



BEATPORT LAUNCHES NEW MELODIC HOUSE & TECHNO GENRE CATEGORY

BERLIN, DE - MARCH 20, 2018 - Reflecting one of the dominant sounds on global dancefloors, **BEATPORT**, a division of **LiveStyle**, today announced the addition of its new [Melodic House & Techno](#) genre.

In 2018, Beatport's House and Techno charts are swelling with a style frequently heard in the sets of scene-leading DJs like **Dixon**, **Tale Of Us** and **Solomun**. It's a heady, melodic, arpeggiator-heavy sound that's both brooding and built for clubs. With artists including **Stephan Bodzin**, **Patrice Bäumel**, **Oliver Koletzki**, **Mind Against**, **Matador**, **Finnebassen** and **Bedouin** leading the charge, this strain of house and techno is thriving on labels like **Afterlife**, **Diynamic**, **Innervisions** and **Stil Vor Talent**.

Previously, this content has been dispersed amongst Beatport's [Techno](#), [Deep House](#), [Tech House](#) and [Electronica](#) genres, making it increasingly difficult to know where to find the most up-to-date releases in this style. Our dedicated team will now curate the best Melodic House & Techno tracks each week in one place, with regularly rotating content from the labels and artists at the forefront of the melodic takeover.

"While Beatport's main House and Techno categories represent the biggest floor-filling tracks across the genres, Melodic House & Techno brings together a thriving sound that has not been easy to categorise as the lines blur between sounds and styles," commented **Beatport Label & Artist Relations Director, Jack Bridges**.

"Combining genres in this way under a new specialised category follows the successful launch of [Leftfield House & Techno](#) on the store in 2017, which caters for the underground DJ while recognising that blurring of genre lines. With a new home for Melodic House & Techno, we're also excited to take Deep House back to a sound more closely aligned with its origin story. These improvements are all part of our ongoing mission to streamline the Beatport experience for every kind of DJ."

The launch of Melodic House & Techno continues Beatport's comprehensive process of genre refinement, which has moved over 1.5 million tracks to their correct categories. In addition to Leftfield House & Techno, 2017 also saw the launch of [Afro-House](#) and three much-requested bass genres: [Trap/Future Bass](#), [Garage/Bassline/Grime](#) and [Leftfield Bass](#).

Melodic House & Techno on Beatport:

<https://www.beatport.com/genre/melodic-house-and-techno/90>

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 Denver, Los Angeles 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