

SoundCloud Introduces Advertising in Canada Enabling Brands to Reach Music and Audio Fans

Launch Coincides with Rollout of Consumer Subscription Service, SoundCloud Go

[SoundCloud](#), the world's largest music and audio platform with 175 million monthly listeners, introduced today a range of advertising offerings that will now support its existing free service in Canada. From today, SoundCloud's free service will be supported by audio advertising, mobile interstitials, videos ads in both the horizontal and vertical video formats, promoted tracks, creator partnerships and more.

SoundCloud will expand their partnership with Triton Digital®, leading ad tech provider for the digital audio industry, for interstitials, as well as the audio ads listeners will hear when listening to content from creators who participate in the SoundCloud monetisation program.

As part of the Canadian launch of SoundCloud's monetisation program, the platform's consumer subscription service - [SoundCloud Go](#) - is now available in Canada from today. SoundCloud Go enables subscribers to opt out of advertising as well as enjoy an expanded catalogue of music and offline listening.

"The introduction of advertising in Canada allows us to further our commitment to the interests of our creator community - a community 12 million strong, which are heard each month on our platform," said Alison Moore, SoundCloud's Chief Revenue Officer. "Each time an ad is heard on SoundCloud, an artist gets paid. The addition of advertising ensures our free offering remains available alongside our new premium option, SoundCloud Go."

"We are pleased to continue to support SoundCloud's global advertising strategy by adding their Canadian audience to the exchange," said John Rosso, President of Market Development at Triton Digital. "With mobile ad spending in Canada estimated to reach \$3B in 2017, digital audio as an advertising channel is growing at a rapid pace. It's one of the only mobile-first mediums that enables brands to reach the right audience at the right time with highly-targeted messaging, which is an incredibly powerful and meaningful way to connect with listeners."

Additionally, in line with today's launch, SoundCloud has reached agreements with SOCAN and CMRRA-SODRAC Inc.

(CSI) that will enable new creative, commercial and promotional opportunities for their artists, songwriters composers and music publishers in Canada. This includes providing SOCAN and CSI's members and clients with the opportunity to generate revenue when their work is played on the platform.

SoundCloud has hosted advertising in the US since the launch of its monetisation program in August 2014, extending its commitment to remunerate artists for the work they upload to the platform. The launch of SoundCloud advertising offerings in Canada follows successful international launches in the UK, Ireland, France, Australia and New Zealand earlier this year.

To date, SoundCloud has run a variety of successful local and multi-market campaigns with top tier brands including: HBO, Pepsi, Amazon, Netflix, 20th Century Fox, Calvin Klein, Red Bull, Sonos, Heineken, Burger King, Toyota, Ford and more.

ABOUT SOUNDCLOUD

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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