Spotify for Brands

Programmatic Media Kit

2018

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

Spotify for Brands

You are what you stream.

When the beat drops on your favourite song and suddenly the drive gets smoother, the run gets easier and the cooking gets spicier? That's how we connect to your audience — in the moments that matter.
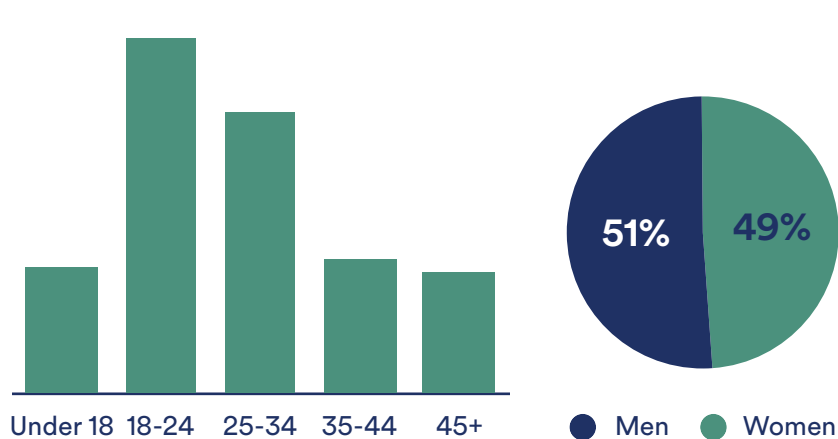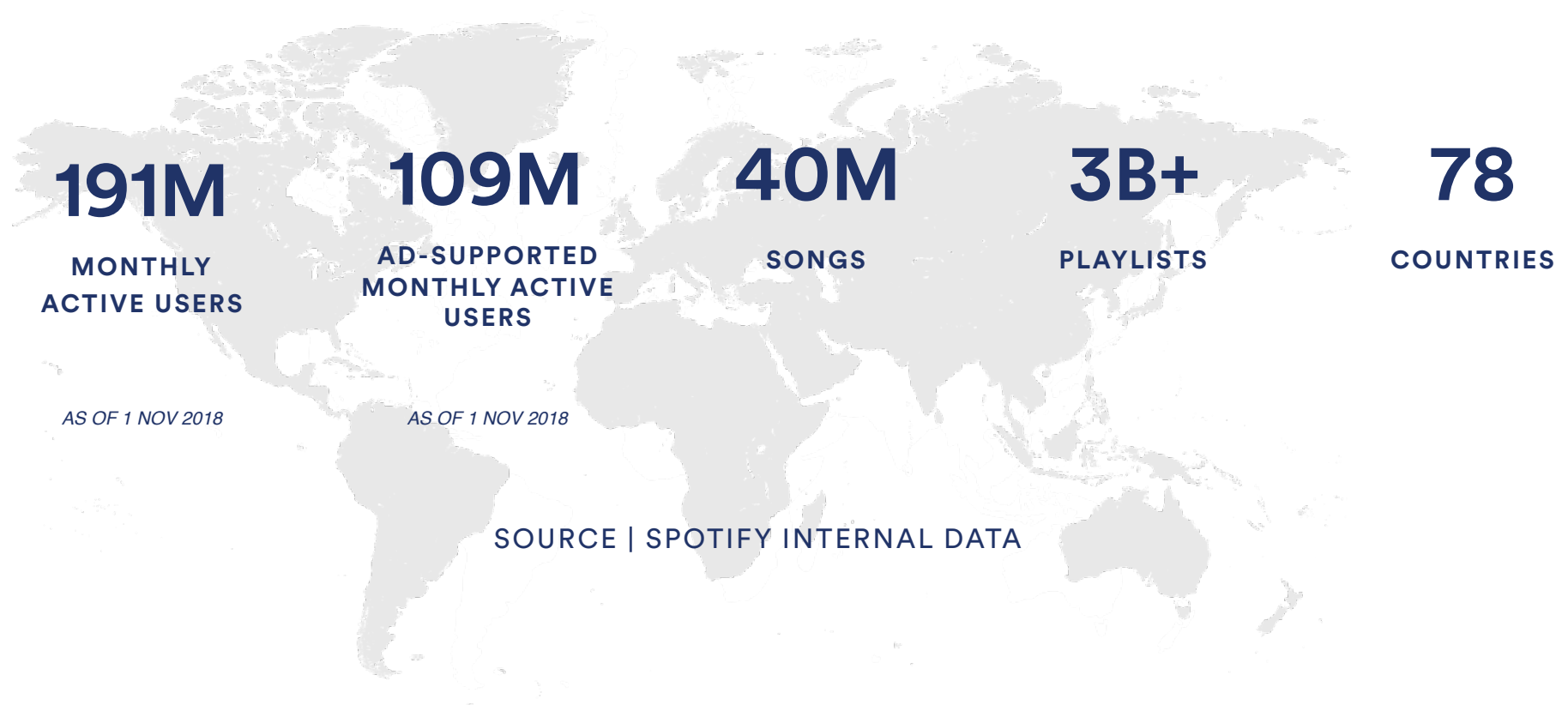
At Spotify we have a personal relationship with over 191 million people who show us their true colours with zero filter. That's a lot of authentic engagement with our audience: billions of data points every day across devices! This data fuels Spotify's streaming intelligence — our secret weapon that gives brands the edge to be relevant in real-time moments.

Leveraging our premium, cross-platform presence and powerful audience insights, your business can reach our listeners when they're most engaged.

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.

191M
MONTHLY ACTIVE USERS

AS OF 1 NOV 2018

109M
AD-SUPPORTED MONTHLY ACTIVE USERS

AS OF 1 NOV 2018

40M
SONGS

3B+
PLAYLISTS

78
COUNTRIES

SOURCE | SPOTIFY INTERNAL DATA

Under 18   18-24   25-34   35-44   45+

51%   49%

● Men   ● Women

94%
MORE LIKELY TO BE ON SPOTIFY

Passionate users

Spotify users across all ages and genders are engaged and enthusiastic about Spotify.*
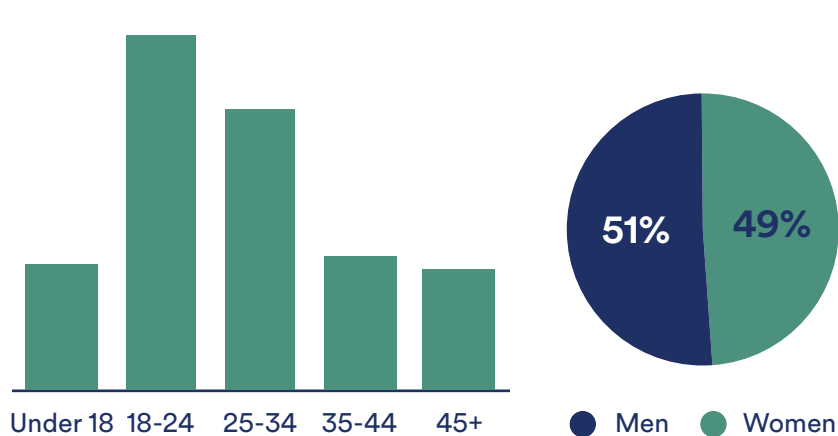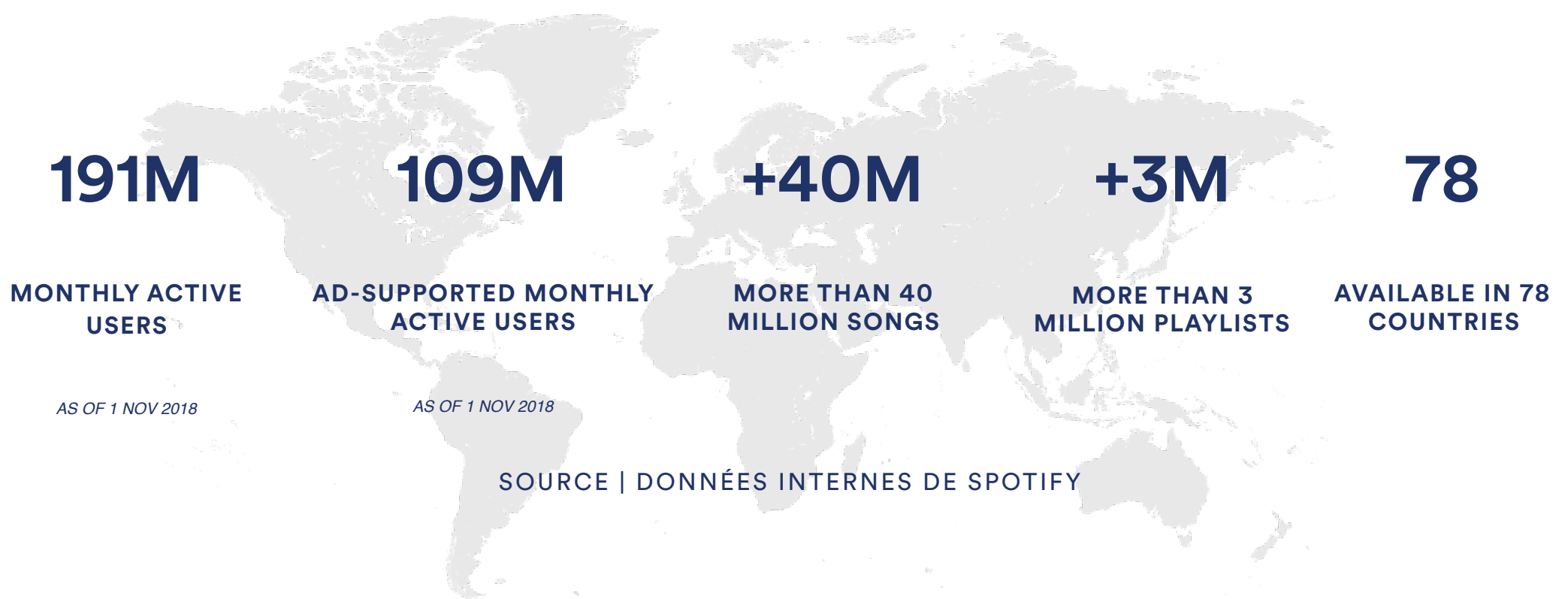
*SOURCE | INTERNAL DATA 2017

Effective with millennials

Millennials who are influencers of tech, entertainment and music are 94% more likely to be on Spotify.**

**SOURCE | COMSCORE KEY MEASURES FEB '16, PLAN METRIX A18-34, FEB '16

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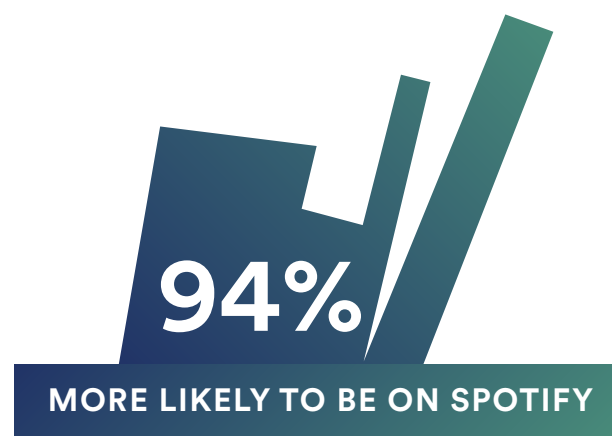
Spotify for Brands

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191M	**109M**	**+40M**	**+3M**	**78**
MONTHLY ACTIVE USERS	AD-SUPPORTED MONTHLY ACTIVE USERS	MORE THAN 40 MILLION SONGS	MORE THAN 3 MILLION PLAYLISTS	AVAILABLE IN 78 COUNTRIES
AS OF 1 NOV 2018	*AS OF 1 NOV 2018*			

SOURCE | DONNÉES INTERNES DE SPOTIFY

Under 18   18-24   25-34   35-44   45+

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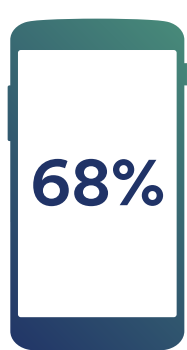*SOURCE | INTERNAL DATA 2017

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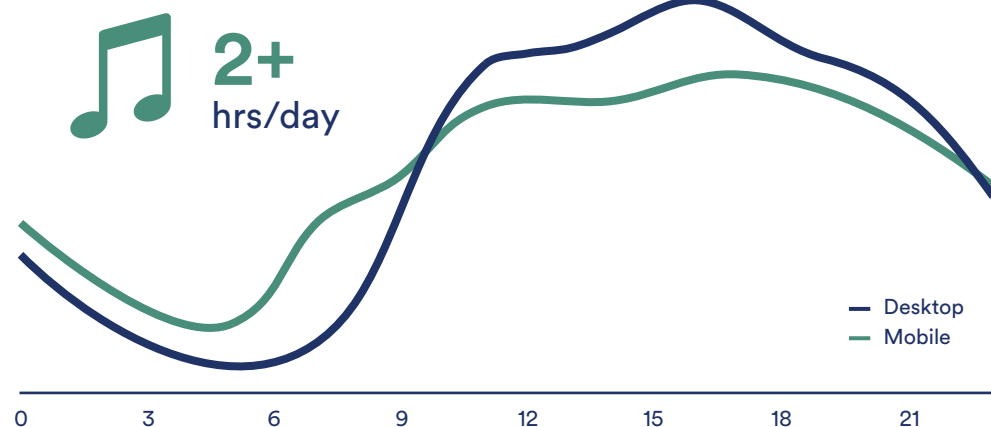
Engage with your audience.

68% Mobile/Tablet

27% Desktop

4% Connected devices

♪ **2+** hrs/day

— Desktop
— Mobile

0 3 6 9 12 15 18 21

Mobile-first

More people take us more places than ever... 52% of Spotify streams come from mobile devices.*

Always on

Our audience streams from morning to night, and the average cross-platform user spends 2+ hours with us daily.*
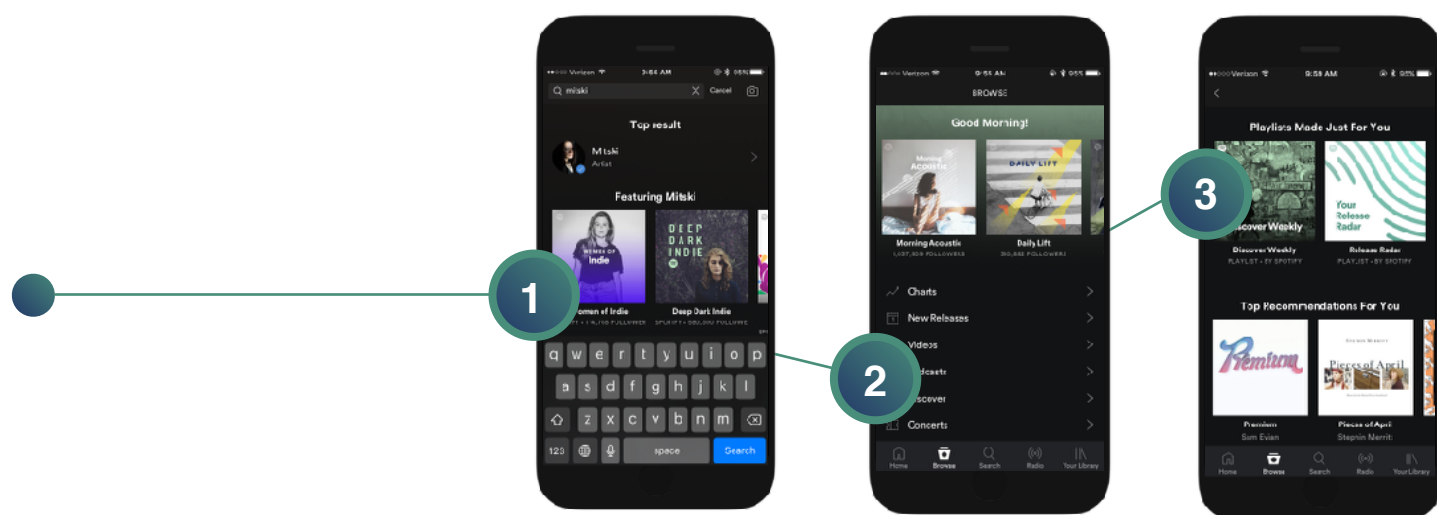
*SOURCE | SPOTIFY INTERNAL DATA, 2017

HOW CAN THEY LISTEN?

Free

Ad-supported instant listening across platforms

Premium

Download and listen offline in high-quality audio. No ads, on-demand playback.

1 **Search**
Search for your favourite content and hit play.

2 **Browse**
Browse instant playlists for every mood and moment, handpicked by our experts.

3 **Discover**
Discover recommendations, new releases, what your friends like and more. Check out Discover Weekly and Release Radar!

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Why Spotify Programmatic?

Programmatic efficiency. Premium environment.

All content on Spotify is licensed from our partners or created by our in-house team.

We only serve video when our app is in focus, creating an ad experience that consistently outperforms industry viewability benchmarks.

100% of Spotify users are logged in, giving us deterministic-level audience data.

Industry leading partners

We've partnered with the industry's leading SSPs to make our inventory available through programmatic channels. We also work closely with leading DSPs to ensure that they have an understanding of our inventory and how to work with our unique app environment.

Google Ad Manager   SPOTX   DoubleClick by Google   theTradeDesk

rubicon PROJECT   AppNexus   Adobe Advertising Cloud   MediaMath

In-house expertise

We've trained our entire team on programmatic — to ensure that all Spotify team members know how to create deals, troubleshoot issues and ensure that your campaign is a success.

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How to buy

Flexibility to choose the transaction method that best fits your strategy.

Private marketplaces.

Spotify's invitation only PMPs give you the ability to hand-select a chosen audience from our quality user base and then bid on the impressions that are right for your campaign.

Why buy?

Flexibility

- Adjust budgets, impression goals and flight-times in real time, based on business needs.

- Test and alternate creative units in real time through simple updates to creative VAST tags.

Choose your impression

- Pre-select targeting and only receive bid requests for the impressions that you choose.

- Bid only on the inventory that's a fit for your campaign.

Device ID matching

- Match 1st or 3rd party data to Spotify users for mobile targeting or measurement.

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).

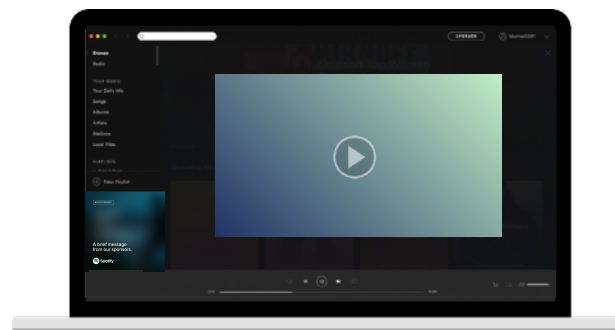- Manage your auction and guaranteed campaigns side-by-side in a single platform.

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Spotify. for Brands

Programmatic Formats

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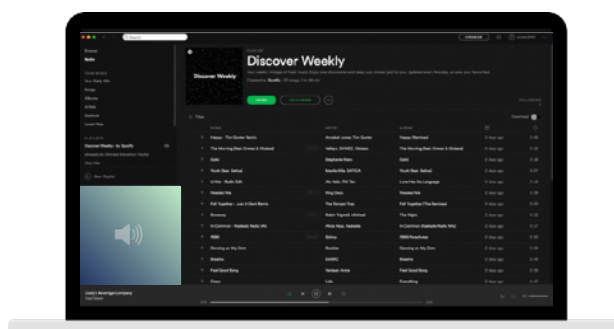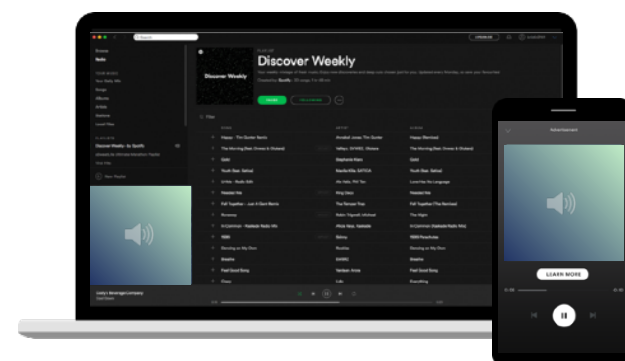
Video

MOBILE VIDEO

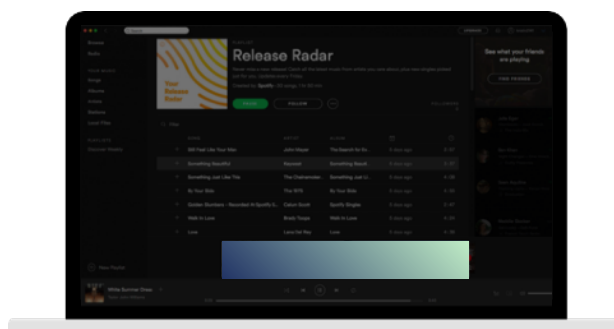DESKTOP VIDEO

Audio

MOBILE AUDIO

DESKTOP AUDIO

ROS AUDIO

Display

LEADERBOARD

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Programmatic audio format specifications

	Desktop	Mobile	ROS
Display size	640×640 or 300×250	640×640 or 300×250	640×640 or 300×250
Compliance	VAST 2.0 only	VAST 2.0 only	VAST 2.0 only
File type	.ogg (up to 30 seconds) Display must be static JPEG	.ogg (up to 30 seconds) Display must be static JPEG	.ogg (up to 30 seconds) Display must be static JPEG
Available targeting	Age/Gender/Language/ Genre/Playlist	Age/Gender/Language	Age/Gender/Language
Platform	Desktop app	Mobile (iOS Phone and Android Phone)	Desktop app + Mobile (iOS Phone and Android Phone)
Available markets	All markets	All markets	All markets

Where to buy?

PMP	rubicon PROJECT • AppNexus
PG	Google Ad Manager
Open Marketplace	N/A

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Programmatic video format specifications

	Desktop	Mobile
Aspect Ratio	16:9	16:9
HD Quality	HD (such as 1280×720)	HD (such as 1280×720)
File type	WebM (up to 30 seconds)	.MP4 or .MOV (up to 30 seconds)
Max file size	500 MB	500 MB
Available targeting	Age/Gender/Genre/Playlist (*Pending avails)	Age/Gender (*Pending avails)
Compliance	VAST 2.0 only	VAST 2.0 only
Available markets	All markets	Speak to your local rep for available markets

(ROS offering not available due to video file format differences)

Where to buy?

PMP	SPOT**X** Google Ad Manager rubicon
PG	Google Ad Manager
Open Marketplace	N/A

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Programmatic leaderboard format specifications

—

	Desktop
Display size	728×90
File type	All types except Flash
Available targeting	Age/Gender/Genre/Playlist/Language
Platform	Desktop app
Available markets	All markets

Where to buy?

PMP	Google Ad Manager rubicon PROJECT
PG	Google Ad Manager
Open Marketplace	Google Ad Manager rubicon PROJECT OpenX INDEX EXCHANGE

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Audience segments for desktop PMPs

—

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

NEW **Spotify's First-Party Audience Segments, available via Google AdX**

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

ENTERTAINMENT	HEALTH & FITNESS	LIFESTYLE
Live Entertainment/Concert Goers • Festival Goers • Socialites/Partiers	Fitness Enthusiasts • Health and Wellness/ Healthy Living	Travelers • Foodies

FAMILY STATUS	TECH & TELCO
Mums • Dads • Parents with Children in Household • Engaged/Getting Married	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 AdX and the ability to run a private marketplace (PMP). Spotify will build the data in the deal ID for use.

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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 that 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 that you're using VAST tags:**
- Spotify does not accept VPAID tags or VAST tags wrapped with VPAID calls.
- Please ensure that 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 that 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 that you are sharing the right creative formats.

06 **Double-check your pricing:**
Auction Model:
- Spotify PMPs run in an auction model.
- Make sure that 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 that 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.

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Thanks.

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