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# SoundCloud Partners with Southern Cross Austereo For Exclusive Ad Sales Representation In Australia

**March 20, 2019, Melbourne** -- SoundCloud, the world's largest open audio platform, and Southern Cross Austereo (SCA) announced today an exclusive advertising partnership in Australia. Through the new agreement, SCA will serve as the single point of contact for advertisers in the market to reach SoundCloud's young, highly engaged and influential audience.

“Australia is a key market for SoundCloud. We look forward to offering advertisers more opportunities to reach our audience of tastemakers who are driving what's next in music culture,” said **Michael Weissman, Chief Operating Officer, SoundCloud**. “With SCA as our dedicated partner, we'll be able to leverage their incredible reach and leading sales support team as we continue to grow our service in Australia.”

**Brian Gallagher, Chief Sales Officer at SCA**, said “The partnership with SoundCloud will enhance SCA's ability to provide advertisers with extraordinary reach in the digital audio space. We are looking forward to bringing real scale to the digital audio marketplace with our combined offering.”

The digital audio market is seeing significant growth with the recent IAB Audio State of the Nation Survey stating that 84% of buyers intend to invest in Digital Streaming Audio in 2019. As one of Australia's leading media companies, SCA reaches 95% of the country with assets in television, radio, digital and podcasts. Through SCA, buyers can now reach a wealth of niche music audiences with SoundCloud, in addition to the mainstream radio fans SCA already helps buyers to reach through its massive network.

SoundCloud's audio and video inventory will be available programmatically and directly, exclusively through SCA beginning April 1st.

**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 Southern Cross Austereo**

SCA is Australia's biggest entertainment company with the ability to reach more than 95% of the Australian population through its radio, television and digital assets. Led by the Triple M and Hit Networks, SCA owns 78 radio stations plus an additional 7 digital radio stations across metropolitan and regional Australia, and represents an additional 34 regional radio stations. SCA broadcasts 86 free to air TV signals across regional Australia with Nine Network, Seven Network and Network Tens programming. SCA's premium audio and visual brands are supported by leading social media, live events, video, online and mobile assets that deliver national and local entertainment and news content. With unparalleled expertise in audio content creation, SCA has developed a new Australian podcasting network, offering listeners original on-demand audio via the PodcastOne website and app.



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