

SoundCloud Introduces SoundCloud Go and SoundCloud Go+ in the Netherlands

- *New consumer subscription offering gives music fans more ways to enjoy SoundCloud*
- *SoundCloud Go is 5.99 € per month, SoundCloud Go+ is 9.99 € per month*

Tuesday, March 28th, 2016 – Today, [SoundCloud](#) is giving music fans in the Netherlands more ways to access and enjoy the world’s largest, most diverse music catalog with the introduction of its new consumer subscription offering. Beginning today, SoundCloud’s mid-priced subscription plan, [SoundCloud Go](#), and its premium subscription plan [SoundCloud Go+](#) are now available in the Netherlands. SoundCloud’s subscription plans give music fans the ability to enhance their listening experience with the freedom and flexibility to choose the content and features they want, at the price that fits their budget.

“SoundCloud gives music fans access to the largest and most diverse music catalog available” said Alison Moore, Chief Revenue Officer, SoundCloud. “The introduction of subscriptions in the Netherlands gives music fans three ways to dive into the SoundCloud experience and the flexibility to choose a streaming solution that suits their budget best. The Netherlands is home to a buzzing music community and we’re excited to provide them with access to an unduplicated catalog of music available anytime, anywhere.”

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 they share.

This means there are now three ways to enjoy SoundCloud:

- **SoundCloud Free:** Free, ad-supported offering that gives music fans access to SoundCloud’s ever-evolving mix of more than 120 million tracks from established and emerging artists from around the world.
- **SoundCloud Go** (5.99 € per month): The mid-priced subscription plan that gives listeners access to the ever-evolving mix of more than 120 million tracks available in SoundCloud’s free offering, ad-free and offline.

- **SoundCloud Go+** (9.99 € per month): The premium subscription plan that gives subscribers full access to SoundCloud with an expanded catalog of more than 150 million tracks, ad-free, offline with 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. 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 5.99 € (Web/Android)/ 7.99 € (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 instead.

SoundCloud's free service will be supported by audio advertising, in-stream native ads, video ads available in both horizontal and vertical formats and more. All are designed to fit seamlessly into the SoundCloud experience and 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 and SoundCloud Go+ subscribers will be able to opt out of these ads, enjoying uninterrupted listening as part of the service.

SoundCloud Go and SoundCloud Go+ are currently available in the US, UK, Ireland, France, Australia, New Zealand, Canada, Germany and the Netherlands.

About SoundCloud

SoundCloud is a catalyst for creativity, powered by a connected community of creators, listeners and curators who are on the pulse of what's new, now and next in music and creative culture. As the home to the world's most diverse creator community and the largest music streaming catalog available, SoundCloud lets you stream, share, discover and influence global music culture. For more information, go to: (<http://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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