

## **Singapore Symphony Orchestra Joins Symphony.live as the First Asian Orchestra on the Platform**

*Expanding their global reach and  
leveraging their beautiful videos*

**Amsterdam, September 12, 2024** – Symphony.live, the global classical music streaming platform, is thrilled to announce the addition of the **Singapore Symphony Orchestra (SSO)** as its newest partner and the first Asian orchestra to join its prestigious roster. This collaboration marks a significant milestone for both Symphony.live and the Singapore Symphony Orchestra, as they continue to bring the best of classical music to audiences worldwide.



Starting this month, music lovers can enjoy the rich, vibrant performances of the Singapore Symphony Orchestra through Symphony.live, which will now host a curated selection of the orchestra's concert videos. This partnership offers global access to SSO's renowned performances, further solidifying Symphony.live's commitment to providing a diverse and enriching musical experience to its subscribers.

## Why the Singapore Symphony Orchestra Chose Symphony.live:

- **Global Reach and Enhanced Accessibility:** Symphony.live's global platform allows the Singapore Symphony Orchestra to share its world-class performances with a wider international audience, breaking geographical barriers and making its music accessible to listeners from all corners of the globe.
- **High-Quality Streaming Experience:** Symphony.live is renowned for its superior audio and video quality, ensuring that every nuance of the SSO's performances is delivered in stunning detail to viewers worldwide.
- **Curation and Collaboration Opportunities:** As part of Symphony.live, the SSO will participate in curated programs alongside other world-class orchestras, fostering collaboration and introducing innovative content to classical music lovers.
- **Celebrating Cultural Diversity:** By joining Symphony.live, the Singapore Symphony Orchestra embraces an opportunity to showcase the rich cultural heritage of Singapore and Asia on a global stage. This collaboration not only highlights the orchestra's artistic excellence but also contributes to the broader representation of Asian classical music traditions in the global classical music community.

The Singapore Symphony Orchestra's partnership with Symphony.live underscores the orchestra's ongoing commitment to reaching new audiences and enhancing its global presence. This exciting development promises to bring the SSO's exceptional performances to classical music enthusiasts worldwide, offering an unparalleled listening experience.

"We are honored to welcome the Singapore Symphony Orchestra to Symphony.live as our first Asian partner. Their exceptional artistry and commitment to excellence perfectly align with our mission to bring the world's finest orchestras to a global audience. This partnership not only enriches our platform but also celebrates the diversity of classical music on a truly international scale."

— **Jeroen van Egmond and Maarten Walraven, Co-CEOs of Symphony.live**

"Joining Symphony.live is an exciting step forward for the Singapore Symphony Orchestra. This partnership allows us to reach new audiences around the world, and we look forward to connecting with classical music enthusiasts everywhere through this innovative platform."

— **Cindy Lim, Head of Communications, Digital & Marketing of the Singapore Symphony Group**

For more information and concerts from Singapore Symphony Orchestra please visit:

<https://symphony.live/singapore-symphony-orchestra>

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For more information about the concert and to access Symphony.live, you can visit the Symphony.live website or contact [jeroen@symphonymedia.live](mailto:jeroen@symphonymedia.live).

**Press page 'Singapore Symphony Orchestra':**

<https://symphony.live/public-relations/singapore-symphony-orchestra-joins-symphony-live>

**Press releases:** <https://symphony.live/public-relations>

**About Symphony.live**

At Symphony.live, we unite the world's orchestras. Our dynamic and state-of-the-art technology platform will be the premier destination for symphonic music. By joining forces we aim to reshape the symphonic music experience, making it more accessible and engaging for everyone. We seek to inspire, delight, and connect our users, creating a community of music lovers from all walks of life. As the new home of symphonic music, we support orchestras in reaching new audiences worldwide while creating fresh revenue streams.

**About Singapore Symphony Orchestra:**

Founded in 1979, the Singapore Symphony Orchestra is one of Asia's leading orchestras, known for its vibrant and dynamic performances. Led by Music Director Hans Graf, the SSO is committed to enriching Singapore's cultural landscape and sharing its passion for music with a global audience. In 2021, the SSO clinched third place at the Orchestra of the Year Award by Gramophone. In 2022, BBC Music Magazine named the SSO as one of the 23 best orchestras in the world.