SoundCloud was established in Berlin in August 2007 by Swedish sound designer Alexander Ljung and Swedish electronic musician Eric Wahlforss.

SoundCloud serves as a "producer-oriented” audio platform with a bottom up approach to distribution and consumption, where there no third party or intermediary like a record label required for music to be published. There is a heavy focus on social interaction and a real community aspect on the platform where users can directly comment on exact timestamps on a track and even on comments that other users made. This feature serves as a way for artists to receive feedback and interact with fans which is often nonexistent in mainstream audio streaming platforms like spotify and apple music.

For me, SoundCloud has always been the more interesting platform over traditional music streaming services like spotify because of the ability to discover fresh and cutting-edge sounds within niche communities and spaces, I don’t currently use any other platforms to listen to music.

My favorite listening format within the soundcloud are 'mixes' or individual tracks that are blended into a long seamless stream that is hand curated by various artists, listening to mixes has exposed me to a multitude of new genres and styles through the personal tastes of the artists creating them, I feel like this degree of human recommendation is lost within contemporary platforms due to the prevalence of algorithms playing a role in the discovery process.