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BEATPORT LAUNCHES NEW 'BASS HOUSE' GENRE CATEGORY

BERLIN, DE - MARCH 21, 2019 - **Beatport** today announced the addition of a new [Bass House page](#) to the store, which continues its history of identifying and championing new electronic music genres. Beatport is the first digital music store to add this new genre category.

The addition of Bass House follows the successful launch of several new Beatport genres since 2017, including **Melodic House & Techno**, **Afro-House**, **Trap/Future Bass**, **Garage/Bassline/Grime** and **Leftfield Bass**.

Bass House is a growing sound in the wider electronic music scene, bringing together 4/4 elements with resonant bass and syncopated drums, often influenced by breaks. Many tracks in this style previously came via artists from the worlds of **Electro House** and **Dubstep**, although a deeper strain has started to cross over into genres like **Tech House** and **Breaks**. While the sound is wide-ranging and ever-evolving, certain core components define a track as Bass House.

> **Bass House on Beatport:** <https://www.beatport.com/genre/Bass-house/91>

As Bass House expands its presence on the international scene, its big-name advocates include the artists **Malaa & Tchami**, **AC Slater**, **Chris Lorenzo**, **Skrillex**, **Jauz**, **Taiki Nulight**, **Anna Lunoe** and **Volac**. The sound has also found a home on esteemed labels like **Confession**, **Night Bass**, **Spinnin'**, **OWSLA** and **Audiophile XXL**. In 2018, the genre's standout hits included **Flava D's** 'Acting Stank' (Night Bass) and **Skrillex & JOYRIDE's** 'Agen Wida' (OWSLA).

Beatport's new Bass House page will better showcase labels and artists in the genre, creating more opportunities for exposure and revenue. It will also continue to solidify and refine other genres on the store - such as Future House, Electro House and Tech House - by filtering Bass House content to its own page.

Malaa, resident artist on Tchami's Confession label, commented, "The launch of a new genre, like Bass House, is exciting. It's the recognition of a new sound, representing an evolution in electronic music."

Night Bass boss AC Slater commented, "Bass House is a very useful sub-genre for browsing on Beatport. It fills in all the gaps between garage/bassline and future house/electro. The Bass House section will undoubtedly include loads of exciting releases and artists."

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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](#).