beatport link

Introducing Beatport LINK

Beatport is thrilled to have announced LINK this week. This is a product that compliments our core music download business. Beatport has grown download sales for the past 3 years, and we are committed more than ever to the needs of our labels and suppliers. Beatport is an integral part of the independent electronic music community, with more than 95% of our sales coming from indie labels. For this reason, and many more, we strive to keep the interests of the indies close to our hearts and at the forefront of our business decisions.

- Beatport LINK is not like the existing streaming platforms for consumers, it's a product designed by DJs for DJs.

- Unlike other DSP's, Beatport LINK has been conceived and developed in close cooperation with the labels and distributors on Beatport.

- Over the past year, new contracts were signed and all music used for LINK has been licensed by the right holders.

- LINK will provide an additional revenue source to the labels and artists.

What Beatport LINK Looks Like Now:

Beatport LINK utilizes the technology of streaming in ways that makes sense for DJs.

Beatport LINK is aimed at two new use cases:

- The Beginner DJs that are just starting out will have millions of tracks to practice and play with. Previously a lot of this market would have been lost to piracy. The bit rate is 128kbs AAC and is not meant for public performance.

- Beatport Customers will have the ability to browse and drop tracks into their decks, and mixing them with their existing collection, before purchasing the downloads.

What Will Beatport LINK Look Like Soon:

With the upcoming Pioneer rekordbox integration, Beatport will roll out two new plans - Beatport LINK Pro and Beatport LINK Pro+ - with an offline locker and 256kbps AAC audio quality (which is equivalent to 320kbps MP3).

This will be club ready, but will be aimed at DJs who take their laptops to clubs, for now.