

Plugged In

TECH EARLY ADOPTERS ON SPOTIFY



Techies are connected to Spotify

Tech Early Adopters stream

1,000,000,000

minutes monthly.¹

Discovery Algo-Rhythms

69%

of Spotify Free Electronics Purchasers agree that streaming platforms have significantly shaped broader culture, how they discover things, and who they connect with.³



Audio is really everywhere

Techies stream on TVs for

2.1X

more time than all Spotify global users,

and on game consoles for

3.2X

more time.⁴

Cutting Edge

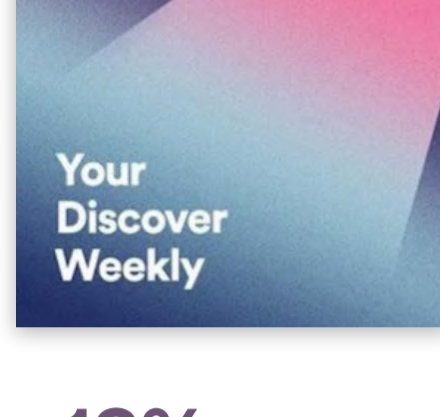
One in three

Techies on Spotify are planning to purchase a new mobile device in the next six months, they're **2X more likely** to do so than the total population.⁵

Something New, Something Old

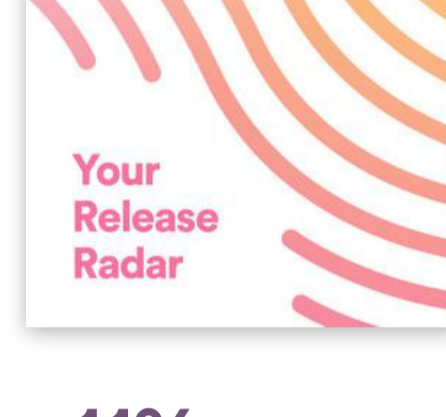
They're more likely to listen to²:

NEW STUFF



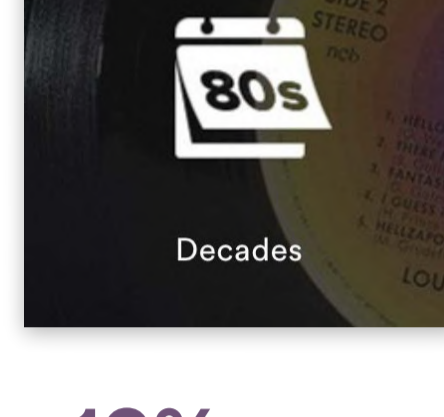
+18%

NEW RELEASES



+11%

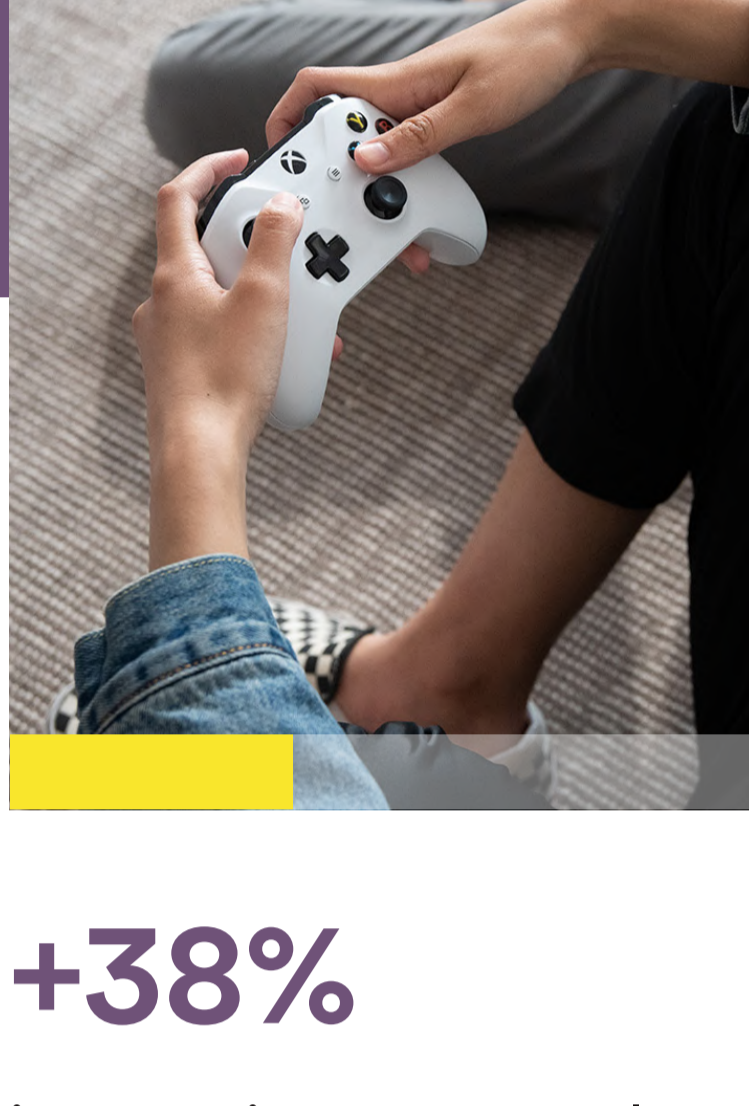
OLD STUFF



+10%

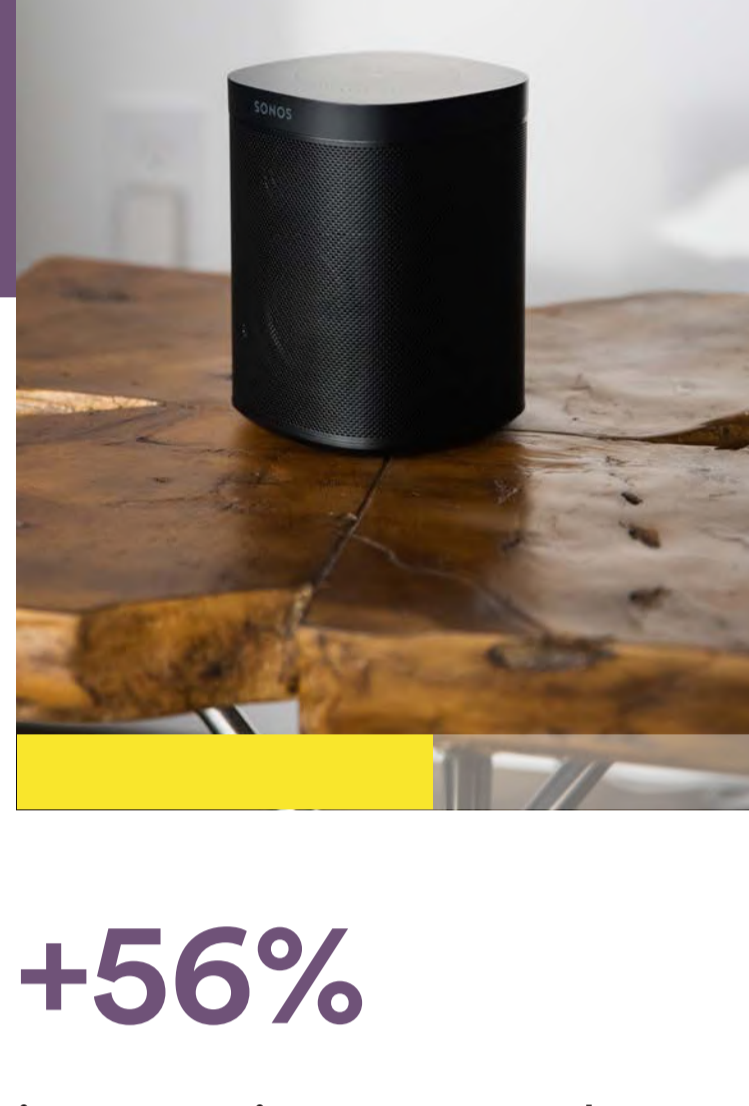
'Tis the season for streaming

When users are gifted gadgets, we see it happen on Spotify. From the first week to the last week of December:⁶



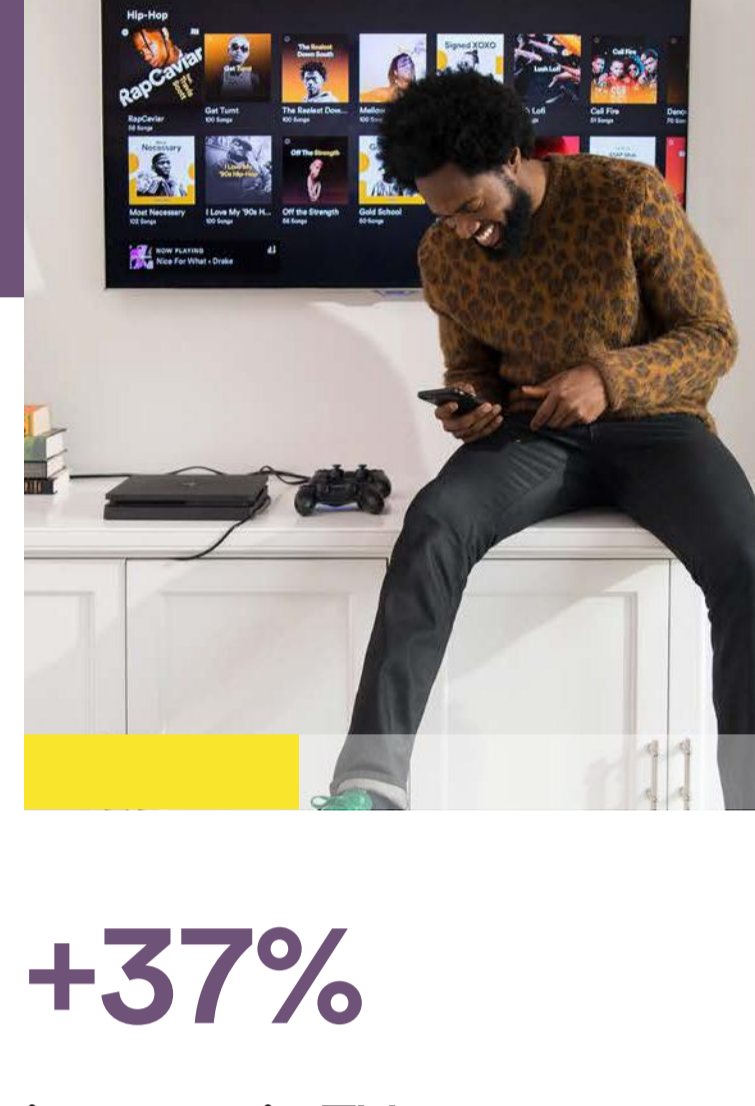
+38%

increase in game console streams globally



+56%

increase in connected speaker streams globally



+37%

increase in TV streams globally

1. Source: Spotify Internal Data, segment=Enhanced Early Tech Adopters, last 30 days as of 9/27/2020

2. Source: Spotify Internal Data, segment=Enhanced Early Tech Adopters, four week period as of 9/7/2020

3. Source: Spotify Trends Survey among respondents 15-40, January 2020

4. Source: Spotify Internal Data, segment=Enhanced Early Tech Adopters, four week period as of 9/7/2020

5. Source: Global Web Index, Q2 2020

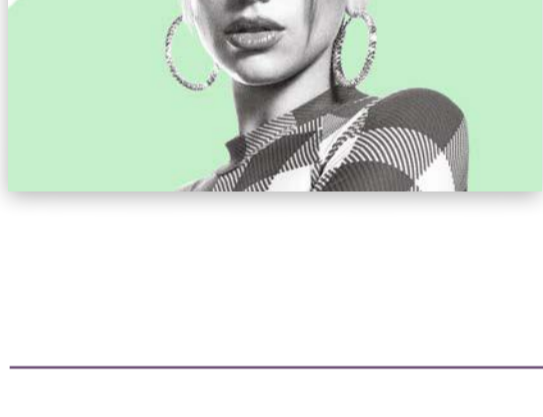
6. Source: Spotify Internal Data, global; week of December 02, 2019 vs week of December 23, 2019.

Power Up

Sponsor our top Techie-focused playlists

Align with Spotify

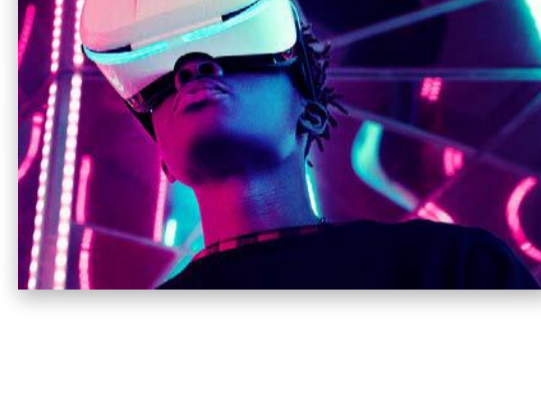
HITS



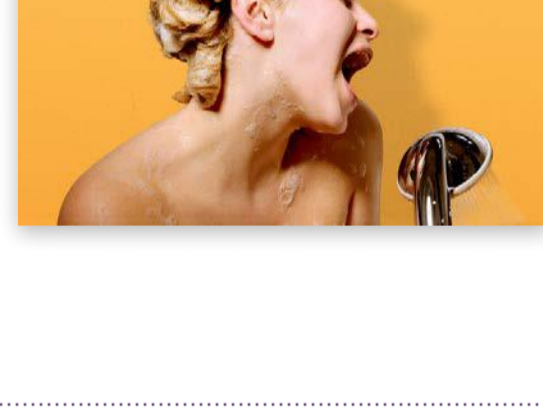
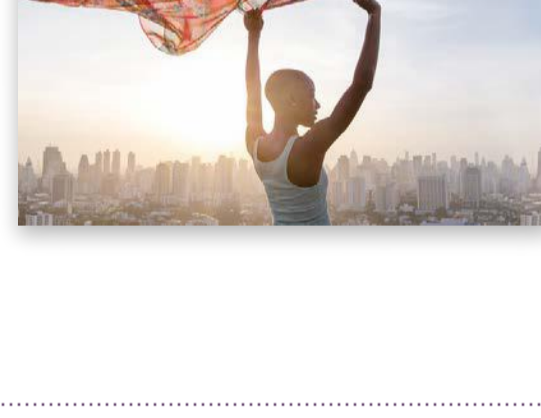
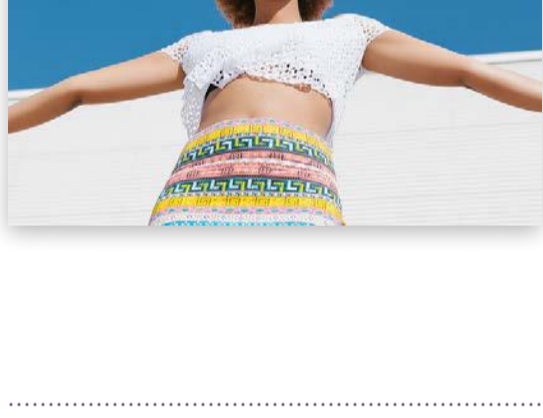
NOSTALGIA



GAMING

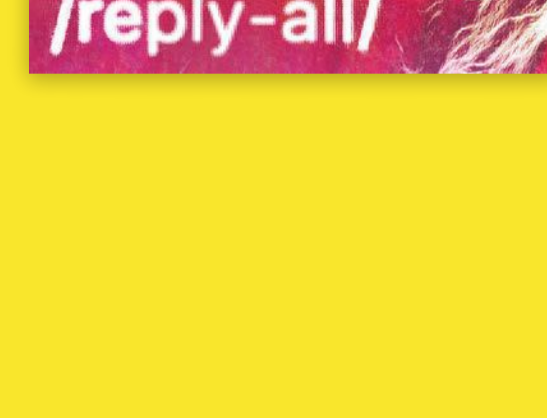


GETTING READY



TOP PODCASTS AMONGST THE TECHIE AUDIENCE

Techies like to listen to



TARGETING



Reach users currently listening to music and podcasts popular with the Tech Early Adopter audience.



Deliver real-time audio ads while your audience listens to relevant Tech Early Adopter moments such as Gaming, Getting Ready and Nostalgia.

The following audiences are available to target globally:

Tech Early Adopters

Spotify At Home Users

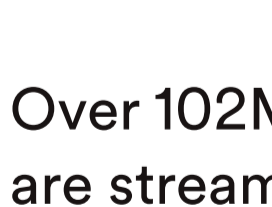
Gamers

Business + Tech Podcast Listeners

Chromecast Users

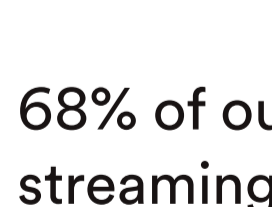
Forward Thinking

Ideas to get started



MOVES LIKE JOGGER

Over 102MM minutes of fitness playlists are streamed monthly. Just as a fitness wearable motivates you throughout the day, use sequential audio triggers and smart targeting to reach users looking to go that extra mile, stretch out, or breathe it all in.



THINK INSIDE THE BOX

68% of our Free users agree that streaming platforms shape how they discover things. Create the first audio unboxing experience, making listeners imagine the experience of unboxing your new product, with immersive, ASMR-esque reveal design and a coveted reveal near the end.

► [Here's what it could sound like](#)



DEVICE DATING

Techies on Spotify are 62% more likely to have owned their current mobile device for 6 months to one year (less time than the average pop). Let's hear the devices' side of the story with an audio spot narrated from the perspective of a tech gadget, taking listeners through the process of dating a new device.

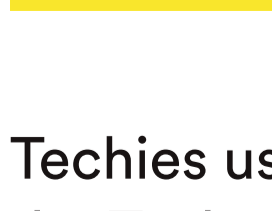
► [Here's what it could sound like](#)



SINK TANK

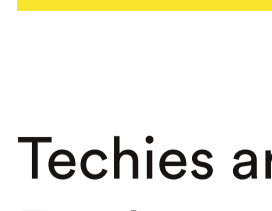
Top indexing moment globally for Techie is... the Shower moment (+37%). Use creative audio to deliver short pieces of stimuli to listeners to spark innovation when they are in a relaxed state of mind and capable of conjuring ideas that are so fresh and so clean clean.

► [Here's what it could sound like](#)



HACK IN THE DAY

Techies use podcasts to escape from the Tech world, over-indexing in History podcasts (+214%). Take advantage of this interest by turning traditional ad breaks into brand storytelling moments in your brand's history, from a product eureka moment to one-upping the category with a cultural play.



THE VINYL FRONTIER

Techies are 10% more likely to stream Era-based algorithmic playlists than all Spotify users. Using decade targeting and playlist themes, drive listeners to a Digital Experience that takes them back in time, with a personalized playlist that shows the connections among what they like now, what was the inspiration, and what's next.