

# SOUNDCLOUD GO LAUNCHES IN UK & IRELAND

*New subscription service offers expanded catalogue of established and emerging artists to the existing SoundCloud experience, plus new functionality*

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

SoundCloud, the world's largest music and audio platform with 175 million monthly listeners, announced today the launch of its new consumer subscription service, SoundCloud Go in the UK and Ireland. Following its successful launch in the US last month, the UK and Ireland are the first international markets to offer music fans the SoundCloud Go expanded catalogue of more than 125m tracks with intuitive supporting features, created to complement and enhance the existing SoundCloud experience. 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.

"We received an incredible response from our community of creators and listeners alike with the launch of SoundCloud Go in the US earlier this year, and we're excited to expand our offering to our listeners in the UK & Ireland," said Alexander Ljung, SoundCloud Founder and CEO. "Creators are, and always have been, at the core of everything we do at SoundCloud. And it's through this monetisation of the platform, which also includes the introduction of ads to the free service, that we will eventually enable them all to be paid for the work they share with the world."

The SoundCloud Go experience includes:

- In addition to the breadth of content that listeners are already accustomed to, SoundCloud Go gives access to a significantly expanded catalogue of the greatest established and hottest emerging artists.
- On the tube or off the grid, offline listening allows you to take your music with you wherever you go.
- An ad-free, uninterrupted listening experience to more than 125 million tracks from the 12 million creators heard each month on SoundCloud

- Available now in the UK and Ireland on web, iOS App Store and Google Play, and priced at £9.99 and €9.99 per month respectively, with a free 30-day trial

Additionally from today, 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 that 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, SoundCloud Go is now available today in the UK & Ireland through SoundCloud's existing apps on the iOS App Store and Google Play, as well as through the web at [soundcloud.com](http://soundcloud.com), with further international roll out to follow this year. 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 £4.99/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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