

Daniel Ek

Quotes

*People, Want, Artist, Two, Song, Creating, Way, Thinking, Wanted, Facts,
Given, Winning, Pay, Inventor, Spotify, Track, Consumers, Gaga, Months,
Sweden*

I actually bought a travel guitar, and that guitar is really cool. You can actually fold the guitar, and you can plug headphones into it, but it's acoustic, or semi-acoustic.

~Daniel Ek

We led with our conviction rather than rational, because rational said it was impossible.

~Daniel Ek

The main reason people want to pay for Spotify is really portability. People are saying, 'I want to have my music with me.'

~Daniel Ek

With Spotify, people don't get it until they try it. Then they tell their friends.

~Daniel Ek

At Spotify, we really want you to democratically win as a musician. We want you to win because your music is the best music.

~Daniel Ek

I was born in Sweden, and in Sweden we are known for the piracy services.

~Daniel Ek

Put your consumers in focus, and listen to what they're actually saying, not what they tell you.

~Daniel Ek

Spotify has paid more than two billion dollars to labels, publishers and collecting societies for distribution to songwriters and recording artists.

~Daniel Ek

The value of a company is the sum of the problems you solve.

~Daniel Ek

People just want to have access to all of the world's music.

~Daniel Ek

I was deeply uncertain of who I was and who I wanted to be. I really thought I wanted to be a much cooler guy than what I was.

~Daniel Ek

This is a way for artists to communicate directly to their fans. If you think of an artist like Bruno Mars, he's using Spotify, creating playlists and listening to music through it.

~Daniel Ek

Ask yourself: given everything you have to do, is there a way that we can make this better?

~Daniel Ek

There are millions of people who consume music illegally every month. Just getting them into a legal service will make the music industry way bigger than it's ever been before.

~Daniel Ek

But right now we have an advantage of being the number one in music.

~Daniel Ek

No one wants to wait for tracks to buffer or spend hours searching through a Web site to find their favorite song.

~Daniel Ek

I'm not an inventor. I just want to make things better.

~Daniel Ek

At the end of the day, I want the music industry to be larger than what it is today.

~Daniel Ek

It disturbed me that the music industry had gone down the drain, even though people were listening to more music than ever and from a greater diversity of artists.

~Daniel Ek

With Twitter and other social networking tools, you can get a lot of advice from great people. I learn more from Twitter than any survey or discussion with a big company.

~Daniel Ek

Music isn't like news, where it's what happened five minutes ago or even 10 seconds ago that matters. With music, a song from the 1960s could be as relevant to someone today as the latest Ke\$ha song.

~Daniel Ek

In general, people are comfortable sharing their music. There are two exceptions, though - Lady Gaga and Britney Spears.

~Daniel Ek

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