



# The 9th International Jean Sibelius Violin Competition



An YLE Cross Media Production

19th Nov. – 3rd Dec. 2005

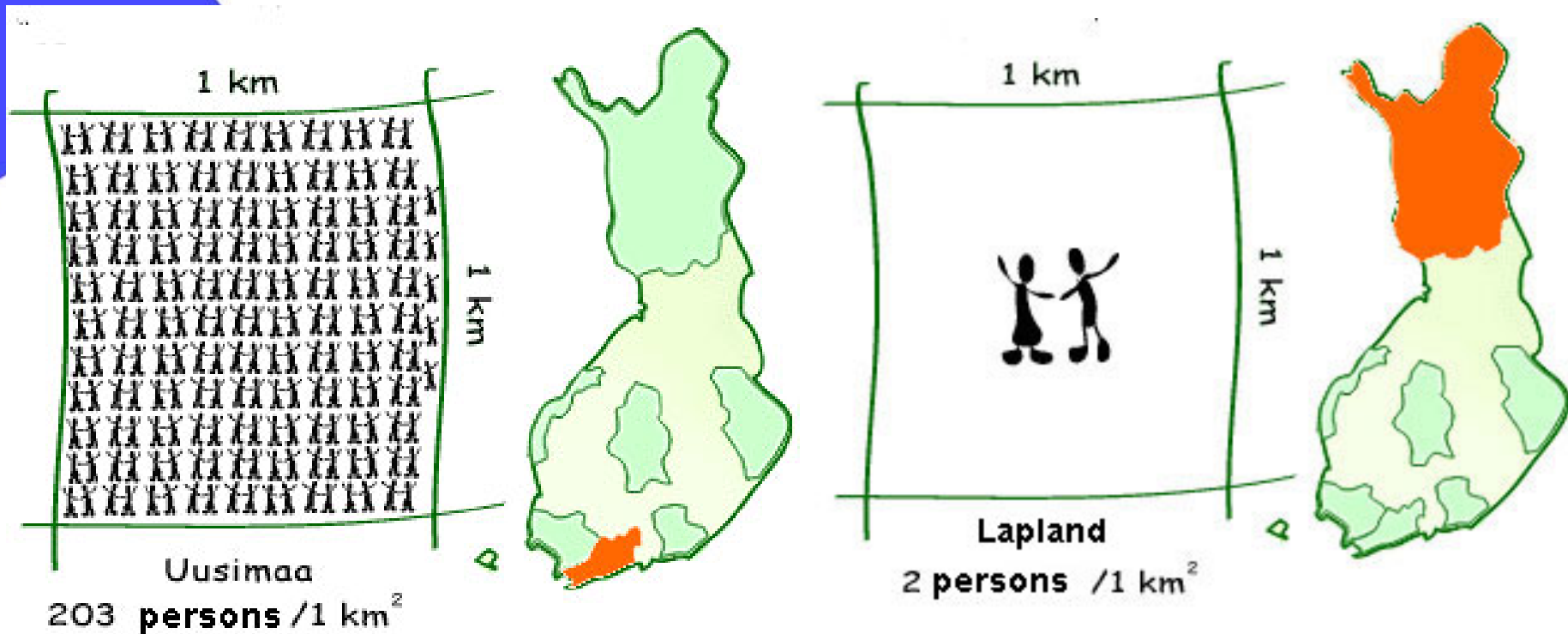
[www.yle.fi/sibelius](http://www.yle.fi/sibelius) [wap.yle.fi/sibelius](http://wap.yle.fi/sibelius)



Population in  
Finland **5,2 millions**



# Population density in Finland



[www.yle.fi/sibelius](http://www.yle.fi/sibelius) [wap.yle.fi/sibelius](http://wap.yle.fi/sibelius)

# Sibelius competition has a long tradition



1965

1965 was the centenary of Jean Sibelius' birth and the year when the first International Jean Sibelius violin competition took place.



1965



1965

# Sibelius competition 1995



# The first YLE internet service with the Mirjam Helin International Singing Competition in 2004



- The service included also an experimental mobile results and programme reminder service for YLE's staff only

- The experience was encouraging.





# Benchmarking was made

BBC Singer of the World in Cardiff

XV International Frederick Chopin Piano Competition Warsaw

The Queen Elisabeth Competition

**canvas**

HOME

PROGRAMMA

DEELNEMERS

ONGEHOORD

ACHTERGROND

KONINGIN ELISABETH WEDSTRIJD

Een overzicht van de laureatenconcerten vindt u vanaf nu op de [programmapagina's](#).

Luister live naar twee van deze concerten op maandag 13 en woensdag 15 juni.

**SERGEY KHACHATRYAN**  
Armenië

**WINNAAR VAN DE KONINGIN ELISABETHWEDSTRIJD 2005 VOOR VIOOL**  
video 1 -- video 2  
bio - audio - video

**YOSSIF IVANOV (België)**  
tweede prijs  
winnaar van de Klara-Sternefeldprijs  
video  
bio - audio - video

DERDE PRIJS  
VIERDE PRIJS  
VIJFDE PRIJS  
ZESDE PRIJS

Sophia JAFFÉ  
Saeka MATSUYAMA  
MIKHAIL OVRUTSKY  
Hyuk Joo KWUN

**Klara**

PROGRAMMA

AUDIO - VIDEO

ONGEHOORD

ACHTERGROND

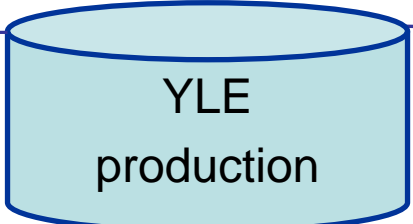
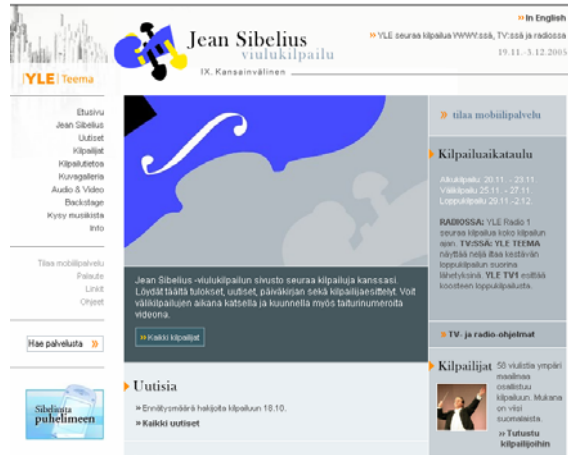
DEELNEMERS

# The production of the violin competition

Radio



Internet



Mobile service



Digitaletext-TV

YLE | Teksti-tv TV & RADIO, YLE Teema

**Sibelius viulukilpailut ja YLE**

YLE Teema 29.11. - 2.12. 05  
9. Kansainväliset Jean Sibelius-viulukilpailut

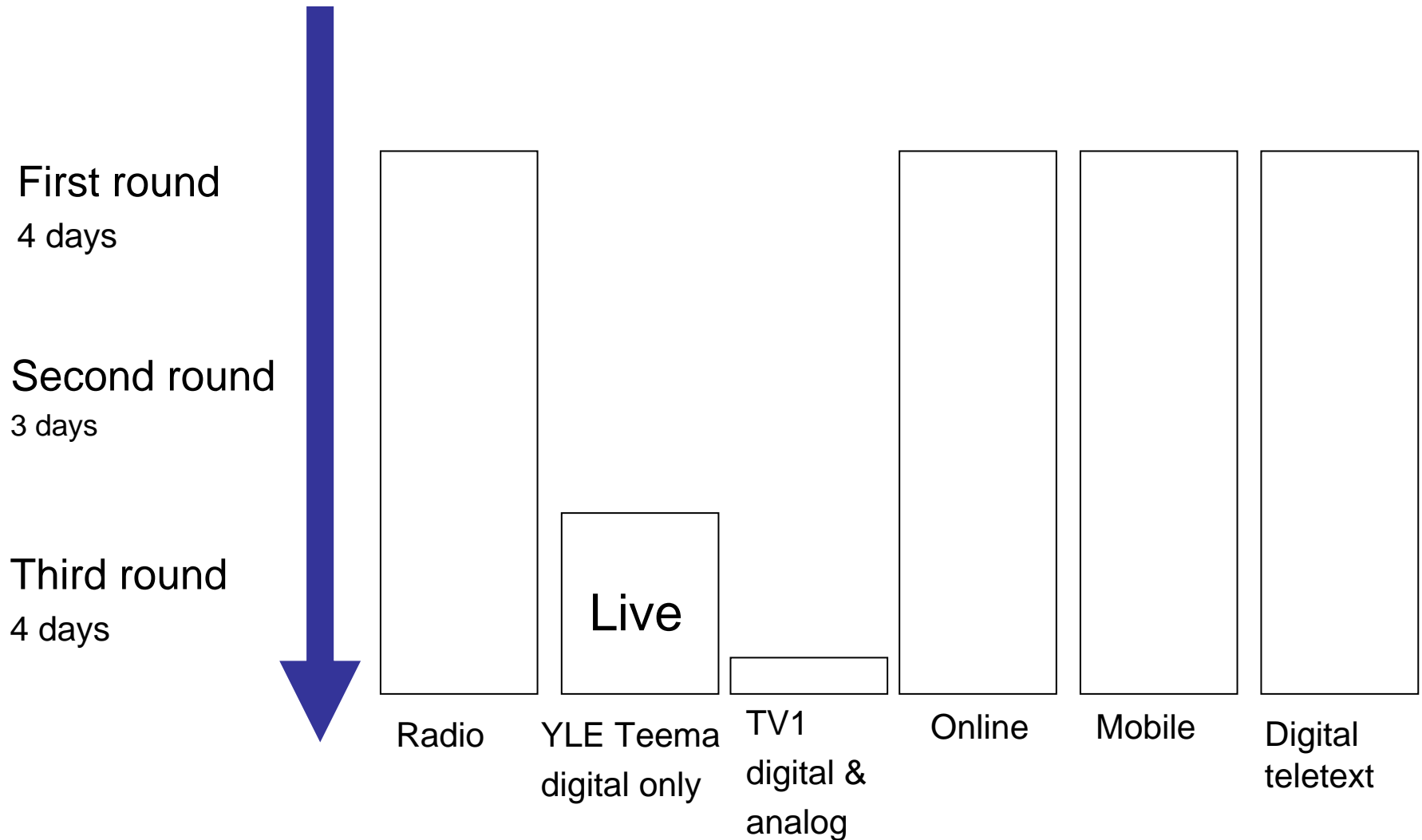


YLE Teema tuottaa Sibelius-viulukilpailuille oman sivuston, joka avataan 30.10. osoitteessa [www.yle.fi/sibelius](http://www.yle.fi/sibelius). Sivusto on itsenäinen palvelukokonaisuutensa, jonka kautta kilpailua seuraava yleisö, toimittajakunta sekä kilpailijat läheisineen voivat hankkia tietoa sekä nauttia korkealaatuisista kilpailusuorituksista lähes reaaliaikaisena virtana.

Sivuston ytimen muodostaa etusivun mediapaikka, jossa on nähtävillä liikkuvaa kuvaa ja ääntä osanottajien kilpailusuorituksista. Sivustolla saa tiedon tärkeistä kilpailuajankalauksista, YLE:n kaikkien kanavien televisio- ja radiolähetysajoista, voi seurata kilpailupäivien tapahtumia Uutiset-osiosta sekä kurkistaa kilpailun kulissintakaisiin tunnelmiin Backstage-osiosta.



# The broadcasting schedule



# Extensive online service

YLE | Teema

» In Finnish

» YLE follows competition in WWW and WAP, on television and radio

19.11. - 3.12.2005

YLE | Teema


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Jean Sibelius  
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mobile Sibelius  
wap.yle.fi

Yhteistyössä mukana:  
YLE TV1

 **Jean Sibelius**  
Violin Competition  
The 9th International



Competition is past. The winner of the 9. International Jean Sibelius Competition is Alina Pogostkin.  
Listen to Alina Pogostkin's virtuoso piece.

» Award presentation

» Schedule

**FIRST ROUND:**  
20.11. - 23.11.  
**SECOND ROUND**  
25.11. - 27.11.  
**FINAL ROUND**  
29.11. - 2.12.05

YLE Radio 1 follows the competition daily between the 20th of Nov. till the 2nd of Dec.  
The four days Final Round LIVE on YLE Teema at 6 pm every day between the 29th

» Watch and listen to the competition on television and radio.

» Ringtones Order ringtones composed by Pekka Kuusisto.  
» » Ringtones and wallpapers

» News

» Three cheers for the winners! 5.12.  
» Dream Sibelius 2.12.  
» All news


» Backstage

Read the diary by violinist Minna Pensola. Liisa Ketomäki from the Competition Committee is also telling you what goes on behind the scenes in her diary.

» Liisa Ketomäki  
» Minna Pensola

» Gallery

» To gallery





# Jean Sibelius

## Violin Competition

The 9th International

YLE Teema

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Sibeliusta  
puhelimieen

Frontpage » Jean Sibelius » Jean goes for an audition



### Jean goes for an audition

Young Jean Sibelius dreams of becoming a great violinist

## Young Jean Sibelius dreams of becoming a great violinist

### Sibelius was nearly 16 when he began taking violin lessons.

Until then, he had been quite content with the piano, but the violin revolutionised his musical world. The violin became the instrument with which he felt most at home. "I was totally carried away by it," he later reported. "For the next ten years it was my dearest wish, my greatest goal and ambition to become a violin virtuoso."

His violin teacher, the military conductor Gustav Levander, was considered the best in Hämeenlinna. Though Jean was quick to learn, his chances were blighted both by his late start on the instrument and by an accident that had occurred in summer 1879. Aged 13 at the time, he had leapt ashore from a boat and fallen on his side. His right elbow fractured and his arm bent back at a right-angle. Recovery was slow, and his right arm ended up slightly shorter than his left. Naturally this hampered his bowing arm action.

### Sivun sisältö

- » Young Jean Sibelius dreams of becoming a great violinist
- » Family music-making
- » Study trip to Vienna
- » Nerves fail him

# Profiles of the competitors

[Frontpage](#) » [Contestants](#) » [Nadrzycki Jaroslaw](#)



## Nadrzycki Jaroslaw

**Country:** Poland

**Date of birth:** 14.09.1984, Zagań

**Studies:** 2003- Academy of Music  
Poznań 2003- Universität Mozarteum  
Music high school of Poznań

### First round:

**Bach:** Grave and Fugue in A minor

**Mozart:** Sonata in G major KV 301

**Paganini:** Capriccio No. 11 and Paganini nro 1

### Second round:

**Sonata:** Prokofjev Sonaatti f-molli / Sonata F minor

**Sibelius:** Humoreskit / Humoresques I & II

**Salonen:** Lachen Verlernt

**Virtuoso piece:** Ernst Erköning

### Loppukilpailun konsertto :

**Sibelius:** Violin Concerto in D minor, Op.47

**Sostakovits (nro 1):**

## Greetings

12.11.2005 22.09 [Katarzyna \(tez z Poznania\)](#)

Witamy w kraju Sibeliusa i sw. Mikołaja!  
Trzymam za Ciebie kciuki i zycze  
polamania smyczka :o) Byc moze - do  
zobaczenia.

## Send greetings

Viesti

Name

Location



## Kim Suyoen

**Maa:** Etelä-Korea

**Syntymäaika:** 12.11.1987, Münster

**Opinnot:** 1997 - Hochschule für Musik Detmold, Abteilung Münster

# Greetings for the competitors

[2.12.2005 23.46 finish](#)

i saw a star stand on stage

[2.12.2005 23.37 dossier](#)

this was such a nice concert , i will never forget!!!

[2.12.2005 22.58 gekados](#)

I love your playing very much. Hope to hear you soon again.

[1.12.2005 22.32 Friend](#)

Deep and fantastic Brahms today!!!Thank you! Wish you all the best in the future.

[1.12.2005 19.19 겸지](#)

정말  
자랑스러워  
요!! 힘있고  
건강한  
연주 너무  
멋져요.  
좋은 결과  
바래요!!!  
화이팅!!!

[1.12.2005 12.21 Wolfgang](#)

Wir denken heute besonders an Dich und halten Dir kräftig beide Daumen. Egal, wie es ausgeht: Du hast gezeigt, dass Du ganz vorne mitspielen kannst!  
Wolfgang & Susanne

[1.12.2005 09.27 장스스트링 ,,](#)

역시  
어디서든  
한국의

## A special message

8.12.2005 00.58 Elisabeth Matesky

Dear Ms. Pogostkin,  
Special congratulations on victory for Sibelius! I was there in 1965 & received a special award for Bach & played for the entire Family of Sibelius in the government ceremony to name the birth-house of Sibelius to Sibelius' National Memorial Museum. I love the Violin Concerto, have performed it throughout my playing career and teach it. I am so moved for your success! This incredible country, Finland, made one of the giants next to Bach, Mozart & Beethoven. I also play Humoresque No. 2--it is fabulous! From Chicago, USA, American Violinist & Artist Teacher (former student of Heifetz & Nathan Milstein), a Sibelius "allie"



# Alina Pogostkin

-gallery

-audio clips

-TV interview

-the virtuoso piece

-the expert's

comments

-...

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YLE | Jean Sibelius Violin Competition  
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19.11.-3.12.2005


Etusivu » Haku

Hae palvelusta

Haku:  
pogostkin »

Haun tulokset:

Äänestyksen tulos/Results of web- and mobile - vote. (9.12.2005)  
Finaali II / Final Round II Fri 02.12.2005 (7.12.2005)  
Three cheers for the winners! (5.12.2005)  
Finaalin tulokset (2.12.2005)  
Dream Sibelius (2.12.2005)  
Alina Pogostkin 2. finaaliestyksen arvio (1.12.2005)  
Pogostkin Alina, radiohaastattelu, interview in radio (1.12.2005)  
Finaali/ Final Round I (30.11.2005)  
Final (30.11.2005)  
Finaali (30.11.2005)  
Alina Pogostkin haastattelu (30.11.2005)  
The necessary charisma? (30.11.2005)  
Pogostkin finalistihaastattelu (29.11.2005)  
Surprise and smiles, a comment on the finalists (28.11.2005)  
The tension mounts (26.11.2005)  
Alina Pogostkin, Tero Latvala arvioi välikilpailusuorituksen (26.11.2005)  
Second Round I & II friday 25.11. (25.11.2005)  
Välikilpailu, perjantai (25.11.2005)  
Pogostkin Alina, E.Ysaye: Sonata No. 6, Op. 27. (25.11.2005)  
Välikilpailu I/ Second Round I (25.11.2005)  
First Round III, monday 21.11. am 10.00 (21.11.2005)  
Maanantaiaamupäivä (21.11.2005)  
Kyky kommunikoida (21.11.2005)  
Order of performance (20.11.2005)  
Frontpage (20.10.2005)  
Pogostkin Alina (7.10.2005)  
Etusivu (1.1.1970)



ALINA POGOSTKIN  
Saksa

**että perheen ja etenkin  
minun tulevaisuuteni kannalta -**

# Online and mobile videos



# A message for Yuuki Wong

6.12.2005 22.37 ~Anonymous~

Congratulations on your prizes!!!

You're awesome. I'm actually writing to thank you, believe it or not, because thanks to your performance, I'm now totally in love with the Ysaÿe Ballade! I listened to (and watched) you play it over and over... so thank you for introducing me to that fabulous piece, and thank you for your beautiful playing!!! Congratulations!

# Online service in Finnish and English

Performer profiles

Send greetings

News

Virtuoso pieces

Vote/gallup

Blogs

Send your question

Picture gallery

Links

Results



# Online service in Finnish and English

Performer profiles

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Blogs

Send your question

Picture gallery

Links

Results





# Jean Sibelius – mobile service



- Vote favourite
- Read news, performer profiles and programme schedule
- Order programme reminder
- Order the results
- Send a question regarding violin music / competition
- Watch and listen to the virtuoso numbers and interviews

# Refreshing spices for classical music

- Wall paper pictures for mobile phones designed by Sami Liljeblad



# More spices

Pekka Kuusisto, the winner in 1995, composed and played the ring tones



Let's go



Some folk music



The only one



[www.yle.fi/sibelius](http://www.yle.fi/sibelius) [wap.yle.fi/sibelius](http://wap.yle.fi/sibelius)



Yleisradio tarjoaa uuden tavan nauttia  
IX Kansainvälisestä Jean Sibelius-viulukilpailusta  
maailmanlaajuisesti  
19.11.-3.12.2005

SIBBE JA VIULU  
RADIO JA TV  
MOBIILI WAPPI JA INTERNETTI

[www.yle.fi/sibelius](http://www.yle.fi/sibelius)  
[wap.yle.fi/sibelius](http://wap.yle.fi/sibelius)

**YLE**

YLE offers a new way to enjoy the IX International Jean Sibelius violin competition worldwide

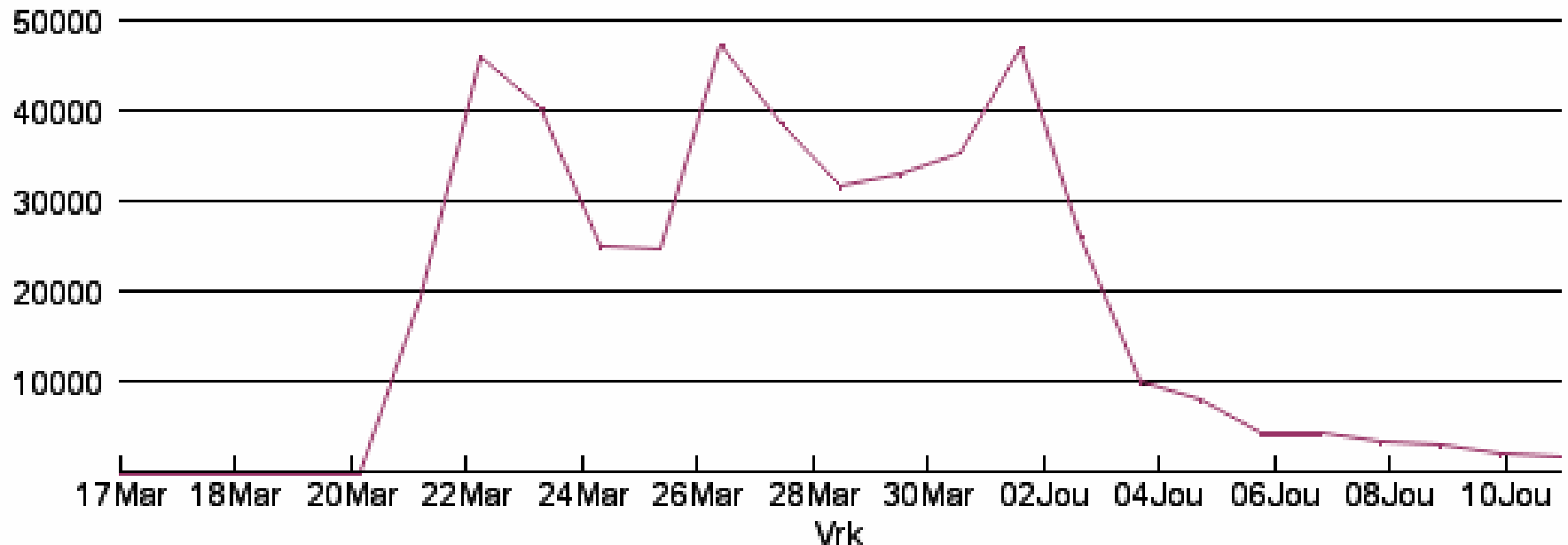
# From broadcasting to empowerment of the audience



With the help of  
new technologies



## Page impressions



- Audio- and video files  
were downloaded **67 333** times



22 Mar 05 (Ti)	19,437
23 Mar 05 (Ke)	46,151
24 Mar 05 (To)	40,238
25 Mar 05 (Pe)	25,022
26 Mar 05 (La)	24,665
27 Mar 05 (Su)	47,375
28 Mar 05 (Ma)	38,593
29 Mar 05 (Ti)	31,817
30 Mar 05 (Ke)	32,892
01 Jou 05 (To)	35,262
02 Jou 05 (Pe)	46,864
03 Jou 05 (La)	25,896
04 Jou 05 (Su)	10,043
05 Jou 05 (Ma)	7,939
06 Jou 05 (Ti)	4,372
07 Jou 05 (Ke)	4,327
08 Jou 05 (To)	3,349
09 Jou 05 (Pe)	2,836
10 Jou 05 (La)	2,071
11 Jou 05 (Su)	1,656

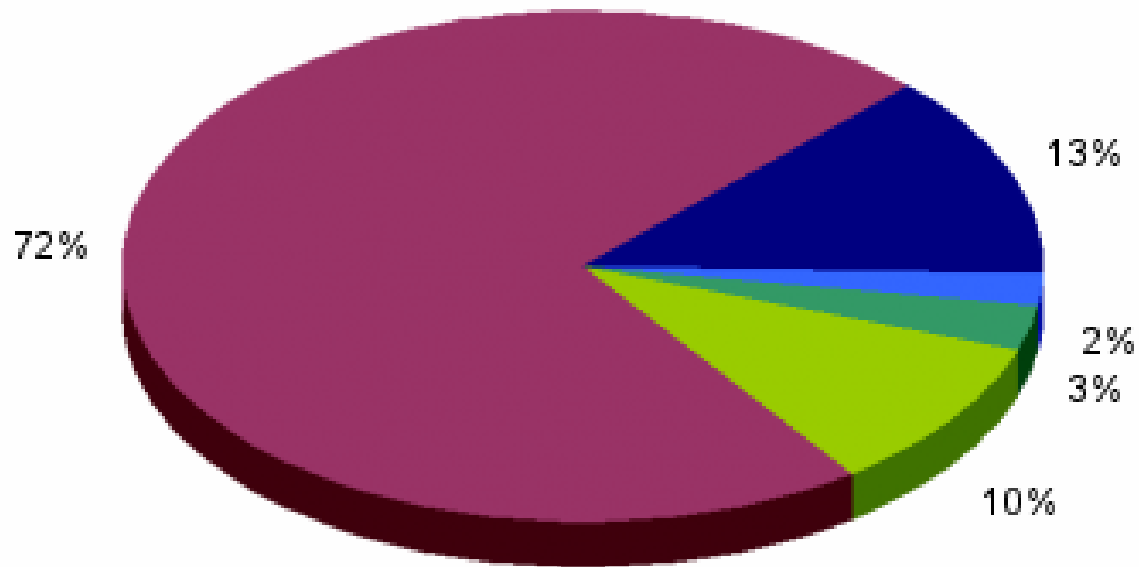
## Page impressions



# Top ten mobile videos in the final week at YLE

- 1 ramgen/yle24/video/uusin\_modem.rm
- 2 yle24/video/uusin\_modem.rm
- 3. ramgen/yle24/video/uusin\_rk.rm
- 4. yle24/video/uusin\_rk.rm
- 5. ramgen/radiouutiset/radiouutiset.rm
- **6. ramgen/sibelius/pogostkin\_alina.rm**
- **7. ramgen/sibelius/chen\_jiafeng.rm**
- 8.ramgen/tvurheilu/28URJ710\_KIMI  
RAIKKONEN\_.rm
- 9 .radiouutiset/radiouutiset.rm
- 10.ramgen/tvurheilu/28URJ711\_JANNE  
AHONEN.rm

## Contacts from different countries



# Contacts

Finland	72.4%	21,019
United States	9.7%	2,823
Germany	2.9%	844
Great Britain	2.0%	573
Japan	1.5%	448
→ Korea, Republic of	1.5%	433
France	1.4%	400
Sweden	1.1%	312
Austria	0.9%	263
China	0.8%	243
Russian Federation	0.7%	195
Canada	0.6%	181
Switzerland	0.6%	163
Netherlands	0.4%	124
Singapore	0.4%	122
Denmark	0.4%	120
Belgium	0.4%	114
Czech Republic	0.2%	67
Australia	0.2%	66
Norway	0.2%	48
Taiwan	0.1%	41
Poland	0.1%	36

# Copyrights – special challenges

- A camera for virtuoso pieces for the website.

4. A virtuoso piece lasting not more than 10 minutes, by one of the following composers:

ERNST, PAGANINI, SAINT-SAËNS, SARASATE,  
TCHAIKOVSKY, WIENIAWSKI, YSAÏE

- The contract between YLE and the Sibelius Violin competition
- The finals - YLE did not have access to the music for the website (Symphony Orchestras)

# Results

## The project:

- has connected different working cultures in YLE
- demands a long preparation for cross media
- requires stepping out of your job description
- requires adaptation of material to different media platforms wisely so that the same brand (logo, jingle, graphics on tv and in internet) is recognisable
- has taught us to be bold, humble, curious, sensible and creative in trying to solve the questions of the production
- has proved the snow ball effect to be true
- has resulted in a concept for future challenges