



Beatport & DJcity Combine Forces To Launch Beatsource *Joint Venture will transform the open-format DJ marketplace*

February 13, 2019, Los Angeles, CA:

Beatport's CEO, Robb McDaniels, and DJcity's Founder & CEO, Brian "DJ Quickie" Wong, announced today that the companies would be combining their resources to launch Beatsource, a digital music retail experience for open format DJs. Beatsource plans to launch in Q2 of 2019, and will provide access to a broad catalogue of hits and pre-release exclusive content customarily serviced through the DJ promo pool industry (www.beatsource.com).

As part of the joint venture, Beatport has developed a road map for integrating the DJcity promo pool functionality into the Beatsource platform later in 2019, and DJcity will continue to deliver music to its existing clients as it rebrands to focus on Beatsource. Mr. Wong will take the helm as Beatsource's President, and Edwin "DJ Phenom" Paredes, currently President of DJcity, will serve as Chief Operating Officer. They will work in partnership with Mr. McDaniels and the Beatport executive team.

"When Beatport decided to expand its footprint into the open-format DJ market, we quickly realized that DJcity had been the leading supplier of music to a dedicated customer base for the last two decades and had the knowledge and passion to help us launch Beatsource", commented Mr. McDaniels. "We couldn't be more confident in Brian, Edwin and their team to help us execute on this amazing opportunity to provide open-format DJs with a fully integrated and highly curated music experience", continued McDaniels.

Los Angeles-based DJcity is the leading provider of highly curated music, including custom-produced edits, to the open-format DJ community, and began as an online vinyl record marketplace in 1999. Beatport is celebrating its 15yr anniversary and dominates the global electronic DJ market, with over 450,000 active DJ customers and 35 million unique visitors to its site each year

"DJcity firmly believes this joint venture will give us the opportunity to realize our vision of leading our marketplace, just as Beatport has accomplished, while retaining our passionate commitment to the community we serve", commented Mr. Wong. "Beatsource will leverage DJcity's experienced workforce and strong brand, as well as Beatport's technology and infrastructure to create an entirely new DJ experience for the next generation.", continued Mr. Wong.

"Our team is truly excited to enter into this strategic partnership with Beatport," said Mr. Paredes. "I am sure that our loyal customers, as well as the rest of the open-format DJ industry, will quickly see our vision that empowers our community in ways we didn't think were possible. Let's get it!"

Beatport's purchase of Pulselocker early in 2018, paved the way for the company to seamlessly integrate its store into DJ performance software, enabling DJs to easily access a massive catalogue of music. The first integrations of the Beatport LINK product with leading DJ performance software applications will be completed in the coming months. Similar to Beatport, Beatsource will have an online a la carte download store as well as Beatsource LINK as a subscription service that allows music to be played directly into performance software and stored in offline mode via the company's proprietary locker technology.

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](#).

About DJcity:

Established in 1999, DJcity is the world's leading subscription-based digital record pool for DJs – delivering new music to thousands of members every day. By focusing exclusively on selecting the most relevant music, DJcity has positioned itself as the most trusted and respected site where DJs discover new music including mixshow and club-ready versions. Membership is limited to professional DJs, and many subscribers are influential hosts, MDs and PDs in the nation's top markets. DJcity is also a leading source for DJ and producer culture delivering exclusive performances, interviews, behind the scenes, tutorials and more to fans around the world. DJcity is based in Los Angeles and has offices in New York, Tokyo, Berlin, and London.

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