

Native Instruments Acquires Music Rights Start-up MetaPop

MetaPop Founder Matthew Adell joins Native Instruments as CDO

Berlin 28th March – Native Instruments today announces its acquisition of the music platform and remix rights management company MetaPop, a start-up focused on monetizing remixes for both the creators and rights holders.

As part of the move, electronic music industry icon and ex-Beatport CEO Matthew Adell joins the Native Instruments executive team as Chief Digital Officer, spearheading new strategies for the brand's online product portfolio. MetaPop sparked industry and media debate this month for transforming the complex world of monetizing unofficial remixes, revealing it had legalized more than 20,000 bootleg remixes and now boasts a catalog of 200,000 songs just one year after launch.

MetaPop's team will join NI from today to help shape the next generation of online services for music creators and performers.

Commenting on the acquisition CEO of Native Instruments, Daniel Haver said: "At Native Instruments we want to inspire and empower music lovers to express themselves, and in a very short time MetaPop has enabled thousands of new producers and remixers to do just that. I'm delighted to welcome Matthew Adell to the team. I relished working with Matthew for several years while he was CEO of Beatport, of which Native Instruments was a shareholder and board member. With MetaPop and Matthew joining, we're very excited to take our online offering to the next level."

The acquisition comes off the back of sustained global NI growth and cements a commitment to developing its U.S. presence, further building the 50 strong team in L.A. into a major innovation hub for the NI brand.

Matthew Adell added: "MetaPop was born from an ambition to redefine the world of remixing music. Joining Native Instruments opens up new doors to build on our shared vision, working alongside leading talent and world-class products. We are excited to inspire even more creativity and revenue opportunities for our users and partners."

MetaPop will operate out of the Native Instruments' US office in L.A., CA.

International Press Contact

Andrew Burton
International PR Manager
E-Mail: andrew.burton@native-instruments.de
Phone: +49 (0)30 - 61 10 35 – 1534

About Native Instruments

Native Instruments is a leading manufacturer of software and hardware for computer-based music production and DJing. The company's mission is to develop innovative, fully integrated solutions for all professions, styles and genres. The resulting products regularly push technological boundaries and open up new creative horizons for professionals and amateurs alike.

Native Instruments opened up the fascinating world of real-time sound synthesis on standard computers in 1996, and today offers an extensive product range for musicians, producers and DJs. The company currently employs more than 400 people in its six offices in Berlin, Los Angeles, Tokyo, London, Paris, and Shenzhen and works closely with more than 40 international distribution partners to ensure its future growth and success.