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# SoundCloud Launches Promote on SoundCloud, the Newest Tool for Creators to Grow Their Audiences

**November 12, 2019, New York, NY** -- Today, SoundCloud is introducing Promote on SoundCloud, a new self-service promotional tool for SoundCloud Premier creators to boost their original tracks to the top of listeners' feeds and mobile homepages. Promote is the latest addition to SoundCloud's Premier program, which now offers independent creators full-stack capabilities to share and promote tracks directly to fans on SoundCloud in real-time, distribute releases to their audience across all major music services worldwide, and get paid for plays both on SoundCloud and on other services, all from their SoundCloud accounts.

With Promote on SoundCloud, creators can set their own budget and choose from a variety of advanced targeting options to help drive track plays, reach more diverse listener groups and build real-time, interactive connections with their fans. The power of promotion is in the hands of creators whenever they want to elevate new tracks, fuel excitement for upcoming album releases, or build local market buzz in advance of tour dates.

"Promote on SoundCloud is an important addition to SoundCloud Premier, which offers creators wide distribution, more earning potential, and now, a way to proactively promote their music on SoundCloud," said **Gilles BianRosa, Chief Product Officer, SoundCloud**. "By promoting on SoundCloud, creators get the added benefit of combining Promote on SoundCloud reports with SoundCloud stats to see comprehensive engagement data, a unique capability for creators who choose SoundCloud."

SoundCloud Premier now offers independent creators:

- **Direct connection with fans:** Likes, comments, follows and reposts in real-time from SoundCloud's global community of tastemakers and trendsetters.
- **Leading revenue share:** SoundCloud meets or beats other music streaming services.

- **Free distribution:** Seamlessly add distribution into all major music services worldwide, at no additional cost.
- **Fast payouts:** Creators get paid directly each month.
- **Targeted Promotion:** Be seen where your fans are listening with targeted promotion directly on SoundCloud.

To learn more about SoundCloud Premier, including Promote on SoundCloud, visit [creators.soundcloud.com/premier](https://creators.soundcloud.com/premier).

### **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 25 million creators heard in 190 countries, what's next in music is first on SoundCloud.

### **About SoundCloud Premier**

SoundCloud Premier is SoundCloud's monetization, distribution and promotion program for eligible independent creators. It empowers creators with the tools to instantly monetize and promote their original music on SoundCloud, and distribute seamlessly to all major music services worldwide without leaving the SoundCloud platform. With SoundCloud Premier, creators keep 100% of their rights and unlock the power of SoundCloud at no additional cost as an eligible Pro or Pro Unlimited subscriber. For more information, creators can visit [creators.soundcloud.com/premier](https://creators.soundcloud.com/premier).

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SoundCloud