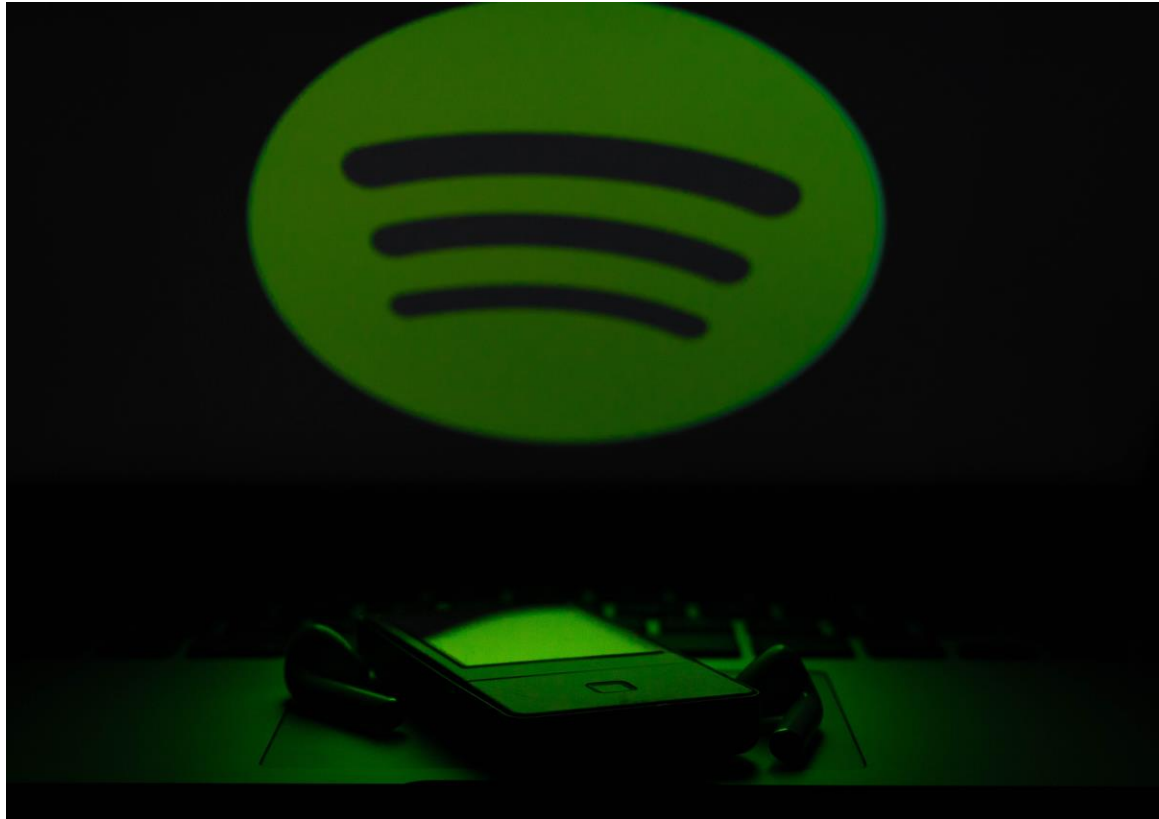


Spotify is losing ground with young Canadians



In September 2020, host Joe Rogan signed a \$100 million deal with Spotify to make his podcast's 11-year catalogue exclusive to Spotify. Joe Rogan, self-described as having "a love-hate relationship with conspiracies," has used his platform to spread misinformation about the COVID-19 pandemic.

Following Spotify being called out by 270 physicians and science educators in an open letter condemning Rogan's promotion of anti-vax beliefs, singer-songwriter Neil Young asked that his music catalogue be deleted from Spotify. "They can have Rogan or Young. Not both," said Young. Spotify chose Rogan and removed Young's music.

The streaming service says it isn't responsible for content posted on its platform, much as social networks like Facebook have argued for years. However, [consumers believe](#) that all companies should do their part to stop the spread of misinformation and keep bad health information off their platforms, especially as the industry's power continues to grow.

The peak of this controversy coincided with our data gathering in early 2022. Spotify reached a new low in consumer trust with the youngest respondents (18-35) with an 11-point drop in its overall trust score, but the brand gained six and 11 points among those who are aged 35-55 and 55 over.