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**BEATPORT AND SCRATCH DJ ACADEMY PARTNER
TO EDUCATE DJS AND PRODUCERS**

**RELATIONSHIP OFFERS MULTI-FORMAT INSTRUCTIONAL TOOLS AND RESOURCES
FOR ASPIRING DJS, MUSIC CREATORS AND PERFORMERS**

BEATPORT, the global pulse of electronic music and culture, and **SCRATCH DJ ACADEMY**, the world's leading DJ and music production learning center, have joined forces to offer a unique package of multi-format music resources and instruction to aspiring DJs and producers.

With this partnership, **BEATPORT** becomes **Scratch DJ Academy's** official preferred digital music retailer, offering new **Scratch DJ Academy students** credits and discounts for the **BEATPORT STORE**, as well as providing custom sample packs for both practice and performance. These offers and more will be made available to **Scratch DJ Academy students** on a dedicated **BEATPORT** section on the **Scratch DJ Academy site**, as well as in physical lesson plans and handouts at **Scratch DJ Academy locations nationwide**.

In addition, **Scratch DJ Academy** will produce a weekly livestreaming video series through **BEATPORT's Video platform**, along with providing video-on-demand content each month, all of which will be featured on a custom **Scratch DJ Academy branded channel**.

Together, **BEATPORT** and **Scratch DJ Academy** are removing the barriers of cost and confusion that often discourage newcomers from learning the basics of DJing and music production.

The popularity of electronic music is exploding, with the **IMS Business Report** estimating the industry has grown from **\$4.5 billion in 2012 to \$6.9 billion in 2014**. With this has come a surge of interest and activity in the DJ craft. According to the **2015 NAMM Global Report**, sales of digital DJ controllers have skyrocketed by over **240% since 2010**, and DJ hardware manufacturers estimate the potential worldwide market of aspirational DJs is as high as **30 million**.

BEATPORT has for **over 12 years** been at the forefront of guiding new DJs through their careers. Starting with its origins as the only digital music download service focused on the DJ community, **BEATPORT** over the years has added such services as:

- Weekly Play remix contests, where past winners such as Zedd and Seven Lions first attracted the attention of the industry.
- Exclusive sounds, loops, and samples sound packs through Beatport Sounds.

- DJ profiles that combine detail on the releases, mixes, and upcoming events of each.
- A livestreaming and video platform to broadcast performances and engage fans.

“Our partnership with Scratch DJ Academy represents the latest step in an ongoing effort to help the next generation of DJs and producers acquire the skills and resources necessary for them to nurture their craft,” said **Beatport President and CEO Greg Consiglio**. “Doing so is essential as the DJ community and electronic music continues to grow and prosper, and we’re proud to include a pioneer like Scratch DJ Academy to this important mission.”

“Beatport is the perfect partner to aide in our mission to be wherever anyone wants to learn to DJ and produce music,” said **Scratch DJ Academy Founder and CEO Rob Principe**. “We’re looking forward to not only providing our students access to the vast Beatport catalog, but also contributing our video programming to the world’s largest community of DJs and their fans.”

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.

Follow us on [Facebook](#) and [Twitter](#) and [Instagram](#).

About Scratch DJ Academy

Scratch DJ Academy is the world’s leading DJ and music production learning center co-developed by Jam Master Jay of Run DMC. Scratch DJ Academy has locations in NYC, Miami, LA, Atlanta, Chicago and Philadelphia along with dozens of satellite locations in hotels, resorts, and cruise ships worldwide. To date, Scratch DJ Academy has taught over 500,000 people to DJ and produce music through its copyrighted curriculum and proven teaching methods. Visit www.SCRATCH.com and follow Scratch on [Facebook](#), [Twitter](#), and [Instagram](#).

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