

For Immediate Release



Beatport Launches Newest Genre Amapiano

BERLIN, April 26th, 2022 - **Beatport**, the global leader of music for DJs, producers, and their fans, announced today the launch of their newest genre, Amapiano. In just a few years, the South African-born genre has gone from local trend to global phenomenon, led by internationally recognized artists like [DBN Gogo](#), [Focalistic](#), and [Major League DJz](#); and labels like [Jozi Entertainment](#), Busta 929's [Thupa Industry](#), and Kabza De Small's [PianoHub](#).

To support this growing community of artists, labels and fans, Beatport will offer Amapiano its own space to flourish, as Amapiano tracks that were previously categorized as Afro House, Deep House and Dance/Electro Pop will now be clearly and properly labeled.

This change will also allow Beatport to promote the sound through banners, playlists and more, helping fans discover the sound, translating into improved sales for artists and labels, and a better customer experience, as fans can find music that is truly representative of the Amapiano culture.

Genre page: <https://www.beatport.com/genre/amapiano/98>

Check out the new Amapiano chart here: <https://www.beatport.com/chart/amapiano/721649>

In addition, we put out this feature recently which takes a deep dive into the sound's history and evolution: <https://www.beatportal.com/features/how-amapiano-conquered-the-world/>



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 of companies includes Beatport, the preeminent store for electronic music DJs, Beatsource for the open-format DJ community, [Loopmasters](#), [Loopcloud](#) and 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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