

SoundCloud Expands “First On SoundCloud” Campaign to the U.K. and Germany

Campaign features artists hailing from both countries who started their careers on SoundCloud

Artists around the world can continue to participate by uploading tracks to SoundCloud with the hashtag #SCFIRST

Tuesday, June 19th, 2018, NEW YORK-- Building on the success of the US launch in March, SoundCloud, the world’s largest open audio platform, announced today the expansion of its “First On SoundCloud” campaign to the U.K. and Germany--the home to two of SoundCloud’s most prolific creative cities in Europe, London and Berlin.*

The expanded campaign will spotlight emerging talent within the dance/electronic and hip hop communities who got their start on SoundCloud. Artists [Claptone](#), [Jan Blomqvist](#), [Jay Prince](#), [Little Simz](#), [Lotic](#) and [Peggy Gou](#) will be featured throughout the SoundCloud app, social, newsletters and out of home advertising at Berlin’s Schlesische Strasse and Friedrichshain; and Ebor Street and Great Eastern Street Gallery in London’s Shoreditch neighborhood.

Creators everywhere can continue to upload original tracks to the platform and tag it #SCFIRST for a chance to be promoted across SoundCloud playlists, social mentions, newsletters and blog, plus fast track consideration for monetization in SoundCloud Premier and partnership opportunities.

“We are excited to expand the “First on SoundCloud” campaign to Europe to celebrate top emerging talent from the U.K. and Germany's dance/electronic and hip hop communities, who began their careers on SoundCloud first,” said Kerry Trainor, Chief Executive Officer, SoundCloud. “Both genres and geographies play an indispensable role in driving SoundCloud's thriving creator community today.”

Meet the featured artists in the “First On SoundCloud” European campaign:

Claptone: Claptone has become one of the biggest names in house music, known for DJ sets underpinned by supple grooves and colored with real soul. Recognized as the #1 house DJ in DJ Mag's Top 100 DJs Poll, 2017 saw him play over 260 shows, bringing his "The Masquerade" event to stages from Los Angeles to Ibiza, as well as performing at festivals including Tomorrowland, Melt Festival, Elrow at Amnesia Ibiza, and Green Valley in Brazil. Claptone released his latest album, Fantast, in June, which dives deeper into his very own musical realm, with charismatic vocalists and an enchantingly beautiful feel. Listen to Fantast [here](#).

Jan Blomqvist: Jan Blomqvist's heartfelt, tech-infused house tracks and melancholy pop aesthetic have turned him into one of Germany's most easily accessible dance music exports. The track "Stil vor Talent," released in 2011, kickstarted his career and since then, he's performed over 567 gigs in seven years around the world--most memorably Fusion Turmbühne in 2014 and the robot heart stage at Burning Man in 2016. He released his debut album, Remote Control, in 2016 and in May 2018 Blomqvist released part one of his latest album Disconnected. Listen to his latest album [here](#).

Jay Prince: Jay Prince, a SoundCloud Premier artist, has quickly become one of the U.K.'s hip hop scene's fastest rising stars. The East London rapper, who released his first project "BeFor Our Time" on SoundCloud in 2015, has worked with a number of well-known collaborators including Mura Masa, Avelino and Aminé in addition to supporting Chance the Rapper on the European leg of his Magnificent Coloring World Tour. In March 2018, Prince dropped his latest EP, Cherish. Listen to Cherish [here](#).

Little Simz: Part of SoundCloud Premier, Little Simz is one of the most hyped artists right now. Known for her uptempo style of rapping and incredible lyrical storytelling, she released her independent debut album in 2015, A Curious Tale of Trials + Persons. Most recently, she released Stillness in Wonderland in 2017 and was crowned Breakthrough Artist of the Year at the BBC's Worldwide Awards. Little Simz is set to debut her latest project this summer. Listen to Little Simz [here](#).

Lotic: Houston-born and Berlin-based producer Lotic is known for their inquisitive intensity, and are one of the most buzzworthy names in future-facing electronic music. Lotic is a resident artist of Berlin's infamous Janus collective and was tipped by Björk as one to watch. Their upcoming debut album, Power, explore unexpected new spaces both compositionally and, for the first time, vocally, and is grounded in their love of Texan marching bands. Listen to "Hunted," the new single from Power, [here](#).

Peggy Gou: South Korean-born and Berlin-based Peggy Gou has quickly become one of the fastest growing, most talked about breakout talents in club music, known for her signature MPC led rhythm, and combination of playful curiosity and open musical experimentation. Gou released four EPs across three labels in 2016, followed by a relentless touring schedule in 2017, and this year released her latest EP, *Once*, in March via Ninja Tune. Listen to “It Makes You Forget (Itgehane),” the lead single and instant summer anthem from *Once*, [here](#).

About “First On SoundCloud”

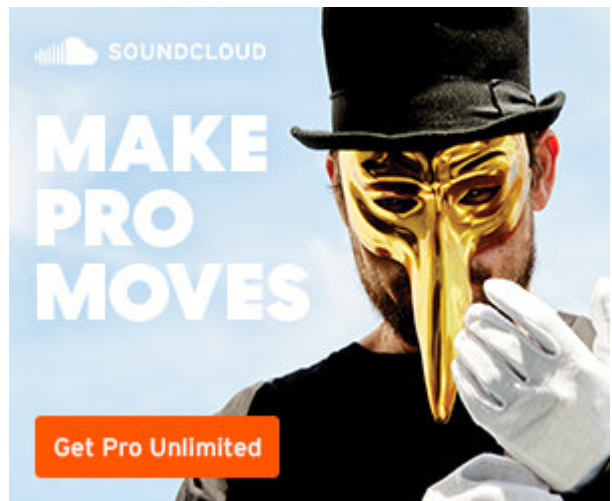
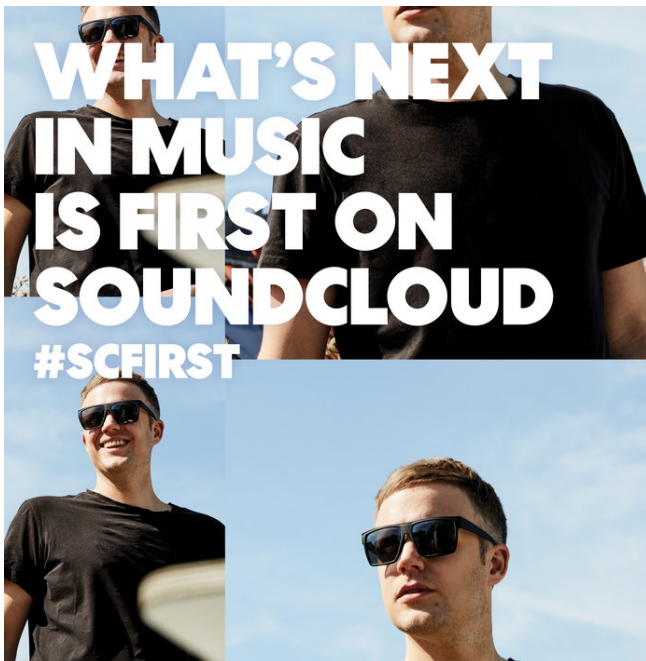
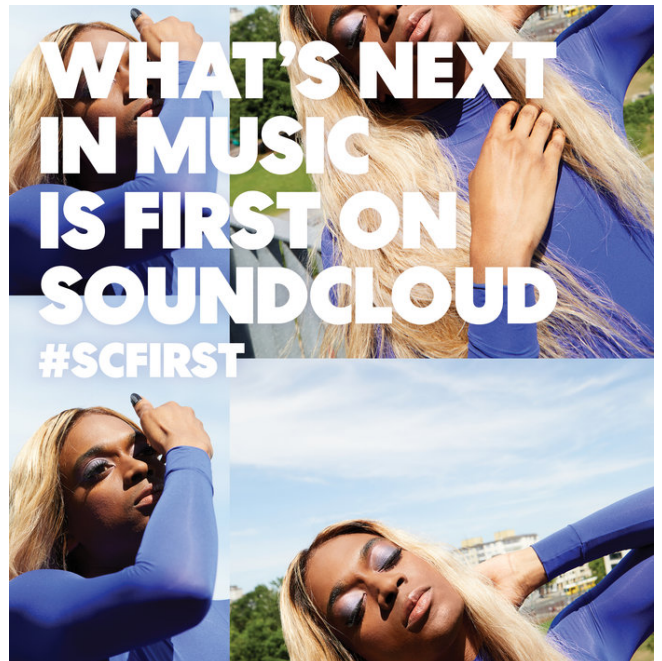
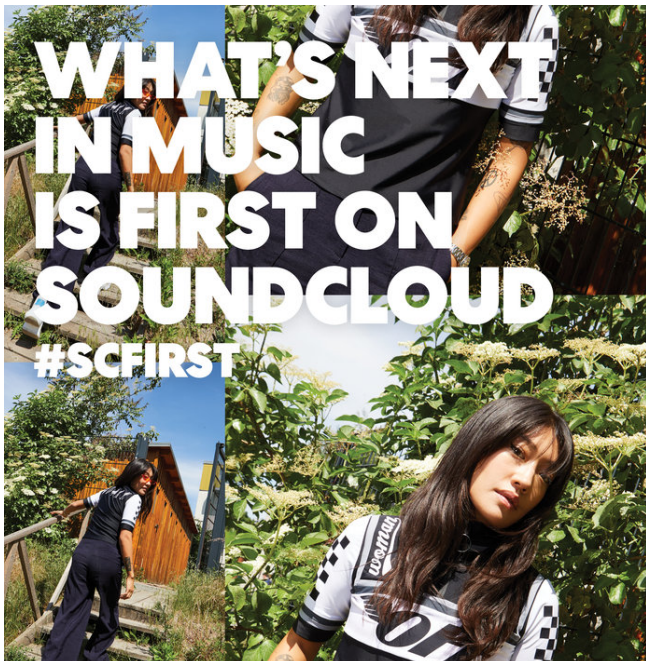
Introduced in the U.S. in March 2018, SoundCloud’s “First On SoundCloud” campaign spotlights emerging talent on the platform through new music, video and photography, and empowers all creators to upload to SoundCloud and be heard.

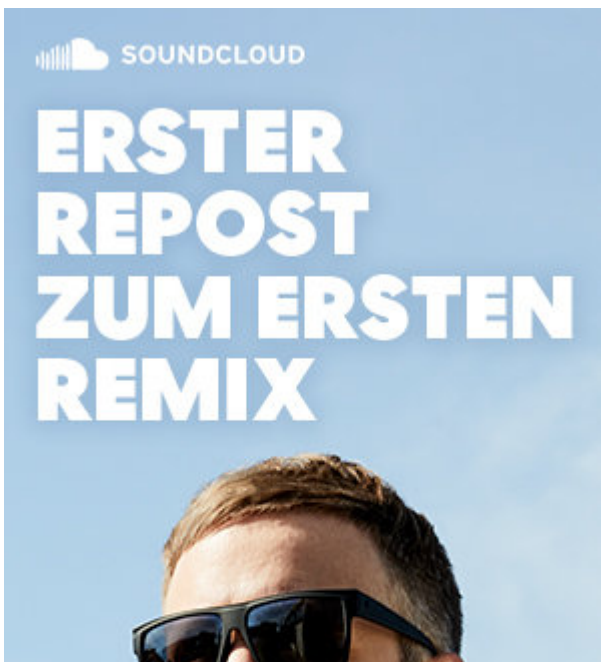
About SoundCloud

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, or @SoundCloudForBrands on Twitter.

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**Data pulled from SoundCloud’s 2017 Playback, [here](#).*





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