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FOR IMMEDIATE RELEASE

Spotify to Launch New Feature

Spotify will allow users to create personalized interactive playlists

NEW YORK – Spotify has announced a new feature, “Your Life. Your Soundtrack.,” that allows users to create playlists based on life experiences.

The feature enables users to organize songs around personal milestones, challenges, relationships and other significant life events. In addition to playlist creation, users can include written reflections, short-form videos or audio clips that explain the meaning behind their selections. These elements allow users to connect their music choices to personal narratives and share those stories with others.

Daniel Ek, Executive chairman of Spotify, said, "We see the opportunity to continue to imagine and explore new verticals across our platform – within audio, but also beyond."

Spotify will also feature playlists created by artists and digital creators. These playlists will highlight personal experiences through music and will be accessible to users within the platform. The company will provide prompts and sharing tools to encourage participation and increase visibility of user-created playlists.

Spotify’s platform revolutionized music listening forever when we launched in 2008. Today, more listeners than ever can discover, manage and enjoy over 100 million tracks, 7 million podcast titles, and 500,000 audiobooks in select markets on Spotify. We are the world’s most popular audio streaming subscription service with 751 million users, including 290 million subscribers across 184 markets.

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