



concerto tv



players gonna play

www.tvconcerto.com



The Problem

- In 1981, MTV revolutionised music on television, catapulting a host of musical artists to global super-stardom



- But what about classical music on television? Still 3 hours of a full orchestra on stage in bow-ties....?



our solution...



Concerto TV's Team & History

- Concerto TV's founder launched the world's first classical music-video channel *Classic FM TV* in the UK in 2002
- *Classic FM TV* regularly attracted 9.4 million UK viewers, revolutionising the classical music genre on television forever
- In 2007, he launched a pay TV service *C Music TV* in 120 countries before selling it to Stingray Digital in 2019
- In 2025, he launched *Concerto TV*, the world's first pay & FAST classical music-video channel



“Classical music is about to get it’s biggest Christmas present since Handel wrote the Messiah in 1741. Classic FM TV will change the way that classical music is perceived forever”

Julian Lloyd-Webber, *The Guardian* Newspaper, London, UK

theguardian



Hear NPR Steve Inskeep's
Morning Edition Interview



Concerto TV – the *MTV* of classical music

- Concerto TV is a multiple award-winning music-channel format that's a proven success with UK audiences *
- Concerto TV features 1,000's of high-definition *MTV style* music-videos from the world's most celebrated musicians.
- Classical music arrangements including pop, rock, latin, jazz are combined with awe-inspiring, unique music-videos



Lang Lang



Lindsey Stirling



Milos



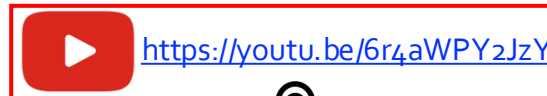
Alison Balsom



2Cellos



Amy Dickson



<https://youtu.be/6r4aWPY2JzY>



channel demo

(*Our UK predecessor Classic FM TV attracted 9.4 million regular Sky satellite TV viewers & our pay channel gained distribution in 120 countries, often ranking 1st in music)

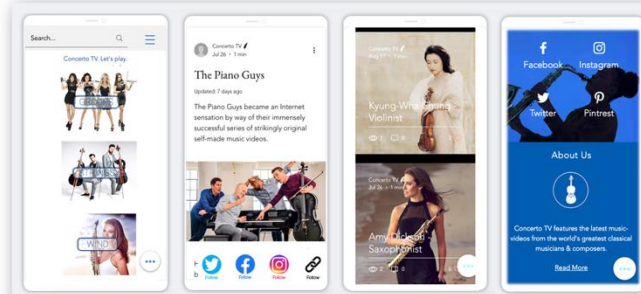


Concerto TV Artist Led Social Media Marketing & Promotion

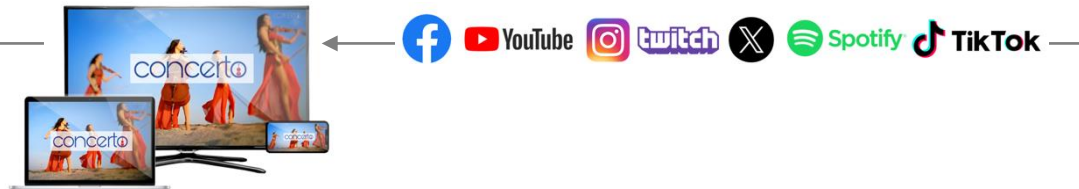
- Concerto TV works with our artists & industry advocates to amplify channel promotion
- Our music-videos carry unique QR codes on screen that lead viewers to our artists biographies & social media
- Concerto TV's brand ambassador artists, have some 40 million followers on social media



Social media driving Concerto TV viewing



Artist	Following	Artist	Following	Artist	Following	Artist	Following
Lindsey Stirling	21,500,000	Ólafur Arnalds	2,200,000	Nicola Benedetti	900,000	Marija Popović	210,000
Sting	9,568,800	Max Richter	1,750,000	Philip Glass	750,000	Amy Dickson	75,000
The Piano Guys	8,800,000	Stjepan Hasuer	1,600,000	Khatia Buniatishvili	704,700	Aston String Quartet	75,000
2Cellos	8,200,000	Vanessa-Mae	1,600,000	James Newt Howard	550,000	Asturia Quartet	45,000
Hans Zimmer	7,700,000	E.S. Posthumus	1,500,000	Alma Deutscher	470,000	Julian Lloyd Webber	22,000
Yiruma	4,400,000	John Williams	1,300,000	Ludovico Einaudi	400,000	Rosie Chan	15,000
Ramin Djawadi	3,600,000	Lang Lang	1,196,100	Clément Dufour	350,000	Mike Figgis	10,000
David Garrett	3,500,000	Myleene Klass	1,112,000	Alison Balsom	330,000	TOTAL	93,633,600
Chris Botti	3,300,000	Bond Quartet	1,100,000	Michael Nyman	280,000	Known Total	39,712,800
Yo-Yo Ma	3,200,000	Maxim Vengerov	1,100,000	Korean Chamber Or	220,000		





Concerto TV's Audience Profile

- ABC1 Housewives with Children – 60:40 female bias
- Family friendly, safe to watch music-videos creating an inspiring, upmarket, immersive musical environment
- Our *award-winning* curated linear format attracts a broad “lean-back” daily audience share – a *fire* not a *firework*

Families:

Always safe for children to watch in background – babysitter TV



Adult viewers:

Lean back, relaxing, inspiring & escapist – always on



Young viewers & musicians:

Aspirational & inspiring – makes playing music, *cool*





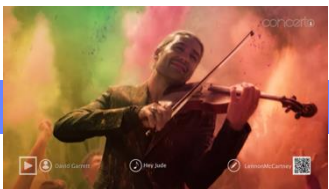
Concerto TV attracts *new* audiences to our music

- Concerto TV's audience only has a 10% audience overlap with *traditional* long-form classical music media



Audiences Overlap

10%



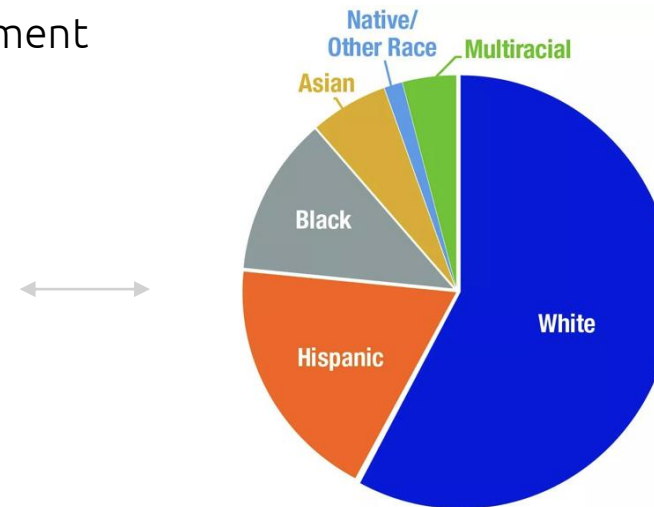
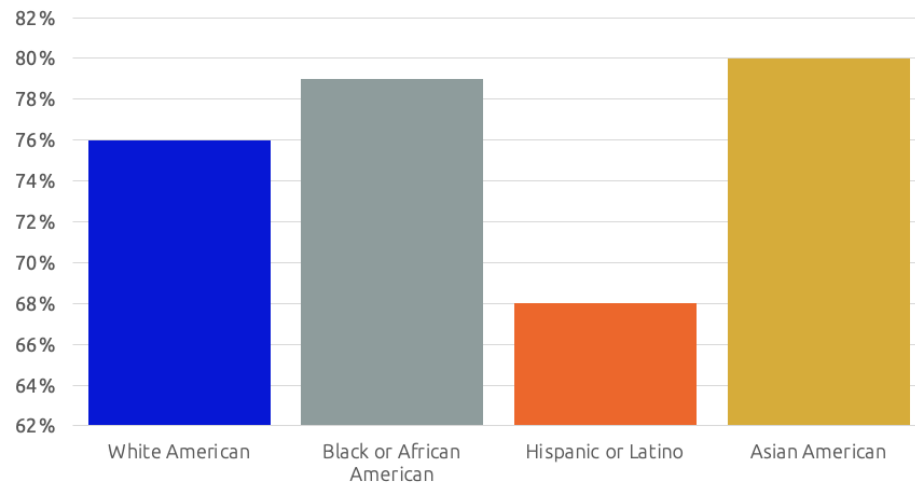


Musicians

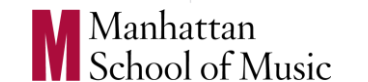
- 67% of children in USA are currently learning a musical instrument at school
- 74% of adults have played an instrument in their lifetime - [Concerto TV](#) also appeals to this significant audience



Percentage likelihood of learning a musical instrument



US Population by Race & Hispanic Origin (2022 Census)





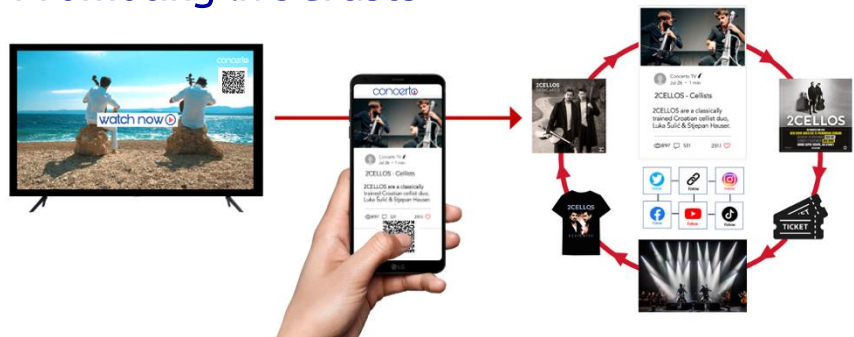
Concerto TV's Schedule & Playlist Rules

- Concerto's music-video selection is tailored to meet audience mood needs by time of day
- Our latest & biggest hits go on high rotation before being replaced by new ones weekly
- This constant mix ensures maximised audience engagement with familiar music & minimised burn

SHOW	EPG
THE BREAKFAST CLUB	<i>Coffee, croissants and concertos - tunes to set you up for a great day!</i>
FAMILY BREAKFAST	<i>An essential music selection for the whole family to enjoy</i>
CONCERTO CAFÉ	<i>Lift your mood and embrace the day with our joyful sound selection</i>
SATURDAY SUPERSTARS	<i>Enjoy time with the world's greatest artists, musicians & composers</i>
SUNDAY SUPERSTARS	<i>One to one with the world's greatest artists, musicians & composers</i>
LUNCHTIME LEGENDS	<i>Meet the heroes of harmony and masters of music</i>
MIDDAY MELODIES	<i>Be inspired by the finest music and musicians internationally</i>
SUNDAY LUNCH	<i>Enjoy the world's most outstanding musical works</i>
AWESOME AFTERNOONS	<i>A back to back mixtape of unparalleled tunes that stir the emotions</i>
ANTHEMS	<i>Enjoy classical music's biggest and best bangers!</i>
THE BIG CHILL	<i>Sit back, relax & let our soothing sounds feed and heal your soul</i>
RUSH HOUR	<i>Top-notch tunes the whole family can enjoy together</i>
UNWIND	<i>Mellow music to chillout to after a long and productive day</i>
SUNDOWNER	<i>Relax as the sun goes down at the end of a wonderful day</i>
AFTER HOURS	<i>Twilight themes to celebrate when night falls</i>
NIGHT SHIFT	<i>Moonlight melodies to enjoy under the stars</i>

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
00:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
01:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
02:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
03:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
04:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
05:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
06:00	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	FAMILY BREAKFAST	FAMILY BREAKFAST
07:00	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	FAMILY BREAKFAST	FAMILY BREAKFAST
08:00	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	THE BREAKFAST CLUB	FAMILY BREAKFAST	FAMILY BREAKFAST
09:00	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	SATURDAY SUPERSTARS	SUNDAY SUPERSTARS
10:00	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	SATURDAY SUPERSTARS	SUNDAY SUPERSTARS
11:00	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	CONCERTO CAFÉ	SATURDAY SUPERSTARS	SUNDAY SUPERSTARS
12:00	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	MIDDAY MELODIES	SUNDAY LUNCH
13:00	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	MIDDAY MELODIES	SUNDAY LUNCH
14:00	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	LUNCHTIME LEGENDS	MIDDAY MELODIES	SUNDAY LUNCH
15:00	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	ANTHEMS	THE BIG CHILL
16:00	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	AWESOME AFTERNOONS	ANTHEMS	THE BIG CHILL
17:00	RUSH HOUR	RUSH HOUR	RUSH HOUR	RUSH HOUR	RUSH HOUR	THE BIG CHILL	ANTHEMS
18:00	RUSH HOUR	RUSH HOUR	RUSH HOUR	RUSH HOUR	RUSH HOUR	THE BIG CHILL	ANTHEMS
19:00	UNWIND	UNWIND	UNWIND	UNWIND	UNWIND	SUNDOWNER	SUNDOWNER
20:00	UNWIND	UNWIND	UNWIND	UNWIND	UNWIND	SUNDOWNER	SUNDOWNER
21:00	UNWIND	UNWIND	UNWIND	UNWIND	UNWIND	SUNDOWNER	SUNDOWNER
22:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT
23:00	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	AFTER HOURS	NIGHT SHIFT	NIGHT SHIFT

Promoting live artists



6-minute on-air demo

And inspiring the next generation





Concerto TV Artist Led Social Media Marketing & Promotion

- We work with major & independent record labels to create bespoke artist led PR events & exclusive concerts for our host operators, sponsors or advertisers, anywhere in the world





- Concerto TV's team has 25 years of direct experience as we've done this twice before



- CEO / Distribution Director: Julian Rigamonti – Founded C Music TV & Classic FM TV – ex ITV Plc
- COO: Jonathan Revell – ex Managing Director of Operations at Morgan Stanley & VP Goldman Sachs
- Commercial Director: Peter Reilly – Commercial Director at STV, ex Regional Sales Director ITV Plc

Broadcast Technology & Global Sales

- Concerto TV has a long-term partnership with leading broadcast technology providers AsiaSat and Amagi Media
- We can deliver a signal anywhere in the world
- Sales agent's Lightning International

Email amanda@lightninginternational.net or james@lightninginternational.net



WATCH US NOW FOR FREE ON:



<https://www.lightninginternational.net>