

## THE WORLD'S LEADING CLASSICAL MUSIC CHANNEL ENRICHES ITS OFFER WITH UNIQUE JAZZ CONTENT

### Launch of brand-new Jazz collection now available on medici.tv

**Paris, April 2021** - medici.tv, the world's leading classical music channel, has announced the launch of a new section on its video-streaming platform: a jazz collection. Heralded by *The New York Times* as the "the closest thing to a classical Netflix" in 2014, the international streaming service is enriching its already vast offer (2,800+ videos-on-demand) with a dedicated jazz collection. With International Jazz Day around the corner on April 30th, the expansion of medici.tv's VOD catalogue with over 200—and counting!—videos spotlights the genre's legends of yesterday and stars of today. Now available at <https://www.medici.tv/en/jazz/>.

To engage with its rapidly-growing audience, medici.tv has been agile in deploying this new collection. With hundreds of jazz films already available and more coming regularly, the repertoire will please different types of listeners, from newcomers to connoisseurs. Providing a well-rounded offer has been at the core of medici.tv's vision since 2008: the quality, diversity and richness of its programming have since been answering its community's growing curiosity and appreciation for new content.

On this occasion, a dedicated team of experts was engaged to create in-depth editorial content celebrating jazz and extend its global reach. It is this careful curation and attention to detail which sets medici.tv apart from other platforms: each program includes a synopsis, cast list, performer biographies, and a program presentation. The medici.tv editorial team constantly creates new thematic playlists, highlights the latest releases and live events to engage viewers and involve the medici.tv community!

To introduce this new collection, the spotlight will be put on a different jazz artist every day this month on medici.tv's social media. From Louis Armstrong, one of the first true jazz soloists whose talent modernized the artform, to Ron Carter, one of the most recorded jazz bassists in history; these actions will contribute to help render the genre increasingly available and accessible to all generations. Two of the hallmarks of medici.tv's classical coverage—their commitment to supporting the younger generation of musicians, and their focus on granting viewers access to the greatest festivals worldwide—remain as important as ever in the new jazz offering. Rising stars like Ambrose Akinmusire, China Moses or Kinga Głȳk feature prominently, as do selections from coveted festivals in Vienne, Malta, Paris, Antibes, Basel, Bruxelles, Nice... The "All that Jazz" playlist featuring all of the month's selections is available for medici.tv subscribers at <https://www.medici.tv/en/collections/all-that-jazz/>.

“Music is a world in itself: a unique journey across centuries, cultures, people, and genres. Jazz is fundamental in the evolution of all music and it was only natural that medici.tv, being a window into music history, included jazz in its repertoire. This rich and inventive art form has established itself as a true classic: Miles Davis, Thelonious Monk, Charlie Parker, Ella Fitzgerald or Keith Jarrett have become milestones in the same way as Ravel, Stravinsky, Gershwin and Bernstein did in the 20th century. medici.tv exists for all types of music. In that sense, jazz is part of the same musical journey as classical music.”

**Hervé Boissière, medici.tv's Founder & CEO**

## About medici.tv

medici.tv is the global leader in classical music video streaming. For over 10 years, its exceptional selection of events streaming live and available on-demand has appealed to music lovers, professionals, and institutions throughout the world.

Heralded by The New York Times as “the closest thing to a classical Netflix”, medici.tv brings live classical music to passionate fans worldwide. Since its founding in 2008, it has captured the performances of leading classical artists, ensembles, and orchestras in great concert halls, festivals, and competitions the world over. As the largest online platform for classical music, it offers over 150 live performances throughout the year and the world's largest VOD catalog of more than 2,800 videos of concerts, ballets, operas, documentaries, master classes, behind-the-scenes footage and interviews, streamed in High Definition. medici.tv is available on all your screens- TV (via Airplay or Chromecast), computer, tablet, and smartphone.

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