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# Splice and SoundCloud Launch New Artist Development Program for Emerging Creators

**New York, New York, Oct. 26, 2021** -- Music creation platform Splice and leading music entertainment company SoundCloud, have joined forces to launch Nova, a new program designed to elevate emerging music creators.

Open to unsigned Splice and SoundCloud music creators, the partnership starts with a series of contests across the Splice and SoundCloud communities. Splice is set to release twelve Nova Artist Packs - collections of signature sounds, loops, and samples - starting January 2022, and artists can enter the first contest launching today [here](#).

Within its creator ecosystem, Splice has a formidable, international community of producers, sound designers and music creators - working with a library of over 2 million pre-cleared [samples](#). This is the first time Splice has opened sound-packs to their users, previously they were only available to established sample labels and creators; the likes of Murda Beatz, WondaGurl, Travis Barker, Chad Hugo, George Clinton and Boi-1da.

SoundCloud, where many of today's most influential artists and producers launch their careers, is home to over 30 million creators including some of the most promising next-gen talent pushing music culture forward. Four winners will be handpicked by teams at Splice and SoundCloud to receive SoundCloud's enhanced marketing and distribution services to support breaking artists. These custom services include dedicated account management, professional marketing and promotion, industry-leading distribution to all major streaming services and monetization, and support from Soundcloud for their next project including \$20K marketing spend.

**Splice's Chief Music Officer, Maria Egan** says, "We're opening the doors to our most talented users and leveraging our global producer community to amplify these creators. The power of our platform, alongside this incredible partnership with SoundCloud, will give artists a unique opportunity to kick start their careers."

“As leaders in new music discovery and creator empowerment, SoundCloud and Splice share the same DIY ethos to elevate the emerging artists and thriving communities found on our platforms who are driving music culture forward,” says **Jeff Ponchick, Vice President and Head of Creator, SoundCloud**. “The Nova program combines our unique capabilities, music expertise and scale to offer new opportunities for artists, creators and fans to come together to grow careers and break new artists.”

**About Splice:** Splice is cultivating the essential ecosystem for music creation with innovative audio products that inspire and enable artists. With sounds, skills and connected instruments - Splice is meeting the needs of a new generation of musicians and creators, alongside a diverse and trusted library of over 2 million pre-cleared samples. Splice is a global community of producers, innovators and musicians, offering creative solutions for creative challenges.

**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.

