

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, 10 November 2023 2:47 pm  
**To:** Registrar  
**Subject:** Serato AlphaTheta Merger

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To the Commerce Commission,

I have been a professional DJ and producer working in various clubs and bars around [REDACTED], alongside a number of commercial clients in the fashion and event space for the last 17 years. I am writing to express my support for the Serato and AlphaTheta merger.

Serato was the catalyst that took me from DJing recreationally as a teenager on vinyl records and re sparked my interest in DJing with its DVS System which led to a professional career. In those days Serato was the popular choice amongst the DJs I knew coming from a vinyl background, but the DJ equipment and software landscape has changed a lot since then. There is so much variety in both software to hardware. As a modern DJ you really need to be familiar with many different platforms as the notion of an 'industry standard DJ setup' has become very vague. Whilst the success of a DJ will always come down to the right track selection at the right time, how you play that music is constantly evolving. Especially amongst young and new DJ's who are much more open to the myriad of options available to them, from media players to controllers, even mobile phone apps. With the option of midi mapping almost all modern DJ equipment this has also spawned some very creative ways of using equipment and software that were not originally designed to work together.

The merger between Serato and AlphaTheta is an exciting prospect for the DJ Community. The integration of two companies which have driven a lot of innovation in their respective fields combined will only continue to give us new ways to perform and manipulate music. And as a user of both Serato and AlphaTheta products, alongside some of their competitors flagship products I am excited by the inevitable outcome that it will drive innovation amongst all of the players in the space, meaning a win-win for all DJ's.

I would never have dreamed some of the recent innovations in the DJ space would be possible and those are always driven by all companies in the DJ space trying to outdo each other.

Also as a Serato Studio user, the comments surrounding further advancements possible with the shared technology is also a very exciting prospect.

Overall I think the merger will be a great benefit to DJ's, and also light the fire of innovation amongst the wider hardware and software industry.

Sincerely,

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[REDACTED]  
[REDACTED]  
[REDACTED]

