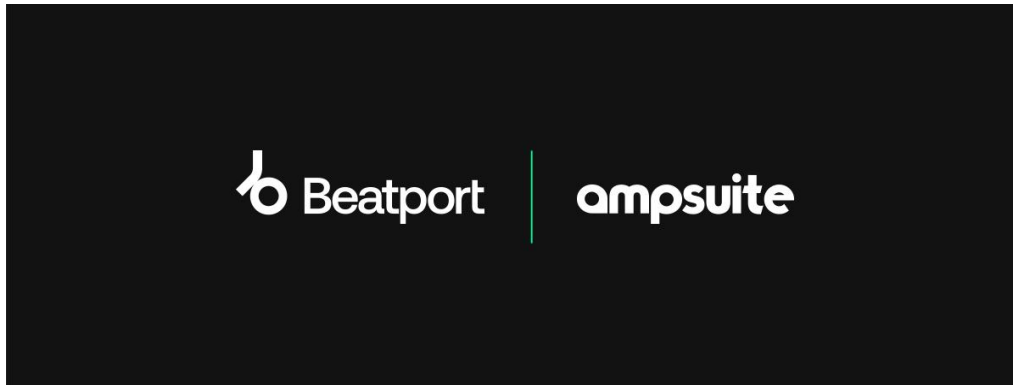**For Immediate Release**

Beatport Acquires ampsuite and Launches a Suite of Professional Products for Suppliers, Artists and Labels.

(**BERLIN and LONDON, February 23, 2022**) **Beatport**, the global leader of music for DJs, producers, and their fans, announced the acquisition of **ampsuite** to power a suite of professional products to help creators leverage the unique elements of the Beatport ecosystem to expand revenue and audience growth. ampsuite provides independent labels, primarily in the electronic genre, with DIY software tools including asset management, accounting and promotion.

In partnership with its supplier partners over the past few years, Beatport has been introducing bespoke tools and services to its vast community of independent labels. **Beatport Hype**, which provides emerging electronic labels with access to dedicated promotional space, was launched in 2019 and has exhibited rapid adoption over the past three years. More recently, Beatport launched LabelBase, a new information resource and support hub for its label users. ampsuite's technology will be used to power Beatport's suite of professional tools and services whilst ampsuite's existing management team continues to provide a broader distribution service to other digital retailers. This entire effort will be managed by Beatport's Music Services division, which is led by industry veteran, Alex Branson.

"We admire the SaaS products that ampsuite has built and believe that our entire community of artists, labels and distributors can benefit from a more seamless integration with the Beatport ecosystem," commented **Robb McDaniels**, Beatport's CEO. "We have a very unique relationship with our content partners and DJs of all types around the world, and this expanding set of tools and services will only help to accelerate growth for our entire community over the next few years."

"ampsuite has been building tools that help independent labels more effectively run their businesses for the last ten years," said **Keith McDonnell**, Co-founder and Director of ampsuite. "Becoming part of Beatport's extensive ecosystem will enable us to develop & bring software solutions to an even bigger audience. We're excited to get started."

[Artwork](#)

About The Beatport Group
The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Founded in 2004, the 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](#).

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