



## MIXCLOUD AND UNIVERSAL MUSIC GROUP ANNOUNCE DIRECT LICENSING DEAL

**London & Santa Monica, October 15, 2018** – [Mixcloud](#), the digital audio streaming platform that’s reinventing radio for listeners and audio creators, has signed a multi-year direct licensing agreement with the Universal Music Group (UMG), the world leader in music-based entertainment.

Under the agreement, UMG’s recording artists will be compensated for the use of their music on Mixcloud’s advertising-supported and future subscription services. The global agreement, excluding China and Japan, includes payment for previous use of UMG’s music.

Mixcloud offers a diverse collection of serialized, long-form, and unique audio content — over 15 million radio shows, DJ sets, and Podcasts. These programs are produced by over 1.25 million of the best curators and tastemakers including: DJs such as David Guetta and Tiësto, 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.

Mixcloud’s Content ID system is capable of identifying music within radio shows and mixes, and tracks usage to pay out royalties to local collecting societies such as SoundExchange and the performing rights societies in the U.S.

“Our focus has always been on empowering artists and curators alike, and this deal with Universal Music will help us usher in a new era of collaboration in which everyone wins,” said Nico Perez, Co-Founder at Mixcloud. “Our platform ensures that all rights-holders are paid fairly for the use of their work in long-form audio, and we are excited to work directly with the world’s largest record label Universal Music to continue to enhance what we can offer to our curators, their listeners, and to the artists that created the great tracks in the first place.”

“Mixcloud has developed an innovative platform where audiences can uniquely discover artists and experience music through curated stations, podcasts, DJ sets and other influencer-driven audio formats,” said James Healy, UMG’s Vice President of Digital Business. “Working together, we will expand the programming that’s available across Mixcloud and give their passionate fans more choice over how they consume music and interact with their favorite artists.”

For more information on Mixcloud, 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 15 million radio shows, DJ sets, and Podcasts. These shows are produced by over 1.3 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. For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).

### **About Universal Music Group**

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. Universal Music Group is a Vivendi company. Find out more at: <http://www.universalmusic.com>.

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