



Streaming, reinvented for classical music.

IDAGIO named to TIME's list of the 100 Best Inventions of 2019

TIME reveals its annual list of the 100 Best Inventions that are making the world better, smarter and even a bit more fun.

The Berlin-based audio streaming service provides people globally with easy access to classical music.

BERLIN, 28 November 2019 — TIME Magazine selects IDAGIO, the classical music audio streaming service, as one of the best inventions of 2019. The Berlin-based startup has been recognised for designing a platform that makes classical music available to people everywhere, irrespective of age, origin and income. TIME Magazine writes, "While most music-streaming services focus on popular music, IDAGIO's mission is to make classical music just as accessible." IDAGIO also offers a free tier, which includes features that do not require any prior knowledge of the genre so that listeners worldwide can easily start discovering classical music at no cost. Besides IDAGIO, other Germany-based companies on the list include Adidas, Puma and Holoride.

To assemble the 2019 TIME Best Inventions list, TIME solicited nominations across a variety of categories from editors and correspondents around the world, as well as through an online application process. Each contender was then evaluated on key factors, including originality, effectiveness, ambition and influence. The result: 100 groundbreaking inventions that are changing the way we live, work, play and think about what's possible.

TIME Best Inventions 2019

Find IDAGIO on the list here:

<https://time.com/collection/best-inventions-2019/5733078/idagio/>

See the full list here: time.com/bestinventions2019

See the international cover of TIME featuring the 100 Best Inventions of 2019 here:
<https://bit.ly/331y8jr>

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 extensive catalogue of over 2 million licensed tracks. IDAGIO is available through the web app and for download via mobile apps 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](#).

Your Press Contacts at IDAGIO

Birgit Gehring

Director Communications

Phone: +49 (0)30 577 0443 14 | +49 (0)162 77 82 470

Email: bge@idagio.com

Elias Wuermeling

Communications Manager

Phone: +49 (0)30-5770443 23 | +49 (0) 1577 1564884

Email: ew@idagio.com

IDAGIO GmbH

Tempelhofer Ufer 17

10963 Berlin, Germany

###