

Spotify Extends Self-Serve Ad Platform Ad Studio to Mexico, Spain

Spotify extended the availability of its Ad Studio self-serve ad platform to Mexico and Spain, marking the first fully localized versions of the platform outside of English-language markets.

Ad Studio officially came out of beta in April, with 18 other markets joining Australia, Canada, New Zealand, the U.K. and the U.S., but while ads could run in local languages, the platform remained English-only.

The minimum spend to use Ad Studio is 4,000 pesos (approximately \$187.30) in Mexico and 250 euros (approximately \$305.34) in Spain.

Spotify

Spotify cited data from eMarketer and GlobalWebIndex, saying 95% of Generation Z and 88% of millennials in Mexico stream digital audio, and consumption of streaming audio doubled over the past two years in Spain, adding that Spotify Free users globally stream an average of 2.5 hours across devices each day.

Group product manager for Ad Studio Stacey Wallace said in a statement, "As audio continues its path as the fastest-growing and most creative space in media, we're excited to have our first non-English-language version of Ad Studio available in these markets, bringing the value of the simplicity,

effectiveness and creativity of audio to even more advertisers. Our launch in Mexico and Spain also builds on the incredible momentum Ad Studio has seen this year, including the recent addition of video ads and the platform officially coming out of beta.”

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