



2024 INNOVATIONS



Maestro – Introduced a new playlist generator available in the U.S. that uses AI technology to make it easier and way more fun to build any playlist music fans can think of, based on emojis, conversational prompts, and more—and share instantly with friends.

Audiobooks from Audible – Gives Amazon Music Unlimited subscribers in the U.S., UK, and Canada access to one book a month from the largest selection of audiobooks from Audible, in addition to 100 million songs in HD audio and the most top podcasts ad-free, all on Amazon Music.



Music Haptics – Introduced Music Haptics as a new way for users who are deaf or hard of hearing to experience music on iPhone. With this accessibility feature turned on, the Taptic Engine in iPhone plays taps, textures, and refined vibrations to the audio of the music. Music Haptics works across millions of songs in the Apple Music catalog, and will be available as an API for developers to make music more accessible in their apps.

Radio – Expanded its live global radio offering with three brand new live hosted stations. The new Apple Música Uno, Apple Music Club, and Apple Music Chill live-hosted radio stations offer listeners more exclusive shows from some of the world's most vital artists. These new stations will join the existing Apple Music Radio offering including Apple Music 1, Apple Music Hits, and Apple Music Country.

Streaming Pop Culture – Used exclusive stations to transform cultural moments into immersive music experiences on fitness apps and smart devices, with innovative activations like Brat Radio bringing pop culture to new platforms and redefining how audiences engage with streaming music.



Unified Music System – Bridged science, music, and technology with a Unified Music System (UMS) to leverage its proprietary music API, delivering scientifically curated and commissioned tracks via apps and connected devices to enhance user experiences while creating new opportunities for artists in emerging digital spaces.



Supporting Artists – Continued identifying and supporting breakthrough artists via special initiatives including SiriusXM and Pandora's Artist Accelerator program and The Pandora 10. These programs discover, develop, and break new artists by leveraging the massive audience of both platforms and puts a spotlight on emerging artists by removing barriers and helping artists grow their listener base and build fandom.



Powering Discovery – Improved and expanded listening for subscribers both in and outside the vehicle, bringing fans closer to the music and artists they love. Leveraged next generation platform to empower discovery with human curation, including exclusive guest DJ sets from more than 250 guest DJ sets from world's top artists, bands, celebrities, comedians, sports stars and more.



Music videos – Music videos in Beta are now available to Spotify Premium subscribers in 97 markets, offering fans another official way to connect with the songs and artists they love. Artists' music videos help immerse fans in the experience—whether they're listening to a new song or revisiting an old favorite.

AI Playlists – Launched AI Playlists to give Spotify Premium users in Australia, Canada, Ireland, New Zealand, UK and the US the opportunity to express themselves through the music they love. Creating an AI Playlist is as easy as entering a unique prompt into the chat—Spotify will then offer a personalized selection of songs that match the vibe you're going for.



Premium Milestone – Reached a milestone moment in January of 2024, when YouTube Music and Premium crossed 100M subscribers (including trials). This achievement underscores the deep trust placed in YouTube by artists, fans, and the music industry to deliver an unparalleled listening and viewing experience to its global community of users.

Momentum in AI and Music – Boldly and responsibly accelerated its AI and music journey. The platform expanded its AI Music Incubator to over 50 participants, rolled out new 'Dream Track' experiments in YouTube Shorts, unlocked new avenues for professional creativity with the Music AI Sandbox, and introduced Google's most sophisticated video generation model, VEO, hinting at future capabilities for AI and music video production.