Lava DIGITAL GROUP

Spotify® Rate Card 2022

Apply from Mar 1.2022

DIRECT IO SELLING

Product/Format	Pricing Model	Gross Rate	
		(VND)	(USD)
Audio Everywhere	CPM	90,000 đ	$ 3.85
Sponsored Sessions	CPCV	180 đ	$ 0.008
Video Takeover Everywhere	CPCV	180 đ	$ 0.008
Overlay Everywhere	CPM	135,000 đ	$ 5.8
Leaderboard	CPM	18,000 đ	$ 0.8
HPTO	CPD	18,000,000 đ	$ 750
HPTO+ (TVC) - TBU	CPD	18,000,000 đ	$ 750
Sponsored Playlists - Tier 1	Package - 4 Weeks	700,000,000 đ	$ 30,000
Sponsored Playlists - Tier 2	Package - 4 Weeks	550,000,000 đ	$ 23,500
TARGETING/ UPCHARGE			
Daypart / Age + Gender	10%	Genre	20%
Geo (Location)	10%	Sub-Genre/Playlist / Moments	30%

(*) Min booking: Please to call Salesperson

PMP SELLING

PMP BIDDABLE FLOORS (AUCTION) - MIN BOOKING (*)

Product/Format	Pricing Model	ROS (Mass)	Age/Gender
Audio (Mobile or Desktop)	CPM	$2.00	$2.20
Video (Mobile or Desktop)	CPM	$3.30	$3.60
Leaderboard	CPM	$0.45	$0.50

(**) Manage fee is included

TARGETING/ UPCHARGE

Daypart / Age + Gender	10%	Genre	20%
Geo (Location)	10%	Sub-Genre/Playlist / Moments	30%

Premiums calculated off of Standard Rate. In the case of multiple premiums, highest premium is applied.

(*) Min booking: Please to call Salesperson

Reach your audience when they're listening with Audio Ads

- **Screenless moments:**

Fill gaps in the consumer journey that are just not possible to connect with time spent on screens.

- **More innovative than radio:**

Companion banner to go with audio message Have a 1:1 connection to your audience rather than one-to-many of radio.
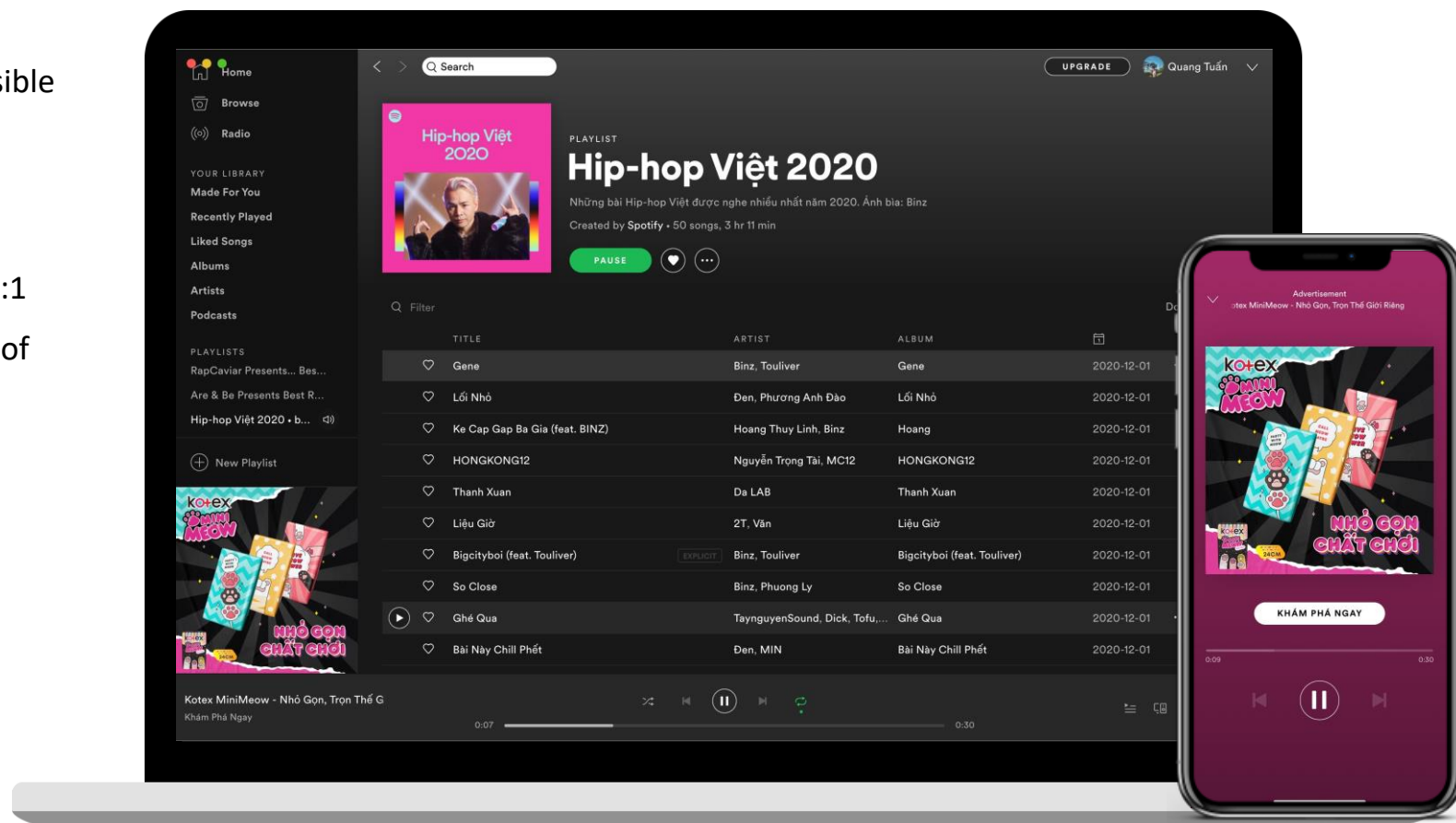
Commercial Benchmark:

CTR: 0.1% - 0.12%

CLR: 90% - 92%

$3.85/CPM

Video TakeoverEverywhere

- Video ads are delivered during a listening session when the user is actively browsing through the catalogue to enjoy and discover music and podcasts. It is delivered with a companion banner with a customizable call-to-action to help you drive your desired engagement.

- Video ads are delivered only when the screen is in view guaranteeing industry leading viewability. Increase brand awareness with premium brand placement and extend your video campaign reach in a safe environment.

- **High Viewability**

Video serves when the app is in-view and non-skippable

- **High Audibility**

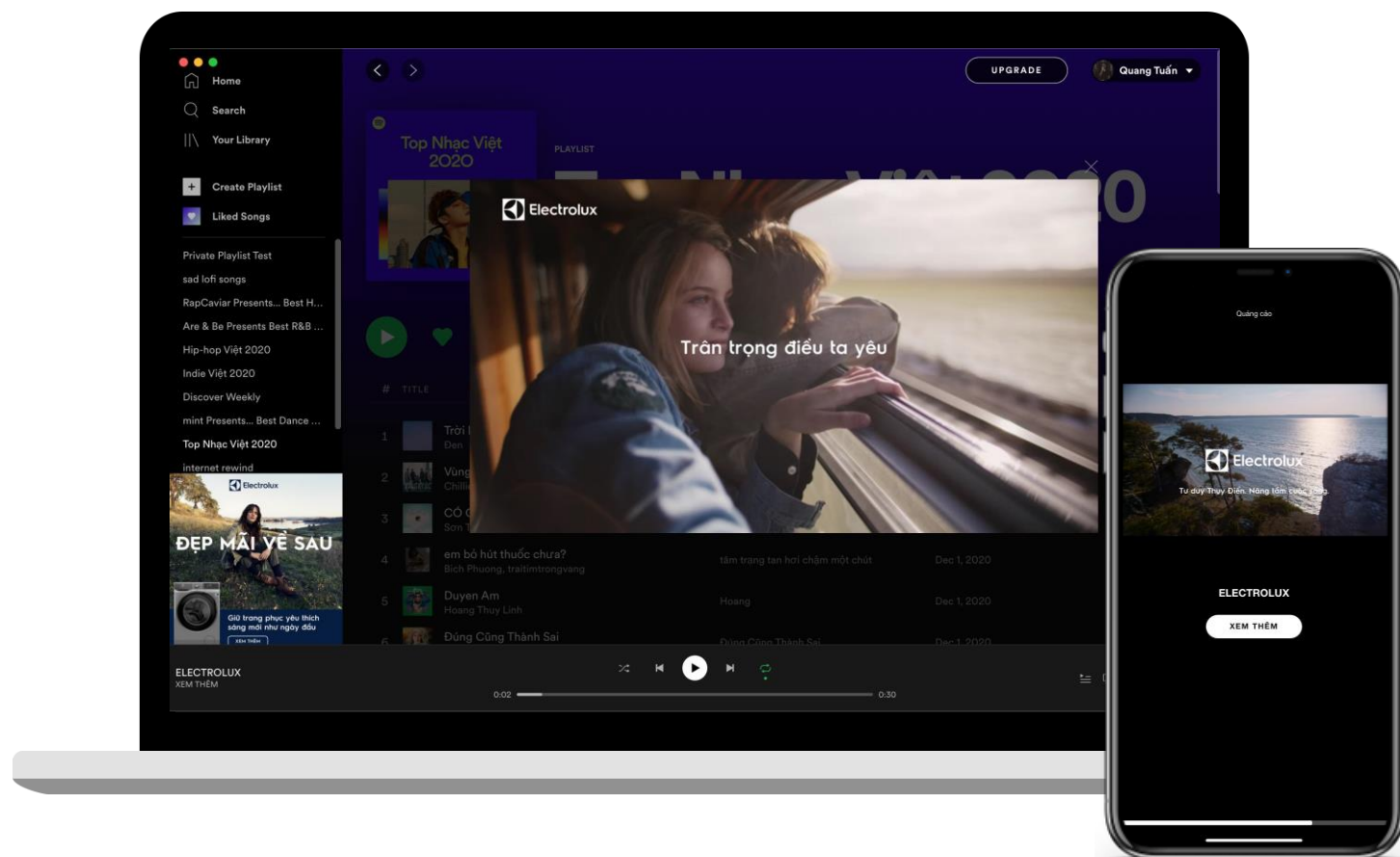Sound-on environment amplifies video message

Commercial Benchmark:

CTR: 0.9% - 1.2%

CVR: 90% - 92%

$0.008/CPCV

Sponsored Sessions

- Boost brand affinity with our impactful video advertising experience. Sponsored Session initiates a 30-minute ad-free listening session, delivered only when the screen is in-view in a sound-on, 100% share-of-voice environment.

- **Rewarding users concept:** Message pops out

 "You will have 30 minutes of uninterrupted listening to this short video"

Have more space for creative idea: Video (maximum 30s) and companion banner.

- **High Audibility :** Sound-on environment amplifies video message

Commercial Benchmark:

CTR: 1.1% - 1.4%

CVR: 90% - 95%

$0.008/CPCV

Display OverlayEverywhere

- Reach your audience with ads designed for viewability. Overlay is delivered when the user returns to the Spotify app, ensuring maximum brand impact. The immersive display unit is clickable and drives traffic to your brand's website, app, or online destination.

- **High Viewability**

Banner serves when the app is in-view

- **Drive traffic** to your website with a customizable call to-action

- **Buy 1 Get 2 formats** when it runs on PC (Overlay & Leaderboard)

**Commercial Benchmark:**

CTR: 0.25% - 0.7%

$5.8/CPM
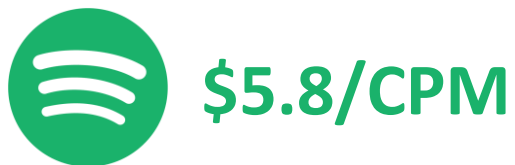
Display Leaderboard

- **Scale your campaign reach** with a visual ad that will be the only message shown for 30 seconds. Leaderboard display units are clickable, and only served when Spotify is in view.

- **Cross-page display (except home page)**

- **Banner serves at the middle of screen and above the action buttons**

Commercial Benchmark:

CTR: 0.01% - 0.02%

$0.8/CPM
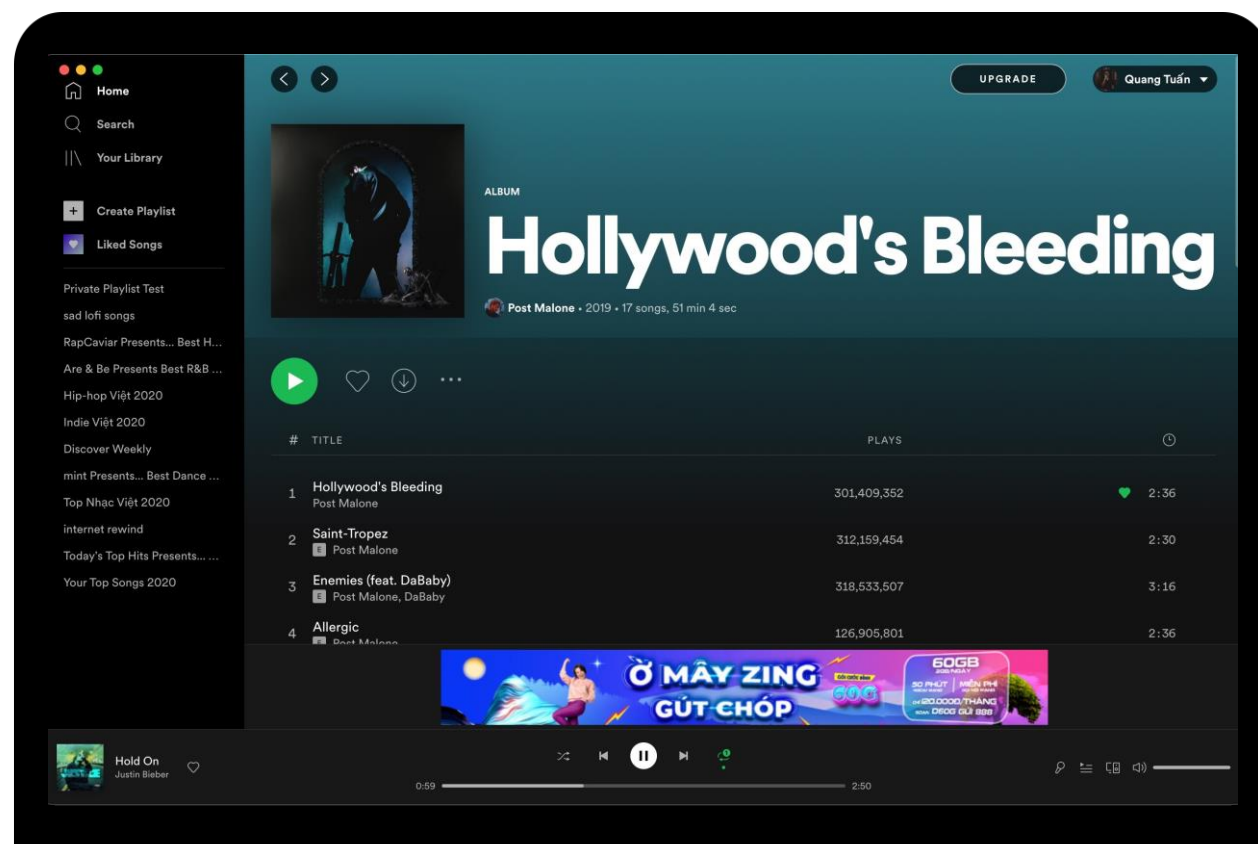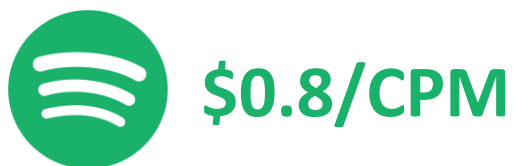
Homepage Takeover (Image/ TVC)

- Create a high-impact experience by showcasing your brand message on the front of Spotify's Desktop Homepage for 24 hours. The Homepage Takeover is clickable and supports rich media like video and audio, enabling brands to include interactive elements to further capture views.
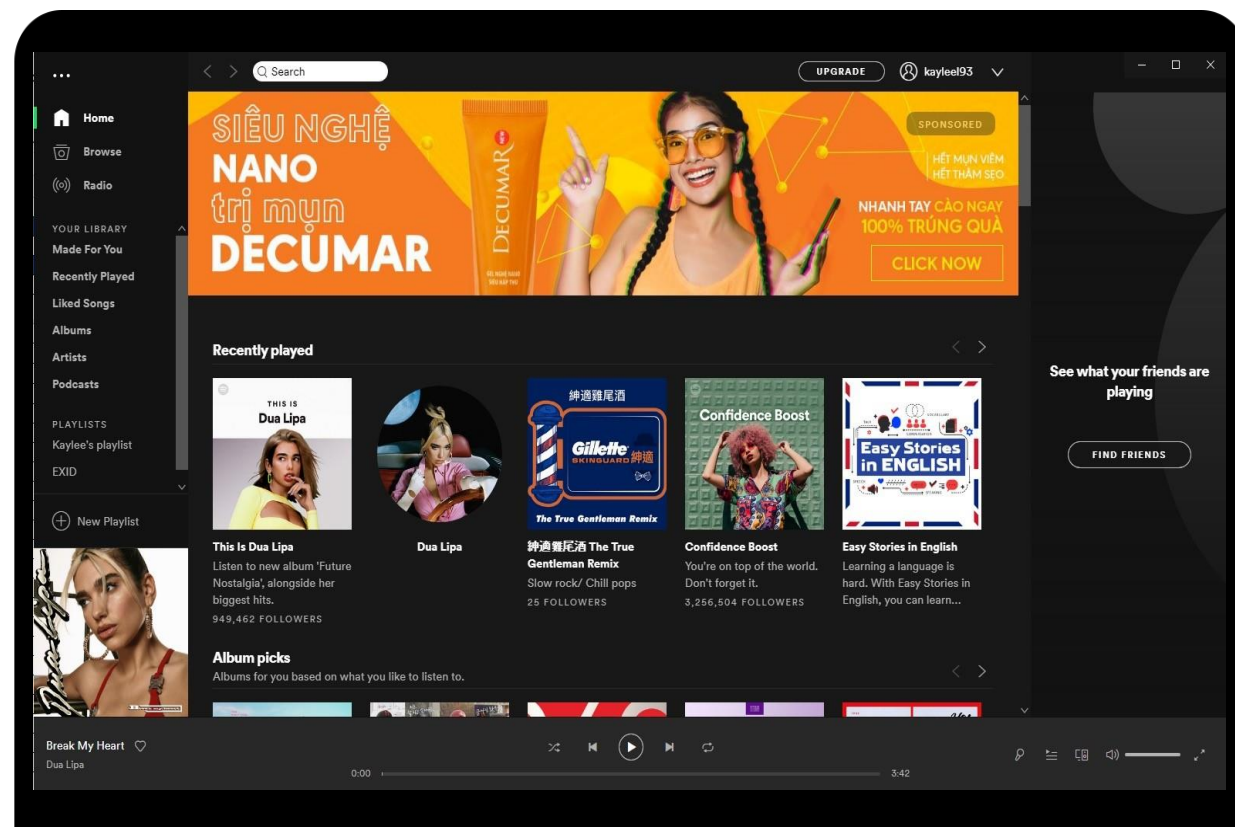
- **Fast and High Reach**

Big banner serves at Homepage

Commercial Benchmark:

CTR: 0.08% - 0.1%

$750/DAY (100% SOV)
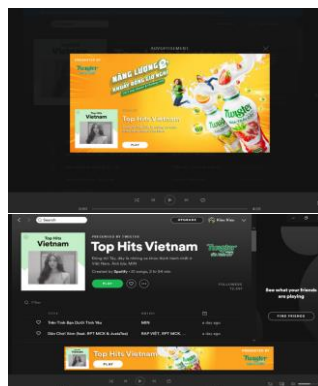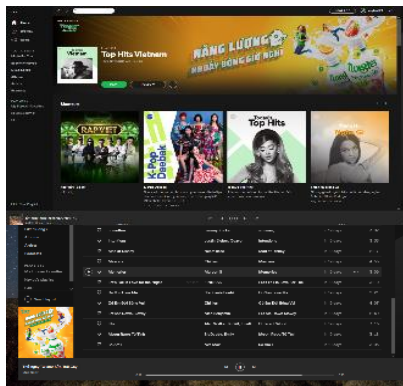
COOPERATE PACKAGES

 Call To Check

Sponsored Playlist

Maximize brand awareness with exclusive sponsorship of Spotify's most popular owned & operated playlists. Drive sponsorship engagement with native promotion and in-playlist media.
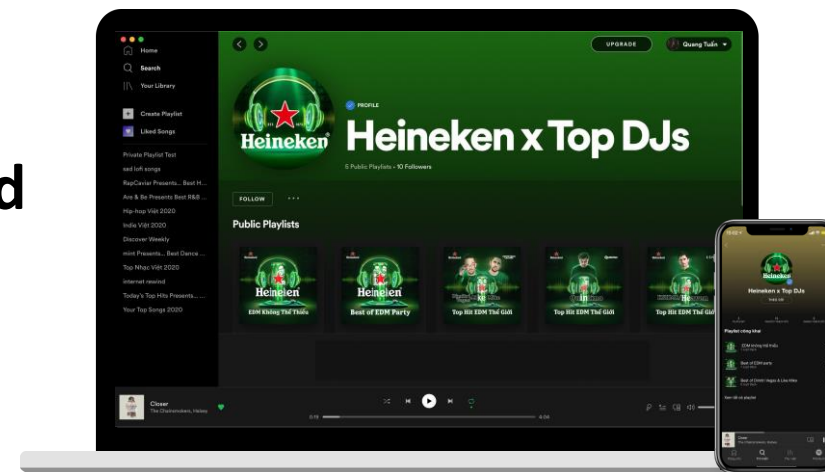
Sponsored Playlist **connects your brand** with a loyal fanbase of listeners across their favorite playlists. Leverage Spotify's streaming intelligence to understand your target audience and find the best playlist for your brand to be heard.

Sponsored Playlist

Branded Profile

Branded Playlist

https://ads.spotify.com/en-US/ad-experiences/sponsored-playlist-ad-specs/

Audience targeting

Targeting available in Vietnam *(Red)*

Demographics *Let's start with the basics. Through core demographics, you can reach your audience based on **who** they are*	• **Age** • **Gender** • **Location**
Device and connectivity *We know you know it, but it's worth repeating: Understanding your <u>audience's context is crucial</u>. That's why we give you better options for reaching them compared to other media, no matter how they stay connected.*	• **Daypart** • *Automotive* • *Connected Home* • **Platform** • **OS/Mobile Carrier/Device**
Listening behaviors *You can learn a lot about someone by what they listen to. Go beyond demographics by reaching your audience through advanced analytics, like listening behaviors, that offer a unique glimpse into their interests*	• **Genre** • **Moment** • *Playlist Category* • *Sub-genre* • *Podcast Category*
Predicted interests *Want to take your audience targeting one step further? Leveraging Spotify's Streaming Intelligence, we can help you reach users based on what we predict they're interested in.*	• Lookalike Targeting
Off-platform behaviors *Even though we're ranked #1 for time spent on mobile apps,[1] we recognize listeners have lives beyond Spotify. Reach users based on how they're behaving off our platform.*	• Custom Audience Match • 3rd Party Interest Targeting
Past interactions *You don't need a degree in behavioral economics to know that the best predictor of future behavior is often what you do in the past. Reach your target audience based on how they've historically interacted with digital ads on Spotify.*	• Brand Exposure • Sequential Messaging • Real-time Retargeting

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