

FOR IMMEDIATE RELEASE



BEATPORT LINK ANNOUNCES NEW PARTNERSHIP: VIRTUAL DJ

BERLIN, DE - SEPTEMBER 25, 2019 - [Beatport LINK](#), Beatport's streaming subscription service tailor-made for DJs, has integrated **Virtual DJ 2020**, boasting key new features. This announcement closely follows the news that LINK is now available in **Pioneer DJ's rekordbox DJ** software, launched this July.

Beatport LINK, which is available now to trial free for 30 days, allows DJs to stream Beatport's catalog of over six million tracks directly into DJ performance software. LINK has been designed to complement the core digital download store, and provide an additional revenue source for labels, artists and suppliers.

Subscribers of **Beatport LINK PRO** and **Beatport LINK PRO+** have access to offline locker storage of 50 or 100 tracks, streaming audio quality higher than 320 Kbps Mp3, access to Beatport LINK Playlists, and the ability to search the entire catalog with DJ performance software.

In the next leap forward, **Virtual DJ 2020** will integrate with **Beatport LINK**, allowing users the ability to create their own Beatport LINK playlists, and edit those playlists on the fly for seamless switching and swapping tracks, mid-set.

Both Beatport LINK PRO and Beatport LINK PRO+ are available with a 30 day free trial, and instructions on how to use Beatport LINK in Virtual DJ can be found [here](#).

Beatport's CEO, **Robb McDaniels**, commented, "With over 100,000,000 downloads, VirtualDJ is the most widely used DJ software in the world. We couldn't be more excited to add this large and passionate community to the rapidly expanding Beatport LINK ecosystem."

Beatport LINK is currently also available in Pioneer DJ's rekordbox and Pioneer DJ's free **WeDJ** app on iOS. Further integrations with other leading brands are coming later this year.

For more information on Beatport LINK, [head here](#).

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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