

SoundCloud Selects Rubicon Project to Automate its Streaming Audio and Video Ad Inventory

For the First Time Advertisers are able to programmatically access SoundCloud's global audio and video inventory in one place

[SoundCloud](#), the world's leading music and audio streaming platform, and Rubicon Project (NYSE: RUBI), operator of one of the largest advertising marketplaces in the world, announced today that SoundCloud's premium audio and video ad inventory will be made available for real-time buying through Rubicon Project. Advertisers are now able to programmatically access SoundCloud's global audio and video inventory in one place, for the first time.

Utilizing Rubicon Project's leading Orders platform, brands will be able to tap into SoundCloud's audience across its multi-screen experience using a range of targeting capabilities including first-party and content-level targeting - all in real-time. Advertisers will also be able to take advantage of SoundCloud's array of deep audience insights to target its highly engaged audience.

SoundCloud reaches more than 175 million users per month globally, and its ad-supported offering is currently available in eight markets including the U.S., U.K., Ireland, France, Australia, New Zealand, Canada and Germany, with additional rollout in 2017. With 75 percent of its audience comprised of the coveted millennial and Gen Z generations, SoundCloud's connected community of creators, curators and listeners are a constant force in driving culture and creativity forward. Its differentiated product offering stands out among other music streaming services by enabling listeners to access the world's largest, most diverse range of content and creators - much of which can't be found anywhere else.

"SoundCloud's audience is loyal, influential and highly engaged," said Alison Moore, Chief Revenue Officer, SoundCloud. "Together with Rubicon Project we are now able to serve up our global audio and video inventory on one platform for the first time in an automated fashion, making it easier than ever for advertisers to share their message with the right person, at precisely the right time."

Tom Kershaw, Chief Product & Engineering Officer, Rubicon Project, commented, “Today's announcement further establishes Rubicon Project’s leadership position in programmatic audio, and underscores our ongoing commitment to providing buyers the ability to access premium, highly sought after supply at scale via automated channels regardless of ad format. We are very excited to work with a streaming audio leader like SoundCloud to open up its users to advertisers and brands seeking to leverage the many benefits of transacting their ad spend programmatically.”

About SoundCloud

SoundCloud lets people discover and enjoy the largest selection of music from the world’s most diverse creator community. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators can use the platform to instantly share their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For more information, go to: (<http://soundcloud.com/>).

About Rubicon Project

Founded in 2007, Rubicon Project’s mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world’s leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company ([RUBI](#)) headquartered in Los Angeles, California.

ABOUT SOUNDCLLOUD

As the world’s largest music and audio platform, SoundCloud lets people discover and enjoy the greatest selection of music from the most diverse creator community on earth. Since launching in 2008, the platform has become renowned for its unique content and features, including the ability to share music and connect directly with artists, as well as unearth breakthrough tracks, raw demos, podcasts and more. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators use SoundCloud to both share and monetise their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For more information, go to: [SoundCloud](#).



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