

FOR IMMEDIATE RELEASE



SERATO MAKES MAJOR ADVANCEMENT IN DJ STREAMING TECHNOLOGY BY LAUNCHING BEATSOURCE LINK AND BEATPORT LINK IN SERATO DJ PRO

Beatsource LINK's long-awaited arrival in Serato DJ Pro is the latest in Beatsource's continued commitment to furthering the culture of open format DJing and music accessibility.

EMBARGOED UNTIL October 5, 2020: LOS ANGELES, CA, USA - After a successful public beta period that saw widespread excitement and adoption by eager DJs, **Beatsource**, **Beatport**, and **Serato** have officially announced the release of their **Beatsource LINK** and **Beatport LINK** integrations with **Serato DJ Pro**.

Beatsource, the music streaming service for open format DJs created by Beatport and the world's largest promotional record pool, DJcity, recently released their **Beatsource LINK** technology. Serato users can now access Beatsource LINK's revolutionary streaming service for DJs directly via the latest version of Serato DJ Pro, available for download now from Serato's website or by updating the software. DJs can now play any track from the entire Beatsource library directly through Serato, including Beatsource's inventory of expertly curated playlists, exclusive edits and DJ tools, and the latest new releases and catalog classics. DJs will also be able to seamlessly mix existing tracks that they own with tracks from the Beatsource LINK library, giving experienced Serato users the freedom to mix newly streamed music with stored downloads.

"It's inevitable that DJs will need access to the massive streaming libraries of songs for their DJ sets," said renowned DJ, producer, and label executive A-Trak. "The important thing is to not force DJs to change the equipment or software that they use. That's why Beatsource's integration into Serato is so important. Also, what impressed me the most was the ability to

create playlists on the Beatsource site as you're searching for music and having them sync up to your Serato."

Using Beatsource's wide variety of playlists across hip-hop, dance, Latin, pop, R&B, and reggae & dancehall, a DJ of any skill level, whether a beginner, hobbyist, or a seasoned club veteran, can cue up the music they want to play via LINK and immediately start mixing in Serato.

Brian "DJ Quickie" Wong, President of Beatsource, elaborated, "Lead by Serato in the early 2000's, the transition from vinyl to digital changed DJing forever. Trailblazers like A-Trak, DJ AM, and Jazzy Jeff opened our minds to what Serato's technology could allow us to do. Today, over 15 years later, we are living in a moment that will again change DJing forever. DJs no longer need to shop for, purchase, and store their music. Instead, DJs will simply access the Beatsource DJ library, which will be available instantly and everywhere with Serato, and the value will be in each DJ's curation and knowledge of their personal playlists and crates. DJs will no longer be limited by what they can own and store, but rather by what they can do with their musical creativity. This opens up a world of imagination for the next generation of DJs, and I can't wait to see what they do with our technology."

Beatsource LINK is currently available in 3 tiers; basic LINK with high-quality streaming and full track playback on the Store for \$9.99 per month; LINK PRO with premium quality streaming, full track playback on the Store, and a 50 track Offline Locker for \$19.99 per month; and LINK PRO+ with premium quality streaming, full track playback on the Store, and a 100 track Offline Locker for \$29.99 per month.

Releasing alongside the Beatsource LINK integration with Serato will be **Beatport LINK**, providing users who subscribe with the world's greatest collection of electronic music from the number one source for electronic music, as well as Beatport's legendary Top Charts, Genre Charts, Artist Charts, and their own custom LINK Playlists.

"Serato DJ has been used more and more by DJs playing electronic music over the last several years, especially in the bass music scene. Alongside Beatsource LINK, the Beatport LINK integration provides a whole new layer of immediate content accessibility to the Serato DJ community. This has only been possible thanks to an extraordinary collaborative effort between Serato and Beatport and is the first of many versions of LINK in Serato to come. Our long term partnership will bring more features to this integration in the months ahead", commented Beatport Senior Vice President, Romain Pouillon.

Beatport LINK is also available in 3 tiers; basic LINK with high-quality streaming and full track playback on the Store for \$14.99 per month; LINK PRO with premium quality streaming, full track playback on the Store, and a 50 track Offline Locker for \$29.99 per month; and LINK PRO+ with premium quality streaming, full track playback on the Store, and a 100 track Offline Locker for \$44.99 per month.

"With streaming being such a big part of the world of music, we're excited to have worked with Beatsource and Beatport to bring their comprehensive catalogs to our DJs", says Serato's Chief

Strategy Officer Nick Maclaren. “The ability to instantly access such large collections of open format and electronic music gives DJs even more freedom, creativity, and, importantly, choice.”

Serato and Beatsource / Beatport are committed to perfecting the evolution of the Serato DJ Pro integration with LINK. Although the Offline Locker functionality is not yet available, the development teams plan on releasing an update with the feature activated for PRO and PRO+ users.

Start your 30-day free trial of Beatsource LINK now at: <https://www.beatsource.com/link> Start your 30-day free trial of Beatport LINK now at: <https://link.beatport.com>

Download Serato DJ Pro now at: <https://serato.com/dj/pro/downloads>

About Serato:

Serato produces the most creative music software on the planet by being authentic, inclusive, and inspiring. They do this because Serato believes in giving people the ability to express themselves and move others through the power of music. The journey started in 1999 with the launch of Pitch ‘n Time, which to this day remains the world’s foremost studio plugin for time-stretching and pitch-shifting technology. On the strength of Pitch ‘n Time, Serato moved into the DJ industry, changing the game with the release of Serato Scratch Live, and later Serato DJ Pro and Serato DJ Lite. Serato has since returned to the diverse world of music production with the release of Serato Sample, a high-quality sampling plugin for producers. Most recently, they launched Serato Studio - a fully-fledged, intuitive beat making application.

About Beatsource:

Beatsource is the premier digital music platform for DJs who specialize in performing hip-hop, dance, Latin, pop, R&B, and reggae & dancehall music at events around the world. Launched in 2019 as a joint venture between Beatport and DJcity, Beatsource provides its customers with an online streaming catalog and a subscription product integrated with DJ software and hardware companies for professional DJs. Beatsource is based in Los Angeles, and has offices in Denver and Berlin. For more information visit www.beatsource.com. Follow us on Instagram, Facebook, Twitter and YouTube.

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 Twitch, YouTube, Instagram, Facebook, and Twitter.

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