

SOUNDCLOUD GO LAUNCHES: UNITING MUSIC'S PAST, PRESENT AND FUTURE

Subscription service offering additional content and new functionality launches in US, complementing existing SoundCloud experience

SoundCloud, the world's largest music and audio platform with 175 million monthly listeners, has unveiled SoundCloud Go, a subscription service that offers an additional layer of music and intuitive supporting features, created to complement and enhance the existing experience listeners love today. These new features include: accessing a significantly expanded catalog of the greatest established and hottest emerging artists; listening to content offline; and enjoying ad-free, uninterrupted listening of over 125 million tracks from the 12 million creators heard each month on SoundCloud.

In addition to the wealth of content that SoundCloud users are already accustomed to, SoundCloud Go gives you access to the full repertoire of artists signed to independent labels and major labels alike. Rolling out today in the US and in other territories this year, SoundCloud Go is priced at \$9.99 per month, with a free 30-day trial.

SoundCloud is renowned for the unique content and features that its community already knows and loves, including the ability to share music and connect directly with artists, as well as unearth breakthrough tracks, raw demos, podcasts and more. All of these sounds will remain available on the existing, ad-supported free service, with SoundCloud Go offered as a premium upgrade option.

As well as the introduction of this unparalleled range of music and audio content, SoundCloud Go includes offline listening, enabling you to take your favorite music anywhere. Presented in an intuitive and easy interface, SoundCloud Go provides total control over what music you choose to take offline, for all of life's 'no signal' moments.

Subscribers will also benefit from ad-free, uninterrupted listening across both the web and supporting mobile applications.

“SoundCloud Go represents our vision of the future of music streaming: a platform for creators to collaborate on; for fans to discover the latest tracks, enjoy legendary music and connect with their favorite artists; and for our unique creative community to have the opportunity to be paid for their work,” said Alexander Ljung, SoundCloud Founder and CEO. “We are proud to offer the ultimate music streaming choice for both artists and fans and, together with the music industry, enable artists at all stages of their careers to be heard on SoundCloud.”

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 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 partnering with the rest of 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 rightsholders are fairly respected and compensated for their work.

SoundCloud Go is available through SoundCloud’s existing apps on the iOS App Store and Google Play from today in the US, with other territories to follow this year. Subscribers can enjoy a 30-day free trial, after which a \$9.99 monthly subscription fee will apply for Android and web users and \$12.99 for iOS users*. For all active Pro Unlimited creator subscribers a discounted rate of \$4.99/month will apply for the first six months of their SoundCloud Go subscription. For more information go to: <https://soundcloud.com/go>

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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