

DT: JANUARY 28, 2016



**BEATPORT EXPANDS INTO THE NETHERLANDS
WITH LOCALLY FOCUSED CURATION, CONTENT AND STAFF**

**LAUNCH OF BEATPORT NETHERLANDS MARKS
THE COMPANY'S FIRST LOCALIZATION EFFORT**

BEATPORT, the global pulse of electronic music and culture, **today (January 28)** announced it is launching a version of its music service in The Netherlands that is completely **customized for the local interests of Dutch DJs, artists, and fans**.

While **BEATPORT** is available in **more than 220 countries** across the globe, this is the **first time** both the product and content has **focused on a specific country**. This includes not only **translating the entire site into Dutch**, but also **featuring locally relevant artists, music, news**, and more across all Beatport properties, **curated and operated by the Beatport team based in Amsterdam**. The streaming service will be the first component to reflect this, followed by localized news next week, and by the store in the coming months.

"**The Netherlands**, and **Amsterdam** in particular, is a massively influential market with a rich and diverse history in the world of electronic music," said **BEATPORT President & CEO Greg Consiglio**. "Many of the most popular DJs, festivals, and labels are based here, and the fans here are some of the most dedicated in the world. So it was an easy decision for us to launch our first localized expansion of **BEATPORT** here."

The Netherlands has the **highest number of registered users** on **BEATPORT** per capita than any other country in the world, and also **ranks in the top five per capita worldwide in both streaming activity** and **Beatport Store sales**. Dutch DJs and labels also lead the way in both sales and streaming activity across the site. The country is home to some of the biggest and most popular electronic music festivals, such as **Awakenings** and **Mysteryland**, and every year hosts the industry's largest conference--**The Amsterdam Dance Event**.

"Localizing services to a specific market increases traffic, engagement, and trust," said **Joost Geurts, Managing Director of BEATPORT Netherlands**. "Not only can local labels and artists now better reach their hometown fans, but labels and artists from

other regions interested in reaching Dutch music fans now also have a platform to do so in a more direct and meaningful way."

Originally **launched 12 years ago** as a digital [music store](#) for DJs, BEATPORT in the **last year** has expanded its range of services to include a curated [streaming service](#), a revamped [news property](#), browseable [shows and events](#) personalized by location, and a robust [livestreaming and VOD video platform](#) that recently broadcast over 60 events from last year's Amsterdam Dance Event.

More about the Dutch site launch and **BEATPORT'S** insights is available via the [company blog](#).

About Beatport

Beatport is the global pulse for electronic music and dance culture... a trusted source where fans, DJs, producers, and artists alike can create, connect and discover through a complete collection of music-inspired experiences, all within one platform. This includes listening to streaming music, downloading tracks, creating and sharing mixes, enjoying festivals and events both in person and live online, and accessing news, reviews, and insider videos. Together, Beatport offers a complete music experience for everyone, everywhere. Founded in 2004 as the principal source of music for DJs, Beatport today attracts an audience of more than 50 million unique visitors a year consisting of DJs, producers, and their fans. Beatport has offices in New York, Los Angeles, Denver, Berlin and Amsterdam.

Follow us on [Facebook](#), [Twitter](#) and [Instagram](#), and visit us at www.beatport.com.