

Spotify in Bulgaria

Spotify is able to understand more about your audience than anyone else. And not just who they are, but how they access and the mindset they are in when doing so!

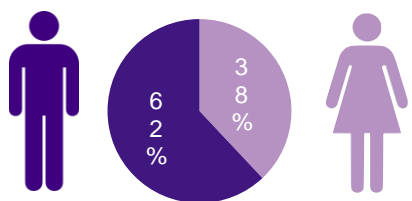
Source: Spotify Internal Data, January 2017

Spotify Bulgaria Audience Reach

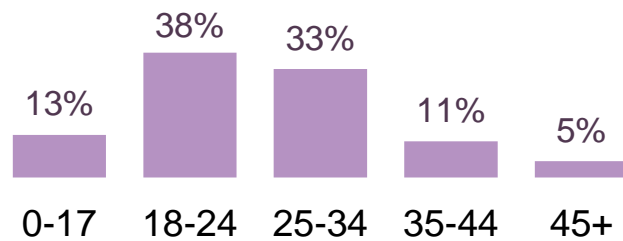


600k

REGISTERED USERS (FREE)



GENDER DISTRIBUTION



AGE DISTRIBUTION

When does your audience listen?

11M

SONGS STREAMED EVERY WEEK

37M

MINS STREAMED EVERY WEEK

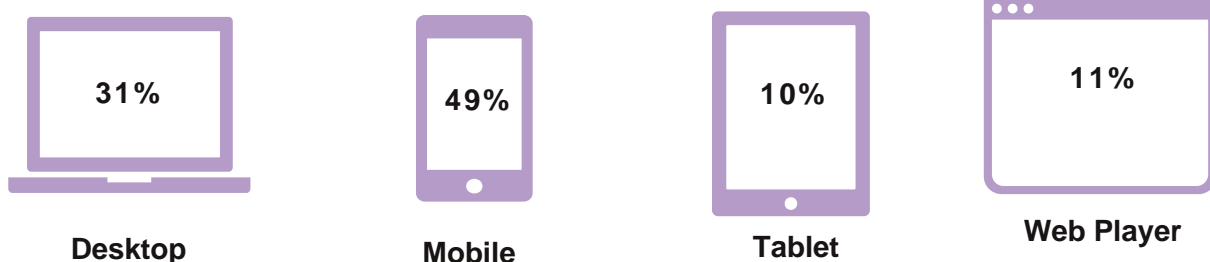
WEEKDAYS

MOST STREAMS DURING THE WEEK

12PM - 6PM

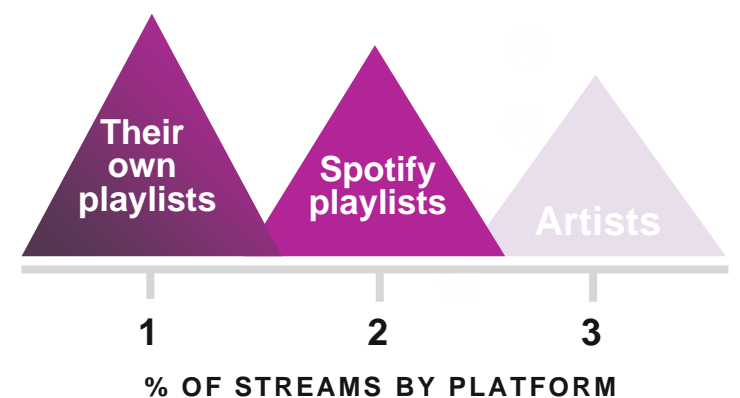
MOST STREAMS DURING THE DAY

How does your audience listen?



% OF STREAMS BY PLATFORM

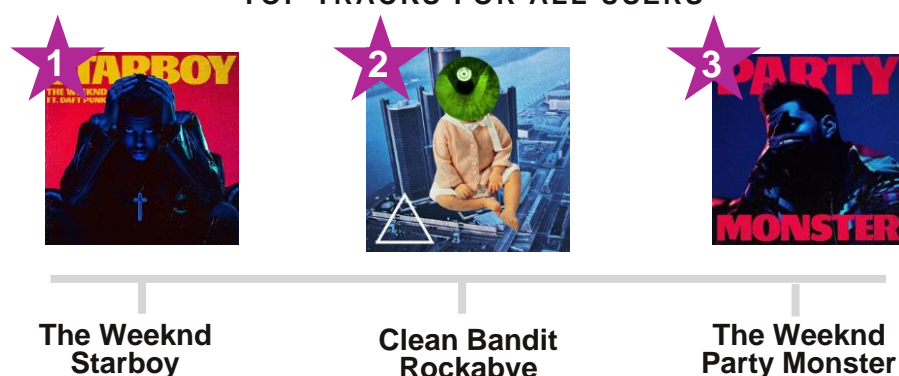
What does your listen audience to?



% OF STREAMS BY PLATFORM

What does your audience listen to?

TOP TRACKS FOR ALL USERS



TOP GENRES FOR ALL USERS

