



Skype and Mixcloud Partner For New “Connecting...” Podcast Series

Series connects the music world’s brightest sparks and explores the power of creative collaboration

London, April 24, 2018 – [Mixcloud](#) — the digital audio streaming platform that’s re-thinking radio for listeners and audio creators with over 12 million DJ sets, radio shows, and Podcasts — has launched an exclusive new Podcast series with Skype, a product of Microsoft.

“[Connecting...](#)” explores the creative process at the heart of the music industry and connects some of its brightest sparks to discuss how technology is transforming it.

The first episode of “Connecting...” hooks up LA-based musician, activist and music industry thinker Madame Gandhi with London-based singer-songwriter and record-producer NAO to discuss creative collaboration, from creating beats over email to performing live with artists they’ve only met on Skype. Episode two connects LA-based producer, performer and pioneer Machinedrum with Irish electronica star Igloohost to explore the use of aliases in electronic music and how a solo producer gets by in a collaborative world.

The latest episode of “Connecting...” is a fascinating discussion between LA-based multi-instrumentalist, singer, performer, and *The Late Late Show With James Corden* drummer Pegasus Warning and eclectic U.K. artist Nabihah Iqbal, covering the former’s experience as a professor, the latter’s background in ethnomusicology, and how music can be a creative force that connects people of various backgrounds.

To listen to “Connecting...”, visit <https://www.mixcloud.com/skype/>

“Whether they’re big-name tastemakers or aspiring talent looking to get their art out there, Mixcloud was built on creators,” said Ben Lawrence, Head of Brand Partnerships for Mixcloud. “Skype is crucial to collaboration in today’s fast-paced digital age, so having them launch the ‘Connecting...’ podcast series with Mixcloud to explore themes of creation and collaboration in music is a natural fit.”

“From the start, Skype has been a home for people who feel that teaming up works better than going it alone, and that’s exactly what the ‘Connecting...’ series is all about,” said Steven Abrahams, Product Leader at Skype. “Collaborating and sharing are essential parts of everyday life for artists and creators, and this series takes a look at that process. As Mixcloud is another home for creators of all kinds, we couldn’t have asked for a more appropriate partner for this series”

Mixcloud offers a diverse collection of serialized, long-form, and exclusive audio content, produced by some of the best tastemakers and curators in the business including: DJs such as Tiesto and Nicole Moudaber, Talking Heads frontman David Byrne, independent radio stations like London's NTS and New York's The Lot Radio, and Podcasts from The Guardian, Monocle and many more.

For more information on Mixcloud, please visit www.mixcloud.com.

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 David Guetta 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, Eventbrite, W Hotels, and Heineken via its sub-agency LOUD, The Cultural Positioning Agency. For more information on Mixcloud, please visit www.mixcloud.com.

About Skype

Skype has been enabling the world's conversations for nearly 15 years. Skype is used by millions of users globally to make free video and voice calls, send files, video and instant messages and to share both special occasions and everyday moments with the people who matter most. Skype is available in 34 languages worldwide with users spending as many as 3 billion minutes on Skype in a single day. Visit www.skype.com for more details.