

PRESS RELEASE

Beethoven superstar in 2020?

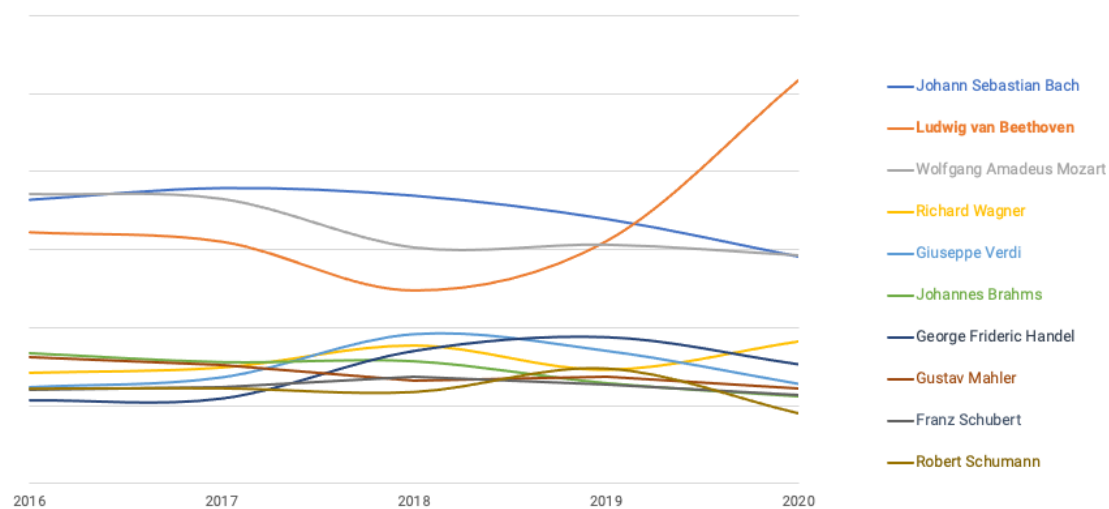
Paris, 4 January 2021

2020 was supposed to be the year of Beethoven, born 250 years ago: concert halls were giving a large place in their programming to the man who changed music and many albums would be released. But the pandemic has changed the way things are going. So what is it really like? soclassiq.com looked into it closely.

For a year now soclassiq has been analysing the popularity of composers, performers, orchestras and venues in the specialised web media in the field of classical music and lyric art. A ranking is drawn up every month and, on a daily basis, soclassiq reports on trends over the last 7 days.

To find out whether Beethoven kept his promises and monopolised the attention, the 10 most quoted composers for the period 2015/2019 were initially identified on the basis of 257,806 articles and posts. Ludwig van Beethoven is one of the leading composers behind Bach and Mozart, far ahead of the other seven (Brahms, Handel, Mahler, Schubert, Schumann, Verdi, Wagner).

What about this group of 10 in 2020? In fact, Beethoven has taken the lead very noticeably, overtaking all the others by a wide margin. So Beethoven was indeed the superstar in 2020.

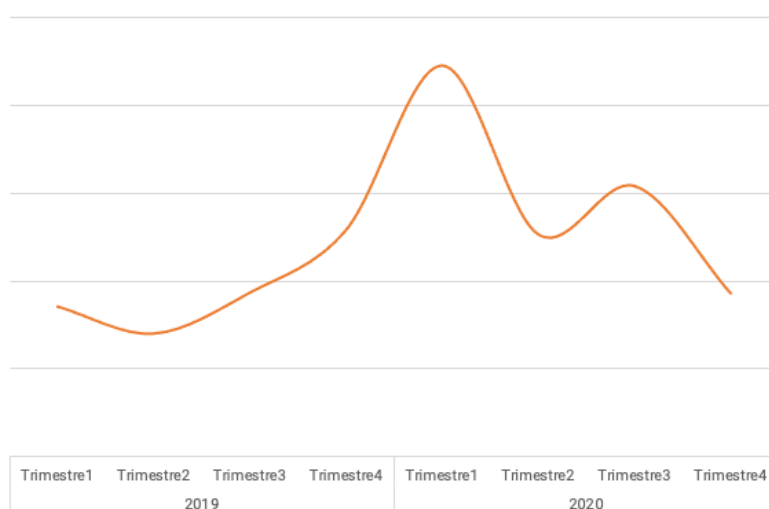


Analysis performed on 29 December 2020, on the basis of 60,287 articles indexed in 2020.

It can also be observed that this did not have a significant effect on the other nine great composers, with the possible exception of Bach. Beethoven has therefore well dominated the 2020 news, even if not all the programmed stage productions or recordings fulfilled their commitment.

A closer look also reveals that the change of scale for Beethoven in 2020 is significant in all editions of soclassiq (English, French...). Only Verdi in Italy, traditionally more popular than all the others, maintained his position on the podium, but this year he was alongside the master Ludwig.

On the other hand, what is really very surprising is that Beethoven was omnipresent... in the 1st quarter of 2020. Moreover, while his 250th birthday was celebrated in December, the last quarter of this very singular year was less Beethovenian than the last quarter of 2019.



About soclassiq.com

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 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/

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