

Spotify

Service Level Guideline

Content Providers of Music

V3.0

Overview

This Service Level Guideline (“SLG”) provides guidelines for distributing content on Spotify and has been sanctioned to improve the understanding and reliability of Spotify’s Content Management System. Please refer to the Spotify Metadata Style Guide for details on metadata requirements.

This SLG is subject to change at Spotify’s discretion and shall not affect Spotify’s rights or obligations under applicable laws in any relevant jurisdiction and shall not affect Spotify’s contractual rights or obligations under any relevant agreement.

This SLG is not guaranteed during maintenance or server downtimes.

Unless otherwise specified, all timing referenced in this SLG is based on Coordinated Universal Time (UTC).

Any questions regarding this SLG should be directed to content-ops+ingestion@spotify.com or your Spotify Artist and Label Marketing account manager.

Change Log

1-11-2018: Update to Delivery Standards;

13 August 2024

Additional information added on the expectation of Complete Deliveries. **Section 1.3**

1-11-2018: Update to Timezone Launch Territories;

Territorial Launch Timezone updated and restructured. **Section 2.2**

18-01-2019: Clarification on Launched Markets

Link provided for up to date and accurate launch markets. **Section 2.1**

04-02-2021: Removal of Timezone Section

Timezones are now listed in our help centre at the below link: <https://content-ops.atspotify.com/hc/en-us/articles/360056080012>

24-03-2022 QR Code & Artwork Clarification Section 1.2

QR codes are not permitted on delivered artwork.

30-04-2024 Updates to sections 1.1 to 1.3

Video is added among the list of assets.

13-08-2025 Updates to section 1.1

“Timely Manner” description is updated

1. Deliveries

1.1 Content Delivery

Inserts, updates and takedowns (“Content Delivery”) should be Fully Delivered in Timely Manner.

“Inserts” is defined as the initial delivery of a product including all audio, video, image assets and XML data.

“Fully Delivered” is defined as when Content Delivery has been accurately prepared, batches have been successfully sent through the feed, marked as complete by the content provider and fully ingested by Spotify.

For Platinum tier providers in the [Preferred Provider Program](#) (PPP), “Timely Manner” is defined as

- Inserts being Fully Delivered at least two (2) hours before earliest release date as specified in the metadata and
- Updates and takedowns being Fully Delivered at least two (2) hours before expected live date through our feed.

For all other providers, “Timely Manner” is defined as

- Inserts being Fully Delivered at least five (5) business days before earliest release date as specified in the metadata and
- Updates and takedowns being Fully Delivered at least two (2) business days before expected live date through our feed.

Content Delivery must be delivered through our feed. Hard-drive deliveries are not accepted.

1.2 Metadata, Audio, Video, Artwork, Infringement and Editorial Issues

Content Delivery in breach of the Service Level Guidelines, Spotify Metadata Style Guide, the Spotify Infringement Policy can result in Content Delivery not taking effect on the date as specified in the metadata or as expected. In addition, editorial reasons solely at Spotify's discretion can result in Content Delivery not taking effect on the date as specified in the metadata or as expected. This includes content where the delivered artwork contains a QR code.

1.3 Complete Delivery

Spotify does not accept unfinished versions of files where the intention is to update the audio, video or cover art before or after release date. The delivered product must be the complete and finalized version, with the intention of it going live to users in its delivered state. However, if assets need to change Spotify expects the provider to deliver a new version of the product in a timely manner, as defined in section 1.11.

In very exceptional circumstances, such as the corruption of audio or video on delivery we will allow providers to re-deliver the correct asset under the same ISRC.

1.4 Valid Delivery

Content Delivery has to meet the requirements stated above in 1.1, 1.2 and 1.3 to be defined and deemed as a "Valid Delivery".

1.5 Switching Distributors

When switching distributors, Content Providers must manage Content Delivery of the full catalogue through the new feed before submitting takedowns for content delivered via the old feed. This ensures no duplicated content remains live on Spotify across multiple feeds from the same provider once the switch is complete. Please deliver content through the new feed 5 days in advance of actioning any takedowns via the old feed to avoid any gaps in live content.

2. Effective date and Launch Markets

2.1 Effective date

A Valid Delivery will by default be made available or take effect as applicable just after midnight on a country-by-country basis on the date as specified in the metadata.

2.1 Launched Markets

Please note for an up to date and accurate list of launch markets please go to; <https://newsroom.spotify.com/company-info/>. For information on timezones of each launched market please visit the following article of the Content Operations Help Centre, <https://content-ops.atspotify.com/hc/en-us/articles/360056080012>

3. Timed Releases

3.1 Exact release time

A Valid Delivery will by default be made available or take effect as applicable as stated under 2.1.

A Valid Delivery can be made available on an exact release time at another time than the default release time stated under 2.1. Please refer to Spotify Onboarding Guideline documents for details.

3.2 Simultaneous timed release

A Valid Delivery can be made available at one simultaneous time in more than one territory. If delivering DDEX standards, please refer to DDEX.net for clarification.