



RECOMMENDATIONS ON SOUNDCLOUD

June 2024

SoundCloud empowers artists and fans to connect and share through music. Founded in 2007, SoundCloud is an artist-first platform empowering artists to build and grow their careers by providing them with the most progressive tools, services, and resources. With over 375 million tracks from 40 million artists, the future of music is SoundCloud.

In an effort to help our users to navigate and discover content on SoundCloud, SoundCloud makes recommendations for its users. This report gives more detail about how SoundCloud recommends audio content to its users.

General Curation of Content

SoundCloud curates music for SoundCloud's users in several ways. First, SoundCloud presents all users with 'modules' on the home screen where tracks are placed together based on the expertise of SoundCloud's music specialists who follow general music trends on and outside of the SoundCloud platform. SoundCloud also curates other generalised playlists, where selections are based primarily on audio similarity and genre.

In addition, individual users will see in the 'Feed' section of SoundCloud the new tracks of artists that the users have specifically chosen to 'follow' as a fan of each such artist.

A minority of SoundCloud's content is behind a subscription paywall, being reserved exclusively for SoundCloud Go or Go+ subscribers.

Personalised Recommendations

SoundCloud further seeks to provide its users with excellent recommendations, more specifically tailored to their individual music interests.

1. We recommend tracks based on a user's interactions on the SoundCloud platform. If a group of users all listen to a track, we can then recommend, to each user in such a 'group', other tracks that the group's other users also listened to. This method is mainly used for Autoplay suggestions to start a new track after a track has finished.

2. We take into account our users' interaction history. When our users interact with an artist or a track - by playing, liking, following or reposting content - our users will be recommended tracks which are related to those interactions, such as other tracks by that artist. This is used (for example) in the personalised playlists that SoundCloud creates for registered users ("Mixed for [user]" and "Made for [user]") and suggested artists for users ("Artists you should follow").
3. We can also recommend similar-sounding tracks to our users to the tracks that they have been listening to, for "early days" recommendations for users where SoundCloud does not yet have an extensive listening history for that user or otherwise context on a user's preferences (including for anonymous users).

The general presentation and ordering of content for an individual user - e.g. which modules and playlists feature most prominently on the app for our users - is informed by our users' listening history.

SoundCloud also recommends music to its users based on its [innovative Fan First algorithm](#), which seeks to make it easier for people to connect with the new music of SoundCloud's Next Pro artist subscribers. This algorithm recommends the newly uploaded tracks of Next Pro artists to a group of listeners who are most likely to enjoy them based upon their listening history, and places them into such listeners' autoplay and/or playlist on their platform.

In some cases, commercial considerations also impact the recommendation of content. For example, in the 'Discover' section of a user's feed or in Autoplay, SoundCloud may also promote music from its partners to a user. This will only be done if the algorithm indicates that the user will enjoy that track. In practice, a very small minority of the recommendations on SoundCloud are impacted by commercial considerations.

Content Safety Measures

SoundCloud is designed with its users' safety firmly in mind. The key safety features for users, in respect of objectionable content on the platform, are as follows.

SoundCloud uses both technical systems and human content moderation in order to identify and takedown harmful content that is in breach of our [Community Guidelines](#).

If a user¹ is concerned about the content that they encounter, they can report this content by clicking on the three dots next to a track. Clicking the 'report' button will refer the track to

¹ In the EU, both registered and non-registered users are able to use the 'report' function. Outside the EU, registered users are able to use the 'report' function.

SoundCloud's dedicated Trust & Safety team, who will be happy to help, by reviewing the track against SoundCloud's [Community Guidelines](#).

Registered users are also able to 'block' and 'report' other registered users and creators on the platform. 'Blocking' other registered users stops direct interactions with that user - they will not be able to direct-message the registered user who has blocked them, or comment on, follow, repost or like the content of the other registered user who has blocked them.

We are an open platform encouraging of free speech and free expression. However users will not be permitted to upload content which violates our [Community Guidelines](#), including: content which is violative of other parties' rights under copyright; content which publishes unauthorised private information; pornographic content; terrorist content; hate speech; and content which promotes hate speech, misinformation, self-harm or suicide.