

# SoundCloud's Video and Display Inventory Now Available on Google DoubleClick Ad Exchange

**Tuesday April 17, 2018** -- SoundCloud, the world's largest open audio platform, today announced its video and display inventory are now available on the Google's DoubleClick platform. The integration brings SoundCloud's highly engaged millennial and Gen Z audience to the largest global ad exchange platform, making it easy for brand advertisers to connect with the tastemakers who are driving what's new, now and next in music culture.

Advertisers now have the ability to purchase pre-roll and in-feed video and display units on the exchange through private marketplace (PMP) and programmatic guaranteed (PG) for a simple, full-service solution.

Brands can select from a range of targeting capabilities including first-party and content-level, such as genre, playlist, song and artist. SoundCloud's deep audience insights enable advertisers to share their message with the right person at the right time, creating engaging and powerful brand connections with the unique SoundCloud audience.

"Our goal is to make it as easy as possible for brand partners to reach and create connections with the highly influential and engaged community on SoundCloud," says Megan Hartman, Global Programmatic Lead, SoundCloud. "Integrating with DoubleClick helps us achieve this goal, delivering our premium inventory programmatically on a global scale."

SoundCloud's ad-supported offering is currently available in nine markets including the U.S., U.K., Ireland, France, The Netherlands, Australia, New Zealand, Canada and Germany. As the world's largest open audio platform with over 177 million tracks available, SoundCloud is the first choice for creators and listeners to share and discover the world's music and audio. With 60% of the audience comprised of the millennial generation, the SoundCloud community is driving what's new, now and next in music culture.

## About SoundCloud

SoundCloud is the world's largest open audio platform, 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 share, discover and influence global music culture. For more information, visit: [soundcloud.com](https://soundcloud.com). Follow us on Twitter, Facebook, Instagram via @SoundCloud, or @SoundCloudForBrands on Twitter. [www.press.soundcloud.com](https://www.press.soundcloud.com)

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