

# 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](https://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](https://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/kLXoXPHq1o](https://pic.twitter.com/kLXoXPHq1o)

— 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](https://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/qAj15xJkLo](https://pic.twitter.com/qAj15xJkLo)

— Imáni (@marrchilly) [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](https://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/USxeadEZtg](https://pic.twitter.com/USxeadEZtg)

— польский пинц (@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](https://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](#)

Original url:

<https://www.themoscowtimes.com/2020/07/16/russians-rejoice-at-spotifys-arrival-with-memes-a70897>