



Spotify Expands Playlist Feature to Include Podcasts

Description

Spotify announced today that it is expanding its AI-powered feature, Prompted Playlist, to include podcasts. This enhancement follows the initial testing phase, which began in New Zealand late last year, and has now extended to several countries, including the U.S., Canada, the U.K., Ireland, Australia, and Sweden.

The updated feature allows premium users in these markets to create AI-assisted playlists specifically for podcasts in English. Users can start by tapping "Create" and selecting "Prompted Playlists." They can then enter a prompt, such as "Make a playlist of true crime podcasts I would be interested in", aimed at discovering highly-rated series they may have overlooked.

Additionally, users can choose how often their playlists are updated, with options ranging from daily to weekly, or even no updates at all. When a new episode is added, it will include a brief note explaining why it was selected.

According to Lizzy Hale, Spotify's Global Head of Podcast Editorial, "Podcast fans are always looking for their next great listen." She added that this feature enhances the ease of discovering content while providing creators with new opportunities to reach audiences.

Spotify reported that over 34 million podcasts are discovered for the first time each week on its platform. The company aims to improve podcast discovery through this AI feature. Users may also encounter Prompted Playlists created by Spotify's culture team, which can be customised by refining the original prompt.

To further support podcast creators, Spotify has recently adjusted its monetisation criteria. Now, creators need three published podcasts, 2,000 listening hours over the past month, and at least 1,000 engaged listeners within the same period.

Vocabulary List:

1. **expanding** //ɪk'spændɪŋ// (verb): to make something larger or bigger
2. **feature** //ˈfi:tʃər// (noun): a part of a product that does something
3. **prompt** //prɒmpt// (noun): a short instruction to tell a computer what to do
4. **playlist** //ˈpleɪlɪst// (noun): a list of songs or audio chosen to play
5. **discovered** //dɪ'skʌvəd// (verb): found or learned about something for first time
6. **monetisation** //ˌmɒnɪtə'zeɪʃən// (noun): ways to earn money from something online



Comprehension Questions

Multiple Choice

1. What new feature has Spotify announced?

- Option: AI-assisted music playlists
- Option: Prompted Playlist for podcasts
- Option: Video content recommendations
- Option: Live streaming services

2. In which country did the initial testing phase for the Prompted Playlist begin?

- Option: United States
- Option: New Zealand
- Option: Canada
- Option: Australia

3. How often can users update their playlists?

- Option: Hourly
- Option: Daily
- Option: Weekly
- Option: All of the above

4. Which of the following is NOT mentioned as a country where the feature is available?

- Option: U.K.
- Option: Sweden
- Option: India
- Option: Australia

5. How many podcasts does Spotify report are discovered for the first time each week?

- Option: 10 million
- Option: 20 million
- Option: 34 million
- Option: 50 million

6. What must podcast creators have to meet the monetisation criteria?

- Option: One published podcast



- Option: Three published podcasts
- Option: Five published podcasts
- Option: Ten published podcasts

True-False

7. The Prompted Playlist feature can be used by free users.
8. Users can enter prompts to create playlists for podcasts.
9. Spotify's Global Head of Podcast Editorial is named Lizzy Hale.
10. Users must have an account in Australia to use the Prompted Playlist feature.
11. Creators need at least 1,000 engaged listeners to qualify for monetisation.
12. Users can choose to receive updates for their playlists daily or weekly only.

Gap-Fill

13. The expansion of the Prompted Playlist feature includes podcasts and began in late _____ last year.
14. Users can create AI-assisted playlists for podcasts in _____ language.
15. Spotify's aim is to improve podcast _____ through the new AI feature.
16. Creators need at least _____ published podcasts to meet the monetisation criteria.
17. New episodes added to playlists will include a brief _____ explaining why it was selected.
18. Users can customise Prompted Playlists by refining the original _____ they input.

Answer

- Multiple Choice:** 1. Prompted Playlist for podcasts 2. New Zealand 3. All of the above 4. India 5. 34 million
6. Three published podcasts



True-False: 7. False 8. True 9. True 10. False 11. True 12. False

Gap-Fill: 13. 2022 14. English 15. discovery 16. three 17. note 18. prompt

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which of the following is commonly associated with data transfer?

Option: Trailer

Option: Footage

Option: Ports

Option: Playlist

2. What term describes a structured story in literature or film?

Option: Feature

Option: Narrative

Option: Competition

Option: Simulation

3. What type of marketing approach customizes messages for individual consumers?

Option: Monetisation

Option: Personalised

Option: Significant

Option: Discrepancy

4. Which term refers to content that can be transferred to a device?

Option: Downloadable

Option: Radiation

Option: Avatar

Option: Expanding

5. What is the term for a contest between entities for a market share?

Option: Conflict

Option: Competition

Option: Discrepancy

Option: Transition

6. Which process involves generating revenue from a product or service?

Option: Monetisation

Option: Simulate



Option: Tissue

Option: Aligns

7. Which term refers to energy that travels through space?

Option: Muon

Option: Isotope

Option: Radiation

Option: Vacuum

8. What term relates to the body's defense against disease?

Option: Tissue

Option: Immune

Option: Avatar

Option: Trailer

9. What word describes a difference that may indicate an error?

Option: Discrepancy

Option: Alignment

Option: Significant

Option: Plunging

10. Which term refers to a graphical representation of a user?

Option: Avatar

Option: Playlist

Option: Feature

Option: Transition

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The movie's _____ provided a sneak peek of the exciting scenes.

12. The documentary included rare _____ from the historical event.

13. The fashion show featured a _____ theme that appealed to many millennials.

14. The new policy _____ with our company's values and mission.

15. The stock prices began _____ dramatically after the announcement.

16. The film's _____ between scenes were very smooth and engaging.



17. The research yielded _____ results that can change the industry.
18. The program can _____ various environments for training purposes.
19. The scientist examined the _____ under a microscope.
20. An _____ is a variant of a particular chemical element which differs in neutron number.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The laboratory maintained a vacuum to prevent contamination of experiments.
22. The universe is constantly expanding according to modern astrophysical theories.
23. The director was pleased with the new footage they captured during filming.
24. The monetisation strategy outlined how the app would generate revenue.
25. The company registered several trademarks to protect its brand identity.
26. The competition in the tech industry is becoming increasingly intense.
27. Exposure to high levels of radiation can be hazardous to health.
28. The narrative of the book was compelling and well-structured.
29. In the online game, each player can create their own avatar.
30. Vaccination helps the body become immune to certain diseases.

Answer

Multiple Choice: 1. Ports 2. Narrative 3. Personalised 4. Downloadable 5. Competition 6. Monetisation 7. Radiation 8. Immune 9. Discrepancy 10. Avatar

Gap-Fill: 11. trailer 12. footage 13. retro 14. aligns 15. plunging 16. transitions 17. significant 18. simulate 19. tissue 20. isotope

Matching sentence: 1. vacuum 2. expanding 3. footage 4. monetisation 5. trademarks 6. competition 7. radiation 8. narrative 9. avatar 10. immune



CATEGORY

1. Sci/Tech - LEVEL5

POST TAG

1. ESL learning
2. esl news
3. Level 5
4. playlist
5. podcasts
6. spotify

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