

SoundCloud and Noisey Partner to Help Emerging Artists Grow their Careers with New Program SoundCloud x Noisey Singles

Program unites two of the world's biggest brands in music and culture, and extends SoundCloud's First On SoundCloud campaign to introduce emerging artists to millions of new fans worldwide

Continuing to build on its "[First On SoundCloud](#)" campaign launched in March, [SoundCloud](#), the world's largest open audio platform, today announced it has partnered with Noisey, VICE's music and culture channel, to launch SoundCloud x Noisey Singles. The new program will offer extensive audio, video, editorial and event support to celebrate the premiere of new tracks from independent artists in SoundCloud's direct monetization program, SoundCloud Premier. The tracks, selected and curated by both media brands, will launch first on SoundCloud and Noisey, and will be supported with:

- **Featured placement throughout SoundCloud:** Playlisting and promotion across SoundCloud app, SoundCloud.com and social channels.
- **Editorial coverage on Noisey:** Each artist will be featured on Noisey.com and their social channels.
- **Fan listening parties:** Custom events connecting artists and fans to debut new tracks.
- **Original video content:** Creation of original, premium video content including a full-length music video and a behind-the-scenes interview with each artist.
- **Multi-channel media support:** Off-platform media support for each track, including paid media channels.

"SoundCloud is the foundational partner for artists today, and we are passionate about supporting and empowering them so they can reach new heights in their careers," said Megan West, Vice President, Content and Community. "Building upon our "First On SoundCloud" campaign in March, we saw so much momentum around the artists who participated, and could not be more excited to continue to celebrate and support emerging talent through this new partnership with Noisey--an incredible brand who shares our passion for music and culture."

“At Noisey, we have always gone out of our way to discover young, rising musicians and give them a platform early in their careers,” said Trevor Silmser, Publisher, Noisey. “SoundCloud has always shared a similar vision, and we’re excited to partner with them to give up-and-coming artists a new way to be heard.”

The program kicks off in late June, and a new artist will be featured each month throughout 2018.

Artists eligible to participate are existing members of SoundCloud Premier with a previously unreleased track ready to launch.

The SoundCloud x Noisey Singles series adds to the growing list of marketing and promotional opportunities SoundCloud offers to members of its SoundCloud Premier program.

[SoundCloud Premier](#) is SoundCloud’s monetization and development program for artists. The program empowers artists to control their careers by combining a leading revenue sharing rate, direct access to their audience to promote tracks and connect with fans worldwide in real-time, plus exclusive marketing and promotional opportunities to help them reach fans on and off the platform.

Premier members and alumni represent an incredible range of artists shaping music culture including [Chance the Rapper](#), [Kali Uchis](#), [Lil Uzi Vert](#), [\\$UICIDEBOY\\$](#), [Alina Baraz](#), [Towkio](#), [Louis the Child](#), [Lil Yachty](#), [blackbear](#), [MadeinTYO](#), [Metro Boomin](#) and many more. The combined accolades of SoundCloud Premier artists to date include 14 GRAMMY Awards nominations, 10 MTV Video Music Awards nominations, three BRIT Awards nominations, 41 albums hitting the Billboard 200, and 122 tracks charting in Billboard’s Hot 100.

SoundCloud Premier remains invite-only, and is rapidly expanding to include many more artists in 2018. Artists can express their interest in the program by visiting:

<https://soundcloud.com/you/premier>.

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. Follow us on Twitter, Facebook, Instagram via [@SoundCloud](https://twitter.com/SoundCloud), or [@SoundCloudForBrands](https://twitter.com/SoundCloudForBrands) on Twitter. press.soundcloud.com

About Noisey

VICE started Noisey in 2011 as a way to document new and exciting music across the globe — from pop's heavy-hitters to tiny garage bands and everything in between. Since then, Noisey has grown into one of the most successful music brands on the planet, boasting the most popular music documentaries on the web, its own TV show on VICELAND, and more. Through in-depth reporting and incisive storytelling, Noisey uses music as a lens to investigate the movements, scenes, and stories that drive our culture.

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