

Biggest Names in Dance Music Launch 'Next Generation DJ' Contest To Find Superstar DJ Of The Future

Submitted by: Sliding Doors Publicity

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On 15th December 2009, the leading innovators in dance music, Pioneer, Beatport, DJ Magazine and Let's Mix (<http://www.letsmix.com>), come together to launch 'Next Generation DJ' (http://www.youtube.com/watch?v=2Gq6_adC-R8&feature=player_embedded#), (NGDJ) a talent competition designed to unearth the next superstar DJ and to give them the chance to win a life changing prize. To win, DJs with the X-Factor will have to demonstrate their skills by uploading and promoting a mix on the new mixing and social networking platform, www.letsmix.com as well as prove that they have the entrepreneurial aptitude required to make it big in the world of dance music.

NGDJ has some heavyweight backing. Pioneer (<http://www.pioneerdj.com>) revolutionized DJ technology with the introduction of the CD turntables and are about to do so again with the launch of their CDJ2000 & 900 digital DJ platform. Beatport (<http://www.beatport.com>) is the world's no.1 destination to purchase electronic music and home to the influential Beatportal blog. DJ Magazine (<http://www.djmag.com>) is the world's leading authority on dance music and is the brand behind the globally renowned 'DJ Mag Top 100' poll. And Let's Mix was developed by the team from Tonium, who introduced the revolutionary Pacemaker (<http://www.pacemaker.net>), hand held, portable DJ system to the world. These brands know DJ'ing and dance music like no other, making NGDJ a competition with a genuine prospect of discovering the world's next superstar DJ.

However, to be a superstar DJ these days takes more than just skills behind the decks. You need to be able to create your brand, manage your profile and promote yourself relentlessly. Entrants to NGDJ will be required to create their www.letsmix.com profile and upload their DJ mix. From there they will need to show they can navigate the world of promo, pushing their DJ mix across all social networking / blogging platforms to generate a specific amount of votes to reach the next round. Amongst all those who have been able to promote themselves sufficiently 100 finalists will compete in a second round, creating a mix around a special theme with their DJ skills judged by a panel of industry heavyweights. All 100 finalists will also feel the heat of the media spotlight throughout the final round.

The eventual winner of NGDJ will soon feel what it's like to be a superstar DJ, with a set of brand new Pioneer CDJ2000's (and inclusion in the exclusive Pioneer test DJ group), a Pacemaker, huge media coverage across DJ Mag, Beatport, Let's Mix and many more, their own compilation release on Beatport, flights and flash hotel in Miami with massive gigs at the Beatport Pool Party and the DJ Mag opening and closing party at the Shelborne. This is a competition designed by the biggest, most influential brands in dance music to find genuine, unrivalled DJ talent, and so the final and ultimate reward for winning the competition is a future career as a DJ. The winner will be offered an exclusive contract with a major DJ management agency, giving them the chance to show dancefloors around the world exactly what they can do. 2010 will be the year when the NGDJ winner will become the next big DJ brand.

So what are you waiting for? Let's Mix!

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Fact Sheet

- When 15th of Dec '09 – 20th of Feb '10

Competition Stage 1: 15th of Dec '09 to 31st of Jan '10

Competition Stage 2: 1st of Feb '10 to 20th of Feb '10

- Where Mixes are added and voted on at www.letsmix.com

- How Join the contest:

Submit a Mix

- Upload mix in MP3 format and add track listing
- Download Let's Mix free software, create a mix and upload

To advance in the contest:

- Stage 1: 15th of December '09 to 31st of January '10

o Task 1: Promote your mix as widely as possible (using websites, blogs, social networking, e-mail etc) to secure a minimum 200 votes

o Task 2: Secure the highest average score for your mix possible (1.0-5.0)

- Stage2: 1st of Feb '10 to 20th of Feb '10

o Compete amongst the NGDJ Top 100 finalists with a new theme mix (theme / rules released 1st of Feb)

o To listen to the mixes and vote for contestants:

Visit the contestant's specific mix page on www.letsmix.com

Vote by choosing 1-5 stars in the rating section

- Prizes 1st Place will receive the "NGDJ Superstar DJ Launch Package"

Showcase at the 2010 Winter Music Conference in Miami

- 2 x flights and accommodation at a 5 star Hotel
- DJ gig at the legendary Beatport Pool Party
- DJ Gig at the DJ Mag Opening & Closing Parties @ The Shelborne
- Get signed to a pro DJ Agency and Record Label
- Release your own mix compilation album on Beatport
- Media exposure via professional PR campaign
- Next Generation DJ equipment (2 Pioneer CDJ 2000 + Pacemaker)
- Feature in DJ Mag
- Inclusion in exclusive Pioneer Test DJ group

o 2nd and 3rd place will receive

Media exposure via professional PR campaign

Career launch opportunity

Next Generation DJ equipment (1 Pioneer CDJ 2000 + Pacemaker)
Inclusion in exclusive Pioneer Test DJ group

- o NGDJ Top 100 will receive
Ongoing promotion
Next Generation DJ equipment (50 Top performers win a Pacemaker)

