



## MIXCLOUD AND WARNER MUSIC GROUP ANNOUNCE DIRECT LICENSING DEAL

### *New Partnership Supports Creators via Upcoming Channel Subscriptions*

**New York & London, October 9, 2017** – Mixcloud, a digital audio streaming platform that is reinventing radio for listeners and audio creators, has announced a direct licensing agreement with Warner Music Group, the platform's first direct deal with a major record label.

Mixcloud offers a diverse collection of serialized, long-form, and exclusive audio content — over 12 million radio shows, DJ sets, and Podcasts. These are produced by over 1 million of the best tastemakers and curators in the business including: DJs such as Carl Cox and Tiesto, Talking Heads frontman David Byrne, independent radio stations like London's NTS, and The Guardian Podcasts.

Mixcloud's proprietary Content ID system is capable of identifying individual tracks within long-form user generated audio, tracks usage data, and currently pays out royalties to local collecting societies such as SoundExchange and the performing rights societies in the U.S.

The platform's new recorded music licensing agreement with Warner Music Group will usher in a direct relationship and a new phase for the company. The deal will help enable an innovative subscription offering that allows fans to subscribe to individual creator channels for a more interactive listening experience. This approach will help audio creators on the platform monetize their content by developing a new marketplace for audio subscriptions.

"We are excited to partner with Warner Music Group," said Nico Perez, Co-Founder and Director of Content at Mixcloud. "Since the beginning, we have worked with rightsholders to both monetize long-form audio and champion the importance of curation in the streaming industry. As we embark on direct licensing relationships with the major labels, we are committed to doing what is best for artists, curators, music fans, and the industry."

"This deal is a good example of our willingness to experiment and lead in embracing differentiated new business models," said Ole Obermann, EVP, Business Development & Chief Digital Officer, Warner Music Group. "As streaming opens up access to a vast universe of music, we are seeing a complimentary rise in fans' engagement with curated experiences, such as playlists, on-demand radio shows, and DJ sets. Mixcloud's success is driven by the curiosity and passion of its community, as they engage with new music and rediscover timeless older songs. As we see that user base expand, this partnership will unlock new commercial value for our artists and their music."

For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).

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**About Mixcloud**

Founded in 2008 and launched in 2009, Mixcloud is a digital audio streaming platform that offers a diverse collection of serialized, long-form, and exclusive audio content — over 12 million radio shows, DJ sets, and Podcasts. These shows are produced by over 1 million of the best curators and tastemakers in the business including: DJs such as Carl Cox and Tiesto, Talking Heads frontman David Byrne, independent radio stations like London's NTS, and The Guardian Podcasts. Mixcloud's proprietary Content ID system is capable of identifying individual tracks within radio shows and mixes, and ensuring proper payment to the underlying rights holders. Mixcloud is also pioneering culture marketing with brands such as Red Bull, Adidas, Dr. Martens, W Hotels, and Heineken via its sub-agency LOUD, The Cultural Positioning Agency. For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).

**About Warner Music Group**

With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry, including Asylum, Atlantic, Big Beat, Canvasback, East West, Elektra, Erato, FFRR, Fueled by Ramen, Nonesuch, Parlophone, Reprise, Rhino, Roadrunner, Sire, Warner Bros., Warner Classics, and Warner Music Nashville, as well as Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

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