



BEATPORT ANNOUNCES 'BEATPORT LINK' SUBSCRIPTION SERVICE FOR DJs

BERLIN, DE - MAY 14, 2019 - In a groundbreaking development for the DJ community, **Beatport** today announced its new subscription service for DJs, [Beatport LINK](#).

Built with the company's 'for DJs, by DJs' ethos, the current beta version of Beatport LINK makes Beatport's extensive music catalogue available to stream directly into performance software.

In addition, Beatport LINK includes the beta release of [Beatport CLOUD](#). Beatport CLOUD introduces a suite of features for the store's loyal customer base, including full track previews via Beatport's proprietary **Needle Drop Player**, unlimited re-downloads of previously purchased tracks and an all-new **My Library** section.

Beatport also revealed Beatport LINK's first performance software integration, available via **Pioneer DJ's WeDJ** app. Developed in close collaboration with Pioneer DJ, the integration is a game changer for WeDJ's user base of beginner DJs.

Fall 2019 will see Beatport launch its next highly-anticipated Beatport LINK integration as part of Pioneer DJ's **rekordbox** software. Tailored to the pro DJ market, the integration allows Beatport LINK subscribers to stream Beatport's entire catalogue within rekordbox, alongside unique features such as the ability to access curated playlists.

In its full version, Beatport LINK will be the only service to offer pro DJs unrivalled freedom via an Offline Performance Mode.

Further Beatport LINK integrations will be rolled out with a host of other key partners throughout 2019. Beatport CLOUD is also [available now](#) as a standalone subscription service.

Beatport's CEO, **Robb McDaniels**, commented, "The launch of Beatport LINK exhibits our commitment to creating the best possible experience for our expanding ecosystem of DJs, and we can think of no better partner than Pioneer DJ for the service's first software integration. We are particularly excited to introduce the upcoming Offline Performance Mode, which firmly sets Beatport LINK apart from its competitors in the DJ market."

About Beatport:

Founded in 2004 as the principal source of music for DJs, Beatport is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Facebook](#) and [Twitter](#) and [Instagram](#).

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