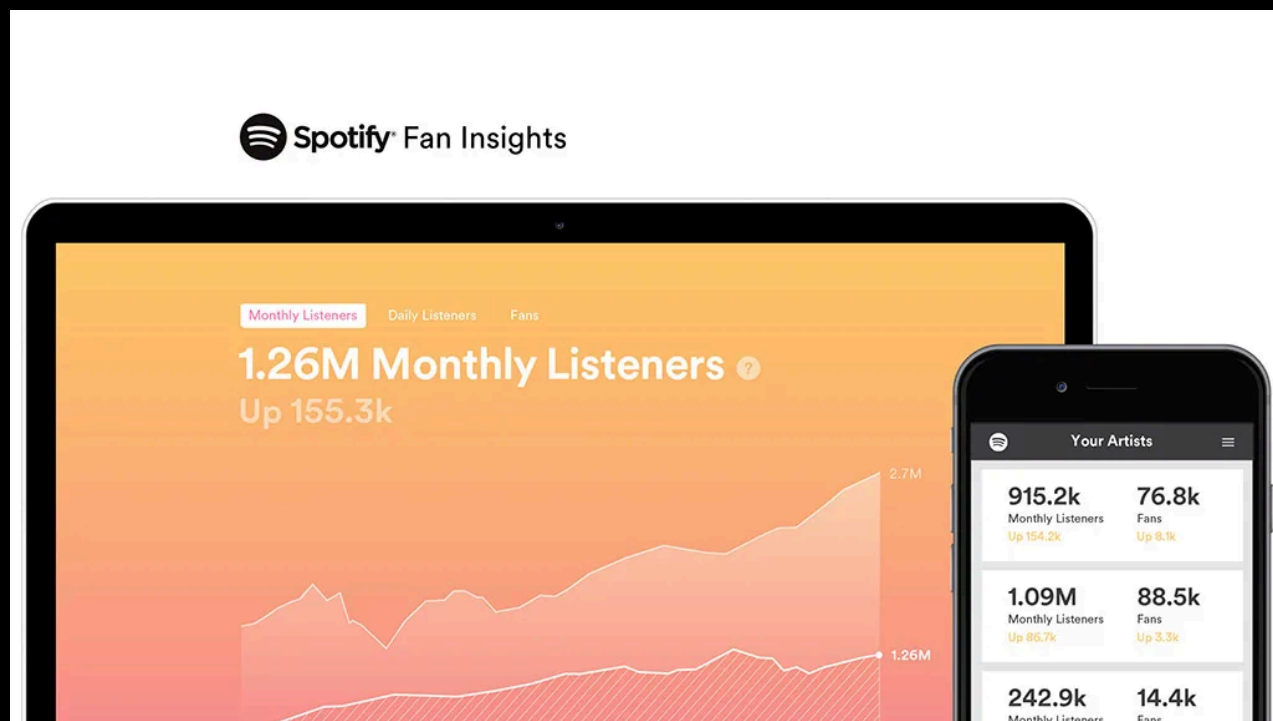




PRODUCTS

Introducing Spotify Fan Insights



November 17, 2015



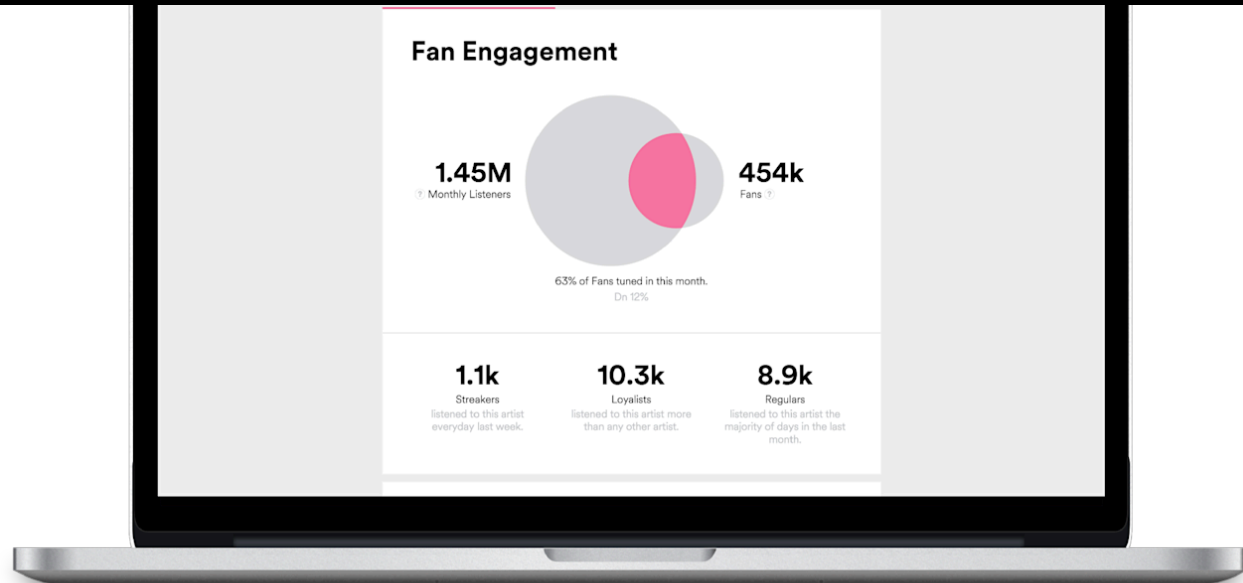
Today, we're rolling out a limited beta of Spotify Fan Insights, a dashboard that helps artists better understand their



With over 75 million users and 1.7 billion hours of listening each month which adds up to 20 billion listening hours a year (and growing), Spotify has the largest, most engaged audience in the world. This high level of fan engagement opens up a big opportunity for artists to understand their fans more deeply. We're constantly looking for ways to bring artists and fans closer together and we've worked closely with artists and their teams to understand the most useful insights we can provide. Fan Insights helps artists better understand:

- Who their fans are, including demographic information.
- Where their listeners are in the world and how this audience is evolving and growing over time.
- How their fan base is listening and their other music preferences.
- The level of passion and engagement of fans and how these behaviours differ between passionate and casual listeners.

We're excited to get additional feedback from more artists as we continue improving the product. Our ultimate goal is to help artists make more informed decisions about how to establish meaningful connections with their audience. We're just getting started. The limited beta of Spotify Fan Insights is rolling out today on desktop computers and a basic version is available on mobile. We have plans to open up broader access in the coming months; artists interested in learning more can [request access here](#).



fan engagement



how they listen



where they are

Spotify Fan Insights Your Artists Help Sign Out

AUDIENCE SONGS **PLAYLISTS**

Top 100 of 7.29M Playlists last 28 days ▾

Search Playlists	Author	Listeners ▾	New Listeners	Streams	
Llegando a Casa	Spotify en Español	63k	34.7k	85.1k	↗
All Out 90's	Spotify	52k	26.8k	63.1k	↗
Tarde Acústica	Spotify Brasil	48.8k	25.5k	71.1k	↗
#FeelGoodFriday	Spotify UK	39.1k	15.9k	51.7k	↗
Melancholia	Spotify	38.8k	20.7k	53k	↗
Calm Down	Spotify	36.6k	15.9k	63k	↗
FIFA 16 Soundtrack	EA SPORTS FIFA	32.6k	16.9k	68.5k	↗
'90s ALTERNATIVE ROCK: Open the Alt Vault	Filtr US	31.9k	15k	44.9k	↗
Lo Mejor de los 90	Spotify Argentina	31.8k	16.3k	39.2k	↗
The Office Stereo	Spotify UK	30.8k	12.6k	41.5k	↗
Deja Tu Estrés	Spotify en Español	30.2k	15.1k	38.7k	↗
Rise & Shine	Spotify	28.2k	11.9k	36.7k	↗
Acoustic Commute	Spotify	27.8k	11k	37.8k	↗
Smooth Morning	Spotify	25.6k	11.8k	36.8k	↗

playlists



Share this story



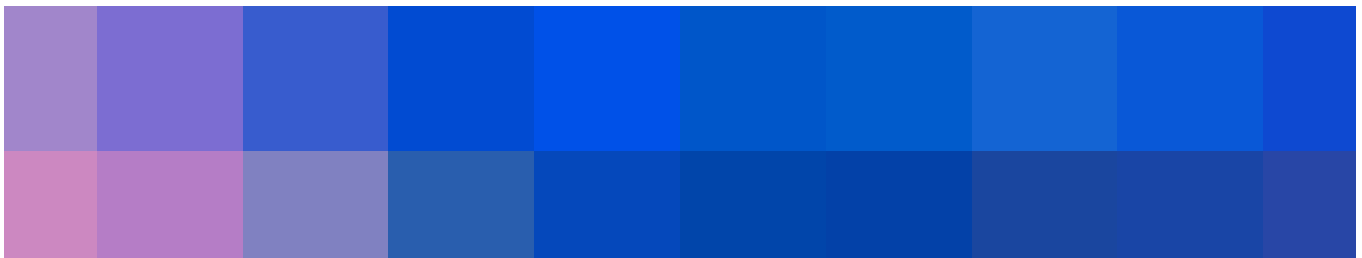
Related Stories

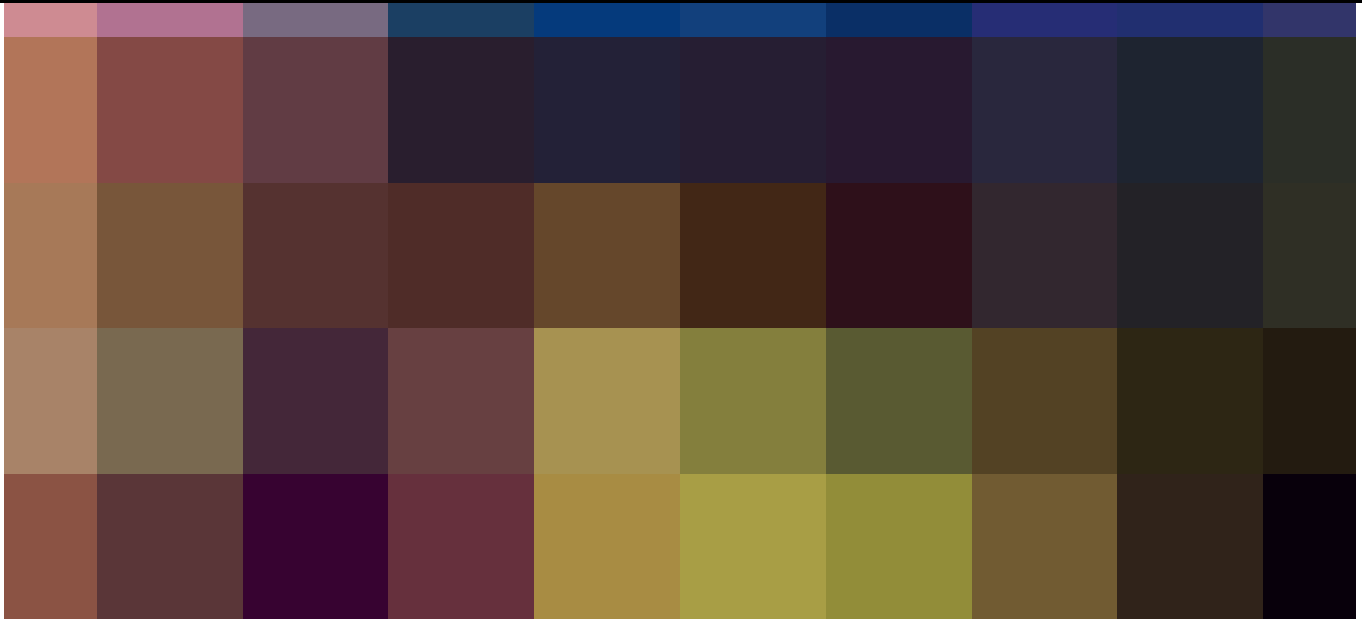
**Introducing the Best
Advice Podcast**

**How to Turn Listeners Into Fans
With Marquee – Now Available t...**

**How to Create and Record a
Demo with Phoebe Bridgers an...**

POPULAR STORIES





How Beach House Used a Viral Hit to Drive Momentum for Their New Release

The Beach House team at Sub Pop Records used Marquee – a full-screen, sponsored recommendation of an artist’s new release – to promote their new album and create a halo effect across their entire body of work.

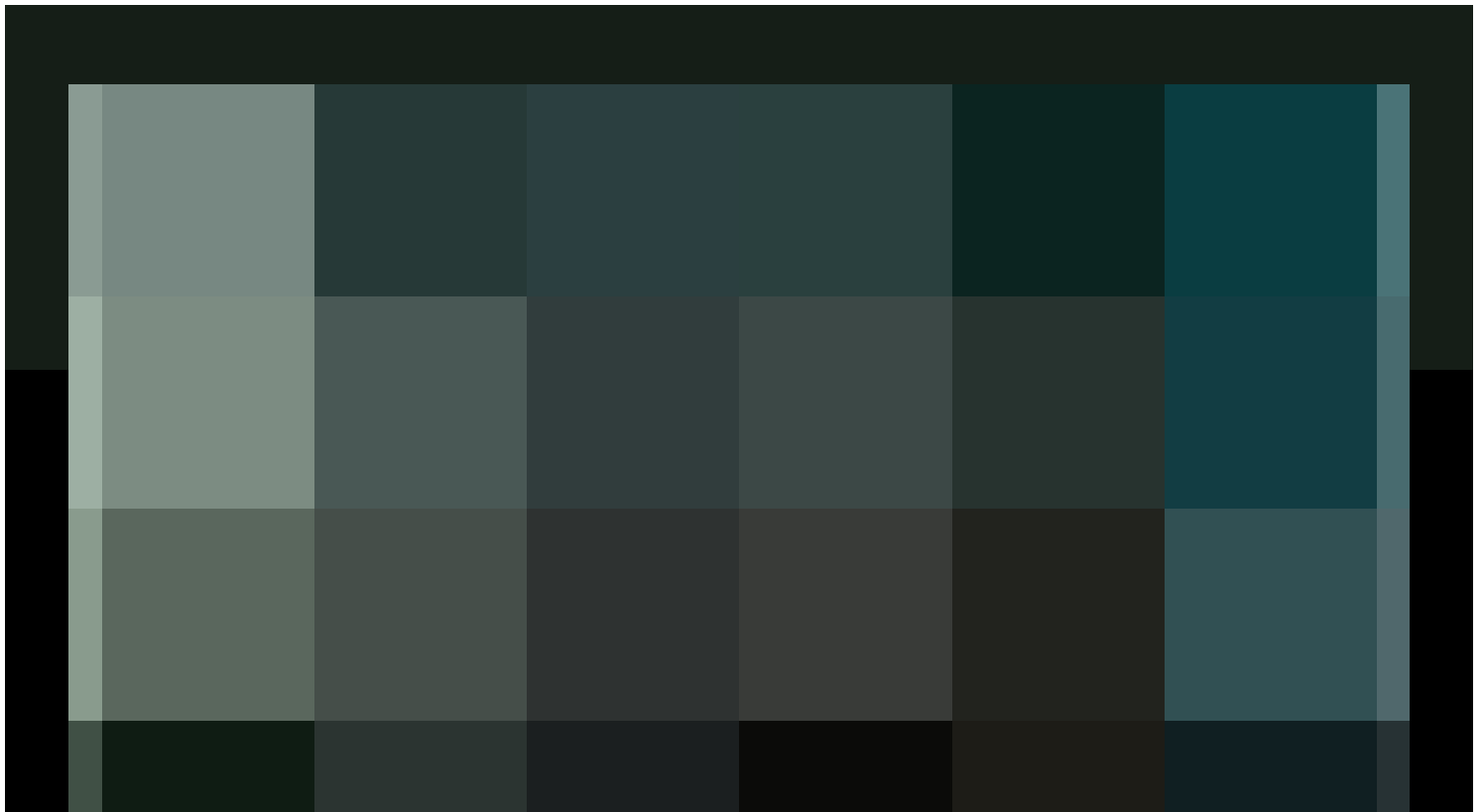


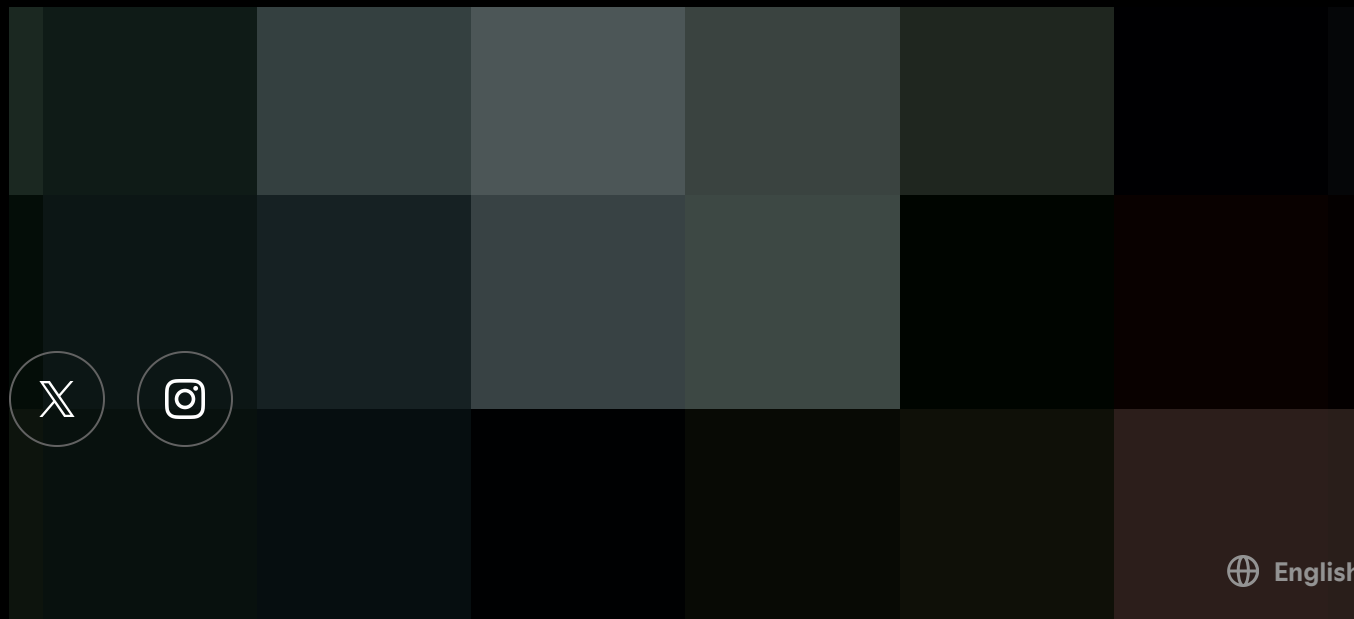
Spotify Meets Shopify: Turn Your Artist Profile Into a Virtual Merch Table



#SongwriterSaturday with KAMILLE

Songwriter, producer and artist, KAMILLE has worked with the likes of Little Mix, Dua Lipa, Mabel and more.





© 2025 Spotify AB

[Legal](#) [Privacy](#) [Cookies](#)

How Julia Wolf Made It