

Abstract

This bachelor thesis is about the audio streaming company Spotify. The thesis aims to introduce and map the current form of the on-demand streaming platform Spotify. The theoretical part, using literature, introduces basic concepts related to the topic of the thesis, such as the concept of on-demand, the freemium payment model and other payment types of on-demand service providers. It also describes how music distribution works, copyright in the music streaming industry, advantages and disadvantages of on-demand services and analyses the competition. The second part of the thesis is a case study of Spotify. The introduction presents the company as well as its main ideas and the tools it uses. Then, the user experience of Spotify is discussed in detail, which can help to give a closer look at the current trends in the on-demand platform environment.