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Targetspot becomes SoundCloud's exclusive sales house in Germany, France and The Netherlands

AudioValley (ISIN code: BE0974334667/ ticker: ALAVY) announces the strengthening of the strategic partnership between the Targetspot advertising network and SoundCloud, the world's largest open audio platform in 3 major countries in Europe (Germany, France and the Netherlands).

With the world's largest catalogue of over 200 million tracks and more than 20 million creators, SoundCloud is the premier platform for listeners and creators around the world. With its solid audience in the 3 European countries of the agreement, SoundCloud is an important customer for Targetspot.

Expert in the monetization of the digital audience and now present in 7 countries, Targetspot is widely recognized for its ability to plan and optimize the performance of advertising campaigns. With its direct locations in the 3 countries of operation of the partnership, Targetspot now ensures there the monetization of SoundCloud's inventory.

Targetspot has been operating for the past two years on a non-exclusive basis with SoundCloud. The signature of this exclusive partnership confirms the value proposition of Targetspot's technological tools (targeting, ad-replacement, campaign management tools, reporting, etc.).

"We are delighted to become SoundCloud's exclusive partner in these 3 European countries, which are currently experiencing a rapid increase in their digital audio audiences. This exclusive agreement signed after two years of collaboration attests to the technological excellence of our solutions. It also confirms our strategy to offer an international solution to the major digital players. Our European presence is a major asset that sets us apart from the competition." comments Alexandre Saboundjian, Managing Director and founder of AudioValley.

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