



# Programmatic Media Kit

Private Marketplaces  
2019

Your audience is listening.  
Let's make your brand connection count.



# Listen up.

Spotify is the largest ad-supported music streaming service in the world. Our understanding of people through music unlocks audience insights to connect your brand with the streaming generation.

**207M**

MONTHLY ACTIVE USERS

AS OF 1 NOV 2018

**116M**

AD-SUPPORTED MONTHLY ACTIVE USERS

AS OF 1 NOV 2018

**+40M**

MORE THAN 40 MILLION SONGS

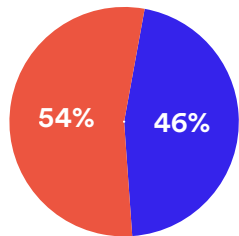
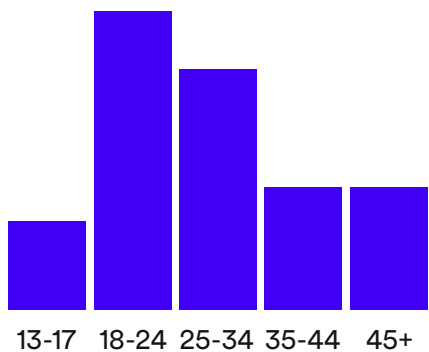
**+3B**

MORE THAN 3 BILLION PLAYLISTS

**79**

AVAILABLE IN 79 COUNTRIES

SOURCE | DONNÉES INTERNES DE SPOTIFY



● Men ● Women

## Passionate users

Spotify users across all ages and genders are engaged and enthusiastic about Spotify.\*

\*SOURCE | INTERNAL DATA 2018

## More moments, more understanding

**100% logged-in** Audience with one persistent identity across devices.

**2.6 hours** For multi-device listeners in a given day.\*

\*SOURCE | SPOTIFY FIRST PARTY DATA, GLOBAL, 2018, BASED ON DAILY CONTENT HOURS / DAILY ACTIVE USERS, FREE USERS MULTI-PLATFORM.

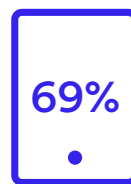


## Our fans trust Spotify

#1 trusted platform for data privacy and security.\*  
#1 trusted quality content and enjoyable experience.\*\*

\*SOURCE | YPULSE & SPOTIFY, "A DAY IN THE LIFE" 2018, US, UK, AU

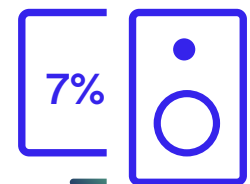
\*\*SOURCE | PROTOBRAND & SPOTIFY, "AD RESEARCH" 2018, US, DE, MX, AU



Mobile/  
Tablet



Desktop



Connected  
Devices

## Mobile-first

More people take us more places than ever...  
56% of Spotify streams come from mobile devices.\*

\*SOURCE | SPOTIFY INTERNAL DATA, 2018

Ready to build a programmatic plan?

[ProgrammaticSales@Spotify.com](mailto:ProgrammaticSales@Spotify.com)

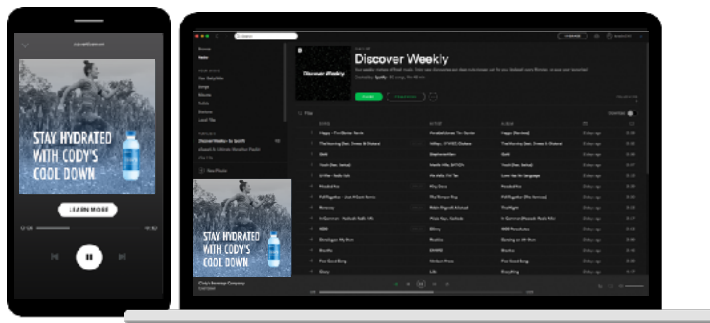


# Private Marketplace Formats

Reach logged-in users to tell your brand's story and drive results with sight, sound, and motion in a high quality environment.

## Audio

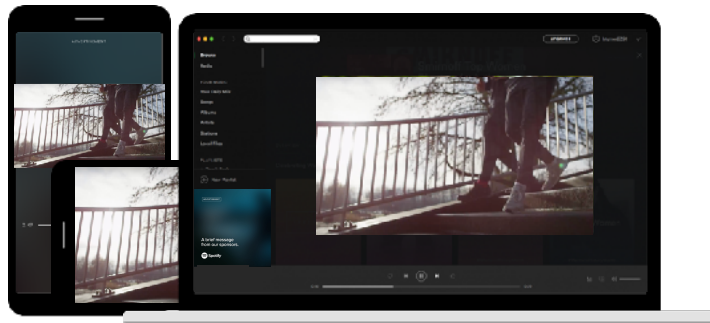
MOBILE & DESKTOP



- Reach users in screenless moments where visual media can't reach them
- Leverage Spotify's streaming intelligence to reach users based on moods, mindsets and moments
- Delivery a 1:1 message through 100% share of voice with a seamless listener experience

## Video

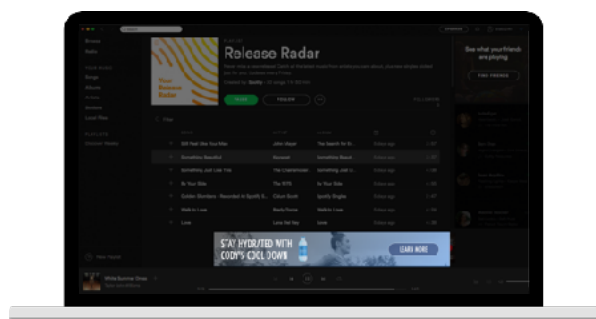
MOBILE & DESKTOP



- Sound-on environment amplifies video message
- Video serves when the app is in-view resulting in high viewability scores
- Ads served against high-quality, premium content

## Display

DESKTOP LEADERBOARD



- IAB standard display unit
- Reinforce your brand message with highly viewable display
- Extend campaign reach in a brand safe environment.

# Private Marketplace Audio Format Specifications

## Audio File

	Desktop	Mobile	ROS
<b>Compliance</b>	VAST 2.0 only	VAST 2.0 only	VAST 2.0 only
<b>File Type</b>	.ogg (up to 30 seconds)	.ogg (up to 30 seconds)	.ogg (up to 30 seconds)
<b>Max File Size</b>	500 MB	500 MB	500 MB
<b>Max Bitrate</b>	198 BPS	198 BPS	198 BPS
<b>Platform</b>	Desktop app	Mobile (iOS Phone and Android Phone)	Desktop app + Mobile (iOS Phone and Android Phone)

## Companion Banner

	Desktop	Mobile	ROS
<b>Display Size</b>	300x250	300x250	300x250
<b>File Type</b>	Static JPEG	Static JPEG	Static JPEG

## Where to buy?

<b>SSP</b>	 
<b>DSP</b>	Many available. Speak to your DSP to see if they have access.

# Private Marketplace Video Format Specifications




## Video File

	Desktop	Mobile
<b>Aspect Ratio</b>	16:9	16:9
<b>HD Quality</b>	HD (such as 1280×720)	HD (such as 1280×720)
<b>Compliance</b>	VAST 2.0 only (no VPAID)	VAST 2.0 only (no VPAID)
<b>File Type</b>	WebM (up to 30 seconds) Must include audio (no silent videos)	.MP4 or .MOV (up to 30 seconds) Must include audio (no silent videos)
<b>Max File Size</b>	500 MB	500 MB
<b>Max Bitrate</b>	700 MB	700 MB

## Companion Banner

	Desktop	Mobile
<b>Display Size</b>	300×250	NA (Video is full screen)
<b>File Type</b>	Static JPEG	NA (Video is full screen)

## Where to buy?

<b>SSP</b>	  
<b>DSP</b>	Many available. Speak to your DSP to see if they have access.



# Private Marketplace Leaderboard Format Specifications

## Leaderboard Display Unit

### Desktop

Display Size

728x90

File Type

All types except Flash

Platform

Desktop app

Available Markets

All markets

## Where to buy?

SSP

Google Ad Manager 



DSP

Many available. Speak to your DSP to see if they have access.

## Also available on the open marketplace (same specs)

SSP

Google Ad Manager 

# Private Marketplace Targeting Availability

## Age/Gender /Language

Use Spotify's demographic targeting to confidently reach your target audience. With a single login across devices and constant engagement throughout their day, our cross-platform audience is easy to reach with precision.

## Playlist

Reach users currently listening to music aligned with popular daily activities, life moments, moods, and seasonal events.

Chill	Girls Night Out	Road Trip	Travel
Commute	Holidays	Romance	Workout
Dinner	Kids	Sleep	Yoga
Focus/Study	Party	Summer	

## Genre

Deliver your message immediately after a user has listened to a specific genre.

Alternative	Dance/House	Indie Rock	Punk
Blues	Easy Listening	Jazz	Reggae
Children's	Electronica	Latin	R&B
Christian	Funk	Metal	Rock
Classical	Hip Hop / Rap	New Age	Soundtrack
Country/Folk	Holiday	Pop	Spoken Audio
			Traditional

\*Mobile PMPs must target 3 or more genres / playlists\*

Ready to build a programmatic plan?

[ProgrammaticSales@Spotify.com](mailto:ProgrammaticSales@Spotify.com)



# Audience Segments for Desktop PMPs

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Use Spotify's first-party streaming intelligence as a premium data source in your programmatic private marketplaces for Spotify's desktop inventory through Google Ad Manager.

## Spotify's First-Party Audience Segments, available via Google Ad Manager

Reach your audience through first-party segments crafted by analyzing Spotify listeners' streaming behaviors, music tastes and registered demographic data.

### Entertainment

Live Entertainment/Concert Goers • Festival Goers • Socialites/Partiers

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### Health & Fitness

Fitness Enthusiasts • Health and Wellness/Healthy Living

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### Lifestyle

Travelers • Foodies

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### Family Status

Moms • Dads • Parents with Children in Household • Engaged/Getting Married

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### Tech & Telco

Tech Early Adopters • Gamers • PlayStation Users • Connected TV/Set Top Box Users • Apple iOS Users • Android Users • Smartphone Users

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### Available Device/Formats

Desktop Leaderboard, Desktop Video

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### Available Markets

US, BR, MX, UK, DE, ES, IT, FR, AU

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### Demand Side Platforms

You can access this data set through any demand-side platform with access to Google Ad Manager and the ability to run a private marketplace (PMP). Spotify will build the data in the deal ID for use.

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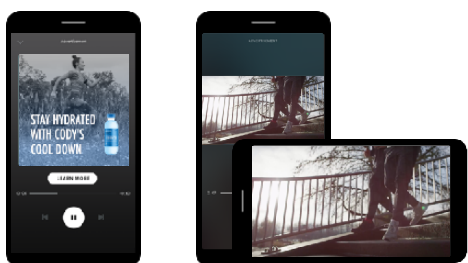
# Measurement for Private Marketplaces

Using the information we pass in our bid stream, you can leverage your own measurement vendor and DSP relationships to execute measurement on Spotify inventory.

Below are the identifiers that can be garnered from Spotify ad inventory. All third-party measurement must be executed through pixels or macros included in VAST responses. Spotify does not host third-party pixels for programmatic measurement.

## Mobile App

(Audio & Video)

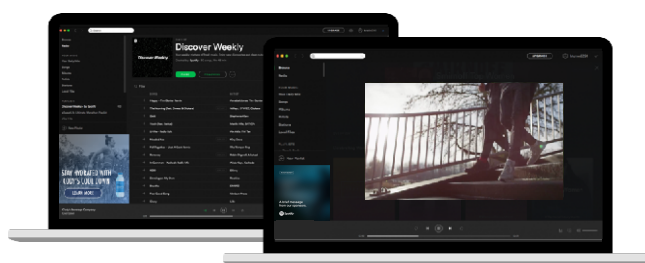


### Available IDs:

- Device ID (via bid request)
- IP address (via bid request)
- No cookie available

## Desktop App

(Audio, Video & Display)

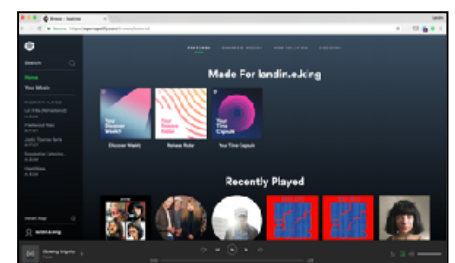


### Available IDs:

- IP address (via bid request)
- No Device ID available
- No cookie available

## Web Browser

(Display Only—  
very limited inventory)



### Available IDs:

- IP address (via bid request)
- Cookie (via browser)
- No Device ID available

Before attempting to run measurement on Spotify inventory, please confirm your DSP and measurement vendor are aware of Spotify's app environment and available identifiers. Some measurement vendors require specific certifications from DSPs and will not work otherwise.

Viewability reporting on video PMPs is available using Spotify's custom integration with Moat.

MOAT



# PMP Troubleshooting



## Checklist for non-spending deals:

01

### Remove desktop frequency capping from your DSP:

- Frequency capping on the IO and/or line item could impact delivery on desktop campaigns.
- Spotify traffic is almost entirely app-based, which means we do not pass a web cookie in our bid requests.
- If your DSP is frequency capping on desktop then they are likely doing so through cookies, which will not work.
- Frequency capping on mobile can usually be done using Device ID, but you should confirm with your DSP.

02

### Remove cookie-based data layering from your DSP:

- Any data layering that requires user info from a cookie may cause the deal to not respond properly to our Bid Request.
- Data based on Device IDs will work on our mobile inventory.

03

### Make sure you're using VAST tags:

- Spotify does not accept VPAID tags or VAST tags wrapped with VPAID calls.
- Please ensure you're only passing VAST tags for creative units.

04

### Check environment settings:

- Some DSPs are sensitive to mobile-app environments. As Spotify is not providing mobile 'web' traffic, you should confirm your DSP is set up to bid on this inventory.

05

### Check the creative file format:

- Please double check the specifications on the next page to ensure you are sharing the right creative formats.

06

### Double check your pricing:

#### Auction Model:

- Spotify PMPs run in an auction model.
- Make sure you are bidding above the floor rate.
- If you're still not winning, consider raising your bid price to be more competitive.

#### Currency:

- If you wish to bid in a non-USD currency, please check with your DSP to see if they can support.
- If you do this, ensure that your deal bid price is slightly higher than the format's set floor price to account for any exchange rate fluctuations.

07

### Secure tags on mobile:

- Our mobile environment requires that all creative and tracking are secure (https).
- Failure to secure tags will be detrimental to delivery and cause tracking discrepancies.

08

### Blocked tags:

- Please ensure you have not added any non-supported measurement or tracking tags on your inventory.

09

### Deal ID:

- Check the Deal Token or Deal ID in the DSP to make sure that it matches with the Deal Token or Deal ID the Publisher has in the SSP for that particular Deal.

Still having trouble?  
Contact your Spotify rep for additional assistance.