

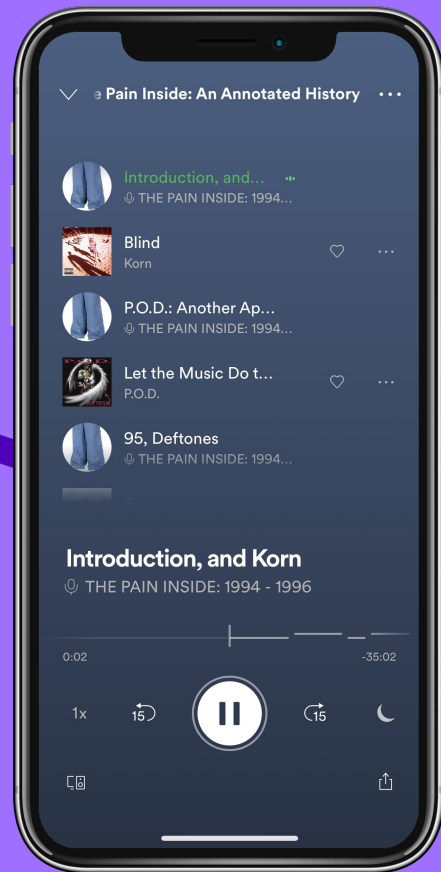


# Shows with Music

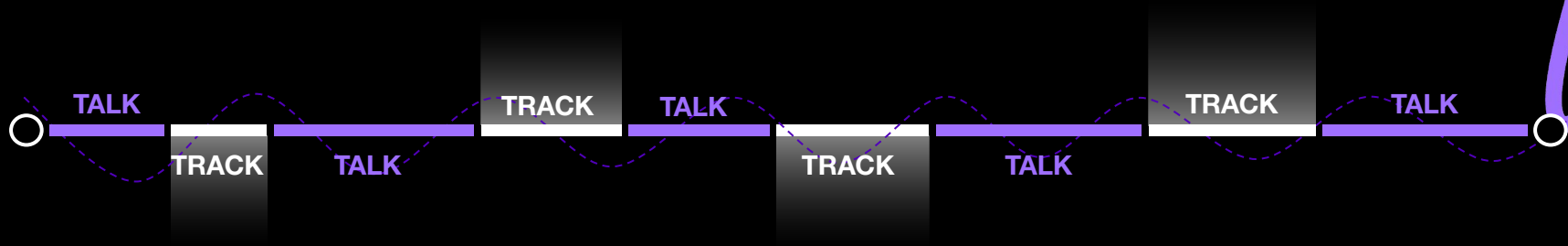
Artist & Label Overview | 2020

# Introducing the latest evolution of audio.

A new listening experience that brings together music and spoken-word content in an easy and elegant package, allowing full songs and talk commentary to live together wrapped up in one show —exclusively via Anchor and Spotify.



**Now, you can seamlessly mix full-length music tracks alongside your own talk segments.**



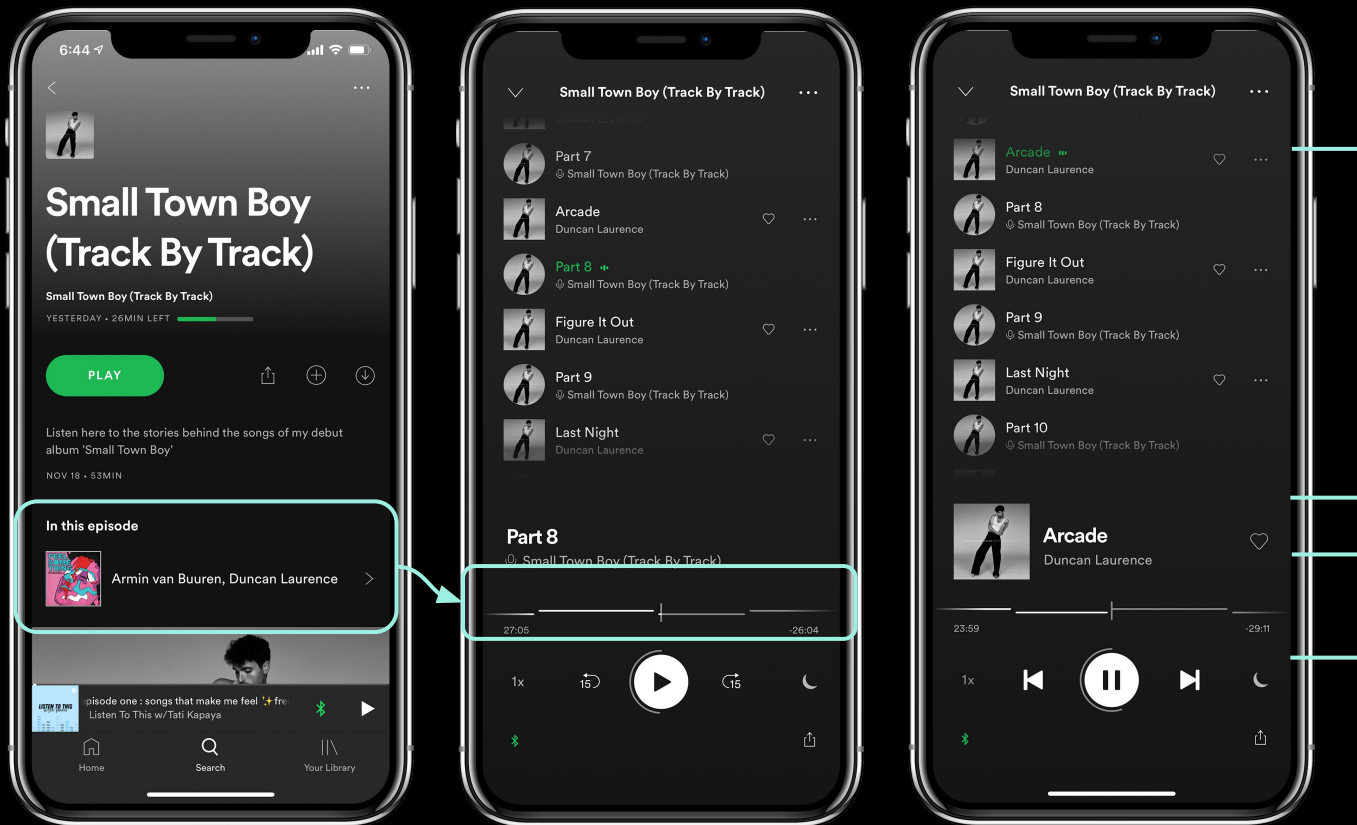


# Created in Anchor, exclusive to Spotify.

Shows using this format are exclusive to Spotify because they rely on our music catalog licenses and compensate musicians and songwriters just like any regular stream of a music track on Spotify.

With shows that use this new format, listeners can interact with the music within the episodes, in the same way they interact with all other song tracks on Spotify (for example liking, saving, and reading more information about a track) without having to leave the episode or search for it manually.

# An interactive listening experience



Free-tier listeners will have access to 30-second versions of tracks

## Interactive Segments

Tracks and talk segments are listed out clearly. Listeners can heart or tap '...' to interact with song (like, save, add to playlist, view artist, etc.)

## Timeline

Users can easily differentiate between music and talk segments here, too

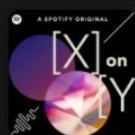


# Shows with music

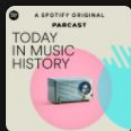
## Spotify Originals

Take a deep dive into the world of music with these stories

SEE ALL



[X] on [Y]  
X on Y



Today in Music Hist...  
Parcast



Rock This with Allis...  
Rock This with Allison Hagendorf



10 Songs That Mad...  
10 Songs That Made Me



Conspiracy Theorie...  
Parcast



60 Songs That Expl...  
The Ringer



Hallelloo Happy Hou...  
Hallelloo Happy Hour



Murder Ballads  
Murder Ballads

## Current favorites

Dive deeper into shows we love



Illmind Put The Loo...  
Ramon Ibanga Jr



The RTTV Show  
RT TV



Take 5 with Zan Rowe  
ABC Podcasts



RETROPOLITAN  
MICK



Sound Stage Radio ...  
Devault



The 10 Best  
Dummy



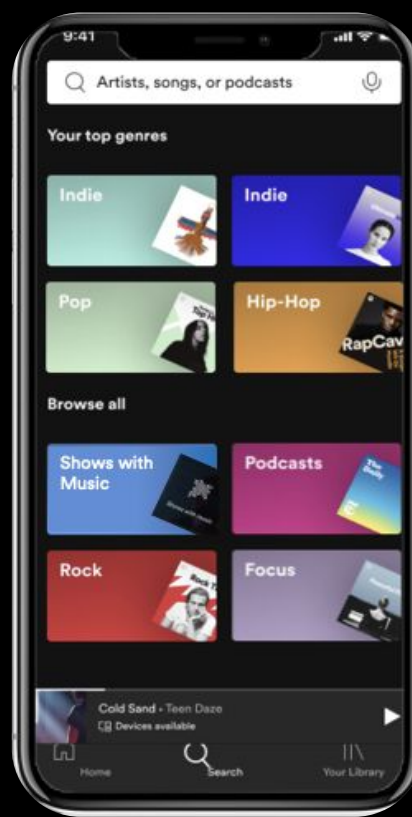
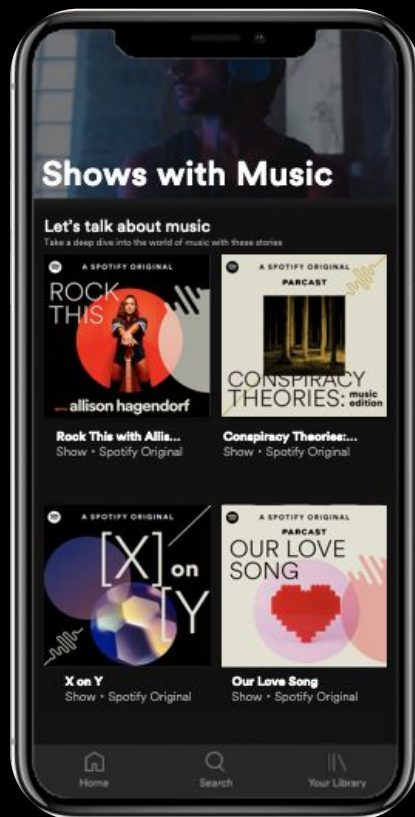
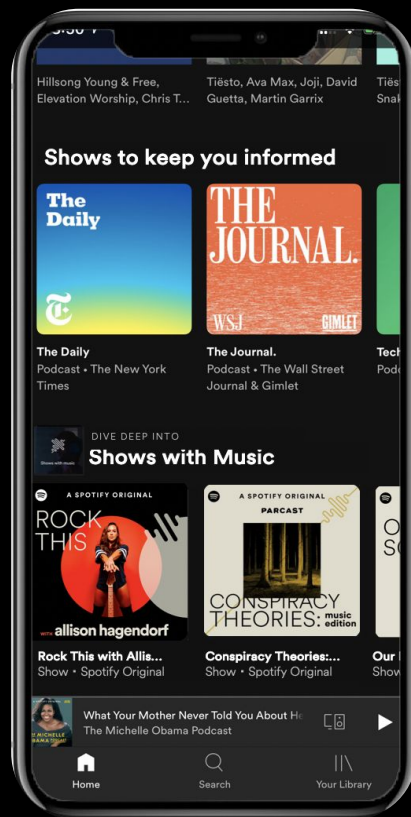
Hebridean Baker  
Coinneach MacLeod



Reggae Roots Rock...  
Jason Steinberg

*Spotify Originals using this format live in a dedicated hub on-platform titled Shows With Music.*

*A curated second shelf titled Current Favorites highlights standout shows from partners and other creators.*



*Besides living in a dedicated hub in the Search tab, Shows With Music also show up in a programmed shelf on Home.*

*You can also pin a show or episode to your profile page through the Artist Pick feature in Spotify for Artists.*



# The next great show is up to you.

## Thought Starters:

### Enhance catalogue moments

Celebrate an anniversary and revisit the making of a classic

**Contextualize new releases** Track by track, interlaced with artist commentary

**Re-engage fans post-release** Give them something to come back to after release day

## Tell Your Story & Build Your Brand:

**Curate the sounds of a scene / culture of which you're at the forefront**

**Offer listeners a DJ / radio-style experience they can access whenever, wherever**

**Celebrate memorable moments and eras you helped shape**

## Get Inspired With These Spotify Originals:

[10 Songs That Made Me](#)

[Rock This With Allison Hagendorf](#)

[Halleluo Happy Hour With DJ Shangela](#)

[Today in Music History](#)

[X on Y](#)

*\*For examples from other creators, visit our Shows With Music hub (best viewed on mobile)*





# Anchor is designed to support all audio creators, whether you're a professional or just getting started.

We have features suited for creators at all levels, and we have a hands-on creator team that can help make sure you're set up for success.

And yes, **we're 100% free.**

Learn more about Anchor [here](#).

Exclusive creation features

Free hosting and distribution

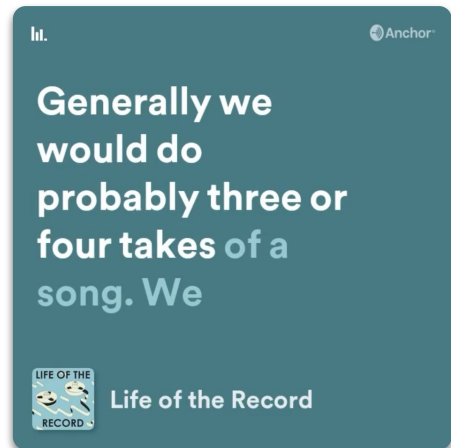
Monetization

Analytics

Dedicated Creator  
Relations Team

## Creation Tools

Upload video or audio files, or create a professionally-sounding show on Anchor with our recording and editing capabilities. We also have tools to help you grow, like [transcribed videos](#) and [voice messages](#).



## Free unlimited hosting and distribution

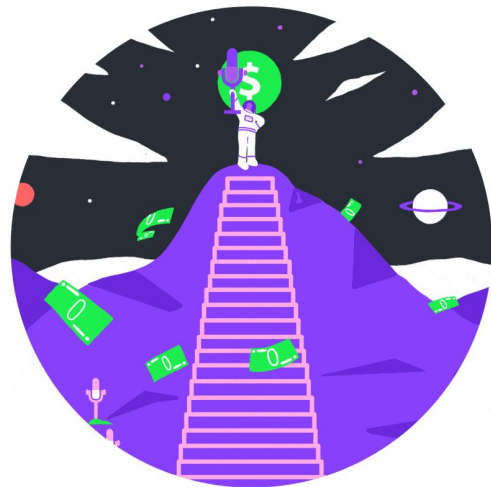
We don't believe in charging creators to make or store their content. That means there are no storage limits, no lengthy contracts, **no strings attached**.

We also get your show heard everywhere through one-click distribution. \*Episodes that use music from Spotify's library are exclusive to our platform.



## Monetization (optional)

Get paid to create on Anchor through [Listener Support](#), which works as a tip jar, or [Anchor Sponsorships](#), where we pair you with non-exclusive ads.





# Monetize beyond music streams.

**You're in control. Insert your own ads or use Anchor Sponsorships—or both.**

Just be sure to upload your ads as separate segments and mark them as such when creating your episode.

For US creators, you can also turn on [Anchor Sponsorships](#)—you'll be paired with relevant brands and host-read ads that can be dynamically inserted into your episodes in a place of your choosing.

**New format, new guidelines.**

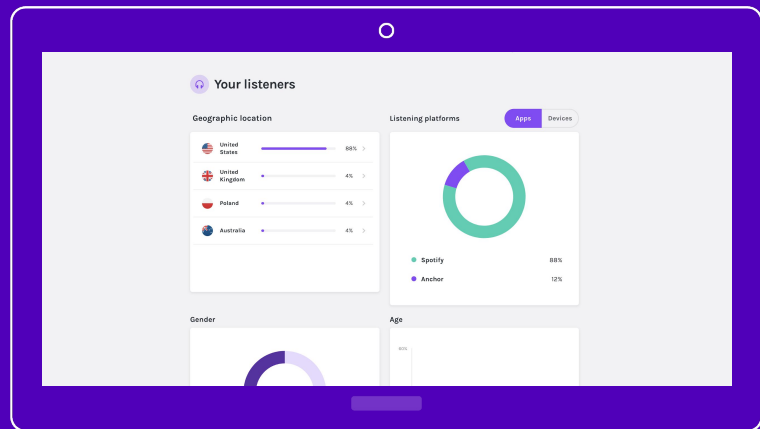
Due to industry regulations of the new format, there are a couple of guidelines to follow when monetizing your episodes:

1. Ads cannot be within 60 seconds of a music track on either end of it
2. There must be at least 10 minutes of ad-free talk content between ads
3. There must be at least 10 minutes of ad-free talk content in the episode as a whole

# Analytics to empower growth.

Learn about your audience growth and easily track how your episodes are performing over time with Anchor's easy-to-read analytics dashboard. Insights include total / average plays, estimated audience size, geographic and platform breakdown, and more.

Anchor also surfaces **exclusive Spotify-powered analytics** that no other hosting platform provides, such as gender, age and episode retention.



# Ready to get started?

## Create an account

Individual or network-level\*

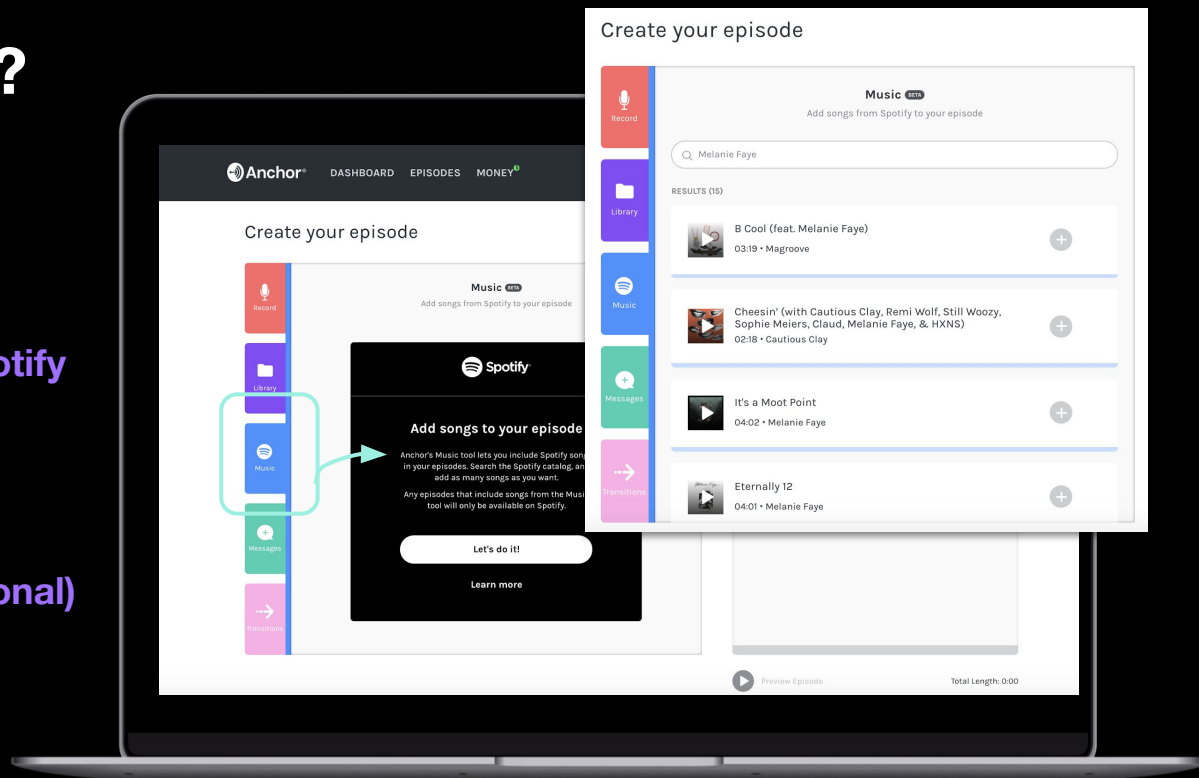
Search for any song or artist on Spotify  
and add songs in seconds

Add tracks by selecting (+)

## Connect your Spotify account (optional)

Access and select songs from your  
playlists

*\*Your host name will appear as you enter it when  
creating your Anchor account*



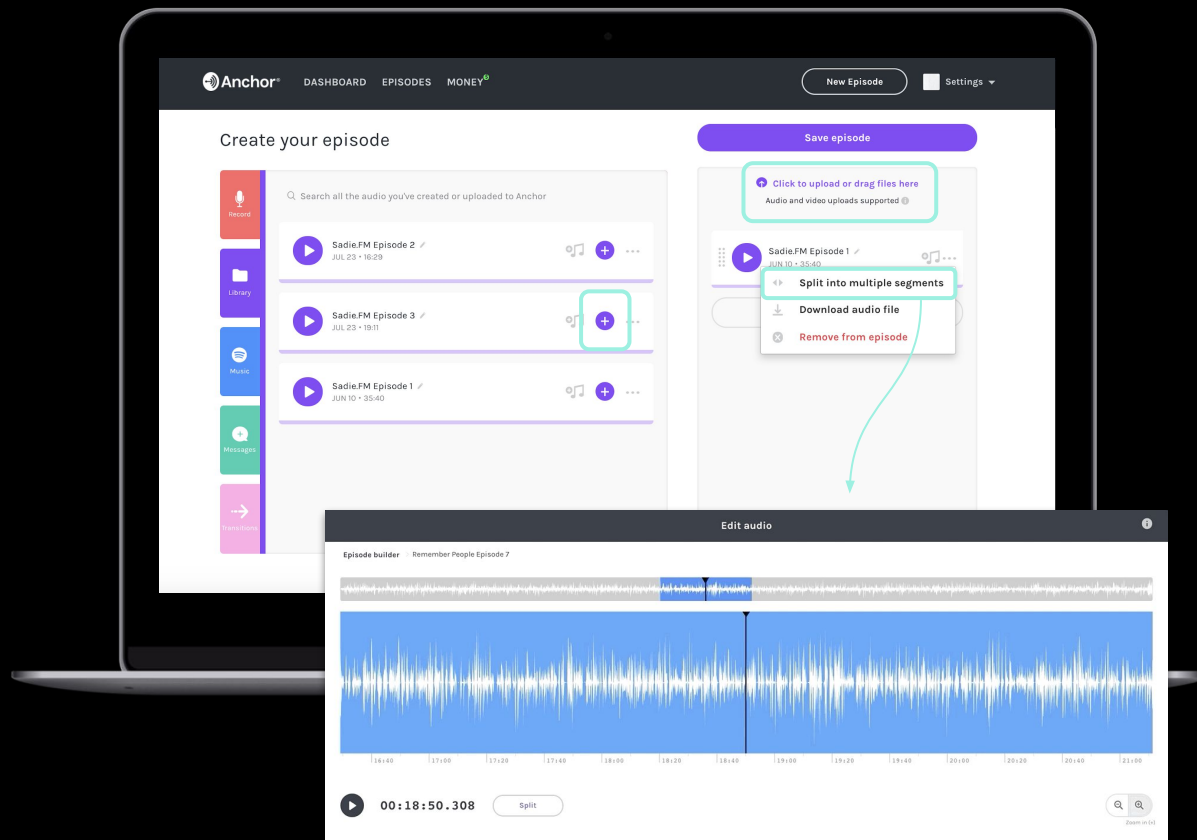
# Drag and drop to create.

Upload files or add recordings from your library

Audio and video file formats supported for importing

Split segments with precision

A waveform-based editor allows you to trim and split segments at the exact right moments to easily insert songs and other audio



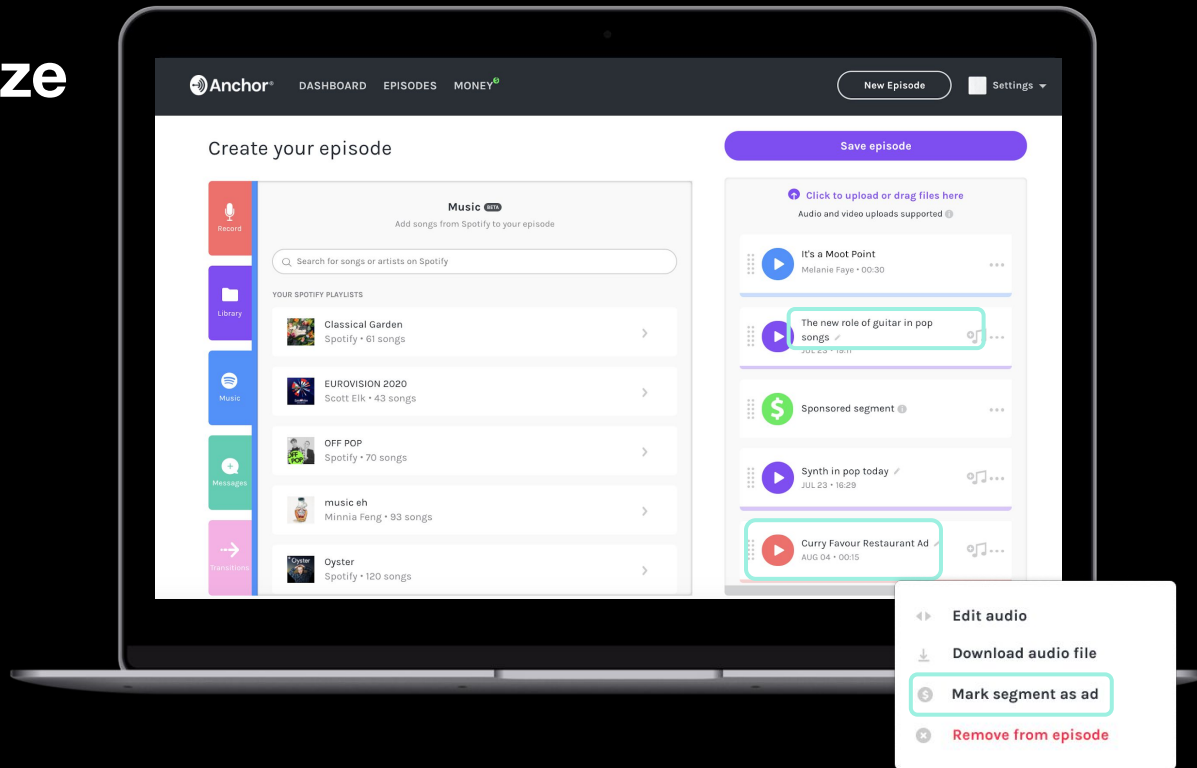
# Design and monetize your listening experience.

## Title your segments

Listeners will see these when playing your episode on Spotify

## Monetize as you see fit

Insert ads using Anchor Sponsorships or upload your own ads and mark as such.



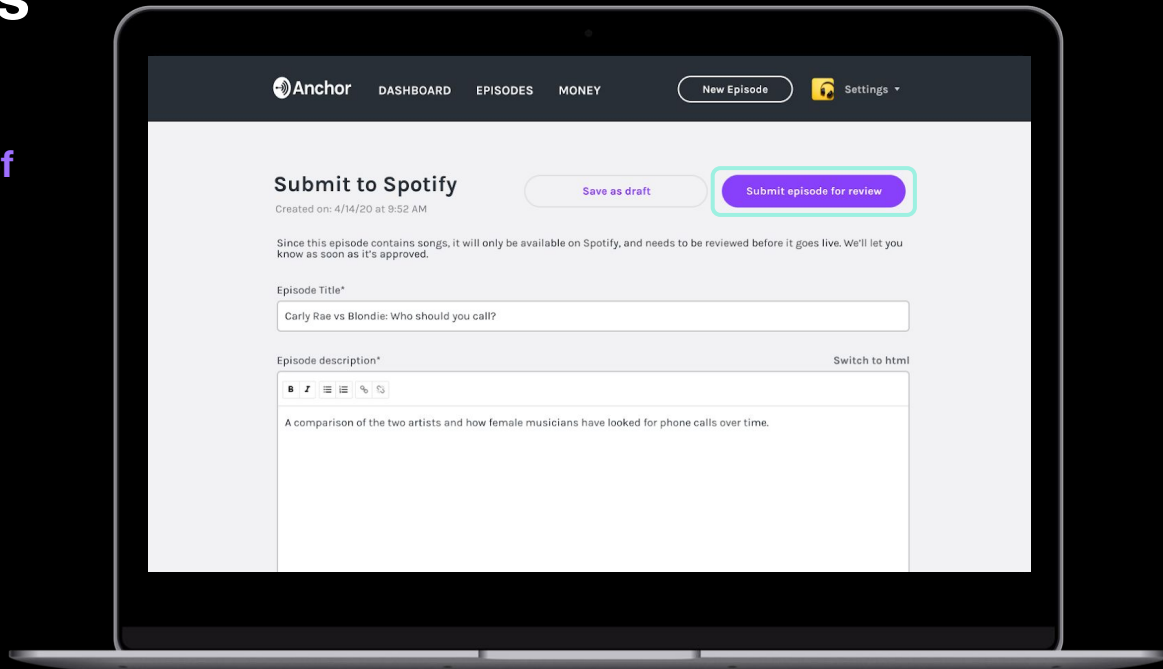
# Share your episodes to Spotify.

Get discovered by a community of 300 million listeners

Episodes containing Spotify songs can only be submitted there

## Priority review process

Episodes must be reviewed while this format is still in beta. However, we are offering a priority review queue for creators like yourself. Most submissions take < 1 hour.



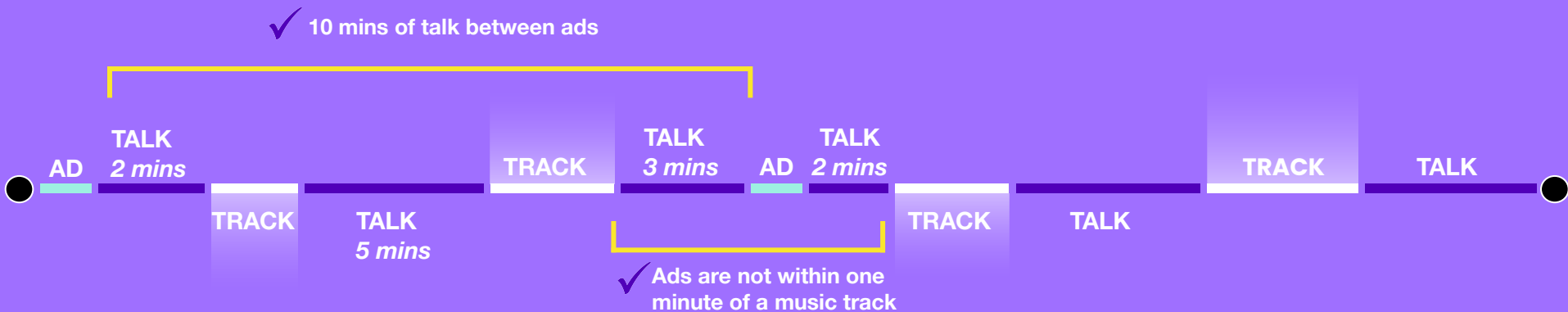


# Adding music is easy on mobile, too.



How does it work?

# Here's an example of what an episode with ads looks like:



# Best Practices

- **Publishing cadence** – Weekly on weekday mornings is ideal, but consistency is most important. Pick a day and time and stick to it.
- **Introduce your show** – Create a short trailer to attract new listeners and efficiently promote your show.
- **Episode structure** – Alternating between talk and music content has performed the best so far (playlist style), with episodes starting with talk content first.
- **Episode length** – A good sweet spot is an hour or less, but it can vary depending on your content and when your audience would enjoy it.
- **Get your listeners involved** – You can use voice messages as a “call in” functionality to engage with your listeners and make them feel a part of the show.





# FAQs



### **Q. What markets is this available in?**

- A. The creation tooling is currently available to Anchor users in US, Canada, UK, Australia, New Zealand, Ireland. Shows are available to be listened to globally.

### **Q. Is this available on all devices?**

- A. Listeners can see the full listening experience on Spotify's mobile app (iOS and Android). Shows can be listened to on desktop, however desktop does not yet support the full listening experience with the UI features available on mobile. Creation of shows can be done on the Anchor mobile app (iOS and Android), tablet, and desktop ([www.anchor.fm](http://www.anchor.fm)).

### **Q. Can I edit the track in any way?**

- A. No, tracks pulled from Spotify's library must be used in their full, original state.

### **Q. Can I publish an episode with just music tracks?**

- A. No—the episode must contain talk content. For episodes with just music tracks, please create a playlist on Spotify.



### **Q. Can you promote a show on your Spotify profile page?**

- A. Yes, you can pin a show or episode to your profile page using the Artist Pick feature in Spotify for Artists.

### **Q. What is the submission process like?**

- A. Once you're ready, you can submit your episode on Anchor and our teams will review it to ensure it meets the talk vs music ratio (at least 10% talk on an overall playtime basis). If approved, your episode will appear on Spotify within 1 hour of publishing.

### **Q. Can you monetize?**

- A. Yes, you can sell the show however you'd like, so long as you follow Anchor's guidelines for ads.

### **Q. How can you integrate music into these shows?**

- A. If the songs are available on Spotify, you can pull them directly into your show from Anchor using the tool. If they're not on Spotify, you can bake music into your audio so long as you've created the music and own the rights to it. Anchor has 100+ background tracks that are free for you to use behind talk content, and sites like Fiverr charge a small fee for background tracks.



# Thank you!

## Ready to get started?

[anchor.fm](https://anchor.fm)