

Case Study

Creating Unique Connected Products & Experiences that Drive Revenue: How Aventus & Beatport Increase Artists' Revenue While Forging Deeper Connections



At a Glance

Industry

Music, entertainment

Challenges

Increasing connectivity with audiences and giving creators greater control

Solution

Dynamic marketplace for artists to deepen connections with fans via digital collectibles and experiences

Results

- 1,000 exclusive NFTs minted by Grammy-nominated duo Disclosure
- 100 exclusive NFTs minted by HE.SHE.THEY, with unlockable physical experiences
- "NACHTS" collection by photographer Mischa Fanghaenel showcases 175 portraits of Berlin's techno scene, transformed into dynamic, sound-reactive digital artworks, integrating AI and music

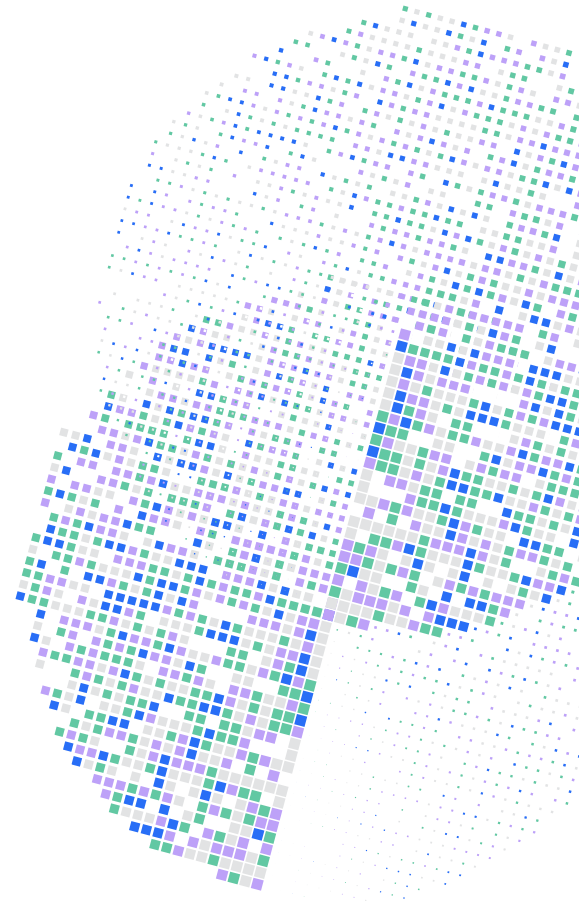
The Existing Music Industry Doesn't put Artists First

Traditionally, the music industry benefits large record labels, who hold a significant portion of artists' revenue and creative control.

Beatport is the world's largest DJ platform that allows more than 36 million users to download and stream electronic dance music from 465,000 DJs and 11 million curated tracks provided through 75,000 label partnerships.

It is an iconic music platform and trusted source for DJs and musicians to create immersive and captivating musical experiences for the latest chart toppers and undiscovered artists alike.

Beatport wanted to enable artists and members of its' vibrant community to engage more directly, while generating revenue by giving fans a unique voice in content and opportunities to own a piece of music history.



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It goes beyond providing a product; it's an invitation for our fans to own a piece of our musical history. The diversity and complexity in this project represent an unprecedented level of creativity and fun, and we're excited to share this unique experience with our audience.

Guy Lawrence
Disclosure

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A New Space for Electronic Music Culture

Beatport partnered with Aventus to create Beatport.io, a dynamic marketplace for fans and artists to deepen their engagement.

Beatport.io allows artists/musicians to mint NFTs that unlock digital and physical experiences and allows their fanbase to buy, sell and trade their NFTs with the flexibility of both fiat and crypto payments.

Aventus offers Beatport.io enhanced scalability, speed, interoperability, and security, with both crypto and user-friendly fiat payment options, as well as familiar SSO login options.

Aventus and Beatport have developed a roadmap for future marketplace extension, including members-only areas, rewards systems and new collections of NFTs timed alongside existing music and Web3 events to continue to evolve the Web3 experience for electronic music fans around the world.

Beatport.io's collections in collaboration with cutting edge musicians, artists and brands across the globe have positioned the project at the forefront of the music industry by seamlessly merging cutting-edge technology with cultural storytelling, offering fans unparalleled, personalised, and immersive experiences.

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The electronic music community has always been at the forefront of cultural shifts, and their early embrace of Web3 and all the promise it offers is no different, creating unique and powerful new ways to celebrate electronic music by connecting fans with their favorite artists.”

Ed Hill
SVP, Beatport Media Group

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Consumers using digital revenue platforms
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