The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Russians Rejoice at Spotify's Arrival With Memes

July 16, 2020



"Russia three seconds after the Spotify release." **WaitSpotyRussia / Twitter**

As music-streaming giant Spotify announced its expansion to Russia and 12 other countries across Eastern Europe, Russian web users did what they do best: make memes to celebrate the special occasion.

Here's a look at some of our favorite Spotify memes from the Russian internet:

"Spotify has entered my sinful life beautifully," this meme reads, showing Spotify adeptly replacing Boom, another popular Russian music-streaming app, as a woman's boyfriend.

Embed:

> красиво Spotify вошел в мою грешную жизнь pic.twitter.com/xFThQcn5r6
>
> — Королева Капотни (@di_lirium) July 15, 2020

Spotify's entry into the Russian market might seem a bit archaic, considering that the service is already available in 92 countries. But better late than never!

"Me subscribing to Yandex Music while watching everyone switch over to Spotify."

Embed:

> я оформившаяся подписку на яндекс музыку смотрю как все переходят на спотифай pic.twitter.com/jE2OvBEh60
>
> — маколей маколей калкин калкин (@posonessa_) July 14, 2020

"I go on Spotify every hour because I still can't believe it works."

Embed:

> Я захожу в спотифай каждый час потому что не могу поверить что оно работает pic.twitter.com/kLX0XPHq1o
>
> — мультифора (@eleventhkitsune) July 15, 2020

Some meme-masters likened the introduction of Spotify in Russia to a sci-fi utopian paradise, flying buses included.

"Russia when Spotify appeared."

Embed:

> россия когда появился спотифай pic.twitter.com/2Fnp9gW7Kv
>
> — гоша ☒☒ (@Iostmyhead___) July 14, 2020

"July 15, Happy Russian Spotify Day!"

Embed:

> мне этот спотифай даже снился сегодня ☒☒ pic.twitter.com/qAjl5xJkLo

— Imáni (@marrrchilly) July 15, 2020

"Spotify came to Russia in 2020."

"Russians in 2019:"

Embed:

> Спотифай появился в России в 2020 году.
>
> Русские в 2019 году: pic.twitter.com/lhCYvNGdVy
>
> — Andy V (@steppentiger) July 15, 2020

"Music across all of Russia before the introduction of Spotify."

Embed:

> Музыка во всей России до того, как здесь разрешили Спотифай pic.twitter.com/USxeudEZtg
>
> — польский п▣инц (@hifromEuropa) July 15, 2020

Spotify (looking quite buff on the left) versus VK Music, the music platform of Russian social media site VKontakte.

Embed:

> спотифай вк музыка pic.twitter.com/C8jGjRyUiO
>
> — разочарование джона сноу (@neva0911) July 15, 2020

This meme, well.....hits hard.

Spotify, depicted as Vin Diesel, takes one road, the rest of Russia's popular music apps, shown as Paul Walker, have a more unfortunate end.

Spotify has said that Russia is the world's 17th-largest market for streaming and is continuing to grow.

Embed:

> Не бейте сильно :D#Spotify @WaitSpotyRussia pic.twitter.com/JnDb7aFPUp
>
> — killmonger (@whateveryousayh) July 14, 2020

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