

For Immediate Release



**DJ and Grammy Award Winning Producer, Tiësto, Partners with Eldohm and Beatport to Launch A DJ Midi Controller for Beginner DJs**

*The Next Beat is a limited-edition controller that advances Tiësto's mission to inspire the next generation of DJs and dance music enthusiasts*

**Berlin, DE — December 10th, 2021** — GRAMMY® Award-winning, platinum-certified, international icon, **Tiësto**, has teamed up with Eldohm, the world-famous creator of kids electronics, and Beatport, the global leader of music for DJs, producers, and their fans, to develop and launch **The Next Beat by Tiësto**, the first midi controller geared towards budding DJs. With this limited edition controller, Tiësto hopes to inspire beginning DJs by empowering them with an easy to learn user-friendly interface, DJ controller along with the music they need to begin their creative journey into the world of DJing.

Upon release on December 10th 2021, The Next Beat by Tiësto will be available at 18 different retailers in 8 countries — including Amazon and GameStop in the U.S. — making it accessible to a broad range of young creators around the world. This easy-to-use, high-quality controller is made to accompany DJs from their first mix to their first gig. The Next Beat by Tiësto is retailing at €299/\$299.

"I wanted to create an easy to use controller to inspire the next generation of DJs. I am always looking for ways to encourage people to explore their passions and The Next Beat allows aspiring DJs to learn the craft. It can be used as the foundation to begin careers of their own or simply to have fun learning how to DJ." Says Tiësto

The Next Beat by Tiësto includes access to masterclass tutorials and a free 30-day trial to the Beatport and Beatsource LINK subscription service, which gives DJs access to the latest playlists and hits from around the world. The Next Beat also comes with an exclusive collectible DJ booklet featuring tips and tricks from Tiësto. The controller is compatible with iOS, MacOS, and Windows, and also features a seamless integration with Beatport's DJ web app, which is directly accessible from the Google Chrome & Microsoft Edge internet browsers, making it easy for DJs at any level to get started right away.

"The Next Beat by Tiësto is a powerful instrument for anyone who wants to learn the craft of being a DJ," says Romain Pouillon, Beatport's SVP & GM. "Beatport and Beatsource's music libraries give aspiring DJs instant unlimited access to the latest tracks in the world, and provide beginner DJs with everything they need to fuel their passion. This partnership with Tiësto and

Eldohm has created an amazing path for everyone who has the desire to instantly become part of dance music culture.”

Pieter van den Bosch, CEO at Eldohm said: “Collectively, the team at Eldohm has spent decades creating dedicated children tablets, smartphones, and musical instruments. The development of this controller marks an important expansion of what we do. The Next Beat by Tiësto is simple enough for young dance music aficionados to master, yet sophisticated enough to power sets in a live setting. Music is a powerful teacher, and with Tiësto at the head of the class, anyone interested in becoming a DJ will have a positive, meaningful experience no matter their age or experience level.”

For more information about The Next Beat by Tiësto visit [thenextbeat.dj](http://thenextbeat.dj).  
Download the digital press kit [here](#).

### **About The Beatport Group:**

The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Beatport was founded in 2004, The Beatport Group family of companies includes [Beatport](#), the preeminent store for electronic music DJs, [Beatsource](#) for the open-format DJ community, [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#) for music producers, and Beatport Media Group for brands and fans of DJ culture. The Beatport Group’s portfolio of products includes an array of high-quality audio solutions to choose from, including: full song downloads, exclusive content from leading labels, a streaming music service seamlessly integrated into DJ software and hardware (LINK) and exclusive sound packs and plugins. All of the content is expertly curated on a weekly basis by a global team that helps define DJ culture. Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

### **About Eldohm:**

Founded in 1998 by Pieter van den Bosch and Bianca Jansen in The Netherlands, [Eldohm](#) strives to “provide children around the world with educational and fun products that perfectly combine innovation, safety, and technology”. Their 20 years of experience in the toy and electronics industry has resulted in an international company with diverse product lines, global distribution, and distinctive licenses.

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