

Introduce music to your social life



What is Spotify?

Thanks for asking. Spotify is an award-winning digital music service that gives you on-demand access to over 15 million* songs, wherever you are. Our dream is to make all the world's music available instantly to everyone. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Music is one of the most social things there is. That's why for the past couple of years, we've been obsessed with what the next generation music service should look like.

We knew that the service had to be free to draw people away from piracy. Helping them to listen to even more music. To do that, we also knew that the service would have to be inherently social. There couldn't be a better place to do this than Facebook.

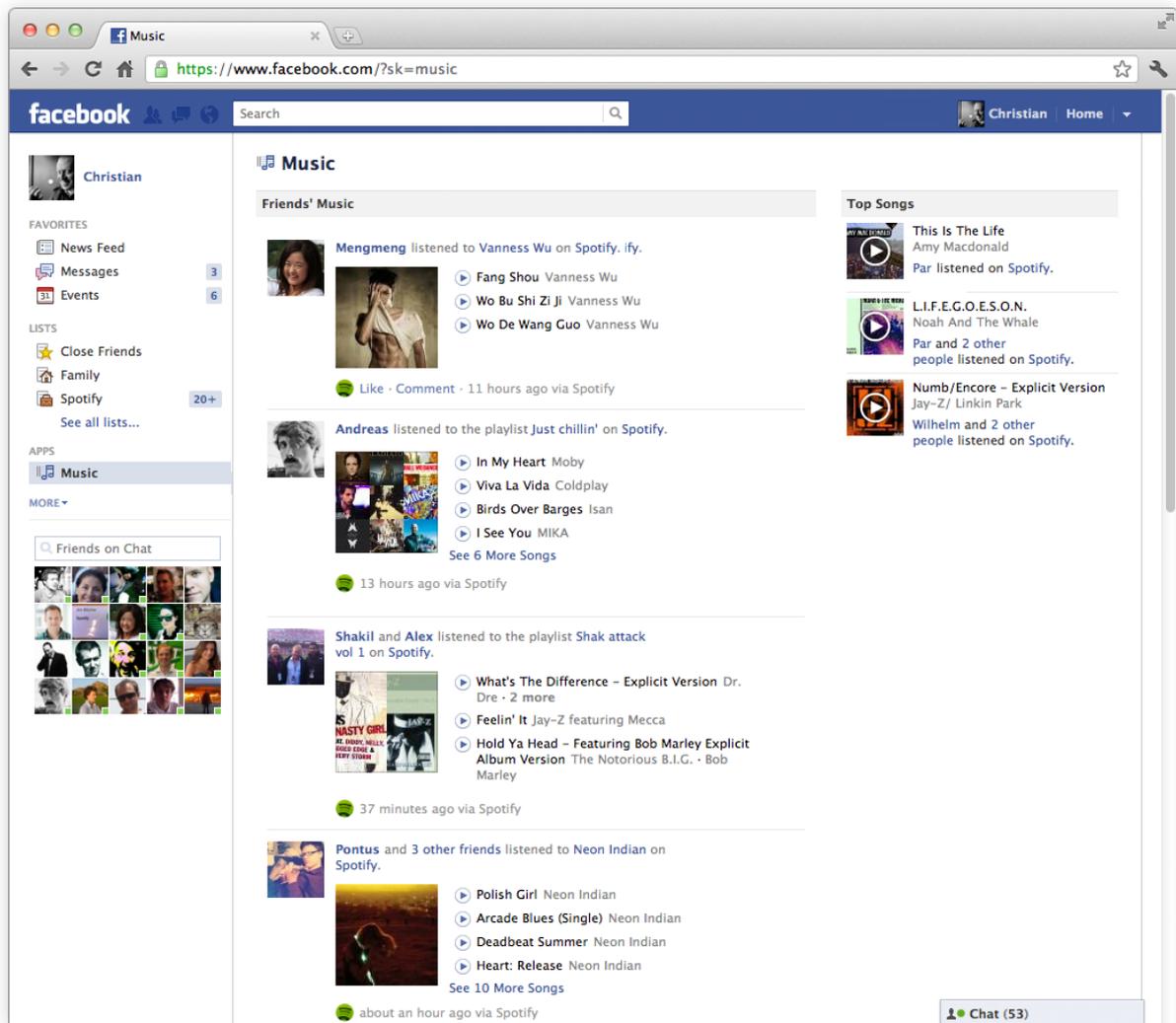
From now on, everyone can listen to Spotify while they're on Facebook. Now you can see what your friends are listening to, and hit play to hear their tracks instantly.

We know that Spotify's users who connect to Facebook listen to more music on a weekly basis. They listen to a wider variety of music – in fact we have more than 400 million playlists created in Spotify now. Because these users are more social, they're more engaged. Because they're more engaged, they're more than twice as likely to pay for music.

Social discovery on Facebook means that we're bringing people back to paying for music again. And that's how the brilliant artists who create this music can continue creating it for us to enjoy.



*Number of tracks licensed globally. Catalogue size varies in each country.



Just a few of the great features of Spotify's integration with Facebook...

Music Dashboard

All Facebook users will have a Music Dashboard installed in the left hand side. The Dashboard will contain an overview of friends' top tracks, songs that are trending with friends and recommend tracks based on their own listening.

The Ticker

User profiles will have a Ticker that displays in real time what music your friends are listening to right now.

Feed stories

Facebook will occasionally share stories based on what your friends are listening to. For example – "Jeff and Alison both listened to Bon Iver on Spotify". Users will be able to click these stories to listen to the tracks, or sign up to Spotify if necessary.

Notifications

When your friends discover new music from your profile, you'll receive a notification in the Music Dashboard.

The Land of the Free, the Unlimited and the Premium

Spotify offers three great services, from absolutely free to paid subscriptions. All of Spotify's services include access to our library of over 15 million* songs, the ability to create playlists, and share them with friends via social networks, and include your own music library. Spotify is available on your computer, your smartphone, and a whole heap of other devices from Android to iPod.



Spotify Free

The unrivalled free music service. With no gimmicks, no hassle, and no worries that your listening could end unexpectedly. Just listen and love it. Month after month after month. No invite required.



Spotify Unlimited

All the special features of our free service but with uninterrupted, ad-free access to Spotify on your computer.



Spotify Premium

The all-singing, all-dancing top-of-the-range Spotify experience, giving users access to all the music all the time, online or offline, on your computer, your cellphone and a whole heap of other devices. Enhanced sound quality (320kbps) and with access to exclusive content, competitions and special offers.



Give me some numbers

Paying subscribers:

Over 2 million

Registered users:

Over 10 million

Ratio of paying subscribers
to active free users:

Over 15%

Number of new songs added per day:

Over 10,000

Number of songs:

Over 15 million* and counting, including full catalogues from all the major labels and a raft of independent labels including those represented by Merlin.

Number of playlists:

Over 400 million have been created so far

Number of countries in which Spotify is available:

9 - USA, UK, Sweden, Finland, Norway, Denmark, France, Spain, and The Netherlands

*Number of tracks licensed globally. Catalogue size varies in each country.

What people are saying about Spotify

"It's really quite amazing."

Mark Zuckerberg
CEO/President of Facebook.

"It's these values that create the climate for innovation. Look at where the big ideas come from - the Facebooks and the Spotifys - and the vast majority are from open societies. That's because good ideas come through freedom - free thinking and the free association of like-minded people."

David Cameron
UK Prime Minister

"Spotify is superior in functionality to all its competitors."

Bob Lefsetz
Music Industry blogger

"The bottom line is, Spotify is the future of the music business. Anyone who doesn't think that is out of their minds."

Larry Rudolph,
Manager, Britney Spears.

"What a relief, now that it's legal in he US, I can finally come out of the closet about my #Spotify addiction."

Ashton Kutcher

"Finally! Spotify is coming to the US. I've been using this for a while and it's great."

Trent Reznor, Nine Inch Nails

"So excited Spotify is FINALLY coming to the US tomorrow! Getting my playlists ready now... -Brit"

Britney Spears

"Spotify is going to be a great resource for artists and the music industry. It's refreshing to finally see emerging companies get a chance to change a broken playing field."

Irving Azoff,
Executive Chairman, Live Nation Entertainment

"Spotify is slick, intuitive and fast"

Brendan Greeley
Bloomberg Businessweek

"The best free music option since stealing"

Stephen Shankland
CNET

"It's a beautiful, polished, iTunes-like program that offers full access to 15 million songs — a bigger catalog than Napster's, Rhapsody's, MOG's or Rdio's. All the big record companies have signed on to this crazy experiment: Sony, Warner, Universal and EMI."

David Pogue
The New York Times

"Sharing, begets more sharing and it begets more listening of music and that powerful loop is the life force of Spotify."

Om Malik
GigaOm

"With its lightning-fast interface, easy integration with Facebook and "freemium" business model, Spotify has quickly become the most popular such service in the world."

Ben Sisario
New York Times

"I really like being able to peek into Facebook friends' playlists. Makes me want to create some playlists myself to show how cool my music taste is (which is a delusion on my part)"

Rafe Needleman
CNET

"Spotify has an easy, Facebook-compatible system that encourages sharing. Structured around playlists, it allows users to build their own, pass them along to friends, and then trawl through those friends' collections for songs they like."

Entertainment Weekly,
Keith Staskiewicz



Product images, exec headshots and logo files can all be found here:

www.spotify.com/press

Spotify Timeline

