

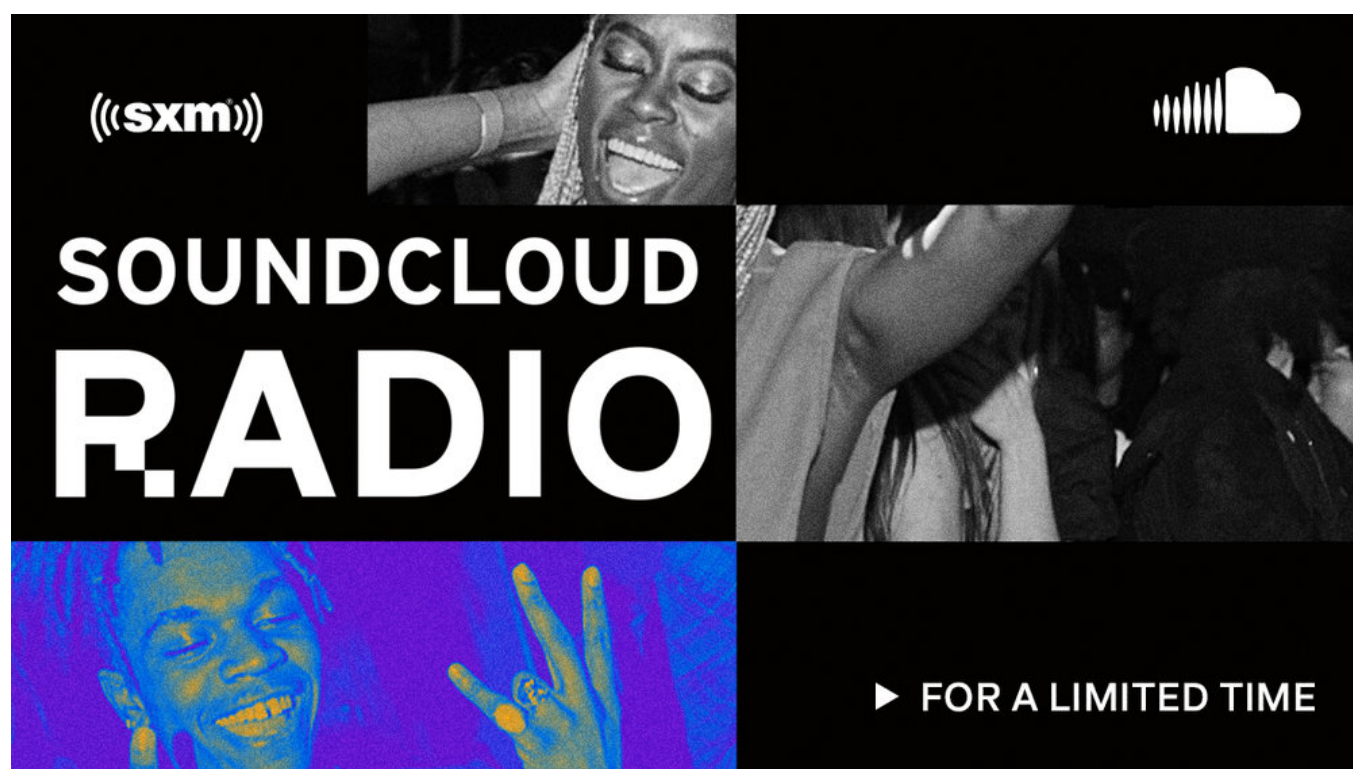


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# Turn up the Volume! SiriusXM Launches 'SoundCloud Radio'

**Featuring the Biggest Names in Hip-Hop to Tomorrow's Breakout Stars Starting Today, September 1**

**SiriusXM and SoundCloud expand music discovery partnership with 24/7 hip-hop channel featuring [Megan Thee Stallion](#), [Trippie Redd](#), [Rod Wave](#), [Denzel Curry](#) & more**



**New York, NY - September 1, 2021** - SiriusXM and SoundCloud announced the launch of SoundCloud Radio, starting today on the SXM App. SoundCloud Radio is a new limited-engagement channel featuring all the SoundCloud hip-hop hits that paved the way and the new tracks driving culture today.

SoundCloud Radio's exclusive window captures what's hot and happening right now in music on SoundCloud. SoundCloud Radio is specially curated to highlight both the biggest names and new releases from the artists who came up on SoundCloud, such as [Megan Thee Stallion](#), [Trippie Redd](#), [Doja Cat](#), [Lil Tecca](#), [NLE Choppa](#), [CJ](#), and introducing the most exciting emerging talent in hip-hop today before they reach mainstream stardom, [Rico Nasty](#), [Lil Tecca](#), [Roddy Ricch](#), [YoungBoy Never Broke Again](#), [Don Toliver](#), [Lil Tjay](#), [Rod Wave](#), [Denzel Curry](#), [Fase Yoda](#) and [more](#).

SoundCloud Radio follows the cross-over success of SoundCloud's trend-setting hip-hop music show on SiriusXM's Hip-Hop Nation, The Lookout by Soundcloud. Listeners, artists and fans are eager to hear, share and engage more with what's happening today in hip-hop and a first-listen into what's next.

Star rapper, [Lil Tecca](#), who just dropped his sophomore album, *We Love You Tecca 2*, said about the launch of SoundCloud Radio, "Being an artist that grew up listening to SoundCloud and uploading my first songs on the platform that are some of my biggest to this day it's crazy and exciting to be one of the first artists on the SoundCloud channel on SiriusXM. Thank you SC."

Louisiana rapper, [Fase Yoda](#), who is already garnering millions of views and streams with his newly released first single 'Butterflies', said, "I've been working so hard for the last few years and to hear the first song I ever drop on the radio [The Lookout by SoundCloud on SiriusXM] was mind blowing! SoundCloud is always looking out for us new artists and I can't wait to watch other fire and deserving artists get the same opportunity for radio exposure. It inspires me to go harder and make better music for more people to hear!"

"With The Lookout by SoundCloud driving new music discovery for artists we are hyped to be partnering once again with SiriusXM on the launch of SoundCloud Radio," said Caiaffa, Interim Head of Music, SoundCloud. "The influence of SoundCloud's young, diverse community of artists and fans in breaking music is unmatched and SoundCloud Radio is one more way to share their influence and incredible talent with even more fans."

The channel begins today, and airs through September 30th, available anytime online or on the SXM App. SoundCloud Radio will be available on satellite and in vehicles, on channel 105 from September 8 - 17.

Subscribers are able to listen to SoundCloud Radio online, on-the-go with the SXM App, and at home on a wide variety of connected devices including smart TVs, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to [www.siriusxm.com/ways-to-listen](http://www.siriusxm.com/ways-to-listen) to learn more.

'The Lookout by Soundcloud,' hosted by SoundCloud curator Sowmya K., airs weekly at 9 pm ET on SiriusXM's Hip-Hop Nation, (ch. 44), with encores on Saturday 2pm ET and Sunday 11pm ET.

To listen to SoundCloud Radio please visit: <https://siriusxm.us/soundcloudradioSXM>

### **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 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](http://www.siriusxm.com).

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