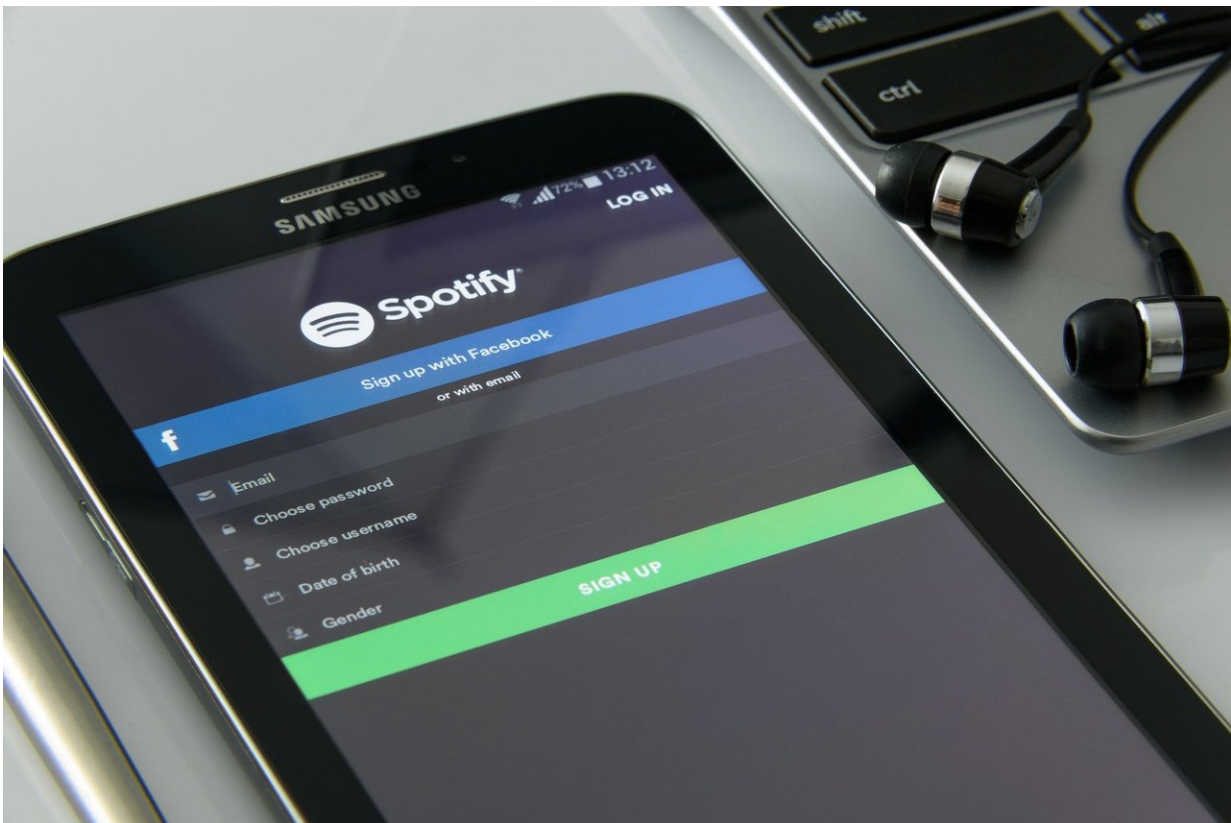


Spotify launches 17 new curated playlists to help you find your next favorite podcast

April 23 2020, by Dalvin Brown, Usa Today



Credit: CC0 Public Domain

Spotify is making it easier to discover new podcasts.

On Tuesday, the streaming giant rolled out a new suite of curated

playlists, only instead of a seemingly endless list of music tracks, the playlists are for podcasts only. The podcasts are categorized into genres and categories. Each will be curated by Spotify's content team and updated regularly.

The move is meant to serve as a solution to the podcast discoverability problem, Spotify said.

People typically find out about specific podcasts from word of mouth, cross-marketing between shows or watching television, because streaming platforms often lack streamlined ways for people to find new podcasts they'd enjoy.

"We know podcast discovery can be a barrier for many listeners—and these playlists are designed to help them overcome that barrier," Spotify said in a statement.

There will be three flagship podcast playlists including a weekly collection of new must-hear episodes, popular crime-related content and one channel will be dedicated to teaching listeners something new.

Spotify is also adding other [podcast](#) categories based on various themes, genres and categories. For example, "Murder Monday" will be filled with murder stories. "Who Run the World?" will spotlight inspiring women lifting each other up. And "This Week in Hollywood" will offer celebrity news.

(c)2020 U.S. Today

Distributed by Tribune Content Agency, LLC.

Citation: Spotify launches 17 new curated playlists to help you find your next favorite podcast (2020, April 23) retrieved 24 April 2024 from <https://techxplore.com/news/2020-04-spotify-curated-playlists-favorite-podcast.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.