



PRESS RELEASE

## **medici.tv is now available on Roku!**

**Paris, March 2022** - The world's leading music channel medici.tv continues to develop its multi-device strategy with the release of the new medici.tv app for Roku. Already available on desktop, mobile phone, and tablets through the iOS app, as well as television via Chromecast and Airplay, with Roku medici.tv now further expands the ways its users can access the service.

A must-have entertainment platform with 55+ million active accounts worldwide, Roku allows users to stream directly from their TV thanks to its built-in features for streaming. On the new medici.tv Roku app, users will be able to access all medici.tv content simply by logging in to their medici.tv account. The yearly 150 live performances as well as its VOD catalog of more than 3,000 classical videos are available worldwide on Roku and offered in High Definition and ad-free.

With the launch of this new medici.tv Roku app, the classical music streaming platform continues to enrich and optimize user experience by providing an additional way for users to enjoy its content.

“A platform like us has to accompany its users in all circumstances. Being available on Roku is a logical extension to the medici.tv experience! We're also working on new distribution channels via other partnerships with telecom and OTT companies in order to make our content visible and available everywhere we can: our goal is to make as many connections between artists and audiences as possible.”

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



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## 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 Roku, Airplay, and Chromecast), computer, tablet, and smartphone.

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