

# Spotify to suspend political ads in 2020 | AdAge

By George P. Slefo

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Spotify is suspending the sale of political advertising on its platform, the company told Ad Age Friday.

Spotify said in a statement that it will pause political advertising in early 2020 across its ad-supported tier—which boosts 141 million users— as well as the streaming giant’s original and exclusive podcasts, some of which include “The Joe Budden Podcast” and “Amy Schumer Presents.” The move only applies to the U.S., as Spotify doesn’t run political ads in other countries.

“At this point in time, we do not yet have the necessary level of robustness in our process, systems and tools to responsibly validate and review this content,” the company said in a statement to Ad Age. “We will reassess this decision as we continue to evolve our capabilities.”

[...]

Source: [Spotify to suspend political ads in 2020 | AdAge](#)