

Spotify Expands Operations

Spotify

****FOR IMMEDIATE RELEASE**** ****Spotify and Netflix Announce Immersive Audio Partnership, Revolutionizing Binge-Watching Experience**** Stockholm, Sweden – October 26, 2023 – Spotify, the world's most popular audio streaming subscription service, today announced a strategic partnership with Netflix, the leading global streaming entertainment service, to integrate Spotify's immersive audio technologies into Netflix's original programming. This collaboration aims to enhance the viewing experience by providing viewers with a more realistic and engaging soundscape, initially rolling out to select Netflix Original series and films in Q1 2024. The partnership will leverage Spotify's existing expertise in spatial audio and dynamic sound processing. Netflix users with a Spotify Premium account will gain access to enhanced audio features, delivering a more three-dimensional and immersive soundstage directly through their existing headphones or compatible sound systems. This will bring a cinema-quality audio experience directly to viewers at home. The initial rollout will include popular series such as "Stranger Things" and films like "The Adam Project," with plans to expand to a wider range of content over time. "We are incredibly excited to partner with Netflix to elevate the streaming experience to new heights," said Gustav Söderström, Co-President and Chief Product & Technology Officer at Spotify. "By combining Spotify's audio innovation with Netflix's compelling visual storytelling, we can create truly immersive and unforgettable entertainment moments for audiences around the world. This is just the beginning of how audio can transform the way we consume entertainment." Spotify is the world's most popular audio streaming subscription service with a community of more than 551 million users, including 220 million Premium subscribers, across more than 180 markets. With a mission to unlock the potential of human creativity, Spotify gives millions of creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. ****Contact:**** Spotify Support support@spotify.com