

Spotify is more confused about Joe Rogan than ever | The Verge

By Ashley Carman

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The Joe Rogan situation at Spotify keeps getting more confused.

As the situation has evolved, so has the company's treatment of its star podcaster. One day, it says it's a hands-off platform that treats all creators the same. The next, it admits to having backdoor discussions with Rogan and pulling episodes due to outrage over language used on the show. The whiplash undermines Spotify's narrative about how it interacts with Rogan and other podcasters and offers a window into the delicate relationship between Rogan and the company that depends on him to stay differentiated. Let's dive into where things aren't lining up.

Spotify has reiterated multiple times now that it considers itself merely a platform for podcasts — despite paying Rogan a reported \$100 million to distribute his show. That Spotify wants to believe Rogan is an audio creator like any other has been a constant refrain since Neil Young and other musicians pulled their music from the platform nearly two weeks ago over their belief that Rogan and his guests spread COVID-19 misinformation.

[...]

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