

MBC teams up with Spotify



MBC President Mr. Ruperto Nicdao Jr. (left) and Spotify's Head of Business Development – APAC Michael Richardson (right) sign the exclusive partnership at MBC Building.

July, 2016, Manila – Spotify partners with Manila Broadcasting Company (MBC) to form an exclusive partnership to boost local entertainment experiences in the Philippines.

MBC FM radio stations and radio DJs can now connect with music lovers in a more meaningful way. By leveraging on Spotify's depth of insights on local and global listening habits and trends, MBC's radio stations will be able to introduce new music playlists, charts and superior programming content that would resonate better amongst listeners.

“We're excited to be launching this partnership with Manila Broadcasting Company in the Philippines as we further strengthen expert curation and discovery which is core to the Spotify experience. Making playlists from FM radio brands Yes FM, Love Radio and Easy Rock available will allow MBC to connect with Spotify's large, growing and unique audience while our users continue to enjoy the best in music. MBC's radio stations will now also be able to produce programming such as chart shows from Spotify's data providing direct insights into what Filipinos are currently listening to across the country,” said Michael Richardson, Head of Business Development, Spotify, APAC.

“Radio remains the number one music discovery platform in the Philippines,” affirmed MBC President Ruperto Nicdao, Jr. “Spotify as the most popular music streaming platform, recognizes the big influence of radio and its personalities on listening habits of the public. Contrary to what many believe, we are not competing with the application, but are complimentary to each other.”