

SoundCloud Launches SoundCloud Go in Germany

New consumer subscription service offers the largest and most diverse music catalogue of established and emerging artists in the world, plus an ad-free listening experience you can take offline

SoundCloud, the world's most open and authentic, people-powered streaming platform, announced today the launch of its new consumer subscription service, **SoundCloud Go**, in the country where it all began, Germany.

From the biggest names to the freshest, raw talent, SoundCloud Go gives music fans access to the largest music catalogue in the world. With more than 135 million tracks and intuitive supporting features created to enhance and discover more on SoundCloud, music fans can connect with a passionate, global community and enjoy a unique listening experience.

What you get with **SoundCloud Go**:

- When 30 million tracks just isn't enough, SoundCloud Go offers access to the biggest and most diverse music catalogue in the world featuring the biggest name established artists through to the hottest, emerging talent.
- On the train or off the grid, offline listening allows you to take your music with you wherever you go.
- An ad-free, uninterrupted listening experience.

SoundCloud Go is 9,99 € per month in Germany. iOS users can avoid the App Store surcharge (12,99 € per month) by visiting soundcloud.com/go instead.

“It's been a big year for SoundCloud, capped off with the launch of SoundCloud Go in our home country,” said Alexander Ljung, co-founder and Chief Executive Officer, SoundCloud. “Germany has been an exceptional home to SoundCloud for nearly 10 years due to its ever growing tech hub status and its incredible music scene, which have both powered and inspired SoundCloud's continued growth. With a solid audience already enjoying SoundCloud in Germany, we're excited to bring SoundCloud Go - the world's largest, most diverse music streaming service - to market.”

The free service listeners love today will remain and will now be supported by a range of advertising options as part of SoundCloud's commitment for creators to have the opportunity to be paid for the work they share.

In November, SoundCloud and ICE, the music licensing and processing service, announced an agreement which represents the online rights for the music repertoire of GEMA in Germany. The deal enables creative, commercial and promotional opportunities for their artists, songwriters, composers and music publishers in Germany, and ensures voracious lovers of music are able to access SoundCloud's ever-expanding catalogue of unique content, whilst ensuring rights holders' work is rewarded and respected.

SoundCloud's free service will be supported by audio advertising, in-stream native ads, video ads available in both the horizontal and vertical video formats, promoted profiles, creator partnerships, and more. All are designed to fit seamlessly into the SoundCloud experience and to provide brands with a variety of ways to reach a new, highly engaged audience. The introduction of advertising will ensure listeners can continue to experience SoundCloud for free, as well as offer creators the opportunity to be paid for the work they share. SoundCloud Go subscribers will be able to opt out of these ads, enjoying uninterrupted listening as part of the service.

About SoundCloud Go

SoundCloud is now available in the US, UK, Ireland, France, Australia and New Zealand, Canada and Germany via SoundCloud's existing apps on the iOS App Store and Google Play, as well as through the web at soundcloud.com. Subscribers can enjoy a 30-day free trial, after which a 9,99 € monthly subscription fee will apply. For all active Pro Unlimited creator subscribers, a discounted rate of 1,99 € will apply.

The introduction of SoundCloud Go is the next significant step in the evolution of SoundCloud's unique music ecosystem. In August 2014, the company launched its advertising program in the US to ensure its community of creators have the opportunity to earn money for the work they share with the world, and now with the addition of listener subscriptions, SoundCloud continues to build the most progressive artist remuneration system in the world. Through partnerships within the music industry, and thanks to its unrivalled position in the music streaming space, SoundCloud has made huge strides towards a unique system where all forms of creative expression - from classic tracks to new remixes - can thrive, while ensuring rights holders are respected and compensated for their work. For more information go to:

<https://soundcloud.com/go>

About SoundCloud

SoundCloud is the world's most open and authentic, people powered music streaming service in the world. Launched in 2008, SoundCloud lets people discover and enjoy the largest selection of music from the most diverse creator community. SoundCloud is renowned for the 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 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 ICE

ICE, launched in 2015, offers a flexible suite of services and has been developed from best-in-class technologies that delivers unparalleled economies of scale, speed, efficiency, accuracy and business intelligence reporting. It is the fruition of a partnership between Gema, Stim and PRS for Music, that harnesses years of combined experience in collective management, servicing and which is shaping the digital market from the outset.

The benefits are far reaching, offering solutions to all European rightsholders. The economies of scale and increased efficiencies will deliver cost saving benefits to all. The hub offers transformative benefits to new and smaller music repertoires as inclusion into the core licence enables the potential for greater access to DSPs.www.icerights.com

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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