



Streaming, reinvented for classical music.

IDAGIO Launches Student Discount Across the U.S.

Students can now listen to classical music with IDAGIO Premium for just \$4.99/month

BERLIN, 5 December 2019 – Students across the United States can now sign up to an IDAGIO Premium subscription for half price, \$4.99/month instead of \$9.99, and start listening with the leading audio streaming service for classical music. Since its launch in 2015, IDAGIO has attracted listeners in over 190 countries, partnered with institutions and organisations worldwide and is now empowering the next generation of classical music listeners and musicians through easy and convenient access to classical music.

Classical music is known to reduce stress and maintain focus, making it a great companion for all students to prepare for exams or generally assist in their studies. IDAGIO aims to inspire students across all disciplines by offering easy access points to the genre at a price that fits a student budget. Playlists like “Peaceful Study Music” are specifically curated by experts to increase focus and features such as the Mood Player help students to concentrate and unwind.

IDAGIO empowers music students by allowing them to compare different recordings of a work side-by-side, save playlists for offline listening and browse a catalogue of over 2 million licensed tracks with the help of precise metadata. These IDAGIO features give students a clear advantage in their studies by enabling them to dig deeper into the rich catalogue and discover relevant repertoire in-depth.

Educational Partnerships

Investing in the development of artists from the early stages of their professional careers has always been part of the IDAGIO mission, something which is reinforced through partnerships with organisations, academies and youth orchestras such as the Curtis Institute of Music and New York Youth Symphony Orchestra.

President and CEO of the Curtis Institute of Music Roberto Díaz says “This partnership with IDAGIO represents an exciting opportunity for Curtis and its alumni to amplify their engagement with the global music community. As we set our sights on Curtis’s 2024 centenary year, we look

forward to leveraging IDAGIO's world-class streaming platform to celebrate the joys of classical music and share the work of Curtis musicians worldwide."

"New York Youth Symphony is excited to partner with IDAGIO on their streaming service for classical music," said Shauna Quill, Executive Director of the New York Youth Symphony. "Access to unlimited recordings by renowned artists will help strengthen the educational offerings of the Youth Symphony. We also hope it will help our students discover new works, composers, artists, and more!"

IDAGIO CEO and Founder Till Janczukowicz comments, "In an ever-faster world, classical music gives people what they need most: time to pause, focus and be inspired. With this student discount launch, we hope to make it easier than ever for young people to benefit from classical music, and for the music of our partners to be heard by more listeners across the globe."

Claiming IDAGIO student discount

Students in the U.S. are the first to be offered this kind of discount, with more territories expected to be added in the future. In order to sign-up, students can validate their study status through the verification service SheerID using the following website: www.idagio.com/student.

About IDAGIO

IDAGIO is the leading streaming service for classical music with more than 1.7 million app downloads and subscribers in 190 countries. 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, expert curation, and an expansive catalogue of over 2 million licensed tracks. IDAGIO is available through the web app and for download via mobile app with three tiers offered to listeners: IDAGIO Free, IDAGIO Premium, and IDAGIO Premium+.

For more information, visit www.IDAGIO.com or download IDAGIO for your mobile device from the App Store or Google Play Store.

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