

MEDIA KIT

Spotify Concert+ Launch

The Great Hall, Toronto | April 25, 2025 | 10:00 AM ET

This Media Kit contains:

1. Media Release
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4. Backgrounder

1. Media Release

FOR IMMEDIATE RELEASE

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Spotify Launches Concert+ in Partnership with Ticketmaster to Revolutionize Live Music Experience

TORONTO, April 25, 2025 - Spotify, the world's leading music streaming platform, has announced the launch of Spotify Concert+, an innovative new feature that bridges the gap between streaming and live music. Developed in partnership with Ticketmaster, this integration allows users to discover concerts, purchase tickets, and access exclusive live-streamed performances—all within the Spotify app.

To celebrate the launch, Spotify is giving away 10 VIP tickets to Coldplay's upcoming Toronto concert to the first users who book their tickets using Spotify Concert+.

"Spotify Concert+ marks a new era in live music accessibility, ensuring fans never miss a moment with their favorite artists," said Daniel Ek, CEO of Spotify. "This is just the beginning of a deeper connection between streaming and live experiences."

The new feature includes Exclusive Ticketing Access, where users get early access to presales and premium ticket options through Ticketmaster. Additionally, Live Concert Streaming will allow concerts to be live streamed in high quality for Spotify Premium users. Fans can also enjoy Behind-the-Scenes Content, featuring backstage footage, interviews, and artist Q&As.

Mark Yovich, President of Ticketmaster, added, “Our partnership with Spotify is a game-changer for music fans. With Spotify Concert+, we’re making it easier than ever for fans to connect with their favorite artists, both live and through streaming.”

Spotify Concert+ is poised to redefine how fans engage with live music, making it more accessible and enjoyable than ever before.

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About Spotify:

Spotify is the world’s leading audio streaming platform, with over 600 million users in 180+ markets. Offering personalized music discovery, exclusive content, and cutting-edge AI, Spotify connects fans with the music and artists they love. With Spotify Concert+, the platform now bridges streaming and live music, making concert discovery and ticketing seamless.

About Ticketmaster

Ticketmaster, a Live Nation Entertainment company, is the global leader in live event ticketing, serving 500 million fans annually. Partnering with Spotify Concert+, Ticketmaster enhances how fans discover and purchase tickets—making live music more accessible than ever.

2. Feature

Spotify Concert+: Changing How Fans Experience Live Music

Live music is a core part of the fan experience, but access to concerts has long been complicated by ticketing issues, limited availability, and geographic barriers. With the launch of Spotify Concert+, Spotify is bringing live music directly to fans like never before.

Through a groundbreaking partnership with Ticketmaster, Spotify users can now seamlessly:

- Receive personalized concert recommendations based on their listening habits
- Purchase tickets within the app with exclusive presale access
- Live-stream select concerts for an immersive virtual experience
- Access behind-the-scenes content like artist Q&As, backstage footage, and special interviews

To mark the launch, Spotify is offering 10 VIP tickets to Coldplay's upcoming Toronto concert—available to the first fans who book through Spotify Concert+.

With Spotify Concert+, live music is no longer limited by location or accessibility. Fans can experience their favorite artists in new and exciting ways, whether at the venue or from the comfort of their homes.

For more details, visit [**www.spotify.com/concertplus**](https://www.spotify.com/concertplus).

3. Fact Sheet

Company Name: Spotify

Headquarters: Stockholm, Sweden | North American HQ: New York, NY

Founded: 2006

Website: www.spotify.com

About Spotify Concert+

- **Launch Date:** April 25, 2025
- **Partner:** Ticketmaster
- **Service Description:**
 - Exclusive ticketing access via Ticketmaster
 - Live concert streaming for select events
 - Backstage content, interviews, and artist Q&As
 - Personalized concert recommendations based on listening habits

Why Spotify Concert+ Matters

- **Solves concert accessibility issues:** Fans unable to attend due to distance, cost, or availability can now experience concerts from anywhere.
- **Seamless ticket purchasing:** No need to visit third-party websites—Spotify integrates ticketing into the app.
- **Strengthens artist-fan relationships:** Behind-the-scenes content and live-streaming provide fans with deeper engagement opportunities.

Special Launch Event Giveaway

- 10 VIP tickets to Coldplay's concert in Toronto
- Available to the first users who book via Spotify Concert+

Fast Facts About Spotify

- Spotify has **over 600 million** monthly active users worldwide.
- More than **4 billion playlists** have been created by Spotify users.
- The **most streamed artist of all time** on Spotify is **Drake**.
- Spotify pays out **billions annually** to rights holders and artists.
- The average user spends **25+ hours per month** streaming music on Spotify.

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4. Backgrounder

Spotify: Pioneering the Future of Music Streaming

Founded in 2006 in Stockholm, Sweden, Spotify set out to revolutionize the music industry by solving one of its biggest challenges—music piracy and accessibility. At a time when illegal downloads dominated, Spotify introduced a legal, user-friendly streaming model that allowed fans to access millions of songs instantly.

By 2008, Spotify officially launched to the public, offering on-demand music streaming with a freemium model, combining ad-supported free listening with a premium subscription service. This innovation changed the way people consumed music, leading to a major shift from physical sales and digital downloads to streaming-based consumption.

Today, Spotify is the world's largest music streaming platform, with:

- Over 600 million active users in 180+ markets
- 100 million+ tracks and 5 million+ podcasts available for streaming
- More than 11 million artists and creators using the platform
- A presence that drives over half of the global recorded music industry's revenue

Spotify's innovations—including personalized playlists, AI-driven recommendations, exclusive artist content, and podcast expansion—have made it an indispensable part of modern music culture.

The Missing Link: Bridging Streaming and Live Music

While Spotify has revolutionized music discovery, one major disconnect has remained—the live concert experience.

Every year, millions of fans discover new artists and follow their favorite musicians on Spotify, yet when it comes to attending concerts, they must leave the platform to search for tour dates, venues, and tickets across multiple third-party services.

This process has long been frustrating for fans and artists alike:

- Fans often miss out on concerts because they don't know when their favorite artists are touring.
- Ticketing platforms are fragmented, requiring users to navigate multiple sites.
- Artists lack a direct way to connect streaming engagement with live music attendance.

Recognizing this gap, Spotify saw an opportunity to extend its role beyond music discovery and create a direct pathway between streaming and live experiences. This vision led to the development of Spotify Concert+.

Spotify Concert+: The Future of Live Music Engagement

Spotify Concert+ is a game-changing feature developed in partnership with Ticketmaster, designed to:

- Seamlessly connect fans to live music experiences without leaving Spotify
- Offer personalized concert recommendations based on users' listening habits and location
- Provide in-app ticket purchasing with exclusive presale access via Ticketmaster
- Live-stream select concerts for fans who cannot attend in person
- Deliver exclusive artist content, including backstage footage, Q&As, and behind-the-scenes material

This integration makes Spotify the first major streaming platform to offer a complete end-to-end music experience—from discovery to ticketing to live performances.

Why Spotify Concert+ Matters

Spotify Concert+ is not just about ticketing—it's about redefining how fans engage with live music and creating new opportunities for both audiences and artists:

- For Fans:
 - A personalized and hassle-free concert discovery experience
 - One-click ticket purchasing without leaving the Spotify app
 - Exclusive access to VIP experiences, early ticket sales, and live-streamed events
- For Artists:
 - A new way to reach their most engaged listeners
 - Data-driven insights on which cities have the most demand for their shows
 - Additional revenue streams from live-streamed concerts and exclusive digital content
- For the Live Music Industry:
 - Better audience targeting through Spotify's recommendation algorithms
 - A streamlined, user-friendly ticketing system integrated into the world's largest streaming platform

For more information, visit www.spotify.com/concertplus or contact:

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