

**For Immediate Release**



**Beatport Launches Mainstage Genre: Bring DJ Sets to Life with Tracks Inspired by the Festival Experience**

**Berlin, DE - June 25th** - Beatport, the worldwide leader of electronic music for DJs, producers, and their fans, launches one dedicated genre page that will unite Big Room, Electro House, and Future House into one new genre category: Mainstage. Home to the high-energy sounds of the festival mainstage, this genre celebrates a diverse range of dance music fit for a sold-out crowd filled with the most dedicated ravers. Nestled under the Mainstage genre are five subgenres often heard on festival stages around the world: Big Room, Electro House, Future House, Midtempo, and Speed House.

After collecting feedback from various labels, DJs, distributors, artists, and dance music communities alike, Beatport has decided that the following changes will give these sounds more visibility on the store and will allow for the creation of a Beatport Hype section. We feel by doing this, it will benefit our customers, artists, and labels by making this music easier to locate; additionally, receiving featured spots and reaching the top 10 within the genre will become the coveted position as it once was on Beatport.

French DJ/producer, **Tchami** added *"I think that the new Main Stage section will provide a more efficient and tightened up referencing for songs that have the same type of energy and belong to most main stages"*

Danish DJ/producer, **MORTEN** said *"We started Future Rave because we wanted to build a stronger connection to the international future dance music community. We love the reaction we are receiving from across the world and inspiring young producers to join the movement."*

Prominent Dutch label, **SPINNIN' RECORDS** stated, *"It's amazing to see Beatport making moves to make the genre more competitive and appealing! Even for our artists, the name 'Mainstage' has a nice ring to it. Playing on the mainstage is the ultimate goal for every artist and it fits the style of the electronic music featured in here to a tee. We're more than ready to dive into a successful festival summer together with Beatport on this one!"* Globally renowned

label, **Ultra Music** also added, *“With tour dates dropping, clubs reopening and lineups being announced, it finally feels like our community can begin healing from the past year. Mainstage feels like the perfect place to kick off the celebration. I’m excited that Beatport is giving fans a place to gather across genres because that’s what music is all about - bringing people together.”*

**Beatport Director of Curation & Label Relations Raphael Pujol** announced, *“This move marks a turning point for our store as we embrace a new journey with Mainstage. Not only will it solidify the shopping experience for our customers, but it will serve as a platform for up-and-coming talent and labels to shine in the spotlight as Mainstage becomes a Hype genre. The Mainstage page creation will lift its subgenres and grow them to compete against or other popular genres on Beatport.”* **Mainstage curator Jordan Mafi** added, *“After the past year without festivals, we’re ready to return to the Mainstage. I’m excited to represent the many subgenres of the Mainstage sound under a new genre page that will garner even more attention than before — Big Room, Electro House, Future House, Midtempo, and Speed House will offer some exciting diversity to the genre page.”*

Link to the Mainstage genre page can be found [here](#).  
Artwork banner [here](#).

### **About Beatport:**

Beatport is 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. The company also has a growing, streaming catalog subscription service, [Beatport LINK](#). Founded in 2004, the Beatport family of companies includes [Beatsource](#), [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#). Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#), [YouTube](#), [Twitter](#), and [Instagram](#).

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