

SoundCloud and Dubset Partner to Develop Next-Generation Approach to Clearing Remixes to Unlock More Value for Creators and Rights Holders

Research and development partnership kicks-off later this year

(October 19, 2018, Amsterdam, Netherlands) -- SoundCloud and Dubset announced today a partnership to test and develop next-generation approaches to clearing remixes on SoundCloud.

Utilizing Dubset's technology, the companies will focus on enabling faster rights clearances, attribution and monetization for both content creators and rights holders. The partnership will kick off later this year with an invite-only beta program for individual remixes, and the companies will work together to extend the program to include full DJ sets over time.

"Music culture is constantly evolving, and what's next often can't be found on mass streaming services," said Kerry Trainor, Chief Executive Officer, SoundCloud. "We are excited to partner with Dubset to continue developing ways to attribute rights for remixes and other innovative content on SoundCloud."

"SoundCloud is where content creators live. It is the most important platform on the planet for creators and the ultimate partner for Dubset," says Stephen White, CEO Dubset Media Holdings. "Mixes and remixes not only establish incremental new revenue for artists and composers, they have proven over and over to be powerful music discovery growth tools, consistently driving growth in plays of the original track as well. We are very excited to bring Dubset's clearance capabilities to SoundCloud's users."

Dubset's platform analyzes content from music creators identifying the use of original recordings within remixes, samples, mixes, assigning full rights to the original rights holders and claiming all revenues from the new content for those artists and composers. Dubset currently performs its services for thousands of label and publishing rights holders (majors and indies) claiming new royalties for over 35 million pieces of original music.

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 empowers the world's audio creators with the best tools, services and resources to build and grow their careers. With over 190 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.

About Dubset Media Holdings, Inc.

Dubset (www.dubset.com) is a media technology company solving the challenges associated with identification and royalty collection for catalog sampling within mix, remix, and other User Generated Content. Through its innovative MixBANK™ platform and MixSCAN® technology and built on transparency, control, and simplicity, Dubset is powering a new wave of content distribution opening one of the most under monetized vaults of music in the world today. Dubset is headquartered in San Francisco with offices in New York, and Los Angeles.

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