



WELCOME Servus

Otago summit, September 2026





Rebecca Attali

Regional Client Partner Spotify
EMEA



Today's Playlist



01

**The Power of Spotify
Fandom**

02

**AT Audience & Q4
Opportunities**

03

**Beyond Audio: Advertising
Solutions**

04

**Real Results: Clients &
Success Stories**



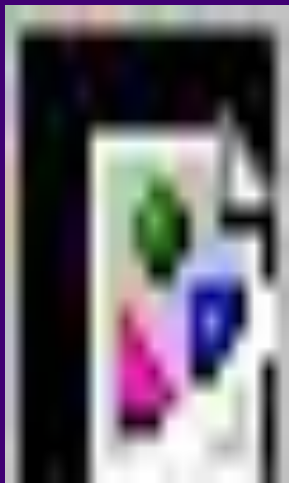
**Gustav
Söderström**



**Alex
Norström**

Our mission is to unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.



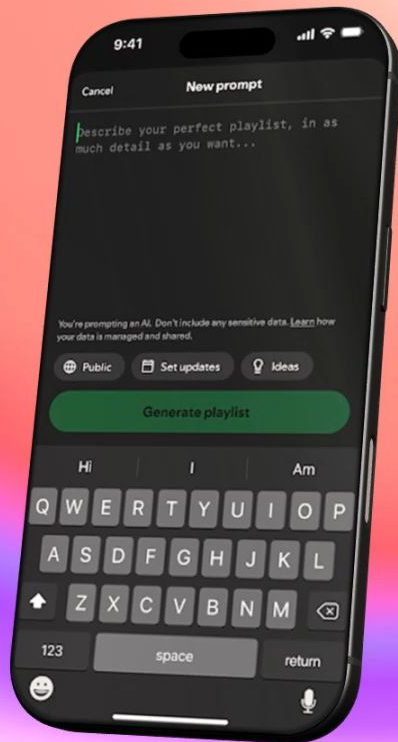


it goes beyond
streaming *music*

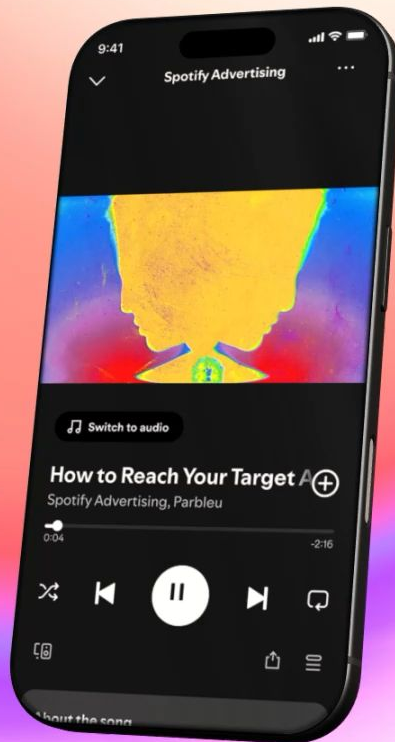




PROMPTED PLAYLISTS



MUSIC VIDEOS



AI DJ



VIDEO PODCASTS





PRODUCT & CONTENT UPDATES

Spotify's Free Experience is Even Better

Free users worldwide can now design playlist covers, instantly play any track, and share lyrics—all while discovering moods with daylist. These updates fuel expression and stickiness, building a more immersive journey that expands opportunities for brands to meet audiences.



LEARN MORE

Spotify
is the essential
daily companion



Highlights from Spotify's Q2 2026 Earnings

777

million active monthly
users, a **+12%** year over
year increase.

494

million ad-supported users,
a **+14%** year over year
increase.

92%

of our users say they use Spotify
as part of their daily routine

#1

most home screened app

study time 

 **pets** 

workout 

morning coffee 

chill time

afternoon coffee

concerts 

pre-dinner coffee  

roadtrip

glam 

cooking

dinner party

cleaning

commuting  

walking

break

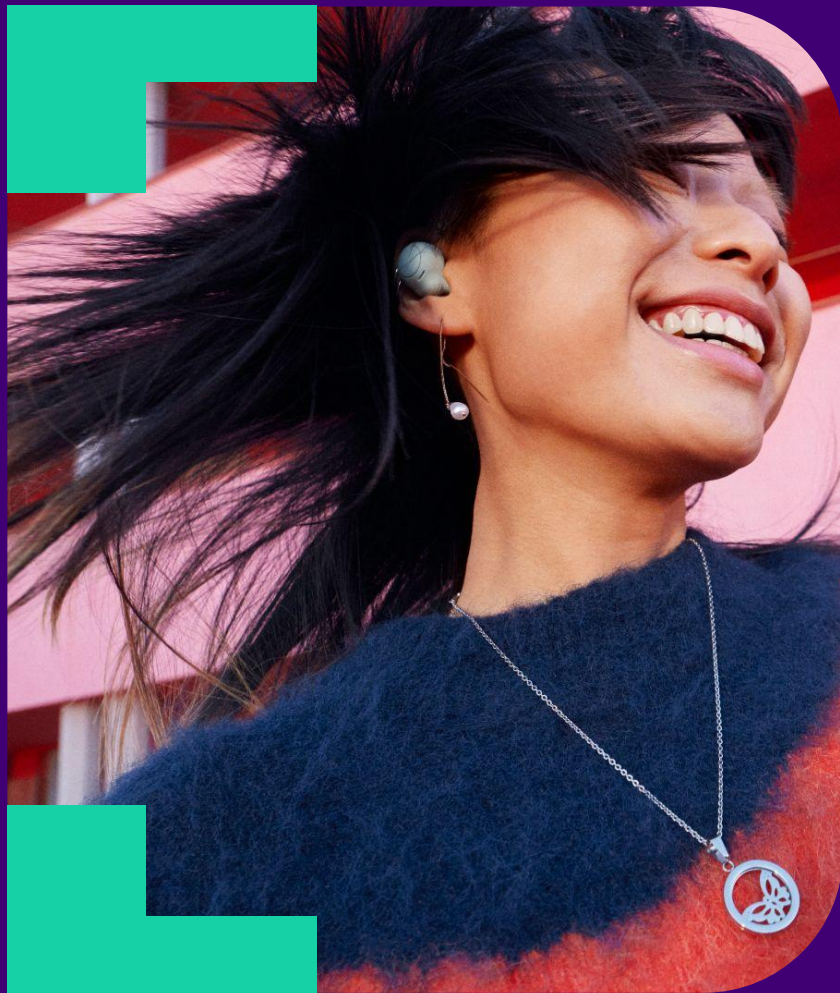
me time

relax

bedtime 



Fandom Effect

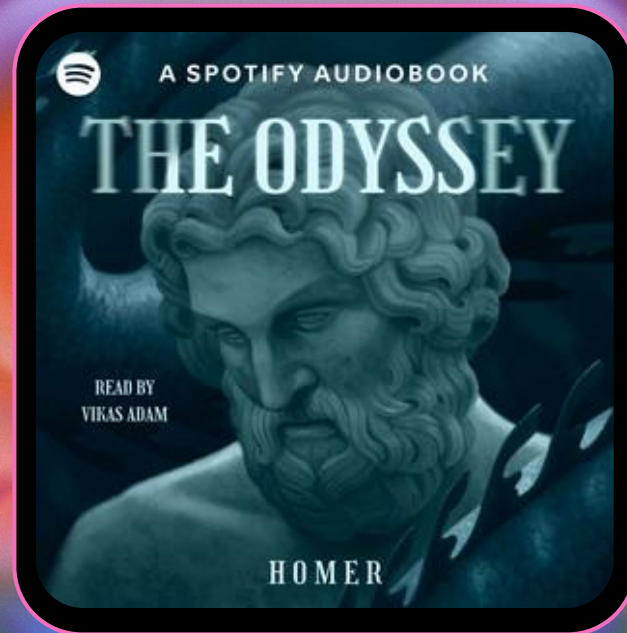


+500%

Spike in Odyssey audiobook listens on Spotify the day Christopher Nolan's film hit theaters. Across 91 editions in 10 languages, the epic has been streamed for the equivalent of 43 years of continuous playback, with 81% of listeners under 40.



LISTEN NOW



37

Days Shakira and Burna Boy's "Dai Dai" spent at No. 1 on Spotify's Global Chart, reaching the top spot in 17 countries. The track's biggest streaming day followed the World Cup final, making it also the most-streamed music video of the season.

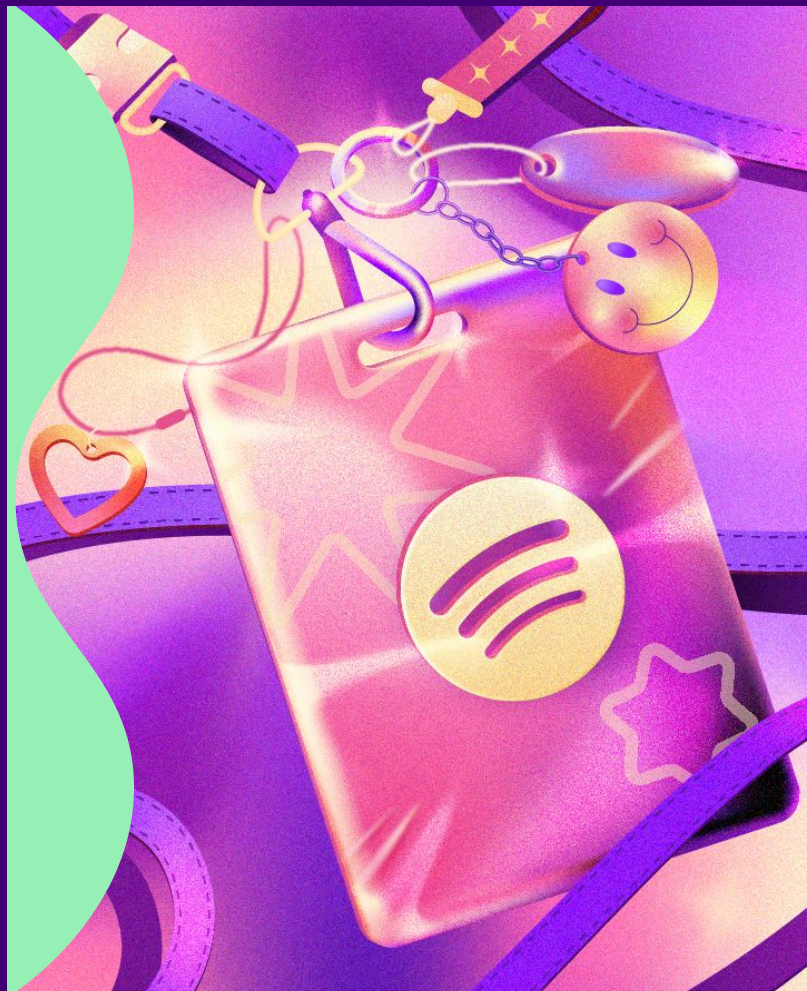


LISTEN NOW





AT Audience & Q4 Opportunities





Dominik

*Product & Client Partner Lead Spotify
Austria, Belgium, Ireland, Switzerland*

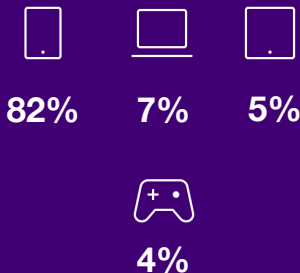


3.4 M

AD-SUPPORTED USERS

Who's streaming in the Austria?

Device



Age

13-17	4%
18-24	17%
25-34	33%
35-44	19%
45-54	12%
55-64	8%
65+	3%

Gender

Male
53%

Female
47%

Education

37%

of Spotify ad-supported listeners
have a Bachelor's degree

Household Income

36%

of Spotify ad-supported listeners
have an annual household income
of over **30.000€**

Discount Season

ON SPOTIFY



Strategic Shoppers

The fans on Spotify are keen and ready to use discounts this season.

25%

...of Spotify users are very likely to **shop on Black Friday**.

32%

...of Spotify users use a **price comparison tool**.



Millennials and Gen Z are waiting for discounts

71%

...of Millennials wait for SALES.

66%

...of Gen Z wait for SALES.



Spotify users are waiting for the discount season

43%  46%

...of Europeans value coupons and discounts, showing a preference for cost-saving option when shopping online.

...of **Spotify users**
in **Austria** in **Q4**.



Source: Global Web Index | Europe | Q4 2025



We reach consumers where other media can't.



+25%

Incremental reach
beyond **Television**



+44%

Incremental reach
beyond **radio**



The background of the entire image is a festive Christmas scene. It features several Christmas trees, some in the foreground and others in the background. The trees are decorated with warm white lights that create a bokeh effect, and red and silver ornaments. The scene is set outdoors at night, with a dark sky and some snow visible on the ground and trees.

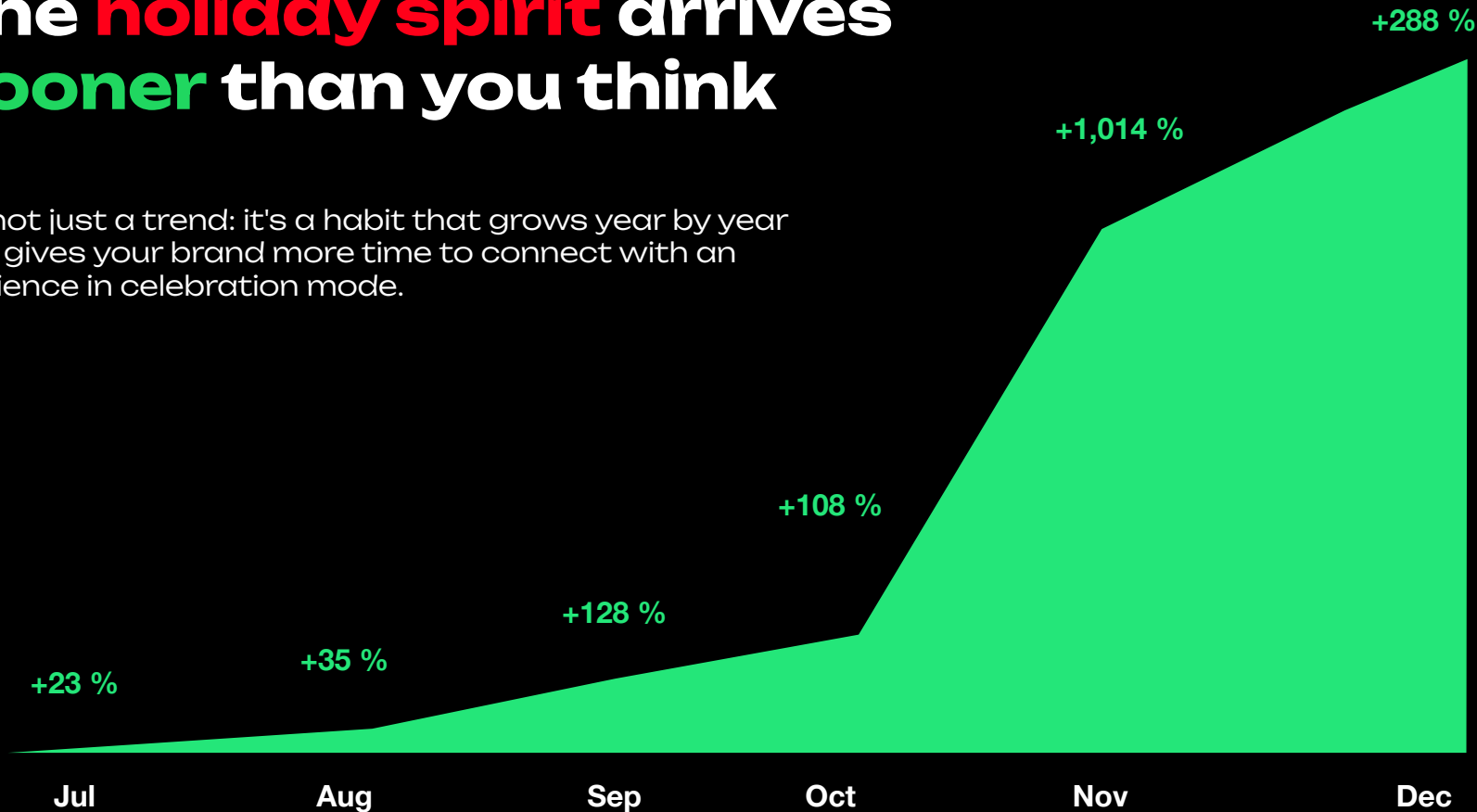
Christmas Season

ON SPOTIFY

The soundtrack of the holidays

The **holiday spirit** arrives **sooner** than you think

It's not just a trend: it's a habit that grows year by year and gives your brand more time to connect with an audience in celebration mode.



Source: Spotify Global First-Party Data, 2024.



A habit that accelerates year by year

2025 season benchmark data shows how the adoption of Christmas content is progressively moving earlier:

- November 1st: 5 festive tracks enter the Global Top 200 (in 2022, there were only 3 by mid-month).
- Mid-November: Festive presence rises to 14 songs in the Top 200.
- December 1st: The number of Christmas songs in the main charts doubles compared to previous years.



Source: Spotify First-Party Data (2025), via RouteNote.





Beyond Audio: Advertising Solutions

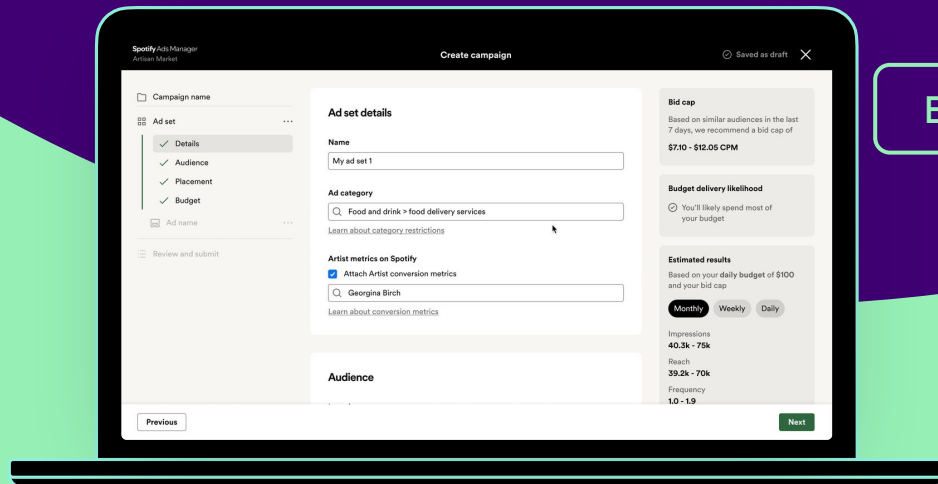




*The advertising landscape is changing,
and so is Spotify.*

BUY

Connecting with fans is easier than ever



EASE

CONTROL

Spotify Ads
Manager

Spotify powers your *full-funnel* strategy

AVAILABLE
NOW



Brand Awareness

Help people discover your brand or product

Delivery goals:

Reach
Impressions
Video views



Website Traffic

Drive visitors to your website to explore your offerings

Delivery goals:

Clicks
Page views



Engagement on Spotify

Grow the audience for your content on Spotify

Delivery goals:

Streams
Clicks



App Installs

Encourage people to install and engage with your app

Delivery goals:

Installs



Lead Generation

Collect leads to nurture future sales

Delivery goals:

Leads

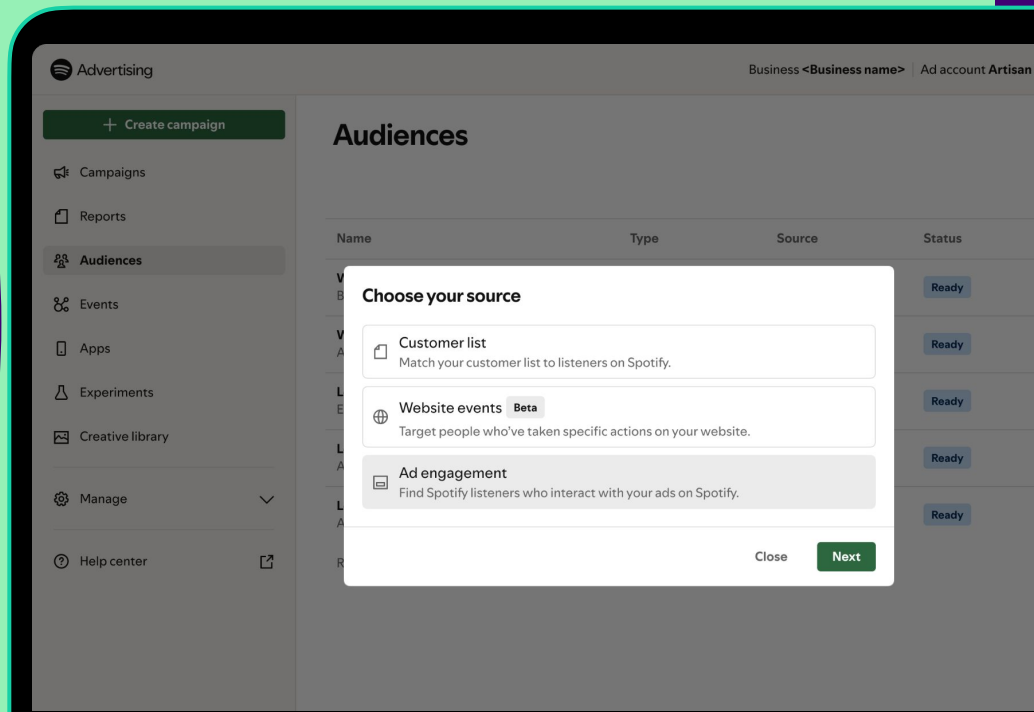
Ad Retargeting

Build audiences based on how users have interacted with your ads on Spotify, whether they've **heard, seen, or clicked** on your ads, making it easier to reconnect with people who have already shown interest in your brand.

Re-engage users who have interacted with your campaigns to drive deeper consideration and conversion

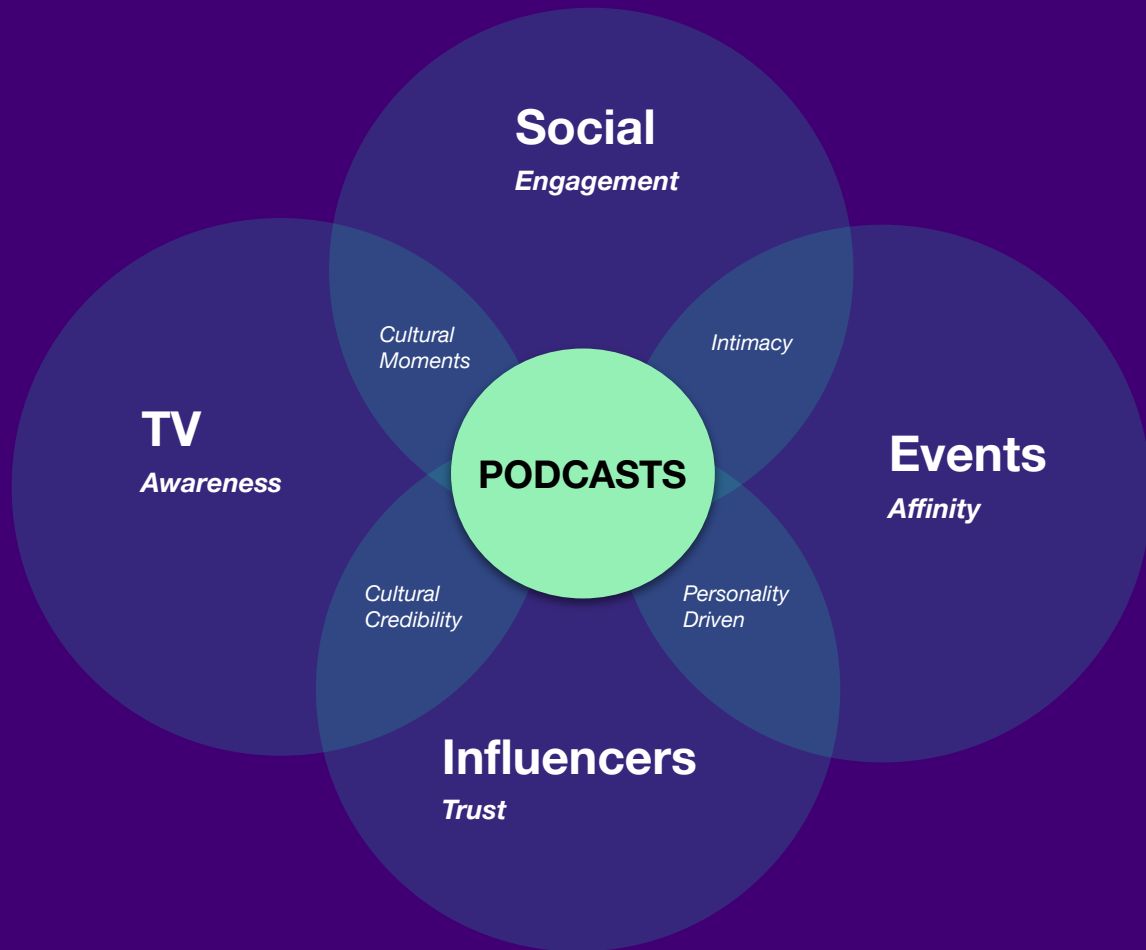
Exclude previously engaged users to better control frequency and optimize spend

Build lookalike audiences to reach new users similar to those who have already engaged with your ads



Where modern media converges

The medium that does more, no matter how you buy



Podcasts are an integral part of everyday life

Podcasts are an integral part of everyday life in the DACH region. This creates regular touchpoints for brands with their target audience.

70 %

listen to podcasts
at least once a week
(+4 PP vs. 2025)

33%

listen to podcasts
multiple times a week
(+3 PP vs. 2025)

25%

listen to podcasts
daily
(+1 PP vs. 2025)

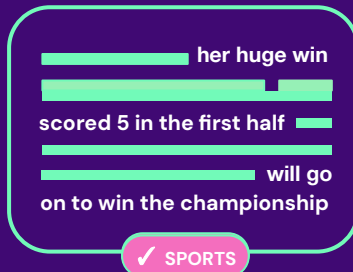
Our contextual targeting goes beyond keywords



Show Categories

Target engaged listeners while they listen to podcast **categories** relevant to your business.

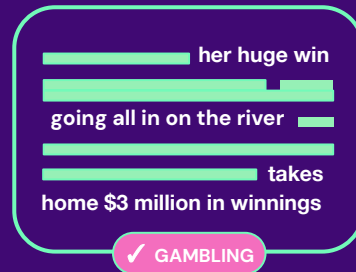
Best for: Reach



Episode Topics

Target engaged listeners while they listen to podcast **episodes** covering topics relevant to your business.

Best for: Contextual Alignment



Sensitive Topics

Maximize scale and reach while excluding podcast **episodes** covering topics that don't align with your brand.

Best for: Suitability

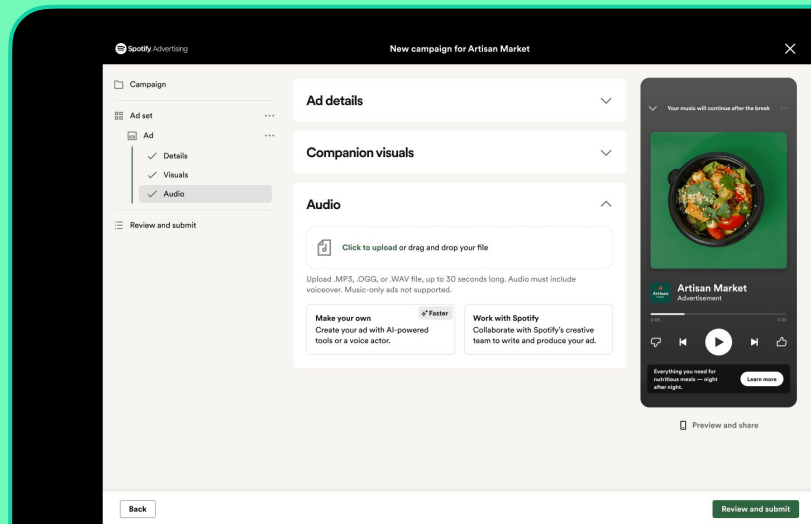
Create your ad in minutes using Gen AI

Unlock seamless, scalable audio production for any campaign

Spotify's Gen AI audio ad creative tools enables brands to instantly create high quality scripts, voiceovers, and mix background music all within the ads manager platform

Scale your message effortlessly with diverse AI voiceovers

Available



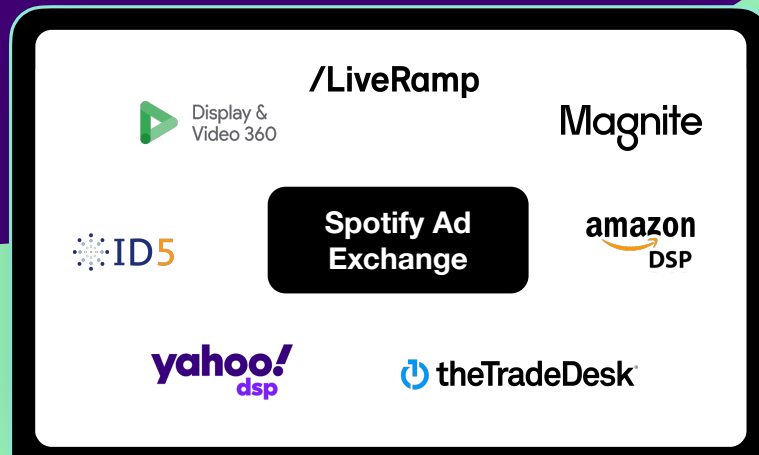
[Click to try
Gen AI](#)

BUY

Connecting with fans is easier than ever

The screenshot shows the Spotify Ads Manager 'Create campaign' interface. It features a sidebar with navigation options: Campaign name, Ad set, Details (selected), Audience, Placement, Budget, Ad name, and Review and submit. The main content area is divided into three sections: 'Ad set details' with fields for Name (My ad set 1), Ad category (Food and drink > food delivery services), and Artist metrics on Spotify (Attach Artist conversion metrics, Georgeina Birch); 'Bid cap' with a recommendation of \$7.10 - \$12.05 CPM; and 'Budget delivery likelihood' with a selection for 'You'll likely spend most of your budget'. Estimated results show 40.2k - 75k impressions, 39.2k - 70k reach, and 1.0 - 1.9 frequency. An Audience section is at the bottom. 'Previous' and 'Next' buttons are at the bottom corners.

Spotify Ads
Manager



Spotify Ad
Exchange

SPOTIFY AD EXCHANGE

Ease

Format Parity

With standard programmatic and social creative specs for turnkey launch

Enhanced Access

To Spotify inventory through +30 DSPs for integration into existing workflows

Inventory Availability

Across music, podcasts, and all core ad formats (Audio, Video, Display)

Flexibility

Biddable & Reserved

Access inventory via Open Auction, PMP

More Control

Choose the right buying method to fit your strategy and goals

Real-Time Optimizations

Leverage dynamic bidding, and DSP AI-driven outcome based buying

Addressability

Advanced Targeting Options

With Spotify 1P Data (ie. Playlist and Interests), and Custom Audiences for precision at scale

More Ways to Find Audiences

Through leading identity solutions like RampID, EUID, ID5, and more

More Measurement Coverage

Through Spotify-led direct integrations with leading third-party partners

Programmatic campaigns work harder with Spotify

+13%

incremental reach when Spotify is consolidated in DV360 with **OTT, display, video, and YouTube**

+8%

More efficient cost -per-household reach on the Trade Desk

+44%

more efficient cost per action vs campaigns without Spotify on The Trade Desk

+70%

higher conversion rate vs campaigns without Spotify on Yahoo DSP

Sources: 1. Display & Video 360 Campaign Data, BR and IN, 2023-2025 2&3. The Trade Desk Campaign Data, Global, 2025. Yahoo DSP Campaign Data, Global, 2025.

THE WINNING FORMULA



Advertising

Aleph

**Audio
heard.
felt.
trusted**

80%

agree that audio ads benefit from greater listener trust vs. other digital media

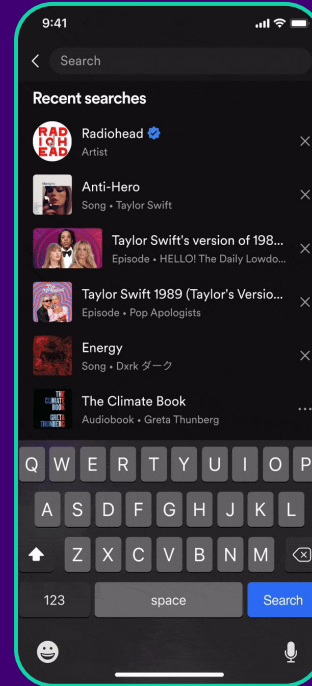
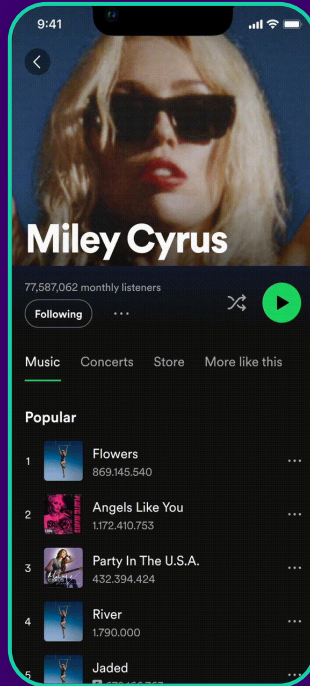
70%

agree that audio ads consistently build a stronger emotional connection

72%

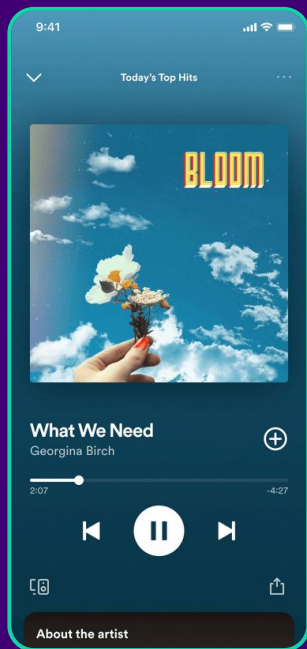
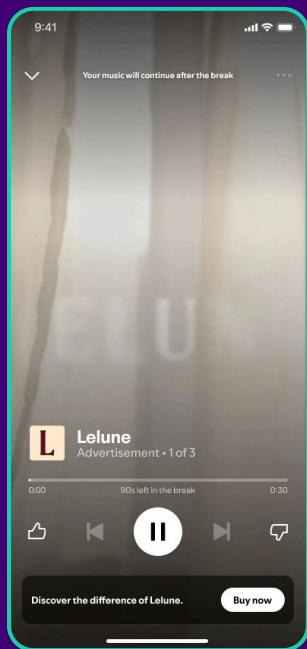
agree that audio creates a personal connection that helps brands build trust consistently over time

The Spotify experience is more visual than ever

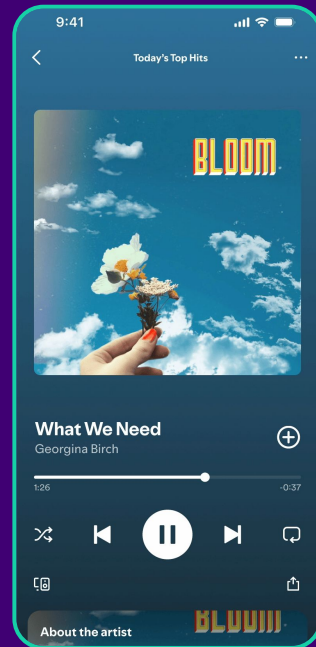
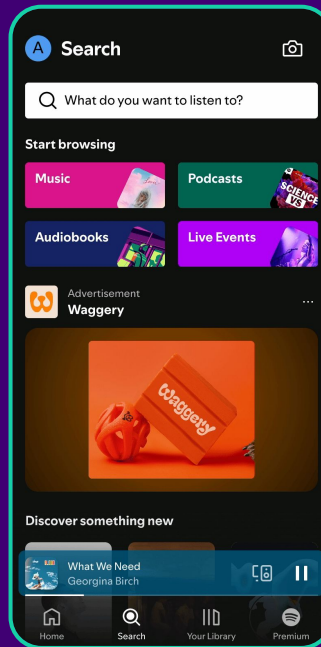


Our formats evolution reflects this *behavior*

In-stream & In-feed video
evolved from Video Takeover & Opt-In



In-feed display
replaced Overlay (~2x the CTR)



Video consumption on
Spotify is growing rapidly

+103%

Increase in
video streams

Display All Day

Drive impact during
discovery moments

Maintain *non-interruptive*
presence

Scale with *ease*



35% *lower* CPM*

70% *lower* CPC*

*When advertisers pair Display with Audio campaigns in Ads Manager (vs. Audio only campaigns)

More Creative to Tell *your Story*

Carousel ads appear in the ‘Now Playing’ view



Expand your narrative

Showcase up to six products or messages in a single ad experience



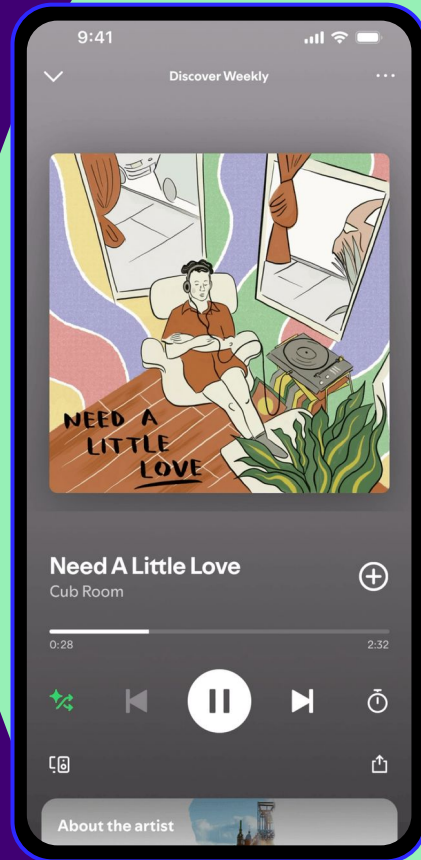
Bridge interest & action

Each card can link directly to a relevant destination



Own the “leaned in” moment

Connect with fans who are actively engaging with the app



Tap into fandom to turn passion into performance

Our ads capture 2x more attention vs. social media platforms

Source: Adelaide Attention Study, global, Aug 2024

More attention, more impact

Since launching an enhanced experience for ad-supported users:

+26%

time spent with the
Spotify app

+18%

in-focus time

+14%

in-stream video CTR

+14%

audio CTR

Source: Spotify 1P data, global, Dec '25 - Jan '26



Elevate outcomes with a multi-format approach

1.7x

purchase rate lift
when **adding Video**
and **Display** to **Audio**
campaigns

66%

incremental sales lift
and +27% higher
purchase intent when
adding Video to
Audio campaigns

2.3x

higher purchase
rates for Audio &
Video campaigns vs.
Audio-only

3.3x

greater familiarity for
Audio, Video, &
Display campaigns
vs. Video-only

MEASUREMENT



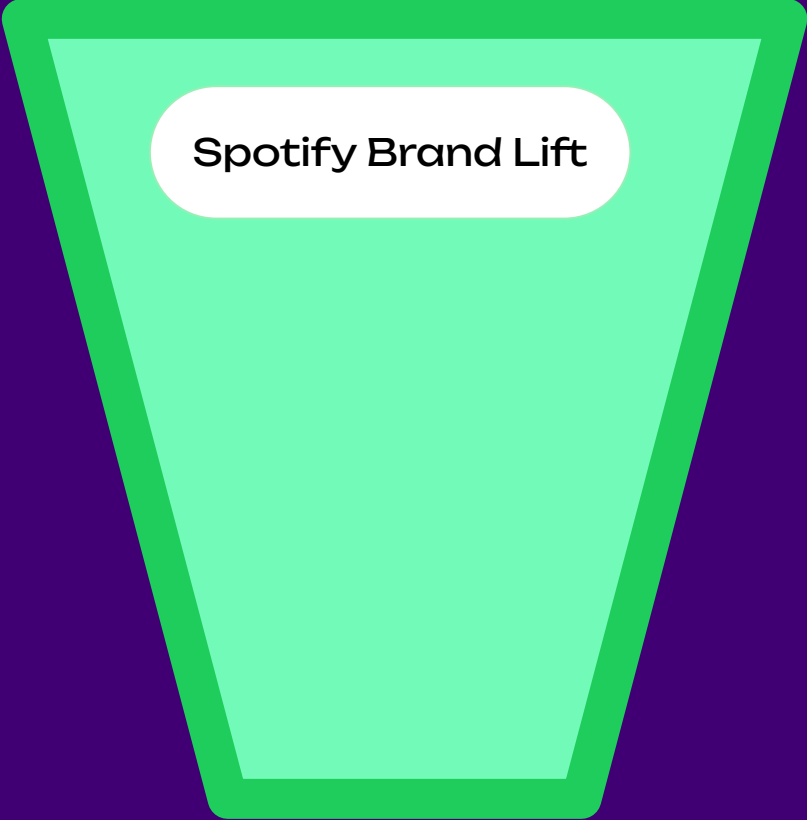
Advertising



Aleph

Understand how engagement + attention on Spotify translates into upper funnel outcomes.

New survey format
New test/control methodologies
Non intrusive experience



Spotify Brand Lift

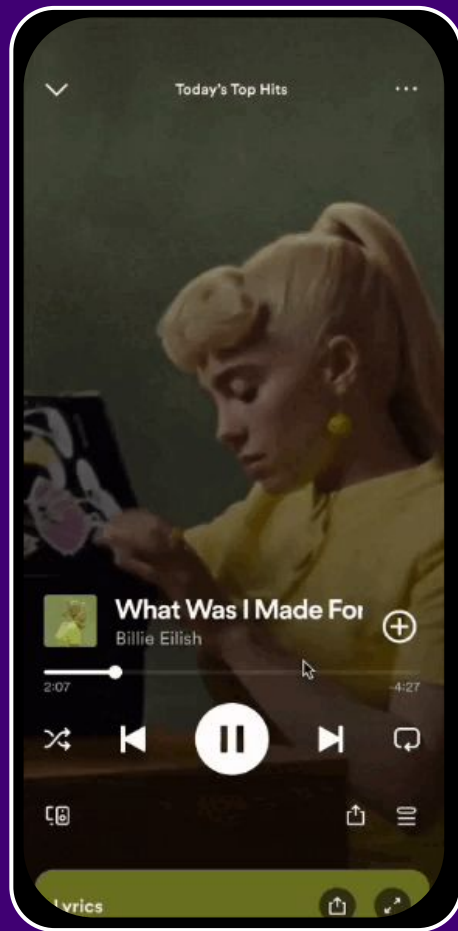
Spotify Brand Lift

Measure how the high-user engagement and attention on our platform translates into upper-funnel outcomes for your brand.

Spotify Brand Lift:

Provides advertisers actionable takeaways for optimizing future campaigns, like **Ad Recall, Awareness, Purchase Intent, Message Association, Preference, and more**

Is a native way for advertisers to connect with users and gather insights that does not feel intrusive; **served only when the audience is in focus**

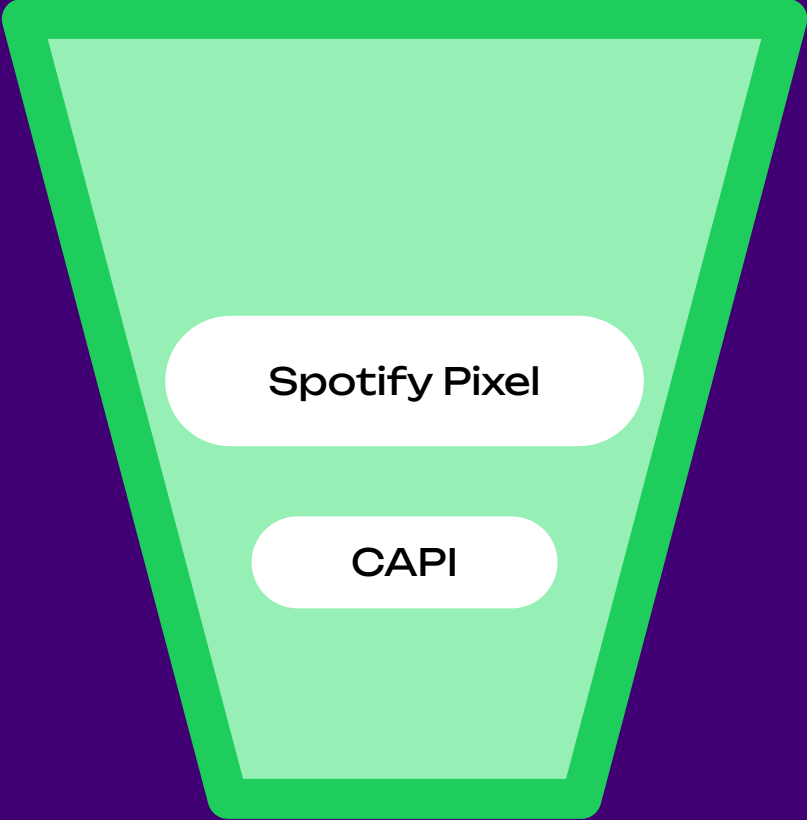


Confirm measurement availability with your Spotify team, as it may vary by ad format

1P Measurement Solutions

**Improve your results
based on the actions
your customers take
online and offline**

Updated attribution
methodology
Improved data resolution



Spotify Pixel

CAPI



Real Results:

Clients & Success Stories



TECH

Samsung builds awareness on Spotify for the all-new Galaxy Z Fold 8 launch

Their Goal

Raise brand awareness for the new device during the key pre-order phase.

Their Solution

Engage high-intent audiences through a multi-format strategy combining Spotify Audio & Display.

Their Impact

Across a tight 2-week flight, the campaign maximized listener attention during high-energy, active daily routines. This contextual alignment drove strong overall engagement, achieving an overall CTR of 0.25% and a 93.01% Completion Rate, outperforming standard benchmarks.

Campaign Dates: Jul 22nd - Aug 6th, 2026 | **Market:** Austria

Vertical: Technology, Consumer Electronics **Formats:** Audio, Display **Buying Channel:** Spotify Ads Manager

AUDIO CTR

0.15%

1.5x above the industry benchmark

DISPLAY CTR

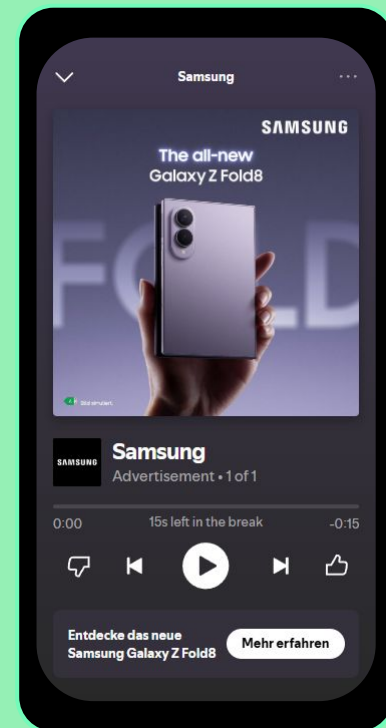
0.58%

strong click driver

AUDIO COMPLETION RATE

93.01%

+1.3% vs. industry / +0.4% vs. region benchmark



SAMSUNG

LEGO builds brand love on Spotify

Their Goal

Iconic toy brand LEGO aimed to boost its cool factor and position its sets as the perfect gift for girls, engaging both parents and young audiences alike.

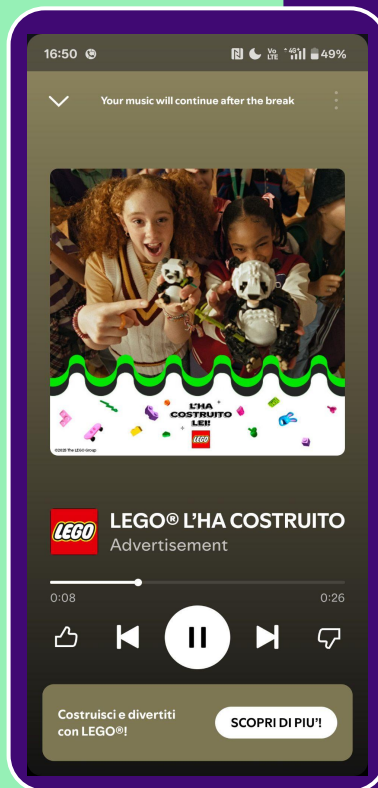
Their Solution

Partnering with Spotify, the campaign rolled out in two phases. First, a broad awareness push targeted parents and affinity artists' playlists for kids aged 6–12. Then, a focused retargeting phase reached users exposed to the initial ads, driving deeper engagement. Leveraging Spotify's unique environment, where nearly one in four parents tune in, LEGO spoke directly to decision-makers while they listened to kid-friendly playlists, maximizing relevance and impact.

Their Impact

The campaign clicked perfectly, with 96% of listeners sticking around throughout the spots and video ads building strong engagement at a 0.60% CTR. Ad recall stacked up +31 points overall, with female fans powering up +33 points. Best of all, purchase intent snapped together with a +10 point boost, well beyond the usual, showing LEGO and Spotify truly stacked the odds in its favor.

Campaign dates: Jun 1 – Jul 30, 2025 | **Formats:** Audio Everywhere, Video Takeover | **Market:** IT



96%
AUDIO LTR

+31 pts
AD RECALL

+10 pts
INTENT TO BUY



“Thanks to our strong partnership with the local Spotify team, we successfully localized a global campaign with an Italian touch, resulting in excellent outcomes across media, ad recall, purchase intent, and consumer sales”.

Giuseppe Brugnone

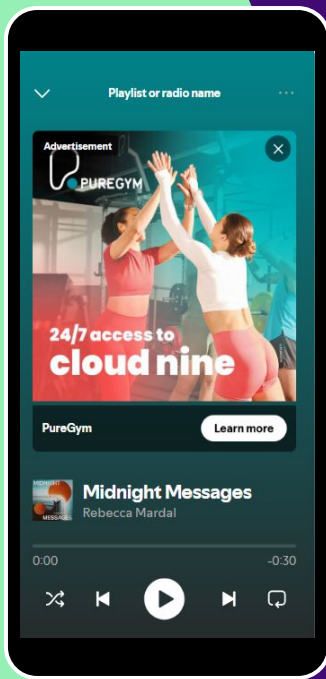
Head of Media, LEGO Italia

SUCCESS STORY



PureGym: brand relaunch

MARKET	UK
FLIGHT	April 20 - June 7, 2026
FORMATS	Audio, Display, Video
BUYING CHANNEL	Spotify Ads Manager



CHALLENGE

PureGym, the UK's largest gym chain, relaunched its branding and wanted to build widespread awareness of its new identity among adults aged 18-54.

SOLUTION

After proving Spotify's impact in an earlier campaign, PureGym moved to Spotify Ads Manager to unlock more efficient reach through lower CPMs, backed by MMM data showing Spotify's strong connection to gym audiences. By repurposing existing creative, the brand launched quickly with a multiformat mix of audio, display, and video, while CAPI measured both brand and business impact.

IMPACT

The campaign increased awareness and recall while exceeding expectations on acquisition. Despite running with brand awareness in mind, it delivered more than 5K new members at an average cost of £12.27 per acquisition, proving Spotify could drive efficient growth alongside impact.

235%
total campaign
ROAS

£12.27
total campaign
CAC

5K+
new members

“

Working directly within Spotify's Ads Manager has driven an immediate improvement in performance for PureGym, providing greater flexibility in execution, expanded reach to our target audience, and ultimately more members.

”

Tom Donegan
Group Head of Media, PureGym



Thank you