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### **Fact Sheet: Spotify launches custom throwback playlists for 20th year- Jan. 25, 2026**

NEW YORK CITY— Spotify will be launching custom 2006-themed playlists for its 20th anniversary this April. Spotify will launch several playlists highlighting the top songs of 2006 for several popular genres including rap, pop, edm, R&B and country. In addition, premium users will have access to custom “2006” playlists curated according to its listening history.

#### What

- Spotify is launching a series of 2006-themed playlists for several genres in honor of its 20th anniversary. Premium users will receive customized playlists exclusively with songs released in 2006.

#### When

- These playlists will launch on April 26, 2026; 20 years after its founding.

#### Where

- The playlists will launch for all Spotify users worldwide.

#### Quotes

- “We are in awe by Spotify’s impact in such a short timespan, and are so excited for what’s to come,” said CEO Daniel Ek.
- “I think that what sets Spotify apart from its competition is its emphasis on a personalized listening experience,” said Gustav Söderström, chief research & development officer. “This is an element of the app which we hope to focus on more in the coming years.”

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Spotify transformed music listening forever when it launched in 2008. Discover, manage and share over 80 million tracks, including 4.7 million podcasts, for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an

on-demand, offline and ad-free music listening experience. Today, Spotify is the world's most popular audio streaming subscription service with 456 million users, including 195 million subscribers, across 180+ markets.