

2023 Wrapped Video Message

Thank Your Fans With A Video Message

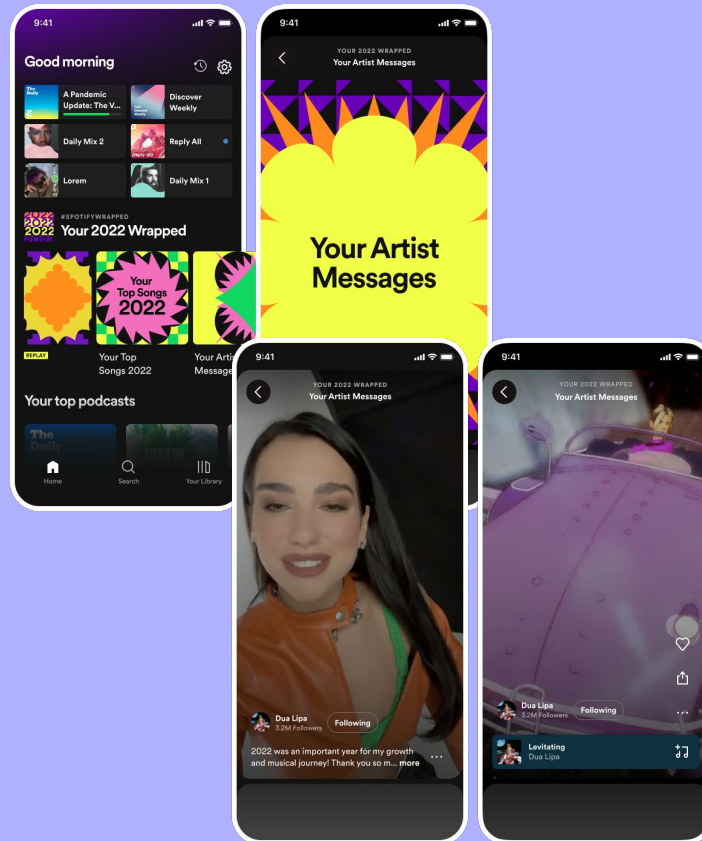
We'd like to invite you to record a short video message to be included in Wrapped, letting fans know what their support meant to you in 2023.

We'll share these videos with your fans - directly on Spotify, across 70+ markets - within a Wrapped video playlist personalized to listeners who have you as one of their top artists of this year. **For the first time ever, listeners will also be delivered a video message directly inside of our crown jewel: the Wrapped data story!**

Upload your video through Spotify for Artists **between Oct 2 - Nov 15**

We'll be sending users in-app messages and push notifications that drive them into the video playlist, where they'll see your message.

We may also include your submission in a video compilation with many of this year's top artists as part of our consumer campaign to be delivered across social and paid channels.



Example of Your Artist Messages 2022 experience

Artist Benefits

- 01 Have your video viewed by hundreds of millions of listeners around the world**
Wrapped is our biggest global marketing effort of the year, activated across 70+ markets. Artist videos will be included within the main Wrapped data story, and in a Wrapped video playlist.
- 02 Express yourself in a way that feels authentic to you and your fan base**
Show your gratitude to the fans who listened to you most this year.
- 03 Amplify your message across our marketing channels.**
As part of our 8-figure media budget, your video could appear in our digital, social, owned media, and PR channels.

Video Specs

Format Requirements

- Orientation: Vertical (9x16)
- Length: Between 3 and 30 seconds
- Format: MP4 File
- File Size: Max. 100M

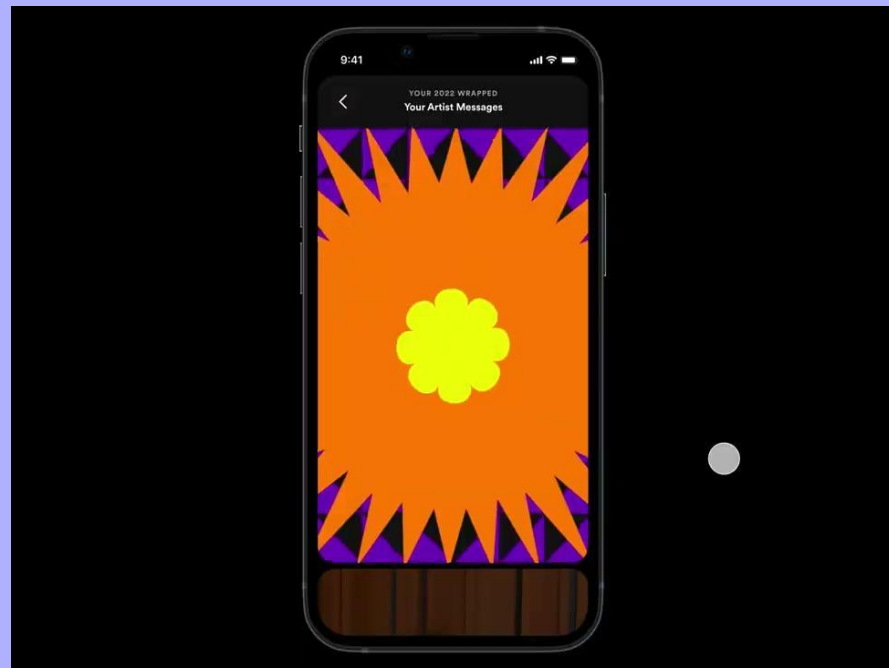
Video Caption *(Required!)*

- Provide a caption-like title to describe your video content
- Character Count: 100 max

Content Requirements

- No music, soundbite, lyrics, or acapella
- No added text, logos, graphics, or filters
- No foul language
- No visible brands or logos
- Content must abide by Spotify's Platform Rules

Click on the image to watch the video



Example of Your Artist Messages 2022 experience

Creative Inspiration

Thank Your Fans - Let fans know what their support meant to you in 2023.

Share Your Highlights - Look back on your biggest and best moments in 2023.

Tease An Update - Share a sneak peak of what you're up to in 2024.

Artists are welcome to ad-lib and make their video feel authentic to them and their audience. Artists should speak in the language that they feel most comfortable, but please note, videos will not contain subtitles.

Artists can only submit 1 video each, max 30 seconds long.

*Click on an
image to
watch the
video*



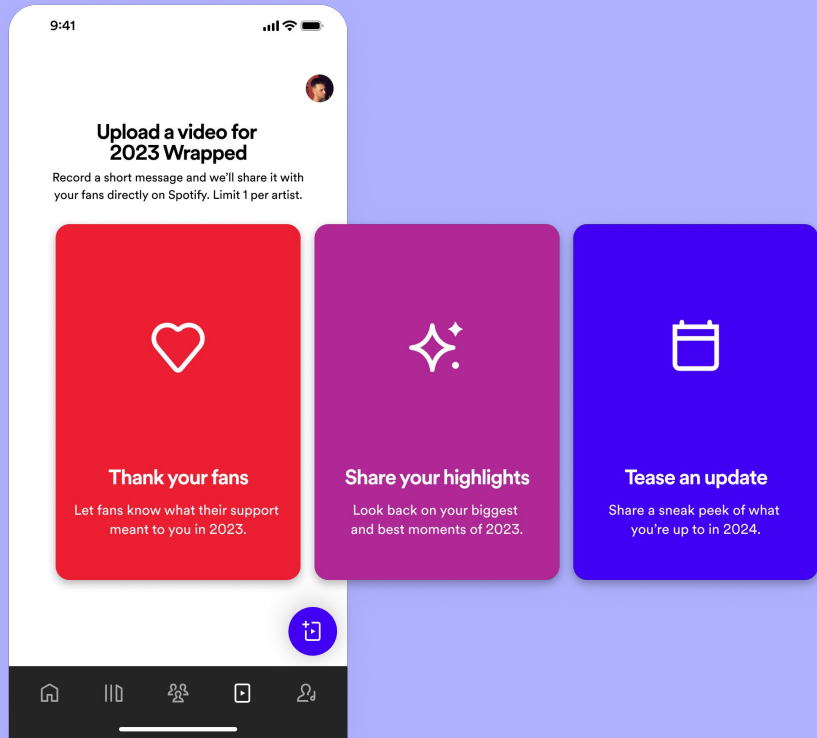
Submit Your Video

Artist and their teams can upload a thank you video directly through Spotify for Artists, via desktop web or mobile.

Videos can be uploaded **starting October 2nd @ 10am ET**

We encourage uploading videos as soon as possible.

The last day to upload is **November 15th @ 7pm ET**



2023 Wrapped Artist Video Markets

Artist videos will be available on Spotify for listeners to view across 70+ markets as a part of 2023 Wrapped. Artists from all markets where Spotify is available may participate in uploading a video.

Andorra	Croatia	Hong Kong	Monaco	Slovakia
Argentina	Czech Republic	Hungary	Montenegro	Spain
Armenia	Denmark	Iceland	Netherlands	St. Kitts and Nevis
Australia	Dominican Republic	India	New Zealand	St. Lucia
Austria	Ecuador	Indonesia	Nicaragua	St. Vincent and the Grenadines
Belgium	Egypt	Ireland	Norway	Suriname
Bolivia	El Salvador	Italy	Panama	Sweden
Bosnia	Estonia	Japan	Paraguay	Switzerland
Brazil	Finland	Latvia	Peru	Taiwan
Bulgaria	France	Liechtenstein	Philippines	Thailand
Canada	Germany	Lithuania	Poland	Trinidad and Tobago
Chile	Greece	Luxembourg	Portugal	UK
Colombia	Guatemala	Malaysia	Serbia	Uruguay
Costa Rica	Honduras	Mexico	Singapore	USA
				Vietnam

Note: While this is a global campaign, we cannot guarantee placement/usage in all campaign markets. Your creative may be translated based on the markets running it.

How to Upload Your Wrapped Video Message

Step 1

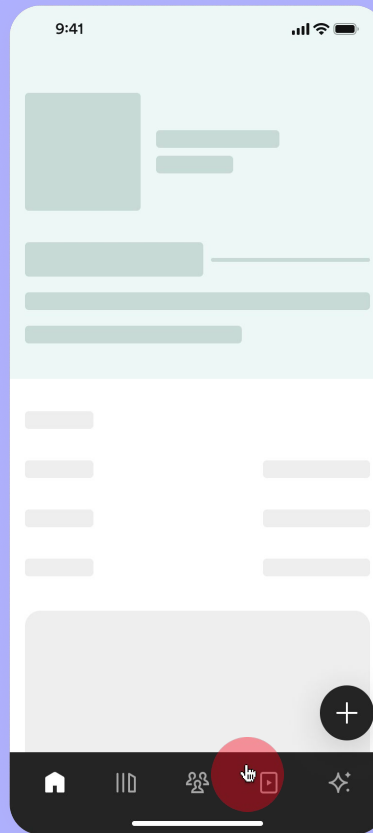
Log in

Log in to Spotify for Artists on desktop or the mobile app.

Navigate to the uploader by navigating to the **“Video” tab**.

You can also use this link:

<https://artists.spotify.com/c/2023-wrapped/video>



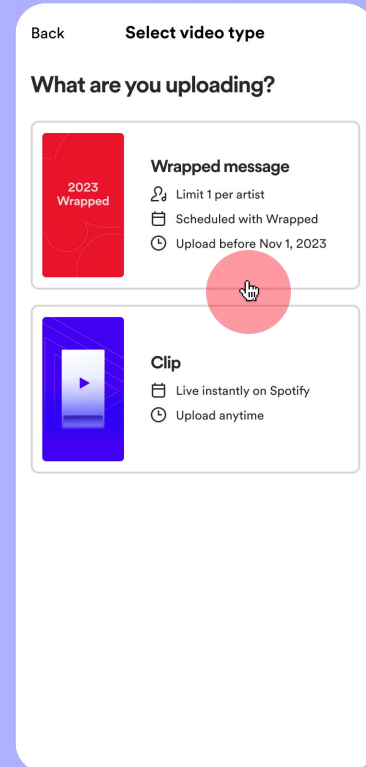
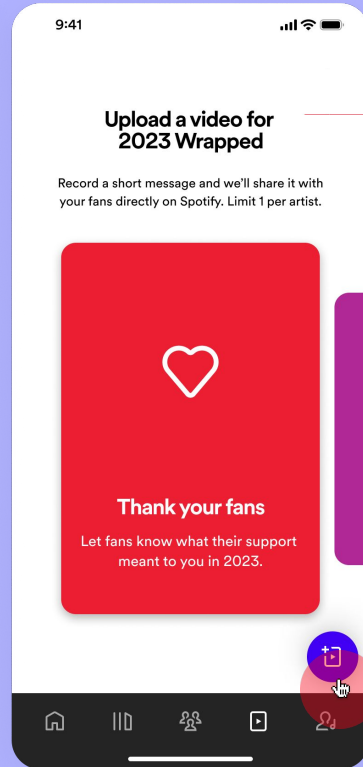
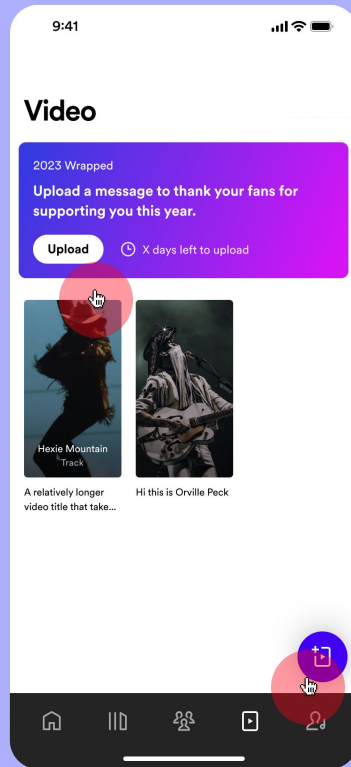
Login to S4A and
navigate to the “video” tab

Step 2

Select Wrapped

Click on the add video floating action button, and **choose Wrapped**.

Note: Those with edit or admin access to an artist's S4A account may upload a video. The applicable label may also upload.



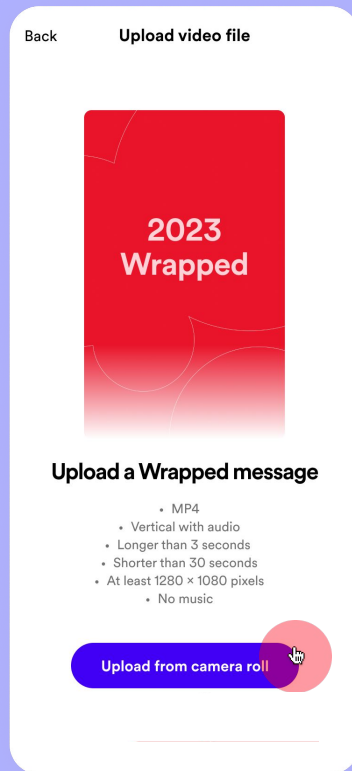
Select the floating action button
You can also click the “Upload” button.

Choose Wrapped

Step 3

Upload Video & Caption It

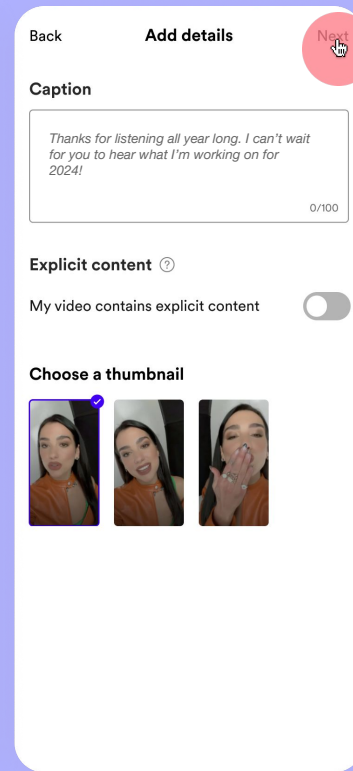
Upload your video file from your phone, then add a quick caption (under 100 characters), indicate whether your video has explicit content, and pick a thumbnail.



Upload video



Video uploaded



Video details

Step 4

Agree to Terms

Agree to the terms & conditions and your video will be scheduled to go live as a part of 2023 Wrapped.

[Back](#) **Agree and schedule post**

Terms and conditions

The Wrapped Artist Thank You Videos upload program is a Spotify for Artists Program governed by these opt-in terms and conditions (these "Terms") and the [Spotify for Artists Terms and Conditions](#) ("Spotify for Artist Terms"). By using Spotify for Artists to upload your Artist Thank You Video for Wrapped ("Artist Thank You Video"), you have agreed to the Spotify for Artists Terms and by posting an Artist Thank You Video, you agree to these additional Terms.

Once you upload your Artist Thank You Video, it will be considered "User Content" (as defined in the Spotify for Artists Terms), which means, among other things, that by posting User Content to Spotify for Artists, you, on behalf of your Subscribing Entity, grant Spotify a non-exclusive, transferable, sub-licensable, royalty-free, fully paid, worldwide license to reproduce, make available, perform and display, translate, modify, create derivative works from, distribute, and otherwise use such User Content through any medium, whether alone or in combination with other content or materials, in any manner and by any means, method or technology, whether now known or hereafter created, in connection with Spotify for Artists and Spotify's music streaming service, the promotion and marketing of Wrapped, Spotify for Artists and Spotify's music streaming service.

Further, by posting your Artist Thank You Video, you represent and warrant that you have all necessary rights required to post it and to grant the rights to use it as

Agree and schedule

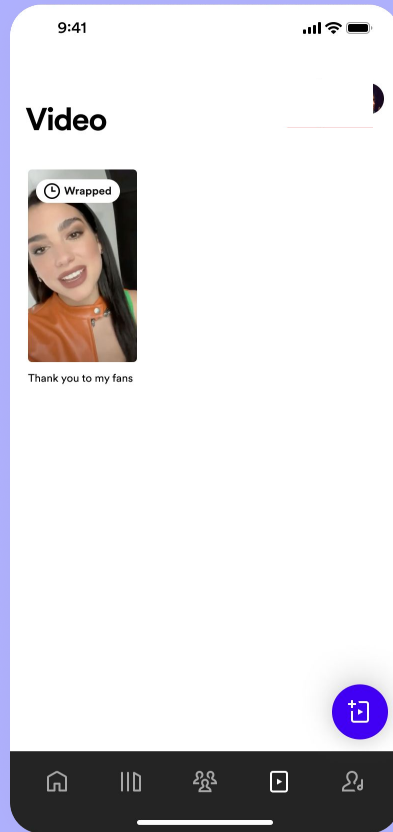
 Your video will be scheduled with 2023 Wrapped

Step 5

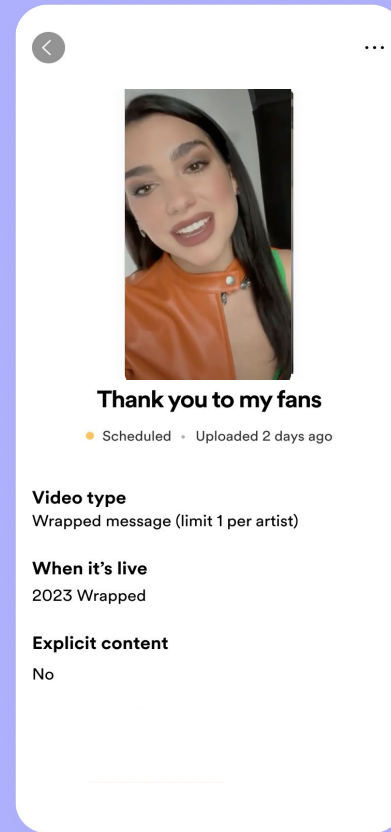
You're All Set!

Once you see your Wrapped video in the video dashboard, you are all good to go.

If you need to view the details of your Wrapped video, edit your caption, or delete your video, you can do so by clicking on the video thumbnail which takes you to the video details page.



Post-upload dashboard



Video Details

**We can't wait to see
what you create!**