

Presenting a World First



Red Sea
Global

Listen to how Red Sea Global sounds



ESTABLISHING RSG AS THE
PREMIER GLOBAL
DESTINATION FOR
CLASSICAL MUSIC & JAZZ.



CONNECTING 100M+
LISTENERS WORLDWIDE
THROUGH ELITE RADIO
PARTNERSHIPS.



DELIVERING €30M+ IN
MEDIA IMPACT AND
LUXURY BRAND VISIBILITY
24/7 ON-AIR.



CREATING A YEAR-ROUND
24/7 CULTURAL
FOOTPRINT WITH MUSIC
RESIDENCIES.



OPPORTUNITIES TO
COLLABORATE WITH SBA
TO AMPLIFY GLOBAL
MEDIA PRESENCE.



"Listen to how the world sounds"™



The International Radio Festival.

THE GLOBAL HUB FOR MUSIC RADIO & PODCASTING.



- Celebrating the heartbeat behind music radio - anchors, producers, and curators.
- Bringing together industry leaders to shape the future of music radio and podcasting.



The International Radio Festival.

THE WORLD'S FIRST LIVE MUSIC RADIO SHOWCASE.

B

- IRF unites the world's top music radio stations, allowing anchors and producers to showcase their signature formats live on-air.

The International Radio Festival. **THE WORLD'S LARGEST ON-AIR MUSIC EVENT.**



- Radio stations broadcast live from the festival, reaching over 100 million listeners worldwide.

The International Radio Festival. **THE WORLD'S ONLY ON-AIR RADIO FESTIVAL.**

**One
Billion
Listeners**

Since 2010, IRF has connected over **one billion listeners** through its global radio network



The IRF has worked with numerable **Government offices**, departments, NGO's and **Olympic committees**.

The IRF additionally produces audio formats for **high profile Arts & Culture Festivals** such as the Locarno Film Festival and EU Cities of Culture.



Over its ten-year tenure and nine editions, the IRF has **hosted over 500 radio stations** and **1'000+ audio pros.**

**500+
Radio
Stations**

The International Radio Festival. **THE GLOBAL STAGE FOR MUSIC BROADCAST CULTURE.**



[Watch the IRF
experience in
action here.](#)

The International Radio Festival. GENERATING UNMATCHED GLOBAL AUDIENCE REACH.

IRF connects 100M+ listeners worldwide, delivering unmatched exposure and impact for its host destination.



[Full IRF18 Malta stats here.](#)

The International Radio Festival.

TRUSTED PARTNERSHIPS WITH PUBLIC & PRIVATE AUDIO.



For over a decade, IRF has partnered with global broadcasters, government ministries, media regulators, and industry leaders - **shaping the future of radio and cultural broadcasting.**

The International Radio Festival.

ALIGNED TO ALL MUSIC RADIO FORMATS & GENRES.

The IRF can additionally expertly deliver curated music radio formats tailored to RED SEA GLOBAL's event calendar, celebrating the Music Business of:

- Classical Music, welcoming, composers, conductors, musicians, private banking, realtors
- Jazz Music, welcoming bands, song writers, record labels, distributors, lifestyle brands
- Contemporary Music welcoming promoters, agents, producers, FMCG brands
- EDM Club Music, welcoming international DJ's, promoters, lifestyle brands



The International Radio Festival – RSG Symphonie & Jazz Edition.
BROADCASTING RED SEA GLOBAL TO THE WORLD.



The International Radio Festival – RSG Symphonie & Jazz Edition.

INTRODUCING THE IRF RSG SYMPHONY & JAZZ EXPERIENCE.

A world first in audio media, music and culture



Red Sea
Global

Where Classical Music & Jazz Meet Global Innovation

The International Radio Festival – RSG Symphonie & Jazz Edition.
THE WORLD'S FIRST CLASSICAL & JAZZ ON-AIR SUMMIT.



Red Sea
Global

A New Era of Classical Music & Jazz Broadcasting.

Uniting **composers, conductors, broadcasters, and sponsors** on a global stage.

Driving audience engagement, **industry growth** and **cultural impact**.

Fostering collaboration with **year round residencies** and **24/7 broadcasts**.

Shaping the future of classical & jazz music in the digital age – on-air and as podcasts.

The International Radio Festival – RSG Symphonie & Jazz Edition. **CURATED BY THE FINEST MINDS IN MUSIC.**

IRF RSG Edition will be led and curated by international music icons, for example.

Barbara Hannigan & Christian McBride



Hannigan is a visionary **soprano and conductor**.

McBride is a legendary **jazz bassist & radio host**.



- Respected worldwide for their ability to merge musical tradition with innovation.
- Influential figures with deep ties to orchestras, composers, and major industry sponsors.

Hannigan & McBride own strong relationships with **major classical & jazz radio stations**, assuring global reach.

The International Radio Festival – RSG Symphonie & Jazz Edition.

CONNECTING HIGH NET WORTH AUDIENCES WITH MUSIC.

**USD29
Billion**
Industry Value

The classical & jazz music industry **generates \$28.6B annually**, with a projected 10.2% yearly growth.

**High Net
Worth**
Audience

High-net-worth individuals **engage with classical music and jazz** through art, real estate, luxury, and travel.

**Gen
Zalpha**
Listeners

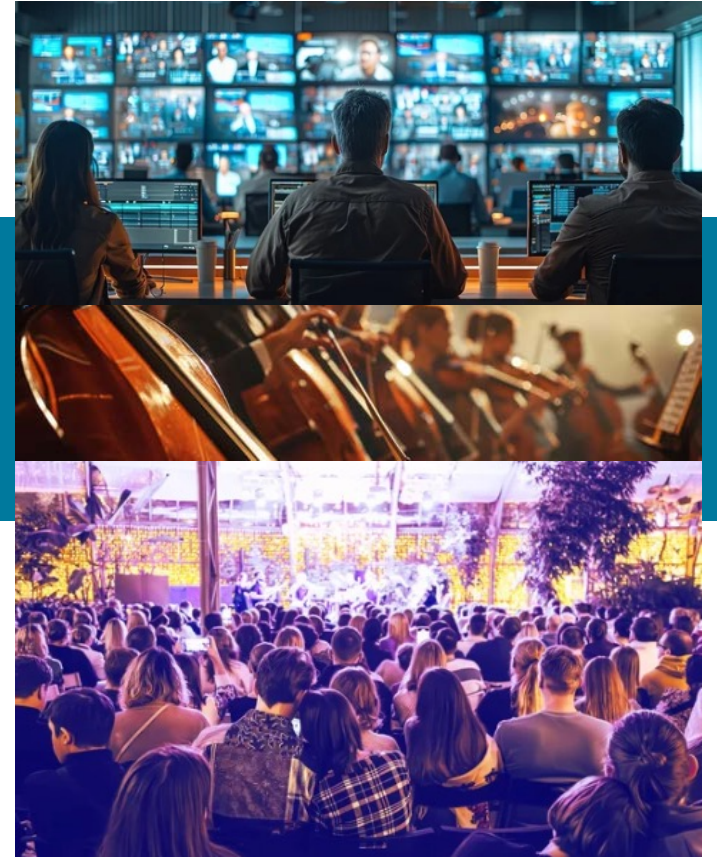
Classic FM reported that **610,000 individuals** under the **age of 25** tuned in weekly, reflecting a growing interest among younger demographics.

**USD5
Billion**
Sponsorship

Classical and Jazz music sponsorship and corporate patronage are projected to approach **\$5 billion by 2025**, reflecting a growing commitment to cultural excellence and innovation.

The International Radio Festival – RSG Symphonie & Jazz Edition. **A GLOBAL CULTURAL LANDMARK MUSIC EVENT...**

- The IRF RSG Edition cements **RSG as the premier global hub** for classical and jazz music.
- A world-class broadcast platform uniting top composers, conductors, and jazz legends - positioning **RSG as a global cultural powerhouse.**
- A destination-driven event reaching global music connoisseurs while **reinforcing RSG's luxury, sustainability,** and cultural leadership.



The International Radio Festival – RSG Symphonie & Jazz Edition. **RADIO RSG - BROADCASTING TO THE WORLD 24/7.**

**RADIO
RSG**

The Voice of Music, Culture & Sustainability
in association with the SBA

- Creating a 24/7 on-air global cultural connection.
- Fostering media innovation with SBA.
- Broadcasting RSG events, performances & interviews.
- Showcasing RSG's luxury, tourism & investment appeal.
- Amplifying RSG's sustainability leadership.



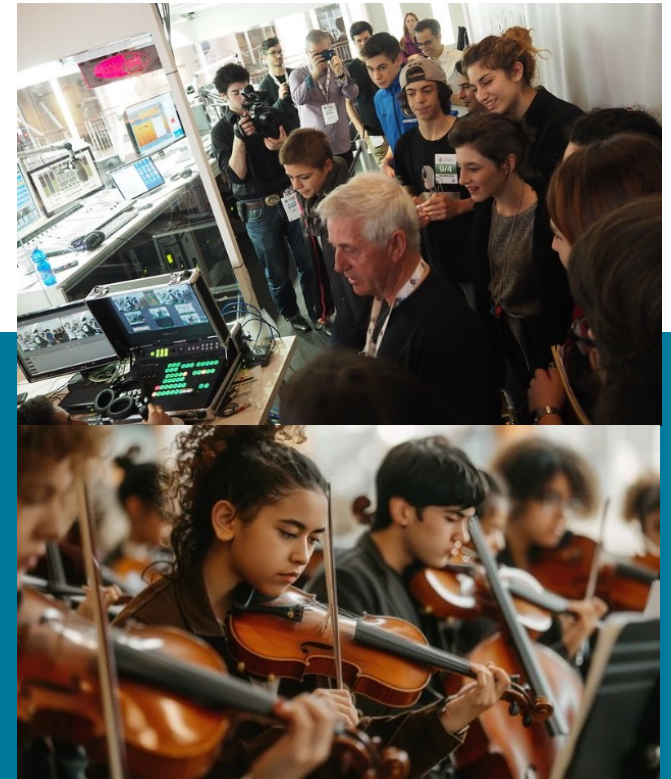
Radio RSG is a global hub where music, innovation, and sustainability converge. Partnering with **SBA** & IRF, it drives multimedia excellence, fosters creativity, and shapes the future of **cultural broadcasting**.

The International Radio Festival – RSG Symphonie & Jazz Edition. **A YEAR-ROUND CULTURAL HUB FORMUSIC & INNOVATION.**

Beyond the Festival: A 365-Day Global Impact.

With monthly residencies and year-round initiatives, **RSG fosters global cultural engagement**, artistic excellence, and music education - establishing itself as a permanent hub for sustainable innovation.

- Sustainability & Music Leadership Initiative
- Artist & Composer Collaborations
- Masterclass Series & Youth Development
- Classical Meets Jazz Innovation Hub
- Orchestral Training & Performance
- Radio & Broadcasting Residencies



The International Radio Festival – RSG Symphonie & Jazz Edition.

AMPLIFYING VALUED RSG STRATEGIC PARTNERSHIPS.



- Exclusive **interviews with filmmakers, conservationists**, and experts
- Deep-dive discussions on **regenerative tourism** and sustainability
- Engaging audiences with **Saudi Arabia's natural beauty**



- Exclusive **interviews with marine scientists** and team members
- Transforming marine conservation into **immersive audio experiences**
- Showcasing **Saudi Arabia's deep-rooted maritime heritage**



- **Transforming sports sustainability** into powerful audio storytelling
- Highlighting **Al-Ahli's role in innovation** and sustainability
- Providing a dedicated **audio experience for key sporting events**

Radio RSG stories will be available as 24/7 broadcasts and podcasts, accompanied by the RSG IRF Festival Soundtrack, ensuring a continuous engaging listening experience.

The International Radio Festival – RSG Symphonie & Jazz Edition. **DEVELOPING FLAGSHIP EVENT PARTNERSHIPS.**

The IRF RSG Symphonie & Jazz Edition serves as a gateway to activating collaborations with the world's most influential music festivals.

**LUCERNE
FESTIVAL**



**LONDON
JAZZ
FESTIVAL**

GLYNDEBOURNE



- Strategic co-branding with prestigious global cultural partners, elevating RSG's profile
- Festival-linked activations creating inbound bookings and sales
- Access to premium international audiences aligned with RSG's vision
- Talent residency exchanges positioning RSG as a global music and education hub
- Multi-media production collaborations with national broadcast stakeholders sharing RSG's mission and soundtrack

The International Radio Festival – RSG Symphonie & Jazz Edition.

DEVELOPING PARTNERSHIPS WITH FINANCIAL INSTITUTIONS.

Jazz & Jazz and Classical music continue to draw strength from enduring partnerships with global financial institutions.



- Strategic co-branding with prestigious global cultural partners, elevating RSG's profile



- Strategic alliances unlocking access to HNWI networks and global private banking communities



- Co-branded sponsorship activations delivering measurable ROI and cultural prestige



- Exclusive client hospitality experiences linking finance, music, and destination storytelling



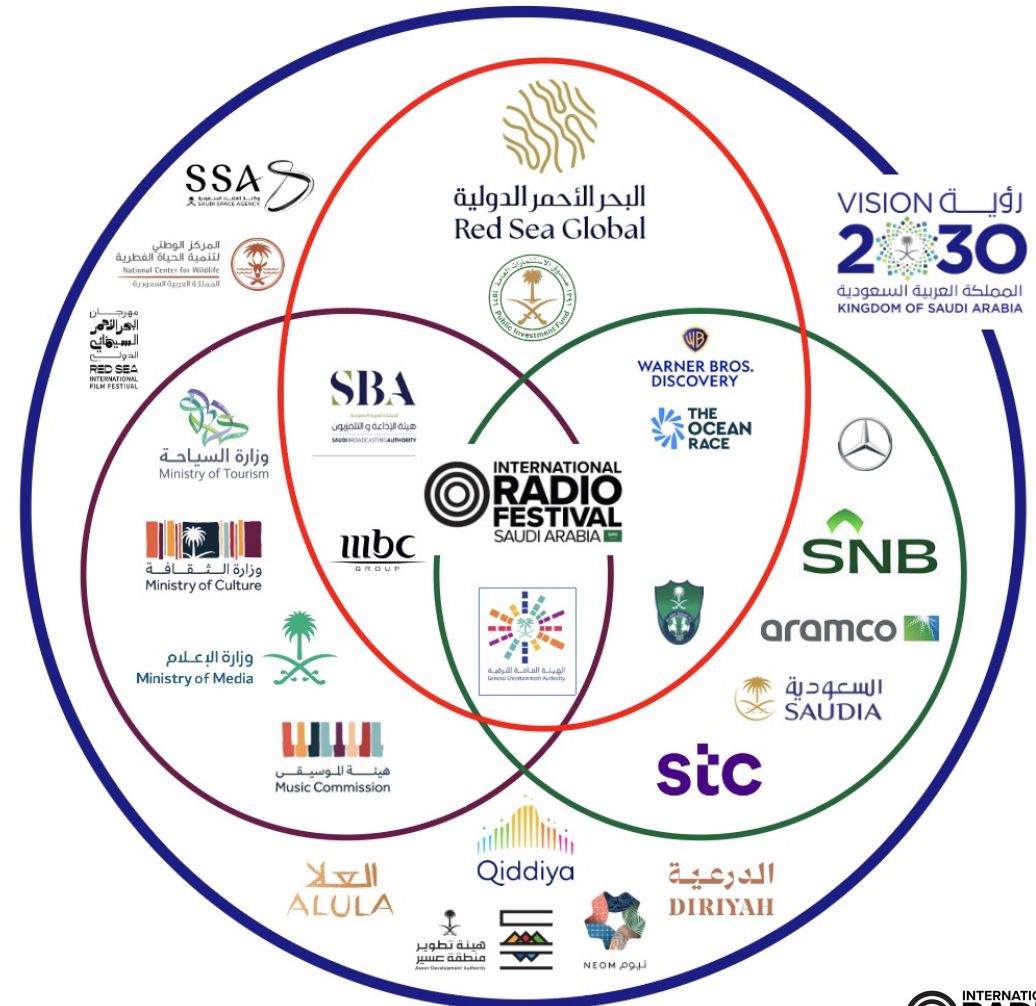
The International Radio Festival – RSG Symphonie & Jazz Edition.

DRIVING RED SEA GLOBAL'S VISION 2030 THROUGH MEDIA.

IRF seamlessly **aligns with KSA Vision 2030**, amplifying Red Sea Global's objectives.

IRF serves as a powerful platform for Red Sea Global, connecting key public and private sector stakeholders, including:

- RSG Strategic Partners
- Ministries of Tourism, Culture & Innovation
- Saudi Broadcasting Authority & National Media
- Luxury, Real Estate & Destination Development
- Sustainable Energy & Future Mobility



The International Radio Festival – RSG Symphonie & Jazz Edition. **IRF RSG RADIO STUDIO - A FUSION OF LUXURY & SOUND.**

The IRF RSG editions will be hosted in a bespoke, architect-designed radio studio by the award-winning Swiss firm STUDIOFORMA.

STUDIOFORMA creates iconic spaces for high-net-worth individuals in Switzerland, Monaco, Tulum & Italy, and designs for luxury brands such as Balenciaga, Hublot, Piaget, Swarovski & Bucherer.



The International Radio Festival – RSG Symphonie & Jazz Edition.

UNMATCHED AUDIENCE REACH & MEDIA IMPACT FOR RSG.

The IRF RSG Edition operates with a €9M production, management, and hospitality budget, generating a minimum 400% media impact and reaching over 100 million global listeners per edition.

€9mil Investment.

€30mil ROI Media Impact Value.

100mil+ Audience Reach.

Investment may be part- pooled between all key stakeholders, patrons and sponsors.

INVESTMENT €9MIL

MEDIA VALUE €30MIL
ROI 400+%

ON-AIR AND ONLINE
AUDIENCE REACH 100+MIL

The International Radio Festival – RSG Symphonie & Jazz Edition.

COLLABORATIVE INVESTMENT MODEL FOR MAX IMPACT.

The IRF RSG Edition is co-funded through a strategic budget pooling model, engaging key RSG-aligned partners to drive maximum shared value.

1. **RSG Strategic Partners**

2. **Public & Private Sector**

3. **Luxury Brands**

4. **Intl. Financial Institutions**



Delivering Partner Mutual Benefits

- Ensures strategic partnership participation, **maximizing budgets, services & impact.**
- Strengthens partnerships aligning with **RSG's development mission** and **Vision 2030.**

The International Radio Festival – RSG Symphonie & Jazz Edition.

ABOUT DARRYL VON DÄNIKEN & THE IRF GROUP.



Over the past 15 years - building on nearly four decades in media, marketing, and entertainment - I've founded the International Radio Festival, DnS Creative, and BrandAudio. Together under the IRF Group, we've become a leading media advisory and content studio, working with global brands, governments, and NGOs.



We have delivered projects for **Swiss Broadcasting Corporation**, Locarno Film Festival, Malta Tourism Authority, and most recently supporting the **Saudi Broadcasting Authority** at the **Saudi Media Forum** curating and managing over 50 international keynote speakers.

With a global network and deep media expertise, we create stories and events that connect and inspire, and I'm proud to bring this experience to RSG through the IRF Classical & Jazz Edition - amplifying Saudi creativity to the world.

[Darryl von Däniken on linkedin](#)

The International Radio Festival – RSG Symphonie & Jazz Edition. **LET'S TUNE IN.**



Red Sea
Global

“Listen to how the world of Red Sea Global sounds”

CONTACT

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