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FOR MORE INFORMATION

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Spotify launches custom throwback playlists for 20th year- Jan. 25, 2028

NEW YORK CITY— Spotify is bringing us back to 2008 for its 20th anniversary.

Spotify is inviting its users to join in its 20th anniversary celebration. The music streaming platform is gifting users with a variety of customized playlists, all featuring songs exclusively from the year of its launch: 2008. Since its founding, Spotify has made its mark as a music streaming mogul with over 450 million users worldwide.

Spotify will launch several playlists highlighting the top songs of 2008 for several popular music genres including rap, pop, EDM, R&B and country. In addition, premium subscribers will have access to personally customized playlists with songs exclusively from the year 2008. These playlists will be curated according to their listening history.

Spotify is using this event to reflect on its 20 years of success while putting users at the forefront of the celebration. “What sets Spotify apart from its competition is the emphasis on a personalized listening experience,” said Gustav Söderström, chief research & development officer. “We have such a creative team here at Spotify who are constantly developing new campaigns to keep users engaged, and it is clear that their hard work is paying off. We hope to continue developing an intimate listening experience with our audience”

Over the past two decades, Spotify has made its mark as one of the most popular streaming platforms. It has expanded from a streaming service to a platform of discovery where users are encouraged to expand their listening horizons. “We are in awe by Spotify’s impact in such a short

timespan,” said CEO Daniel Ek. “Spotify has changed not only the streaming landscape, but the music industry itself. All of us at Spotify are excited for what’s to come.

These playlists are set to launch on April 26, 2028; exactly 20 years after Spotify’s launch; and will be available for all Spotify users worldwide.

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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.