

**From:** [REDACTED]  
**Sent:** Wednesday, 8 November 2023 11:15 pm  
**To:** Registrar  
**Subject:** AlphaTheta/Serato

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To whom this may concern,

I recently read an article about AlphaTheta's purchase of Serato and how you at the commerce commission have been alerted due to the purchase.



\$113m DJ software spat: Japanese firm gets OIO approval, but faces new hurdle  
nzherald.co.nz

I am a long time user of Serato's world class software and will continue to use Serato as a DJ and Producer in the industry. I've been using Serato's DJ software since 2006, and their production software "studio" and "sample" since 2017 and 2019 respectively. I'm an educator in the field, formerly teaching at the highly respected school known as MAINZ, I'm also a world recognise award winning DJ and a Music Producer and studio owner.

I'm unsure why any entity would want to stop the purchase from AlphaTheta of Serato for the following reasons, using their brands I use as examples from my perspective:

#### **Serato Studio,**

A great production software for DJ's who already use Dj software wanting to get into production and be in familiar territory and workflow to normal DJ software.. The Market for production software is large. The following brands come to mind that will also be competition. Ableton, FLStudio, Logic Pro, Native instruments, Akai (MPC), Avid Protools to name a few.

#### **Serato Sample**

A great 3rd party plug-in instrument, seperate from their production software. It can be used in most of the production software brands labelled above, being a competitor for the vast amounts of 3rd party plugins. Which is huge!.

#### **Serato DJ**

Serato is a world leader in DJ software and although competition in the market for DJ software is small with only a handful of similar software (at their level). They do have competition with the likes of inMusic's Denon "Engine DJ" and atomix's "VirtualDJ" Serato also work heavily with brands such as inMusic's Denon, Rane, Akai and soundswitch to bring great hardware to the market using their software. Along with other great brands.

I guess I'm just trying to shed some light on a great company who has served me well for many years. And I'm unsure why the shareholders have been served this new hurdle in the pursuit of harvesting the fruit from their hard work and dedication to our DJ culture.

Kind regards

A large black rectangular redaction box covering the signature and name of the sender.

Chur bro!