

FOR IMMEDIATE RELEASE



## **BEATPORT ANNOUNCES FULL TRACK PLAYBACK FOR LINK SUBSCRIBERS ALONGSIDE PRO AND PRO+ TIER PRICE DROPS**

*Full track playback is now available on the Beatport Store for all Beatport LINK subscribers, with LINK PRO and PRO+ subscription prices reduced by 25%*

**BERLIN, DE - JULY 6, 2020** - Following continuous month-over-month growth of **Beatport LINK, LINK PRO, and LINK PRO+**, the monthly subscription that gives Beatport customers direct access to the Store catalog directly via their favorite DJ performance hardware and software, Beatport continues to give the electronic music community the tools it needs to perform at their highest level.

**Beatport LINK** subscribers now have the exclusive ability to stream the entirety of a track on the Beatport Store, while subscribers of **LINK PRO** and **LINK PRO+** can now get the service for 25% less per month. Released last year, Beatport LINK now has integrations in premiere DJ performance hardware and software from **Pioneer DJ rekordbox, Algoriddim djay and djay PRO, Hercules DJUCED, and Virtual DJ**, with **Denon Engine OS** coming soon, and more integrations to follow by the end of 2020.

Previously, all Beatport customers were limited to 2 minute clips of tracks for playback when browsing the Store catalog, but now full track playback is available exclusively to all LINK subscribers. With more to hear, subscribers can better curate their personal catalog and engage with every part of a track before deciding to purchase or adding it to one of their playlists.

Along with the addition of full track playback for all LINK subscribers, we are reducing our prices for LINK PRO and LINK PRO+ subscription tiers, which grant users access to higher fidelity files and the ability to use Beatport's patented Offline Locker storage:

**LINK PRO** with 256 Kbps AAC streaming, full track playback on the Store, and a 50 track Offline Locker will now cost **\$29.99** per month.

**LINK PRO+** with 256 Kbps AAC streaming, full track playback on the Store, and a 100 track Offline Locker will now cost **\$44.99** per month.

The basic LINK subscription plan will remain the same price at \$14.99.

Speaking about the move, Romain Pouillon, Senior Vice President of Beatport, stated, *"We are very happy to announce that every LINK subscription now unlocks full track playback on the Beatport Store. DJs won't miss a beat with front to back listening and will have no interruptions while managing their libraries. Being able to stream entire playlists and our Top Genre Charts with a single click will drastically improve the overall workflow of crate digging on Beatport. This is one more step towards the holistic vision we have for LINK moving into the future.*

*By dropping the price on monthly subscriptions for both LINK PRO and LINK PRO+ DJs can now access higher fidelity files and have the ability to use Beatport's patented Offline Locker storage at a fraction of the cost."*

Both full track playback for all Beatport LINK users and 25% reduced monthly pricing for LINK PRO and LINK PRO+ subscribers are available now at **beatport.com** and **link.beatport.com**

### **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. Beatport LINK allows any DJ to access the Store catalog directly from their favorite performance hardware and software as well as access without an internet connection in their patented Offline Locker. 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](#), [Twitter](#), and [Instagram](#).

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