

SoundCloud Rolls Out Advertising in Germany to Connect Brands with its Unique Community of Music and Audio Fans

Launch Coincides with Rollout of Consumer Subscription Service, SoundCloud Go

[SoundCloud](#), the world's most open and authentic, people-powered streaming service, launched today a range of advertising offerings to support its existing free service in Germany. Beginning 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.

For the launch of SoundCloud Go in Germany, SoundCloud has exclusively partnered with SkullCandy, Foodora, Zalando and Tunecore for mobile takeover, display and audio adverts that will be targeted to users within Germany from today.

Moreover, SoundCloud has expanded its partnership with AdsWizz for the audio ads listeners will hear when listening to content from creators who participate in the SoundCloud monetisation program.

"Introducing advertising to our platform in Germany enables us to further strengthen our ongoing commitment to our creator community to grow revenue, and in turn, eventually offer monetisation to everyone who shares their work on SoundCloud." said Alison Moore, SoundCloud's Chief Revenue Officer. "Additionally, today's launch now offers brands in Germany, and abroad, the ability to connect with our highly engaged audience of millennials and Gen Z in Germany, utilizing our full suite of ad products, including SoundCloud's unique native and vertical video formats."

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

In November, SoundCloud and ICE 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.

About Advertising on SoundCloud

SoundCloud kicked off its advertising program in the U.S. in August 2014, as part of its ongoing commitment to create opportunities for its more than 12 million creators heard each month on SoundCloud, to be paid for the work they share on the platform. The launch of SoundCloud's advertising offerings in Germany follows successful launches in the UK, Ireland, France, Australia, New Zealand and Canada earlier this year.

SoundCloud currently offers a range of ad products including: audio advertising, mobile interstitials, videos ads in both the horizontal and vertical video formats, promoted tracks, creator partnerships and more - giving partners a dynamic and engaging set of opportunities to connect with the more than 175 million monthly users on SoundCloud.

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

For more about advertising on SoundCloud, visit: <https://advertising.soundcloud.com/>

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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