

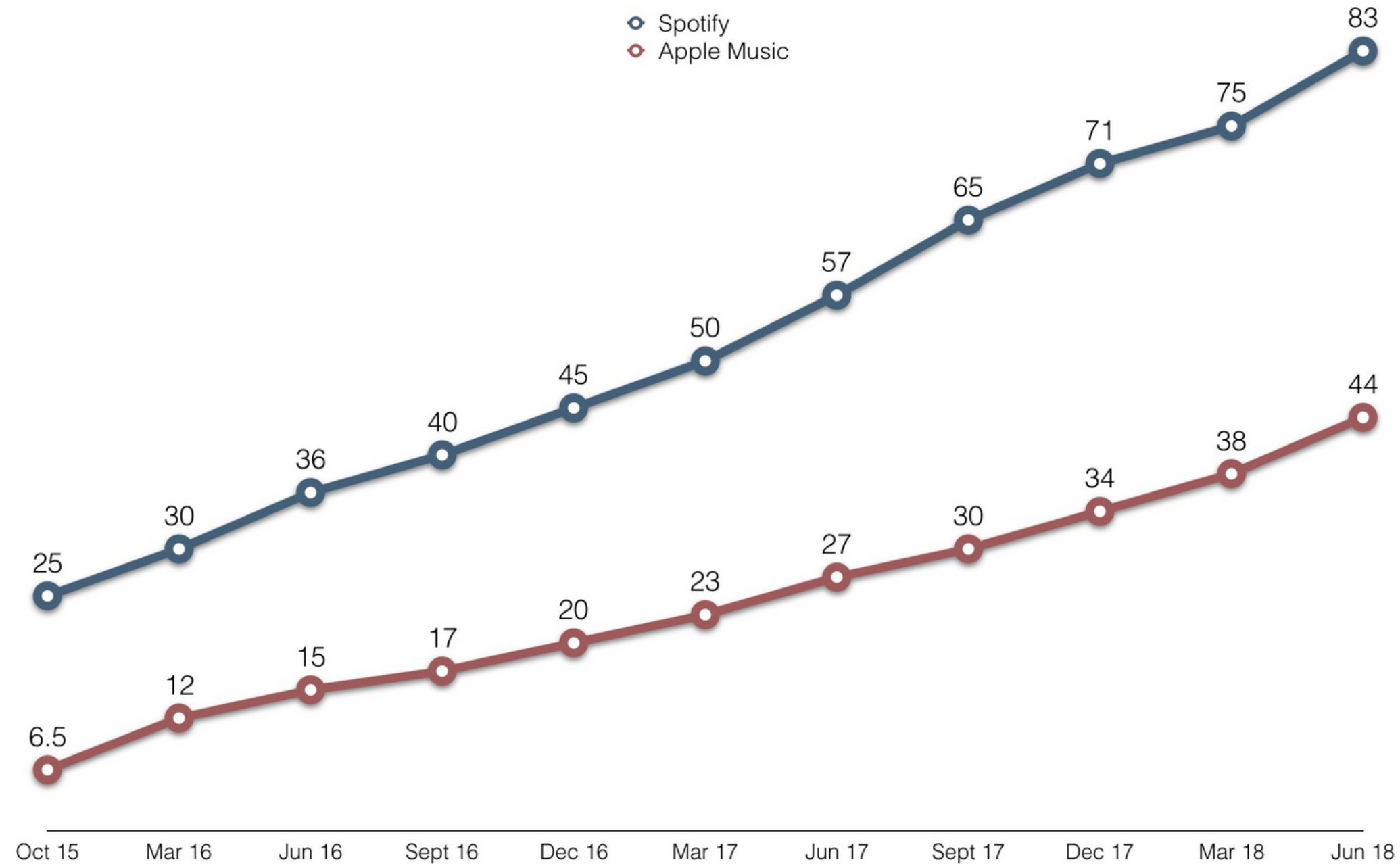


SOUNDCLOUD

Caitlin Annie Skea -2012157
New Technology in Music and Creative Entertainment
Presentation - SBTY7004
Zohe Mustafa
26.03.2021

Why Soundcloud?

Spotify vs Apple Music paying subs count (m)



Source: Company announcements and MBW estimates. Graph does not represent even dot-to-dot time periods.

(Ingham, T., 2018.)

THE PROBLEM

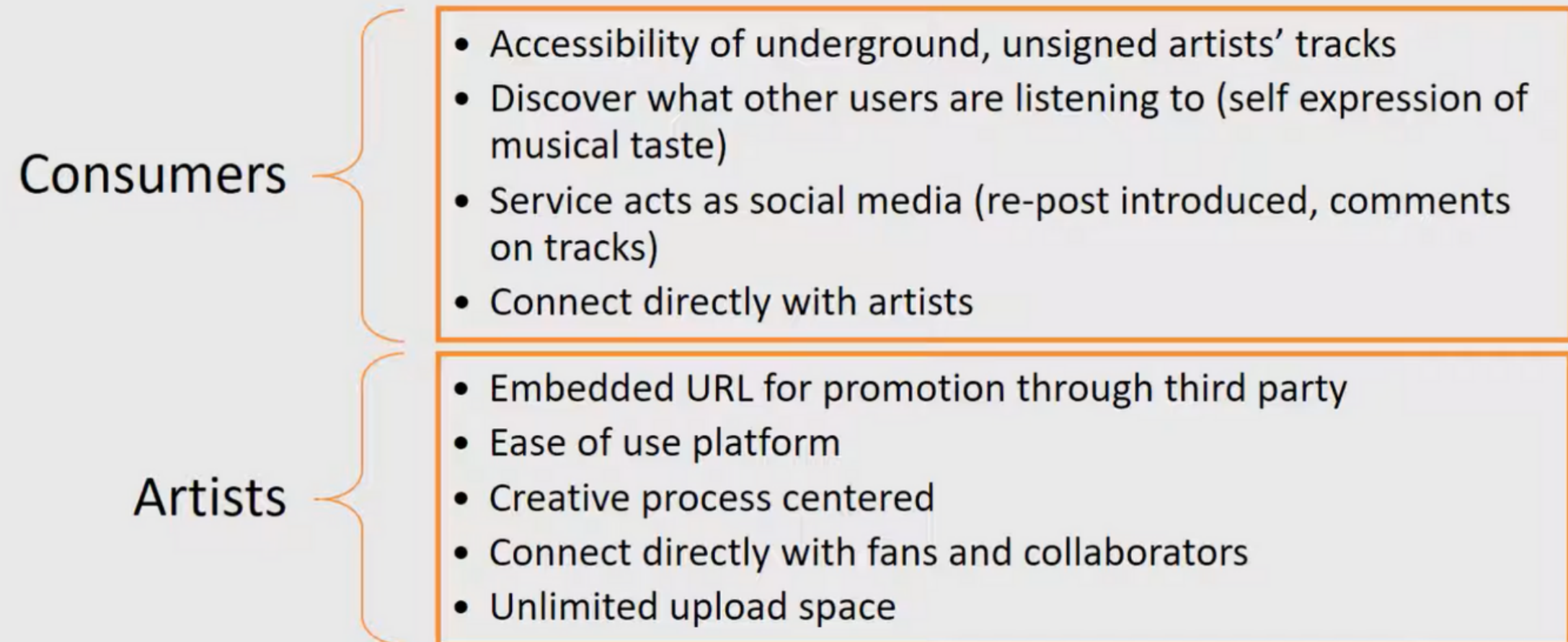
- Consumers who cannot afford to pay a subscription.
- No free streaming site for creators to upload music.
- No service that supports upcoming musicians/creators.

THE SOLUTION

- Free platform for consumers and musicians.
- Providing unreleased covers and music for fans.
- Similar features to streaming services.

UNIQUE VALUE

VALUE PROPOSITIONS



(McClean, D., 2017.)

WHO WOULD BENEFIT?



Consumers



Musicians



Podcasters



Industry
Professionals

TEAM

Chief Executive Officers

Alexander Ljung
Eric Wahlforss

Chief Financial Officer

Holly Lim

Chief Marketing Officer

Erika Leone

Chief Product Officer

Gilles BianRosa

Chief Technology Officer

Artem Fishman

Chief Operating Officer

Michael Weissman

Senior Vice President, Subscriptions & Marketing

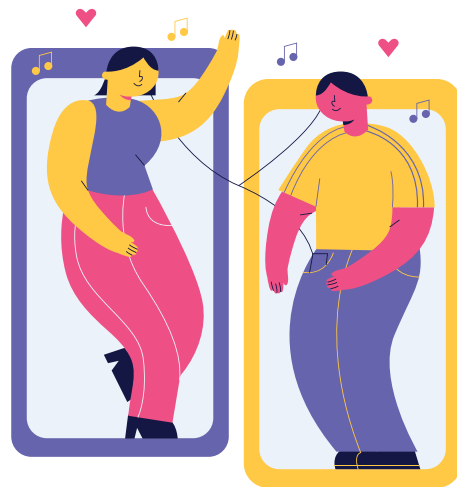
Anthony Gabriele

FEATURES OF THE SOUNDCLOUD

The ability to:



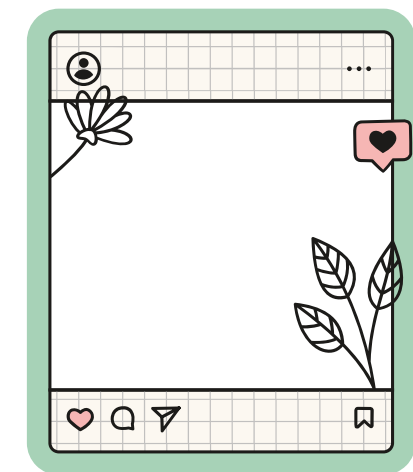
Like tracks



Make playlists



Follow Artists



Post music



Download

COMPETITION



YouTube



Spotify

What YouTube offers

Free service



What YouTube does
not offer

\$16.7 a year company

What Spotify does not
offer

Most popular
streaming service

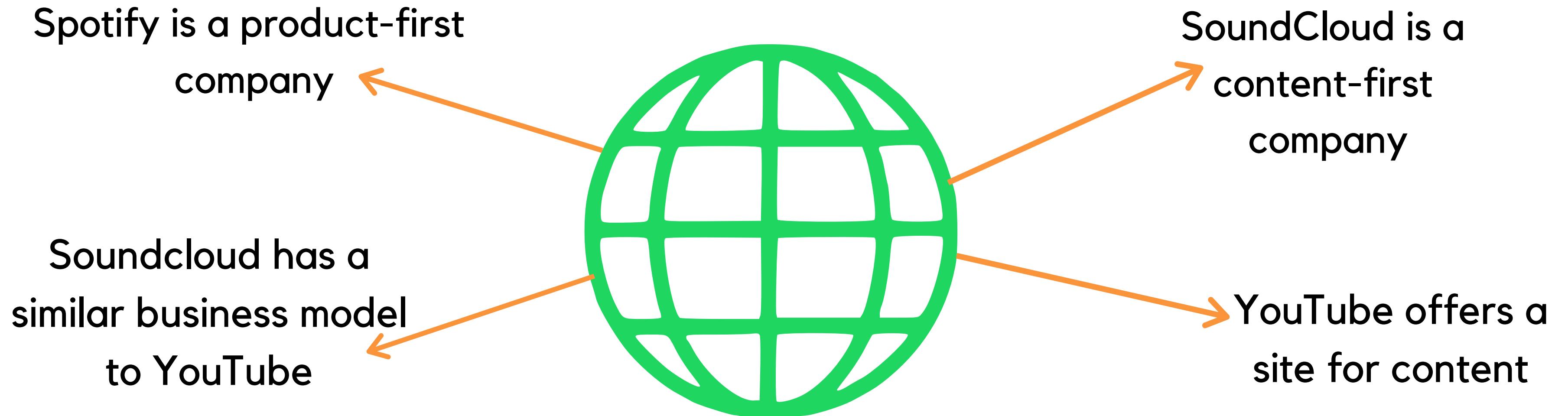


Paid subscription

What Spotify offers

BUSINESS MODEL

- Soundcloud has a different business model from Spotify





Consumer Plan

Soundcloud Go (£5.99)

- Ad free listening
- Save unlimited tracks for offline listening
- Make playlists
- Like and Share



Soundcloud Go+ (£9.99)

- Ad Free Listening
- Save unlimited tracks offline
- Access full catalog
- High quality audio

Basic Plan (£0)

- Ads between listens
- Search a wide range of music

Creator Plan



Basic Plan(£0)

- Upload 3 hours of music
- Hide tracks and playlists
- Not available to monetise music

Repost by Soundcloud (£21.60 annual)

- Monetise unlimited music
- Distribute unlimited music to Spotify, Apple Music etc, whilst keeping 80% of revenue.
- Split payments with collaborators
- Promotional tools like 'Pitch to playlists', run 'pre-save campaigns'

Pro Unlimited (£103 annual)

- All repost features are included
- Access to all Soundcloud insights
- Replace tracks without losing statistics
- Turn off public comments
- Special Soundcloud promotion
- Schedule when tracks go live
- Access to special discounts and offers from the biggest names in music

FINANCIALS AND MARKETING PLANS

- Investors
- Advertising
- Premium subscription services from listeners and creators



Investor list

Sirius XM (American broadcasting company).

Kleiner Perkins

Index Ventures

GGV Capital

Union Square Ventures

IVP

Twitter Ventures

Temasek Holdings

Tennenbaum Capital Partners

Doughty Hanson & Co

Atlantic Labs

Index Ventures

The Chernin Group

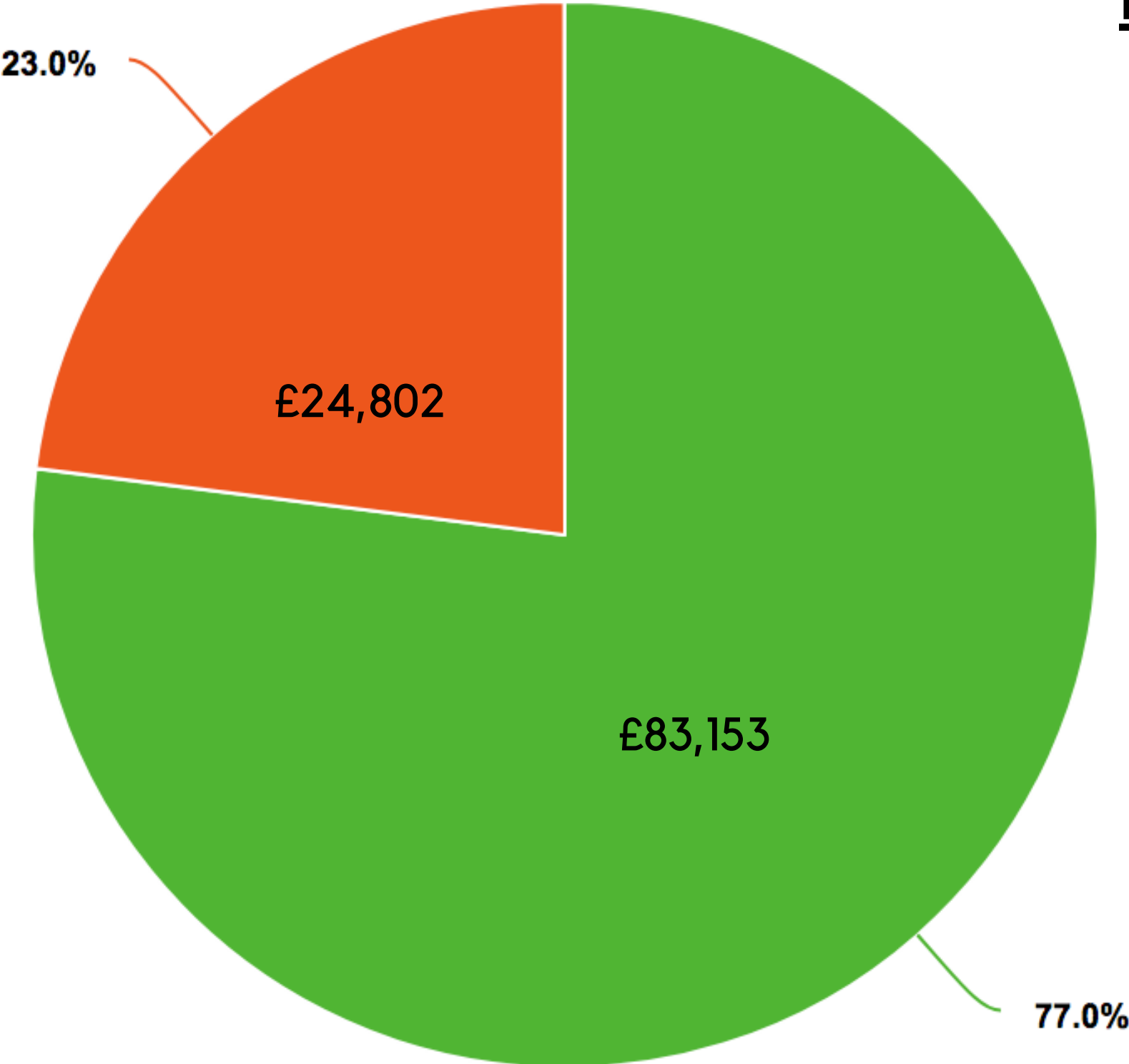
The Raine Group

Davidson Technology Growth Debt Fund

Kreos Capital



Revenue



Analysis of revenue by category and region:

	Subscription €000	Advertising €000	2018 Total €000
USA	53,123	22,012	75,135
Europe & Other	30,030	2,790	32,820
	83,153	24,802	107,955

- Advertisement
- Subscription

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