

Spotify Podcast Memberships: how to charge fans and keep 90%

Spotify has launched paid Memberships for podcasters. Fans subscribe on your show page, you choose the perks, and Spotify says you keep 90% of the revenue. Here is who qualifies and how to set it up.

WHAT THIS ADDS

Most coverage reports the launch. The useful part for a small business or creator is that your show page becomes a paid product you own: you pick the perks, you run free trials, and you can export member contact details from fans who choose to share them. A podcast with a small but loyal audience can now put a price on that loyalty without a separate membership platform.

What Spotify announced

On **October 20, 2026** Spotify announced **Memberships** for podcast creators. Spotify says creators can offer exclusive content and experiences to fans directly on Spotify, and that it first previewed the feature at its May 2026 Investor Day. Fans find a show's Memberships on its Spotify show page and join through a streamlined checkout without leaving Spotify.

Spotify says creators keep **90% of the revenue they generate** from Memberships.

Who qualifies

Spotify's announcement says shows hosted on **Spotify for Creators** or **Megaphone** need:

- **Three** published episodes
- **100** listeners or viewers
- **100** consumption hours on Spotify in the previous 30 days

The rollout starts in 34 markets, including the U.S., the U.K., Canada, Australia, Germany and France. The full list is in Spotify's announcement.

How to turn it on

1. Host your show on Spotify for Creators or Megaphone.
2. Check you meet the three requirements above.
3. Open the Memberships page in Spotify for Creators (or Megaphone) and set up your membership. Spotify's setup page is creators.spotify.com/resources/memberships.

4. Create your tiers and choose the perks for each.

Spotify does not publish price amounts in its announcement, so you set your own.

Perks you can offer

Spotify lists exclusive audio or video, bonus episodes, fewer ads, early access and archive access. You can offer them alone or combined, across multiple tiers and pricing options. TechCrunch reports that purchases happen on the web, not through in-app purchases, and that membership badges and welcome clips are coming later; Spotify's announcement already mentions members displaying badges when commenting and creators sending welcome clips.

Free trials, promotions and your member list

Spotify says creators get targeted promotions and free trials, analytics showing what drives sign-ups, and **exportable member data**, including contact information from fans who choose to share it. That export is what lets you follow up with members outside Spotify.

What we do not know yet

Spotify's announcement gives no price amounts. Its own setup page words the 100-hour requirement without the 30-day window, so check your Spotify for Creators dashboard to confirm you qualify before planning around it. Spotify has published no results on how much creators earn this way.

DO THIS

If your show is on Spotify for Creators or Megaphone and has three episodes, 100 listeners and 100 listening hours in 30 days, open Memberships, set your tiers and perks, and start with a free trial to see what sells.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io puts your CRM, calendar, invoices, website and email in one portal, so the members you earn on Spotify can be followed up with the rest of your customers. The AI inside Fynl runs on your

own Claude or ChatGPT API key, with no markup.

Sources

- Spotify Newsroom: Spotify Memberships Give Podcast Creators a New Way to Connect With Their Biggest Fans (October 20, 2026) — <https://newsroom.spotify.com/2026-10-20/spotify-memberships-creators/>
- Spotify for Creators: Memberships — <https://creators.spotify.com/resources/memberships>
- TechCrunch: Spotify launches paid podcast memberships with perks beyond bonus content (October 20, 2026) — <https://techcrunch.com/2026/10/20/spotify-launches-paid-podcast-memberships-with-perks-beyond-bonus-content/>