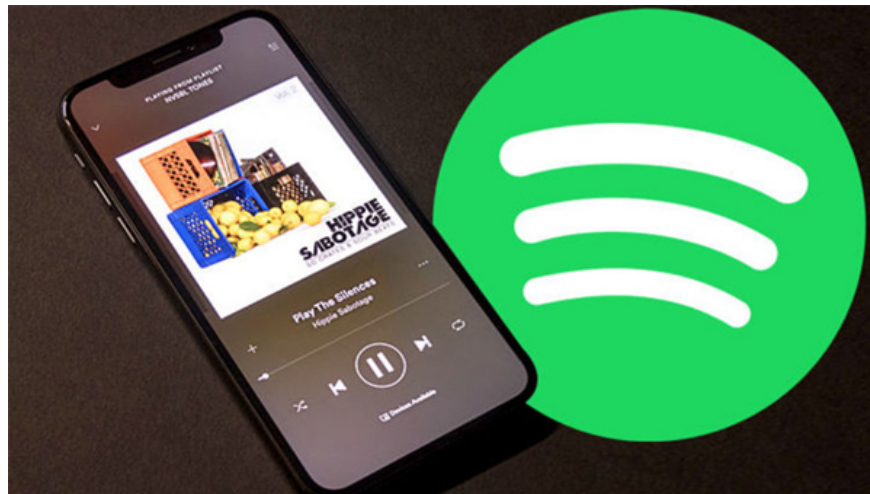


Free users of Spotify can skip ads

Recently, Spotify added a new feature called Active Audio, allowing non-paying users to skip all ads when they encounter it.

Recently, Spotify has just added a new feature called Active Audio, allowing non-paying users to ignore all ads when encountered. This is a new change in the company's advertising strategy to provide a better experience for users, and also better for the company. Through this feature, they will understand which customers ignore the ads or see which ads.

Free Spotify users will still receive ads like before but with Active Audio they can choose what to listen to, follow or even skip the ad. As a result, Spotify Active Audio and Active Video will know the user's preferences and offer ads that interest them more.



Currently the Active Audio feature is only available to Australian users.

Spotify said that, with this new feature, users will ignore annoying ads and publishers will save a lot of advertising costs because knowing which ads are not effective to cut down. In short, Active Audio will be useful for both users and marketers.

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1. 10 best online music creation, sharing and listening services
2. 15 tips Spotify you should not miss to have a better listening experience
3. The way to listen to Spotify music on Windows 10 does not require an account

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