

# Brussels Philharmonic hits high note with classic ringtones

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The Brussels Philharmonic Orchestra has hit a high note by offering free ringtones from its classical repertoire that were downloaded 10,000 times in three days in what it terms an "unexpected success."

Saying it was the first orchestra in the world to launch such a scheme, it put up a dozen 30-second pieces from Brahms, [Mozart](#) or Debussy this week at [www.brusselsphilharmonic.be/ringtones](http://www.brusselsphilharmonic.be/ringtones) or on [iTunes](#) at 1.29 euros a set.

"They were downloaded more than 10,000 times in the first three days, which was an unexpected success for us," administrator Gunther Broucke told AFP on Friday.

"It shows there's a real interest in classical music despite the fact people are always complaining that concert halls are emptying out," he added.

The orchestra decided to produce its own ringtones both "to promote its own label and bring classical music to a wider public," he said.

Each piece was recorded to play over repeatedly, while enabling the volume to be turned down when on [public transport](#).

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