



Streaming, reinvented for classical music.

Press Release

IDAGIO launches in North America and brings state-of-the-art classical streaming to the U.S. and Canada

Investors support internationalisation with EUR 10 million funding round

Berlin, 26th of September, 2018. IDAGIO, the leading streaming service for classical music is now available in North America. To support the launch and further internationalisation, the Berlin based streaming service successfully secured an internal funding round of EUR 10 million with existing investors. With its North American launch, IDAGIO enters the most important market for audio streaming, accounting for nearly 40 percent of total global recorded music revenue.*

With licensing rights to all the major labels and more than a thousand independent labels and rightsholders, IDAGIO currently offers more than a million classical tracks, and is continuing to grow its catalogue with the addition of 20,000 new tracks each week. This library comprises recordings of more than 130,000 works, including a wealth of expertly curated playlists and exclusive content from key concert artists, orchestras, and opera companies. Thanks to a proprietary data model developed in consultation with a team of musicologists, the IDAGIO interface is uniquely calibrated to meet the needs of its classical audience.

IDAGIO already has subscribers in more than 130 countries worldwide, attracting more than a quarter of a million registered users in 2018 alone, and is available to date in all territories except China and Japan. Now North American subscribers will be able to enjoy IDAGIO for just \$9.99 per month in the US and Canada, either at idagio.com or through IDAGIO's mobile apps for iOS and Android and desktop apps for macOS and Windows. By means of an innovative new partnership with [Sonos](#) wireless sound systems, IDAGIO users will also be able to stream music directly from the apps to their Sonos devices, from which they will have full access to all IDAGIO's special features.

The internal funding round brings the total raised by the service to over EUR 20 million since its foundation in 2015. IDAGIO's founder **Till Janczukowicz** explains:

“The confidence of our investors indicates that we are on the right path. Making classical music really work in the digital space needs profound ground work. Results don't come overnight. Besides expertise in content and technology, you need patience, a great diversified team and the respective funds.

The current investment allows us to launch in North America. and to further establish our position as a leader in the classical music tech sector. We are honored by the trust of our customers, musicians, labels and investors and we are looking forward to offering classical music lovers in North America the IDAGIO experience.”

*Dima Streaming Report: <https://dima.org/wp-content/uploads/2018/04/DiMA-Streaming-Forwad-Report.pdf>

Why IDAGIO is a must-have for classical music lovers

Audio streaming is becoming the predominant way of listening to music, but because most services are pop-driven, their structure only allows for three search categories: song, artist, and album. Classical music is available on these major streaming services, but the numerous criteria that make each classical recording unique – composer, work, conductor, orchestra, soloist, and more – are missing from the structure. As a result, classical music lovers who use conventional services struggle with the lack of user-friendly search options, and the unsatisfactory search results they generate. Musicians and their recordings can thus be found only with difficulty or not at all, drastically reducing visibility for classical artists on these platforms.

By contrast, IDAGIO has developed a proprietary data model that organizes and displays classical recordings in a clean, clear, and easily accessible way. Listeners can choose from a rich audio library that allows them to compare, for example, more than 290 versions of Beethoven's Seventh Symphony. IDAGIO's exclusive content includes Brahms's Fourth Symphony with the Vienna Philharmonic under Christian Thielemann; recordings of complete Beethoven and Bruckner symphonic cycles with the Leipzig Gewandhaus Orchestra under Herbert Blomstedt; Thomas Hampson singing Schubert's *Winterreise*; and Ivo Pogorelich playing Beethoven's Piano Sonatas Nos. 22 and 24, marking the legendary pianist's first new recording in 18 years.

IDAGIO also offers an innovative solution to royalty accounting for licensing partners such as labels and artists. While streaming services typically calculate labels' and artists' pay in accordance with the number of tracks played, IDAGIO remunerates rightsholders by a play-per-second system calculated for each individual user. This is of great economic importance, since classical works and recordings are usually significantly longer than pop songs. Small wonder that listeners, musicians, and labels alike affirm that IDAGIO has developed the very best interface for classical music.

With over 10.000 reviews and an App Store rating of 4.7 out of 5, IDAGIO users' testimonials speak for themselves.

About IDAGIO

IDAGIO is crafted in Berlin by a world-class team of technology and music experts. The team of 70 members is drawn from no fewer than 28 countries, and 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.

Janczukowicz boasts more than 20 years' experience as artist manager, producer and concert promoter. In 2000, he established the European office for Columbia Artists Management Inc., heading it as managing partner until 2011. In this role, he was responsible for organizing several of the Metropolitan Opera's European tours, and his personal clients included conductors Christian Thielemann, Seiji Ozawa, André Previn, and Jukka-Pekka Saraste, and pianists Ivo Pogorelich and Arcadi Volodos. In 2008, he founded Abu Dhabi Classics, a performing arts series merging culture,

education and tourism for the government of the United Arab Emirates. It was he who arranged UAE debuts for the New York, Berlin and Vienna Philharmonics; the Bayreuth Festival; and Daniel Barenboim, Simon Rattle, Zubin Mehta, Yo-Yo Ma, Ben Kingsley, Jeremy Irons, and other musical and artistic luminaries.

Lange grew up with digital innovation and has a wealth of experience in the worlds of start-ups and streaming. In 2006, at just 22, he founded the streaming service Simfy, which won “2011 Startup of the Year” and soon became Germany’s largest competitor to Spotify. Lange and his Simfy co-founder Steffen Wicker then founded the data-driven real-estate platform Homeday. Now back to pursuing his primary passion – using technology to improve the future of music – it is Lange who makes IDAGIO’s vision a reality by building the ultimate streaming service for classical music lovers.

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Contact IDAGIO
Elias Wuermeling | Communication Manager & Product Evangelist / +49 (0)30-5770443 23 /
ew@idagio.com

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