

PRESS RELEASE

Classical music and opera are no exception to the Podcasts phenomenon. soClassiQ brought them together.

Paris, September 18th, 2020

The Podcasts phenomenon was born almost 20 years ago. While it had its ups and down and the adoption of these new channels varies significantly from one country to another, podcasting is now firmly rooted in the media landscape and is sustainable: at the beginning of 2019, an international survey¹ concluded that 21% of English people and 35% of US American with internet access had listened to a podcast in the past month (like German people, but 28% in France, 39% in Spain and up to 53% of South Korean people). At the beginning of 2020, Spotify counted no less than 700,000 podcasts.

What about classical music and opera? Is the phenomenon visible or is it still marginal? Are music lovers consumers of these new media like others? Do the major broadcasters leave room for independent initiatives? While it is still difficult to assess demand globally and precisely, the offer can be analysed.

soClassiQ, the general public platform for access to classical music and opera, went in search of these podcasts, exploring nearly 1,000 of them, to establish the largest selection ever made, with 450 classical and lyrical podcasts. Together, they represent 30,000 episodes and more than 13,000 hours of broadcast.

English-speaking podcasts dominate in number (2/3) but they produced only 1/3 of the episodes. German-speaking podcasts are the most prolific (45% of episodes for only 20% of podcasts). The offer to Italian audiences is very weak: less than 10 podcasts, barely 200 episodes.

The study of this selection confirms that the offer exists, is varied and is particularly dynamic: since January, nearly 900 new episodes have been broadcasted every month, satisfying all audiences, all ages and all music affinities.

¹ <https://www.minterdial.com/2020/03/the-state-of-podcasting-2020/>

By completing its collections in this way, soClassiQ strengthens its ability to give access to all classical music diversity and to satisfy the curiosity of music lovers.

About soClassiQ

soclassiq.com is an independent initiative. The platform was officially launched in November 2018 after several years of research and development. Day after day, it indexes press and blog articles, videos and now podcast episodes. At the same time, it enriches its catalogues with metadata on classical music and opera.

soclassiq.com allows inquiring minds to explore 10 centuries of classical music, music lovers to follow their favourite artists/orchestras... and professionals to stay tuned to trends.

An experience proposed in English, French, Spanish, German and Italian.

More information (press kit) on https://soclassiq.com/en/press_room

Key figures ...

Indexed elements:

530 000+ articles (medias, blogs)
30 000+ episodes (podcasts)
290 000+ videos

Compiled catalogues:

39 000+ Composers, Performers...
25 000+ Works
4 700+ Orchestras, Ensembles...
2 700+ Concert halls, Festivals ...

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