

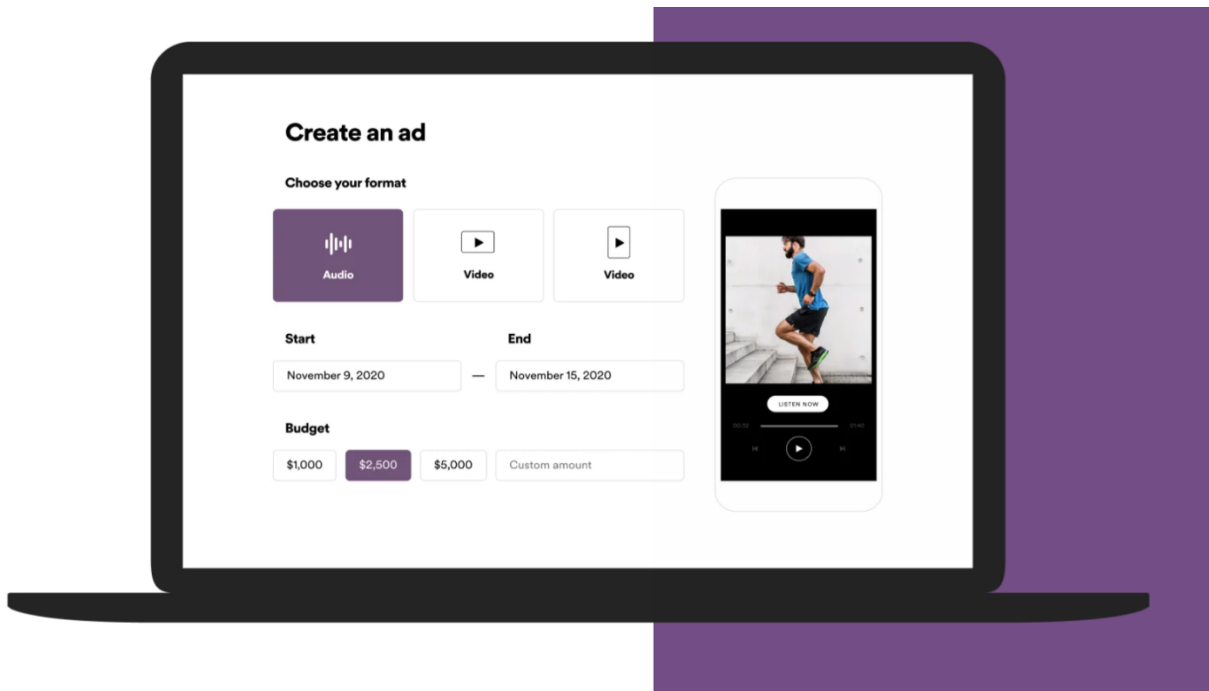


FOR IMMEDIATE RELEASE

Spotify Announces Launch of Self-Serve Ad Channel Spotify Ad Studio in Barbados

Spotify Ad Studio offers artists, labels and businesses the opportunity to be heard by an engaged audience as they stream and soundtrack their lives, with easy-to-use tools to create campaigns in minutes.

Thursday 31 March 2022 – Bridgetown, Barbados



Spotify, the world's most popular audio streaming subscription service, today announced that its self-serve ad channel, [Spotify Ad Studio](#), is now live in Barbados, following its welcomed entry into the Caribbean market in 2021. As digital audio consumption continues to grow worldwide, including throughout this region, Spotify is making it easy for advertisers to connect with the platform's deeply engaged global audience and understand the impact of their campaigns with data-driven insights. Ad Studio allows artists, businesses, and brands to easily create and run audio and video ads on the ad-supported version of Spotify as listeners stream music. It provides advertisers with free audio creation tools such as background music mixing and voiceover talent; audience targeting and real-time reporting. With this tool, advertisers can create a campaign within minutes, gaining the flexibility and control to set up and manage campaigns and content in real time – making it a one-stop shop for a range of advertising needs. In order to advertise with this tool, advertisers need to spend a minimum of USD\$250, using a credit card. The Spotify Ad Studio feature is particularly useful for



Barbados, where music lovers with an intense consumer appetite have demonstrated their routine usage of the platform, that marked its one-year anniversary in the Caribbean last month.

"Reaching audiences with Spotify Ad Studio is efficient and easy," said **Christopher Li, Director of Digital Planning & Products APAC at Live Nation and Spotify Ad Studio user**. "You can decide to target listeners by genre preferences, interests, and context, etc. It only takes us a few minutes to create a campaign, and the free voiceover service saves a lot of effort, too."

As the world leader in audio streaming, Spotify brings music and podcasts to 406 million users in 184 markets, across hundreds of devices. Digital audio is statistically the fastest growing, most innovative and most creative space in the media today and Spotify is reaching a younger and growing audience. Among Spotify Free users, 71% of listeners are under 35 and the median age of podcast listeners is 27.

The launch of Ad Studio cements another way that Spotify is leading the way globally in audio innovation while using its unique streaming intelligence to commit to partnerships with Caribbean brands businesses. Having already launched in Jamaica, it provides advertisers with the opportunity to reach their audiences in these emerging markets while maximizing their advertising spend for their demographic-specific audiences. Along with Barbados, Spotify Ad Studio will now also make its debut in Belize, Guyana and Trinidad and Tobago – with more on the horizon.

For more information and to get started, visit:

<https://ads.spotify.com/en-GB/ad-studio-overview/>

About Spotify

Spotify is the world's most popular audio streaming subscription service with a community of more than 406 million Monthly Active Users and 180 million Premium Subscribers. With a presence in 184 markets, and more than 82 million tracks including 3.6 million podcast titles, it has transformed the way people access and enjoy music and podcasts.