Spotify v. Apple Music

Comparison of public Twitter conversations between two music streaming platforms

Our Client:

Spotify

Twitter Handle: @Spotify
Number of Followers: 13.1 Million
Number of Tweets: 43K posts
How Often They Tweet: Multiple times a day
Hashtags: Uses hashtags often (for song rankings such as #BillionsClub and popular trends like #ListenLikeOlivia

Our Competitor:
Apple Music

Twitter Handle: @AppleMusic
Number of Followers: 10.2 Million
Number of Tweets: 39.6K posts
How Often They Tweet: Multiple times a day
Hashtags: Uses hashtags every few posts when relevant such as #LatinHeritageMonth

Examining Posts Related To

#01
Marketing

#02
User Interface

#03
Social Collaboration

Volume

Spotify

Apple Music

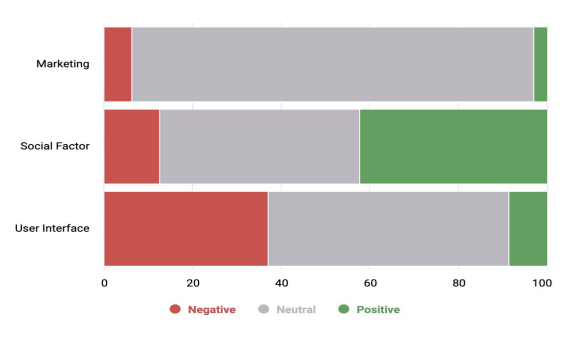
-Spotify has a much higher mention volume than Apple Music for Marketing, User Interface, and Social Collaboration

-Both Spotify and Apple had the highest mention volume for conversations surrounding the **social factor**

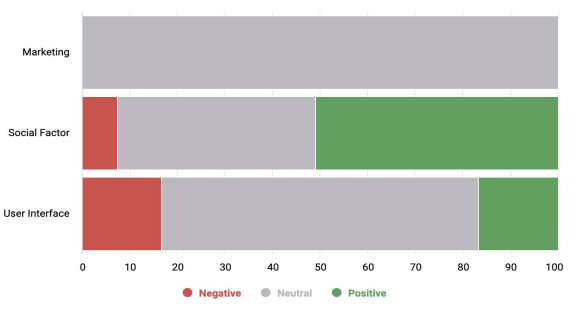
-The lowest mentions for Spotify were about **user interface**
-For Apple, the lowest was about their **marketing** strategies

Sentiment

Spotify



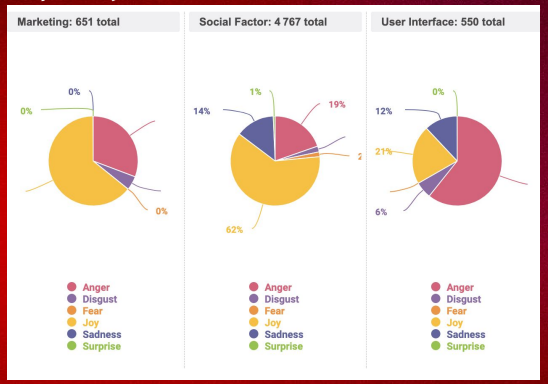
Apple Music



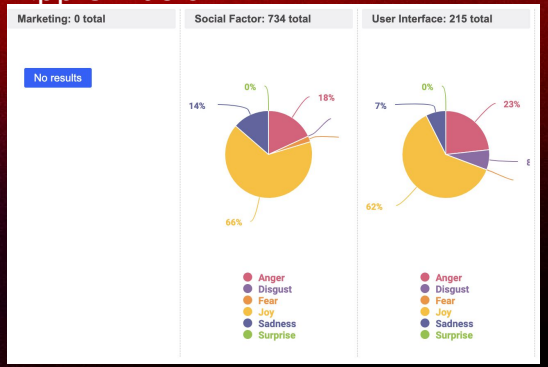
- For all three categories, the sentiment is dominantly neutral, besides social from Apple Music
- Social factor gets the most positive attention for both platforms as they become more widely referred to as ‘social media’
- The most negative sentiment comes from discussions around user interface, as this is one of the largest debates surrounding the difference between the two
- The marketing section gets no positive or negative media for Apple Music, and little for Spotify

Emotions

Spotify



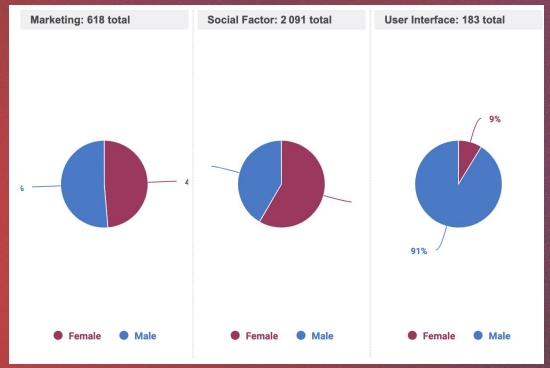
Apple Music



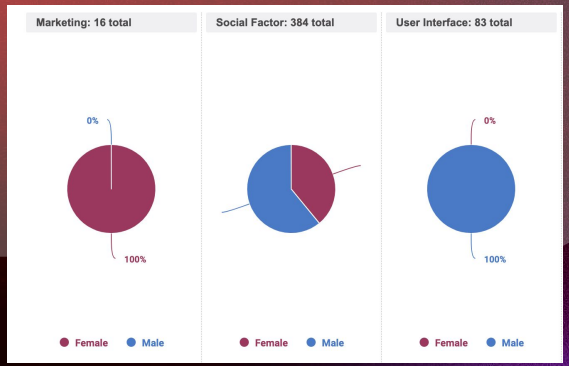
- The emotion for Spotify and Apple Music rely heavily on Joy and Anger–showing that users are passionate about their statements
- Because the two platforms are big competitors, users may feel inclined to promote user generated, earned media to convince others to join
- It is interesting to see no results for Marketing emotions with Apple Music, this may be due to Apple Music not having a personally strong marketing campaign because of its incorporation into the whole Apple One bundle

Demographics

Spotify



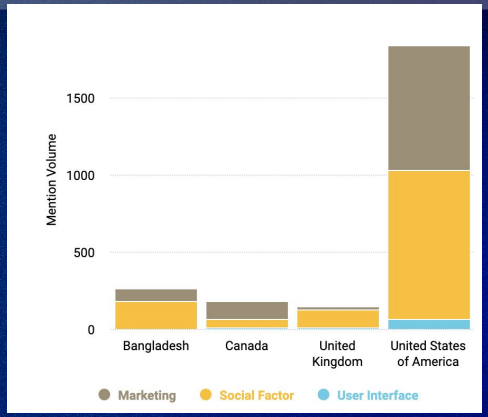
Apple Music



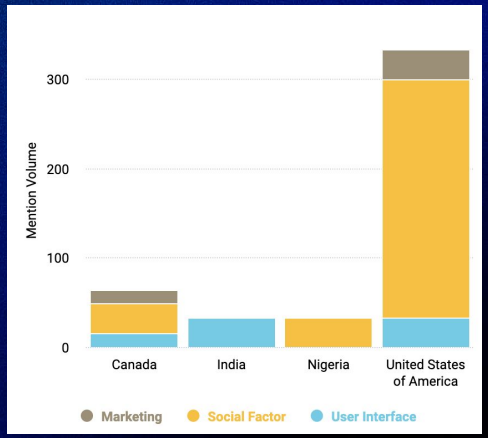
- The biggest takeaway for this is that males seem to care much more about UI than females
- Overall, it seems that males may be taking a greater initiative to start conversation about this on Twitter
- Female tweets are only higher in social factor for Spotify and marketing for Apple

Geographic

Spotify



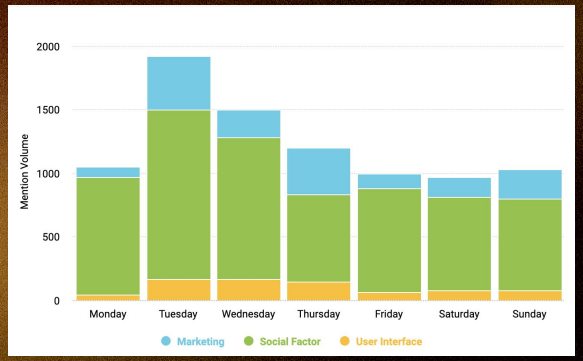
Apple Music



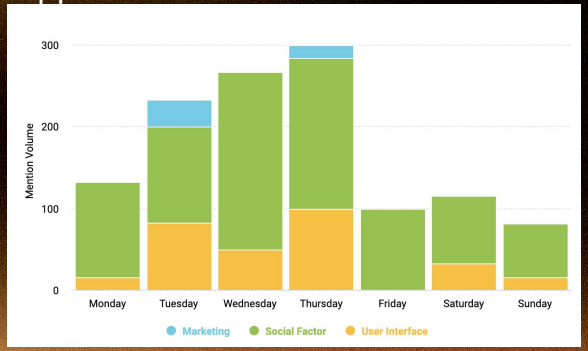
- For both platforms, the most mentions are being seen in the United States and Canada
- The United Kingdom, India, Nigeria, and Bangladesh were all seen with mentions as well for both categories
- Canada was the only other country having mentions about all three categories
- We see here that social factor is the most talked about online in almost every country with UI and marketing following behind

Online Behaviors: Days of the Week

Spotify



Apple Music



- People tweet more about Spotify on Tuesday's and Apple Music on Thursday's
- It is interesting that both of these days are during the work week–people may be listening to more music and thinking about the platform quality more while they commute and/or work

Top Authors (Influencer Analysis)

Spotify

		MENTIONS				IMPACT	REACH
AUTHOR NAME	SOURCE	MENTIONS	POS	NEG	NEU	AVERAGE	AVERAGE
@bts_bighit	twitter.com	16	0	0	16	99.8	15492698
@LISANATIONS_	twitter.com	16	0	0	16	98.6	2448156
@ZIBA_7474	twitter.com	16	0	0	16	98.4	1810802
@pjm_streaming	twitter.com	16	0	0	16	98.2	1624015
@kchartsmaster	twitter.com	16	0	0	16	97	1156138
@_inilalahad	twitter.com	16	0	0	16	96.6	1112589
@ayamhutan100	twitter.com	33	0	0	33	96.5	1047147
@taeguide	twitter.com	100	0	0	100	91.7	861528
@AboutMusicYT	twitter.com	16	0	0	16	95.8	754532
@thebtschart	twitter.com	33	0	0	33	83.8	709945
Total for top authors		**278**	**0**	**0**	**278**		

Apple Music

		MENTIONS				IMPACT	REACH
AUTHOR NAME	SOURCE	MENTIONS	POS	NEG	NEU	AVERAGE	AVERAGE
@PopCrave	twitter.com	16	0	0	16	98.8	2500181
@Usher	twitter.com	16	0	0	16	99.2	1983171
@Daily_JKUpdate	twitter.com	16	0	0	16	98.2	1628122
@AdamSchefter	twitter.com	16	0	0	16	97.8	1160405
@the_popbase	twitter.com	16	0	16	0	95.1	617067
@dejadenile	twitter.com	16	16	0	0	94.4	551458
@emchantedt_meet	twitter.com	16	0	0	16	94.2	521557
@NFL	twitter.com	33	16	0	16	97.9	514577
@btschartsdailyx	twitter.com	33	0	0	33	92.6	412465
@AppleMusic	twitter.com	16	16	0	0	94.8	337782
Total for top authors		**194**	**48**	**16**	**129**		

- Most of the users tweeting most frequently about spotify seem to be spam accounts and bots
  - They have a few distinguished user names on there such as @AboutMusicYT and @thebtschart
- Apple Music has more reputable names in their conversations such as @Usher and @NFL
  - Their own account is also listed which means they market themselves on their account
- Overall it is difficult to take results from “random” influencers

Takeaways

Spotify and Apple Music are two competitors that are regularly debated online for the title of ‘best music streaming service’. Because of multiple factors, Spotify’s users generally are lower in age (under 35) compared to Apple Music, causing conversation comparison to be different.

Across all insights, social collaboration was highest because people are treating these platforms like social media–which is inherently why I decided to measure social interactivity as one of my categories. Spotify is also talked about more because it has more of the younger generation, which they should always take into consideration when tweeting, maybe trying to boost the age range.

Spotify should promote it on weekends when people are on socials more as well, especially to engage the workforce. As for Twitter, both platforms have similar activity and posting strategies, but Spotify should be interacting with users more, such as retweeting and commenting or even doing giveaway incentives, it could boost engagement. They should also create campaigns throughout the year similar to their “Spotify Wrapped” that happens every December.

They have the potential to increase positive conversation through humor, particularly about user interface and other negative tweets and even partner with well-known artists or accounts. By using these insights, the platform can make a global name for themselves outside of North America.