

**STRATEGY TO DISRUPT THE PODCASTING INDUSTRY
THROUGH TECHNOLOGICAL AND BUSINESS MODEL
INNOVATION: A CASE STUDY OF SPOTIFY
VS APPLE PODCASTS**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

Angela Dea Rachmasari

20/470887/PEK/26614

to

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA**

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