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SoundCloud Launches Fifth Installment of Artist Discovery Program “First on SoundCloud”

Campaign celebrates emerging creators who got their start on SoundCloud and helps them connect with new fans

Featured artists include Che Lingo, Christelle Bofale, Shenseea, and Object Blue

Tuesday, May 12, 2020, NEW YORK -- Today, SoundCloud champions a new wave of emerging talent from around the globe--Che Lingo, Christelle Bofale, Shenseea, and Object Blue--in the fifth installment of its “First on SoundCloud” campaign. SoundCloud’s annual creator discovery program shines a light on the most promising new acts building their careers on SoundCloud, and gives them a platform to accelerate their success.

Since its inception in 2018, “First on SoundCloud” has introduced some of the most exciting emerging talent to the world. Previously featured artists have gone on to receive Grammy Awards nominations (Kehlani), build their own labels and Vogue-backed fashion brands (Peggy Gou), and release award-winning albums while staying independent (Little Simz).

Spanning genres and hailing from China, Jamaica, the U.K., and the U.S., the latest installment of “First on SoundCloud” artists represent the million of creators heard on SoundCloud every month, and the accelerating global shift toward creators developing their craft, their audiences, and their businesses directly online. This year’s campaign shines a light on the core ethos of SoundCloud creators: a DIY mentality, strong work ethic, and close connections with their communities.

Beginning today with Southwest London rapper and MC Che Lingo, and rolling out through the summer, SoundCloud will tell the inspiring story of each artists’ musical journey through a multi-dimensional creative campaign rolling out across the SoundCloud ecosystem.

“We launched “First on SoundCloud” in 2018 to amplify the voices of talented emerging artists on SoundCloud and help them connect with new fans,” said **Anthony Gabriele, SVP of Subscriptions and Marketing at SoundCloud**. “Now in its fifth edition, we’re excited to elevate this new class of creators who span genres and geographies, and embody the originality and DIY ethic that are core to the SoundCloud creator community.”

All creators have the opportunity to be part of “First on SoundCloud”. Creators can upload their original tracks to the platform and tag them with #SCFIRST for a chance to be selected for promotional support across the SoundCloud community. Those selected could be featured in SoundCloud’s social feeds, newsletter, and blog to millions of followers.

Meet the featured artists in the “First On SoundCloud” campaign:

Che Lingo: Growing up West London in the crux of the UK Rap/Grime scenes, Rapper and MC Che Lingo’s magic lies in his ability to fuse his melodic rap style and intense lyricism with eclectic flows; encompassing all the best elements of what UK Urban music has to offer.

Christelle Bofale: Being the first American born in her family, Christelle infuses hints of her Congo heritage into various aspects of her music, bridging the musical influences of the diaspora with juxtaposed elements of indie rock, soul and jazz respectively.

Shenseea: Shenseea grew up singing in a church in Jamaica. Finding musical influences in Spice, Lady Saw, and Vybz Kartel, Shenseea is quickly becoming a celebrated fixture in Jamaica’s dancehall scene.

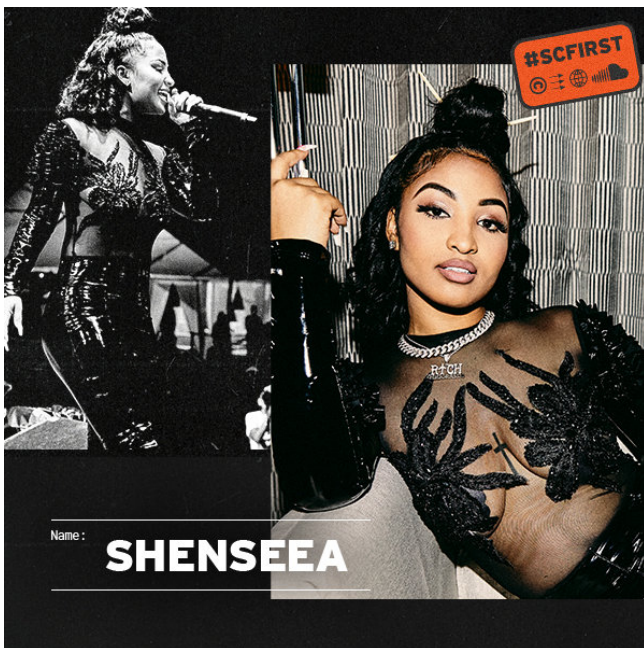
Object Blue: Born in Japan, and relocated to a suburb of Beijing at 6, DJ and Producer Object Blue was impacted by the "symphonic bleeps" of tech-filled Tokyo and by Beijing’s "endless construction noise". But she found most of her influences further afield, citing a love for the polyrhythms of Ivory Coast drumming, the R&B stylings of Aaliyah, and the electronic boundary pushing of Bjork.

About “First On SoundCloud”

Spanning hip-hop, electronic and pop, artists promoted in First in SoundCloud represent some of the biggest emerging names in music and up-and coming artists. Introduced in the U.S. in March 2018, the UK and Germany in June 2018 and continued globally in March 2019, SoundCloud’s “First On SoundCloud” campaign, now in its fourth installment, celebrates and spotlights emerging talent on the platform through new music, video and photography, and empowers all creators to upload to SoundCloud and be heard.

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.





SoundCloud