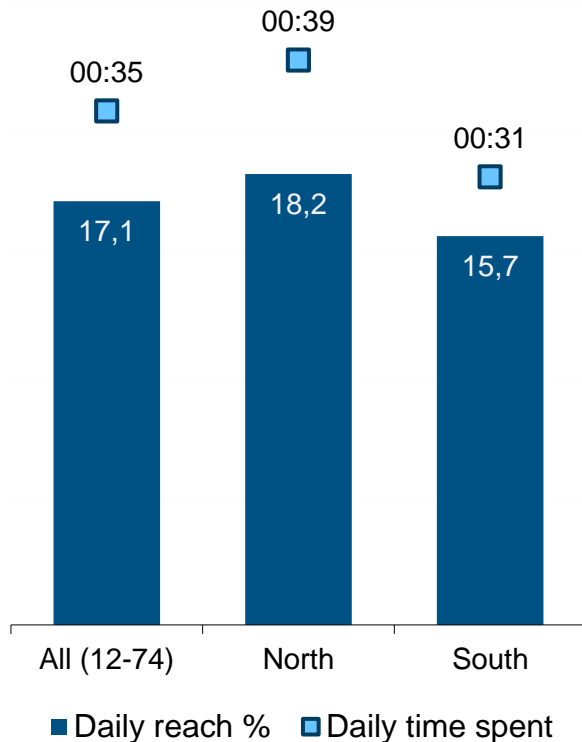


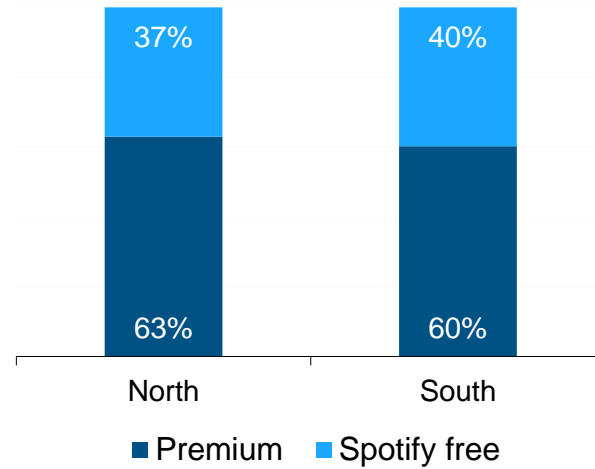
Spotify: usage, paid vs free access

A majority pays for service... and uses it a lot more

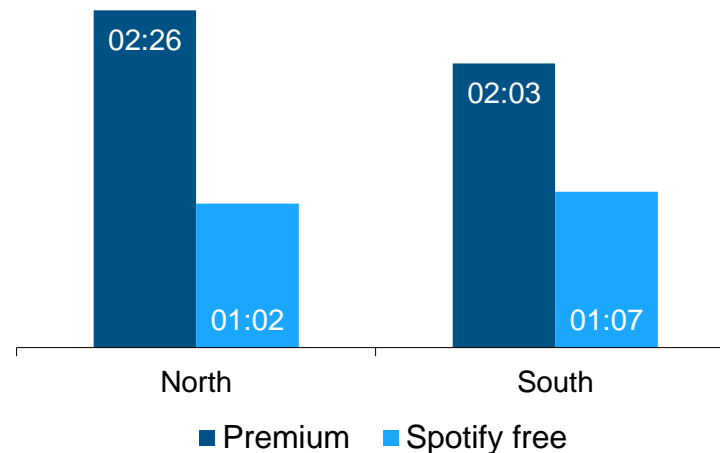
Daily use of Spotify
(base = all respondents)



Breakdown paid/free users



Daily listening minutes by usage
(base = users)



Share of paid by segment

