

## Information and History

(March 2013)

Established in 2002, ClassicTic GmbH is specialized in the online sale of tickets for classical concerts and opera performances around the globe. Based in Berlin, Germany, ClassicTic.com offers tickets to events in over 20 countries, and more than 60 cities in Europe, North and South America, and Asia. The multilingual Internet portal provides e-Tickets and Mobile-Tickets for more than 20,000 event per year. With its broad international offer, ClassicTic.com has established itself as one of the leading sources for online tickets in the classical music world.

ClassicTic offers information in eight languages: English, German, French, Spanish, Italian, Chinese, Japanese and Russian. The ticket purchase process can also be completed in all eight languages. ClassicTic enables classical music fans around the world to purchase tickets for opera and classical concerts in many countries. For this reason the portal is a sought-after service for travelers, while also serving concert-goers locally. ClassicTic has enjoyed exceptional success with customers in the USA, France, Germany, Japan, and England. The ClassicTic Newsletter, with news of the classical music world and special offers, is distributed to over 150,000 subscribers, and it is also available in all eight languages.

### Classical Music from Berlin to Shanghai

The focus at ClassicTic is on classical concerts and opera. Music lovers enjoy a wide range of events taking place in over 20 countries. Events can be found in small and large venues, in famous concert houses as well as lesser known locations. There are events in cathedrals and castles, as well as performances in such famous concert houses as the Berlin Philharmonie, the Opéra Garnier (Paris), Royal Albert Hall (London), Vienna Volksopera, Teatro Real of Madrid, or the Shanghai Concert Hall. Unlike many other ticket portals in the Internet, ClassicTic is focused entirely on classical music and functions as a direct partner of all event organizers presented on the portal. There are no secondary market or resale tickets offered at ClassicTic.com.

### To Choose a Performance

Whether at home or traveling, classical music fans can now purchase tickets for performances in major European cities without waiting in the long lines at the box office. A search engine function on the portal allows customers to search for concerts according to the country, city, venue, dates, composer, or a combination of these factors. For many events, it is also possible to purchase mobile-tickets using a cellular phone. On request, tickets can also be ordered by phone and issued by fax. Ticket purchase is completed using credit card, PayPal, or bank transfer. The ClassicTic Internet portal is certified by 'Trusted Shops', a leading seal of approval for online shops.

## **Firm History**

ClassicTic was founded in Munich in 2002 by classical music lover and IT expert Eivind Jåsund, Dipl. Eng. Initially, the native Norwegian developed ClassicTic alone, parallel to his employment at a large German telecommunications firm. Today, ten years later, ClassicTic is a firm with 20 employees and a growing international standing. ClassicTic GmbH relocated to Berlin in 2006 and has had offices in the Prenzlauer Berg section of the city since 2009. ClassicTic is a registered trademark.

The ClassicTic team is young and international, and most employees are multilingual. CEO Eivind Jåsund himself speaks German, English, and his native Norwegian. For each language on the portal there is a mother tongue speaker working for the firm in Berlin. In addition to knowledge and appreciation of classical music, staff members must also have advanced computer and Internet abilities. Many members of the ClassicTic team also play a musical instrument and are active in the local arts scene.

## **Sponsorships and Professional Memberships**

ClassicTic supports classical music projects on a regular basis. The firm was a sponsor for the "European Opera Days" (Brussels), the "Opera America Convention" (Houston and Boston), as well as the National Performing Arts Association Convention (USA). Following the Tsunami catastrophe in Japan, ClassicTic supported the "Center for Recovery Through Music" in 2011 in Sendai, and ClassicTic continues to support the Freundeskreis Tsunami-Waisen KIBOU e.V. The firm has also participated in a program supporting Oxfam Germany. ClassicTic is a member of the "Verbandes der Deutschen Konzertdirektionen", "Opera America", and the "League of American Orchestras".

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