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PRESS RELEASE

The Vienna Philharmonic's New Year's Concert to be broadcast live on medici.tv for the third year in a row

Paris, December 2023 - The world's leading classical music channel medici.tv is honored once again to announce the livestream of the Vienna Philharmonic's New Year's Concert on its platform. For the third year running, medici.tv will contribute to making this iconic event accessible worldwide, broadcasting the concert live online in all territories not covered by television and radio broadcasts. Additionally, the partnership between medici.tv and the Vienna Philharmonic allows music lovers around the globe to enjoy on-demand recordings of the past 15 editions of New Year's and Summer Night Concerts—a collection of 30 timeless programs.

For over eight decades, the Vienna Philharmonic's New Year's Concert has been the most joyful way to ring in the new year—and one of the most coveted tickets in music, with places selling out a year in advance. A selection of dances, including the most famous waltzes by the Strauss family, make up the more than two hours of festivities at the Musikverein, with a different preeminent conductor joining the illustrious orchestra each year. For the 2024 edition, the honor goes to Maestro Christian Thielemann, a frequent partner of the Vienna Philharmonic who previously conducted the New Year's Concert in 2019.

The partnership between the Vienna Philharmonic and medici.tv significantly extends the global reach of this exceptional event, adding more than 135 countries to the concert's usual broadcast list and allowing millions of classical music lovers worldwide to watch it live. The livestream will be free to watch on medici.tv on Monday, January 1, 2024 at 11:15 AM (CET) and be available to on replay free of charge for five days. After this period, the program will remain available for on-demand viewing exclusively for medici.tv subscribers in more than 135 territories for six months. On July 1, 2024, these geographic restrictions will be lifted, and medici.tv subscribers

will be able to enjoy the 2024 New Year's Concert on-demand from anywhere in the world, with the exception of Austria.

Music lovers can also revisit fifteen previous editions of the legendary New Year's Concerts, as well as the fifteen most recent Summer Night Concerts, which present a wide-range of repertoire around a different yearly theme, and feature guest conductors and soloists. The full Vienna Philharmonic collection is available exclusively for medici.tv subscribers until December 30, 2027, and can be viewed worldwide, again with the exception of Austria.

"We are honored to build on our partnership with the Vienna Philharmonic and to play a part in extending the global reach of the iconic New Year's and Summer Night Concerts once again. From the very beginning, medici.tv's mission has been to share the best of classical music with the world, particularly in territories that have historically had little access to this level of talent. Being able to stream these exceptional programs live and make such a large collection of previous editions available on-demand is the full expression of our goal and our partnership with the gold-standard Vienna Philharmonic is a milestone in our development."

Hervé Boissière
Founder & CEO, medici.tv

About Rolex Perpetual Arts Initiative

Through its Perpetual Arts Initiative, Rolex confirms a long-term commitment to global culture. The brand partners some of the world's most talented artists and leading cultural institutions to celebrate excellence and contribute to perpetuating artistic heritage. Since 2009, Rolex has presented the Vienna Philharmonic's New Year's Concert and Summer Night Concert. Furthermore, it is the exclusive partner of the Vienna Philharmonic and supports the leading streaming platform medici.tv.

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 is home to the world's largest classical video catalogue with more than 4,000 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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