

Advertise on Spotify with Video

Drive deeper engagement with sound-on video delivered only when the screen is in view across your most valuable audience segments.

Unique context

Enrich your video's audience strategy with unique contexts.

Impactful delivery

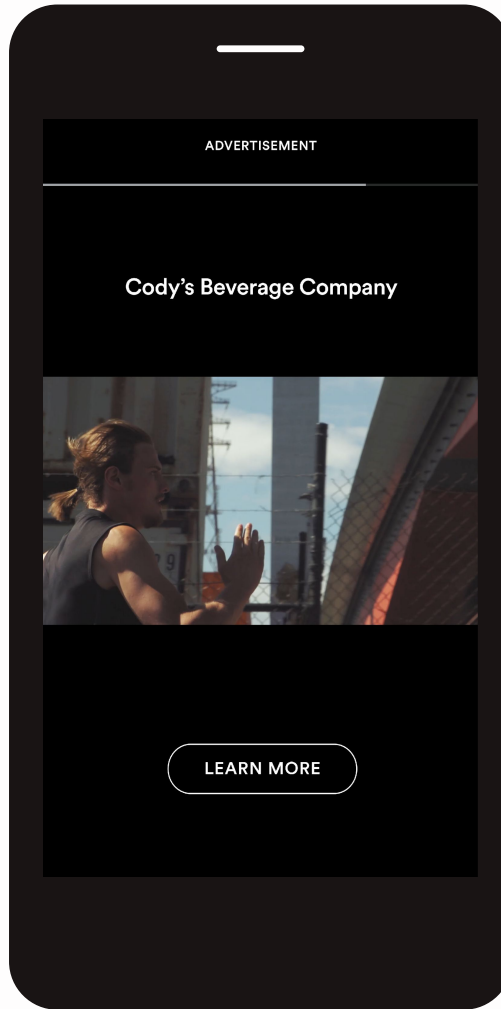
Video is delivered when the app is in-view with sound on.

Quality environment

Brand safe environment with a great user experience.

Cross-platform efficiency

Seamless cross-platform delivery, targeting, frequency and measurement.



Viewability



Video serves only when the app is in-view on screen.

Spotify MOAT benchmark

<i>Desktop</i> Video Takeover	92%
<i>Mobile</i> Video Takeover	88%

Completions

Video is delivered in contextually relevant moment to maximise attention.³

	Spotify	Industry Benchmark
	94.8%	69.6%
	90.4%	59.7%

Logged-in

audience with one persistent identity across devices.

2.5+ hours

for multi-device listeners in a given day.

1 in 5

minutes spent on Spotify Free are spent looking at the screen.

Context matters because listeners are more receptive to messaging when it matches their mood or mindset.

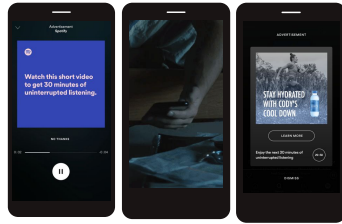
75%

of Spotify Free listeners say they remember ads more when the ads recognise their moment or setting.

Product Specifications

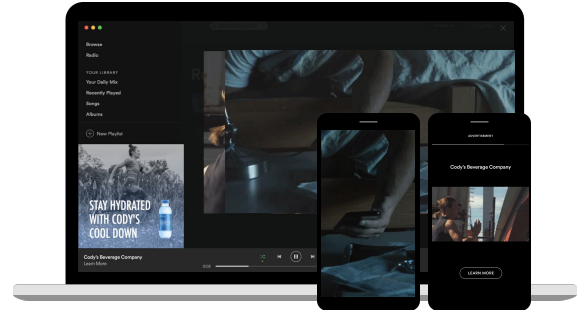
Sponsored Sessions

Be the only commercial message delivered for 30 minutes with Premium brand placement at the start of a listening session.



Video Takeover

Tell your video story with confidence and deliver quality video views across mobile, desktop, and tablet devices.



How it works

Users receive your brand's Sponsored Session offer only if the app is in view, at the start of mobile sessions. After watching your video message, a clickable display unit appears, inviting further engagement and initiating the 30-minutes of uninterrupted listening.

User receives a Video Takeover ad between songs during ad breaks when the Spotify app is **in view**. To drive further engagement, the video unit includes:

- Mobile – clickable CTA button
- Desktop – branded companion banner

Environments

Mobile, Tablet

Mobile, Tablet, Desktop

Creative

Vertical, Horizontal

Vertical (mobile), Horizontal (desktop, mobile)

Video

Instream: Native
 Max file size: 500M
 File type: MOV, MP4
 Max: 30 sec

Instream: Native
 Max file size: 500M
 File type: MOV, MP4
 Max: 30 sec

Companion

Customisable CTA button
 Companion Banner:
 Image Dimensions: 640x640
 Max File Size: 200 KB
 File Type: JPG

Customisable CTA button
 Companion Banner (desktop):
 Image Dimensions: 640x640
 Max File Size: 200 KB
 File Type: JPG

Where to buy

Direct, PG, PMP

Direct, PG, PMP, Ad Studio

Measurement

