

# Coca-Cola teams with Internet music darling Spotify

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The companies announced they will combine Coca-Cola Company's reach and brand appeal with Spotify's online [music platform](#).

"This is not an advertising deal," said Coca-Cola head of global sports and entertainment marketing Emmanuel Seuge said during a press event in New York City.

"The way we engage with our consumers has to go way beyond the

logo."

Spotify will provide the technology to power Coca-Cola Music offerings and be integrated into the global beverage company's [Facebook](#) pages.

"Coca-Cola is the most recognized and respected brand in the world and we are proud to be their music partner," said Spotify founder and chief executive Daniel Ek.

"Spotify and Coca-Cola both believe that music, technology and creativity can connect people around the globe."

Coca-Cola boasted that using music to connect with young customers has been a big part of the company's 126-year history, dating back to branded sheet music in the late 19th Century and sponsoring on-air shows when radio ruled.

The partnership will include Coca-Cola software applications that tap into the Spotify platform. The first new "app" will be unveiled for the [2012 Olympics](#) in London, according to Coca-Cola.

Spotify, which was launched in Ek's native Sweden in 2008, boasts a library of 15 million tracks and is adding about 20,000 a day.

The [music](#) streaming service is available in a dozen countries in Europe and launched in the United States in July.

Spotify touts having more than 10 million active users and 2.5 million paying subscribers.

Spotify offers three services: a free, ad-supported [streaming service](#), an ad-free \$4.99 a month plan for computer listening, and a \$9.99 a month plan allowing subscribers to download as many songs as they want to a

mobile phone.

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