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SoundCloud Introduces Fan-Powered Royalties

A Game-Changing New Pay Model for Independent Artists

New York, NY -- March 2, 2021 -- In an industry-first move, SoundCloud, the next-generation music entertainment company, announced today the introduction of fan-powered royalties, a more equitable and transparent way for emerging and independent artists to earn money on SoundCloud. Fan-powered royalties are a new model of payouts that is driven directly by an artist's fan base. With this move, each listener's subscription or advertising revenue is distributed among the artists that they listen to, rather than their plays being pooled - benefiting rising independent artists with loyal fans.

"Many in the industry have wanted this for years. We are excited to be the ones to bring this to market to better support independent artists. SoundCloud is uniquely positioned to offer this transformative new model due to the powerful connection between artists and fans that takes place on our platform," said **Michael Weissman, Chief Executive Officer, SoundCloud**. "As the only direct-to-consumer music streaming platform and next generation artist services company, the launch of fan-powered royalties represents a significant move in SoundCloud's strategic direction to elevate, grow and create new opportunities directly with independent artists."

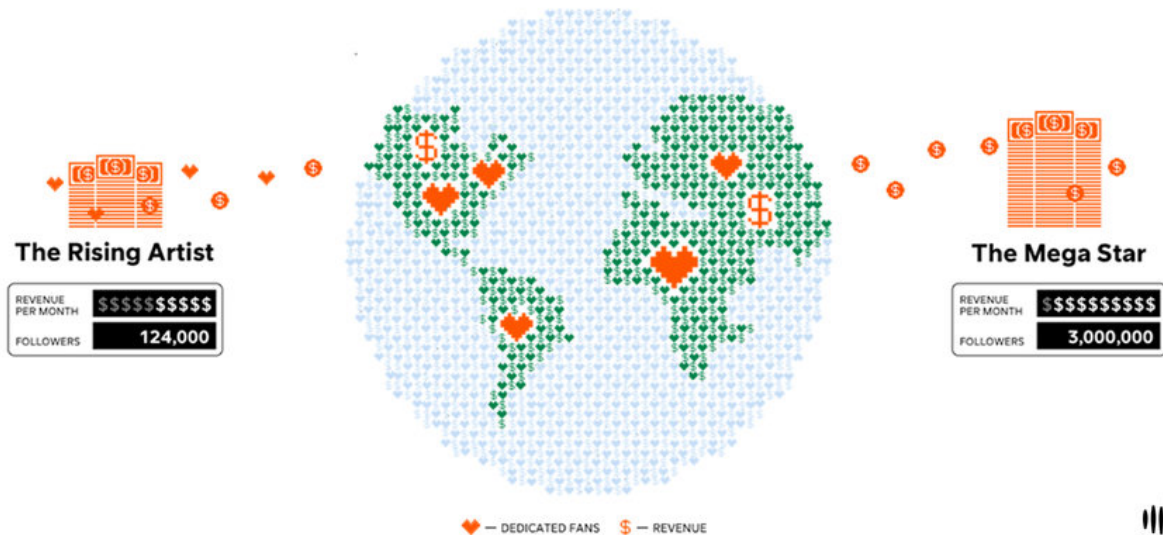
Fan-powered royalties levels the playing field for independent artists by tying payouts to fandom. Artists are now better equipped to grow their careers by forging deeper connections with their most dedicated fans; and, in turn, fans can directly influence how their favorite artists are paid. Fan-powered royalties reflect feedback from the independent artist community on SoundCloud who want equitable payouts, transparency, and control over their own careers.

The nearly 100,000 independent artists monetizing directly on SoundCloud through SoundCloud Premier, Repost by SoundCloud or Repost Select will benefit from fan-powered royalties beginning on April 1, 2021. The roll-out of fan-powered royalties is backed by an extensive artist education campaign and direct, ongoing outreach with the independent artist community and industry partners.

To learn more about fan-powered royalties visit fanpoweredroyalties.com. To learn more about monetization on SoundCloud visit <https://community.soundcloud.com/monetizing-tracks>.

How fan-powered royalties work

You get paid based on your dedicated fans' actual listening habits. The more fans listen on SoundCloud, and listen to your music, the more you get paid.



ABOUT SOUNDCLOUD

SoundCloud is a next-generation music entertainment company, powered by an ecosystem of artists, listeners, and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud is an artist-first platform empowering artists to build and grow their careers by providing them with the most progressive tools, services, and resources. With over 250 million tracks from 30 million creators heard in 190 countries, the future of music is SoundCloud.

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SoundCloud

