



GROWING ROSTER OF CREATORS CAN NOW OFFER THEIR FANS EXCLUSIVE CONTENT ON MIXCLOUD SELECT, A PIONEERING FAN-TO-CREATOR AUDIO SUBSCRIPTION SERVICE

- **Mixcloud Select's newest feature allows audio creators to offer their subscribers exclusive content behind their own paywall**
- **New creators include Anja Schneider, The Pharcyde, Worldwide FM, J. Rocc, Mayer Hawthorne, Charlotte Devaney, DJ City, Dekmantel and many more**
- **Unique model allows long-form audio creators to get closer to their fans, take control and earn more**

New York & London, 27 March 2019 – [Mixcloud](#), the audio streaming platform that's fostering a global community for audio culture, has announced the next wave of features and creators to join **Mixcloud Select**, its recently launched fan-to-creator channel subscription service.

With Mixcloud Select, audio creators are able to build their own inner circle of fans and offer them a more rewarding experience. The product allows them to get closer to their most engaged listeners, take control over how their subscribers experience their content, and earn revenue directly from their fans.

Creators will use the new exclusive content feature in several ways; they can make shows available to subscribers before they go public, offer bonus content that only subscribers can access, or establish a subscribers-only paywall for their archive.

Today, Mixcloud announces a growing roster of creators that include Anja Scheiner, Worldwide FM, Dekmantel, J. Rocc, The Pharcyde, DJ City and Mayer Hawthorne, and many more. They join the inaugural group of creators using the service, which include John Digweed, Nicole Moudaber, Red Light Radio, Eats Everything, Lefto and Defected Records.

The growing creator roster includes international DJs, community radio stations, record labels and curators who actively contribute to culture across a diverse mix of genres and scenes, with more being onboarded every day. All creators can register their interest in joining Mixcloud Select as it's rolled out to the wider community at www.mixcloud.com/select/creators.

The announcement takes Mixcloud one step closer to their mission to build a sustainable, creator-centric ecosystem for audio culture.

"People come to Mixcloud to listen deeply to shows handcrafted by passionate creators. Mixcloud Select is a direct response to that, empowering creators to deepen connections with their most engaged and loyal fans. We're helping them take control," said Nikhil Shah, Co-Founder of Mixcloud. "We're listening closely to our creator community as we build a model that enables a more sustainable future for audio culture, and this is just the beginning. We're incredibly energized by the excitement we've seen from creators and the wider industry."



Since Select's introduction in December 2018 with its first wave of creators, channel subscribers are spending on average 35% of their time on the platform listening to a creator they are subscribed to. This points towards Mixcloud's unique positioning as a platform for deep and loyal engagement.

Mixcloud Select operates as a flexible channel-based subscription layer to the platform, allowing creators to set their own price starting from 2.99 per month in local currencies (\$/£/€). Creators receive a share of the profits from their subscriptions, while the artists, labels and publishers played in their shows receive royalty revenue as shows are streamed.

Mixcloud's proprietary content ID system identifies individual tracks and underlying rights holders, solving the major challenge of ensuring everyone involved in creating a piece of music is paid fairly.

Mixcloud has announced direct licensing deals with Universal Music Group, Sony Music Entertainment, Warner Music Group, Merlin, Warner/Chappell Music Publishing, ICE (a joint initiative between PRS, GEMA, and STIM), and many others.

For more information on Mixcloud Select, visit www.mixcloud.com/select.

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About Mixcloud

Mixcloud is an audio streaming platform fostering a global community for audio culture. Listeners can access a unique collection of over 15 million radio shows, DJ mixes and podcasts uploaded by over 1.3 million passionate creators around the globe.

Mixcloud's mission is to build a fair and sustainable ecosystem for audio culture. The platform's proprietary content ID system is used to identify individual music tracks played in shows, ensuring proper payment is made to all artists and underlying rights holders. Mixcloud also collaborates with brands under its in-house brand partnerships arm LOUD, working with the likes of Adidas, W Hotels, Sonos, Dr. Martens, Eventbrite, and more.

Join the Mixcloud community at www.mixcloud.com or get the app via [the App Store](#) or [Google Play](#).

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Selection of creators currently on Mixcloud Select:

Creator name	Select profile
Afterlife	https://www.mixcloud.com/afterlife/select/
Alex Cruz	https://www.mixcloud.com/Alexcruz/select/
Anja Schneider	https://www.mixcloud.com/AnjaSchneiderOfficial/select/
Bakermat	https://www.mixcloud.com/Bakermatmusic/select
Bill Brewster	https://www.mixcloud.com/billbrewster/select/
Boxout FM	https://www.mixcloud.com/boxoutfm/select/
Charlotte Devaney	https://www.mixcloud.com/Charlotte_Devaney/select
Chris Coco	https://www.mixcloud.com/chriscoco/select/
Club Killers	https://www.mixcloud.com/ClubKillers/select/
Cosmo Baker	https://www.mixcloud.com/cosmobaker/select/
Defected Records	https://www.mixcloud.com/Defectedrecords/select/
Dekmantel	https://www.mixcloud.com/Dekmantel/select/
DJ Arvee	https://www.mixcloud.com/arveeofficial/select/
DJ Blighty	https://www.mixcloud.com/DJBlighty/select/
DJ Chrissy	https://www.mixcloud.com/cristinabalce/select/
DJ City	https://www.mixcloud.com/djcity/select/
DJ EXCEL	https://www.mixcloud.com/TheRealDJEXCEL/select/
DJ Jukess	https://www.mixcloud.com/dj_jukess/select
DJ Larizzle	https://www.mixcloud.com/djlarizzle/select/
Dj Latin Prince	https://www.mixcloud.com/djlatinprince/select
DJ Riddim	https://www.mixcloud.com/djriddim_/select/
DJ Ron	https://www.mixcloud.com/djron_londonsomething/select/
DJ Stylus	https://www.mixcloud.com/djstylusuk/select/
DJ Vadim	https://www.mixcloud.com/DJVadim/select/
DJ Volatile	https://www.mixcloud.com/djvolatile/select/
Don Diablo	https://www.mixcloud.com/dondiablo/select/
dubbeldee	https://www.mixcloud.com/DubbelDee/
dublabb	https://www.mixcloud.com/dublabb/select
Eats Everything	https://www.mixcloud.com/EatsEverything/select/

 Mixcloud
SELECT

Gelka	https://www.mixcloud.com/gelka/select/
Globalize Youself Stereo	https://www.mixcloud.com/GlobalizeYourselfStereo/select/
Guido's Lounge Café (Jazzmo)	https://www.mixcloud.com/Jazzmo/select/
Half Moon BK	https://www.mixcloud.com/halfmoonbk/select
J.Rocc	https://www.mixcloud.com/jrocc/select/
John Digweed	https://www.mixcloud.com/johndigweed/select/
Jonty SkruFFF	https://www.mixcloud.com/jontyskruff/select/
LDBK	https://www.mixcloud.com/LaidBackRadio/select/
Lefto	https://www.mixcloud.com/LeFtOoO/select/
Liondub	https://www.mixcloud.com/liondub/select/
Liza DJ	https://www.mixcloud.com/Liza_Dj/select/
Low Light Mixes	https://www.mixcloud.com/lowlight/select/
Mayer Hawthorne	https://www.mixcloud.com/mayerhawthorne/select/
Miami Retro	https://www.mixcloud.com/miami_retro/select/
Mr Scruff	https://www.mixcloud.com/Mr_Scruff/select/
Nicole Moudaber	https://www.mixcloud.com/nicolemoudaber/select/
Pharcyde TV	https://www.mixcloud.com/PharcydeTV/select/
Professor Eddy	https://www.mixcloud.com/Professor_Eddy/select/
Redlight Radio	https://www.mixcloud.com/RedLightRadio/select/
Rhythm Lab Radio	https://www.mixcloud.com/rhythmlab/select/
Sam Feldt	https://www.mixcloud.com/samfeldt/select/
Sam Redmore	https://www.mixcloud.com/samredmoremusic/select/
Soho Radio	https://www.mixcloud.com/sohoradio/select/
Solarstone	https://www.mixcloud.com/solarstone/select/
Switch	https://www.mixcloud.com/switch/select
The Find Mag	https://www.mixcloud.com/thefindmag/select/
The Soul Preacher	https://www.mixcloud.com/soulpreachernight/select/
Toolroom	https://www.mixcloud.com/toolroom/select/
Wonky Sensitive	https://www.mixcloud.com/wonkysensitive/select/
Worldwide FM	https://www.mixcloud.com/worldwidefm/select/