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BEATPORT LAUNCHES NEW GENRE PAGES

CURATED SYSTEM HELPS FANS DISCOVER NEW ELECTRONIC MUSIC ON FREE BEATPORT STREAMING SERVICE

BEATPORT, an **SFX Entertainment (NASDAQ:SFXE)** company and the home of electronic music for over a decade, today introduced a new way to explore the **BEATPORT** streaming music catalog through the addition of [Genre Pages](#), available on beatport.com and companion [iOS and Android apps](#).

Genre Pages are music collections created by **BEATPORT'S** team of experts and guest curators who select the tracks, albums, mixes and playlists from the expansive **BEATPORT** catalog across multiple genres. Selections are based on both musical attributes as well as the ever-changing preferences of all facets of the global electronic music community.

The [Big Room](#) section includes elements of **Electro House**, **Progressive House**, and **Dubstep**. Other **Genre Pages** include such **BEATPORT** staples as [Tech House](#), [Deep House](#), and [Techno](#), as well as new additions like [Future House](#), [Hardstyle](#), and more. Each has their own Pulse Chart listing the most popular tracks, Rising Stars highlighting trending new artists, **BEATPORT** Classics and other features.

With **Genre Pages**, fans worldwide can explore and discover specific styles of electronic music they most closely identify with via an immersive music destination designed for any preference—from 'club' to 'festival' and more. **BEATPORT** Pro, the leading store that DJs, labels and artists rely on to buy and sell music, continues to maintain its existing genre listings as well.

"Electronic music genres are emerging, changing, and evolving quicker than any data-based system can adjust to, and artists are releasing music in more than one single genre or sub-genre," said **Clark Warner, Executive Creative Director of BEATPORT**. "**BEATPORT** believes only a human ear with the knowledge and experience of this community can properly present music to fans in the way they expect and deserve. This is only the start of a more curated

listening experience where artists and partners will guest curate to help our fans discover and enjoy new music.”

For a look at all **Genre Pages**, visit <https://www.beatport.com/genres>.

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](https://www.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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