

Spotify has firmly refuted the rumors that ads will soon appear in its Premium subscription. Recently, reports on the X social network have claimed that the company plans to introduce ads into music streams for subscribers, leaving only a new, more expensive plan ad-free. However, Spotify officially stated: "This rumor is false. Music listening in Premium has been and will remain ad-free."

The rumors originated from past incidents when, in February and March, some Premium users experienced ads allegedly due to a technical error. The company quickly fixed the issue at the time, but the impression lingered. This time, speculation might have been fueled by the recent announcement of new advertising tools for businesses, which some took as a hint at subscription changes. Spotify clarified that these innovations apply only to the free version and podcasts, where ads are already permissible.

Unlike other services such as Netflix or Prime Video, which add ads to cheaper plans, Spotify has maintained its stance so far. The company reassured that it does not intend to change this policy.