



Streaming, reinvented for classical music.

Audio Streaming: Vienna Philharmonic subscription concerts available from October on IDAGIO

The Vienna Philharmonic and IDAGIO embark on a media partnership and introduce digital *Global Artist Tools*

VIENNA, 10 October 2019 – The Vienna Philharmonic and IDAGIO, the leading audio streaming service for classical music, announce the launch of their extensive media partnership in Vienna. IDAGIO will exclusively offer up to six selected subscription concerts per season for audio streaming. Additionally, members of the Vienna Philharmonic will recommend recordings and curate exclusive playlists.

The Vienna Philharmonic will also use the IDAGIO *Global Artist Tools* as a central element of their digital strategy. This will make it easy for orchestras and classical artists to reach listeners around the globe and make recordings available through their online channels. IDAGIO, which is based in Berlin, is the first music streaming service to become part of the Vienna Philharmonic's media portfolio.

"We are delighted to welcome IDAGIO as our new media partner. IDAGIO makes classical music more accessible than ever, making it available always and everywhere – in the highest sound quality," said Daniel Froschauer, Chairman of the Vienna Philharmonic, "Streaming makes it easier for younger listeners in particular to access classical music and we are delighted to increase the global reach of our music through IDAGIO".

"Classical music is global and timeless. However, the way we listen, communicate and share content changes dramatically fast," says Till Janczukowicz, Founder and CEO of IDAGIO, "Our goal is to make classical music as accessible as possible to people all over the world and to help artists use digital change as an opportunity. It is with this goal in mind that we enter into our latest partnership with the Vienna Philharmonic. Fans will now be able to listen to subscription concerts easily and conveniently via their mobile devices and the Vienna Philharmonic will be able to reach new and existing fans around the world".

Digital *Global Artist Tools* for classical artists

From now on, orchestras and artists will be able to use IDAGIO to share their own recordings and curated playlists via social networks such as Facebook, Twitter or LinkedIn – and in the future, sharing will soon be available on WhatsApp and other messaging services.

In November 2019, the IDAGIO web player will go online, allowing artists and orchestras to integrate albums and playlists into their own websites. Users will be able to listen to a 30-second preview of the works for free and, after registering on IDAGIO, they will be able to listen to the complete recordings.

Vienna Musikverein subscription concerts available exclusively for audio streaming

IDAGIO will publish six selected subscription concerts each season from the Vienna Musikverein a few days after each performance. The following concerts will be available on IDAGIO this year:

- Christian Thielemann, programme: Anton Bruckner Symphony No. 8 in C minor, WAB 108 (Fassung Haas)
(concert from October 13 2019)
- Christoph von Dohnányi, programme:
 - György Ligeti: Atmosphères
 - Richard Wagner: Lohengrin, Prelude
 - Alban Berg, Concerto for violin and orchestra, "Dem Andenken eines Engels"(concert from November 24 2019)
- Mariss Jansons, programme:
 - Béla Bartók, Concerto for Orchestra, Sz 116
 - Sergei Rachmaninov, Rhapsody on a theme by Paganini, op.43
 - Maurice Ravel, La Valse, Poème chorégraphique pour orchestre(concert from December 1 2019)

In exclusive playlists, members of the Vienna Philharmonic will recommend recordings on IDAGIO and give insights behind the music in a video series. To celebrate the launch of the partnership, Daniel Froschauer and Michael Bladerer, Managing Director of the Vienna Philharmonic Orchestra, will present their favourite recordings in the form of curated playlists on IDAGIO.

"IDAGIO makes it easy for new classical listeners to enter the genre, especially through playlists and expert-curated content," Michael Bladerer comments, "With our playlists, we want to document highlights from our recording history and present fans with a very personal selection of music pieces that are of particular importance to us".

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. The company is managed by founder Till Janczukowicz and co-founder Christoph Lange. Together the duo combines long experience of the classical world with first-rate expertise in streaming technology.

About the Vienna Philharmonic Orchestra

Almost no other ensemble is more permanently and closely associated with the history and traditions of European classical music than the Vienna Philharmonic. In the course of its 177-year existence, the orchestra has shaped world music events. Up to the present day, interpreters and conductors have acknowledged the "Viennese sound" as an outstanding quality feature of the orchestra. The basic pillars of the "philharmonic idea", which is still valid today, are the democratic basic structure. This places all artistic and organisational decisions in the hands of the orchestra members, and the close symbiosis with the orchestra of the Vienna State Opera. There are over 40 concerts in Vienna every year, including the New Year's Concert and the Summer Night Concert in Schönbrunn Palace Park, which are broadcasted to many countries around the world. With their annual performances at the Salzburg Festival, and with more than 50 concerts as part of international guest performances, the Vienna Philharmonic is certainly one of the world's leading orchestras. Since 2008, the orchestra has been supported by ROLEX as an exclusive sponsor.

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