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PRESS RELEASE

MEDICI.TV CELEBRATES THE 30TH ANNIVERSARY OF THE VERBIER FESTIVAL WITH 30+ LIVESTREAMED CONCERTS AND THE LAUNCH OF STUDIO 30

Paris, July 2023

For the 17th consecutive year, medici.tv will be streaming classical music live from the heart of the Swiss Alps as it heads to the **Verbier Festival, July 14-30**.

To celebrate the festival's 30th anniversary, medici.tv is taking its beloved annual summer broadcast to the next level with the **launch of Studio 30**. Hosted by Christian Thompson, the studio will go live for the full 17 days of the festival and will feature **almost 40 hours of exclusive interviews and bonus content** that will help music lovers worldwide experience the thrilling and unique festival atmosphere.

In addition to the brand-new Studio 30 project, **over 30 performances will be streamed live free of charge and available to watch on-demand afterwards for 90 days**. Highlights of this summer's exceptional programming include the opening concert with **Yuja Wang** performing Rachmaninov's Third Piano Concerto with **Zubin Mehta** (who also conducted the festival's inaugural concert in 1994); trios with **Yo-Yo Ma, Emanuel Ax,** and **Leonidas Kavakos**; the beloved "Voice and the Violin" program by **Joshua Bell** and **Larisa Martínez**; a recital by **Seong-Jin Cho**; chamber music with **Lucas Debargue, Misha Maisky,** and **Lisa Batiashvili**; and the full cycle of Beethoven's Violin Sonatas by **Mao Fujita** and **Marc Bouchkov**.

Of particular interest is the **30th Anniversary Gala** on Monday, July 24th. **The marquee classical event of the summer, the gala brings together a jaw-dropping cast of dozens of the biggest stars working today in an unforgettable four-hour celebration.** Artists include longtime festival

regulars like **Thomas Hampson**, **Janine Jansen**, **Evgeny Kissin**, **Bryn Terfel**, and **Daniil Trifonov**; 2023 newcomers including **Alexandra Dovgan**, and former Verbier Festival Academy participants who have gone on to successful international careers like **Renaud Capuçon**, **Kirill Gerstein**, and **Daniel Lozakovich**. medici.tv's Studio 30 will be live all day in advance of the 6pm CEST start time, sharing exclusive glimpses of rehearsals, archival footage, and interviews.

medici.tv's founder Hervé Boissière is thrilled to be able to make this very special edition of the festival available to music lovers around the globe. Celebrating the streaming company's longest-running artistic partnership is particularly important:

"The Verbier Festival is where medici.tv was born. When we started working together back in 2007, streaming was still in its infancy and a totally disruptive concept in the classical music world. We will forever be grateful that Martin Engstroem and his team were willing to take on such an exciting challenge with us and are honored to have been able to grow together. We can't wait to see what comes next!"

All 2023 Verbier Festival livestreams and replays are available to watch free of charge worldwide. A selection of this year's programs will be post-produced and added to medici.tv's catalogue of over 4,000 on-demand titles, which already includes nearly 200 Verbier programs and exclusive content from previous editions.

[Find out more about the full program](#)

medici.tv's broadcasts of the 30th anniversary edition are produced with the support of Madame Aline Foriel-Destezet.

About the Verbier Festival

The Verbier Festival is an international classical music event that takes place each summer in the mountain town of Verbier, Switzerland. The Festival's mission is to build a community of exchange between great masters and young artists from all over the world and to be a leader in its field by providing meaningful music education programmes.

Launched in 1994, and now globally renowned, the Festival welcomes audiences with a distinctive and exhilarating blend of events, both large-scale and intimate. Audiences from around the globe come to experience music-making at the highest level in a setting that brings them close to star performers, rising talent and a complete process of learning, rehearsal and performance.

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 on-demand catalog of more than 4000 videos of concerts, ballets, operas, jazz programs, documentaries, master classes, behind-the-scenes footage and interviews, streamed in High Definition. medici.tv is available on all your screens: TV (via Airplay, Chromecast or Roku), computer, tablet, and smartphone.

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