

SOUNDCLOUD EXPANDS EXCLUSIVE ADVERTISING PARTNERSHIP WITH DAX TO CANADA

Thursday March 7, 2019, TORONTO -- [SoundCloud](#), the world's largest open audio platform, announced today an expanded advertising agreement with [DAX](#), the world's most advanced audio advertising platform from [Global](#), to include Canada. Through the exclusive agreement, advertisers in Canada will have the opportunity to reach SoundCloud's highly-engaged and influential audience.

DAX is already SoundCloud's exclusive sales partner in the UK through an agreement that has been in place since 2016.

“Brands in Canada now have the opportunity to reach SoundCloud's unique audience of tastemakers who are driving what's next in music culture, exclusively through DAX,” **said Michael Weissman, Chief Operating Officer, SoundCloud.** “DAX has been a great partner to SoundCloud in the UK for years. Now, with this expanded deal, we're able to leverage its leading technology and deep sales abilities to support the continued growth of our ad supported service in the Canadian market.”

Chris Nimigon, Chief Revenue Officer, DAX Canada, said: “We're pleased to broaden our working relationship with SoundCloud to give advertisers in Canada further opportunities in digital audio. Our ambition is to help advertisers optimize their audio campaigns and learn more about their audiences through our unique technology, Listener Insight ID. Since launching in Canada, DAX continues to grow at an exceptional rate and we're all very excited to bring SoundCloud's huge catalogue of audio content to our clients and partners.”

Advertisers in Canada will be able to access SoundCloud's audio inventory programmatically and directly, exclusively through DAX. In addition, advertisers will be able to learn more about their audiences through sophisticated data targeting technology and DAX's unique audio attribution measurement tool – Listener Insight ID.

Advertisers run hundreds of audio advertising campaigns on DAX, targeting audiences based on a variety of factors such as age, gender, location and preferred listening genre.

[Global](#), the Media & Entertainment group, acquired the digital audio sales division of Canadian based Audio Streaming Solutions Provider, leanStream, to launch DAX in Canada in November 2018. The move brought the world's most sophisticated digital audio advertising platform to Canada, giving advertisers in the country a way reach millions of people streaming music, podcasts and digital radio through premium publisher brands.

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 200 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.

About DAX

DAX is a pioneering digital audio advertising platform. DAX connects advertisers with an audience of 125 million people worldwide listening to music streaming services, digital radio and podcasts. Premium publisher brands with inventory on DAX in Canada include SoundCloud, TuneIn, 8tracks and Accuradio. DAX was created by Global, the Media & entertainment group and launched in the UK in 2014. DAX launched in the U.S. in 2017 and in Canada in 2018.

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 brands reach more than 32 million people every week including 25 million on the radio alone. Global recently entered the Out of Home sector in the UK, with major acquisitions of Primesight and Outdoor Plus, making Global outdoor one of the leading Outdoor companies in the UK with over 35,000 sites reaching 95% of the UK population. Global is also the second biggest festival company in the UK. The company headquarters is in London's iconic Leicester Square. 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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