

For Immediate Release



Beatport Expands Localized Communications in Russia and the Commonwealth of Independent States (CIS)

(ST. PETERSBURG, MOSCOW and BERLIN - December 16th, 2021) Beatport, the worldwide leader of electronic music for DJs, producers, and their fans, announced today that they will expand their localized communications in Russia and the Commonwealth of Independent States. Beatport sees great potential in the Russian-speaking electronic scene with hopes to inspire and empower the DJ scene.

The company's plans for the next year include organizing educational events, masterclasses and showcases, supporting promising young DJs from different parts of Russia and the CIS - building community, stimulating creativity among DJs of different levels.

Beginning December 16th, 2021, the following options will be available to Russian-speaking users:

- Russian version of the online store - the [Beatport website](#);
- Russian version of the streaming service for DJs [Beatport LINK](#);
- The Beatport Plan - a new tier pricing of the popular subscription service from [\\$ 9.99 per month](#)
- the official Telegram channel Beatport Russia - <https://t.me/beatportchat>;
- the official Telegram chat Beatport Russia - <https://t.me/beatportrussia>;
- the official community of VK Beatport Russia - <https://vk.com/beatportrussia>;
- 'More Music More Savings' coupon for a limited timeframe in January, once you set up a store account prior to January 4th
- Russian versions of newsletters for users.

The focused launch of Beatport in the Russian market is expected to foster creativity, development and prospects for local artists and fans to better collaborate and communicate regardless of geolocation.

Beatport also intends to leverage social networks Telegram and VK channels to empower users to influence the activities of the service in Russia and the CIS — Beatport will create a

convenient platform for creativity and growth without borders; a place for everyone who loves electronic music and DJing.

New customers are encouraged to create a Beatport store account prior to the 4th of January in order to receive the benefits of Beatport's 'More Music More Savings' coupon, the more you spend, the more you save. This will run from the 7th - 11th of January, 2022 for Russian and CIS countries only.

Today, the global Beatport ecosystem includes the online electronic music store Beatport, the Beatport LINK streaming service for DJs, the popular DJ web app, on the go Mobile App, the Beatport CLOUD service and other professional platforms that provide the entire creative cycle and stimulate the DJ career.

And now, with the recent launch of The Beatport Plan, a new pricing tier of \$9.99/month for their popular subscription service, aspiring and professional DJs gain access to millions of the best electronic music tracks. By integrating with Beatport's popular DJ web app, subscribers to The Beatport Plan can instantly become DJs within their browser. Music fans can also access, discover, save and listen to more than 9 million expertly curated songs, along with full track previews and the ability to create personalized playlists that fit any musical mood. The Beatport Plan also includes an auto-mix feature, allowing subscribers to set their playlists to automatically blend and play. In addition, the new plan integrates with the Beatport Mobile App which enables users to discover new artists and create playlists from their mobile phone.

We are keenly aware of the growing electronic music and DJ scene in Russia and the surrounding countries and hope to nurture new local artists and their fans through our expansion into these areas."

Robb McDaniels
CEO of Beatport





Beatport is the most convenient service that is constantly evolving, just like electronic music, offering new opportunities and services. Now, in Russia, more new artists and labels appear. Beatport's presence will give a powerful boost to the popularity of the local electronic scene. It's also nice to see that Beatport has Russified its pages and is actively promoting the streaming format.

DJ Fonarev

Professional DJ, Composer and Producer musician from Moscow, Russia

Link [here](#) to more information on The Beatport Plan

[Beatport Branding Guide](#) including Beatport and Beatport LINK logos

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