

Over The Past Year, Spotify Has Been Aggressively Building Out A Portfolio Of Exclusive Podcasts

DATE	TALENT	CONTENT	DEAL	DETAILS
May 2020	Joe Rogan		License	Multi-year licensing agreement worth more than \$100M, where the full library, dating back 11 years, will become exclusive to Spotify
June 2020	Kim Kardashian West	TBD	Development	Entered into a deal with Spotify to produce and host a new exclusive podcast under the Parcast network
July 2020	Addison Rae		Development	One of the biggest TikTok creators on the platform, is co-hosting a new exclusive weekly podcast with her mother, Sheri Nicole
August 2020	Rickey Thompson, Denzel Dion		Development	The best friends and popular fashion and lifestyle influencers will have an exclusive weekly podcast series
August 2020	Lele Pons		License	Exclusive weekly series where anonymous callers will call the content creator and singer to discuss confidential information
September 2020	Brené Brown		License & Future Development	Under multi-year pact, Brown is launching a new exclusive podcast, and her existing show was licensed to Spotify in January 2021
October 2020	Scooter Braun		Overall	Overall first-look development deal where Ithaca plans to develop a slate of pop-culture-driven scripted and unscripted podcasts
December 2020	Prince Harry, Meghan Markle		Overall	Under the multi-year pact, the couple's newly formed Archewell Audio production company will create exclusive programming
January 2021	Ava Duvernay		Overall	Array has signed multi-year partnership to produce exclusive scripted and unscripted original audio programming
May 2021	Dax Shepherd		License & First Look	Multi-year licensing deal for all past and future episodes of <i>Armchair Expert</i> that also includes a first-look with Armchair Umbrella Network
June 2021	Jemele Hill		Overall	Expansion of exclusive Spotify podcast pact to form her own podcast network: The Unbothered Network
June 2021	Alex Cooper		License & Future Development	3 year licensing agreement for <i>Call Her Daddy</i> worth more than \$60 million, also covering all future episodes and additional exclusive new projects in development

Is there a need to convert new listeners into subscribers, or can it mostly rely on ad revenue?