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SOUNDCLOUD RENEWS EXCLUSIVE AGREEMENT WITH ADSWIZZ IN 14 EUROPEAN MARKETS

April 6, 2023 -- SoundCloud and AdsWizz today announced the renewal of their exclusive agreement for AdsWizz to sell SoundCloud’s audio advertising inventory in Ireland, France, Germany, the Netherlands, Belgium, Italy, Portugal, Spain, Switzerland, Austria, Denmark, Finland, Norway and Sweden. Through 2024, AdsWizz and its regional sellers will continue to serve as the exclusive sales representative for advertisers seeking to reach SoundCloud’s young, highly engaged, and diverse audience. The renewed advertising relationship is expected to offer buyers access to SoundCloud’s growing European footprint and the opportunity to seamlessly run campaigns across Europe.

The agreement continues to leverage AdsWizz’s technology, including its programmatic marketplace and other innovative ad-tech solutions. Since 2021, SoundCloud’s inventory has more than doubled — giving advertisers more access to SoundCloud’s global community of over 40 million engaged artists and creators — and SoundCloud has adopted AdsWizz’s SDK, an ad-tech solution that powers data-driven advertising capabilities and interactive ad formats, including ShakeMe, which allows listeners to engage with an ad by shaking their phone.

“We’re thrilled to extend our relationship with SoundCloud and continue to help advertisers engage the platform’s global — and growing — audience of listeners and creators,” said Brieuc Verwilghen, VP, Head of Commercial Partnerships & Strategy, EMEA & APAC at AdsWizz. “As SoundCloud has doubled its audience in Europe and adopted even more of AdsWizz’s ad tech in the last two years, there are major opportunities for brands to access data and ad formats across streaming, video, and custom.”

"Continuing the relationship with AdsWizz is not only exciting but critical to global audience reach and engagement," said Vanessa Baria, VP, Revenue Partnerships & Operations at SoundCloud. "This relationship extension allows for continued leverage of AdsWizz technology to support the growth of our ad-supported services across Europe and gives advertisers access to SoundCloud's ever-growing global community of artists and music fans."

Advertisers can access SoundCloud ad inventory through any major DSP, including AdsWizz's DSP, AudioMatic, as well as through direct IO buys or the AdsWizz Marketplace.

SXM Media, the combined sales group of SiriusXM, will continue to serve as the exclusive advertising representative for SoundCloud in the U.S. into 2024.

About SoundCloud

SoundCloud is a music company powered by an ecosystem of artists, fans and curators leading what's next in music. 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 320 million tracks from 40 million artists, the future of music is SoundCloud.

About AdsWizz

AdsWizz, a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally. From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

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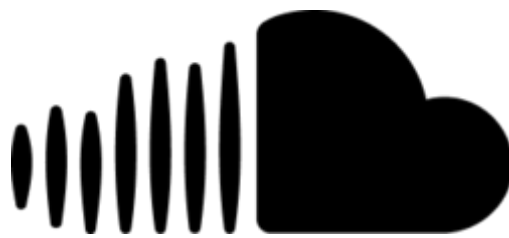
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