**Spotify Gives Users Interactive Choice For Ads**

Spotify is trialing interactive voice advertising, giving consumers who allow the app to access their microphone the chance to say yes to listening to certain sponsored content instead of a typical ad break. Unilever's Axe, with Spotify Studios, has been testing the new format with ads touting an original podcast, "Stay Free: The Story of The Clash."

***MediaPost Communications 5/7/19***

[***https://www.mediapost.com/publications/article/335479/spotify-tests-interactive-voice-ads.html***](https://www.mediapost.com/publications/article/335479/spotify-tests-interactive-voice-ads.html)