

AERQ streams Berliner Philharmoniker's Digital Concert Hall D2C



Passengers will soon enjoy concerts from the Berliner Philharmoniker thanks to a new streaming partnership with AERQ

[AERQ](#) has partnered with the Berliner Philharmoniker's [Digital Concert Hall](#) to bring a concert experience to passengers in aircraft cabins. The move marks AERQ's first step on a migration path to enable direct-to-consumer (D2C) streaming in the cabin.

AERQ will integrate the Berliner Philharmoniker's Digital Concert Hall in their digital platform AERENA, allowing passengers to enjoy a concert experience at 30,000 feet with the same quality as in their living room. The solution will demonstrate that D2C streaming in the cabin is not only possible with limited in-flight connectivity bandwidth but can also create new and exciting opportunities for airlines and streaming service providers alike.

Berlin Phil Media GmbH is a 100 percent subsidiary of the Berliner Philharmoniker Foundation which aims to open the world of the Berliner Philharmoniker to international audiences. The Digital Concert Hall, an online streaming service, was started in 2008. The Berlin concerts of the orchestra are transmitted live and later become available in a video archive which currently boasts more than 750 complete concert recordings as well as documentaries, films and interviews. The Digital Concert Hall can be accessed online, on mobile Apps as well as TV Apps and by way of institutional access e.g. for universities. Selected concerts are also produced by its own label and transmitted to European cinemas.

The service costs US\$17 for a monthly subscription.

"We are proud to collaborate with such a renowned partner in terms of quality content and D2C streaming expertise. This showcases the possibilities of AERENA to open new revenue opportunities for airlines and their selected partners", said Arnd Kikker, Co-Managing Director at AERQ in a May 25 statement.

"For the last fifteen years, the Digital Concert Hall has brought concerts with the Berliner Philharmoniker to the living room. We are now excited to take this great experience to new heights with the help of AERQ", said Maximilian Merkle, Managing Director at Berlin Phil Media GmbH, in the same statement.