

Spotify streaming service announced the launch of a built-in messaging function that will be available for both free and paid accounts. With its help, it will be possible to communicate and share music with those with whom there was already contact in the application.

The new option will begin to be introduced on mobile devices in certain countries from this week. Users over 16 years old will be able to use it. The company expects this to help increase the audience and strengthen positions against the backdrop of competition with other services.

A similar function existed in Spotify before, but in 2017 it was removed due to low popularity. Now the company is counting on a much wider user base and a high interest in joint listening and exchanging music.