



Pappano in Web: over 400,000 web visitors for the 2012 season

A GREAT SUCCESS FOR THE SERIES OF 8 APPOINTMENTS WITH THE SANTA CECILIA CLASSICAL MUSIC BROADCAST IN LIVE STREAMING FOR FREE ON WWW.TELECOMITALIA.COM

Great success for the second edition of **Pappano in Web**, the project promoted by the **Santa Cecilia** National Academy and by **Telecom Italia** with the aim of bringing people closer to classical music. The successful initiative, which came to an end on 5 March with the Santa Cecilia National Academy Orchestra concert conducted by Antonio Pappano and showcased the performance of prestigious violinist Janine Jansen, registered **over 400,000 visitors** (50,000 more than the 2011 edition) over the course of the **eight appointments broadcast, for free**, in *live streaming* on www.telecomitalia.com and is available *on demand* until 31 December 2012.

The four introductory audio guides to the four concerts, a new addition to the initiative with the 2012 edition, were also greatly appreciated.

Pappano in Web has once again proven to be an important tool with which to enlarge the constantly growing base of music lovers, which, thanks to the network infrastructure and Telecom Italia's ICT services, allows users to recreate the exciting and intense atmosphere of a concert hall in the comfort of their own homes. Furthermore the classical music review helped bring the lovers of classical music closer to innovative technological languages, and at the same time, brought the most convinced supporters of technology closer to the wealth of musical literature from all periods.

Thanks to an innovative approach the spectator was able to participate, for free, from their own computer and any other device with an internet connection to great musical events and at the same time share their opinions and emotions with all the other fans connected to the event, meaning that for the first time art was truly available to everyone.

Accademia Nazionale di Santa Cecilia
Press Office
+ 39 06 80242501
ufficio_stampa@santacecilia.it

Telecom Italia
Press Office
+39 06 3688 2610
<http://www.telecomitalia.com/media>