

July & August 2020 - Audience Report

	July & August 2020 Totals	Grand Totals	Summer-on-summer Comparison (July/Aug '19 vs Jul/Aug '20)
Visits to operavision.eu	82,805	1,295,945	↑67%
Unique visitors to operavision.eu	65,045	1,078,523	↑50%
Pages viewed on operavision.eu	482,527	6,614,112	↑123%
Video views across all channels	1,061,811	11,433,186	↑266%
Video views via YouTube	631,989	6,293,284	↑189%
Video views of full-length performances	530,583	4,793,223	↑238%
Video views of short-form bonus material	531,228	6,639,963	↑300%
Short-form video views via YouTube	101,406	1,515,787	↑64%
Short-form video views via social media	429,822	5,124,176	↑506%
YouTube subscribers	2,592	51,106	
Facebook followers	699	25,204	
Twitter followers	77	6,772	
Instagram followers	347	6,152	

To keep up with the demand for fresh content from our growing audience, OperaVision programmed new performances on the platform throughout the summer. We offered 14 new streams - as compared to 2 over the same period in 2019 - which included familiar repertoire and new work. The ambition paid off. Views exceeded a million, which is more than five times more than in summer 2019. OV viewers spent over 92,000 hours watching OV in July and August. We attracted over 2,500 new subscribers bringing their number above 50,000.

Throughout August, OperaVision focused on new opera in digital form; we shared weekly instalments of *#OperaHarmony*, a series of 20 short digital creations made during confinement. Many of these were imaginatively realised; the collection makes a valuable statement about how digital means may expand the role and reach of opera. *#OperaHarmony* involved more than 200 creative artists. The initiative was popular (over 70,000 views) and proved a good means to engage audiences who voted via an online poll on OperaVision for their favourite creations.

The press also appreciated OV's focus on new work. *#OperaHarmony* was featured in a number of national papers, including a full page in Denmark's *Politiken* (below right). *The New York Times* featured Czernowin's *Infinite Now* from Opera Ballet Vlaanderen in an article entitled 'Otherworldly Operatic Thrills' (below left).

We are also grateful to new and long-standing contributors for enabling OV to share this varied programme of repertoire over the summer, including: Finnish National Opera, Teatro de la Maestranza, Oper Stuttgart, Nederlandse Reisopera, New Zealand Opera, La Monnaie, Croatian National Opera in Zagreb, Norwegian National Ballet and Opera de Monte-Carlo.

Details metrics follows below.



Infinite Now in *The New York Times* 23 July



#OperaHarmony in *Politiken* (DK) 14 Aug

OperaVision full-length performances (up to 31 August 2020)

Titles in bold are currently available

The totals with notes include views in China in July August (NCPA Classic partnership): $N_1 = 25,372$ $N_2 = 40,569$

Title	Composer	Contributor	Stream Date	Top Country Views	YouTube Interactions	Facebook Interactions	Total views
La bohème	Puccini	Opera de Monte-Carlo	28/08/20	UK, US, IT, DE, ES	1,862	968	8,428
#OperaHarmony series #4	Various		21/08/20	UK, US, ES, RU, CA	325	2,067	37,815
Nærme (Close)	Various	Norwegian National Ballet	18/08/20	US, UK, RU, JP, DE	681	1,958	2,800
#OperaHarmony series #3	Various		14/08/20	UK, US, DE, JP, RU	292	1,408	4,728
Turandot	Puccini	Croatian National Theatre Zagreb	14/08/20	US, UK, DE, IT, ES	2,561	3,950	12,081
#OperaHarmony series #2	Various		11/08/20	UK, US, RU, DK, ES	338	967	9,329
Push	Moody	La Monnaie	07/08/20	US, RU, DE, UK, ES	455	2,671	3,517
#OperaHarmony series #1	Various		04/08/20	UK, US, RU, BR, DE	1,067	931	19,142
Tosca	Puccini	New Zealand Opera	03/07/20	US, UK, DE, ES, RU	1,401	2,395	11,075
Orfeo	Monteverdi	Nederlandse Reisopera	07/07/20	US, UK, DE, RU, ES	1,917	2,159	13,812
I puritani	Bellini	Oper Stuttgart	10/07/20	US, DE, UK, IT, ES	2,423	2,157	22,261
Infinite Now	Czernowin	Opera Vlaanderen	17/07/20	US, DE, UK, RU, ES	922	131	8,322
The Barber of Seville	Rossini	Teatro de la Maestranza	24/07/20	US, UK, ES, DE, RU	2,093	4,024	37,857 ^{N1}
The Flying Dutchman	Wagner	Finnish National Opera	31/07/20	US, UK, DE, RU, JP	2,833	2,851	18,004
The Ice Break	Tippett	Birmingham Opera Company	30/06/20	UK, US, DE, ES, RU	699	3,575	15,235
Le Vin herbé	Martin	Welsh National Opera	28/06/20	US, UK, DE, ES, RU	1,401	2,395	11,075
Orpheus	Monteverdi	Komische Oper Berlin	26/06/20	US, DE, UK, ES, JP	1,215	NA	8,674
Death in Venice	Britten	English National Opera	26/06/20	US, UK, RU, JP, DE	1,682	736	26,300
A Midsummer Night's Dream	Britten	Opera National de Montpellier	23/06/20	US, UK, FR, DE, RU	1,418	3,932	15,977
OperaVision Summer Gala	Various	Various	21/06/20	US, UK, NL, PL, DE	2,424	4,294	27,997
Moses und Aron	Schönberg	Komische Oper Berlin	12/06/20	US, DE, UK, RU, JP	1,388	6,326	17,995
The Skating Rink	David Sawer	Garsington Opera	09/06/20	UK, US, DE, ES, RU	690	24,064	7,846
Candide	Bernstein	The Grange Festival	05/06/20	UK, US, DE, ES, JP	2,301	1,625	21,802
Sorochintsy Fair	Mussorgsky	Komische Oper Berlin	31/05/20	US, RU, DE, UK, ES	721	5,652	12,828
Boris Godunov	Mussorgsky	Sofia Opera & Ballet	29/05/20	US, RU, UK, ES, DE	1,257	8,907	14,077
War & Peace	Prokofiev	Stanislavsky Music Theatre	26/05/20	US, UK, RU, DE, ES	1,631	4,698	23,189
Tristan & Isolde	Wagner	La Monnaie	22/05/20	US, UK, DE, ES, JP	2,513	4,758	34,719
The Pearls of Cleopatra	Straus	Komische Oper Berlin	17/05/20	DE, US, UK, ES, RU	2,859	5,240	35,979

<i>Legend of the Invisible City of Kitezh</i>	Rimsky-Korsakov	Dutch National Opera	15/05/20	US, NL, RU, UK, DE	2,091	17,434	27,413
<i>Lady Macbeth of Mtsensk</i>	Shostakovich	Dutch National Opera	12/05/20	US, NL, JP, UK, DE	2,342	3,993	31,221
<i>Der Schmied von Gent</i>	Schreker	Opera Vlaanderen	08/05/20	US, DE, UK, RU, BE	1,837	6,104	17,479
<i>Queen of Spades</i>	Tchaikovsky	Stanislavsky Music Theatre	05/05/20	US, RU, UK, DE, ES	2,613	2,351	29,354
<i>Swan Lake</i>	Tchaikovsky	Municipal de Santiago	03/05/20	JP, US, UK, DE, KR	4,213	2,972	47,113
<i>Eugene Onegin</i>	Tchaikovsky	Komische Oper Berlin	01/05/20	DE, US, UK, RU, FR	5,275	4,753	59,192
<i>Rigoletto for children</i>	Verdi	AsLiCo	26/04/20	IT, US, DE, ES, UK	946	466	13,017
<i>Il ritorno d'Ulisse in patria</i>	Monteverdi	Nationaltheater Mannheim	24/04/20	US, DE, UK, ES, IT	1,229	2,226	12,816
<i>Il trovatore</i>	Verdi	NCPA Beijing	21/04/20	US, IT, ES, DE, UK	2,059	3,027	29,555
<i>Nabucco</i>	Verdi	Teatro Regio Parma	17/04/20	IT, US, UK, ES, DE	2,821	2,928	25,413
<i>I due Foscari</i>	Verdi	Teatro Regio Parma	14/04/20	IT, US, DE, ES, UK	2,210	1,998	24,428
<i>Così fan tutte</i>	Mozart	Royal Opera House	10/04/20	UK, US, FR, DE, ES	4,875	3,155	48,196
<i>Guillaume Tell</i>	Rossini	Rossini Opera Festival	07/04/20	US, FR, IT, DE, UK	3,588	5,292	39,957
<i>Alceste</i>	Gluck	Teatro la Fenice	03/04/20	US, DE, IT, ES, UK	2,507	3,208	27,134
<i>Il sogno di Scipione</i>	Mozart	Teatro la Fenice	31/03/20	US, UK, DE, ES, IT	1,137	317	17,503
<i>The Marriage of Figaro</i>	Mozart	Garsington Opera	27/03/20	UK, US, DE, IT, ES	3,970	1,588	203,201
<i>Lucio Silla</i>	Mozart	La Monnaie	24/03/20	US, DE, ES, UK, IT	1,445	2,840	24,426
<i>Die Entführung aus dem Serail</i>	Mozart	Glyndebourne	20/03/20	US, DE, UK, ES, FR	5,566	3,534	88,314
<i>Don Giovanni</i>	Mozart	Finnish National Opera	11/03/20	FR, PL, US, DE, ES	4,080	3,410	59,503
<i>Violanta</i>	Korngold	Teatro Regio Torino	28/02/20	IT, US, DE, ES, US	1,344	5,175	27,546
<i>The Turn of the Screw</i>	Britten	Opera North	21/02/20	UK, US, DE, ES, IT	1,306	2,180	121,351 ^{NZ}
<i>Rusalka</i>	Dvořák	Opera Ballet Vlaanderen	14/02/20	US, DE, ES, UK, IT	2,022	2,668	47,406
<i>I played, I danced</i>	Imants Kalnins	Latvian National Opera	07/02/20	LV, US, DE, ES, MX	718	2,923	11,419
<i>Spring Storms</i>	Weinberger	Komische Oper Berlin	31/01/20	DE, US, UK, ES, FR	1,443	3,842	28,768
<i>Madama Butterfly</i>	Puccini	Royal Swedish Opera	25/01/20	US, DE, ES, IT, UK	3,312	6,486	175,441
<i>La Cenerentola</i>	Rossini	Irish National Opera	17/01/20	US, IT, ES, FR, DE	2,114	5,097	149,162
<i>Brothers</i>	Daníel Bjarnason	Icelandic Opera	01/01/20	US, DE, DK, ES, MX	482	1,385	6,193
<i>Tosca</i>	Puccini	Polish National Opera	13/12/19	US, PL, IT, DE, ES	3,129	12,549	83,136
<i>The Bartered Bride</i>	Smetana	Garsington Opera	06/12/19	UK, US, DE, CZ, ES	982	3,045	135,681
<i>The Importance of Being Earnest</i>	Gerald Barry	Nouvel Opéra Fribourg	29/11/19	US, DE, UK, RU, ES	514	2,744	10,117
<i>Ermione</i>	Rossini	Teatro di San Carlo	22/11/19	IT, US, ES, FR, DE	1,512	3,170	22,926
<i>Nikola Šubić Zrinski</i>	Zajc	Croatian National Theatre Zagreb	09/11/19	HK, US, DE, ES, CA	1,488	1,635	18,538
<i>The Barber of Seville</i>	Rossini	Municipal de Santiago	02/11/19	US, IT, DE, ES, FR	1,585	142	75,694

<i>Don Giovanni</i>	Mozart	Opera di Roma	27/10/19	US, IT, DE, ES, FR	1,923	510	37,937
<i>Die Fledermaus</i>	Strauss	Wiener Staatsoper	26/10/19	US, DE, JP, UK, ES	2,548	344	81,891
<i>Carmen</i>	Bizet	NCPA Beijing	25/10/19	US, DE, ES, FR, IT	874	209	27,040
<i>Der ferne Klang</i>	Schreker	Royal Swedish Opera	25/10/19	SE, US, DE, FR, UK	940	2,555	21,117
<i>The Bassarids</i>	Henze	Komische Oper Berlin	19/10/19	DE, US, UK, FR, IT	903	1,584	14,250
<i>Jenůfa</i>	Janáček	National Theatre Brno	13/10/19	CZ, US, UK, DE, ES	1,270	2,188	21,248
<i>Sternenhoch</i>	Ivan Acher	National Theatre Prague	02/10/19	CZ, US, UK, DE, ES	327	10,516	8,241
Halka	Moniuszko	Poznan Opera	27/09/19	PL, US, DE, ES, IT	1,001	6,091	56,980
<i>Hamlet</i>	Thomas	OPERA 2DAY	20/09/19	US, DE, ES, IT, FR	871	32,477	12,236
<i>La bohème</i>	Puccini	NCPA Mumbai	13/09/19	US, IT, ES, DE, FR	1,219	12,673	49,535
<i>The Marriage of Figaro</i>	Mozart	Royal Opera House	06/09/19	US, UK, DE, ES, FR	5,535	3,477	34,165
<i>Il trovatore</i>	Verdi	Teatro Real Madrid	09/07/19	ES, US, IT, DE, FR	5,423	4,678	100,318
<i>Paria</i>	Moniuszko	Poznan Opera	06/07/19	PL, US, DE, ES, IT	401	1,121	12,192
<i>L'oca del Cairo, ossia Lo sposo deluso</i>	Mozart	Hungarian State Opera	30/06/19	US, ES, DE, FR, IT	597	3,955	19,321
<i>Agrippina</i>	Handel	The Grange/Academy of Ancient Music	21/06/19	US, ES, DE UK, FR	1,065	2,252	16,666
<i>Roxy und ihr Wunderteam</i>	Abraham	Komische Oper Berlin	06/06/19	DE, US, ES, UK, CH	705	5,612	17,948
<i>La traviata</i>	Verdi	Icelandic Opera	31/05/19	US, DE, IT, ES, FR	2,405	3,581	81,679
Anthropocene	MacRae	Scottish Opera	24/05/19	UK, US, ES, DE, FR	464	2,561	8,494
<i>Grand Final Moniuszko Competition</i>	Various	Polish National Opera	17/05/19	PL, US, DE, SK, IT	2,588	1,924	48,167
<i>Opening Gala Moniuszko Competition</i>	Moniuszko	Polish National Opera	11/05/19	PL, US, DE, IT, UK	871	1,708	16,176
<i>Khovanshchina</i>	Mussogorsky	Stanislavsky Music Theatre	05/05/19	US, ES, DE, FR, UK	1,082	1,271	11,805
<i>Orfeo ed Euridice</i>	Gluck	Irish National Opera	26/04/19	US, DE, ES, IT, UK	655	1,972	14,909
La Juive	Halévy	Opera Vlaanderen	12/04/19	US, DE, FR, ES, BE	1,188	2,115	18,978
<i>Falstaff</i>	Verdi	Garsington Opera	06/04/19	UK, US, ES, DE, IT	1,046	2,237	14,018
<i>Werther</i>	Massenet	Bergen National Opera	28/03/19	US, ES, DE, UK, FR	674	10,383	15,767
<i>Frankenstein</i>	Grey	La Monnaie De Munt	22/03/19	US, BE, DE, ES, UK	962	5,114	13,161
Trois Contes	Pesson	Opéra de Lille	15/03/19	FR, US, DE, ES, JP	394	441	9,256
<i>Ice</i>	Kuusisto	Finnish National Opera	14/03/19	US, DE, ES, MX, JP	636	1,819	6,115
<i>Juditha Triumphans</i>	Vivaldi	Dutch National Opera	05/03/19	US, ES, NL, IT, FR	1,881	3,250	26,664
<i>La Gioconda</i>	Ponchielli	La Monnaie De Munt	28/02/19	US, IT, DE, FR, BE	1,143	723	23,745
<i>Billy Budd</i>	Britten	Den Norske Opera	12/02/19	US, NO, UK, ES, DE	1,156	9,202	28,323

<i>Xerxes</i>	Handel	Deutsche Oper am Rhein	08/02/19	DE, US, ES FR, JP	2,298	1,703	111,863
<i>La bohème</i>	Puccini	Komische Oper Berlin	01/02/19	DE, US, ES, IT, UK	1,673	1,725	106,840
<i>Manru</i>	Paderewski	Polish National Opera	27/01/19	PL, US, DE ES, UK	532	5,219	28,623
<i>La rondine</i>	Puccini	Latvian National Opera	18/01/19	US, ES, DE, IT, FR	631	7,178	12,409
<i>The Marriage of Figaro</i>	Mozart	Royal College of Music	11/1/19	US, UK, DE, IT, ES	3,417	1,396	161,359
<i>Káťa Kabanová</i>	Janáček	Teatro di San Carlo	1/1/19	IT, DE, US, CZ, ES	409	1,195	8,791
<i>Tosca</i>	Puccini	Opera di Roma	20/12/18	IT, US, ES, DE, UK	1,405	1,849	113,826
<i>Macbeth</i>	Verdi	Teatro La Fenice	14/12/18	IT, MX, US, FR, DE	627	267	13,681
<i>Sleeping Beauty</i>	Tchaikovsky	Finnish National Opera	7/12/18	US, JP, DE, UK, FR	2,056	24,878	64,295
<i>Anniversary Gala</i>	Various	Latvian National Opera	6/12/18	US, ES, IT, DE, JP	240	4,627	32,215
<i>Cunning Little Vixen</i>	Janáček	National Theatre Brno	30/11/18	CZ, US, UK, DE, FR	748	1,843	18,843
<i>Ero the Joker</i>	Gotovac	Croatian National Theatre Zagreb	18/11/18	HR, US, DE, BH, UK	1,095	703	11,158
<i>Libuše</i>	Smetana	Prague National Theatre	8/11/2018	CZ, US, DE, ES, FR	501	1,215	16,897
<i>Rigoletto</i>	Verdi	Teatro Massimo Palermo	27/10/18	IT, US, DE, ES, FR	2,952	1,781	30,292
<i>Medea</i>	Cherubini	Stanislavsky Music Theatre Moscow	19/10/18	RU, DE, US, ES, IT	629	4,484	12,032
<i>Sanatorio Express</i>	Rantala	Finnish National Opera	12/10/18	DE, US, FI, UK, BE	275	1,469	4,634
<i>Die tote Stadt</i>	Korngold	Komische Oper Berlin	2/10/18	DE, US, ES, FR, IT	1,028	505	44,011
<i>The Flying Dutchman</i>	Wagner	Latvian National Opera Riga	30/9/18	DE, ES, US, CA, JP	727	1,886	15,988
<i>Albert Herring</i>	Britten	Royal College of Music	28/9/18	US, UK, DE, ES, FR	556	1,601	10,105
<i>The Magic Flute</i>	Mozart	Garsington Opera	21/9/18	US, UK, DE, ES IT	3,289	6,041	76,070
<i>Bánk bán</i>	Erkel	Hungarian State Opera	14/9/18	HU, US, DE, UK, RO	501	4,034	12,341
<i>Trouble in Tahiti</i>	Bernstein	Opera North	7/9/18	US, UK, MX, DE, PL	731	7,204	20,131
<i>Don Giovanni</i>	Mozart	Royal Opera House	25/8/18	US, DE, UK, ES, JP	658	5,564	18,718
<i>Orfeo & Majnun</i>	Adwan / Van der Haast / Moody	Festival d'Aix-en-Provence	12/7/18	FR, US, DE, IL, ES	615	919	9,367
<i>Lucia di Lammermoor</i>	Donizetti	Teatro Real Madrid	8/7/18	ES, US, DE, MX, IT	5,917	2,173	132,116
<i>Les contes d'Hoffmann</i>	Offenbach	Dutch National Opera	7/7/18	US, FR, DE, NL, ES	2,093	3,114	43,725
<i>Les Troyens</i>	Berlioz	Dutch National Opera	28/6/18	US, FR, DE, ES, UK	736	524	8,210
<i>Norma</i>	Bellini	Teatro La Fenice	15/6/18	IT, US, DE, ES, FR	1,453	1,599	26,979
<i>Stabat Mater</i>	Rossini	Teatro Comunale Bologna	24/5/18	IT, US, DE, MX, ES	576	277	8,601
<i>Semele</i>	Handel	Komische Oper Berlin	21/5/18	DE, US, MX, UK, FR	1,319	1,202	25,773
<i>Birgit Nilsson anniversary</i>	Various	Royal Swedish Opera	19/5/18	SE, US, DE, ES, FR	731	621	12,034
<i>La Princesse légère</i>	Cruz	Opéra Comique	18/5/18	US, FR, DE, ES, CO	177	322	2,388

<i>Opera Crown</i>	Competition	Tbilisi Opera House	5/5/18	GE, DE, KR, US, MX	535	2,399	9,819
<i>La Favorite</i>	Donizetti	Maggio Musicale Fiorentino	26/4/18	ES, IT, US, FR, DE	1,588	1,248	24,998
<i>La traviata</i>	Verdi	Den Norske Opera	14/4/18	MX, US, IT, DE, ES	78	2,144	18,297
<i>Il corsaro</i>	Verdi	Palau de les Arts	8/4/18	IT, ES, US, DE, MX	1,622	536	23,820
<i>Homage to Zedda</i>	Rossini	Opera Vlaanderen	2/4/18	-	695	472	12,164
<i>Parsifal</i>	Wagner	Opera Vlaanderen	1/4/18	DE, US, FR, MX, BE	1,387	2,033	34,145
<i>Aida</i>	Verdi	Royal Swedish Opera	26/3/18	-	613	728	5,035
<i>Blaubart</i>	Offenbach	Komische Oper Berlin	23/3/18	DE, US, UK, FR, MX	983	687	19,973
<i>Pelléas et Mélisande</i>	Debussy	Komische Oper Berlin	15/10/17	DE, US, UK, FR, ES	898	157	36,631
<i>Autumn Sonata</i>	Fagerlund	Finnish National Opera	12/10/17	MX, FR, CH, US, DE	383	18	5,808

LOS/RF/VK/TL 7 September 2020