malaysia and united states of America (U.S.A). The objective of this study is to study the company's business conduct between Malaysia and U.S.A, and to analyse the level of media acceptance among Malaysia vs U.S.A. The methodology of this research is will be conducted qualitatively in order to generalise the result by using thematic analysis.

Since this study does not conduct physical and virtual interviews, a qualitative method through descriptive ethnographic research and content analysis is used. Music became an important factor and source of filling people's empty emotion. Instead of measuring the satisfactory of music types and genres, this study focus on measure a specific aspect of the Spotify application that provides music for people.

Other streaming platform are not included in this research, as it has to be about Spotify app only. The study was well-conducted, and the information obtained differs in percentage terms between international and local data, despite the fact that the total amount for both international and local data is the same, which is 50 each.

CHAPTER 1 : INTRODUCTION

1.1 Background of Study

Spotify began its journey within the year 2006, and since then, it's been serving a platter of podcasts, videos, and music to its customers. The core business of the corporate lies in music or audio streaming. Although Spotify was founded in 2006, it absolutely was launched 2 years later within the year 2008 one among the most reasons for its commercial success is that it provides a decent list of search variables like users can type the song, artist, album, or genre on the search bar and so hit go. Spotify enjoys a large cheering section of about 286 million active users (monthly), of which 130 million are premium users as of 2020.

A user can use Spotify in two modes, online and offline. For offline mode, a premium membership is required with which listeners get access to download from Spotify's collection of 13 million+ songs except for the web mode internet connection may be a prerequisite and premium membership is not needed. Spotify App is on the market both for mobile and desktop, so listeners can just check in to "spotify.com" and begin listening if they do not want to travel with the app.

Spotify also introduced "Spotify for Artists" a platform to produce artists and their teams with audience statistics and various tools to market their music and manage their profiles on Spotify. From promoting their shows to selling artist-branded merchandise. Spotify for Artists could be a great platform for artists and also listeners.