

“Salzburg for Everyman“: Festival’s Online Programme on ARTE Concert Reaches One Million Users



All through August, ARTE Concert featured the Salzburg Festival’s centenary programming with a daily, unprecedented array of online streams under the motto “Salzburg für Jedermann” – “Salzburg for Everyman”. While the festivities in Salzburg ended on 30 August, classical music audiences throughout Europe were able to experience the Festival’s highlights online at arte.tv/salzburg. Today, these **online offerings have reached more than one million people**.

Of the 31 Salzburg Festival programmes ARTE Concert broadcast this summer, the two opera premieres – “Elektra” directed by Krzysztof Warlikowski and conducted by Franz Welser-Möst, and Mozart’s “Così fan tutte” directed by Christof Loy and conducted by Joana Mallwitz – were the most popular by far with the audience: registering 100,000 resp. 140,000 views, the operas account for almost one quarter of the Festival’s audience on ARTE Concert. Another audience magnet in August and September was Igor Levit, who performed his interpretations of Beethoven’s complete Piano Sonatas over the course of eight evenings. Altogether, these reached 230,000 music lovers at their screens. Further audience favourites were Anna Netrebko and Yusif Eyvazov’s evening of arias, the documentary “Das große Welttheater – Salzburg und seine Festspiele”, and Sonya Yoncheva’s baroque concert.

Markus Hinterhäuser, Artistic Director of the Salzburg Festival, is pleased at the overwhelming echo the Festival broadcasts found: *“We are delighted that this ‘special’ Salzburg Festival of 2020 resonated so wonderfully, not only with our audience in Salzburg, but also with online viewers, and that we were able to send such an important message on behalf of the entire cultural sector. Reaching more than one million viewers on ARTE Concert is an extraordinary success. In this manner, we offered all those who were interested, but unable to travel to the Salzburg Festival this year an opportunity to experience the Festival nonetheless, and to keep enjoying its performances even now.”*

Jan Mojto, Managing Director of Unitel, also offers a positive summary: *“I am very pleased that the offerings have met with such great enthusiasm. And of course that we have been able to add so many special concerts and two absolute opera highlights to Unitel’s Salzburg Festival catalogue, preserving them for posterity. We thank the Festival, the artists and our television partners for their exemplary cooperation.”*

On this occasion, **Wolfgang Bergmann**, Managing Director of ARTE Germany and the ZDF's ARTE Coordinator, also expresses his gratitude: *"Thanks to the Salzburg Festival, to Markus Hinterhäuser and Helga Rabl-Stadler for their courage in sending a strong message for culture during this difficult summer. Heartfelt thanks, however, are mainly due to all the artists whose concerts conveyed messages of hope, which ARTE Concert was able to deliver worldwide."*

In addition to the operas "Elektra" and "Così fan tutte", which are still available online through 30 resp. 31 October, in November lovers of classical music can relive the performance of Martha Argerich and Renaud Capuçon, Hugo von Hofmannsthal's drama "Jedermann", directed by Michael Sturminger and with Tobias Moretti in the title role, Daniel Barenboim's solo recital, Evgeny Kissin and the Vienna Philharmonic under Gustavo Dudamel's baton, and further highlights of the Festival online at arte.tv/salzburg.

<https://www.arte.tv/en/arte-concert/>

<https://www.salzburgerfestspiele.at/>

<http://www.unitel.de/en/unitel.html>

PRESS CONTACTS

Romina Kunz | romina.kunz@arte.tv | +33 3 90 14 20 67

Ulla Kalchmair | u.kalchmair@salzburgfestival.at | +43 662 8045 390