



BACKGROUND

Unitel and Classica

True to its motto “Music to Watch” **Unitel**, founded in 1966, produces operas, operettas, ballets and concerts with high-caliber artists. With its repertoire of nearly 700 hours of original productions, Unitel is one of the world's leading production and distribution firms of classical music for television and video/DVD. Unitel ensures that all of its programs are of the highest technical quality. The company was one of the pioneers in the introduction of color and stereo tone, and, in more recent years, of HDTV technology. Its expertise in the archiving of TV and film material is consulted around the world.

The world-famous conductor Herbert von Karajan laid the foundation for the incomparable Unitel archive with over 50 hours of musical recordings. A second important pillar of the Unitel catalogue is the 20-year-long exclusive contract with Leonard Bernstein, who produced 120 hours of programs for Unitel, including the internationally award-winning Mahler cycle. In 1978 Unitel signed an exclusive agreement with the Bayreuth Festival that endowed the company with a unique Wagner archive that includes the “Centennial Ring” of 1976-1980. Produced by Pierre Boulez and Patrice Chéreau, this recording has been seen by over 60 million people.

Jan Mojto took over the company in 2004, and Unitel began producing music programs again in 2005. Together with the Deutsche Welle, Unitel produced “Kent Nagano Conducts Classical Masterpieces”. The past months have seen the production of concerts and operas featuring Anne-Sophie Mutter, Albrecht Mayer, Edita Gruberova, Anna Netrebko and Rolando Villazón.

Unitel's programs can be seen and heard on Classica, the Premiere channel for classical music.

Classica, the channel for classical music in the theme package offered by Premiere, is the first TV channel for classical music: the greatest operas and concerts performed by world-class interpreters and the best orchestras of our time can be seen, as well as impressive ballet performances and live recordings of outstanding international music events and festivals such as Salzburg and Bayreuth. Classica addresses music lovers

whose demands cannot be satisfied with the offerings of the traditional TV broadcasters. All new productions are recorded with the highest technical standards in digital picture and sound quality (High Definition and 5.1 Dolby Surround).

Through coproductions, new acquisitions and the Unitel archive, which is one of the world's largest classical music archives, Classica has at its disposal a stock of more than 2000 hours of programming. Classica airs popular works as well as rarities of all epochs. Its palette ranges from early music, Baroque, classical, romantic and contemporary music all the way to jazz. Documentaries, portraits and reports about the origins of the works (Making Of) give the viewer a comprehensive insight into the world of classical music.

Classica belongs to the Unitel company group and was acquired by Jan Mojto in 2004. The station, which is currently available as a nationwide program on Pay-TV platforms in Germany, Italy and Japan, will soon be available in other countries as well.

For further information:

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