

# SoundCloud teams up with The Hype Machine to transform music distribution to blogs

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Domino, Massive Attack, Marina and the Diamonds, and Delphic among first to take advantage of new partnership

SoundCloud, the online platform serving music creators and the music industry, has teamed up with the The Hype Machine to transform the way labels and artists can distribute, promote and track their new releases across music blogs. Domino are the first label to take advantage of this service, alongside artists including Massive Attack, Marina and the Diamonds, and Delphic.

The partnership will bring bloggers new and pre-release music directly from official sources, and for the first time enables artists and labels to track how and when their music is listened to across the blogosphere.

The Hype Machine ([www.hypem.com](http://www.hypem.com)) aggregates thousands of handpicked music blogs across the web, serving up the most recent and most popular on the The Hype Machine frontpage to aid discovery of new music. The site has become a key destination for music fans to find out about, and listen to, the latest up-and-coming artists, and is hugely influential in breaking new music into the mainstream.

With this partnership, artists and labels can now serve tracks directly to bloggers, by distributing their music via SoundCloud. The bloggers are then able to embed a range of players from SoundCloud allowing them to promote the music of their favourite artists using the tracks that were originally uploaded.

The Hype Machine can now detect these players across all the music blogs it currently aggregates, and the tracks can then be listened to directly on The Hype Machine. Artists and labels will be able to access data about each release through their SoundCloud account, including how many plays each track has received on The Hype Machine and from which blogs their plays are coming. The overall result is more interesting music from more legitimate sources.

Alexander Ljung, SoundCloud CEO, said: "We're very excited to be working with The Hype Machine. They are a hugely important platform for bringing new releases to the attention of music fans across the web. Our latest partnership offers labels and artists a powerful way to engage with that vibrant, influential community, and gives bloggers access to official pre-releases straight from the source."

Anthony Volodkin, The Hype Machine CEO, said: "We are excited to help artists using SoundCloud to get even more measurable exposure across the web. SoundCloud's friendly web API allowed us to develop this integration quickly and share the benefits with bloggers, musicians and fans alike."

Domino, home to bands such as Arctic Monkeys and Animal Collective, is one of the first labels to embrace this new opportunity and is currently promoting upcoming releases from Four Tet, Lightspeed Champion and Owen Pallett using SoundCloud.

Steve Savoca, Head Of Digital at Domino, said: "Applause to SoundCloud for building a highly functional and dynamic solution that music sites and our artists want to use. No easy feat. It is key that our digital marketing tools give us better control over our media and interaction with our artist's communities, without impeding the user experience. SoundCloud delivers."

The first tracks are available here:

Domino: <http://soundcloud.com/dominorecordco>

Delphic: <http://soundcloud.com/delphic>

Massive Attack: <http://soundcloud.com/lucidonline/girl-i-love-you-she-is-danger-remix>

Four Tet: <http://soundcloud.com/four-tet>

About SoundCloud:

SoundCloud, founded in 2008 by Alexander Ljung and Eric Wahlforss, is an online audio platform catering to music professionals, enabling them to collaborate, promote, and distribute their music online in a simple, accessible, and feature-rich way. SoundCloud allows music makers to upload large audio files, embed those tracks on Web sites and blogs, and share them publicly (including via Twitter) or only to specified contacts, and it gives listeners the ability to comment on specific parts of the recording directly from the SoundCloud player.

For more information please go to: <http://soundcloud.com>

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