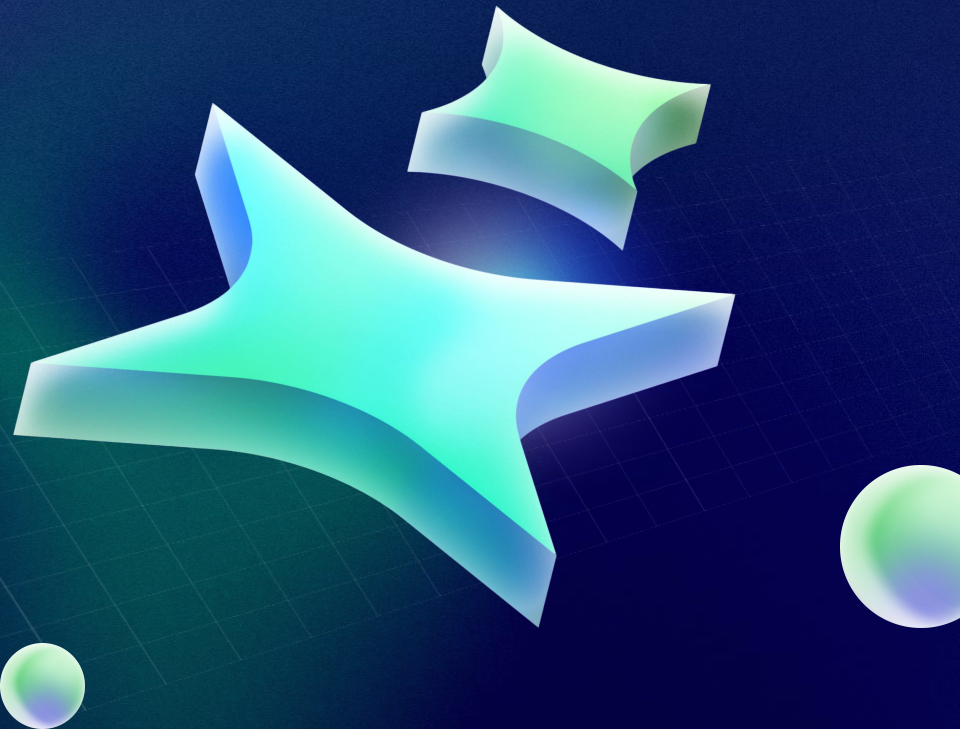


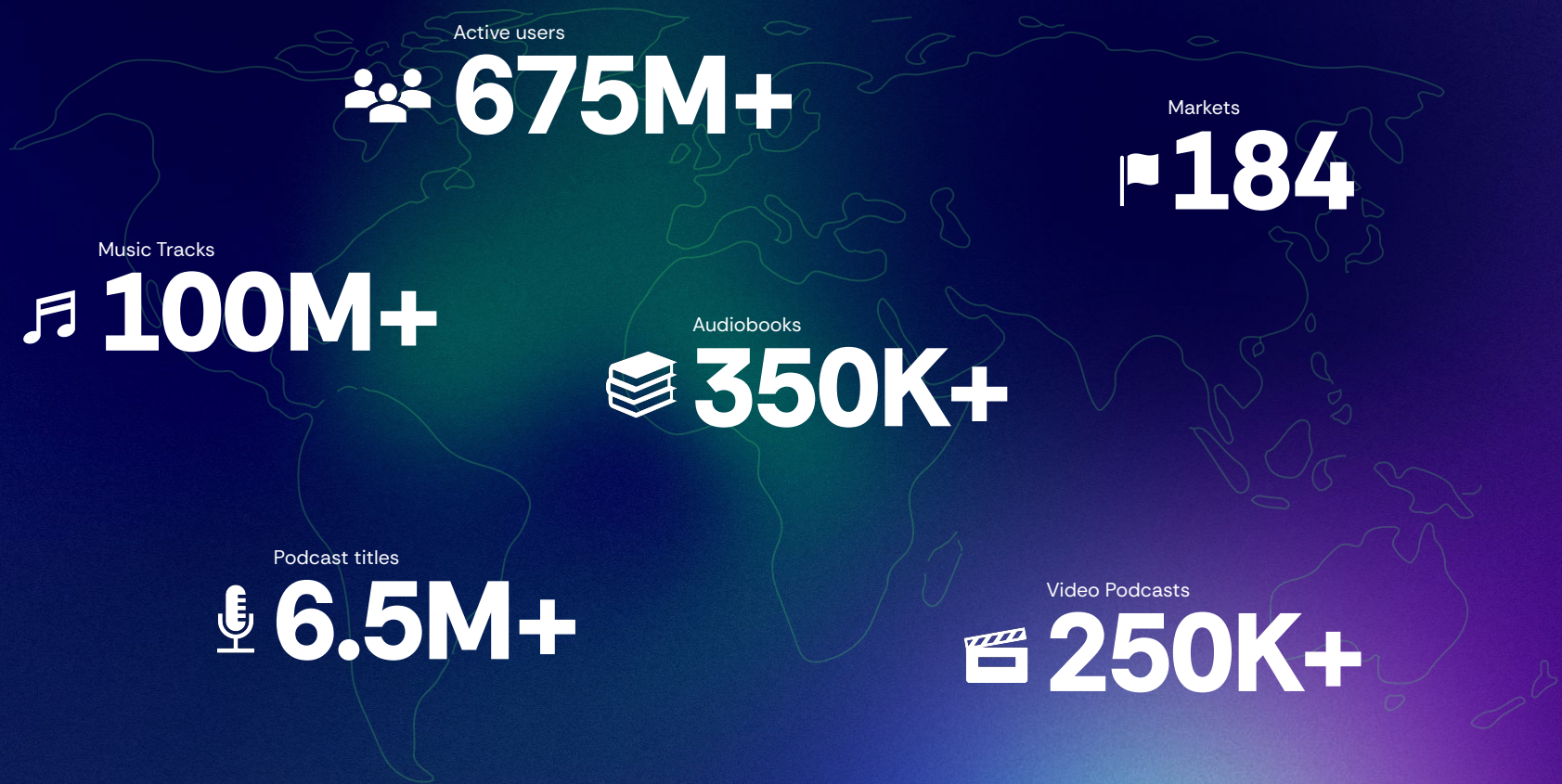


AI at Spotify

Tony Jebara

*VP of Engineering and Head of AI
and Machine Learning @ Spotify*



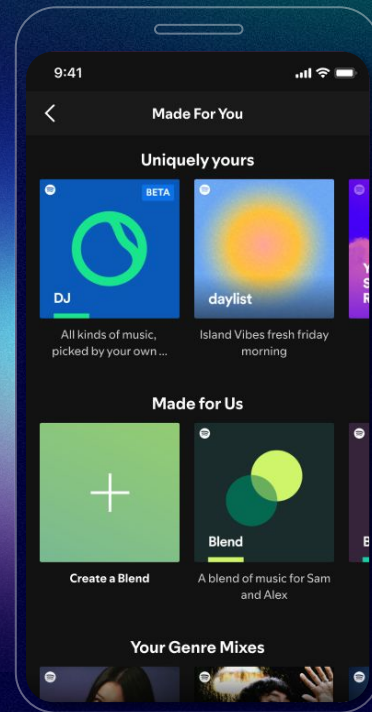
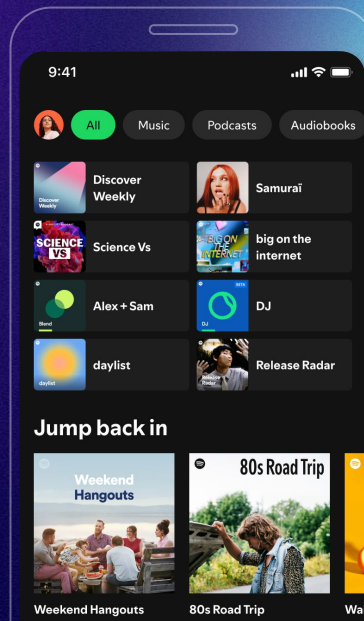
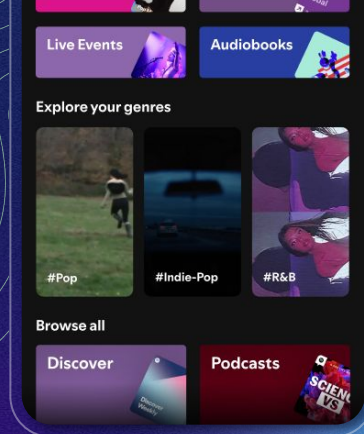


At Spotify personalization is about connecting the things listeners want with the things creators make.

Entertained .
Focused .
Thrilled .
Motivated .
Sleepy .
Connected .
Relaxed .

. Hip Hop
. Sports Podcast
. Daily Mix
. Scenic Route
. This is David Bowie
. Coding Mode
. Chill Mix

ML & AI personalisation across surfaces ...



... and across verticals.



Albums



Playlists



Podcasts



Audiobooks



Concerts
and merchandise



Scaling Discovery globally

01

**Core
Recommendation
S**

02

**Content
Enrichment**

03

**AI
experiences**

Word, Word, Word



LLM

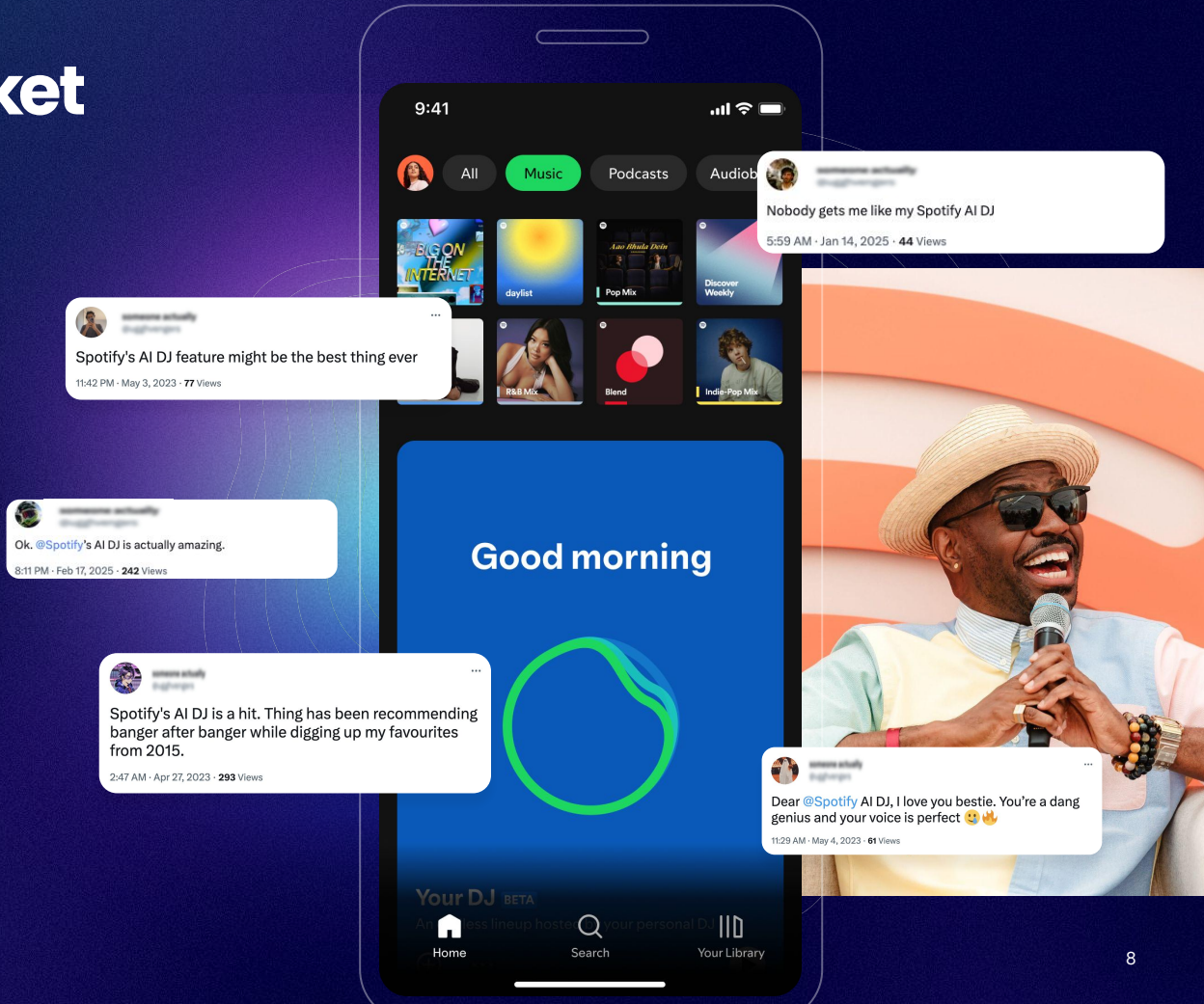


Word, Word, Word

A DJ in your pocket

What DJ plays and says is personalized.

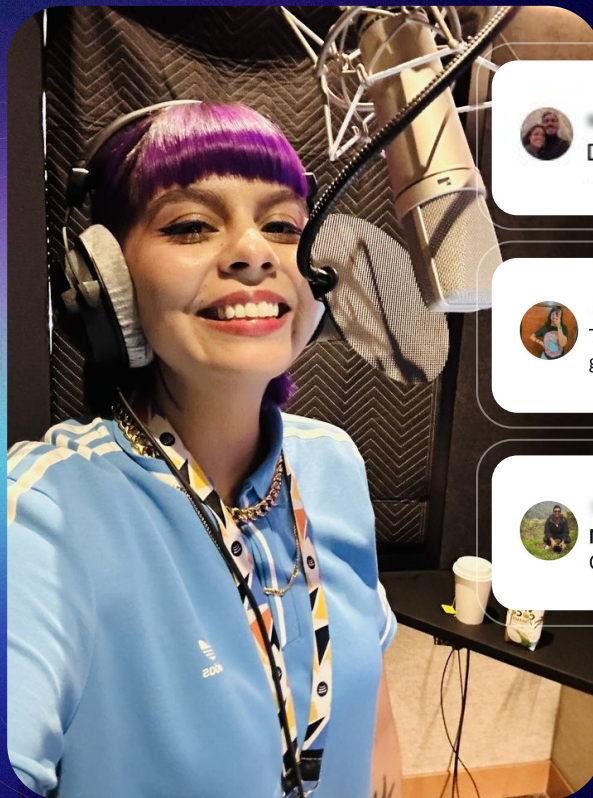
Listeners who hear commentary alongside personal music recommendations, are **more likely to listen to a song they may have otherwise skipped.**



DJ Livi

Now also in Spanish

Available across **69** markets.



DJ Livi is BRAT 🌟



Te amo "DJ Livi" de Spotify, por ti le echo ganas a la chamba. 🌟



Me encanta la DJ Livi 🌟
Gracias @SpotifyMexico 🙏

Under the hood

DJ



We own the magic.

Combining Spotify's personalization technology, generative AI in the hands of our music experts and real voices scaled by AI to bring rich, human-like DJ characters to millions of users.

DJ Writer's Room

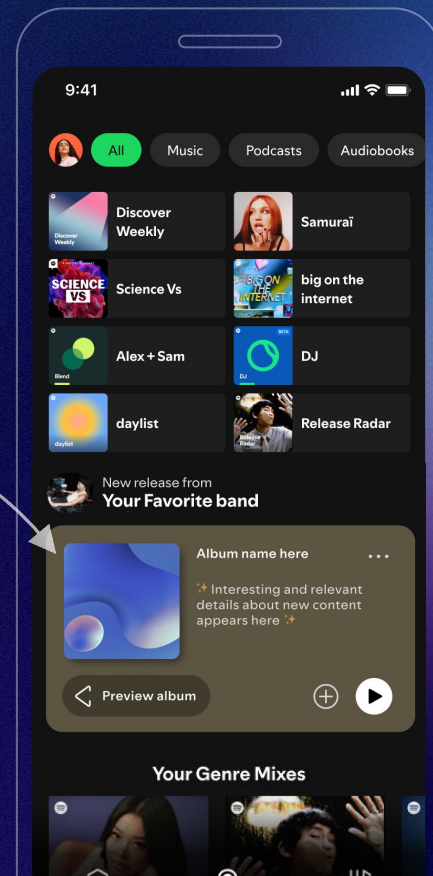
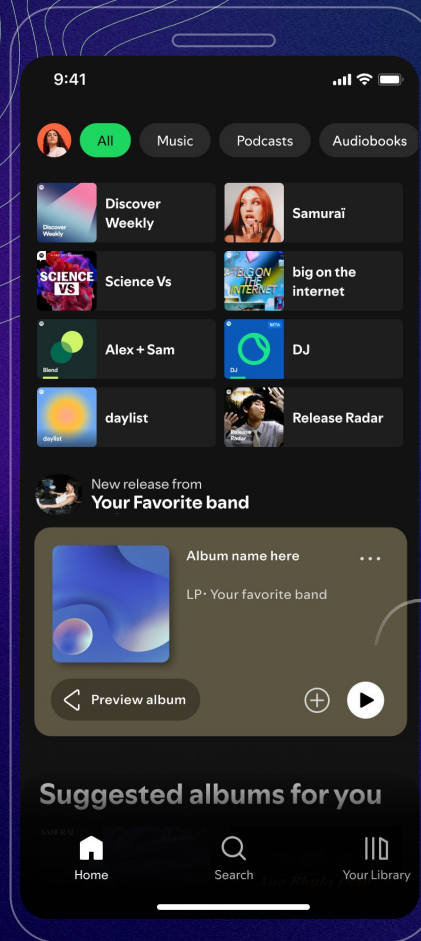
Generative AI
Music and culture experts
Data curators
Scriptwriters



Real voices

AI Merch

Can increase click
through-rate between
200% to 400%.

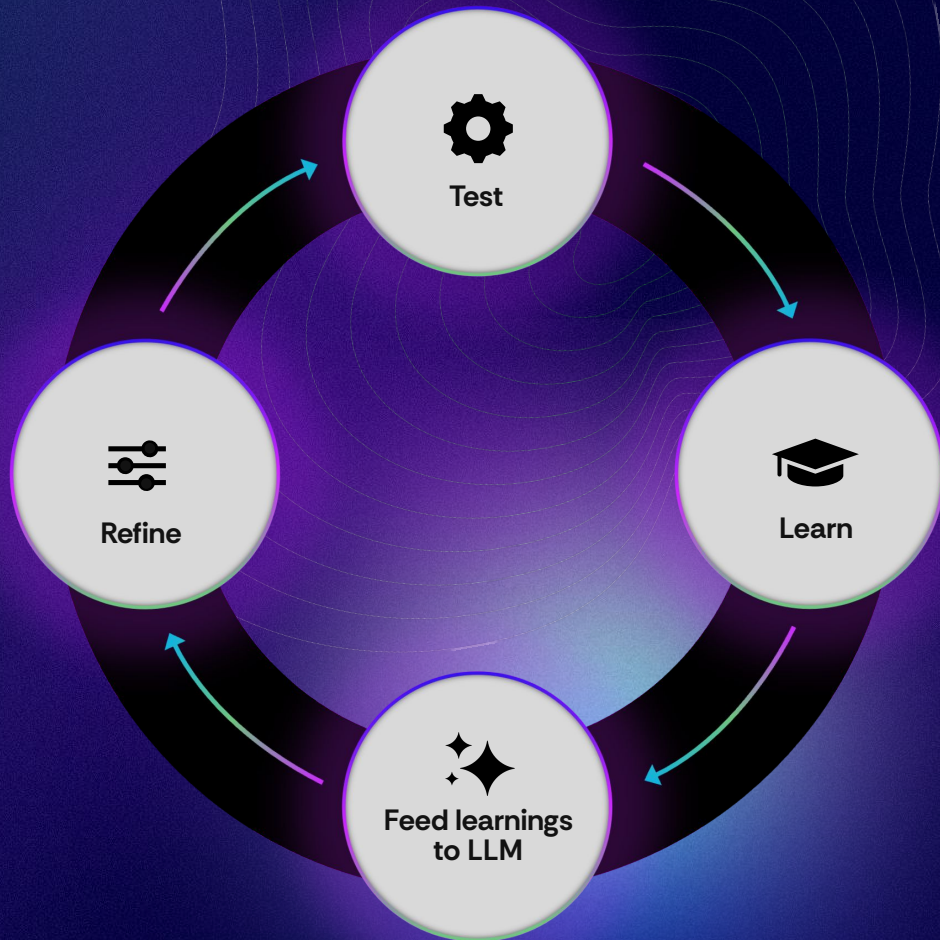


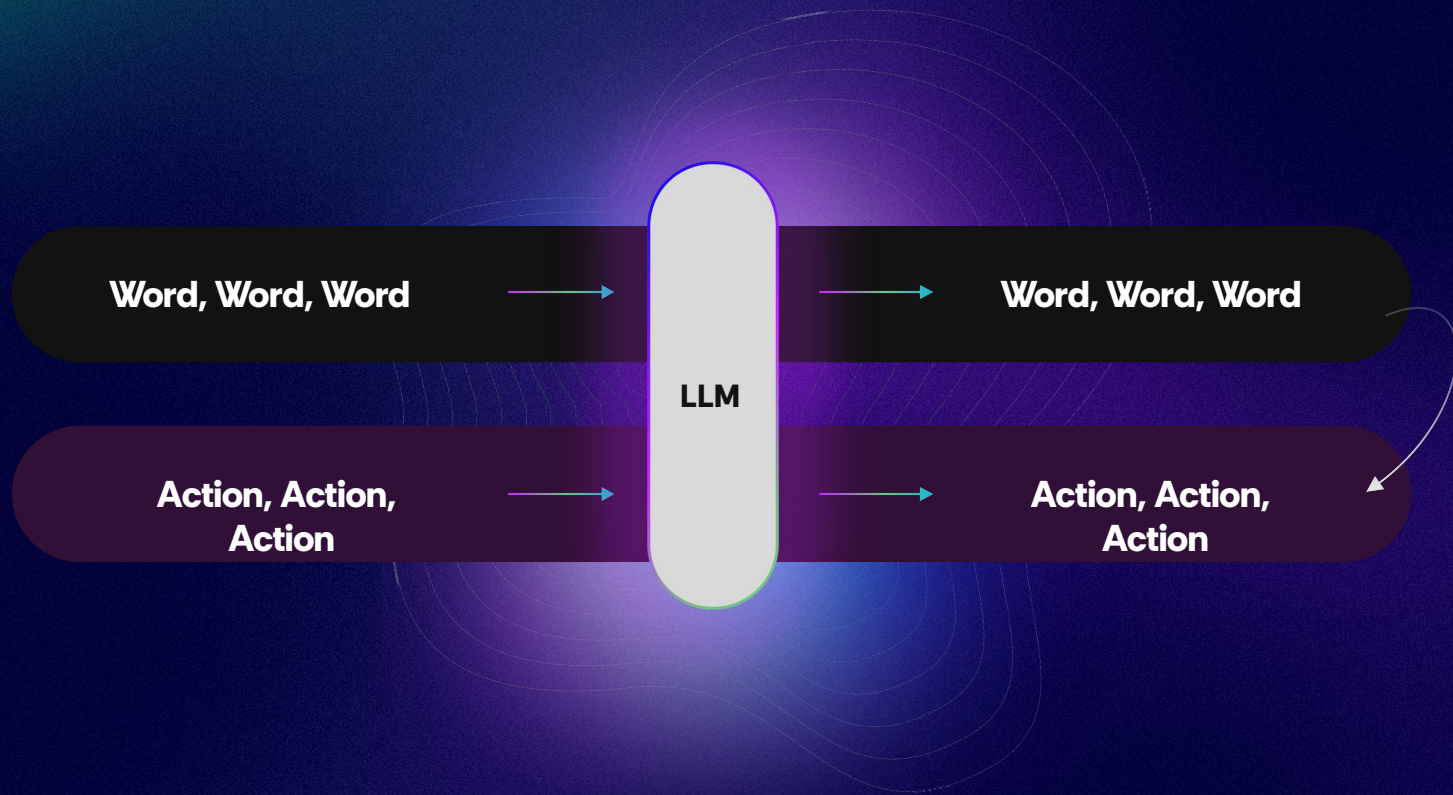
Under the hood

AI Merch

LLMs understand
what resonates
with users.

We fine-tune with exhaust data; feeding
product data back to AI models.





AI Playlist

Launched in early
2024.

Allowing any user to turn their
ideas into Personalized Playlists.



Asked **Spotify AI** to make a **playlist** of my
Most played songs and make the **playlist** 100+
songs ... iTunes on life alert rn



In love with [@Spotify AI](#) playlist maker. It
completely understands the assignment!



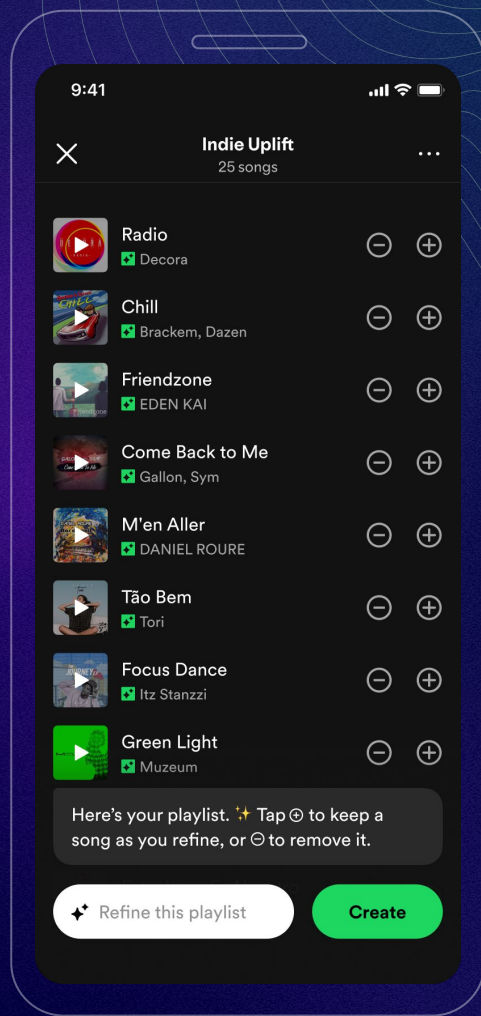
Ok this new AI playlist creator on [@Spotify](#) is a
game changer 🤖



Under the hood

AI Playlist

It's not just a
chatbot, it's agentic.



01

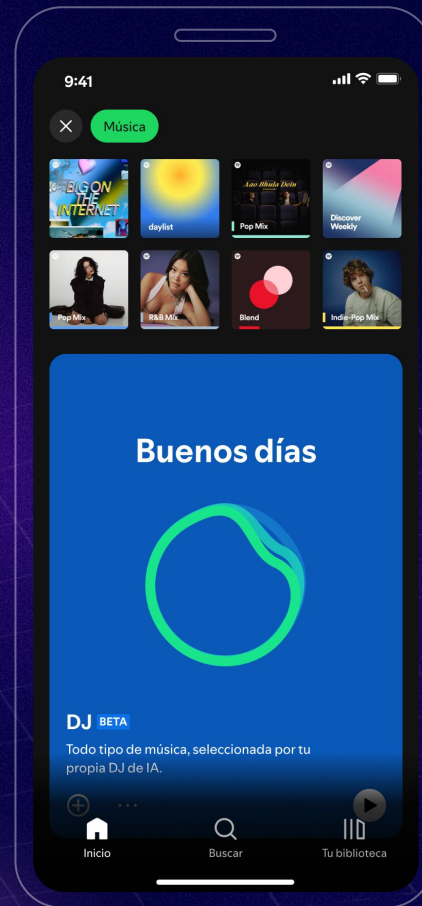
World
Knowledge

02

Internal
Data

03

Editorial
Expertise



Why AI is working



**Creating value
for listeners**



**Driving discovery
& connections with
artists and
creators**



It feels like magic



Thank you!

