

FOR IMMEDIATE RELEASE



## BEATPORT ANNOUNCES LAUNCH OF BEATPORT CREATIVE SERVICES

LOS ANGELES, CA - MARCH 21, 2018 - Beatport, the world's leading DJ music platform, announced the launch of **Beatport Creative Services**, one of several significant developments planned for the company in 2018.

Leveraging Beatport's position as the preeminent destination for the global DJ and dance community, Beatport Creative Services (BCS) deepens the platform's relationship with artists and brands. BCS opens a unique opportunity for brands to connect with the largest audience and the most influential creators in dance music. The new division was announced today by **Beatport CEO, Robb McDaniels**, who joined the company in October 2017 with a proven track record in artist and management services.

BCS will work with the Beatport ecosystem and brands to activate and accelerate dance music culture through a variety of programs. With the backing of its parent company **LiveStyle**, one of the largest festival owner/producers in the world, BCS will also strengthen Beatport's presence at leading electronic events throughout 2018.

The BCS team will be based out of Beatport's Los Angeles and Berlin offices, with the team available to all Beatport artists and labels as a creative agency driving value outside Beatport's core online retail store.

"Beatport's sole mission is to help the DJ community make more connections in more places, increasing awareness for the creative talent we have the privilege of working with on a daily basis," commented Robb McDaniels. "Beatport Creative Services is a logical way for us to leverage our global footprint to help artists, brands and customers engage in an authentic and meaningful way."

Beatport will announce the first BCS programs and partners in Q2 2018, followed by big improvements to the Beatport Store in Q3.

## **About Beatport**

Founded in 2004 as the principal source of music for DJs, Beatport, a division of LiveStyle, 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](#).

## **About LiveStyle, Inc.**

Positioned to be one of the world's largest music event producers, LiveStyle boasts a wide variety of leading live music properties. LiveStyle produces and promotes single and multiday music festivals across North America, Europe, South America, Australia and Asia. North American key operating entities include Made Event, React Presents, Disco Donnie Presents, Life in Color, and MMG, along with festivals and brands such as Electric Zoo, Spring Awakening, Sensation, and Life in Color. In Europe, the company boasts key operating entities such as Monumental, B2S, ID&T, i-Motion, and Q-Dance, and festivals and brands including Decibel, Mysteryland, Awakenings, Back-To-School, Air, Qlimax, Nature One, Sensation, as well as the innovative ticketing service Paylogic. In Brazil, LiveStyle owns PlusNetwork which has produced the enormously successful Tomorrowland Brasil festival and tours by internationally acclaimed DJs and artists. Further, LiveStyle has a 40% participation in Rock in Rio, held biannually in Rio de Janeiro, Brazil, with spinoffs in Lisbon and Portugal. Together with the Belgian Tomorrowland organization, LiveStyle launched TomorrowWorld, the first international version of the Tomorrowland festival, and also promoted the first South American Tomorrowland festival. LiveStyle continues to work with the Belgian Tomorrowland organization as its international partner to bring Tomorrowland to new territories outside Europe and to return to the USA and Brazil. LiveStyle also owns and operates Beatport, the trusted global home of electronic music where fans, DJs, and creators connect, discover and participate in the evolution of dance music culture.

###

## **For more information, contact:**

Jack Tregoning / Beatport

[jack.tregoning@beatport.com](mailto:jack.tregoning@beatport.com)