

# Everyone Loves Music

Spotify / mediapack



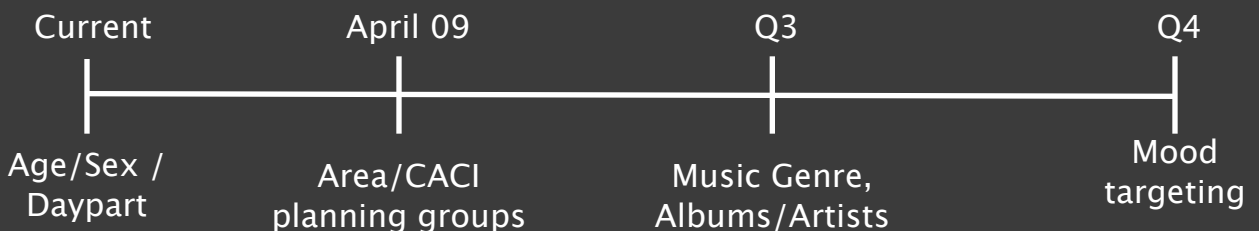
## What is Spotify?

- Spotify is a free and legal music streaming service that will revolutionise the music marketplace by giving the public a true alternative to music piracy.
- Users will be able to access over 6m songs instantly, in CD quality sound, as well as creating and sharing albums and playlists.
- The service will be partially funded by advertising, as well as a premium subscription service, ticketing, merchandise and commercial partnership deals.
- Spotify has experienced an almost unparalleled response from the UK media, with coverage ranging from the BBC News at 10 to Radio 2, and every broadsheet from the FT to the Times.

## Advertising on Spotify

- Spotify is partially funded by advertiser revenue, be it audio, display, promotional or video (Q3 '09)
- Upon registration, we take information from the user about their name, date of birth, sex and postcode. This means that advertisers can reach their specific target demographic, eliminating wastage entirely.
- We can also target by daypart or split creative messages to different users.
- Spotify users will only be served one form of advertising at any time, i.e. either a tower, or an audio ad, or a banner. This means the advertising is served in an entirely uncluttered environment, generating great cut-through.
- Different targeting measures will be introduced across 2009, including CACI groups such as ABC1's and by music genre (see timeline below)

## Targeting Timeline Spotify



**A world of music**



**Instant, simple and free**

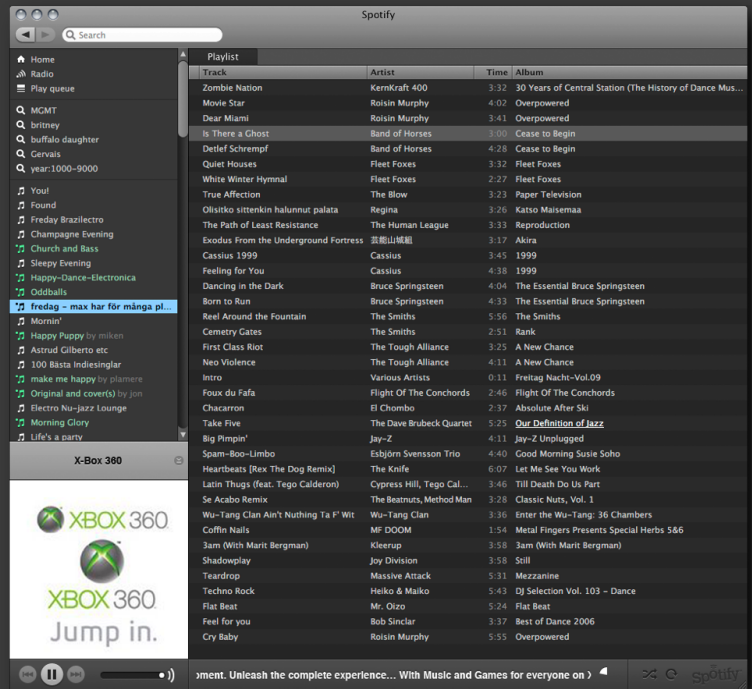
# Audio Ads on Spotify

- Approx. 2-3 minutes audio advertising per hour of listening
- Always served in between tracks, never interrupting a song and not when you first login.
- Each 'break' will be a maximum of 45 seconds long
- Copy can be any length and is bound by online regulations, as opposed to RACC
- As the audio ad is played, the album artwork (bottom left) is replaced by the advertiser's logo/packshot.
- This packshot (see Xbox example below) is a 250\*250 GIF and is clickable/trackable
- Above the album artwork, the 'now playing' text is replaced by the advertiser's details
- Below the tracklistings, scrolling text will offer more information on the advertiser's message. This is also clickable.
- Audio ads offer a great chance to include a call to action, 'click on our logo now to...

As audio ads are served, the player looks like this -

Advertiser name

250\*250 logo / packshot, clickable / trackable



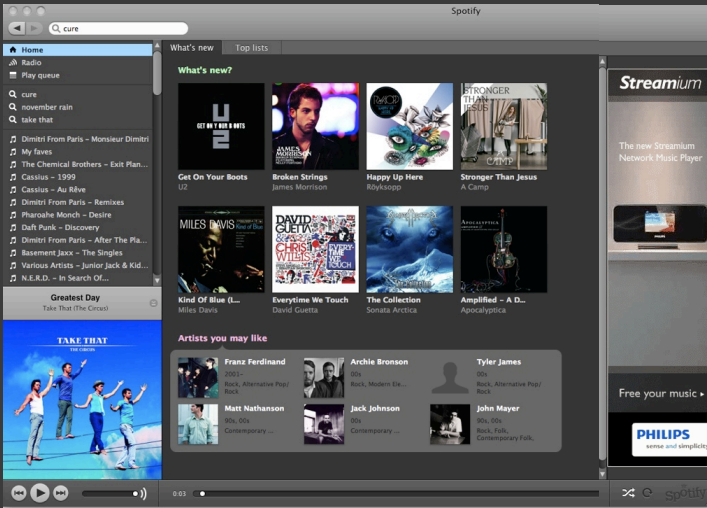
Scrolling brand message, clickable

A world of music



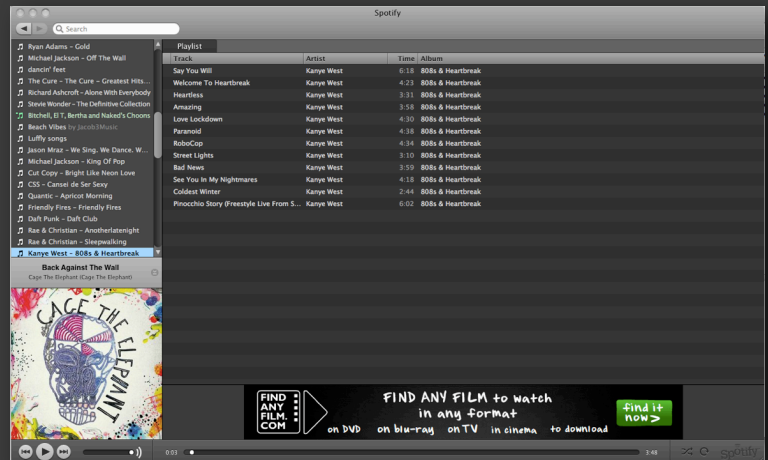
Instant, simple and free

# Display Ads on Spotify



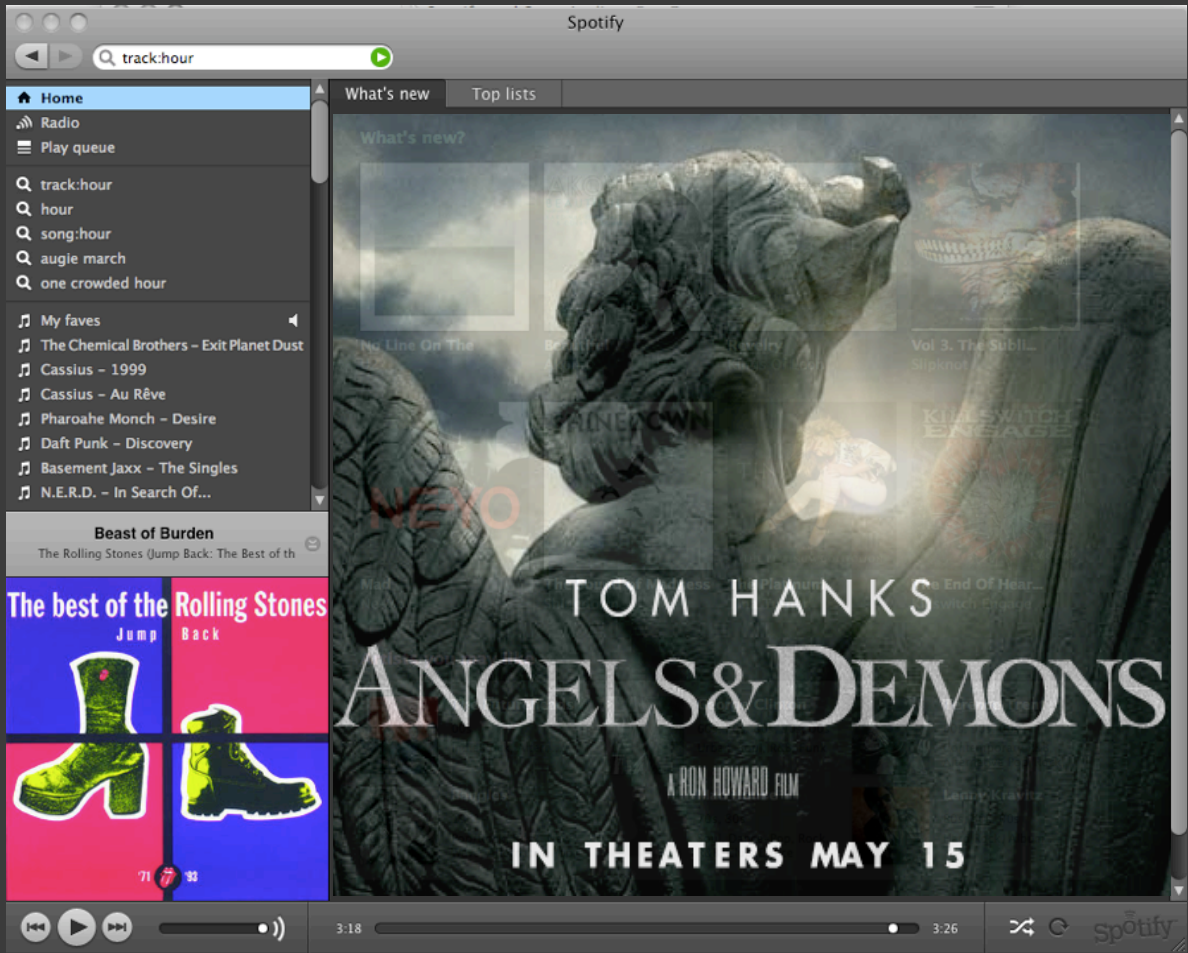
Towers scroll in from the right when served, then scroll back

Banners/  
Leaderboards scroll up from the bottom of the player, then scroll back down

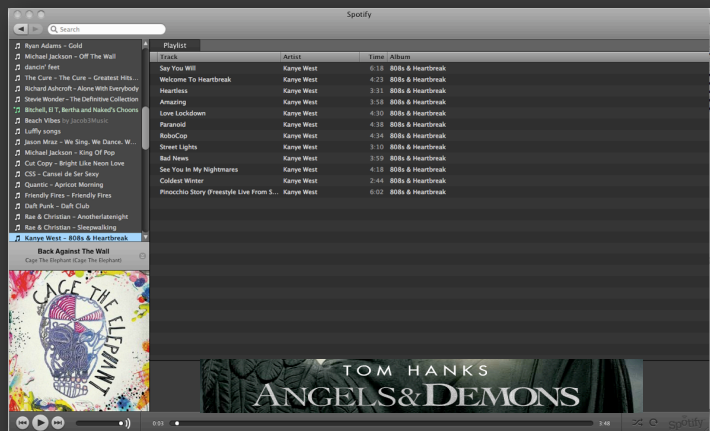


- Display ads are only served when the Spotify player is maximised on screen and when the user is interacting with it, i.e. hunting for music, sharing songs.
- Standard formats carried – towers, leaderboards and banners.
- Flash advertising from mid April 2009
- Display adverts are designed to achieve maximum cut-through on the screen and are served in an uncluttered, clean environment.
- CTR's range from 0.2–2.2%
- Display ads can be served via a 3rd party ad serving company

# Display Ads on Spotify / screensaver

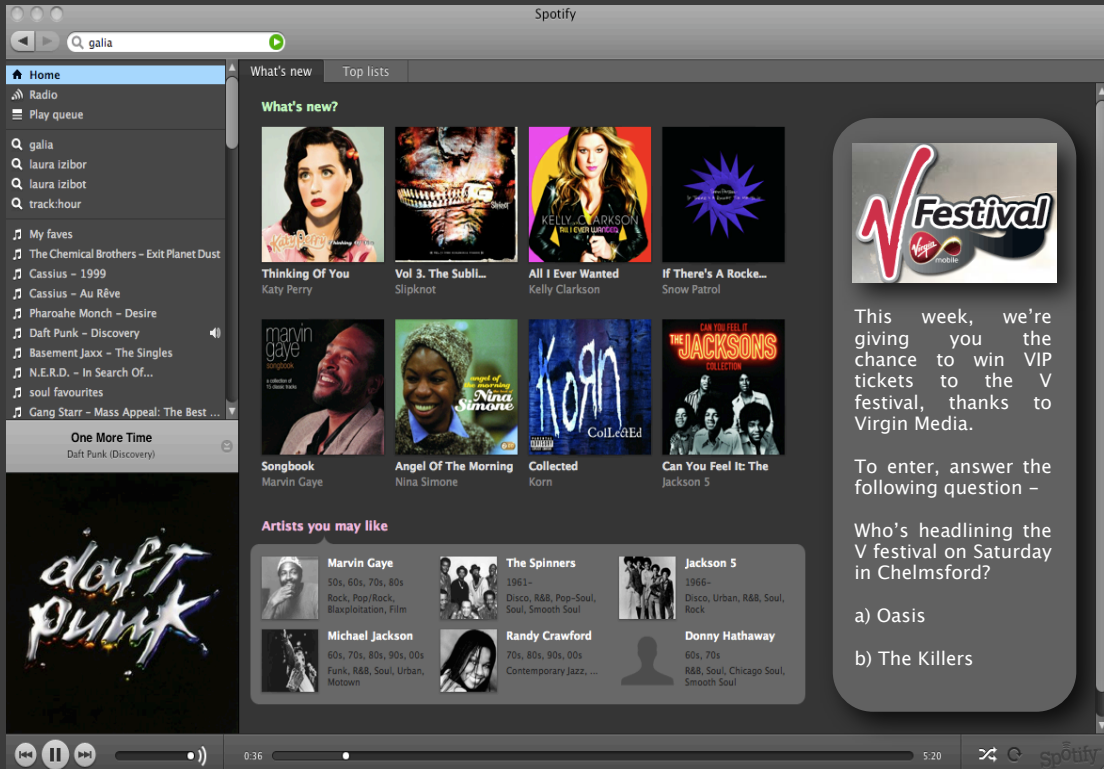


- This high-impact, unavoidable ad will be served when the player is inactive and will remain on-screen until the user rolls over it, then the creative will scroll down to a clickable leaderboard (see right)
- Minimum investment required, subject to brand approval





# Promotions on Spotify



Audio and display creative will direct users to an entry point (details TBC)

The entry point will either be on under the home page (as displayed here), within a pop up box or on a separate tab on the home page.

Absolute targeting to segmented groups, eliminating wastage

Ease of entry for user as their details will be ready-populated

Can run promotions with different prizes/mechanics for different demographics

Advertisers can gain entrants' details via opt-in

Easy to set up and run, entirely accountable