

SOUNDCLOUD RENEWS EXCLUSIVE UK ADVERTISING PARTNERSHIP WITH DAX

Wednesday, October 3rd, London UK-- [SoundCloud](#), the world's largest open audio platform, today announced a new deal broadening its agreement with [DAX](#), the world's most advanced audio sales platform. DAX will continue to be SoundCloud's exclusive sales partner in the UK, offering advertisers the ability to reach SoundCloud's young, highly-engaged and influential audience.

DAX has been working exclusively with SoundCloud in the UK market since 2016 following the launch of SoundCloud's advertising programme in the UK and Ireland.

“Through DAX, brands in the UK are able to reach SoundCloud's differentiated audience who are eager to discover what's next in music is first on SoundCloud,” said Michael Weissman, Chief Operating Officer, SoundCloud. “We are excited to continue our relationship with DAX, leaning into their incredible reach and capabilities, as we continue to build out our ad supported service and accelerate growth in the UK -- one of our most important markets.”

Ollie Deane, director of commercial digital at Global, said: “Our ambition with SoundCloud is to give advertisers opportunities to align their brand with popular and undiscovered music loved by millions of listeners on SoundCloud. DAX continues to grow at a phenomenal rate and programmatic advertising is becoming the preferred choice by many advertisers and producers. With a huge music streaming catalogue available on SoundCloud, this renewed partnership enables advertisers to reach new audiences at scale and drive brand awareness.”

Advertisers in the UK can access SoundCloud's inventory programmatically and direct through DAX. Created by Media & Entertainment group, Global, DAX is the world's most advanced audio sales platform, with sophisticated capabilities, which allow advertisers to measure the performance of their digital audio ad campaigns.

Technology from DAX enables brands to create personalised and dynamic audio campaigns which can target SoundCloud's audience based on a variety of factors such as age, gender, location, preferred listening genre and device type – including voice activated devices.

About SoundCloud

SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud's mission is to empower the world's audio creators with the best tools, services and resources to build and grow their careers. With over 180 million tracks and 10 million creators heard each month across 190 countries, what's next in music is first on SoundCloud.

About DAX:

DAX is the world's largest digital audio advertising platform giving advertisers access to an audience of 160 million people worldwide. Publishers with inventory on DAX include SoundCloud, TuneIn, HowStuffWorks, Global's Capital and Radio X and Bauer Media's Kiss. DAX is the world's most sophisticated digital audio advertising platform with unrivalled technical capabilities. DAX teams operate in the UK, US, France and Germany. DAX was developed and launched by Global, the Media & Entertainment group, in 2014.

About Global:

Global is one of the world's leading Media & Entertainment groups and Europe's largest radio company. With a portfolio of some of the largest and most respected media brands and music events, Global reaches more than 32 million people every week including 25 million on the radio alone. Global is the second biggest festival company in the UK. The company headquarters is in London's iconic Leicester Square and Global has more than 1,600 people working at 32 broadcast centres and offices around the UK, the US and in France and Germany. Ashley Tabor OBE is Founder & Executive President, Stephen Miron is Group CEO, Richard Park is Group Executive Director & Director of Broadcasting and Lord Allen is Chairman. Tabor created Global in 2007.

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