



🕒 26 March 2019, 11:47 (EDT)

SoundCloud and Targetspot Announce Exclusive Advertising Partnerships in France, Germany and The Netherlands

March 26th, 2019, Brussels -- SoundCloud, the world's largest open audio platform, together with Targetspot, the most advanced independent digital audio advertising platform, announced today exclusive advertising partnerships in France, Germany and The Netherlands.

The exclusive agreement expand the existing partnership between the two companies in each of these markets.

“Since launching our ad-supported businesses in France, Germany, and The Netherlands, Targetspot has been a great partner, helping us make it easy for advertisers locally to connect with our young, influential audience who are passionate music lovers,” said **Michael Weissman, Chief Operating Officer, SoundCloud**. “This new exclusive agreement continues to provide advertisers Targetspot's best-in-class experience when purchasing SoundCloud's advertising inventory, and helps us continue to grow in these markets.”

“Together, SoundCloud and Targetspot have a great and successful history and we are very pleased to broaden this partnership. As a leader in audio, SoundCloud is an invaluable brand being the only creator-driven ecosystem in the music streaming category. Combined with our leading expertise and innovating technology in digital audio advertising, it is the perfect match for advertisers!”, states **Erik Portier, Chief Revenue Officer**.

Available as of March, advertisers in France, Germany and The Netherlands can access SoundCloud's audio and video inventory programmatically and directly, exclusively through Targetspot.

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 Targetspot

Targetspot is the world's most advanced independent digital audio advertising platform with global presence. It is a broad and cross-device platform (desktop, mobile and connected devices) that connects top national, regional, and local advertisers to a worldwide audience of more than 160 million people. Targetspot provides its own operating technology and superior targeting capabilities. The group is a pioneer in programmatic and provides a premium inventory with exclusive publishers.

Targetspot is part of AudioValley grouping Radionomy Group, Jamendo and Storever.

Press contacts:

Targetspot: Caroline Dupuis, press@targetspot.com

SoundCloud: Cullen Heaney, press@soundcloud.com

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SoundCloud