

Spotify Launches Revolutionary New Product

Spotify

****FOR IMMEDIATE RELEASE**** **Spotify Introduces AI-Powered Music Discovery Feature, "Sonic AI," Revolutionizing Personalized Listening Experiences**** STOCKHOLM, SWEDEN – October 26, 2023 – Spotify today announced the launch of "Sonic AI," a groundbreaking new feature leveraging artificial intelligence to provide hyper-personalized music recommendations within the Spotify app. Sonic AI goes beyond existing algorithm-based suggestions by analyzing user listening habits, podcast preferences, and even textual input from users regarding their mood or activity to curate unique and evolving playlists. This feature represents a significant advancement in Spotify's commitment to connecting listeners with the music they love. Sonic AI incorporates advanced machine learning models, trained on Spotify's vast library of songs and user data. Early testing has demonstrated a marked increase in user engagement and discovery, with users reporting a 40% increase in the number of new artists they've added to their libraries after using the feature. Sonic AI will initially roll out to Premium users in the US, UK, and Canada over the next two weeks, with plans for global expansion in 2024. "At Spotify, we are constantly innovating to enhance the listening experience and deepen the connection between artists and fans," said Gustav Söderström, Co-President and Chief Product Officer at Spotify. "Sonic AI is a game-changer, providing an unprecedented level of personalization that will empower our users to discover more music they'll love, tailored precisely to their individual tastes and moments." Spotify transformed music listening forever when we launched in 2008. Our mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. Everything we do is driven by our love for music and podcasts. Discover, manage, and share over 100 million tracks, including 5 million podcast titles, for free, or upgrade to Spotify Premium to access exclusive features including improved sound quality and an ad-free listening experience. Today, we are the world's most popular audio streaming subscription service with more than 551 million users worldwide. Contact: Spotify Support support@spotify.com