



9 November 2023

To Whom It May Concern:

RE: Serato / Alpha Theta Corporation


I am writing to express my support for the proposed acquisition of Serato by Alpha Theta Corporation (ATC).

As someone who has worked in the music industry for 27 years, primarily in hip hop and drum and bass genres, with a focus on recorded music, artist management, and heavy involvement in DJ culture, I believe that this acquisition has the potential to benefit the industry.

Over the past 27 years, the introduction of DJ software has brought significant growth in technology and the market. However, this growth has also resulted in an overwhelming number of options available to artists and DJs. Currently, the artists I work with are using no less than four individual platforms for DJing.

As a DJ or music performer, every setup is unique and personal. There are many factors to consider when setting up, and choosing the right software is just one of them. Besides the cost, DJs may also consider factors such as genre, hardware, workflow, marketing, and even their favourite DJs when making their software choices.

The proposed acquisition of Serato by ATC has the potential to usher in a new era of innovation and development. In a world where there is little differentiation between individual software, and most features offered by Serato are also available on free apps like Algoriddim DJay, this acquisition could drive competition by promoting the continued advancement of software. This acquisition of Serato by ATC is expected to provide artists and DJs with more options, leading to a more diverse and innovative industry.

Should you require any additional information or clarification, please do not hesitate to contact me at  I am readily available to provide any necessary assistance throughout the review process.

Thank you for your time and attention to this submission. I look forward to the commission's evaluation of the provided informatio.

Sincerely,

