

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, 7 November 2023 6:05 pm  
**To:** Registrar  
**Subject:** Submission for the serato and pioneer merger

**Categories:** [REDACTED]

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Kia ora.

My name is [REDACTED] and I own [REDACTED] bars in [REDACTED]. I want to make a submission in favour of the Serato merger with Pioneer as this is an important thing to happen for our industry.

I have been in music and this industry all my life [REDACTED]. In my late teens, I joined a band which played [REDACTED]. Decades later and a lot of music history, I now own [REDACTED] who are all involved in music. Music is our life. I work with over 300 Dj's here in Auckland, most whom talking to, want this merger to happen for the possibilities that will occur.

I have watched the software and hardware of mixing music over the last 3 decades, and have always been impressed with Serato and what they did and have huge respect for AJ and Steve and what they have created.

[REDACTED], and have always been astounded by companies there and their ability to innovate and level up constructs, products and services. I've watched Pioneer, rekordbox and what they've done for our music industry here and overseas - and this is why I am making a submission in favour of this merger.

We have many platforms we use within my entities - from Rekordbox, to Serato, Tracktor, to Denon, and I truly believe Pioneer merging with Serato will help keep innovation happening for our industry and keep Aotearoa levelling up in a national and global space.

I realise your concerns are around monopolisation of software for our country - I don't believe that this merger would create this, but would actually help resourcing something special here and where we could continue to grow within our country, lead in a world wide setting and also continue to challenge the other software platforms created here so that music platforms continue to grow and be accessible.

Serato also moved into [REDACTED] this year [REDACTED] and [REDACTED] is a growing music hub for Auckland and NZ. I'm excited to see where this merger would take us. Please don't oppose this merger, this is an exciting next step forward for us all.

On another note - [REDACTED] work with a lot of upcoming Djs and Serato has been something they can use at home and with us. I believe Pioneer see's that potential -the bedroom djs- and that this is a growing thing here in NZ and the merger with them will help elevate and continue growth for serato and pioneer/rekordbox, providing app forms for users that we don't have. We see this as an advancement, and much needed.

And finally to note - All of our mixers [REDACTED] are Pioneer based and the fact they work with rekordbox and connect to our other platforms shows their commitment to music and growth in this industry and our innovative serato needs the resourcing to do this also.

Please get in touch with me if you would like me to clarify anything. I would be happy to discuss anything within my submission.

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