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BEATPORT EXPANDS ITS TECHNO CATEGORIES

BERLIN, DE - FEBRUARY 19, 2020 - Beatport, the world's number one destination for electronic music, has just announced that it will be expanding Techno, the store's most popular genre, into two new categories: **Techno [Raw/Deep/Hypnotic]**, and **Techno [Peak Time/Driving/Hard]**.

In recategorising its Techno genre, Beatport will offer its customers a more clearly curated Techno catalogue tailored to diverse sounds, while enabling artists and labels to be more clearly classed.

Beatport developed each category in close collaboration with **over 200 artists and labels**, covering a wide range of styles. Feedback came from **Adam Beyer, Perc, Louisahhh, Truncate, Etapp Kyle, Recondite, Umek, Monika Kruse, Coyu, Pan-Pot, Noir, Pleasurekraft, Francois X, Developer, Charlotte de Witte, Tommy Four Seven and Ellen Allien**, as well as labels like **Soma Records, Rosten, Hypnus, MORD, Rekids, Kompakt and Tronic**.

Slovenian techno veteran **UMEK** said: "The new segmentation of techno on Beatport really allows all aspects of the genre to shine. It'll be far easier to find the content I'm looking for from now on."

While French techno mainstay **Francois X** said: "Right now, techno is a cultural phenomenon and many genres have emerged naturally. So with this new classification, digging on Beatport is easier and more efficient."

Beatport's CEO, **Robb McDaniels**, said: "Making changes to any genre in our store is not something we do lightly, or without the assistance of the community. We understand the importance of helping more styles of music reach a wider base of fans and DJs, and want to extend a sincere thanks to the artists and labels who helped us make this shift."

We're excited about the possibilities these changes will open for labels, producers, and of course, our customers."

To hear sample playlists representing the sounds that can be found on each page, visit the [Techno \[Peak Time/Driving/Hard\]](#) and the [Techno \[Raw/Deep/Hypnotic\]](#) page. To learn more about Techno at Beatport, head to [Beatportal](#).

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](#).

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