

Press Note

The 2016 edition of PappanoinWeb kicks off

TIM and the Accademia Nazionale di Santa Cecilia present PappanoinWeb 2016, the initiative that brings great classical music to the web thanks to TIM's technological platforms because the future is for all (#ilfuturoèditutti).

PappanoinWeb is a programme of four events streamed live on telecomitalia.com/pappanoinweb and available on demand until 31 December 2016.

Rome, 7 April 2016

The 2016 edition of PappanoinWeb has kicked off. The initiative organised by Accademia Nazionale di Santa Cecilia and TIM opens the doors of classical music to a large web audience. Thanks to TIM's innovative technological platforms, PappanoinWeb allows a web audience to watch great classical music concerts and interact with musicians and music experts.

This year's edition of PappanoinWeb includes four new symphonic and chamber music events streamed live on telecomitalia.com/pappanoinweb, which will remain available on demand until 31 December 2016. The first concert, conducted by Yuri Temirkanov with music by Ravel, Mahler and Brahms, will be broadcast on Tuesday 26 April at 7:30 pm.

The big news this year is the WebArena, which is a privileged space near the orchestra set up with technology developed by TIM and reserved for an audience of young people aged 18 to 30. For just two euros, they can watch the concert and, for the first time ever during the events, they can use their mobile phones and tablets without limits to connect, share photos, selfies and short videos, excitement and real experiences.

Like previous editions, this one will see the use of "360° Panoramic" filming technology to enhance the show with close-ups of the Orchestra, Chorus and Conductor, giving web spectators the feeling of actually being sitting in the hall.

Each event will be preceded by an introductory guide, which will reveal the history and secrets of the musical pieces, presented by an expert musicologist together with Maestro Antonio Pappano. The guides will be published on telecomitalia.com/pappanoinweb to help prepare the web audience for the concerts in the programme. During the concerts, music lovers can share their comments and opinions on TIM's social media channels at hashtags #pappanoinweb and #ilfuturoèditutti, as well as interact live with the expert to satisfy their curiosity in real time.

The success of the initiative can be seen in its results: for the five previous editions, more than 200,000 users watched the concerts on TIM's platforms; while during the last edition alone, more than 2,000 conversations took place on social networks.

Thanks to this initiative, TIM continues its promotion of digital culture on the web, capitalising on the interaction opportunities offered by the Internet and supporting the sharing of great music, which belongs to the most deep-rooted traditions of Italy.

The project is part of the #ilfuturoèditutti activities of TIM's Corporate Shared Value, which is a programme based on creating shared values within communities where TIM operates.

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