

# Tell Your Brand's Story on Spotify

## You are what you stream.

Our audience streams Spotify to soundtrack their lives — to get hyped, to calm down, to focus, to work out, to party and everything in between. At Spotify, we believe music is a mirror, reflecting how people are really feeling and what they're doing in any given moment. Since music is inherently personal and emotional, these insights fuel our rich and textured dataset, going beyond demographics and device IDs to reflect moods, moments and mindsets. We call this dataset our Streaming Intelligence, and the more our audience streams, the more we understand them.

## Tap into our Streaming Intelligence to drive impact for your brand.



### ENGAGED AUDIENCE

Spotify's global (and growing) scale allows your brand to reach your audience in real-time moments throughout the day.



### UNIQUE INSIGHTS

Our dataset offers an unfiltered, contextual understanding of your audience, giving you deeper insight into their behaviors and tastes.



### IMPACTFUL AD FORMATS

Bring your brand to life with captivating audio, video and display ad formats.



### MEASURABLE SUCCESS

Our suite of measurement products can help you quantify the true impact of your messaging.

# Reach an Engaged Audience

Spotify is the world's largest global music subscription service.

**217M**

monthly active users

**123M**

ad-supported monthly active users

**+40M**

over 40 million songs

**+3B**

over 3 billion playlists

**79**

available in 79 markets

Our fans put Spotify at the center of their lives.

## DEVICE USAGE



Mobile  
51%



Desktop + Web  
24%



Tablet  
19%



Connected Device  
6%

Streaming Intelligence helps us understand our audience.

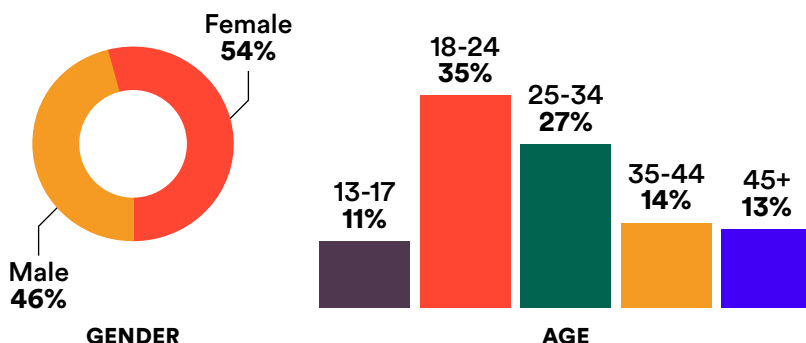
**100%**

logged-in with one persistent identity across devices

**2.6**

hours for free multi-device listeners in a given day\*

## DEMOGRAPHIC BREAKDOWN



SOURCE: SPOTIFY FIRST PARTY DATA, AD-SUPPORTED AND PREMIUM USERS, GLOBAL, 2019  
\*SPOTIFY FIRST PARTY DATA, AD-SUPPORTED MULTI-PLATFORM USERS ONLY, BASED ON DAILY CONTENT HOURS/DAILY ACTIVE USERS, GLOBAL, 2018



# Targeting Solutions to Fuel Your Campaigns

## Reach the right audience.

### AGE & GENDER

Connect with your buying target across platforms using Spotify's first-party age and gender data.

### LANGUAGE

Reach people according to language, specified in their app preferences.

### INTERESTS AND BEHAVIORS

Reach demographic-based and interest-based audience segments, crafted by analyzing users' streaming habits and music tastes.

#### ENTERTAINMENT

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

- Parents with Children in Household
- New Parents with Baby
- Engaged/Getting Married

#### HEALTH & FITNESS

- Fitness Enthusiasts
- Runners
- Health
- Wellness/Healthy Living

#### LIFESTYLE

- Commuters
- Travelers
- Cooking Enthusiasts
- Foodies

#### FAMILY STATUS

- Moms
- Dads

#### TECH & TELCO

- Tech Early Adopters
- Gamers
- PlayStation Users
- Chromecast Users
- Spotify at Home Users
- Apple iOS Users
- Android Users
- Smartphone Users
- Tablet Users

*\*Additional audience segments informed by leading third-party data providers available in the US, UK, FR & DE*





# Targeting Solutions to Fuel Your Campaigns

## Be there in the right context.

### PLAYLIST

Connect with people who are listening to music tailored to specific activities and moods.

- Chill
  - Commute
  - Dinner
  - Focus/Study
  - Girls Night Out
  - Holidays
  - Kids
  - Party
  - Road Trip
  - Romance
  - Sleep
  - Summer
  - Travel
  - Workout
  - Yoga
- \* Plus additional categories in the US*

### GENRE

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

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

### PLATFORM

Dynamically serve campaigns to users based on their active platform.

- | APP PLATFORM        | MOBILE OS       | MOBILE DEVICE                               | MOBILE CARRIER  |
|---------------------|-----------------|---|---|
| • iPhone            | • iOS           | • More than 100 mobile device manufacturers | • More than 200 mobile service providers across the globe |
| • iPad              | • Android       |   |   |
| • Android           | • Windows Phone |   |   |
| • Desktop           |                 |   |   |
| • Web Player        |                 |   |   |
| • Connected Devices |                 |   |   |

### LOCATION

Reach listeners in a specific country, region, city, or based on other location insights.

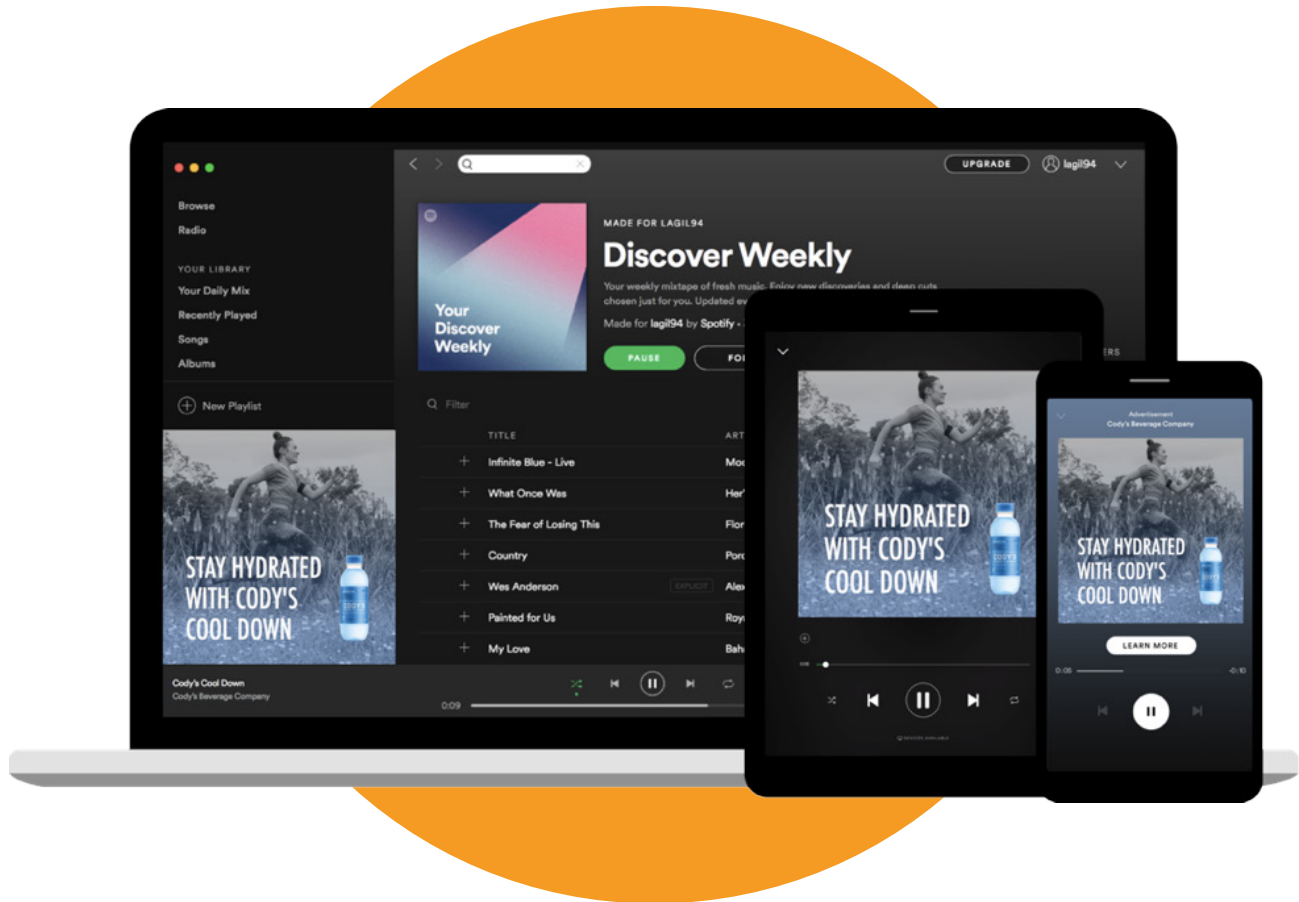
### TIME OF DAY

Reach your audience at the right time to suit your messaging or complement broadcast buys.



# Drive Impact with Engaging Ad Formats

## AUDIO



## Audio Everywhere

Reach highly engaged Spotify users across devices and platforms.

Our Audio Everywhere package allows you to reach your target audience on any device, in any environment, during any moment of the day. Audio ads are served between songs during active sessions, ensuring that your brand achieves 100% SOV.

In addition to the audio spot, your brand takes ownership of a clickable companion display unit (placed in the Cover Art area), allowing you to extend your campaign and drive traffic to a URL destination.

**PLATFORMS:** Mobile, Desktop, Tablet, Gaming Consoles, Smart TVs, In-Car

[Spec Sheet here](#)



## Sponsored Session

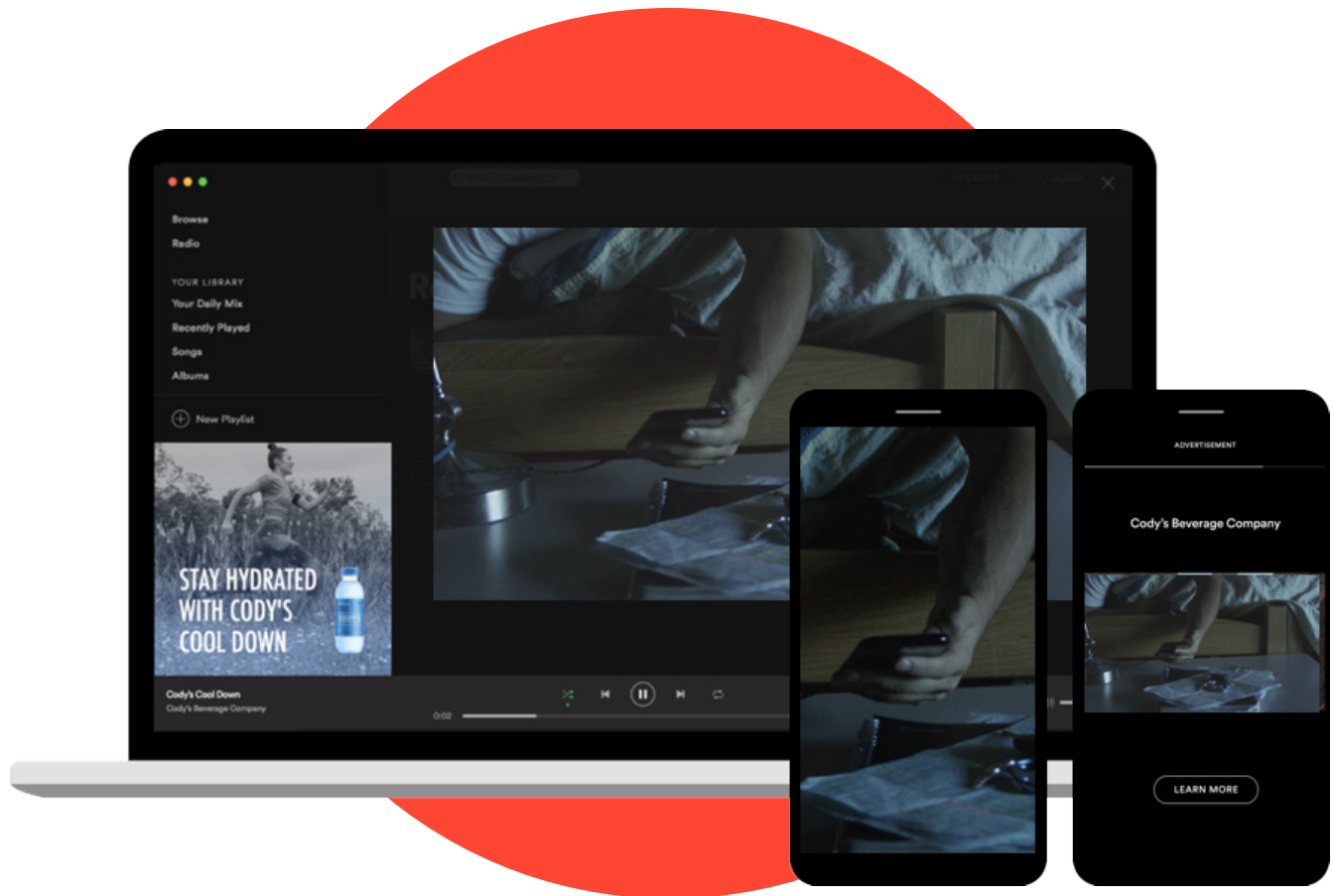
**Drive brand affinity by offering 30 minutes of ad-free listening.**

With Sponsored Session, you offer your audience 30 minutes of uninterrupted listening in exchange for watching your brand's video.

Users receive your brand's Sponsored Session offer only if the app is in view, at the start of mobile sessions. After watching your video message, a clickable display unit appears, inviting further engagement and initiating the 30 minutes of uninterrupted listening.

**PLATFORMS:** Mobile, Tablet

[Spec Sheet here](#)



## Video Takeover

**Deliver quality viewable video views across desktop and mobile devices.**

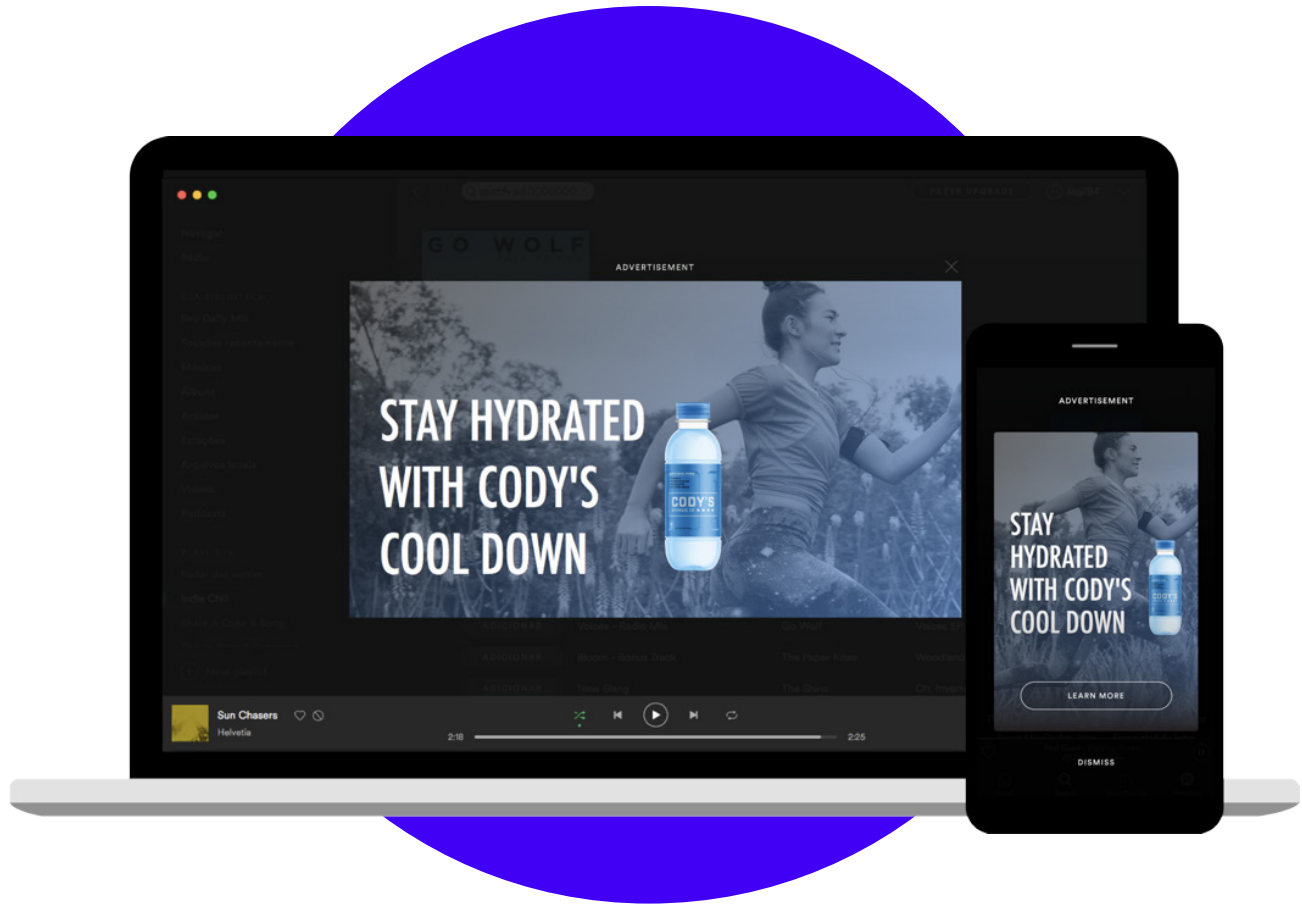
Tell your story confidently in a rich, immersive canvas. Video Takeover gives your brand access to a premium app experience where all ads are delivered to logged-in users when they're engaged, and the app is in view. Spotify video ads have leading viewability scores compared to industry-wide benchmarks.

With Video Takeover, your video message is served to listeners between songs during commercial ad breaks, and includes a clickable companion display unit for campaign extension.

**PLATFORMS:** Mobile, Desktop  
[Spec Sheet here](#)

# DISPLAY

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## Overlay

**Welcome users back to Spotify with your brand message.**

Overlay is delivered when the user returns to the Spotify app, ensuring maximum brand impact. The immersive display unit is clickable and drives traffic to your brand's URL destination. Overlay on desktop will persist in full-screen mode until (1) the user engages with the ad, (2) the user clicks the X or somewhere within the Spotify app, or (3) more than 30 seconds pass.

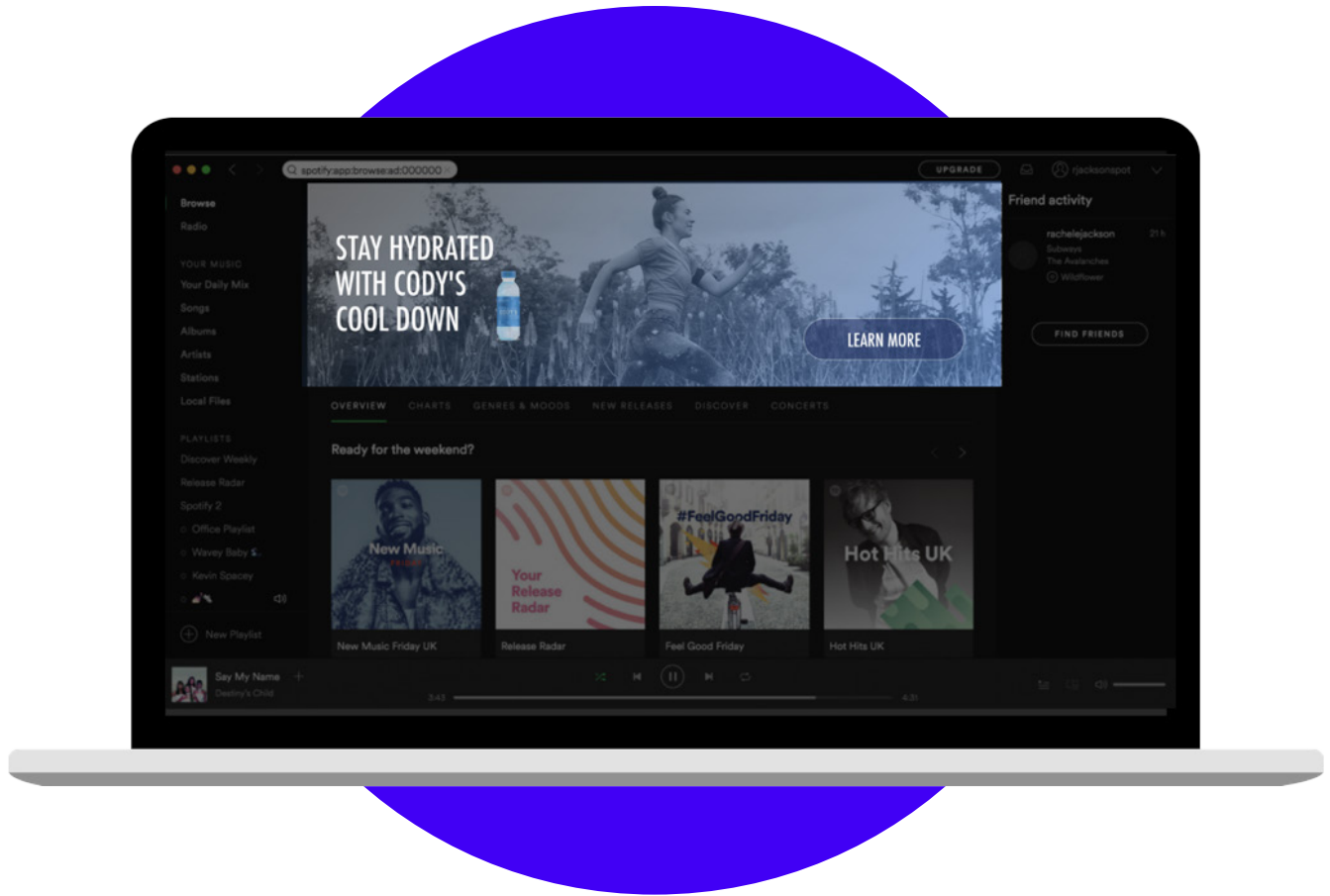
**PLATFORMS:** Mobile, Desktop

[Spec Sheet here](#)



# DISPLAY

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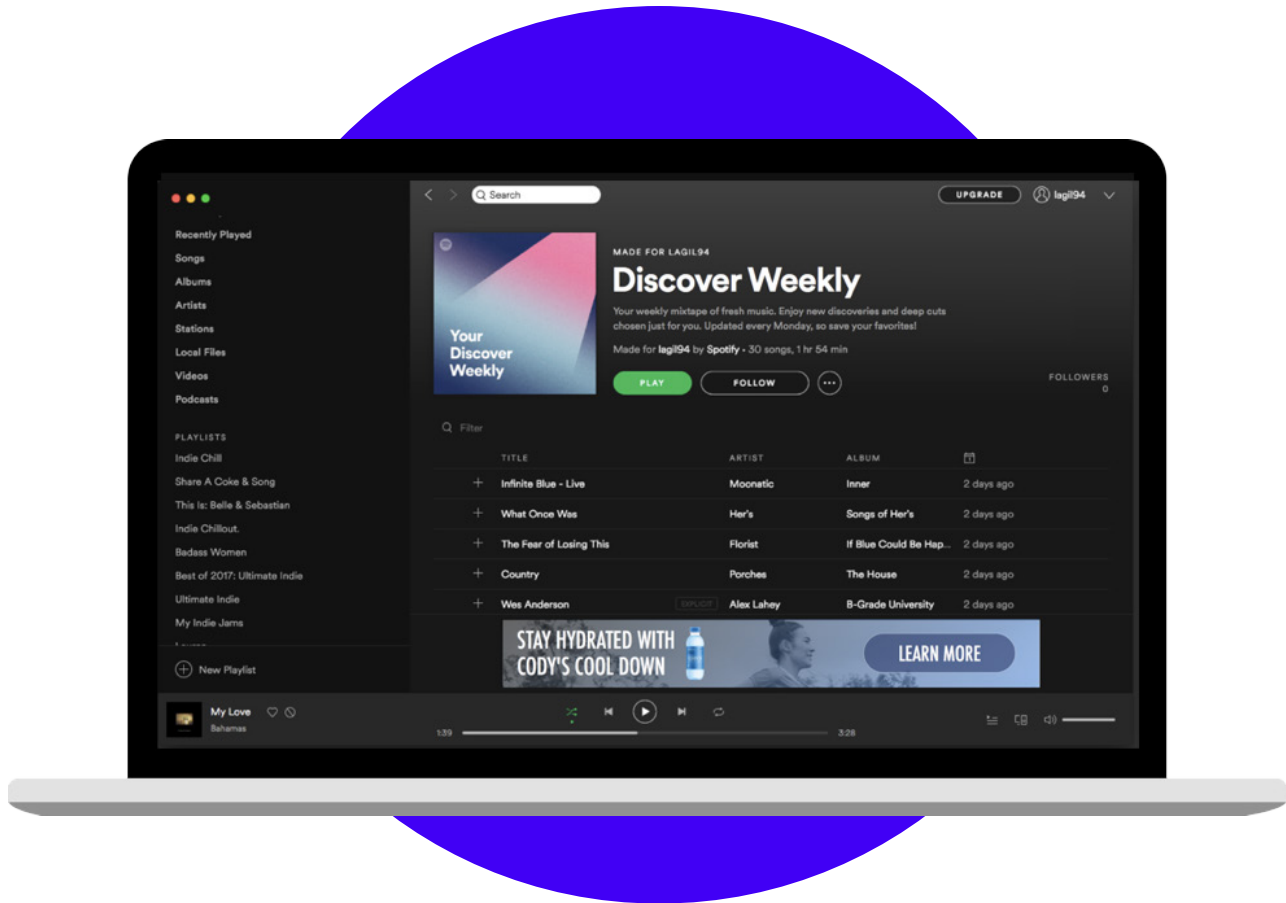
## Homepage Takeover

**Put your brand at center stage on the front of Spotify's Browse page.**

Deliver a high impact experience by showcasing your brand message on the front of Spotify's Browse page for 24 hours. Homepage Takeover is clickable and supports rich media, enabling brands to include interactive elements to further capture attention.

**PLATFORMS:** Desktop  
[Spec Sheet here](#)

# DISPLAY



## Leaderboard

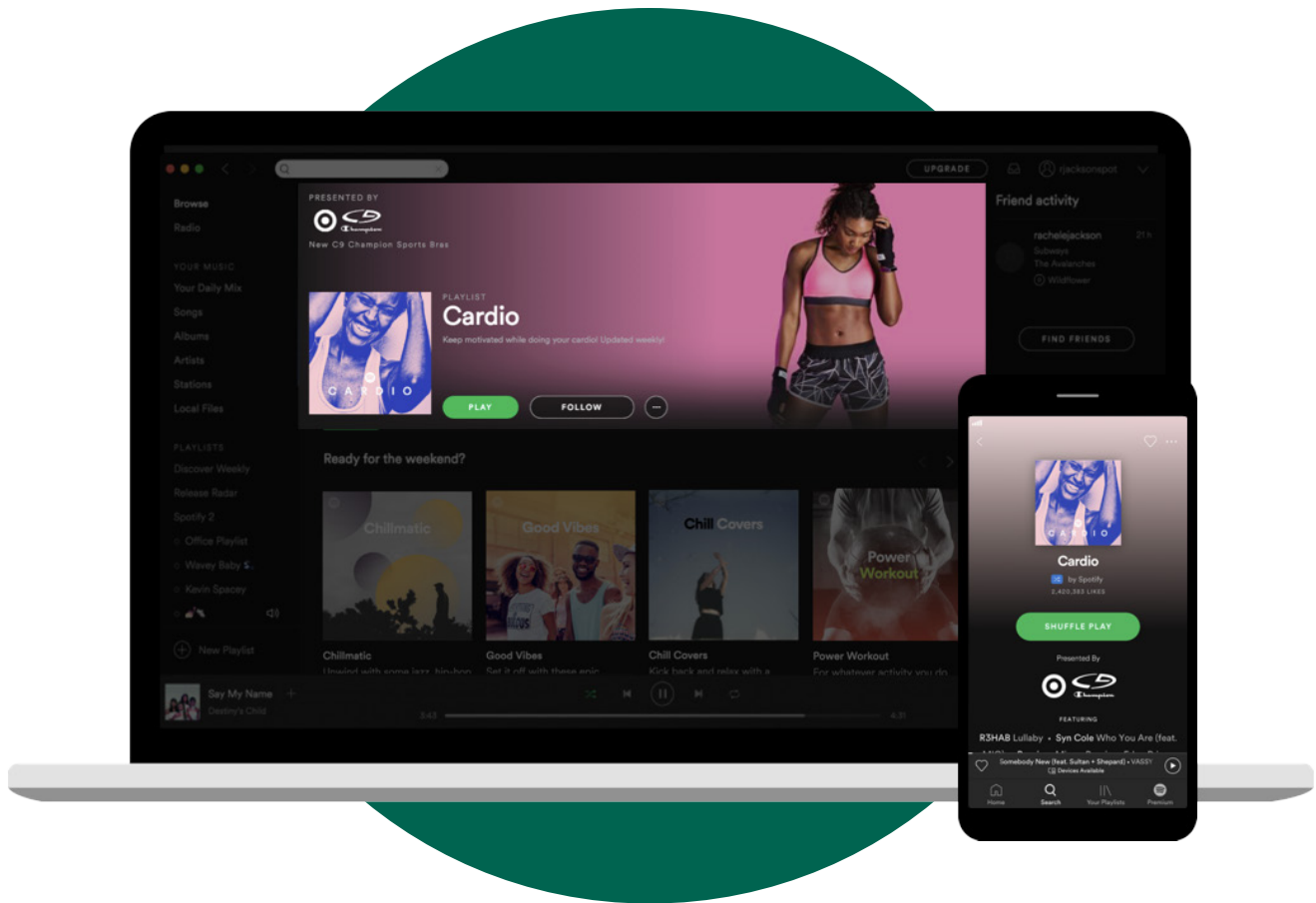
**Reinforce your brand message with IAB standard display.**

Extend your campaign reach in a brand-safe environment — your message will be the only message shown for 30 seconds. Leaderboard display units are clickable and only served when Spotify is the top app on the screen.

**PLATFORMS:** Desktop, Web App

[\*\*Spec Sheet here\*\*](#)

# SPONSORSHIP



## Sponsored Playlist

**Align your brand with Spotify's top franchise playlists.**

Sponsored Playlist allows your brand to maximize awareness by exclusively sponsoring Spotify's top real estate: our owned and operated playlists.

With Sponsored Playlist, your brand connects with listeners on their favorite playlists — we'll help you choose which one best aligns with your target audience. Our playlists already have a passionate fan base, ensuring that your brand is amplified and heard. In addition to premium brand placement, your brand surrounds listeners with audio, video, and display ads as they stream the playlist. We also help build a collaborative marketing plan of Native Media to drive listenership and exposure of your Sponsored Playlist.

**PLATFORMS:** Mobile, Desktop, Web Player  
**[Spec Sheet here](#)**

# Measurable Success

Use our first-party reporting and suite of measurement partnerships to quantify results.

## MEASUREMENT PARTNERS

We offer people-based measurement across platforms. Our suite of leading third-party measurement partnerships validates the impact of connecting with the Spotify audience.

## REACH

Verify that your audio, video, and display ads were seen and heard by the right people.

**IAS** Integral  
Ad Science

MOAT

**nielsen**  
Digital Ad Ratings (DAR)

COMSCORE  
**VCE**

## RESONANCE

Understand how your message affected brand perception, with metrics like awareness, message association, and purchase intent.

 LEANLAB

**nielsen**  
Brand Effect

## REACTION

Identify how your message drove business-building actions along the path to purchase.

Nielsen  
Catalina  
SOLUTIONS

 Placed

 **FOURSQUARE**

 **Spotify** for Brands

