



FOR IMMEDIATE RELEASE

Deutsche Grammophon and IDAGIO start partnership

Berlin, 30 January 2018: Deutsche Grammophon, the world's oldest classical music label, and IDAGIO, a leading classical music streaming service available in over 70 countries, have today announced an extensive partnership agreement.

The IDAGIO catalogue, which already comprises more than half a million tracks, will now include the complete catalogues of Deutsche Grammophon, Decca, Philips Classics and all classical music productions released by the acclaimed Munich-based ECM label. Currently 15,000 tracks in lossless audio quality are being added to IDAGIO every week.

IDAGIO will feature custom created playlists curated by Deutsche Grammophon and its artists, and will be supported by additional marketing and promotional initiatives as part of the partnership.

Till Janczukowicz, founder and CEO of IDAGIO: *“There's hardly a classical music lover on this planet who has grown up without the legendary Deutsche Grammophon recordings. They represent uncompromising quality and magical moments in music. Combining their large catalogue with our technology will allow user experiences that were previously unthinkable. Now, music lovers will be able to compare a Carlos Kleiber Beethoven symphony with Leonard Bernstein and hundreds of other conductors within seconds. IDAGIO turns every smartphone into the ultimate classical music collection.”*

Dr. Clemens Trautmann, President of Deutsche Grammophon: *“IDAGIO has helped enrich the dynamic streaming market with an innovative and user-friendly solution for classical music fans. We look forward to working together and are confident that this partnership will once again open Deutsche Grammophon's rich and historic catalogue to many more people around the world, enabling them to discover exciting music – from fantastic new releases by our artists to timeless rarities from our catalogue.”*

About Deutsche Grammophon

One of the most prestigious names in global classical music since its foundation in 1898, Deutsche Grammophon has always stood for the highest standards of artistry and sound quality. Home to the greatest artists of all time, the famous yellow label is a beacon to which music lovers all over the world look for outstanding recordings and interpretations.

Deutsche Grammophon's current artist roster includes some of the most distinguished artists in classical music such as Anna Netrebko, Anne-Sophie Mutter, Bryn Terfel, Daniel Barenboim, Evgeny Kissin, Krystian Zimerman, Lang Lang, Martha Argerich, Maurizio Pollini, Plácido Domingo and Rolando Villazón. In addition, the label's catalogue represents the cultural legacy of whole generations of maestri and features recordings from many of the finest classical artists in music history including Carlos Kleiber, Claudio Abbado, Fritz Wunderlich, Herbert von Karajan, Leonard Bernstein, Pierre Boulez, Vladimir Horowitz and Andrés Segovia. Highly dedicated to the development of new repertoire, Deutsche Grammophon also fosters and promotes a whole range of popular, contemporary artists.

Deutsche Grammophon is part of Universal Music Group, the world-leader in music based entertainment.

<http://www.deutschegrammophon.com>

About IDAGIO

IDAGIO is a streaming service for classical music and is currently accessible via a monthly subscription. IDAGIO puts a special emphasis on metadata relevant to classical music, such as composer, opus, conductor, orchestra, soloists, etc. and optimizes the convenience and search-results. IDAGIO makes classical music simple, comfortable and accessible to everyone. IDAGIO also offers rights holders and artists an advantageous solution in terms of compensation. Instead of accounting by streamed tracks IDAGIO pays per user-streamed second. This is economically relevant because classical music works are significantly longer than pop songs.

IDAGIO is available in over 70 countries as an iOS app, Android app, MAC OS X desktop app and on the web via www.idagio.com

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