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Spotify will stream Ashes updates from Sky

Advertising-as-content deal goes through

by Duncan Geere published on 7 July 2009

It's being reported that Sky has entered into a deal with Spotify that will see Ashes updates being delivered to users of the streaming music service.

The objective will be to promote Sky's coverage of the games via its own streaming video service. Messages from cricket commentator David Lloyd about the state of play will be followed by: "However good it sounds, it's even better when you see it live online on Sky Player".

There'll also be clickable banner ads, and Sky is offering a half-price subscription offer for Sky Player to coincide with the Spotify campaign. The content/advertising mashup will likely be welcomed by Spotify users, who get quickly bored of hearing the same adverts over and over.

