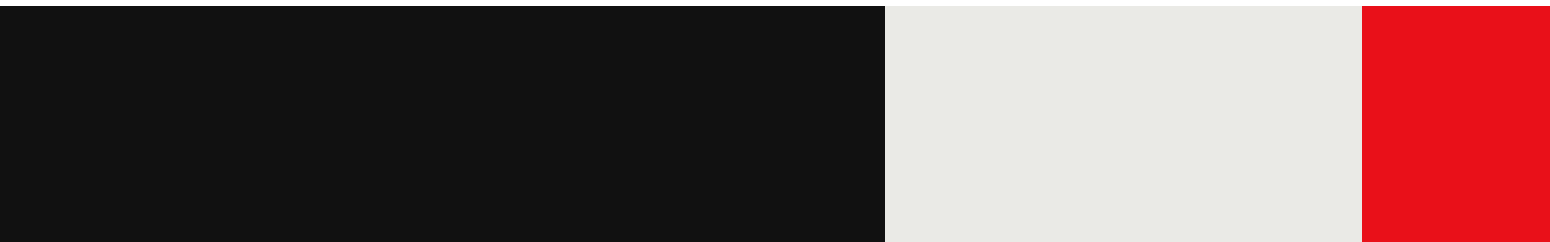



# Spotify Wrapped hints at the company's AI anxiety

## Article



**The news:** Spotify Wrapped dropped yesterday, giving users a detailed accounting of their listening habits in the music platform's most significant and most eagerly awaited marketing event of the year.

- Spotify used the opportunity to surface AI features, most notably via a partnership with **Google** to create an AI-generated podcast personalized to users based on their listening data and powered by **Notebook LM**.

**Wrapped's impact:** Spotify Wrapped debuted in 2016 and has become a staple of the company's marketing each year. The event gives users a personalized account of their Spotify use in slides designed to be shared on social media, allowing users to effectively market the platform themselves.

- Wrapped has been praised by marketing executives at leading brands worldwide and spawned copycat events. It's not just music platforms like **Apple Music** or **YouTube Music** with their own versions: Gaming platform **Steam**, grocery service **Instacart**, and many other apps across industries also roll out end-of-year personalized campaigns.

**Spotify and AI:** [In search of new channels](#) to capture user attention and generate revenues, Spotify has leaned heavily on AI, making it a core feature of most product launches in the last two years. 2024 Wrapped highlighted its AI capabilities but stopped short of placing them front and center.

- None of the campaign's main, shareable slides prominently highlighted artificial intelligence. Instead, Spotify devoted space to AI features on a "Wrapped" tab on its homepage, which included an AI-powered DJ based on users' most-listened-to tracks, as well as its AI podcast generated with Google.
- Podcasts are a key testing ground for AI on Spotify. The company has tested AI translations of shows to expand their reach to foreign audiences.
- The approximately 4-minute podcast features two "hosts" who speak conversationally about the user's music preferences. Though the voices are extremely convincing, the jargony and trendy language hints at their artificiality.

**Our take:** Spotify's reluctance to put AI front and center in its biggest event of the year could indicate some anxiety about how consumers would react, as [sentiment surrounding AI is generally low](#).

Some aspects of Wrapped, like a series of slides ascribing genre terms to monthly listening, likely used AI similarly to its AI-generated "daylist" feature—but it's notable that Spotify didn't clarify when AI was or wasn't used.

## Spotify Usage Among US Internet Users, by Age, Sep 2024

	Unique visitors (millions)	% reach
18-24	24.07	75.2%
25-34	34.62	76.4%
35-44	23.82	56.7%
45-54	17.65	43.7%
55-64	11.92	29.3%
65+	8.10	19.6%
<b>Total</b>	<b>120.18</b>	<b>49.7%</b>

Note: includes desktop and mobile

Source: Comscore Plan Metrix, "Spotify, Total Digital Population, Sep 2024, U.S.," Nov 12, 2024

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