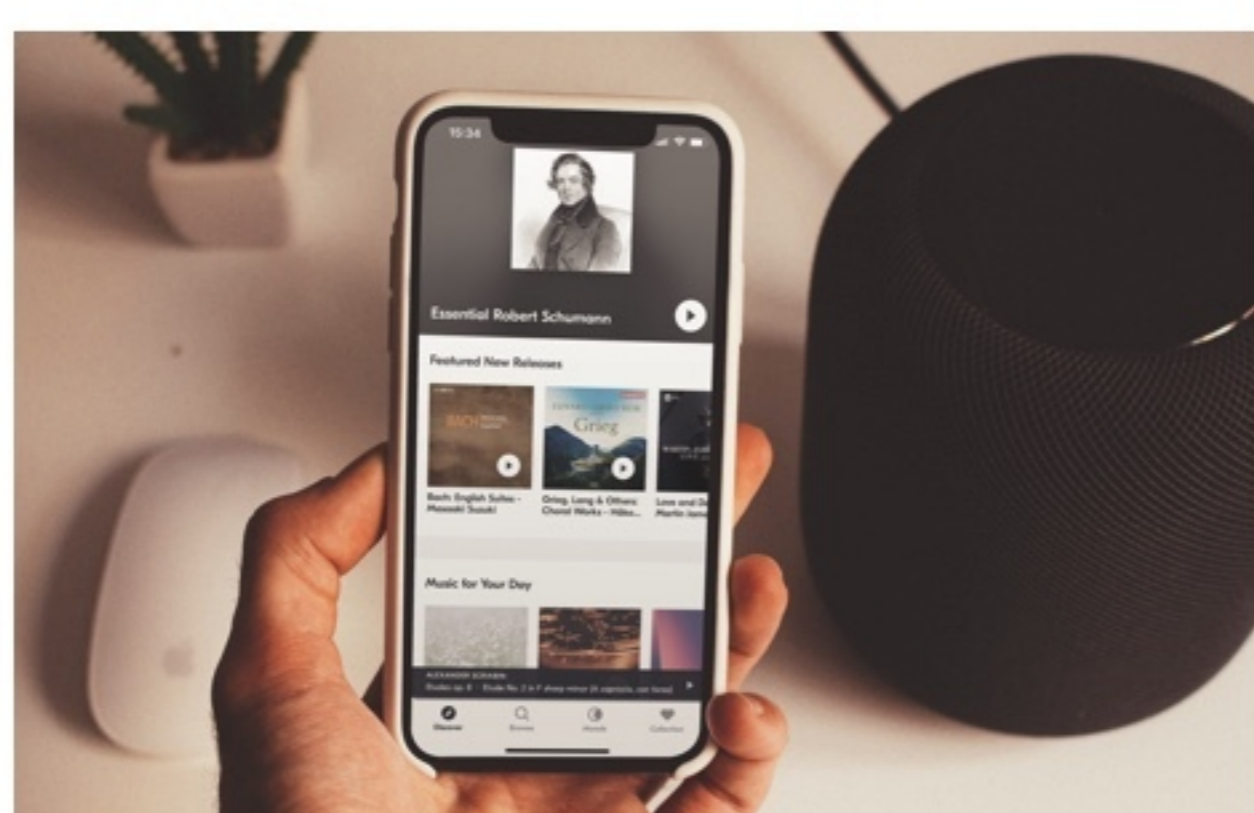


► IDAGIO — Advertisement feature

Why this app could change the way you listen to music

Despite the almost infinite variety of classical music, enthusiasts have faced challenges in the digital age – until now, thanks to IDAGIO

Discover IDAGIO



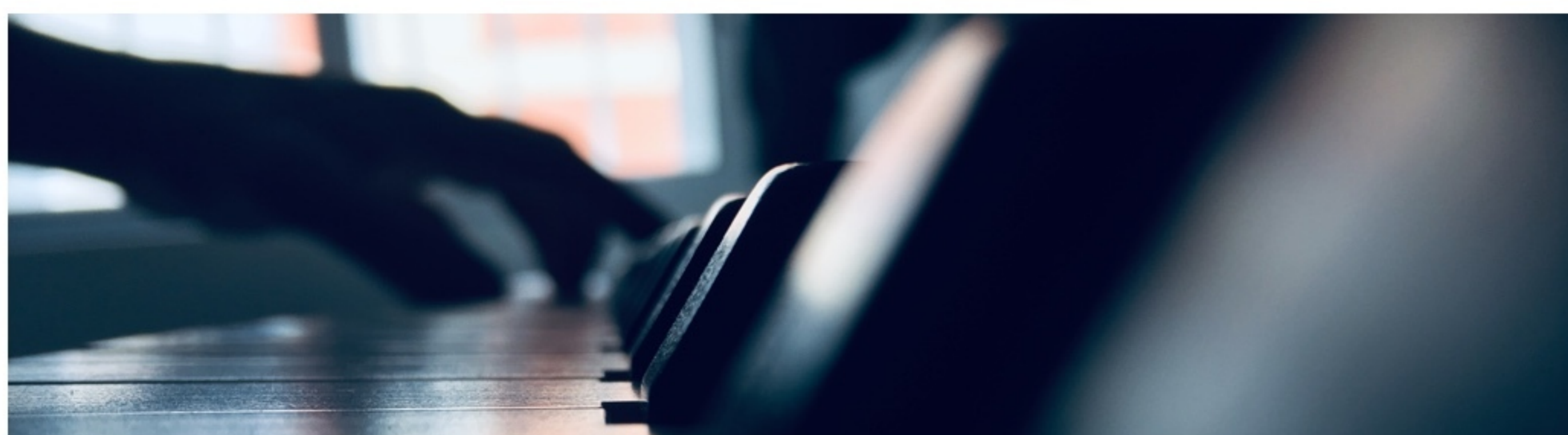
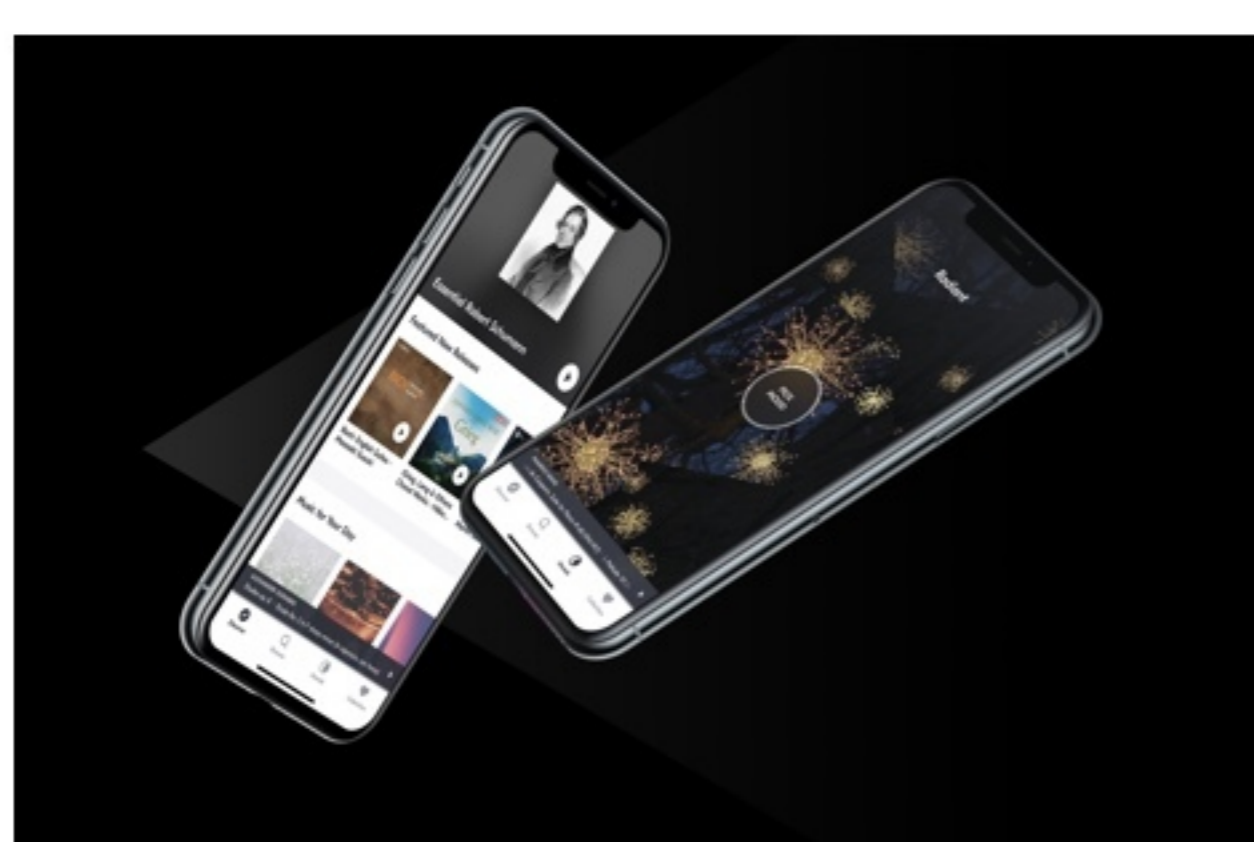
Opening a record shop comes with a myriad of considerations: location, staff, running costs... and that's before you've even considered what music to stock. Then there's the dilemma of whether to cater for generalists or enthusiasts: do you try to make your offering as populist as possible for mass appeal, or limit your focus to a smaller, niche audience in the hope they'll spend more?

Even in the digital age, the problem persists, as mainstream streaming sites tend to focus on mass market appeal. Sadly, for lovers of classical music, a high volume of available music means it can be hard to find the music you love, with contemporary pop dominating search options.

Thankfully, this has created an opportunity for streaming services that look to cater for just one genre. Leading streaming app IDAGIO has swiftly become THE destination for classical music since its launch in 2015. Founded in Berlin by Till Janczukowicz and Christoph Lange, IDAGIO has addressed the problems that digitalisation has caused classical music listeners and performers alike.

As Bas Grasmayer, Product Director at IDAGIO, explains, by focusing on just classical music, "we make it easier for our listeners to browse and explore the catalogue meaningfully, whilst also getting recommendations from trusted and familiar experts".

Experience IDAGIO with a free trial



The ultimate classical collection

"Platforms can put more time and effort into curating catalogues and working with experts to give listeners a better user experience."

~ Bas Grasmayer

The evolution of IDAGIO's music catalogue began when it started collating music available in the public domain and providing an overview of the compositions and their respective recordings. The company then partnered with major record labels including Deutsche Grammophon, Sony Classical and Warner Classics – amongst many others – and introduced a range of complete albums to the service.

In addition to making it easy to stream and compare recordings of thousands of works, IDAGIO gives lovers of classical music a premium experience that they are willing to pay for because it has created a search function that's specifically tailored to the genre.



If you love classical music, you know that finding the pieces you want to listen to is much more complex than simply searching for a track or album name. Listeners who use mainstream services are often left struggling with a lack of user-friendliness and too few search options, leading to search results that are confusing and sometimes incorrect. That's because classical music isn't treated on its own terms, but made to fit into a one-size-fits-all system. IDAGIO's classical-orientated search function allows its two million tracks to be filtered by composer, work, conductor, orchestra, soloist and more.

Join IDAGIO today

Users can also explore playlists and personal recommendations that are curated by experts, musicians and critics – people who come from the heart of the classical music community. The service also offers users technological innovations that add extra value to the product, such as artist profiles, curated playlists and Mood Player – all of this in superior, lossless audio quality (FLAC), which is equivalent to a CD.

Just like the music industry's transition from high street record shops to streaming services, the journey to digital has not been smooth for classical music fans: unmanaged catalogues paired with a faceless platform can make it difficult to connect with classical artists and harder to find good recommendations. Thankfully, platforms such as IDAGIO are offering listeners a tailored service, resulting in a better listening and user experience and a choice of more than two million tracks in its catalogue.

Ready to curate your own classical music collection? IDAGIO is offering BBC Music Magazine readers a *free two-month IDAGIO subscription* for new users.

Get started

► IDAGIO