SoundCloud Launches Advertising Business in the Netherlands

Introducing audio, video and mobile ad-products to the free service, plus a range of creative brand solutions

Launch coincides with rollout of new consumer subscription offerings: SoundCloud Go and SoundCloud Go+

Tuesday, March 28th, 2017 – Today, SoundCloud, the world's leading music and audio streaming platform, is making it easier for brands to connect to its unique community of music and audio fans via a range of advertising offerings. Beginning today, SoundCloud's free offering will be supported by audio advertising, mobile interstitials, videos ads in both the horizontal and vertical video formats and promoted content. In addition, SoundCloud is offering a portfolio of premium content and experiential brand solutions designed to seamlessly fit into and complement the SoundCloud experience.

"SoundCloud is the go-to platform for Gen Z and millennial listeners and creators in the streaming space because we enable a truly connected community that is defining music culture," said Alison Moore, Chief Revenue Officer, SoundCloud. "SoundCloud is uniquely positioned to extend this authentic engagement to brands through our full suite of ad products and content solutions that not only amplify a brand's story but help transform brands into drivers of culture."

SoundCloud has partnered with Amsterdam based WebAds to power display advertising and TargetSpot for the audio advertising listeners will hear on the platform. Additionally, SoundCloud has expanded its partnership with Rubicon Project to serve targeted video and audio advertising in the Netherlands.

The launch of advertising on SoundCloud coincides with the rollout of its consumer subscription offering: the mid-priced consumer subscription plan, SoundCloud Go, and the premium subscription plan, SoundCloud Go+. SoundCloud Go gives access to an ever-expanding mix of over 120 million tracks available in SoundCloud's free ad-supported tier, offline and ad-free while SoundCloud Go+ gives subscribers access to the world's largest collection of more than 150 million tracks of best-selling and emerging music, offline and ad-free.

About Advertising on SoundCloud

SoundCloud kicked off its advertising program in the U.S. in August 2014, as part of its ongoing commitment to create opportunities for its more than 12 million creators heard each month on SoundCloud, to be paid for the work they share on the platform. The launch of SoundCloud's advertising offerings in the Netherlands follows successful launches in the UK, Ireland, France, Australia, New Zealand,Canada and Germany last year.

SoundCloud currently offers a range of ad products including: audio, video (both vertical and horizontal formats), promoted content (tracks, playlists, albums, profiles), mobile interstitials - giving partners a dynamic and engaging set of opportunities to connect with the more than 175 million monthly users on SoundCloud.

To date, SoundCloud has run a variety of successful local and multi-market campaigns with top tier brands including: Amazon, Netflix, 20th Century Fox, Calvin Klein, Red Bull, Sonos, Heineken, Burger King, Toyota, Ford and more.

For more about advertising on SoundCloud, visit: https://advertising.soundcloud.com/

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