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Spotify Leads Streaming With Custom Pet Playlists, Dog Podcast



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I write about news and emerging trends in the music industry



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Spotify knows that even Fido appreciates a good beat. This week the Swedish audio-streaming brand announced the launch of a new podcast for dogs left home alone, and a new platform feature that allows users to create playlists for pets. Will the move help attract new subscribers and even lead the company in a new direction?

Most pet dogs (48%) in the U.K. are left home alone between one and four hours during a weekday while 25% of pet dogs are left home alone for five or more hours,

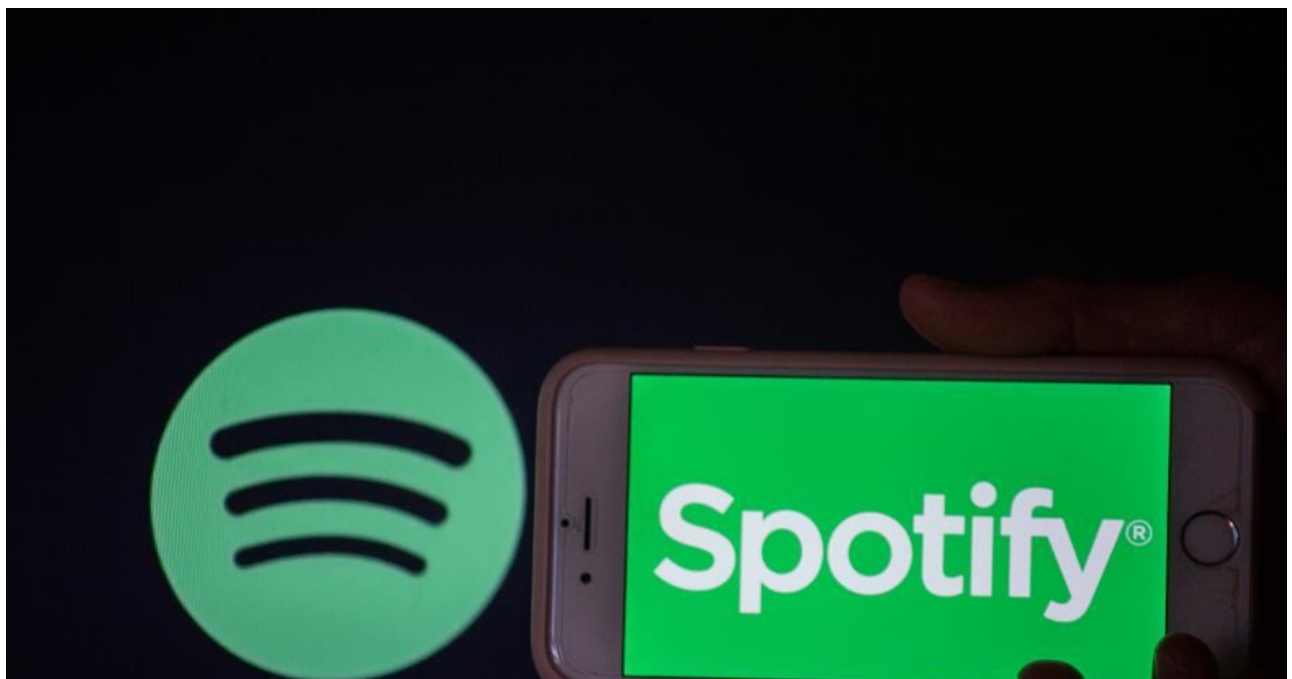
according to Statista. Spotify decided to introduce its Pet Playlists after consulting with pet industry experts and discovering that 71% of pet owners surveyed in five countries (U.S., U.K., Australia, Italy and Spain) have played music for their animals. Another insight was that eight in ten pet owners believe that their pets like music.

According to Spotify, Pet Playlists are created using an algorithm that considers both user's listening habits and a pet's personality traits to ensure that content is appealing to both pets and their owners. Playlists can only be made for select animals that have ears, including dogs, cats, birds, hamsters and iguanas.

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To create Pet Playlists, users enter their pet's personality on a sliding scale of relaxed or energetic, shy or friendly and apathetic or curious. After uploading the pet's photo and entering his or her name, the playlist is complete with songs by artists ranging from Dua Lipa to Sean Kingston and more.

The new *My Dog's Favourite Podcast* is an audio experience created by Spotify Studios to "calm and reassure your dog" while left home alone. A variety of tracks feature specially commissioned music and soothing human narrations by stars like English actors Jessica Raine and Ralph Ineson.





The logo of the music streaming app Spotify is seen on a mobile screen and a laptop screen. The ... [+] NURPHOTO \ GETTY IMAGES

Pet-focused content is not a novel concept, as YouTube already features anti-anxiety music for dogs and *Pet Life Radio* pet podcast and radio network has been available on Spotify for some time. However, Spotify’s customized approach to engaging pet owners – and their pets – is a strategy that differentiates the platform from competitors to attract new subscribers. It also reinforces the name as a leader in the audio streaming industry.

Spotify ended the third quarter of 2019 with 113 million premium subscribers worldwide, [according to Statista](#). Larger goals guide Spotify founder and CEO Daniel Ek, who wrote in a recent [website post](#), “Ultimately, if we are successful, we will begin competing more broadly for time against all forms of entertainment and information services, and not just music streaming services.”

Could Spotify’s next shift turn it into a successful lifestyle brand?

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