

THE VERBIER FESTIVAL RETURNS TO MEDICI.TV!

More than 30 concerts of the 2021 Verbier Festival to be broadcast live and available on replay on medici.tv

Paris, July 2021 - [medici.tv](https://www.medici.tv), the world's leading classical music channel, is proud and delighted to celebrate its fifteenth summer streaming live from the Verbier Festival! 32 concerts will be broadcast live to audiences around the globe from July 16 to August 1, 2021, and will remain accessible afterwards on replay until October 31, 2021.

For the 2021 edition, fellow music lovers celebrate the Verbier Festival's much-anticipated return to live performances within the storied Salle des Combins and Verbier Église. The Festival can be experienced free of charge from anywhere via medici.tv, and features some of the world's greatest classical music artists — including Joshua Bell, Mao Fujita, Valery Gergiev, Janine Jansen, Sheku Kanneh-Mason, Evgeny Kissin, Daniel Lozakovich, Mischa Maisky, Denis Matsuev, Maria João Pires, Lahav Shani, Gábor Takács-Nagy, and so many more! Over 100 performances from previous editions are also available to watch on-demand on medici.tv.

This 15th consecutive broadcast of the Verbier Festival on medici.tv is emblematic of the long-standing collaboration between medici.tv and the Festival. In 2020, when the Festival was unable to take place live due to the global pandemic, medici.tv and the Verbier Festival rose to the challenge and created the Virtual Verbier Festival: a one-of-a-kind 18-day online event that featured the most memorable moments from previous editions as well as brand-new content starring Festival artists filmed in various locations around the world. This special edition was viewed nearly 1.5 million times by music lovers across the globe. medici.tv's history is inextricably linked to the Verbier Festival: its first online broadcast of the Festival in July 2007 was such a success that it inspired the foundation of the company, which has now grown into a world-leading platform for classical music.

The Verbier Festival is generously supported by Bank Julius Baer, whose continuous commitment enables the development of emerging artists and the next generation of classical music stars.

“Celebrating this year the 15th Verbier Festival live on medici.tv is an incredible achievement, an extraordinary adventure. When in 2007 we took a chance and shared the Festival's artists' talent online to audiences around the globe, the word "streaming" was practically unheard of. No one thought it was possible and yet the magic occurred from the very first live concert. The technical challenge was immense, and the disruption of existing standards was total. This brought us such joy, emotions and responsibilities. medici.tv was born in Verbier and has since become the largest online platform for classical music.

The heritage is huge: more than 400 filmed concerts form this unparalleled video catalog enhanced by thousands of musicians. A very big thank you to Martin Engstroem and to all our partners who have allowed us to bring this dream to fruition, as a symbol of friendship, loyalty and innovation. These are the values to which we are, 15 years later, more attached than ever.”

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 3,000 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.

Contact

press@medici.tv

Valentine d’Argoubet - vdargoubet@medici.tv / +33 6 20 14 35 65

www.medici.tv