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Forever young: Why golden oldies are going viral in 2025



A still from the song, 'Wo Ladki Jo' from 'Badshah'

Old is gold, even in 2025, where classic hits right from the 60s are making a powerful comeback across social media platforms. As World Music Day is celebrated today, apt retro beats are rediscovered by younger audiences and paired with content

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For a generation that grew up listening to global hits like Connie Francis' 'Pretty Little Baby' and Cliff Richard's 'Bachelor Boy', listening to these through social media reels is pure nostalgia. Their sudden virality is taking them back onto the Billboard charts, decades after their original release.

THE POWER OF SOCIAL MEDIA AND TIMELESS APPEAL

Golden oldies are proving to be more than mere musical memories, they've become the new sound of viral success. With emotional richness, infectious grooves, and timeless appeal, these songs are once again in the spotlight. Can you imagine, a Hindi song, 'Wo Ladki Jo' from the 1999 film, 'Badshah' making it to a Dua Lipa concert through her song 'Levitating'? That's what virality can do.

RJ Joed Almeida, known for curating a mix of evergreen classics and modern chart-toppers, shares his excitement, "Who would have thought a song could resurface 63 years later? It made Connie Francis happy and me even happier. It doesn't surprise me that some of these older tunes are now the talk of the town, thanks to social media. Whether it's old trends in fashion or music, we love revisiting the past."

He adds, "Movies help too, 'Bohemian Rhapsody' made both Gen Z and Gen Alpha fall in love with Queen. I've always been a Bob Dylan fan and heard Joan Baez's music before, but the film 'A Complete Unknown' made me revisit her song 'Diamonds and Rust', and now I can't stop listening to it. It's all proof that a good song never gets old. And none of this would've been possible without social media. Happy World Music Day."

THE SUDDEN RESURGENCE OF RETRO MUSIC

The emotional depth and authenticity of retro music resonate strongly in a digital age where creators are searching for vintage aesthetics and genuine feeling. With hook-laden melodies and catchy choruses, these tracks are ideal for short-form video formats.

RJ Alfwold Silveira, fondly known as RJ Alfie, has been a beloved voice on air for over 22 years. A former radio jockey and music composer, he reflects, "It gives me great joy to hear these songs again and to see young kids listening to our kind of music, where lyrics actually had meaning."



Connie Francis

Not just phrases repeated a million times in one song. Our songs had emotion. I'm thrilled they're making a comeback."

"One batch of my students even had 'Never Gonna Give You Up' as their gang's theme song. I always tell young people that even 30 years from now, when they talk about retro music, they won't be playing your music, they'll be playing our music. That's the test of time. That was the secret back then, singalong songs. It's time to bring those days back. And if 30-second videos can lead people to discover more about the music of the 60s, that would truly be a great service to the world of music."



Madonna - Like a Prayer

NOSTALGIA TAKES THE LEAD

Today's social media trends are heavily influenced by classic sounds that add warmth and a timeless charm to digital content. This year also marks the 40th anniversary of the legendary Goan band Purple Rain, and founding member Franky Fernandes reflects on this nostalgic resurgence with a sense of satisfaction. "Music that is coming out now doesn't have much melody. All these old songs were very melodious and catchy. So that's why now, whenever they're played again after all these years, people are finding them very relatable."

As vintage tracks gain popularity through short-form video platforms, Franky is encouraged by the younger generation's growing

appreciation. "Even the younger generation is beginning to enjoy it," he says. "It's becoming more popular with the younger crowd, which is a good sign, it's bringing melody back into music."

While some see the revival of retro music as unexpected, Franky believes it was inevitable. "These songs coming back, it may be surprising to some, but it was expected. I wouldn't say it's really a surprise, because melodies never go away. If you look at the songs that are popular now, many don't last long. But the old songs, the retro music, have endured because of their melody and catchy tunes. Even if it's the same old thing being repeated, it's reintroducing these artists to a new generation."

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