

A woman in a vibrant red, strapless, form-fitting dress is seated on a black piano bench. She is captured in a dynamic pose, looking upwards and to the right with her arms raised and hands open, as if in the middle of a performance or a moment of musical inspiration. Her hair is styled in a short, dark bob with some strands blowing, suggesting movement. She is wearing black high-heeled shoes and a gold anklet on her left ankle. The piano is a dark, polished grand piano, and the background is a dark, textured wall with a grid pattern. The lighting is warm and focused on the woman and the piano.

# VIVALDI

CLASSICAL FOR EVERYONE

Your new FAST channel for all music lovers

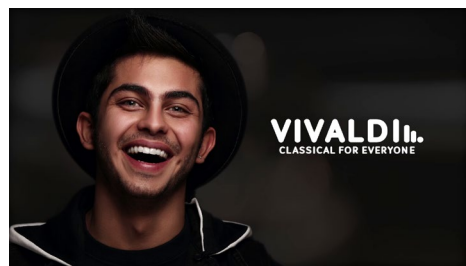
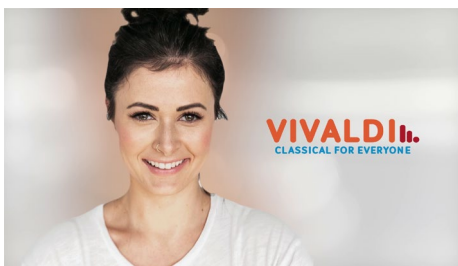


**VIVALDI**   
CLASSICAL FOR EVERYONE

**A NEW FREE, AD-SUPPORTED TELEVISION CHANNEL  
100% DEDICATED TO CLASSICAL MUSIC**

**A philosophy: classical music can be enjoyed by everyone**

**A universal name: VIVALDI**



VIVALDI **||.**  
CLASSICAL FOR EVERYONE

A FRESH DESIGN  
focusing on the diversity  
of our global community



WE   
MOZART  
ON  
VIVALDI 

...and a bright broadcast design

VIVALDI .TV

A FRESH DESIGN





## A PLAYLIST OF HITS

Our desire is to offer the great popular works of classical music, in a “repertoire” approach (the greatest arias from operas, the greatest symphonies, concertos...).

It will therefore be an “access” offer, intended for the general public looking for a more “easy listening / lifestyle / ambient” experience, made up of playlists accessible to as many people as possible.





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## THE BEST ARTISTS

Thanks to the richness of Mezzo catalog,  
the channel will feature the best  
musicians of our times.

Joyce DiDonato, Martha Argerich,  
Michael Tilson Thomas, Esa-Pekka Salonen,  
Kent Nagano, Joshua Bell, Yuja Wang,  
Simon Rattle, Evgeny Kissin, Daniil Trifonov

...



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