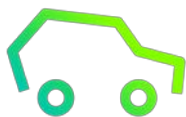
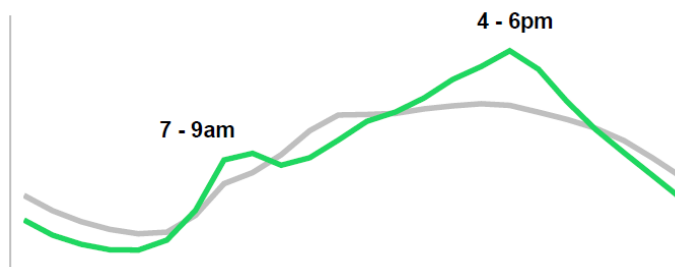


Reach In-Car Streamers on Spotify in Belgium



Deliver audio ads while your audience listens in the car, verified by Spotify's first-party data. Most newer cars now have their own entertainment systems, which makes it easy to bring Spotify along for the ride.

They use Spotify to soundtrack key commute hours, over-indexing on early morning and late afternoon listening.



Source: Spotify, First Party Data, Belgium, 2018



Due to safety reasons we will not accept companion banner with a click or tap call to action.

In Car Streamers Package

This package consists of...

1. In-car Targeting:

Deliver audio ads while your audience listens in the car, connected through dashboard or smartphone Spotify app, verified by Spotify's first-party data.

2. In-car Streamers:

Reach first-party verified automotive users as they use Spotify across platforms and at other moments.

Format	Audio only
Total impressions	412.222
<i>Impressions In-car targeting</i>	<i>100.000</i>
<i>Impressions In-car streamers</i>	<i>312.222</i>
Media Value	€10.625
Package Rate	€8.500