

Audio-Technica and Discogs Announce Partnership in Support of Record Stores Around the World



PORTLAND, OR. May 14, 2020: Japanese audio specialists [Audio-Technica](#) and online record marketplace [Discogs](#) today announce a partnership in support of record stores around the world.

Audio-Technica will be supporting Discogs on their **Homespun** series – which sees record stores from all over the world sharing their favorite tracks from their vinyl collection in live-streamed DJ sessions.

As part of the partnership, Audio-Technica will be providing every record store involved in the Homespun series with two [AT-LP140XP](#) direct-drive turntables, one pair of [ATH-M50x](#) or [ATH-M60x](#) professional monitor headphones, and an [AT-XP7](#) dual moving magnet DJ cartridge.

The partnership runs from 18th May until 26th June 2020.

Since launching in April, Discogs' Homespun series has featured live-streams from the likes of [Ben Blackwell from Third Man Records](#) and will run a full program globally throughout May and June. The

hour-long sets are streamed on Discogs' [Facebook](#) and [YouTube](#) pages.

The series aims to promote record stores and encourage viewers to purchase vinyl from the participating stores via Discogs' popular online marketplace platform.

Viewers watching the shows via Facebook Live can also donate to the [MusiCares Covid-19 Relief Fund](#), set up by The Recording Academy® in support of those in the music community affected by the global pandemic.

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About Audio-Technica

Celebrating over 50 years of audio excellence, Audio-Technica is a recognized leader in the development and manufacture of high-quality personal and professional audio equipment. Founded in Japan in 1962 by Hideo Matsushita, the company made its name by manufacturing state-of-the-art phonograph cartridges and tonearms. Today, Audio-Technica is a worldwide group of companies devoted to creating high-performance microphones, headphones, wireless systems, mixers, turntables, phono cartridges and other electronic products.

A reputation for quality, durability, performance and value has made Audio-Technica products the first choice for many of today's top musical artists and audio engineers, and for discerning listeners everywhere. Drawing from its audiophile heritage, Audio-Technica remains dedicated to providing music enthusiasts with great-sounding, innovative audio gear, including the award-winning QuietPoint® active noise-cancelling headphones, popular ATH-M50x monitor headphones, versatile USB microphones, and new Hi-Res Audio headphones and high-fidelity gaming headsets. Learn more at [www.audio-technica.com](#).

About Discogs Inc.

Discogs is the world's foremost Database, Marketplace, and Community for music. The user-built Database boasts a catalog of more than 12.5 million releases and 6.8 million artists making it the most extensive physical music Database in the world. By connecting Buyers and Sellers across the globe, and with more than 53.8 million items available, the Discogs Marketplace is the leading destination for both new releases and elusive rarities. Join more than 7.3 million active Community members: Download the Discogs App for iOS ([HERE](#)) and Android ([HERE](#)). New to Discogs? [Get Started](#). More on Discogs, including logos and brand guidelines at [discogs.com/brand](#). Media resources at [discogs.mediaroom.com](#).

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