

Does Google really want to buy Spotify?

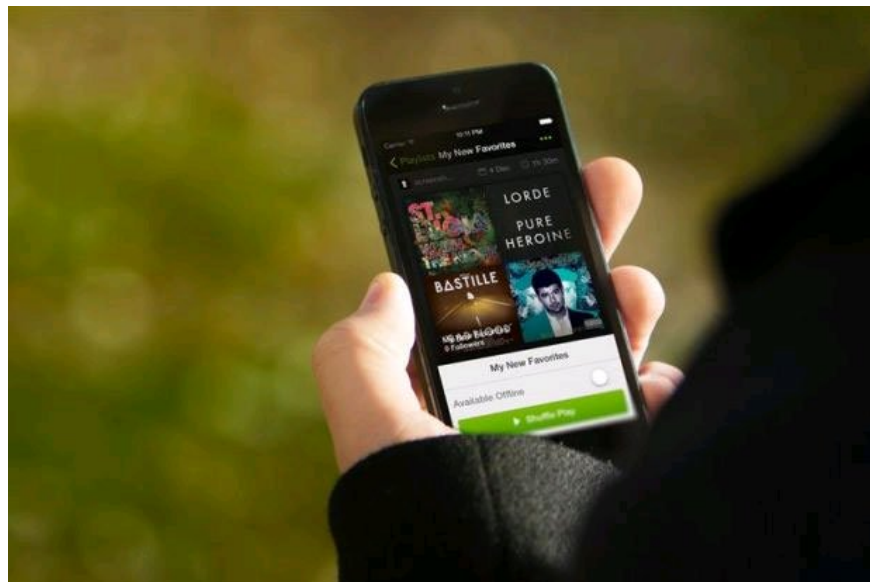
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With 10 million paid users and 30 million free users accepting ads, *Spotify* may have caught the eye of Google. However, Google also has its own online music service, so buying another similar service may be an unsupported step.

Another reason, according to the *Wall Street Journal*, is that Google founder *Larry Page* showed no interest in subscriber entertainment services, which is unusual when the company is deploying *All* services. *Access* on Google Play.

However, the source of *Recode* technology page said that the deal never existed, even the evaluation step has not been implemented yet. Moreover, *Page* is also said to have expressed interest in *Spotify* not only in online advertising business but also in subscription service. However, there is no evidence of an official meeting between the two companies.



The sources are almost predictive based on a December announcement by Google. Accordingly, the search giant has tried and failed to buy a foreign company for \$ 4-5 billion. Spotify has just been poured 250 million USD, making the company's value also at 4 billion USD. However, this evidence is still quite vague.

Information about the deal also comes from the fact that some employees worked for both companies, may or may not participate in the negotiations. Google's head of business *Omid Kordestani* recently appeared on Spotify's board of directors. In contrast, Google's former vice president, Shishir Mehrotra, has received a special advisory position for Spotify's CEO *Daniel Ek* . *Daniel Ek* is said to have met with Google to discuss many "*commercial transactions*" , but no content can lead to a real sale.

Meanwhile, Google recently acquired Songa as an affirmation that Google still wants to expand its online entertainment business. Neither Google nor Spotify commented on any information and at the moment, both are independent companies.

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