

Spotify Got A Big Boost This Year From An Unexpected Audience

Gamers were glued to their consoles at an early time. The percentage of music streamed via gaming consoles between 6am and 9am has increased 47% compared to last year. Their preferred music genre? Runescape and trap music are their preferred genres. The top streaming songs on gaming consoles included "The Box" from Roddy Ricch, Blueberry Faygo by Lil Mosey and "goosebumps" by Travis Scott. Roddy Ricch and "Falling" by Trevor Daniel.

After performing a virtual concert in Fortnite the traffic on Spotify for Travis Scott, a musician who has deals with McDonalds and PlayStation, skyrocketed. The streaming platform announced that the number of streams were up by 207% across the world between April 26 and April 30 of last year, in comparison to the previous year.

People were actually searching for music from video games. The most played soundtracks to video games this year were "Minecraft," the original "Doom" and "Death Stranding."

2020 was also a huge year for virtual artists, musicians represented by fictional personas such as the group Gorillaz. The streaming of Hatsune Miku, a Japanese virtual singer was up by 136% in 2018.

Riot Games, the company behind "League of Legends" created a virtual pop star group called K/DA in 2018. The name refers to common League of Legends lingo: the kills, deaths and assists players rack up during each game, and get noted on the scoreboard. This year, Riot brought the group that was sung by real-life singers and back with a brand new album whose songs have topped the Billboard charts. The streaming numbers were up 109% in the last year on Spotify.

Riot stated that K/DA's invention has enabled it to reach a wider audience than League gamers and also get more people interested in the game's content. It also spoke to CNN Business in a statement.

Cook said that music and gaming go hand-in-hand, because gamers listen to music when they play.

Spotify is continuing to explore partnerships with gaming corporations. Spotify recently signed a partnership with League of Legends. It continues to collaborate with Microsoft on the Xbox and PlayStation platforms.

As gaming console streaming has increased, Spotify has added to its playlists that are curated, "thinking through how and what people would like to listen to while they play," said Cook.