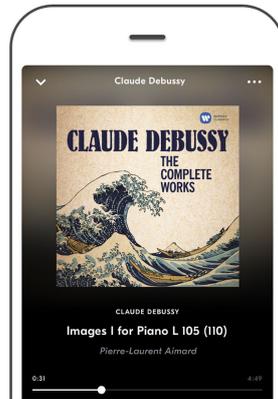




partners with **IDAGIO**



Warner Classics and IDAGIO embark on streaming partnership

Berlin, 18th of April 2018: Warner Classics has launched a new collaboration with **IDAGIO**, in a partnership that will see the specialist classical music streaming service make the entire Warner Classics and Erato catalogue available to its users.

The IDAGIO catalogue, which already comprises over 650,000 tracks, will encompass all new and recent releases from the Warner Classics and Erato labels, as well as the complete catalogue, including recordings originally issued on such iconic labels as EMI Classics and Teldec (now Warner Classics) and Virgin Classics (now Erato). The full range of albums to be made available in the coming weeks encompasses reference recordings of legacy artists such as **Maria Callas, Yehudi Menuhin, Leonard Bernstein** and **Herbert von Karajan**, to more recent milestone releases from the likes of **Itzhak Perlman, Martha Argerich, Philippe Jaroussky, Joyce DiDonato** and **Sir Simon Rattle**. Among the major new releases to be featured on IDAGIO is Warner Classics' critically acclaimed **Complete Works of Claude Debussy**, released for the centenary of the composer's death.

The Warner Classics and Erato catalogue is one of the most significant in classical music and represents a substantial addition to IDAGIO's catalogue, made available through a unique interface designed specifically with the needs of classical music lovers in mind.

As an additional aspect of the partnership, IDAGIO will feature exclusive playlists curated by Warner Classics and its artists, and will work closely with the label on additional initiatives to provide an engaging classical listening experience for IDAGIO users.

The partnership represents an exciting new development in Warner Classics' digital strategy and marks an important milestone for IDAGIO and its mission to create the best streaming service for classical music.

Till Janczukowicz, founder and CEO of IDAGIO, said:

"Adding the complete Warner Classics catalogue will enable us to continue offering classical music lovers the streaming experience they want and deserve."

"Warner Classics and Erato are labels that, under the inspired leadership of Alain Lanceron, continue to buck the industry trend with their ambition and commitment to visionary A&R. A perfect example is Erato's recent award-winning recording of Berlioz's Les Troyens."

"We are excited that we can now also offer legendary recordings, from Rostropovich to Du Pré, Harnoncourt to Rattle, and much more. All of these will be available, of course, in lossless sound and searchable through our unique interface."

Alain Lanceron, President of Warner Classics and Erato, added: *"We are happy to launch this strategic partnership with IDAGIO, a truly dedicated service for streaming classical music. IDAGIO has worked on a new model and technological solution to ensure enhanced search functionality, specialist curation and audio quality. They care as much about delivering quality and choice to the audience and the artistic community, as we do at Warner Classics and Erato. We are looking forward to an innovative and exciting collaboration with IDAGIO."*

ABOUT IDAGIO

IDAGIO is the first streaming service designed specifically for classical music. Alongside an easy-to-use interface and a distinguished design, IDAGIO offers the latest releases, curated playlists as well as an comprehensive and constantly growing catalogue. IDAGIO's proprietary data model and its search function and filters are tailor-made for classical music, making it easy to find, list and compare multiple recordings. With IDAGIO you can find, for example, over 200 recordings of Beethoven's "Emperor" Concerto and filter results by conductor, orchestra or soloist. That is why users, musicians, and labels alike affirm that IDAGIO has developed the very best interface for classical music.

IDAGIO is available in over 80 countries on mobile (iOS, Android), desktop (macOS, Windows), and on browsers at www.idagio.com.

ABOUT WARNER CLASSICS & ERATO

Based in Paris, Warner Classics and its sister label Erato together comprise one of the world's leading global classical music recording companies. In 2013, with WMG's acquisition of Parlophone Label Group, the renowned EMI Classics roster and catalog became part of Warner Classics. The label exclusively records such acclaimed artists as **Emmanuel Pahud**, **Piotr Anderszewski**, **Sir Antonio Pappano**, and distinguished organisations like the **Orchestra dell'Accademia Nazionale di Santa Cecilia** and **l'Arpeggiata**.

Warner Classics is the custodian of an unrivaled catalogue of recordings by international superstars **Nigel Kennedy, Kiri Te Kanawa, Itzhak Perlman, Sir Simon Rattle, André Previn,** and **Riccardo Muti**, and the historic recordings of **Mstislav Rostropovich, Maria Callas, Victoria de los Angeles, Dame Elisabeth Schwarzkopf, Jacqueline du Pré, Herbert von Karajan, Otto Klemperer, Sir Adrian Boult,** and **Sir John Barbirolli**, as well as the longest-serving artist in the history of the record industry: violinist and conductor **Yehudi Menuhin**.

Erato was established in Paris in 1953 with a founding mission to focus on recording French composers and artists, with an emphasis on Renaissance and Baroque music. Over the years, the Erato catalogue grew to feature such noted artists as **Plácido Domingo, Maxim Vengerov, Daniel Barenboim, Pierre Boulez, Maurice André, Hélène Grimaud, Scott Ross, Marie-Claire Alain, Jean-Pierre Rampal, Susan Graham,** and **José van Dam**. Erato joined the WMG family in 1992. In 2013, Erato was relaunched when the Virgin Classics label became part of WMG through Warner's acquisition of Parlophone Label Group. Today, Erato records such acclaimed artists as **Philippe Jaroussky, Joyce DiDonato, Diana Damrau, the Ébène Quartet, Renaud Capuçon, Gautier Capuçon, David Fray** and **Alexandre Tharaud**.

MORE INFORMATION

www.idagio.com

www.warnerclassics.com

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