

DT: JUNE 23, 2015



**BEATPORT LAUNCHES
EMBEDDABLE STREAMING MUSIC PLAYER
PAYING ARTISTS FOR EACH TRACK PLAYED**

**ARTISTS, MUSIC BLOGS AND FANS CAN NOW PROMOTE THEIR FAVORITE MUSIC
KNOWING RIGHTSHOLDERS WILL BE COMPENSATED**

Beatport, an SFX Entertainment (NASDAQ:SFYE) company and the home of electronic music for over a decade, today (**June 23**) introduced an **embeddable music player** that allows any **blog, website or social channel** to stream any track from the Beatport service knowing that **artists and rightsholders will receive compensation for each stream**.

“Supporting artists has been a core value at Beatport since day one, and that mission remains as we expand to serving fans with our new streaming service,” said **Beatport Executive Creative Director Clark Warner**. “Our embeddable streaming music player not only helps artists promote their music by making it available wherever their fans live online, but we are also taking the necessary steps to pay rightsholders for each listen so artists get paid.”

Every track on Beatport.com includes the embed code alongside the icons for **sharing to social media, hearting or buying it**. With the embeddable player, **artists, music blogs, festival organizers, and fans can embed any track in the Beatport streaming service into their respective websites, social feeds, and other sources**. Additionally, **Beatport** users can simply share any **Beatport** track from the embeddable players directly into a Tweet to share with their followers.

Now, a festival organizer can easily embed on their website the top tracks of artists scheduled to perform, a music blog can embed Beatport’s top 10 Pulse Chart tracks or new releases, and an artist can Tweet a newly released track directly to fans and know that not only are **they promoting the music for free, but the value of that music is being respected and paid for**.

For more information on how to embed tracks, visit <https://aboutembed.beatport.com/>.

About Beatport

Beatport is the trusted home of the global electronic music community... a place where fans, DJs, and creators alike can connect, discover, and participate in the evolution of electronic music culture (EMC). Our mission is to bring the life-changing experience of dance music to the world in every form imaginable. That includes streaming music from Beatport.com and our

[mobile apps](#), downloading files to perform from [Beatport Pro](#), attending festivals and events both [in person](#) and [online](#), connecting with like-minded fans and inspirational artists, and [reading](#) news, reviews, and insider access. Taken together, Beatport offers a complete music experience for everyone, everywhere. Founded in 2004 as the principal source of music for DJs, Beatport today attracts an audience of more than 50 million unique visitors a year consisting of DJs, producers, and their fans. Beatport is based in Denver, CO, with offices in New York, Los Angeles, and Berlin. Follow us on [Facebook](#) and [Twitter](#).

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