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Your Next Track Could Tell Your Story

Spotify debuts Spotify ID - a social platform for music

LOS ANGELES - Spotify launches Spotify ID, a bold new feature that finally lets listeners see who they are through the way they listen. Instead of just showing playlists, Spotify ID builds a dynamic, living, evolving profile that reflects their taste, personality, and listening style. One day you could have a main character vibe, the other you could be a throwback queen.

Listeners now have a dedicated social profile within the app, which updates automatically as habits shift throughout the day, offering a customizable way for users to express themselves and their moods. Spotify ID will include:

- A personalized music profile: A dynamic identity page that reflects listening patterns in real time.
- Community hub: A social space within Spotify where listeners can share moments tied to their music within the platform and engage with other users.
- Customizable design options: Themes, colors, and layouts that match each user's aesthetics.
- Trends: Visual breakdown of recent moods, genres and favorite artists.
- Shareability: Options to share select parts of one's profile across other social platforms.

Spotify ID was developed in response to the growing desire for online social tools that go beyond photos and text. Listeners already use music to express how they feel, who they are and what

they relate to. Spotify ID brings these behaviors together in one place, allowing users to create and customize a profile that truly reflects their identity.

The feature also expands Spotify's long-standing focus on personalization. While discovery tools like Discover Weekly, Daily Mix and Blend have helped listeners find music tailored to them, Spotify ID shifts personalization into a more expressive space — one centered on identity, creativity and connection on a day-to-day basis.

“At Spotify, we've always believed that music is one of the clearest reflections of who you are,” said Daniel Eck, CEO of Spotify. “Spotify ID gives listeners a dedicated place to see that identity take shape and to share it in a way that feels personal, visual and true to them.”

Spotify ID marks the beginning of a new chapter, one that expands the role of the app in everyday life. Looking ahead, Spotify will continue exploring ways to make listening feel more connected, more curious and a little more fun so that your next track could tell your next story.

For more information, please visit open.spotify.com

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