

# SOUNDCLOUD GO LAUNCHES IN AUSTRALIA & NEW ZEALAND

*New subscription service offers expanded catalogue of established and emerging artists plus an ad-free listening experience you can take offline*

*Coincides with rollout of advertising on the free offering, with both monetisation streams giving creators the opportunity to be paid*

[SoundCloud](#), the world's largest music and audio platform, announced today the launch of its new consumer subscription service, [SoundCloud Go](#) in Australia and New Zealand. Following successful launches in the US, France, the UK and Ireland earlier this year, Australia and New Zealand become the first markets in the Southern Hemisphere to offer music fans the SoundCloud Go experience - an expanded catalogue of more than 135 million tracks with intuitive supporting features created to complement and enhance the existing SoundCloud experience.

The SoundCloud Go experience includes:

- In addition to the breadth of content listeners are already accustomed to, SoundCloud Go gives access to a significantly expanded catalogue of the greatest established and hottest emerging artists.
- 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 available in Australia and New Zealand on web, iOS App Store and Google Play, and priced at AU\$11.99 / NZ\$12.99 per month, with a free 30-day trial. iOS users can avoid the App Store surcharge for signing up to the service via the SoundCloud app (AU\$14.99 / NZ\$17.99 per month) by visiting [soundcloud.com/go](https://soundcloud.com/go) instead.

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 to creators to have the opportunity to be paid for the work that they share.

“SoundCloud Go unlocks access to the largest and most diverse music and audio catalogue in the world for both listeners and creators across Australia and New Zealand,” said Alexander Ljung, SoundCloud co-founder and Chief Executive Officer. “With creators at the centre of everything we do, the launch SoundCloud Go and the introduction of ads to the free service enables us to continue to build the most progressive artist remuneration system in the world, while offering listeners everything from emerging creators, new tracks from indies, global hits as well as hits in the making, all in one place.”

SoundCloud is the world’s largest audio and music streaming platform with more than 135 million tracks and more than one million albums from the biggest names, to new and emerging artists not found anywhere else. Over the last few months, SoundCloud launched several new features to give listeners even more ways to discover its massive catalogue of diverse content – from hip-hop, rock, pop, jazz, ambient, witch-hop and electronic, to new genres and sounds emerging on SoundCloud everyday. New features include:

- *Albums* allowing creators to share and organise their work, and listeners even more ways to discover, share and interact with their favourite music.
- *Stations*, a long radio-like mix of music based upon any track or artist.
- *Suggested Tracks*, to discover new favourites based on what listeners’ play and like most.

All features are available on both SoundCloud’s free offering and SoundCloud Go.

SoundCloud’s free service will be supported by audio advertising, in-stream native ads, 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**

Currently available in the US, the UK, Ireland and France, SoundCloud Go is now available in Australia and New Zealand through SoundCloud’s existing apps on the iOS App Store and Google Play, as well as through the web at [soundcloud.com](https://soundcloud.com), with further international roll out to follow this year. Subscribers can enjoy a 30-day free trial, after which an AU\$11.99 / NZ\$12.99 monthly subscription fee will apply. For all active Pro Unlimited creator subscribers a discounted rate of AU\$1.99 / NZ\$1.99/month 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 programme 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 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 rights holders are fairly respected and compensated for their work. For more information go to:

<https://soundcloud.com/go>

### **About SoundCloud**

SoundCloud, the world's largest music and audio platform, launched in 2008 by Alexander Ljung and Eric Wahlforss, lets people discover and enjoy the largest selection of music from the world's 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/>).

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#### **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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