



HIGHLIGHT EVENT

Vienna/Lucerne, 17 March 2017

## **Vienna Philharmonic and Highlight Event continue partnership through to 2027**

The Vienna Philharmonic and Highlight Event are pleased to announce the decision of an early extension and further intensification of their successful marketing partnership until 2027.

### **Vienna Philharmonic**

The Vienna Philharmonic is organised as a private association and was founded in 1842. It is made of members of the Viennese State Opera Orchestra. The Vienna Philharmonic plays at around 300 opera evenings at the State Opera and, beyond that, at around 90 additional concerts per year. Some of these concerts are subscription or special concerts played in Vienna and others are worldwide concert tours under the direction of some of the most famous conductors of our time. The most well-known concerts are the annual New Year's and Summer Night Concerts, which are transmitted in over 90 - respectively 80 - countries worldwide.

### **Highlight Event AG**

Highlight Event AG - a subsidiary of Highlight Event & Entertainment AG - is a company which specialises in the marketing of international music, culture and entertainment projects. The company was founded in 2012 and emerged from the Music Division of TEAM Marketing AG, which was established in 2003. Highlight Event is responsible for the worldwide exploitation of marketing rights for the Vienna Philharmonic as well as for the European Broadcasting Union (Eurovision Song Contest). Within the framework of the Vienna Philharmonic project, its activities are focused on the Orchestra's annual media highlights - the New Year's and the Summer Night Concert.

### **For further information:**

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