



Streaming, reinvented for classical music.

On course for global growth with classical music: Over one million downloads for IDAGIO app

In January 2019 the streaming service for classical music surpassed over one million app downloads worldwide.

Subscribers in over 180 countries are listening to classical music via IDAGIO.

Berlin, 14 February 2019 – IDAGIO is inspiring more and more classical music fans worldwide. The Berlin streaming service has just reached the benchmark of over one million downloads. Four years after its foundation, this underlines the company's remarkable growth. "IDAGIO started in 2015 with the goal of enabling as many people as possible to gain straightforward access to the infinitely rich world of classical music," says Till Janczukowicz, founder and CEO of IDAGIO. "IDAGIO offers almost the entire classical catalogue in lossless audio quality: Beethoven's Seventh Symphony alone is available in over 200 versions. For music lovers all over the world, IDAGIO turns every smartphone into the ultimate classical collection," says Janczukowicz.

Global target group, enormous potential

The core markets with strong growth include Germany, Austria and Switzerland and also, in particular, the USA, where IDAGIO has been available since September 2018. "Twenty-five percent of our users come from the United States already. This shows what potential we have there," emphasizes Till Janczukowicz.

Deep expertise in technology and classical music

IDAGIO combines classical music, technology and design in an innovative way. "As a platform we create added value for listeners and artists alike. This has a positive effect on our organic growth," says Christoph Lange, Co-Founder and CPO (Chief Product Officer) at IDAGIO. In addition to its extensive music catalogue, IDAGIO scores with high sound quality and smart search functions. "We've developed a unique search function for our users that means that artists, works and recordings can be found extremely quickly and easily," says Lange. Playlists and recommendations from top artists, such as Metropolitan Opera Music Director Yannick Nézet-Séguin, complete the experience.

The global orientation of IDAGIO is underscored by its broadly international team in Berlin, which now comprises over 80 employees from more than 30 countries. In addition, some 40 musicologists and journalists are on hand to manage the music catalogue and associated metadata.

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