



## **Enriching lives through classical music**

### **New research suggests: 63% of classical music fans listen to classical to relax**

BERLIN, August 15, 2019 – Summer holidays give us the opportunity to take a break from our hectic lives and decompress. The MIDiA Research study “The Classical Music Market – Streaming’s Next Genre?”, commissioned by IDAGIO, the leading streaming service for classical music, suggests that classical music is a great way to keep your chill even after the holidays are over. It revealed that one in five consumers listen to classical music, and 63% of classical fans say that they listen to classical music to relax.

The study, first published in June 2019, offers further relaxation insights:

- 14% of people listen to classical music to sleep
- ‘Relaxing piano music’ is the 7th most popular music genre worldwide
- Classical music is the 4th most popular music genre worldwide

It also raises the question: could you be a classical music fan, without even knowing it yet? If so, you might already be reaping the relaxation benefits. If not, classical music may just be the next big thing to add to your daily relaxation routine. IDAGIO offers a broad range of expert-curated playlists by musicologists, music journalists and musicians. These playlists feature recordings and works creating a unique listening experience around a specific musical theme, e.g. [Piano Meditation](#) or [Pure Relaxation](#).

### **About IDAGIO**

IDAGIO is the leading streaming service for classical music. Crafted in Berlin by a world-class team of over 80 passionate experts in music, technology, business and design, IDAGIO offers a search tailor-made for classical music, a catalogue of over 2 million licensed tracks, and

exclusive recordings and playlists – all available in CD-quality sound (FLAC). IDAGIO has subscribers in over 190 countries and the app has been downloaded more than 1.5 million times worldwide.

Find out more on: [www.idagio.com](http://www.idagio.com)

### **About the study**

These findings come from the MIDiA Research paper “The Classical Music Market – Streaming’s Next Genre?”, commissioned by the leading streaming service for classical music, IDAGIO. The research was carried out via an online consumer survey of 8,000 adult music listeners across eight major markets countries: the USA, UK, Germany, Austria, Denmark, Sweden, Mexico and South Korea. MIDiA’s 2018 market models were used to calculate values and trends for the classical genre. MIDiA Research is a media analysis and insights provider focused on the intersection of technology and content.

You can find the full study on: <https://idag.io/midiareport>

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