

# Raising The Bar

Fitness Enthusiasts on Spotify



## Fitness Enthusiasts are sweating it out on Spotify



Spotify Free users stream fitness-related playlists for

# 102 million

minutes monthly.



### Off the couch

Big sporting events inspire action. Streams of running playlists spiked **+54%** the week of the London Marathon.



### I'll start on Monday

Monday streams of the workout moment increase **+25%** compared to Sunday.



### New year, new you

There was a **+24%** increase in workout playlist streams in January 2020 vs December 2019.



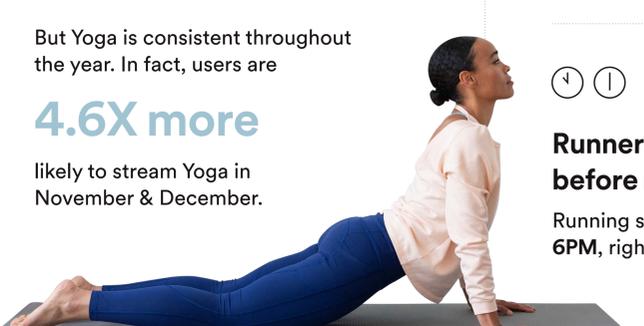
### Baby, it's cold outside

Workout warriors hibernate in the winter: fitness streaming **decreases by 72%**.

But Yoga is consistent throughout the year. In fact, users are

# 4.6X more

likely to stream Yoga in November & December.



### From stream to steam

Peaks in shower streaming directly follow peaks in workout streaming.



### Runners hit crunch time before munch time

Running streams peak at **11AM** and **6PM**, right before lunch and dinner.

## The New Workout Plan

Align with Spotify

### PLAYLISTS

Get in the zone on Spotify and sponsor our top fitness playlists



### TARGETING



Reach users currently listening to music aligned with health and well-being moments.

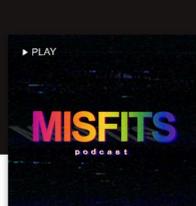


Target users who have previously listened to workout playlists, but lapsed for 30 days or more, to deliver encouraging fitness messages.

The following audiences are available to target globally:

- Fitness Enthusiasts
- Health & Wellness
- Professional Sports Fans
- Outdoor Enthusiasts
- Runners

### PODCASTS THAT FITNESS ENTHUSIASTS LOVE



## Fit-spiration

Ideas to get started



CPG

Best thing about a workout? That sense of accomplishment when you finish it and the subsequent shower. Help the Fitness Enthusiasts who give it all by delivering :30 audio spots that accompany the rejuvenating power of the shower.

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



TECH/TELCO

Streaming shows that January is a universal time for revamping your fitness routine, new gadgets included. Use creative audio spots to prove that your wearable tech product is the key to keeping resolutions this year. Leverage the audio identity of voice assistants, giving Fitness Enthusiasts a glimpse into what an accountability partner can do for their goals and beyond.

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



AUTO

Spotify users love a good deep stretch, given the consistent Yoga playlists that stream throughout the day. Road trippers on the long haul are no different. Create :30 yoga stretching how-to's that can be done behind the wheel. Imagine a calm, soothing VO guiding you through neck stretches, wrist bends, and — with a nod to your auto brand's cruise control functionality — ankle circles.

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



RETAIL

Spotify users match their music to their movement. Your brand can create a digital experience that asks users to pick the type of workout they're interested in (biking, running, weightlifting, yoga). Based on their inputs, we'll provide a personalized playlist of the top genre aligned to that workout. The digital experience will culminate with the perfect work-out-fit to pair with the playlist. It's like personal styling, based on music!



QSR

Running streams peak right before lunch and dinner. We'll lean into the "treat yo'self" mentality. How? Get a body-positive mentalist. Artist with a lust for life and love for fries, to talk about their favorite indulgence or cheat meal. Because even the biggest fitness and nutrition aficionados can agree: you can still enjoy sitting down to a good burger with your kids.



FINANCE

Sporting events inspire action among Spotify users. Want to cycle through the French countryside like the Tour de France? Or run a marathon the New York? Create immersive experiences through 3D audio with music and sounds from dream destinations for Fitness Enthusiasts. Curate the experience to include destinations you can get to with credit card points.



CPG

People like to down dog all year long on Spotify. Dog owners arguably get more exercise because, well, dogs gotta go. But what about stretching your dog? Pet care brands! Create annotated playlists of dog-friendly workouts with things you AND your dog can do. Just imagine: each track will function like a timed circuit, with VO in between that tells you to jump, squat, sit up, and "play dead" in Savasana.



ENTERTAINMENT

It's no question that music motivates people to power through workouts and achieve their best. But for Fitness Enthusiasts, who are on an endless quest to discover the most effective workouts, they crave direction. Got a movie coming up? Create an audio workout narrated by the celebrity trainer who helped the leading man or woman achieve the "hero bod" we see on the big screen. Level up with an annotated playlist with music from the movie and exercise tips in between.