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# Pandora Launches 'The Lookout by SoundCloud'

## New Station on Pandora Expands Distribution of SoundCloud's Trendsetting Playlist Spotlighting The Next Wave of Hip Hop Superstars

OAKLAND, Calif., Oct. 15, 2021 /PRNewswire/ -- Pandora and SoundCloud are joining forces to bring fans music from the hip hop superstars of tomorrow with '**The Lookout by SoundCloud**', a new station available on Pandora. The station will feature songs heard on the SiriusXM show of the same name, which airs on SiriusXM's Hip-Hop Nation (Ch. 44) and is hosted by music journalist Sowmya Krishnamurthy. Listen to 'The Lookout by SoundCloud' on Pandora [HERE](#).



'The Lookout by SoundCloud' on Pandora will feature new artists weekly like **Toosii, Sheff G, Metro Marrs, Young Devyn, \$NOT, Dro Kenjo, Cico P, Flo Milli, Nevi, SoFaygo, Isaiah Rashad, Sleepy Rose**, and more.

"With a hit slot on SiriusXM's Hip-Hop Nation and now a new home on Pandora, SoundCloud's top playlist, 'The Lookout', is the go-to source with the largest digital audio reach for fans to discover the best in breaking hip hop," says **Caiaffa, Interim Head of Music at SoundCloud**. "Joining forces with Pandora to expand 'The Lookout by SoundCloud' amps up our shared commitment to help the emerging hip-hop artist

community to get heard and discovered."

Rising rapper [Toosii](#) shared, "I've got a lot of love for SoundCloud going back to the beginning of my career. It's a place where I discovered a lot of music, and I was able to use it to introduce everyone to what I'm doing. They continue to show incredible support."

Originating and extending from one of SoundCloud's most popular and influential [playlists](#), 'The Lookout by SoundCloud' will provide a space for Pandora listeners to explore the next wave of breaking hip hop artists. Since launching on SoundCloud in 2019, 'The Lookout' has quickly grown to become the premiere destination for discovering the hottest next generation of rising stars in hip hop before hearing them anywhere else. Elevating artists bubbling up on the platform and championed by the community as well as standout emerging talent hand-selected by SoundCloud's curators and tastemaker music teams, 'The Lookout' has spotlighted some of today's biggest artists in hip hop before they became household names including **Pop Smoke, Megan Thee Stallion, Roddy Ricch, Lil Tecca, Rod Wave** and more.

### **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. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, sports, talk, news, comedy, entertainment and podcasts. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales organization, which operates as SXM Media, leverages its scale, cross-platform sales organization and ad tech capabilities to deliver results for audio creators and advertisers. 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).

### **About Pandora**

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

### **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.

**Source: SiriusXM**

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