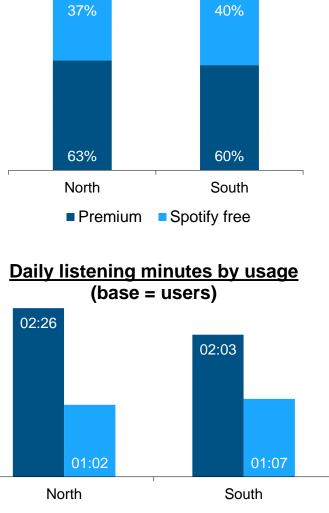
Spotify: usage, paid vs free access A majority pays for service... and uses it a lot more

00:39 00:35 00:31 18,2 17,1 15,7 All (12-74) North South Daily reach % Daily time spent

Daily use of Spotify

(base = all respondents)





Share of paid by segment All (12-74) 62% North Region South 60% Women 62% Gender Men 61% 12-24 yrs 25-34 35-44 57% Age 45-54 56% 55+ 51% Soc Groups1-2 (high) Soc Groups3-4 Soc Groups5-6 62% Soc Groups7-8 (low) 53% Prof. Active Family with Children

Socio-prof.

Other

Breakdown paid/free users

63%

63%

65%

65%

65%

62%

73%