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**From:** [REDACTED]  
**Sent:** Friday, 23 February 2024 11:20 am  
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**Categories:** [REDACTED]

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I consider myself an industry expert having been in the DJ hardware sector for over 25 years. I've seen almost every product come and go as well as brands and people. I have dealt with both Pioneer DJ (ATC) and Serato as well as many other brands since they came to market and feel I'm qualified to comment on this matter.

Firstly, I request this is taken in to consideration despite the submission date however there is information that has been released within the last few hours that I believe is important to this acquisition.

I believe this acquisition would be detrimental for the industry as it will definitely limit choices for the consumer and give ATC an unfair monopoly on both DJ hardware and software.

The information just released is the result of a global DJ survey. It is the only one of its kind held and while it is not definitive it gives a good snapshot of the market. This survey is conducted by an online DJ school and review site, Digital DJ Tips and they claim it has had a response of 15,000. (<https://www.digitaldjtips.com/census-results-2024/>)

I can say with a fair degree of certainty that the more professional DJs would not have even heard of this survey, hence considering it a snapshot.

This survey shows what we already know and suspect. That ATCs Rekordbox has over 30% of market share and Serato has just about the same. This would give ATC over 60% market share, which in reality is closer to 80% when accounting for the professional users.

Compared to the same survey 5 years ago, (<https://www.digitaldjtips.com/final-results-are-in-for-the-worlds-biggest-digital-dj-survey/>) with double the responses, Rekordbox had a 20% share and Serato 35%.

What has been consistent is the majority of DJs are using Pioneer DJ (ATC) hardware with most also aspiring or planning to own it.

Should the buy out go ahead, this leaves potential new users with little choice of which brand to go with.

Furthermore, as your initial enquiries have found, the other brands (Numark, Rane, Denon DJ, Reloop, Hercules etc) will likely not want to continue collaborating with Serato as it will give ATC access to products far in advance. In turn this will again reduce the choice of product potential consumers have.

It's worth also mentioning that in the last two years there has been a noticeable drop in the quality control with Pioneer DJ products and more so the notable lack of customer support is well documented on forums such as Reddit and Facebook groups.

Again, if Serato is acquired by ATC, the fear is that they will drag Serato down as well.

I say all of this as someone who has an attachment to this industry and feel very strongly about how this will adversely affect it.

I thank you for your time and hope these points can be taken in to consideration.

