

# Classical :NEXT

## Overview



## FACTS AND FIGURES



**Classical:NEXT** is the **largest global gathering for art music professionals**, for all sectors of **classical and contemporary music**. It is a place to meet and connect, do business, brainstorm and be inspired.

The **community-driven programme** helps to optimise what the art form is and can be, to best orientate it towards **the future**.

**Classical:NEXT** is a unique music meeting which is...

- ... a „**user generated content**“ platform
- ... a community project
- ... for all sectors & all countries
- ... for institutions and individuals

**on every budget level.**

# FACTS AND FIGURES



**“It opened up a whole world of thoughts, ideas and subjects that were new.”**

*Jim Hirsch, Chicago Sinfonietta*

Classical:NEXT 2019 featured 82 speakers across:

- 19 Conference Sessions
- 9 Network Meetings
- 6 Mentoring Sessions
- 4 off C:N Presentations

**combined with:**

- 1 Opening Gala
- 1 Innovation Award Ceremony
- 11 Daytime and Evening Showcases
- 4 Club Showcases / 4 DJs
- 2 off C:N Showcases
- 14 Project Pitches

all of which represented over **30** countries across **5** continents.

The Expo was made up of **93** stands, with over **300** companies from **26** countries.

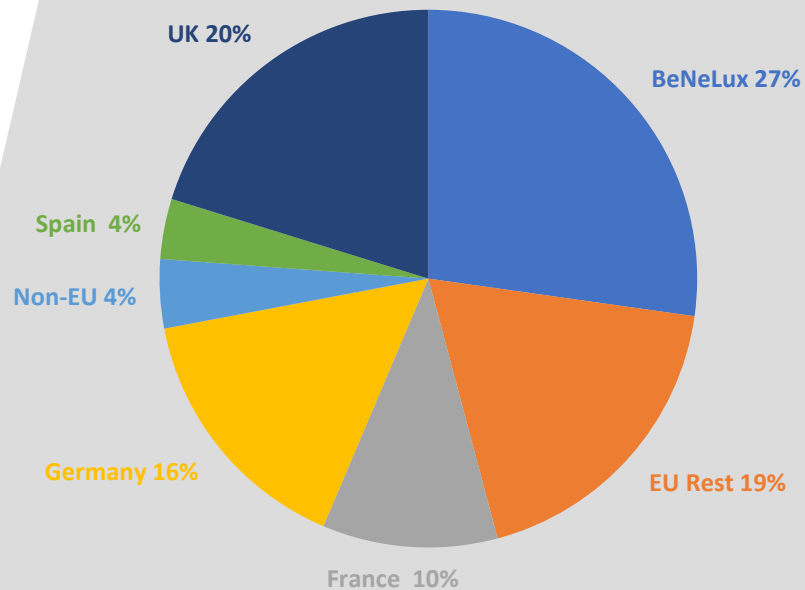
# FACTS AND FIGURES

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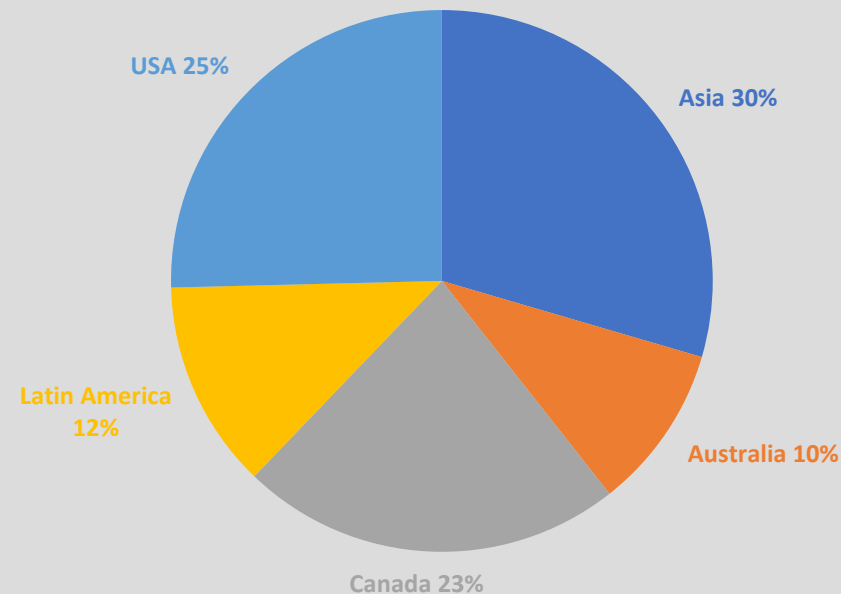
## Keyfacts 2019

More than **95%** said they would visit **Classical:NEXT** again.  
More than **97%** would recommend **Classical:NEXT** to others.

### European Delegates 83 %



### Non-European Delegates 17 %



More than **97%** rated **Classical:NEXT** as "good",  
"very good", or even "excellent".

## FACTS AND FIGURES

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## Keyfacts 2019

**240** presenters & promoters / **450** label representatives  
& distributors / **170** publishers

**350** artists

**45** countries represented by registrations

**740** companies represented by registrations

**24** showcasing acts with a total of **80** performers  
from **18** countries

**14** Project Pitches

## FACTS AND FIGURES

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Keyfacts 2019

38 Conferences, Mentoring Sessions, and Network Meetings

82 speakers, presenters and mentors from 27 countries

3 Innovation Awards

320 exhibiting companies from 30 countries on 93 stands

105 international journalists

190 artist managers

240 presenters & promoters / 450 label representatives  
& distributors / 170 publishers

100 orchestras represented

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## Online Keyfacts 2020

C:N NET is the online platform for classical and art music. Think of it as your meeting point for learning, connecting and exchanging in the internet, open the whole year around.

C:N Database features currently:

- \* **Over 2700 companies accounts**
- \* **Over 5600 delegate accounts**
- \* **Over 800 artists**

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Online Keyfacts 2020

**„CN:NET online programmes offer an excellent opportunity to maintain the spirit of real C:N events and to grow and strengthen our community.“**

*Ralf Klepper, SuonaVoce International Cultural Exchange Bureau*

### Online Sessions

ALL SESSIONS FROM THE CLASSICAL:NEXT 2020 ONLINE CONFERENCE

### Showcases

WATCH ONLINE MUSIC PERFORMANCES FROM CLASSICAL:NEXT

### Public Talks

INSIGHTFUL CONVERSATIONS WITH PIONEERS AND DECISION MAKERS IN PARTNERSHIP WITH GRAMOPHONE

### Spotlight

UP CLOSE AND PERSONAL WITH CREATIVES FROM THE COMMUNITY

### Blog

HEAR DIRECTLY FROM ART MUSIC LEADERS AND INNOVATORS

### (Re)Setting the Stage

NAVIGATING THROUGH QUESTIONS FOR THE FUTURE OF PERFORMANCE



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## Online Keyfacts 2020

**CN:NET Online Programme during COVID-19**  
(numbers based on facebook projections)

**4** Conference Sessions and Online Conversations

**9** Regional and Sector Meet Ups

**9** Mentoring Sessions

**3** Public Talks

- |                     |                    |              |
|---------------------|--------------------|--------------|
| • Clemens Trautmann | <b>4,600 views</b> | 20,698 reach |
| • Hervé Boissière   | <b>1,300</b>       | 5,172        |
| • Marin Alsop       | <b>2,900</b>       | 12,006       |

**Live Interviews**

- |                |                    |             |
|----------------|--------------------|-------------|
| • Jakub Fiebig | <b>1,940 views</b> | 3,240 reach |
|----------------|--------------------|-------------|

**Online Interviews**

- |                   |                    |             |
|-------------------|--------------------|-------------|
| • Shirley Apthorp | <b>1,966 views</b> | 3,961 reach |
| • Chi-chi Nwanoku | <b>749</b>         | 2,535       |
| • Afa Dworkin     | <b>238</b>         | 835         |

**Video Message**

- |                 |                  |           |
|-----------------|------------------|-----------|
| • Shuang Zou    | <b>394 views</b> | 625 reach |
| • Vanessa Reed  | <b>535</b>       | 1,324     |
| • Valeria Valle | <b>341</b>       | 782       |

### **CN:NET Online Programme during COVID-19**

#### **4 Online Live Concerts/ Performances with over 3000 views**

- Neo Electric Quartet **1,926 views**
- ecce cello **1,200**
- Tricia Dawn Williams **682**
- Sean Shibe

**1 Online Innovation Award: 919 views**

**1 Online Guided Meditation: 322 views**

**1 Online Blog** with additional online material as interviews

**1 Online Webinar Series - Classical:NEXT** co-presented

- **"(Re-) Setting the Stage"** together with the **Global Leaders Program** and **AEOS** (Association of Spanish Orchestras) with 6 Online Conference Sessions and more than **2000** viewers.

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## Online Keyfacts 2020

### Online Media Overview

	<b>CN Website visits</b>	<b>&gt; 59,000</b>	<b>(+ 9.7 %</b>
	plus from last years period)		
	<b>Facebook Followers</b>	<b>&gt; 4,400</b>	
	<b>Instagram Followers</b>	<b>&gt; 1,400</b>	
	<b>Twitter Followers</b>	<b>&gt; 4,600</b>	



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## CONTACT

[next@classicalnext.com](mailto:next@classicalnext.com)

[www.classicalnext.com](http://www.classicalnext.com)



## NEXT EDITION

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