



L'offre Spotify Advertising



Spotify est la plateforme de streaming audio la plus populaire au monde



626M

Monthly Active Users worldwide



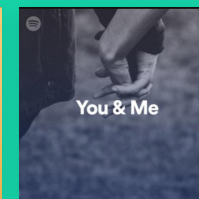
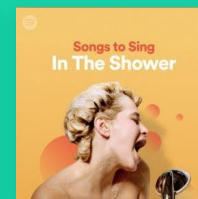
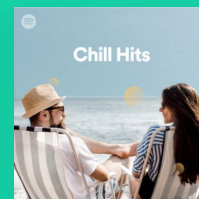
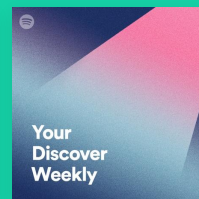
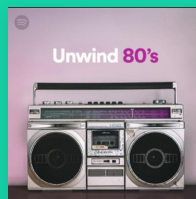
380M

Free users = 63%

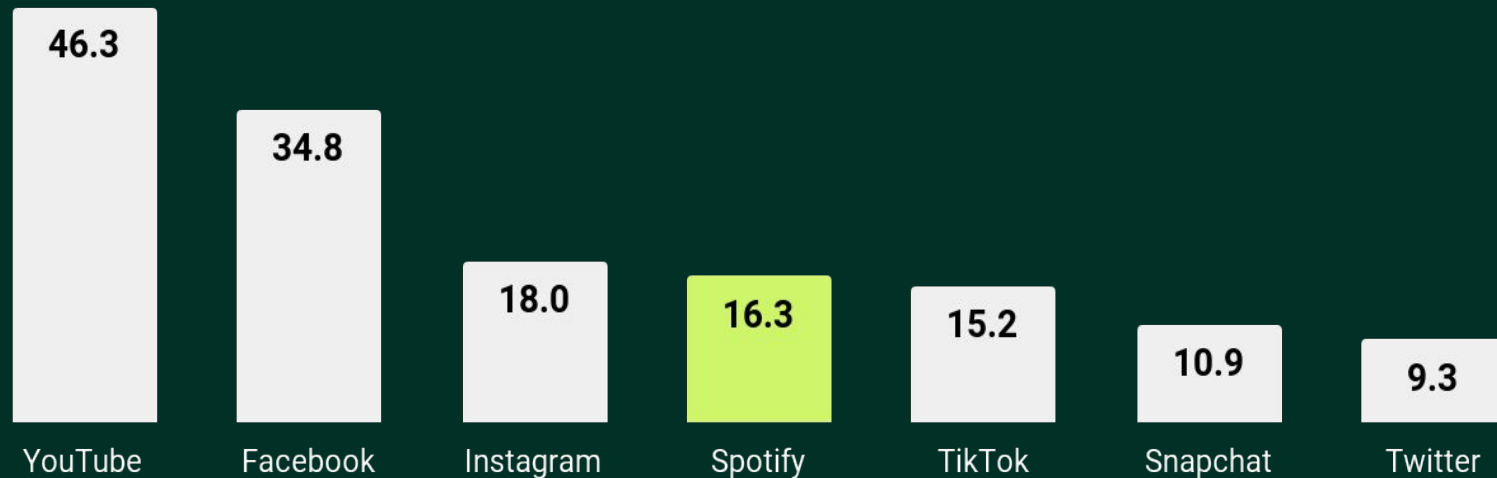


16.3M

En France
Free users = 58%



Spotify en France : parmi les plateformes les plus consultées

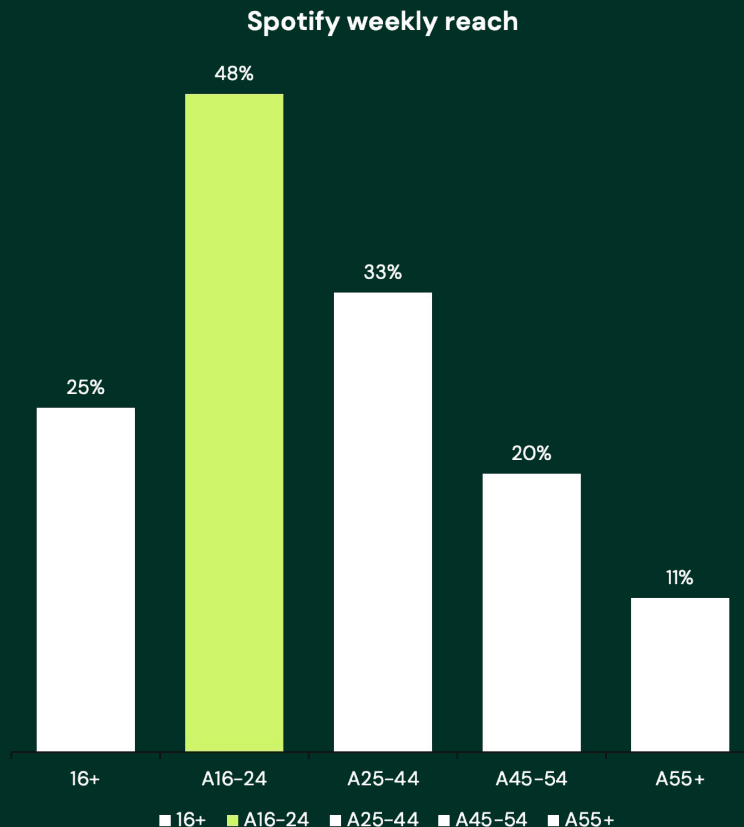


Source: Comscore Media Metrix, Total Audience FR, July 2023

Spotify offre une portée significative sur toutes les audiences

48%

Près d'un Français sur deux de la génération Z (16-24 ans) peut être atteint via Spotify (incluant les utilisateurs de Spotify Free, les utilisateurs de podcasts Spotify Premium et SPAN*).

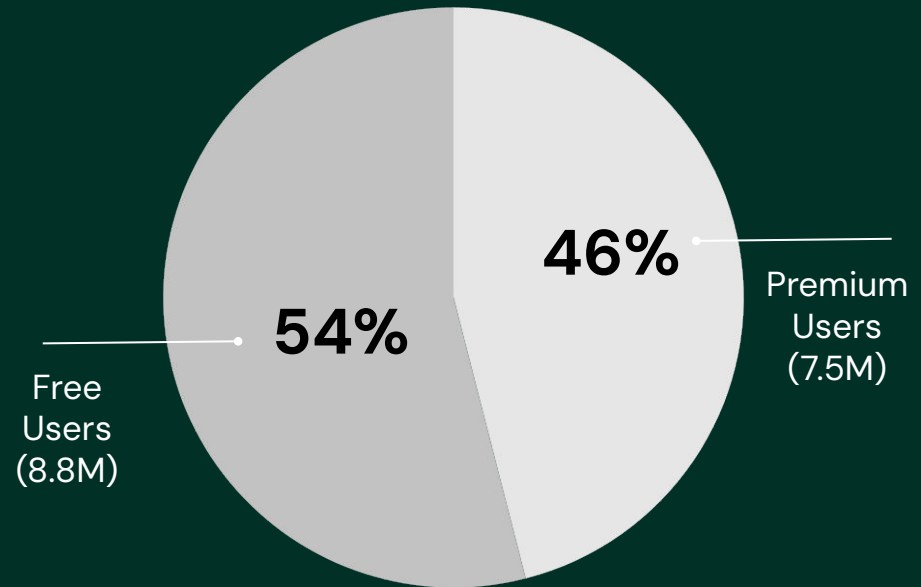


*SPAN only listeners are calculated using individuals who listened to one of the top 25 SPAN podcasts on platforms other than Spotify
Source: Nielsen x Spotify 'The Mixer' Research, 2023; France online population, n=2,000

Répartition Premium vs Freemium en France

16.3M

Total adultes français, âgés de 16 ans et plus, utilisant Spotify au moins une fois par mois, équivalent à une portée de 30%.



Source: ; Comscore Media Metrix, Total Audience FR, July 2023; GWI, FY 2022, FR, 16+

Qui sont nos utilisateurs ?

Âge

13-17	6%
18-24	33%
25-34	25%
35-44	16%
45-54	10%
55-64	6%
65+	4%

Genre

Homme

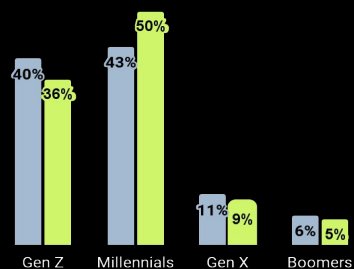
53%

Femme

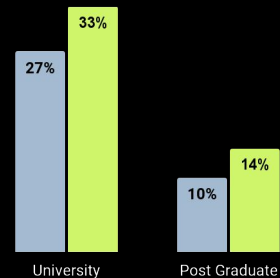
46%



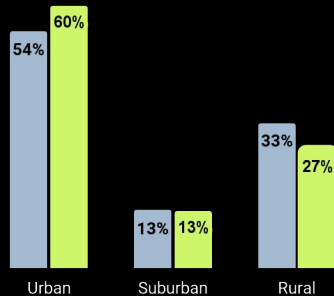
Generation



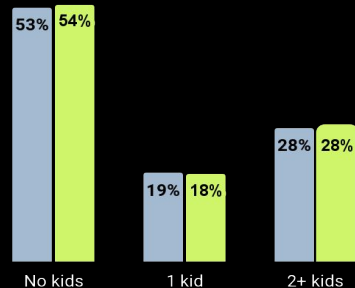
Education



Equally urban



Kids in Household ²

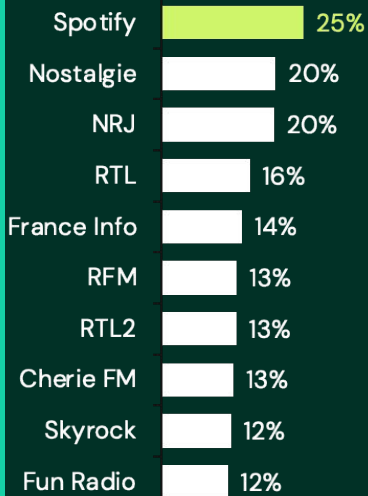


Source: 1. Spotify Internal Data, Spotify ad-supported listeners, december 2023, FR
2. Global Web Index, Spotify ad-supported listeners, Q3 2022 - Q2 2023, FR

Spotify se classe parmi les principaux canaux médiatiques en France

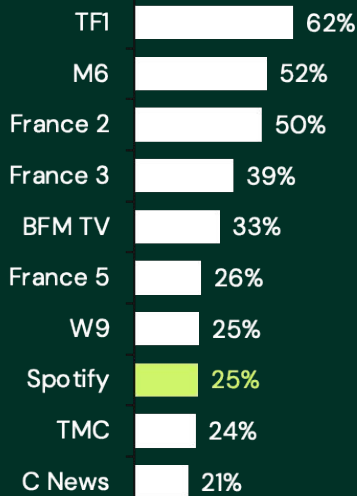
Radio stations

Weekly reach



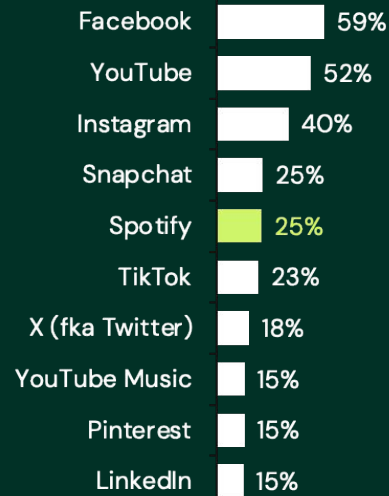
TV channels

Weekly reach



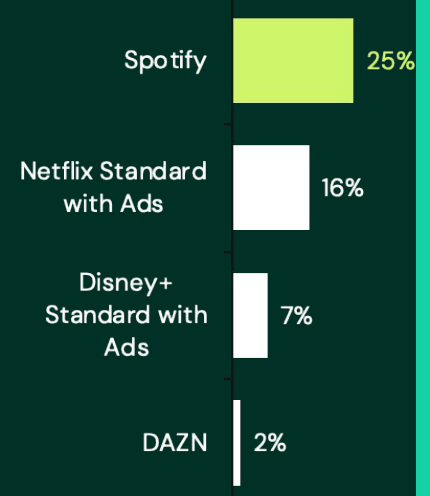
Social/digital

Weekly reach



Streaming

Weekly reach





**2.8 heures par
jour sur Spotify**

**Audience 100%
logguée**

Source: Spotify Internal Data.

Audio Ads

Racontez l'histoire de votre marque avec l'audio

- Pré-roll, pas d'interruption des titres
- Jusqu'à 30 secondes, non skippables
- Intègre votre logo, un slogan et un CTA personnalisable

