

135,000 young people introduced to classical music by
hit animated series Classics Explained



Watch Classics Explained on YouTube:
[youtube.com/c/ClassicsExplained](https://www.youtube.com/c/ClassicsExplained)

Reinventing classical music education for a digital generation, **Classics Explained (ClassEx)** is releasing **a series of new videos** made during lockdown, reaching **135,000 views** on its YouTube channel. With an audience of almost entirely Gen Z viewers, the channel is consistently reaching an audience that the classical music industry has struggled to access.

The hit animated series presents **humorous and informative whistle-stop tours** of the most famous pieces of classical music, following in the footsteps of Disney's *Fantasia*. Each ten-minute animated episode is a witty, jargon-free introduction to the stories and creative processes behind the masterpieces. The videos provide accessible, tongue-in-cheek content that is at once educational and entertaining.



ClassEx is winning over a large audience, with 135,000 views for the channel's first nine episodes and **3,100 subscribers** joining the channel through word-of-mouth. **90% of viewers are under the age of 34**, an audience that classical music has struggled to access.

Classics Explained was created in 2017 by young creators **Ben Levy** (writer and presenter) and **Valeria Strachevskaya** (director and producer), who are both former curators at the V&A working on Theatre & Performance exhibitions, with a passion for making classical music more accessible. Many of their repertoire selections are inspired by the Classic FM Hall of Fame. All episodes can be watched free on the [Classics Explained YouTube channel](#).



Ben Levy said:

"We set up Classics Explained to make classical music more accessible for those who think there's a stigma attached to it – that the music's old-fashioned and unrelated to their cultural worldview. The response has been truly amazing. We've had an outpouring of both public and private messages from fans around the world, many of whom have never even listened to classical music before."

ClassEx launched with an account of [Rimsky-Korsakov's Scheherazade](#); episodes created since range from [The Magic Flute](#) and [The Planets](#) to [Die Walküre](#) and [Prélude à l'Après-midi d'un Faune](#).

Over the lockdown period, ClassEx has created **new episodes** to double their content online. Videos coming soon include *Symphonie Fantastique*, the *Enigma Variations* and *Rhapsody in Blue*. An upcoming episode of Classics Explained has been commissioned by the Cavatina Chamber Music Trust to produce an episode with a special focus on **chamber music**.



Episodes Available Now

Prokofiev *Romeo and Juliet*

Episode 11: youtu.be/wLcrEph52k4



Tchaikovsky 1812 Overture

Episode 8: youtu.be/UGUWwbEvCwg



Stravinsky *The Rite of Spring*

Episode 10: youtu.be/6UKrmPoJv-k



Mozart *The Magic Flute*

Episode 7: youtu.be/0G-_4p4rVlo



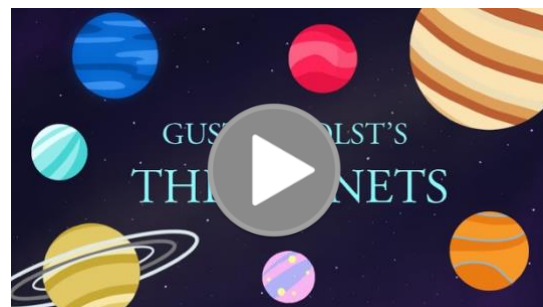
Debussy *Prélude à l'Après-midi d'un Faune*

Episode 9: youtu.be/_d_nfbrIY4M



Holst *The Planets*

Episode 6: youtu.be/iqCx07wv1Pk



Dvořák 'New World' Symphony
Episode 5: youtu.be/w668Y050n5M



Mussorgsky Pictures at an Exhibition
Episode 2: youtu.be/MXnfWxkm2Ls



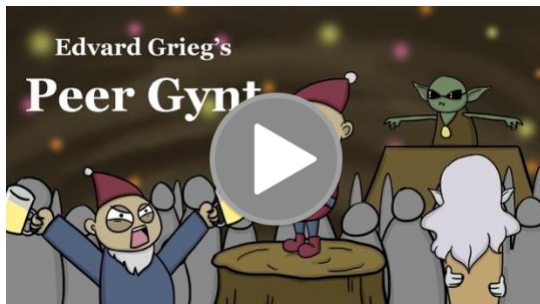
Wagner Die Walküre
Episode 4: youtu.be/H40ApNnu5EA



Rimsky-Korsakov Scheherazade
Episode 1: youtu.be/m3Q8h7dv3jI



Grieg Peer Gynt
Episode 3: youtu.be/fBgPqhBUE2o



New Episodes Coming Soon

- Chamber Music
- **Berlioz** *Symphonie Fantastique*
- **Gershwin** *Rhapsody in Blue*
- **Strauss** *Also sprach Zarathustra*
- **Elgar** *Enigma Variations*

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