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‘The Lookout by SoundCloud’ Launches Exclusively on SiriusXM’s Hip-Hop Nation

SoundCloud’s trendsetting playlist franchise amplifying the next generation of breakout hip-hop stars extends as a weekly show beginning today

New York, NY April 22, 2021--SiriusXM and SoundCloud, leading platforms for music discovery, are collaborating to amplify the hip-hop superstars of tomorrow with The Lookout by SoundCloud, launching exclusively on SiriusXM’s Hip-Hop Nation (ch. 44).

Originating and extending from one of SoundCloud’s most popular and influential [playlists](#), The Lookout by SoundCloud will provide a new, unique home for early hip-hop discovery on SiriusXM’s Hip-Hop Nation. Surfacing breaking hip-hop artists who are launching their careers on SoundCloud, the program will introduce listeners to some of the most exciting emerging hip-hop talent driving the future of music before they reach mainstream stardom. Music journalist Sowmya Krishnamurthy, a familiar and influential voice in hip-hop, as well as SoundCloud curator, will serve as host of the weekly show.

Since launching on SoundCloud in 2019, The Lookout has quickly grown to become the premiere destination for discovering the hottest next generation of rising stars in hip-hop before hearing them anywhere else. Elevating artists bubbling up on the platform and championed by the community as well as standout emerging talent hand-selected by SoundCloud’s curators and tastemaker music teams, The Lookout has spotlighted some of today’s biggest artists in hip-hop before they became household names including Pop Smoke, Megan Thee Stallion, Roddy Ricch, Lil Tecca, Rod Wave and more.

“The Lookout connects new, rising artists to listeners who are eager to discover what’s brand new and hot in music before everyone else -- helping the artists gain traction through new fans and build their profiles,” says **Caiaffa, Interim Head of Music at SoundCloud**. “As part of SoundCloud’s commitment to helping artists grow their careers both on and off the platform, we couldn’t be more excited to join forces with SiriusXM to launch The Lookout by SoundCloud and introduce some of the hottest emerging hip-hop talent on SoundCloud to a new audience on SiriusXM’s Hip-Hop Nation.”

“SiriusXM has historically been at the forefront of championing new artists first on radio,” said **Scott Greenstein, President and Chief Content Officer, SiriusXM**. “We are thrilled to work with SoundCloud, a like-minded platform that values artist discovery as much as we do, to bring one of their most popular playlists to life on one of our premiere hip-hop channels, with The Lookout by SoundCloud. This show will unearth the freshest new artists and keep our listeners on the pulse of hip-hop.”

The Lookout by SoundCloud will launch tonight at 9 p.m. ET on SiriusXM’s Hip Hop Nation and will be available to listeners nationwide on SiriusXM radios (channel 44) and on the SiriusXM app. The show will continue to air weekly on Thursday’s at 9 p.m. ET and rebroadcast on Saturdays at 2 p.m. ET and Sundays at 11 p.m. ET.

For more information, please visit: <http://siriusxm.us/TheLookout>

Subscribers can listen online, on-the-go with the SiriusXM app, and with Amazon Alexa, the Google Assistant or however they stream at home. Go to www.siriusxm.com/ways-to-listen to learn more.

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.

About Sowmya Krishnamurthy

Sowmya Krishnamurthy is a music journalist and pop culture expert with over a decade of experience covering hip-hop for outlets like Billboard, Village Voice, XXL, NY Magazine, BET, Complex and Rolling Stone. As one of the foremost women in hip-hop journalism, she has profiled artists including Travis Scott, J. Cole, A\$AP Rocky and Drake and emerging rappers as they were breaking like Lil Uzi Vert, Rico Nasty, Pop Smoke, Bobby Shmurda and A Boogie wit da Hoodie. She was a host on MTV's Hip-Hop POV roundtable and has been an expert commentator for CNN, VH1, MSNBC, E! and VH1. She has appeared on-air on Hot 97, Sway In The Morning, SiriusXM, NPR and BBC and created and hosted XXL's Shot Callers podcast which featured in-depth conversations with music industry insiders.

She currently curates hip-hop at SoundCloud--including the popular Drippin and The Lookout playlists--and is working on the forthcoming book Fashion Killa: How Hip-Hop Revolutionized High Fashion (Gallery Books/Simon & Schuster).

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora's properties reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

(((SiriusXM)))

CHANNEL 44: HIPHOP NATION



THURSDAY - 9PM ET

THE LOOKOUT BY  SOUND CLOUD

Click [HERE](#) for a sneak peek of the show.

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SoundCloud