

EXHIBIT 2



Purple Spotify Billboards Suggest That Prince's Music Will Be Available on Major Streaming Service by Grammy Night

1/30/2017 by Jem Aswad



Courtesy Photo

Purple Spotify ads, which seem to confirm that Prince music will be available on major streaming services soon, appeared in New York's Union Square subway station on the morning of Jan. 30, 2017.



The buzz about Prince's music being widely released to streaming services in time for the Grammys got louder on Monday morning, as a series of purple ads bearing the Spotify logo -- and only the Spotify logo -- appeared in New York's Union Square subway station on Monday morning.

While L. Londell McMillan -- who along with Charles Koppelman is a special entertainment adviser to Prince's estate -- told *Billboard* last week that such a deal was not confirmed and still might not happen in time for the Grammys, the ads seem to be a display of confidence on the part of Spotify. And while much of Prince's later catalog remains in varying degrees of legal limbo, sources tell *Billboard* that the artist's Warner Music catalog, as well as his publishing, are on solid footing to be streamed.

Reps for Spotify, Apple Music, Warner Music and the Prince estate either declined comment or had not responded to requests for comment at press time, but a sources close to the situation confirm to *Billboard* that both Spotify and Apple Music are on board to launch at least some of Prince's Warner catalog in time for the Grammys.

Billboard will have more on this situation as it develops.



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1/30/2017

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Since July 2015, the Purple One's back catalog has been exclusively available to stream on Tidal



Sources tell Pitchfork that Prince's music will be available on Apple Music very soon, ending a nearly two-year absence of the Purple One's back catalog from all streaming services besides Tidal. In addition, this morning, advertisements featuring the Spotify logo bathed in purple appeared in the Union Square subway

1/30/2017

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station in Manhattan, as Billboard points out. This seems to hint that Prince's music will soon return to Spotify as well, adding fuel to recent rumors that the Purple One's back catalog would be widely available on streaming services in time for the Grammys, which take place Sunday, February 12. (Prince's music has been exclusively available to stream on Tidal since July 2015.)

Prince announced a new deal with Warner Music Group in 2014. Representatives for Spotify and Warner Music Group offered no comment on the ads.

1/30/2017

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Earlier this month, Billboard reported that a Grammy tribute to Prince is rumored to be in the works featuring Rihanna, the Weeknd, and Bruno Mars. The Grammys have not confirmed if this is true.

Last November, Prince's estate sued Roc Nation for copyright infringement over Tidal's streaming rights to the back catalog.

Read "Here's Every Battle Prince Waged Against the Internet and the Music Industry" on the Pitch.

1/30/2017

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Correction: An earlier version of this story indicated that Prince's deal with Warner Music took place in 2016. It was actually 2014.