

## SoundCloud Celebrates Reaching 10 Million Milestone

*Social sound platform creates 'Story Wheel' to highlight the company's growth to 10 million sound creators*

**Berlin, Germany - 23rd January 2012** - SoundCloud, the world's leading social sound platform, today announced it has reached 10 million registered users. Over the past year the company has seen exponential growth, with an increase of over seven million users since January 2011, and will see one million new members joining in January.

To celebrate this milestone, SoundCloud has created 'Story Wheel', a new SoundCloud Labs project that allows anyone to record their own narrative around a series of images to tell a personal story. As such, co-founders Alexander Ljung and Eric Wahlforss have today launched this new feature by sharing an intimate conversation with the SoundCloud community, reflecting on their journey to date.

Launched in October 2008, SoundCloud was born of the realization that sound is an untapped territory on the Web compared to images, video, and text. The key to SoundCloud's rapid growth has been the understanding of the simplicity, breadth and potential of sound:

- **Sound is mobile:** Over 5 million official SoundCloud apps have been downloaded.
- **Sound is developing:** Over 10,000 apps being developed on SoundCloud's open platform. Recent additions include integrations with professional music creation software Pro Tools and Cakewalk.
- **Sound is more than music:** Over 3.3 million different tags show the breadth of sounds on the platform, which now includes everything from journalists & bloggers ([Robert Scoble](#)), to publishing ([Penguin Books UK](#)), to education ([Stanford](#)).

Alexander Ljung, founder and CEO of SoundCloud, said: "When Eric and I started SoundCloud, we had the vision of enabling people to create and share sound more easily and collaboratively. Today 10 million people are recognizing that vision and it makes us extremely proud and encouraged that people are supporting our mission to unmute the web."

"As we continue to work hard to innovate on our platform and API, it's the support and creativity of our community that motivate and inspire us every day," said Eric Wahlforss, co-founder and CTO of SoundCloud. "New projects like 'Story Wheel' demonstrate how placing sound as the central component of an online experience can be incredibly powerful."

[1] SoundCloud's Storywheel showcase can be viewed here: <http://storywheel.cc/alex-eric/soundcloud-story>

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**About SoundCloud**

SoundCloud, launched in 2008 by Alexander Ljung and Eric Wahlforss, is a social sound platform that lets anyone create, record, promote and share their sounds on the web, in a simple, accessible and feature-rich way. SoundCloud allows sound creators to instantly record audio; upload large files; share them publicly and privately; embed sound across websites and blogs; receive detailed analytics, plus feedback from the community directly onto the waveform player. For more information go to: <http://soundcloud.com>

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