



# Programmatic Media Kit

**Programmatic Guaranteed  
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

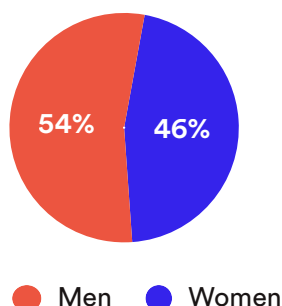
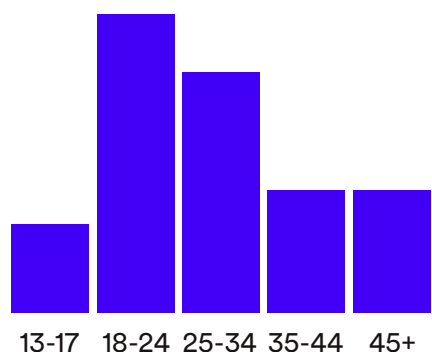
## +3B

MORE THAN 3  
BILLION PLAYLISTS

## 79

AVAILABLE IN  
79 COUNTRIES

SOURCE | DONNÉES INTERNES DE SPOTIFY



## Passionate users

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

\*SOURCE | INTERNAL DATA 2018



## 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

## More moments, more understanding

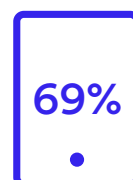
**100%**  
logged-in

Audience with one persistent identity across devices.

**2.6**  
hours

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

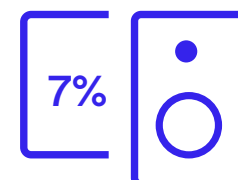
\*SOURCE | SPOTIFY FIRST PARTY DATA, GLOBAL, 2018, BASED ON DAILY CONTENT HOURS / DAILY ACTIVE USERS, FREE USERS MULTI-PLATFORM.



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)



# Programmatic Guaranteed

Tell your brand's story and drive results with sight, sound, and motion.

## Programmatic guaranteed.

Access Spotify's highly-engaged audience and premium ad experiences with the confidence of guaranteed delivery and fixed rates—executed through your programmatic DSP.

## Why buy?



### Guaranteed Delivery

- Reserve inventory in advance to ensure campaigns scale to meet your objectives.
- Prime for time-sensitive campaigns such as product launches or short-flight promotions.



### Fixed Pricing

- Confidently budget your campaign through a fixed price CPM, agreed upon before your campaign is activated.



### Consolidated Reporting

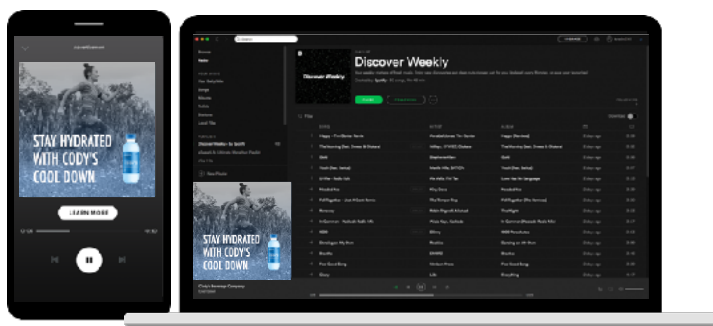
- Execute campaigns through your chosen DSP partner (must have integration with Google AdX SSP).
- Manage your auction and guaranteed campaigns side-by-side in a single platform.

# Programmatic Guaranteed 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

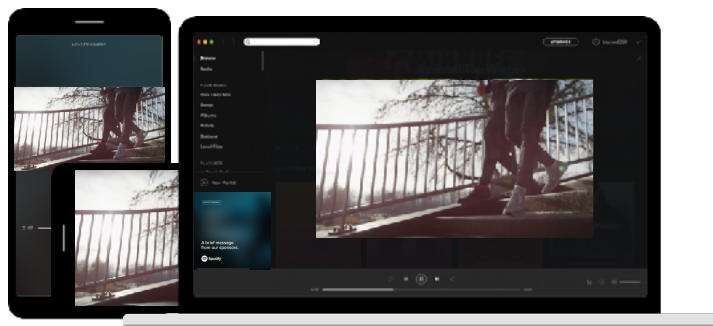
MOBILE &  
DESKTOP



- 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

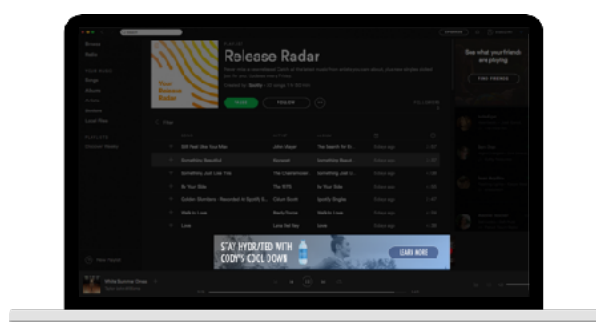
MOBILE &  
DESKTOP



- 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

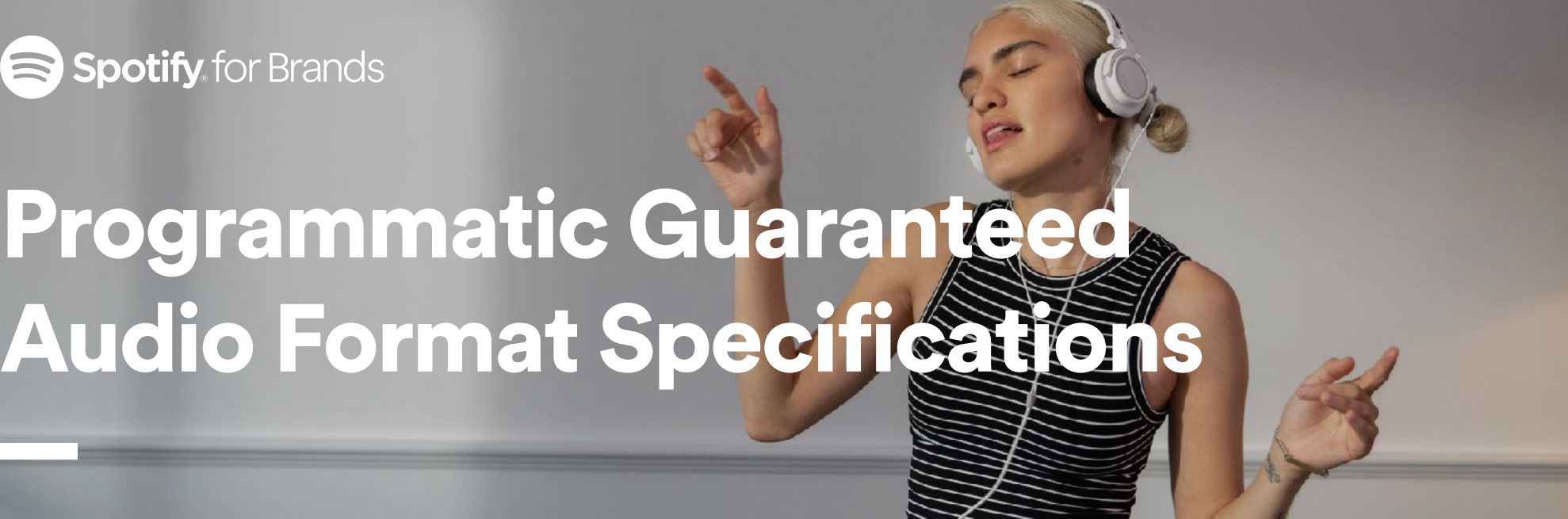
## Display

DESKTOP  
LEADERBOARD



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





# Programmatic Guaranteed Audio Format Specifications



## Audio File

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

## Companion Banner

	Desktop	Mobile	ROS
Display Size	301×301	301×301	301×301
File Type	Static JPEG	Static JPEG	Static JPEG

## Where to buy?

SSP	Google Ad Manager		
DSP	 Display & Video 360	 theTradeDesk	



# Programmatic Guaranteed Video Format Specifications

## Video File

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

## Companion Banner

	Desktop	Mobile
Display Size	301×301	NA (Video is full screen)
File Type	Static JPEG	NA (Video is full screen)

## Where to buy?

SSP	Google Ad Manager
DSP	Many available. Speak to your DSP to see if they have access.

# Programmatic Guaranteed Leaderboard Format Specifications

## Leaderboard Display Unit

	Desktop
Display Size	728×90
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.





# Programmatic Guaranteed 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

In addition to the targeting parameters listed here, we offer a variety of advanced targeting options such as platform, device type and audience segments. Reach out to your Spotify contact to learn more.

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



# Audience Segments for Desktop PG Campaigns

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Use Spotify's first-party streaming intelligence as a premium data source in your programmatic guaranteed campaign for Spotify's desktop inventory.

## 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

### Health & Fitness

Fitness Enthusiasts • Health and Wellness/Healthy Living

### Lifestyle

Travelers • Foodies

### Family Status

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

### Tech & Telco

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

### Available Device/Formats

Desktop Leaderboard, Desktop Video

### Available Markets

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

### 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.

# Measurement for Programmatic Guaranteed

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Our suite of leading third-party measurement partnerships validates the impact of connecting with the Spotify audience.

## Reach.

Does your intended audience see and hear your campaign as often as planned?

NIelsen DIGITAL AD RATINGS



**IAS** Integral  
Ad Science

MOAT

 COMSCORE

## Resonance.

What do people think and feel after they are exposed to your campaign?

 Digitalist LeanLab

## Reaction.

What business-driven actions do people take after they are exposed to your campaign?

Nielsen  
Catalina  
SOLUTIONS



ORACLE<sup>®</sup>  
Data Cloud

FOURSQUARE

nielsen  
.....

Placed. 

Speak with your local Spotify rep to learn about campaign requirements and market availability.

Ready to build a programmatic plan?

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