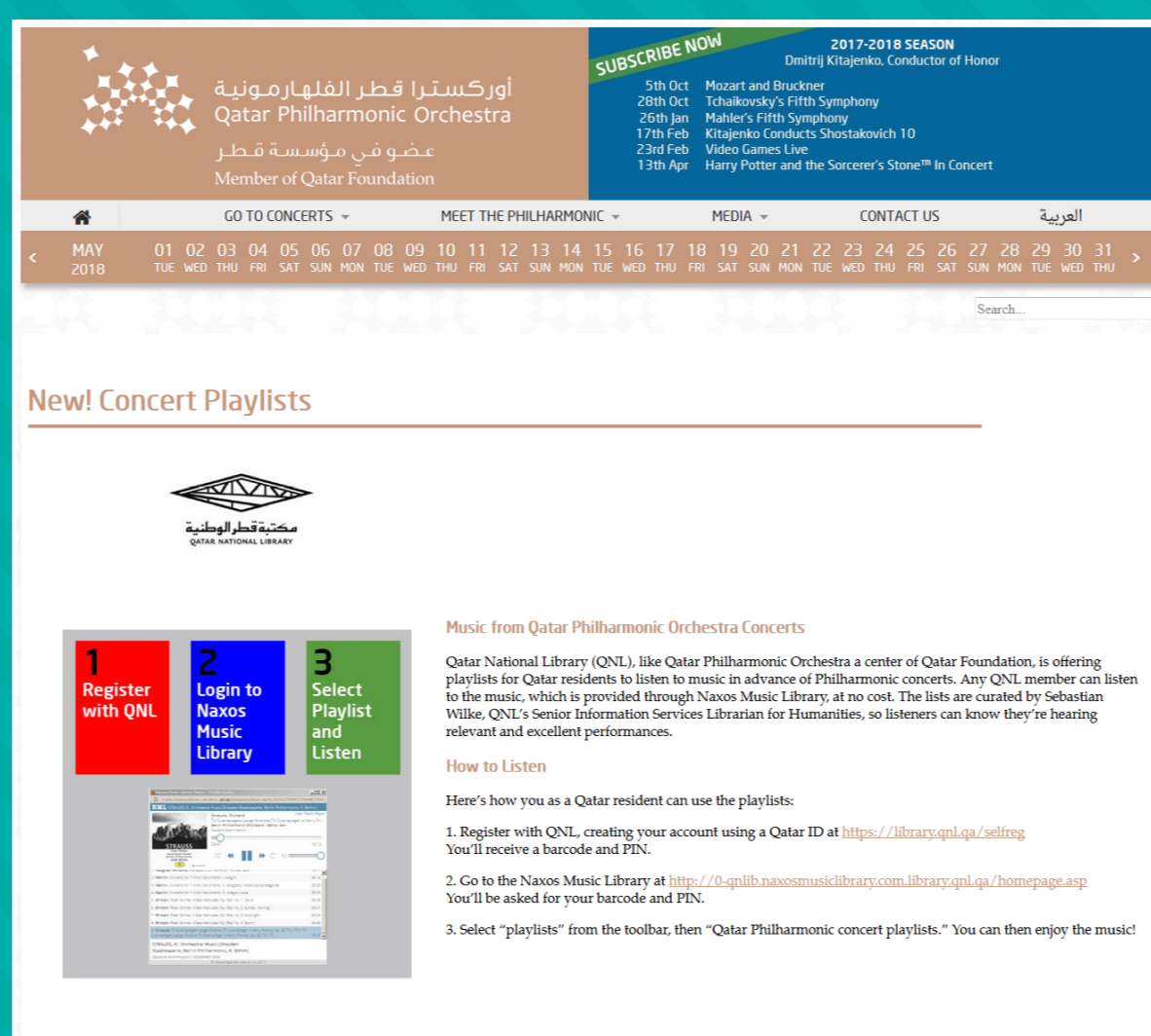


CURATED NAXOS PLAYLISTS FOR PHILHARMONIC CONCERTS:

A UNIQUE COLLABORATION BETWEEN QATAR NATIONAL LIBRARY AND THE QATAR PHILHARMONIC ORCHESTRA

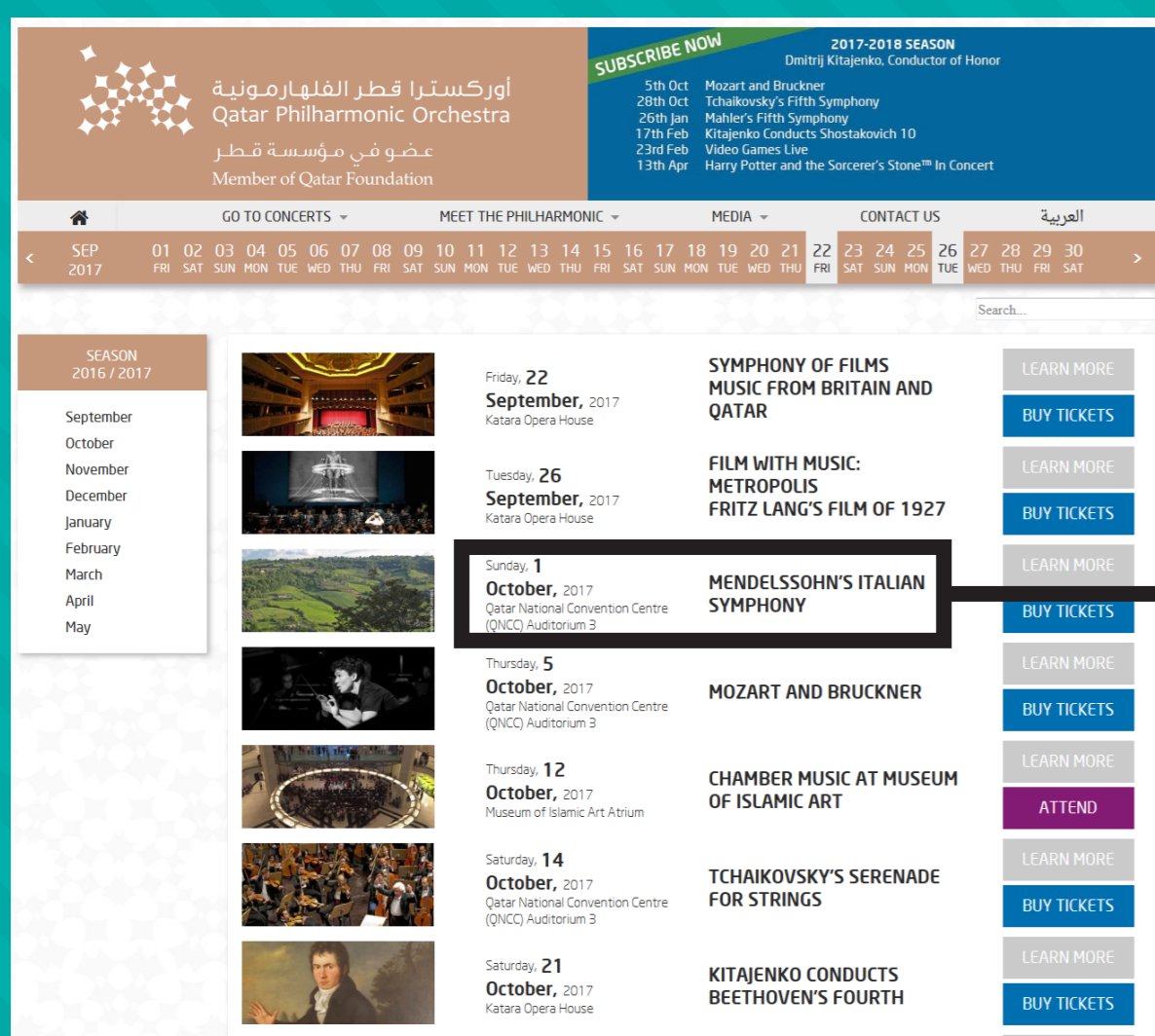
Sebastian Wilke,
Senior Information Services Librarian – Humanities, Qatar National Library,
swilke@qnl.qa

In 2017, Qatar National Library (QNL) and the Qatar Philharmonic Orchestra (QPO) started a new collaboration introducing curated playlists from Naxos Music Library (NML) for each of the orchestra's performances. The main aim of the project is to give the QPO's audience the opportunity to preview music of QPO performances and revisit pieces they have particularly enjoyed after the concerts.

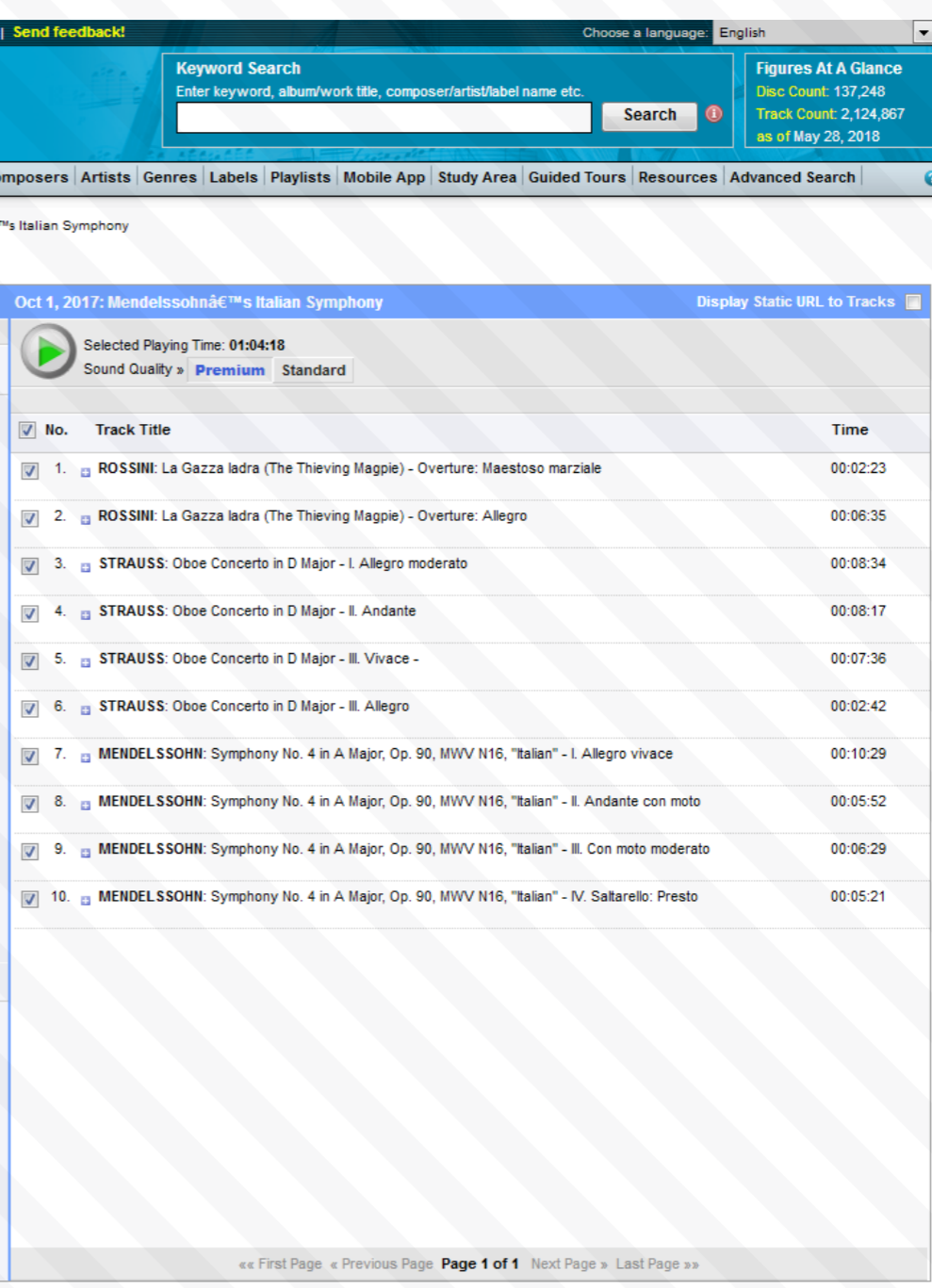
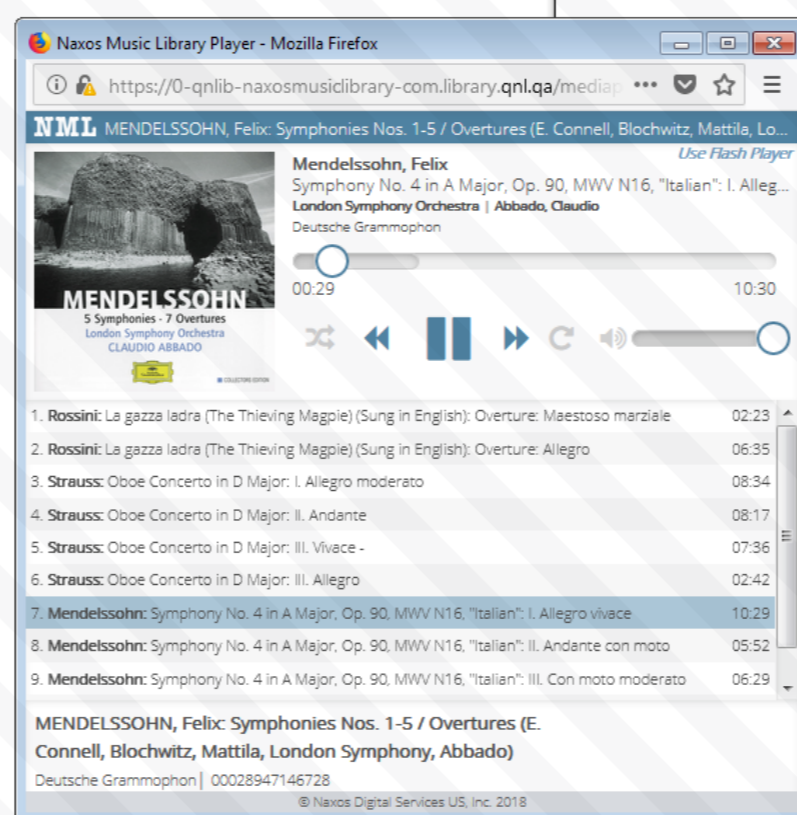
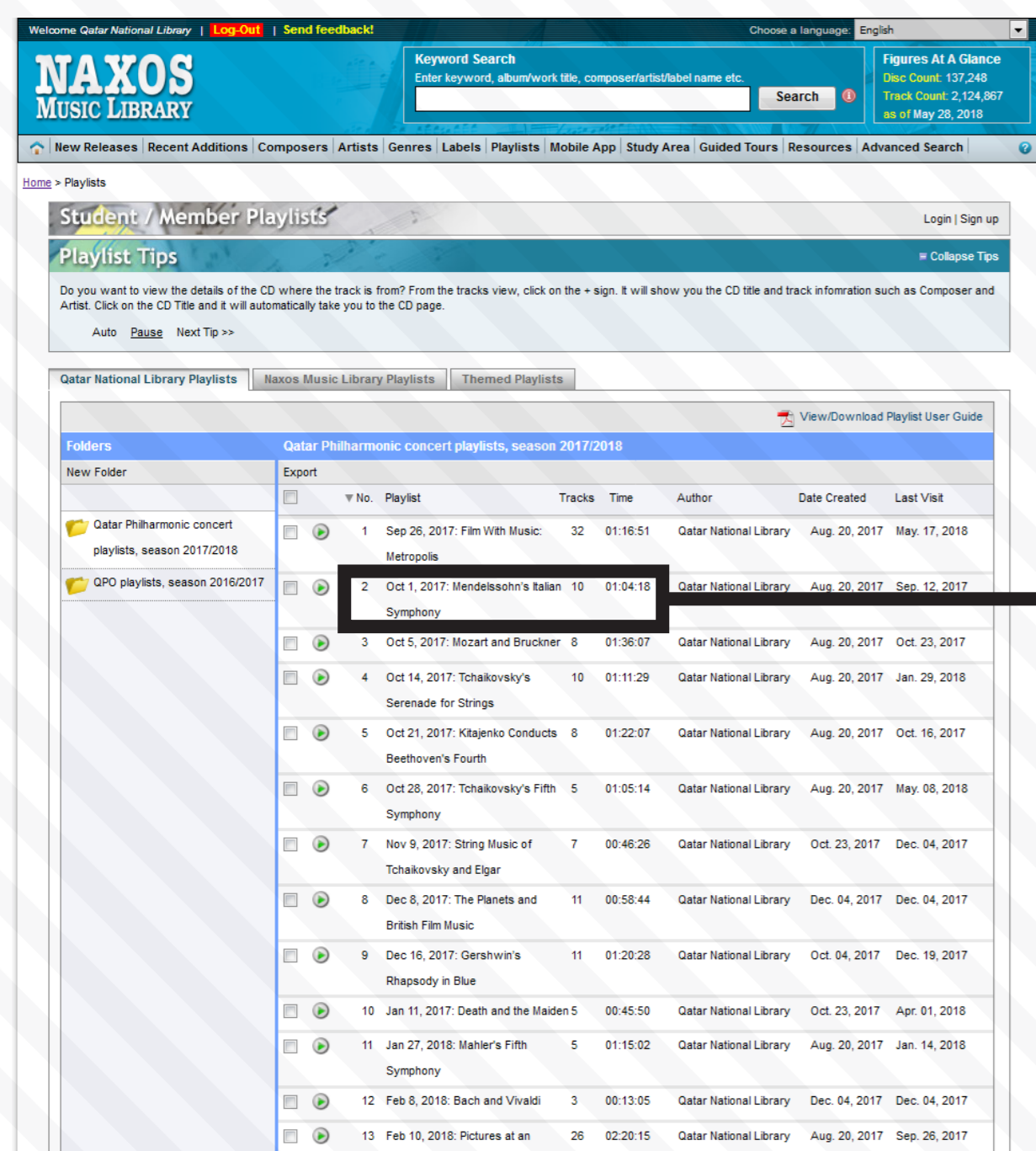


The playlists can be accessed for free by residents of Qatar who are QNL members. Among others, the playlists include:

- Specific recordings of soloists involved, often performing the same piece as in the concert
- Discography of soloists involved
- Historical or landmark recordings of pieces performed
- Recordings related to the theme of the concert (by genre, country of origin, solo instrument, mood, etc.)



Curated by QNL staff, the playlists are located in a specific folder in the NML playlist section. They are advertised exclusively to the QPO audience through the orchestra's website, its social media channels and via email.



Special circumstances in Qatar have made this cooperation possible:

- Qatar has a relatively small population of around 2.6 million residents. For this reason, QNL usually acquires national licenses for all of its online resources, which are free to use by anyone with a Qatar ID.
- At the same time, the overlap between Qatar residents and the QPO audience is substantial.
- In addition, the local market lacks sufficient means to find classical music recordings other than through freely available online material or fee-based services such as Spotify or Anghami.

Under these circumstances, the large catalogue of the NML with the best-known labels in classical music means added value for the QPO's audience. At the same time, QNL benefits by promoting its online resources to a new user group.

For more information about the project, please visit
<http://qatarphilharmonicorchestra.org/playlists>
or get in touch with the author of the poster at
swilke@qnl.qa.