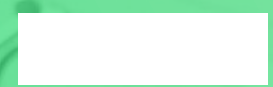


Hello, Spotify here!



The streaming generation is here

- Consumption is changing from ownership to access
- Spotify is paving the way for Music
- Globally, streaming music users are expected to grow to over 2BN by 2030.¹
- 60% of streaming is mobile.²
- Globally, people spend 2+ hours a day streaming music.



Spotify is leading the way

2006
Spotify founded
in Sweden by Daniel Ek and Martin Lorentzon, to connect fans with the music they love



2008
Ads incorporated
inviting brands to the personal relationship Spotify users have with streaming music

2013
Mobile free tier launched
bringing access to music on-the-go in contextual moments

2015
300 devices
across home, speakers, Smart TVs and gaming consoles from 50 different hardware brands

2017
2 billion playlists
created to date proving unprecedented user engagement

2018
170 million monthly active users

170M

Culture happens on Spotify

When something happens in the world, we hear it.

+2,800%

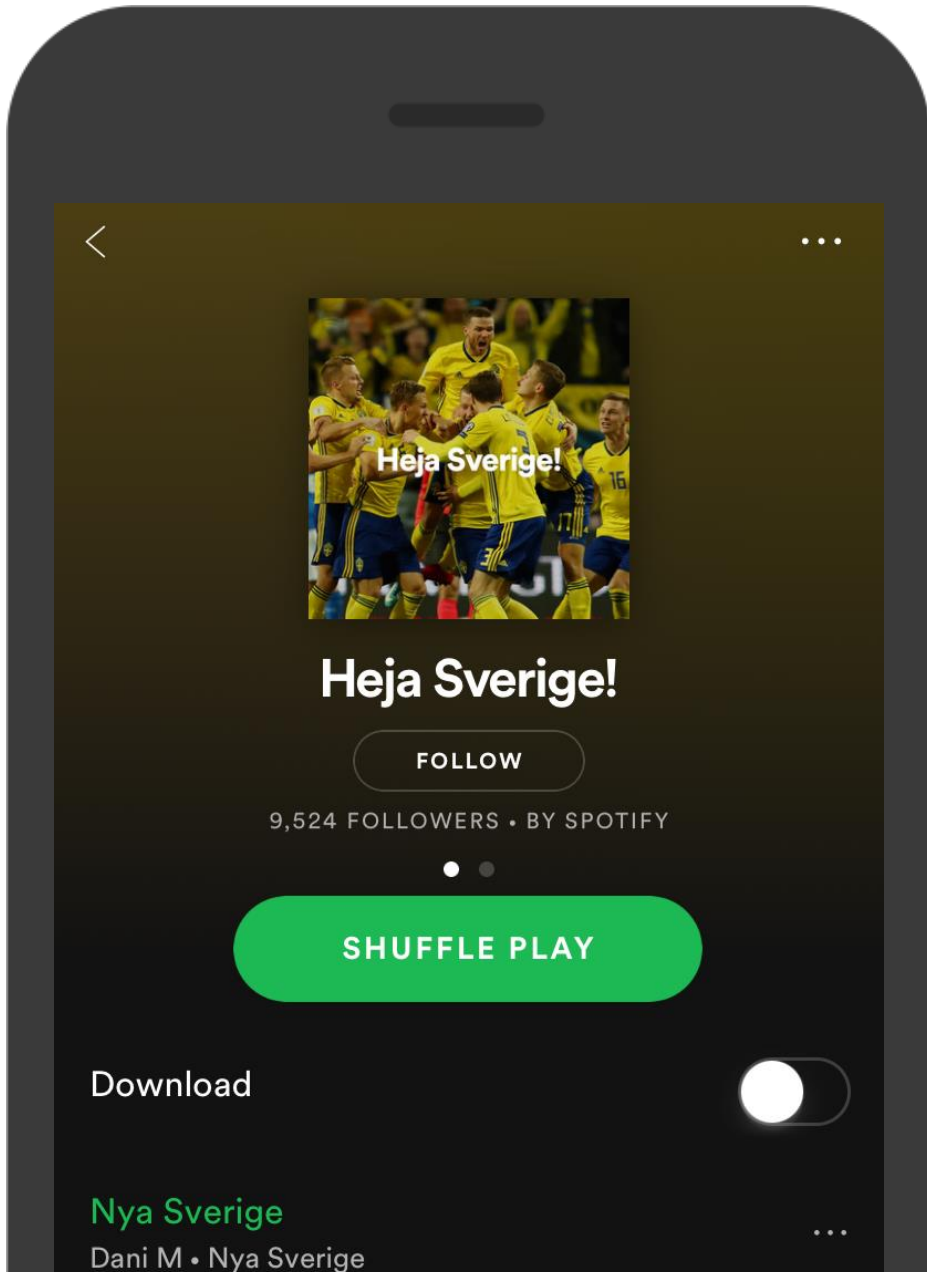
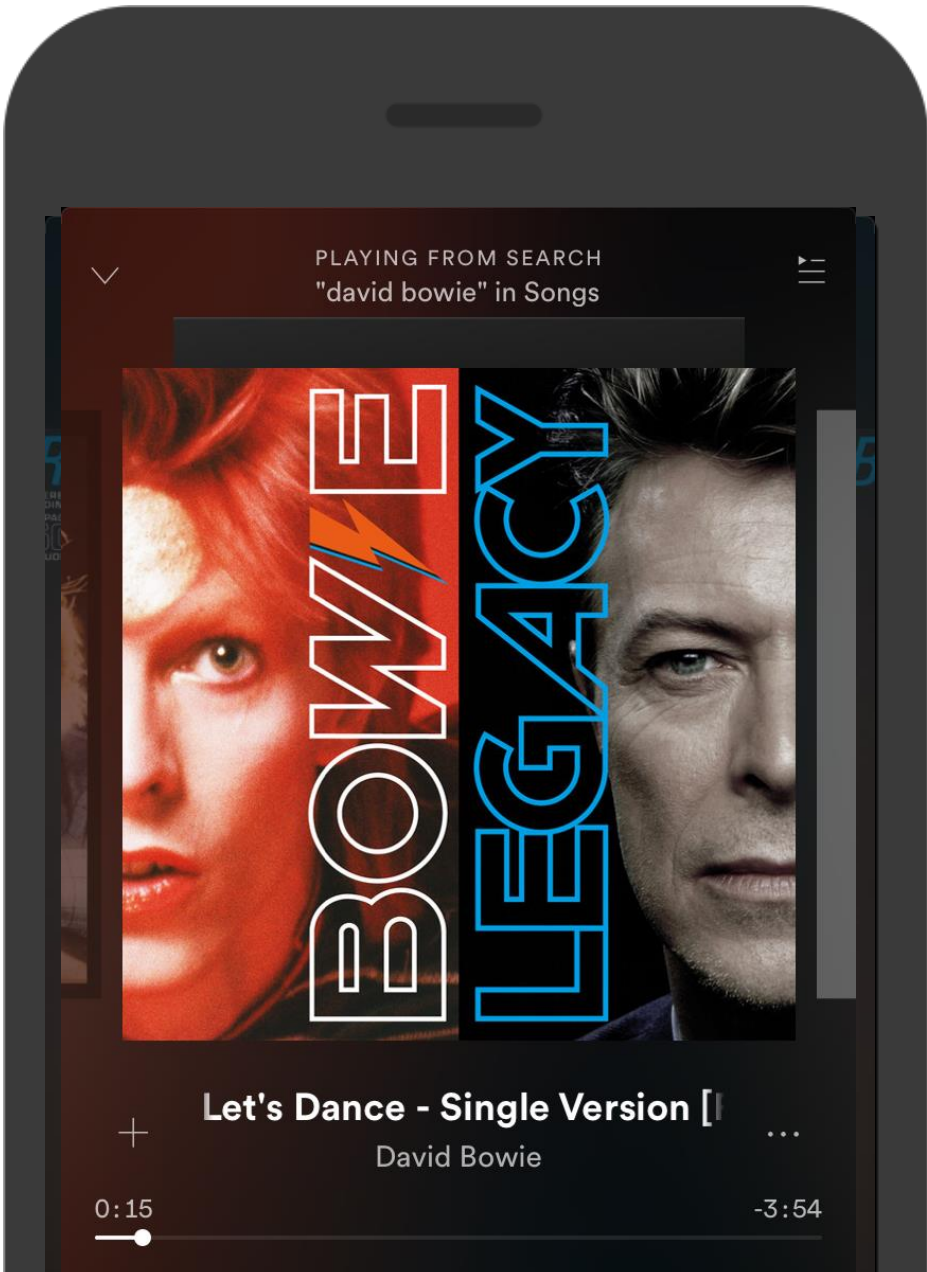
The day after David Bowie’s death, streams of his music jumped 2,800%. A little more than 1 year later, Bowie hit 1 billion streams.

+5,945%

Following Mary J. Blige’s performance at the 2018 Oscars, streams of the nominated Mudbound song “Mighty River” immediately jumped 5,945%.

+70,000%

After Sweden qualified for the World Cup, streams of the Spotify playlist “Heja Sverige” spiked over 70,000% proving that Spotify knows how to take advantage of a moment in culture.



The world's largest global music streaming subscription service

65
Countries

170M
Global users

100B
Data points collected daily

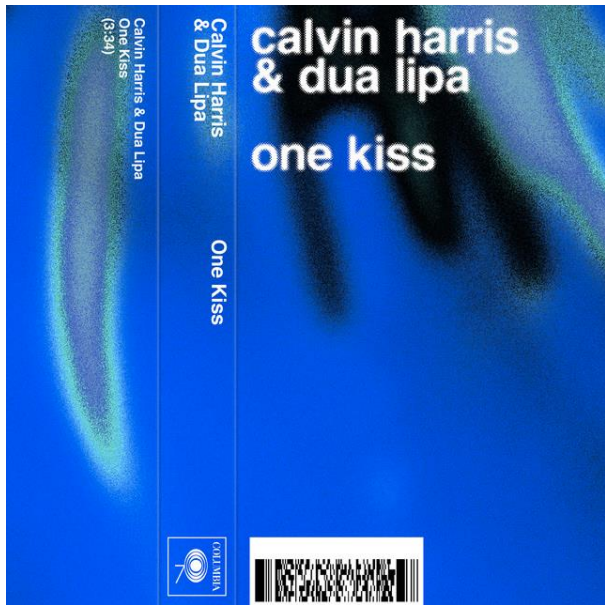
📅 10+ years of streaming data has fueled our growth.

Spotify in Bulgaria

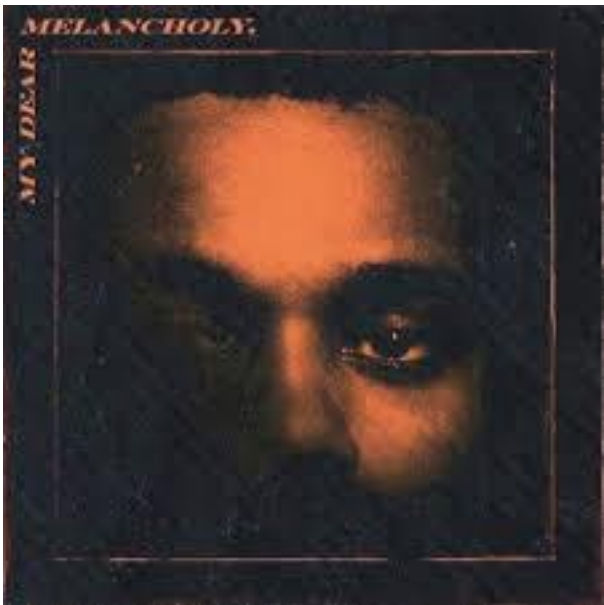
What do you listen to?



No Tears Left To Cry
Ariana Grande



One Kiss
Calvin Harris



Call Out My Name
The Weeknd

Pop

HipHop

Rock

Indie/Alt

How do you listen?

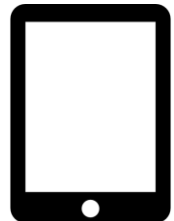
148
minutes
every day*



52%
mobile



36%
desktop

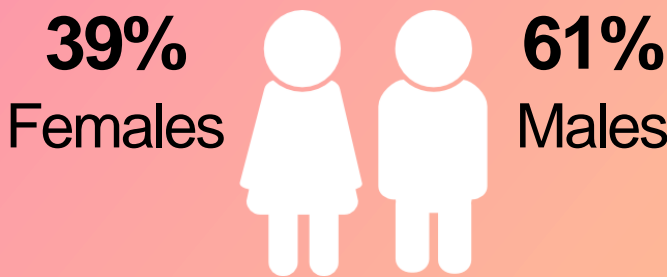
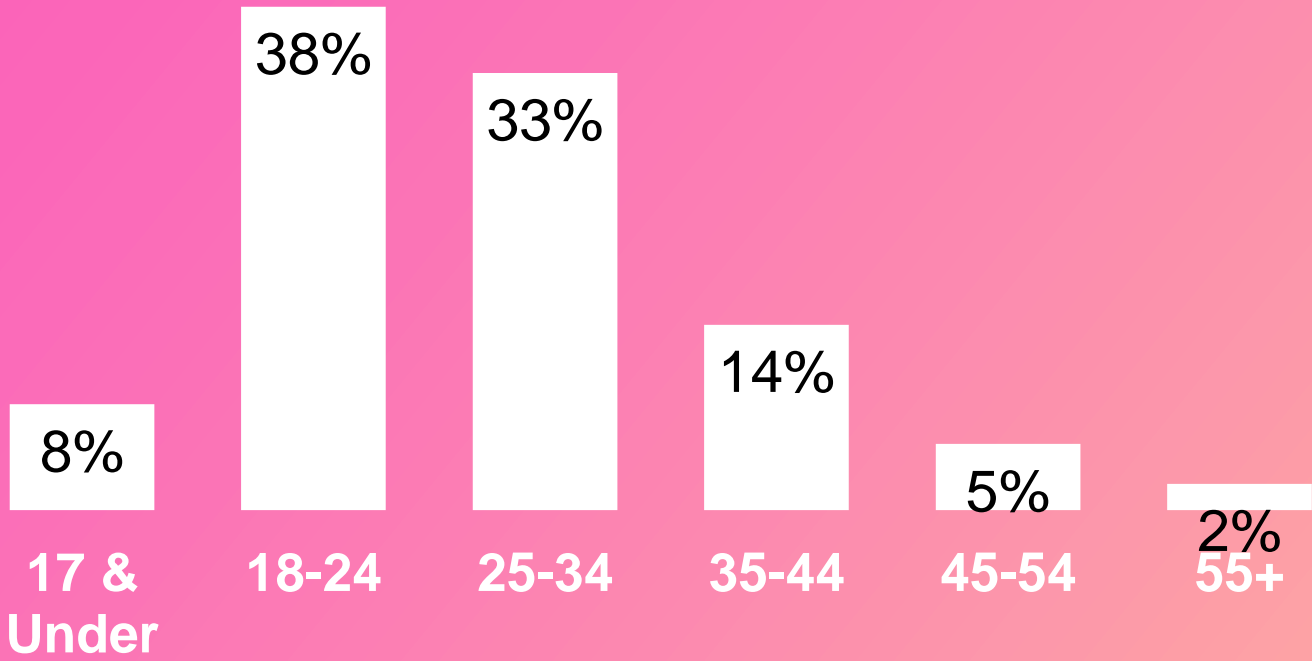


6%
tablet

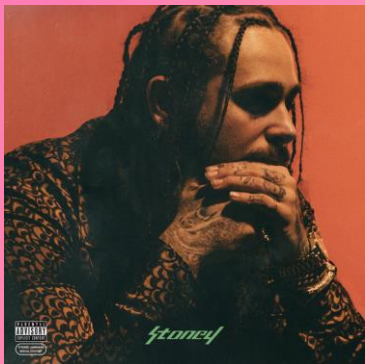


6%
connected
devices

How old are you?



Who are your favorite artists these days?



Post Malone



Drake



The Weeknd



Cardi B



Avicii

Globally*;

5B

SONGS
STREAMED
EVERY WEEK

18B

MINUTES
STREAMED
EVERY WEEK

Fridays

MOST STREAMS
DURING THE
WEEK

12PM-6PM

MOST STREAMS
DURING THE DAY

Source: Spotify, First Party Data, *Discovery Tool Global Data, Spotify Audience Insights Bulgaria



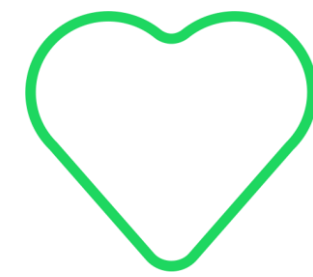
Spotify's advertising proposition

Brands love Spotify for our:



Engaged Audience

Spotify has an engaged audience that spends their day listening across devices.



Relevance

Our unique data set offers an unfiltered, real-time understanding of your audience allowing brands to be contextually relevant in moments that matter.



Quality Ad Environment

In-app environment ensures a high-quality ad experience that includes audio, video and display with industry-leading viewability.

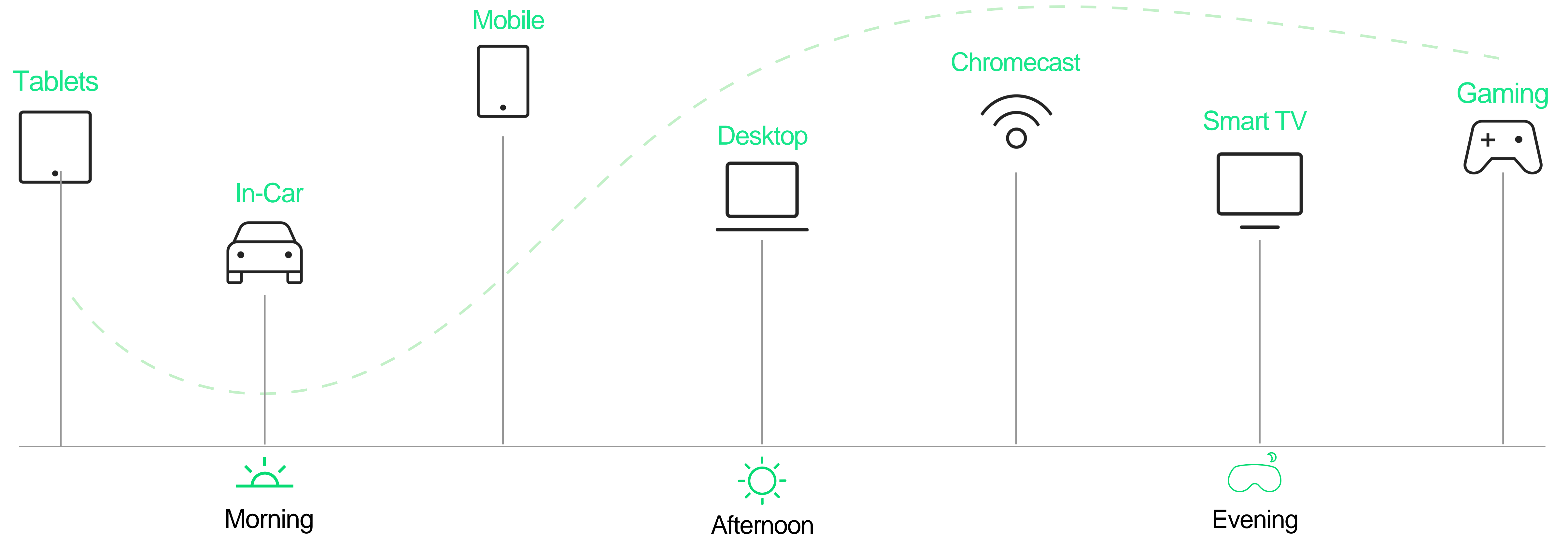


Solutions with Impact

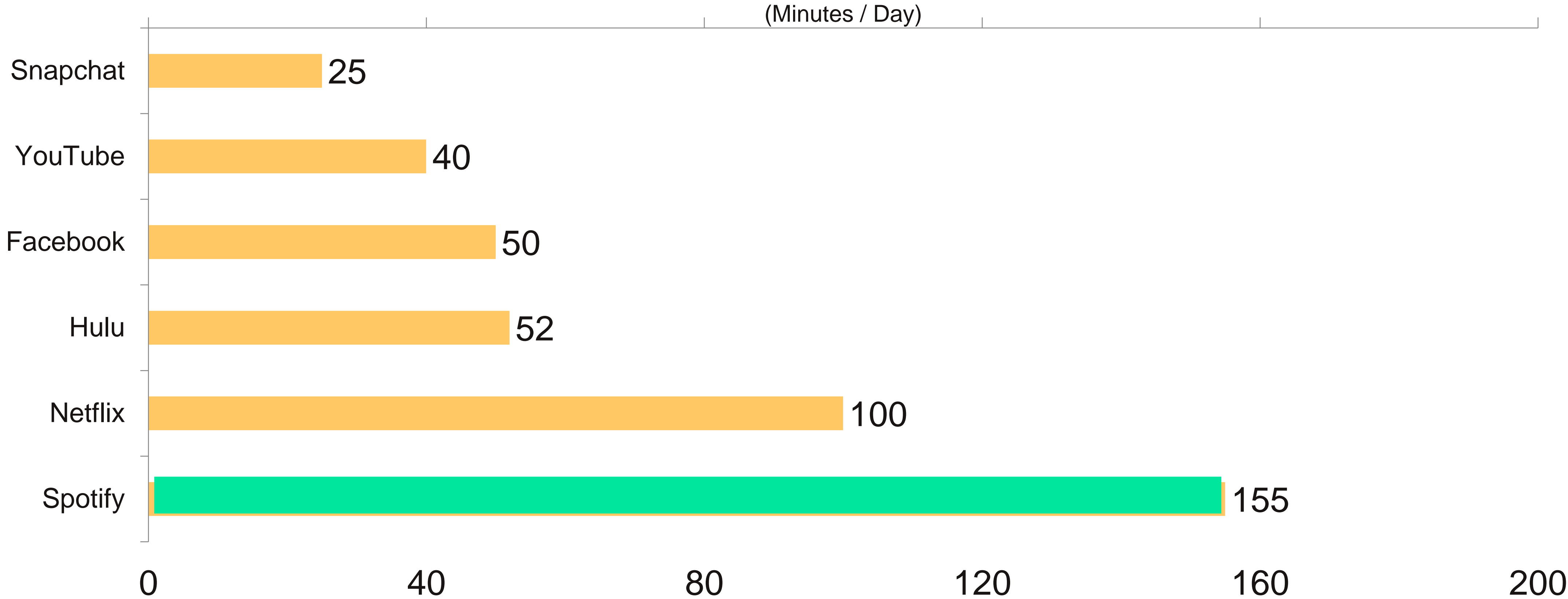
Ad experiences with measured and proven results for major brands.

Engaged audience

Multi-device listeners stream 2+ Hours



Daily time spent on platforms



Relevance

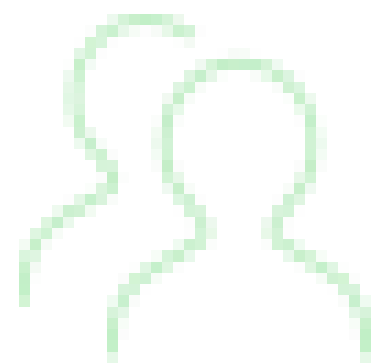
- 100% logged-in audience: persistent identity across devices, providing real-time context
- First-party and contextual data: across moods, mindsets and tastes that allow brands to introduce messages in relevant, real-time moments



Music is a mirror:
a reflection of the person
behind the device

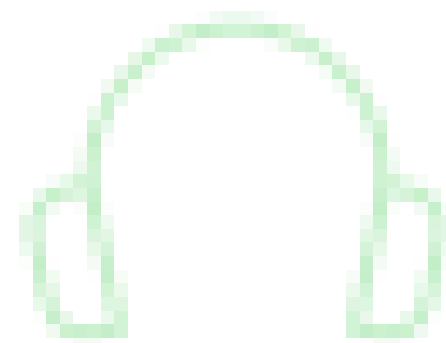
Targeting solutions to fuel your campaigns

Apply our streaming intelligence to reach the audiences that matter most.



Who
they are

Age & Gender
Geography & Language
Interests & Behaviours
Custom Audiences



what they're
listening to

Playlist
Genre



when & how
they're listening

Daypart
Platform
Sequential Messaging

Audience Segments

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

ENTERTAINMENT

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

HEALTH & FITNESS

Fitness Enthusiasts • Runners • Health
and Wellness/Healthy Living

LIFESTYLE

Commuters • Travelers • Cooking
Enthusiasts • Foodies

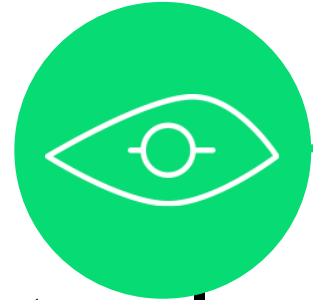
FAMILY STATUS

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

TECH & TELCO

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

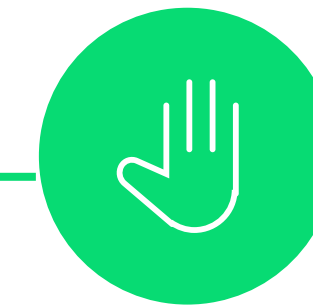
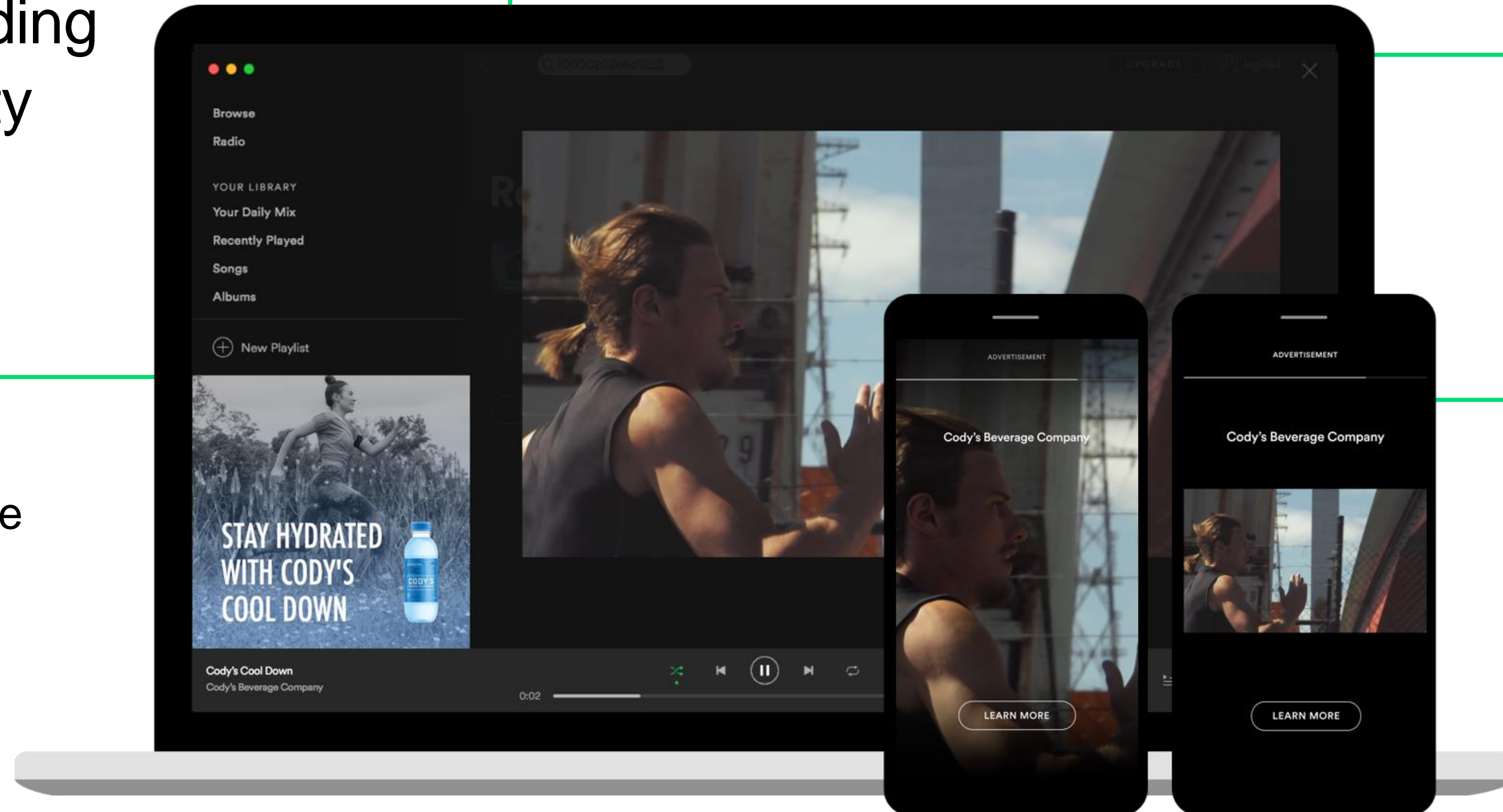
Quality ad environment



Industry-leading
Viewability



100% Share of Voice



No fold



In-app, premium ad
experience seen by real
people

Quality ad environment



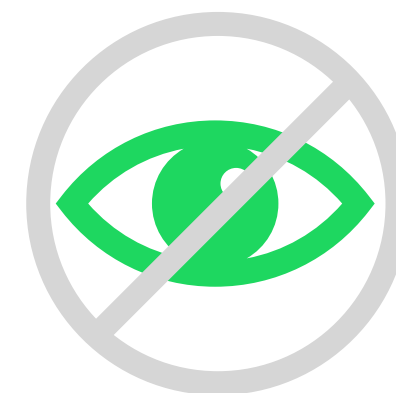
Real People,
Not Robots



Professional
Content

100%

Our standard video ads are built to be 100% viewable and audible.



If no one sees it
or hears your ad,
you don't pay.

Trusted third party measurement

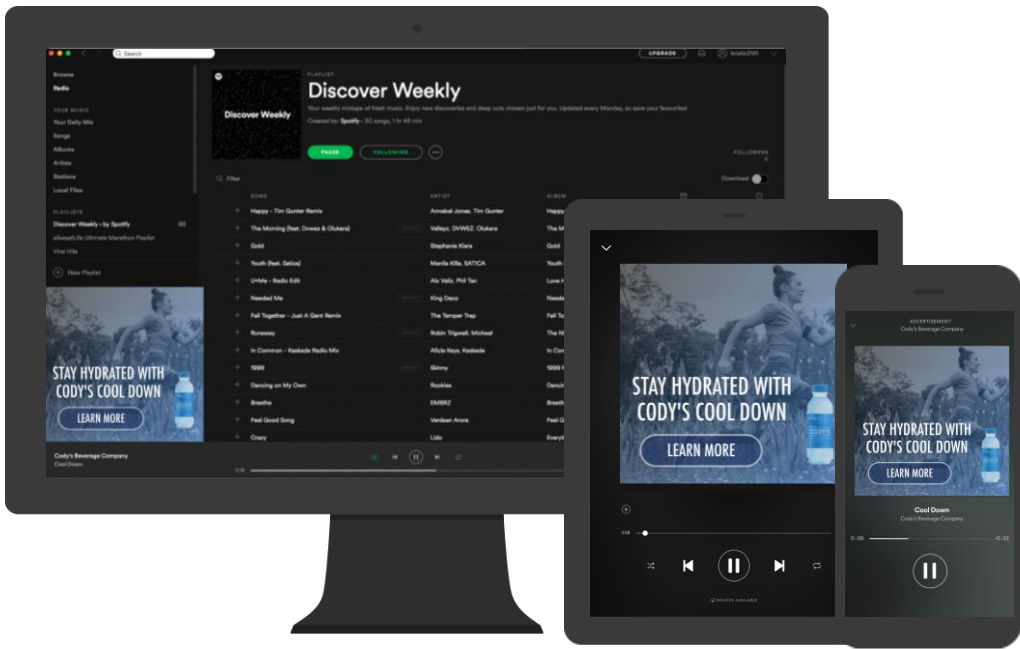
MOAT

nielsen

IAS Integral
Ad Science

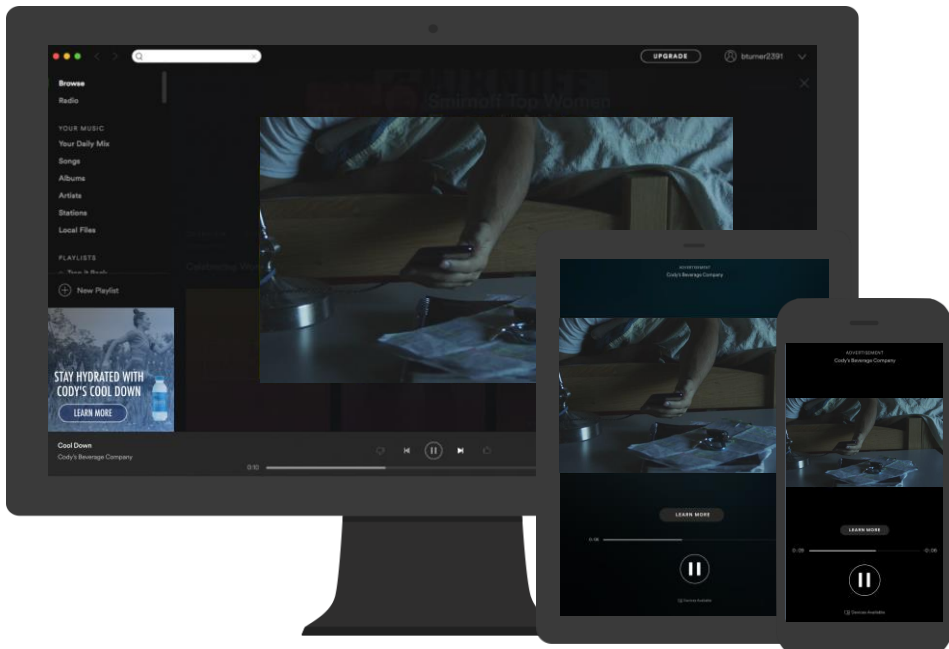
Solutions with Impact

Audio



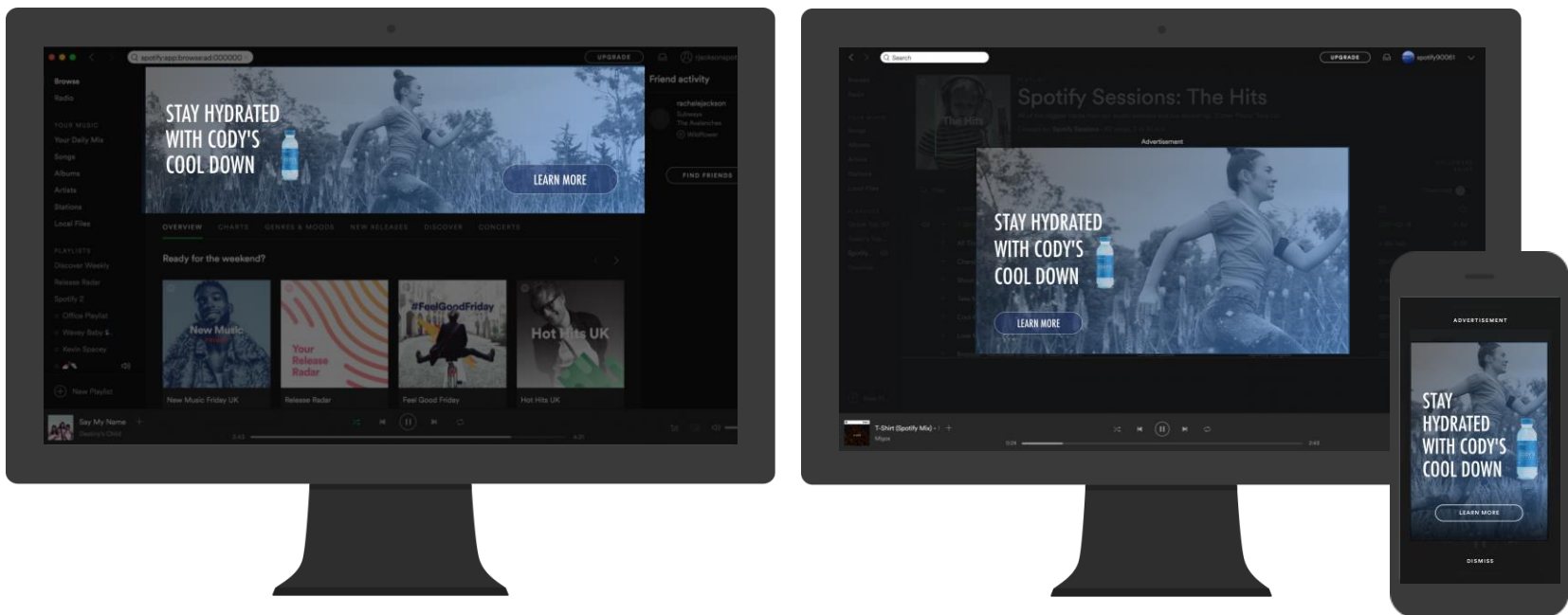
Audio Everywhere
up to 30 seconds

Video



Video Takeover Everywhere
up to 30 seconds

Display



Homepage Takeover

Overlay



Leaderboard

We took the pulse of our audience (literally!)



- Nielsen and Spotify conducted a **Biometric test of 240 people** ages 21-45 who listen to online music.
- We measured their **emotional engagement** with music and ads via heartbeat, goosebumps and behaviors.

Compared to competitors, Spotify has:



greater emotional engagement for audio ads



greater emotional engagement for video ads



more likely to purchase

Spotify performs across key metrics

Ad
Recall

225%

Brand
Awareness

+27%

Brand
Interest

+85%



Streaming audio ads are effective

Streaming audio ads are more innovative than radio:

- Companion banner to go with audio message
- Deeper consumer insight allows for higher creativity
- Have a 1:1 connection to your audience via audio targeting rather than one-to-many of radio

Streaming audio ads amplify display ads:

24%

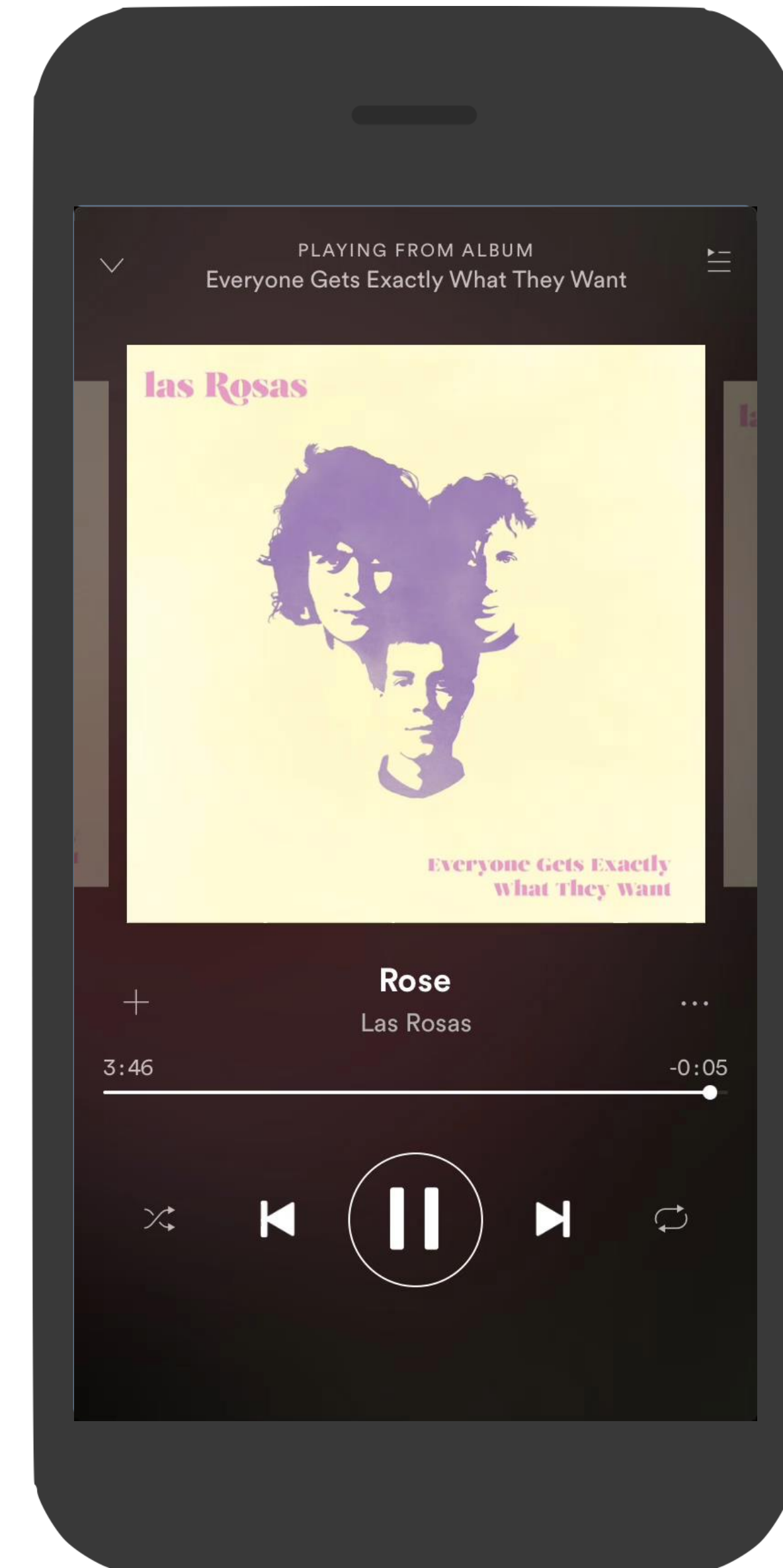
higher recall*

2x

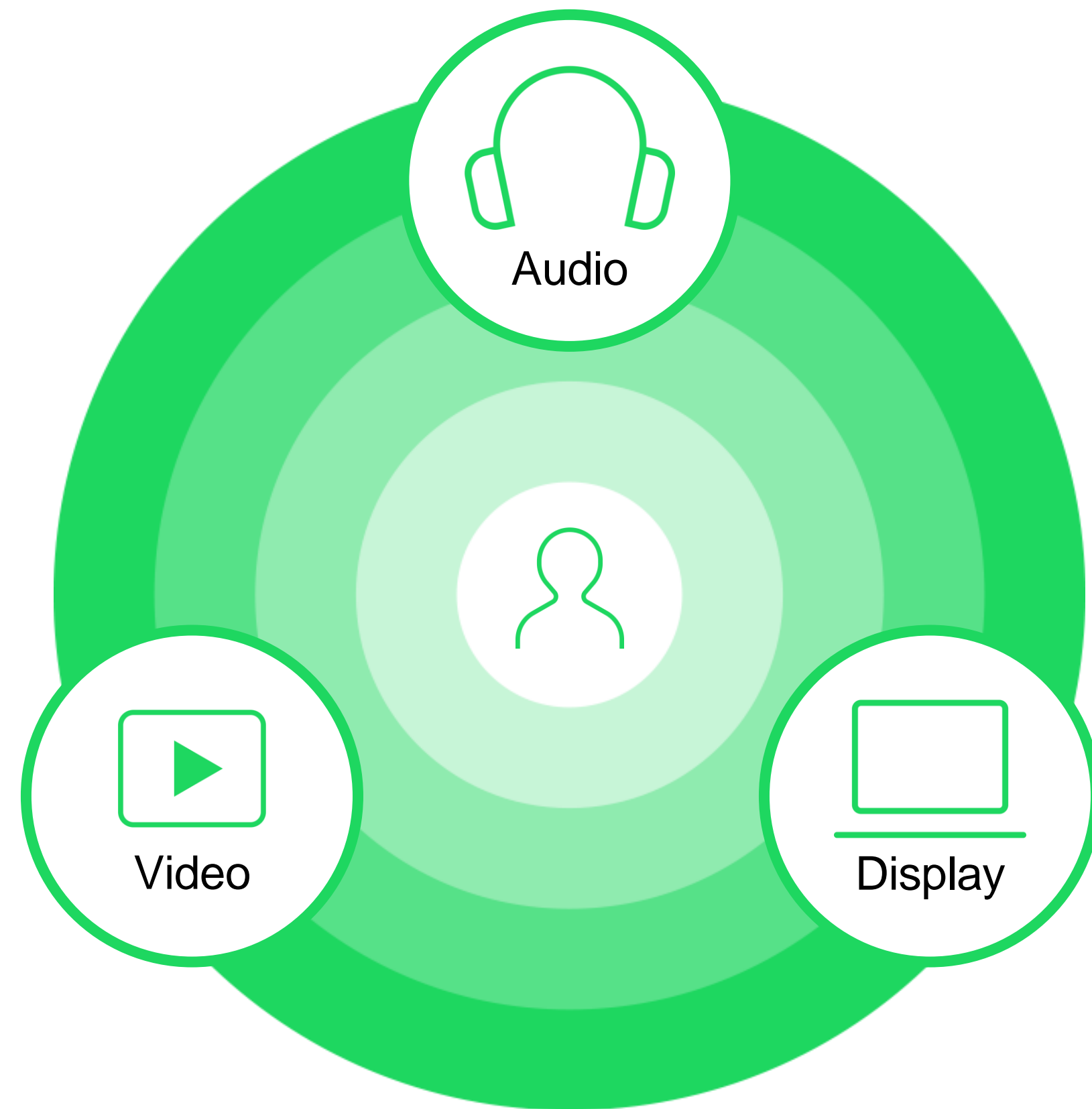
as likely to lift
purchase intent and
information intent*

28%

more likely to be
seen as informative
than display ads*



Multimedia ad formats drive brand lift



Multimedia campaigns drive higher:

Ad Recall
35%
Lift

Brand Awareness
122%
Lift

Brand Familiarity
100%
Lift

Consideration
450%
Lift

Success story: Bacardi

Ad Recall

+79%

lift in ad recall compared to control

Brand Perception

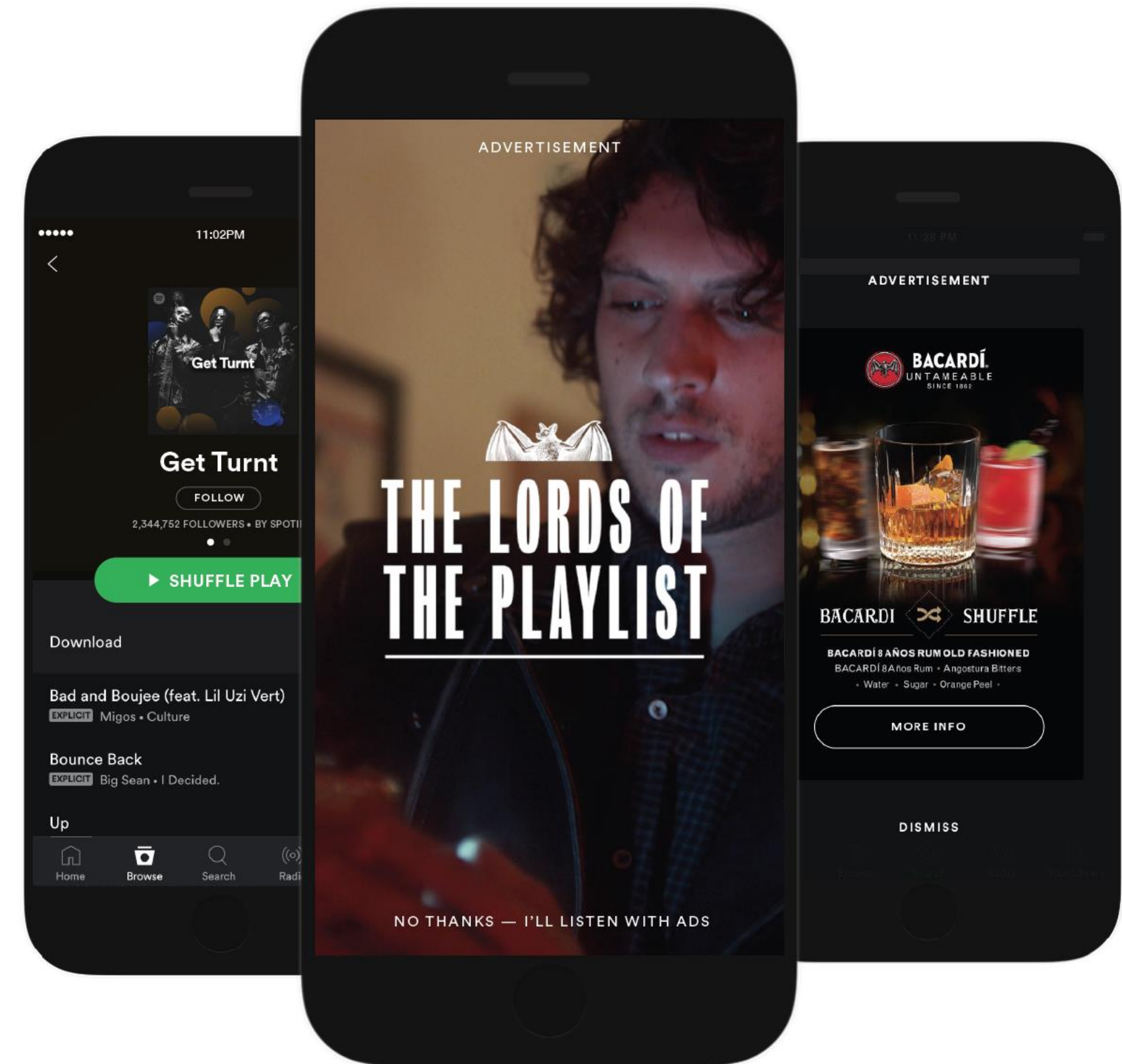
+22%

lift in agreement that “Bacardi is a fun brand” compared to control

Purchase Intent

53%

reported ad made them likely to buy



Formats: Audio, Overlay

Market: US

Success story: Dunkin' Donuts

Ad Recall

+65%

lift in ad recall compared to control

Brand Awareness

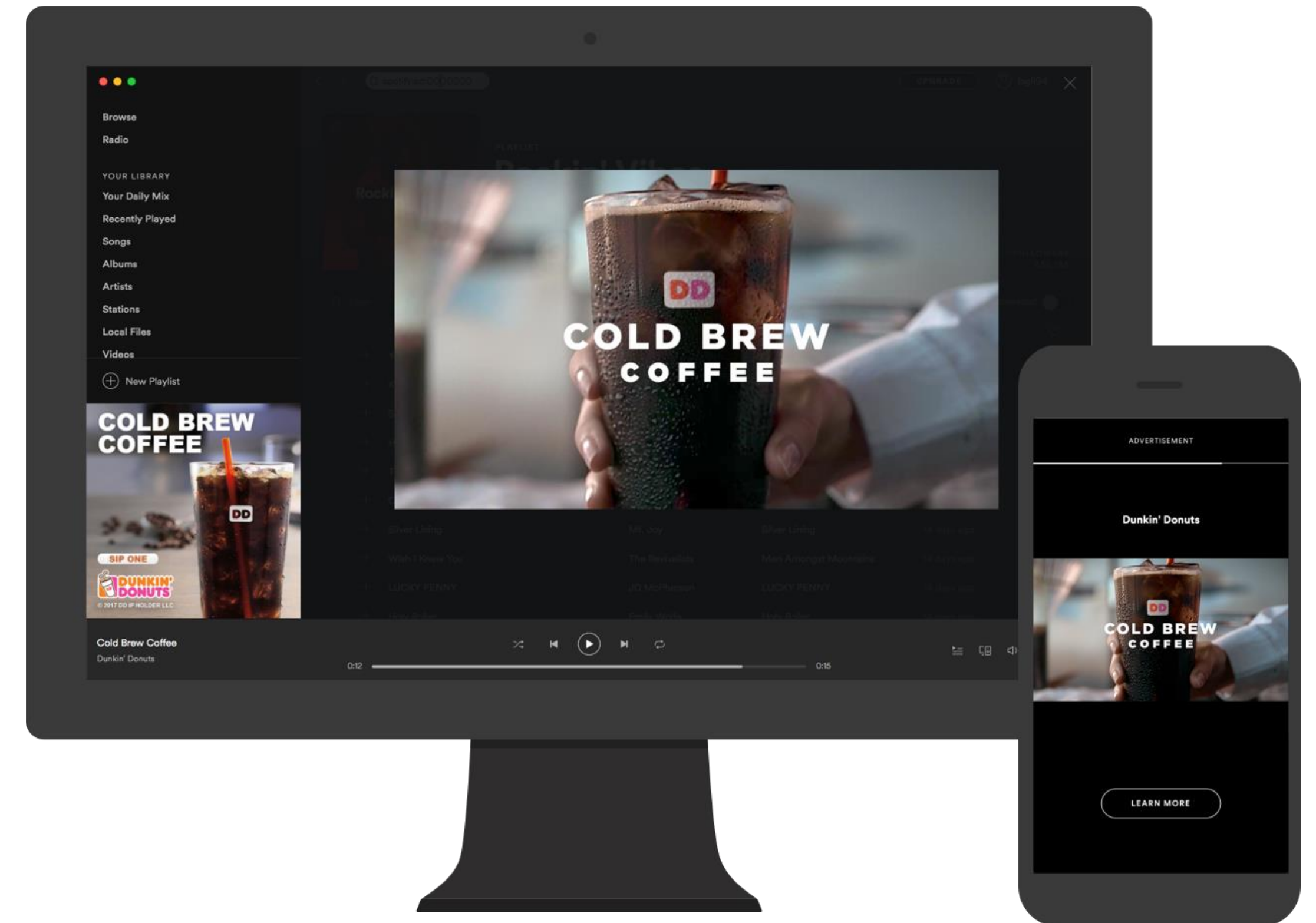
25%

lift in brand awareness compared to control

HAVOC Score

4.5x

higher mobile HAVOC score than Moat benchmarks



Formats: Video Takeover Everywhere

Market: US

Benefit from Spotify's proven record

Engaged Audience

multi-device users spend 2+ hours a day with us



Relevance

Our unique data set allows brands to be more relevant in moments that matter



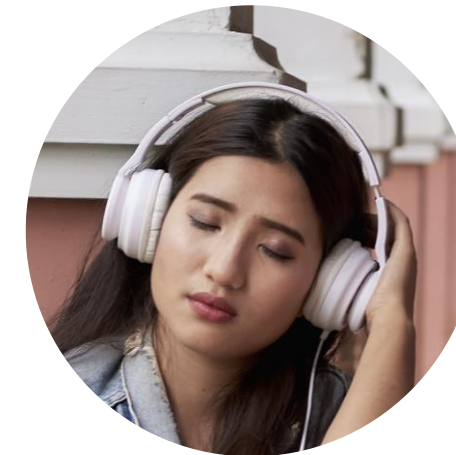
Quality Ad Environment

In-app environment ensures a high-quality ad experience



Solutions with Impact

Ad experiences with measured and proven results for major brands





Thank you