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# NBA® 2K22 and SoundCloud Team Up for the Annual ‘2K Beats: The Search’ to Discover the Next Generation of Talent

*Emerging artists have the opportunity to be solidified in video game history with their original songs added to the [NBA® 2K22](#) soundtrack*

**New York, New York, Nov. 17, 2021** -- 2K today announced the third annual ‘2K Beats: The Search’ to discover new musical talent in partnership with [SoundCloud](#), a next-generation music entertainment company. The global music search kicks off on November 17\* and is calling for artists to submit their original music for the opportunity to have their songs heard by [NBA® 2K22](#) players from all over the world.

“The NBA 2K soundtrack has evolved in recent years as a true platform for music discovery, where our players can experience tracks from new and aspiring musicians to some of the biggest global superstars out there,” said **David Kelley, Senior Manager of Global Partnerships and Music Licensing at 2K**. “This year, we are collaborating with SoundCloud, a top discovery platform for independent music and a leader in the industry as one of the most artist forward platforms out there. By joining forces with them, NBA 2K is looking to inspire these artists to create new music that has an impact and gives them the potential opportunity to be heard by millions of our players. We’ve seen incredibly diverse and amazing talent uncovered through ‘2K Beats: The Search’ already, and we can’t wait to hear what’s next.”

“SoundCloud’s role in breaking music and connecting a young, diverse, and influential community of artists and fans is unrivaled. Coupled with the NBA 2K soundtrack, a top place to uncover what’s new in music, ‘2K Beats: The Search’ offers artists on SoundCloud an incredible opportunity to reach a wider audience and engage with new fanbases,” said **Shauna Alexander, Global Vice President of Brand Partnerships at SoundCloud**. “This is the perfect first of many opportunities to collaborate on expanding avenues for new music discovery for both SoundCloud and NBA 2K.”

Emerging artists can submit their original music to 2K and SoundCloud on the [official '2K Beats: The Search' website](#), and SoundCloud Repost artists can submit through the Pitch to Partners tab. Additionally, to get even more visibility for their music, aspiring artists can tag @NBA2K and @SoundCloud with #2KBeatsTheSearch on social media. Winning artists will be added to the NBA 2K22 soundtrack in 2022.

Follow [@NBA2K](#) and [@SoundCloud](#) on Twitter, Instagram and Facebook for the latest updates.

\*No purchase necessary. Must be 18 years or older and a legal resident of an eligible jurisdiction. Contest ends December 15, 2021 at 11:59 p.m. ET. Void outside the eligible jurisdictions and where prohibited. See Official Rules [nba.2k.com/2k-beats/the-search/](https://nba.2k.com/2k-beats/the-search/) for complete details, including eligible jurisdictions/restrictions.

Visual Concepts is a 2K studio. 2K is a wholly owned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

### **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 275 million tracks from 30 million creators heard in 190 countries, the future of music is SoundCloud.

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