

June 23, 2025



SoundCloud Extends Exclusive Agreement with AdsWizz in 14 European Markets

June 23, 2025 – SoundCloud and AdsWizz Inc. today announced the renewal of their long-standing exclusive agreement for AdsWizz to sell SoundCloud's audio advertising inventory in 14 European markets: Germany, France, Netherlands, Belgium, Ireland, Italy, Sweden, Denmark, Spain, Switzerland, Austria, Portugal, Finland, and Norway. Through 2025, AdsWizz and its regional sales representatives will serve as the exclusive audio sales representative for advertisers seeking to reach SoundCloud's young, highly engaged, and diverse audience; AdsWizz also has additional non-exclusive access to SoundCloud's video and display inventory. The renewed advertising relationship, dating back to 2021, will give buyers continued access to SoundCloud's growing European audience and premium audio inventory.

The agreement continues to leverage AdsWizz's technology, including its programmatic marketplace and innovative ad-tech solutions. Since 2021, SoundCloud's inventory has more than doubled – giving advertisers increased access to SoundCloud's global community of over 50 million global users^[1] and 20 million creators^[2]. SoundCloud has also adopted new AdsWizz targeting solutions that will improve its advertising capabilities, such as mood targeting, which enhances ad relevance by allowing advertisers to match audio campaigns with a targetable music mood.

"We're thrilled to extend our exclusive agreement and continue connecting advertisers with SoundCloud's growing and passionate global audience of creators and music fans," said Paul Brown, VP, European Business & Operations at AdsWizz. "This is a major opportunity for brands to reach new, engaged, and diverse audiences in Europe, while leveraging our contextual targeting, measurement, and ad tech capabilities."

"Renewing our deal with AdsWizz reflects SoundCloud's continued investment in the growth of our ad-supported business across Europe," said Jonathan Kopitko, Senior Director, Global Partnerships at SoundCloud. "As our global community of artists and fans expands, this collaboration ensures we're delivering meaningful opportunities for advertisers to connect with engaged, culturally relevant audiences—powered by innovative technology that enhances both targeting and reach."

Advertisers can access SoundCloud's audio ad inventory through major DSPs, including AdsWizz's DSP, AudioMatic, as well as through direct insertion orders or the AdsWizz Marketplace.

SiriusXM Media, the combined sales group of SiriusXM, will continue to serve as the exclusive advertising representative for SoundCloud in the U.S. through 2025.

^[1]ComScore Media Matrix, Nov 2024

^[2]SoundCloud 1P Data, 2025

About SoundCloud

SoundCloud empowers artists and fans to connect and share through 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 400+ million tracks from 40+ million artists, the future of music is SoundCloud.

About AdsWizz

AdsWizz Inc., 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.