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Beatport Acquires Leading DJ Streaming & Subscription Service, PULSELOCKER, Inc.

Purchase will create a seamless DJ experience for Beatport's customers and expand the company's product offering beyond downloads.

April 5, 2018: Beatport has acquired the assets of PULSELOCKER, Inc. in a strategic deal that paves the way for the creation of a next generation offering for its half million DJ customers. PULSELOCKER's proprietary and patented technology allows DJs to access an integrated locker of music via a variety of performance software applications, including Rekordbox (Pioneer DJ), Serato, Virtual DJ and others. The announcement was made today by Beatport's CEO, Robb McDaniels. Terms of the acquisition were not disclosed.

"PULSELOCKER spent years developing an innovative solution that provides DJs with the flexibility to access the content they want when they want it - all through the DJ software they want to use - while providing copyright holders with the security and tracking mechanisms to calculate royalty payments", commented McDaniels. "Beatport is committed to delivering the best tools to create a more seamless and interoperable user experience for our massive ecosystem of DJs, and PULSELOCKER accelerates our timeline to deliver just that type of product," continued McDaniels.

Beatport's acquisition of PULSELOCKER's assets further shows the continued financial commitment by parent company LiveStyle to the Beatport business model. Beatport is currently experiencing its second consecutive year of growth under the new LiveStyle management team and is becoming increasingly profitable.

LiveStyle President/CEO Randy Phillips commented, "Within six months of taking the helm at Beatport, Robb and his gifted leadership team have consistently validated LiveStyle's vision of supporting innovative strategies and fiscal responsibility by taking Beatport to the next level."

Launched in 2012 as a subscription service, PULSELOCKER provided DJs the ability to stream content from the cloud in an ad-hoc fashion and play content from the company's "locker" technology without an internet connection. PULSELOCKER's technology tracks the number of plays, as well as specific information on the cue points and loops within each song for a given performance, and then delivers copyright holders their pro rata share of the subscription revenue. However, it took several years for PULSELOCKER to become integrated with the large DJ software and hardware manufacturers. Plugging into Beatport's expanding customer base when Beatport launches its subscription service later this year should further drive adoption.

PULSELOCKER ceased operations in late 2017, and its customers have been unable to access any content since. PULSELOCKER customers will be able to sign up for Beatport's new integrated subscription and locker service as soon as it's available. Beatport has set up a dedicated customer service information page at www.beatport.com/pulselocker for further information. Beatport acquired PULSELOCKER's assets from its assignee for the benefit of creditors, Mark S.



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Horoupiian of SulmeyerKupetz, APC in Los Angeles. Mr. Horoupiian was represented in the transaction by Daniel Lev, also of SulmeyerKupetz.

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 Los Angeles, Denver 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.