**Spotify Tackles Ad Blockers**

Spotify has announced that around 2 million users are blocking advertising, accounting for about 2% of the people who listen monthly to its ad-supported service. A representative said the company is investing heavily to tackle ad blocking by "improving methods of detection and removal, and reducing the impact of this unacceptable activity on legitimate creators, rights holders, advertisers and our users."

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[***https://digiday.com/marketing/spotify-streaming-services-ad-blocking-problem/***](https://digiday.com/marketing/spotify-streaming-services-ad-blocking-problem/)