



**BEATPORT NEWS LAUNCHES ORIGINAL VIDEO SERIES
AS PART OF EXPANDED COVERAGE, MISSION**

**MULTIPLATFORM APPROACH COVERS
THE VAST SPECTRUM OF ELECTRONIC MUSIC
AND THE PEOPLE WHO DEFINE ITS CULTURE
ACROSS EDITORIAL, VIDEO, AND SOCIAL FORMATS**

BEATPORT today, **February 23**, introduced the expansion of **BEATPORT NEWS** into original video coverage through several new series available now and premiering in the weeks ahead. These new video series transform **BEATPORT NEWS** into a vibrant multiplatform outlet that not only communicates with audiences through a variety of formats, but also broadens its scope of coverage in order to more fully engage with the global community that defines dance music today.

The new video series include:

- **On Record:** An honest, earnest, sometimes sobering look at the life and work of compelling figures in the electronic music community, featuring behind-the-scenes footage in artists' studios, backstage, at home, or in other real-life settings.
- **This Is Dance Music:** Profiles of the elements that define electronic music, from the major (house, techno, edm) to the sub (tropical house, minimal techno, grime) featuring luminaries, characters, and supplemented by animations.
- **Offstage:** A deeper examination of the personalities behind the music and the hands-in-the-air experience through the lens of Justin Nizer and Eyewax Films, featuring dance music's most colorful left-of-center DJs who define the scene today.
- **How to DJ:** An instructional series appealing to both the experienced and wannabe DJ alike, featuring artist experts spanning genre and style.

Watch the trailer for all at <https://youtu.be/dxTcPPekmxE>

BEATPORT NEWS features an expert staff tuned into the pulse of the electronic music scene at every level—from **the dancefloor**, to **the DJ booth**, to **the label office**—to tackle the biggest issues within the electronic music community today. Recent coverage has included:

- Investigative articles digging past the clickbait to get to the core of the issues: "[Why Music Sounds Better When You're High](#)"
- Interviews and in-depth profiles of the artists and icons defining the scene: "[Erick Morillo on Subliminal](#)"
- Analysis of Beatport charts and music trends: "[Top Charted](#)" and "[Ten Producers to Watch, As Chosen by Night Bass Founder AC Slater](#)"
- [Darkroom](#), a section dedicated to underground and undiscovered artists, developing stories, and future trends.

“Those of us who have been in the industry for a long time know that the impact of electronic music can be life-affirming, life-changing, and for some live-saving,” says **BEATPORT** Vice President of Media, **Zel McCarthy**. “Acknowledging and respecting this relationship, as well as who our readers are and their interests, is at the core of what we’re doing at Beatport News. This is not some attempt to capitalize on an “EDM” trend. Everything we create will be ruled by the stick of truth, sometimes harshly if necessary, and always out of love.”

“Fans interested in electronic music want access to more than just a song,” said **BEATPORT** President & CEO **Greg Consiglio**. “Beatport News and today’s expansion into original video series, is designed to provide a deeper context of the artists and culture they love, and provide a deeper look into how this music is created, consumed, and experienced.”

BEATPORT VP of Media **Zel McCarthy** will participate in a **Reddit AMA Thursday Feb. 25 at 3:00 p.m. PT** at www.reddit.com/r/electronicmusic.

About Beatport

Beatport is the global pulse for electronic music and dance culture... a trusted source where fans, DJs, producers, and artists alike can create, connect and discover through a complete collection of music-inspired experiences, all within one platform. This includes listening to streaming music, downloading tracks, creating and sharing mixes, enjoying festivals and events both in person and live online, and accessing news, reviews, and insider videos. 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 has offices in New York, Los Angeles, Denver, Berlin and Amsterdam.

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