

# SoundCloud Expands its Consumer Subscription Offering with New, Mid-Priced Plan

Multiplan subscription offering now includes SoundCloud Go and SoundCloud Go+

- The new, on-demand, mid-priced plan, SoundCloud Go, is priced at \$4.99
- The SoundCloud Go+ plan, launched last year as SoundCloud Go, is SoundCloud's premium subscription plan priced at \$9.99 per month

\*To view the enclosed product video, click [here](#).

**New York, February 28, 2017** - In a move to offer [SoundCloud](#)'s highly engaged, on-the-go audience more choice in how they experience SoundCloud, the company announced today its new, mid-priced subscription plan that takes SoundCloud's ad-supported offering offline and ad-free for \$4.99\* per month. Beginning today, SoundCloud's mid-priced subscription plan becomes [SoundCloud Go](#), while SoundCloud's existing premium music subscription plan, launched last year as SoundCloud Go, is now [SoundCloud Go+](#).

*"SoundCloud's unique mix of content, much of which can't be found anywhere else, is an incredibly attractive offering for music lovers who are at the forefront of what's happening now and driving what's next in music. SoundCloud Go answers the call from our users who want the ability to take the huge catalog of content found in SoundCloud's free, ad-supported offering with them anytime, anywhere, without interruptions, at a very affordable price. And at the same time, we're now giving users who haven't made the jump into a music subscription plan, a robust, fully on-demand option at an accessible price."*

— Alison Moore, Chief Revenue Officer at SoundCloud

The new SoundCloud Go plan marks a music industry first by offering a fully on-demand, mid-priced music streaming subscription. [SoundCloud Go](#) lets listeners discover, stream and share a constantly expanding mix of more than 120 million tracks from established and emerging artists, offline and ad-free for \$4.99\* per month. [SoundCloud Go+](#), formerly known as SoundCloud Go, is SoundCloud’s premium subscription offering which gives subscribers full access to more than 150 million tracks, ad-free, offline with no previews for \$9.99\* per month. Additional exclusive product features for SoundCloud Go+ will be announced later this year.

*“SoundCloud offers the largest, most diverse mix of established and emerging artists, all in one place. Now with three ways to experience SoundCloud: SoundCloud’s free, ad-supported offering, SoundCloud Go and SoundCloud Go+, users have even more freedom to choose the features and content they want, at the price that fits their budget. By expanding our offering, we not only enhance the experience for listeners on the platform, but also unlock new revenue opportunities to further expand our creator-payout program.”*

— Alex Ljung, co-founder and Chief Executive Officer at SoundCloud

## A SoundCloud music experience for everyone

### SoundCloud Free

- ✓ Discover, stream and share a constantly expanding mix of music from established and emerging artists
- ✓ 120M+ tracks
- Offline listening
- No ads
- Millions of premium SoundCloud Go+ tracks
- No previews

NEW

### SoundCloud Go

- ✓ Discover, stream and share a constantly expanding mix of music from established and emerging artists
- ✓ 120M+ tracks
- ✓ Offline listening
- ✓ No ads
- Millions of premium SoundCloud Go+ tracks
- No previews

BEST VALUE GO+

### SoundCloud Go+

- ✓ Access the world's largest music streaming catalog, a constantly expanding mix from established and emerging artists
- ✓ Full access to all 150M+ tracks
- ✓ Offline listening
- ✓ No ads
- ✓ Millions of premium SoundCloud Go+ tracks
- ✓ No previews

SoundCloud Go and SoundCloud Go+ are available through SoundCloud's existing apps on the iOS App Store, Google Play or by logging on to [soundcloud.com/go](https://soundcloud.com/go) in the US, UK, Ireland, France, Australia, New Zealand, Canada and Germany. Users can sign up for a free, 30-day trial of SoundCloud Go or SoundCloud Go+, after which a monthly subscription fee applies: SoundCloud Go is \$4.99\* (web/Android)/\$5.99\* (iOS) per month, and SoundCloud Go+ is \$9.99\* (web/Android)/\$12.99\* (iOS) per month. iOS users can avoid the App Store surcharge by visiting [soundcloud.com/go](https://soundcloud.com/go) instead.

*\*For local pricing, please visit [soundcloud.com/go](https://soundcloud.com/go), iOS App Store or Google Play*

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## **About SoundCloud**

SoundCloud lets people discover and enjoy the largest selection of music from the world's most diverse creator community. 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:

[\(http://soundcloud.com/\)](http://soundcloud.com/).

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### 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](https://soundcloud.com/).



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