



"Listen to how the world sounds"™

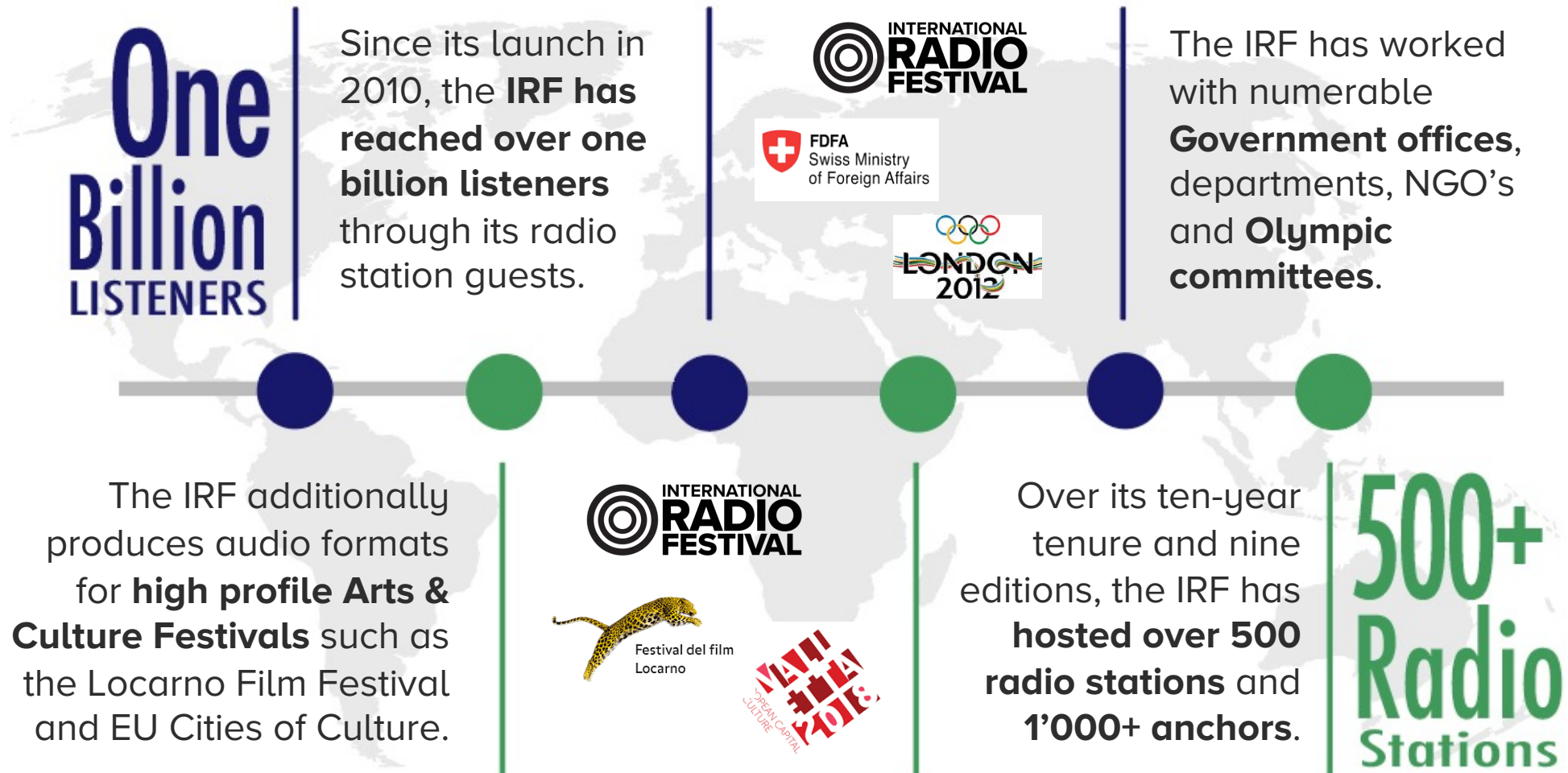
#1 - The world's only music radio festival reaching 100+mil listeners.

#1 - The world's only on-air and on location cultural exchange.

#1 - The world's only destination marketing storytelling channel.

The International Radio Festival.

The only Music Radio Festival - like no other on Earth.



The International Radio Festival.

The 'United Nations' of Radio Anchors and their Producers.



**INTERNATIONAL
RADIO
FESTIVAL**

One Global Music Radio Event
175+ Radio Hosts
65+ Radio Stations
350+ Hours Live On-Air
20'000+ Visitors
100+mil Global Listener Reach

[Play Video Link https://www.youtube.com/watch?v=OaysYpapi0](https://www.youtube.com/watch?v=OaysYpapi0)

The International Radio Festival.

Authentic Storytelling for Worldwide Loyal Listeners.



- The IRF represents the world's single largest on-air radio event delivering **unmatched impact like no other on earth**.
- The IRF enables authentic, editorially driven immersive storytelling, **reaching millions of listeners** around the world.
- IRF **guest anchor's destination storytelling** takes place during the lead-up to the event, at the event, and post-event.
- **The host location remains "centre stage"** and becomes positively imprinted in the minds of global listeners over long periods.
- The IRF delivers the host location with an extensive, impactful, and 100% editorial driven **year-round promotional presence**.

The International Radio Festival. Generating Unmatched Audience Reach.

IRF18 Malta stats

- The IRF delivers an audience reach, level of impact, and benefit for the host nation unequalled by any other media event - reaching **100+mil listeners** each edition.
- By default, the IRF fills the **audio vacuum in the destination marketing mix.**



The International Radio Festival.

Managing close Relationships with Industry & Government.



Ten years of successful collaboration

with esteemed stakeholders has built trust with:

- National Broadcasters
- Governmental Ministries
- City Councils
- Media Regulators
- Industry Trade Reporting Channels
- Lobbying Groups and NGO's
- Best of Class Industry Conferences & Conventions

The International Radio Festival.

Driving Flagship Initiatives with Key Stakeholders.



- The SwissRadioDay is produced by IRF on behalf of the Swiss SRG.
- Swiss Federal Government appointed IRF as Switzerland's acoustic partner for London Olympics 2012.
- UK Dept. for Trade and Industry chose IRF to test the 1st London DAB Multiplex during the 2012 Olympics.
- City of Milan engaged IRF as its post EXPO celebration radio partner.
- Malta Government invited IRF as global radio partner to celebrate Valletta, European City of Culture 2018.
- IRF produced the Futurespectives Podcast for the Locarno Film Festival.
- BBC Sounds chose the IRF to launch its portal to the media industry.
- IRF supported FlexFM to obtain its official radio licence

The International Radio Festival.

About the IRF & Team.



- International Radio Festival (IRF) founded in 2010 by Darryl von Däniken.
- IRF represents the world's only global music radio conference and festival.
- Hosting international music radio anchors who broadcast live to their home audiences.
- Nine successful editions in Zürich, London, Malta & Milan, reaching 1bil listeners.
- Co-managed by Gabby Sanderson (BBC, Apple, iHeart), Karim El Hamidy (Nogoum FM), Nick von Frankenberg (SRG/SSR, Radio X), and Normski (KISS FM, BBC, Channel 4).

The International Radio Festival.

About the IRF Advisory Board.

The IRF boasts a prestigious Advisory Board with an illustrious line-up of leaders and innovators from the world of radio, music, entertainment, regulators, law and tech, including a Grammy Winner, market changers, regulation disrupters, streaming pioneers and an original 60's radio pirate!

More about the IRF Advisory Board may be viewed here:
<https://www.internationalradiofestival.com/advisory-board/>



Tony Prince
Radio Icon and
Co-Founder of
Radio Caroline.



Mark Ramsey
International
Audio Brand
Strategist.



Cliff Fluet
International
Media
Lawyer.



Nikhil Sha
Founder of
Mixcloud &
Tech Advocate.



Scott Cohen
Founder of
The Orchard &
Jukebox JKBX.



Joes D'Angelo
VP
XPERI
Corporation.



Robert Kraft
Former
President of
Fox Music.



Gordon Mac
Founder of
KISS FM &
Mi-Soul.

**LET'S AMPLIFY
QIDDIYA
AROUND THE WORLD.
PLAY. LIFE. ON-AIR.**



INTERNATIONAL
**RADIO
FESTIVAL**
SAUDI ARABIA



Qiddiya

The Qiddiya International Radio Festival Edition.

Business Scope of the Entertainment & Media (E&M) Industry.

**USD3
Trillion**
E&M value by 2030

Total global E&M revenue rose 5.4% in 2023, to USD2.3trl.
By 2030 the market is expected to grow to over USD3trl, with the largest growth in MENA.

Over 25% of the MENA region demands local E&M content, almost doubling since 2022, indicating a remarkable shift in viewer and market preferences.

By 2025, the **MENA region will have reached 180 million digital users** contributing significantly to **rapid economic growth** and requirement for E&M content.

Consumption of streamed audio-visual content and music in the **MENA region has increased 73%** since 2020 - and sees no limit in rising.

Digital revenue is expected to reach 46% of total E&M revenue in the **MENA region** by 2024, driving the **demand for media savvy professionals**.

KSA is a leader in building ICT related infrastructure, having already invested over USD15bn, **enabling full national broadband online access**, incl. 5G.

**USD15
Billion**
ICT Investment

The Qiddiya International Radio Festival Edition.

Successful IRF collaboration with FOMEX'24



PRESENTS



generating

B2B AUDIENCE REACH
1.4mil

B2C AUDIENCE REACH
20mil

The Saudi Broadcasting Authority initiated a collaboration with the IRF to add global presence of FOMEX in Feb'24.

Such collaboration led to the IRF supporting the SBA in featuring four internationally acclaimed media professionals at FOMEX and the Saudi Media Forum.

This generated a 1.4+mil B2B and 20+mil B2C audience reach*.



Darryl von Däniken
CEO/Founder
International Radio
Festival



Malishka Mendonsa
Radio Anchor
Red FM
India



Julian Schweizer
CEO/Founder
Swiss Online
Publishing



Nils Müller
CEO/Founder
TrendOne
Germany

Imagine



"Listen to how the world of Qiddiya sounds."

The Qiddiya International Radio Festival Edition. Objectives.

- Explore a collaboration with Qiddiya to produce world's first **PLAY. LIFE. centric IRF edition** pre and post Qiddiya completion.
- Analyse the required financials and logistical support which align with the **purpose and benefit of key Qiddiya & KSA stakeholders.**
- Define audience and market prioritisation to enable the **amplification of Qiddiya** during the world's largest on-air radio festival.
- Explore additional audio formats including **QIDDIYA.radio** plus podcast series such as **"Play it Back"** strengthening the Qiddiya brand.
- Leverage the IRF's educational and knowledge sharing competencies to **excel in everything that 'is' entertainment.**



The Qiddiya International Radio Festival Edition.

Aligning with VISION 2030 & Key KSA Stakeholders.

- By default, the IRF fully aligns with the KSA Vision 2030, amplifying its goals and achievements.
- The IRF provides a prominent platform to showcase Qiddiya and all the supporting KSA stakeholders.
- Key KSA stakeholders to enable the IRF have been identified as, but not limited to:

The Ministry of Culture

The Ministry of Tourism

The General Entertainment Authority




The Saudi Broadcasting Authority



The Qiddiya International Radio Festival Edition.

Offering Core Competence Key Stakeholder Participation.

Suggestion.

							
VISION 2030	X	X	X	X	X	X	X
Hospitality		X	X	X			X
Heritage Sites	X		X	X			X
Art & Culture	X	X		X			X
Gastronomy	X	X	X	X			X
Destinations		X	X	X			X
Hotels & Leisure Facilities	X	X	X				X
Airlines & Ground Services			X				X
Mega Events & Support	X	X	X	X			X
Communications	X	X	X	X	X	X	X
Artists & New Talent	X	X			X		X
Radio Development	X				X	X	X
Sustainability & Quality of Life	X		X	X			X
Knowledge Sharing	X	X	X	X	X	X	X

The Qiddiya International Radio Festival Edition.

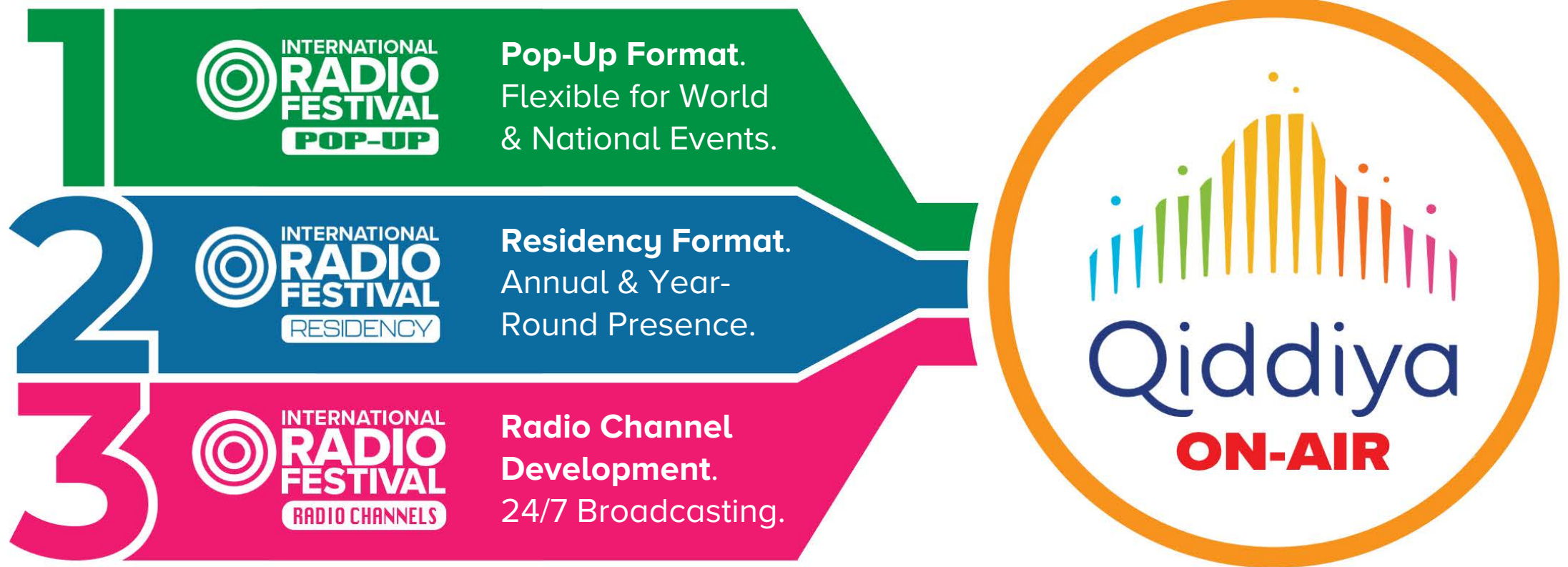
Investment overview and ROI = 400++% Media Value.

- To produce a full IRF Qiddiya Festival edition requires an estimated stakeholder marketing investment of:
€3.5mil Investment
- An IRF Qiddiya Festival edition delivers a 100% editorially driven media ROI of min:
€14mil ROI Media Impact Value
- An IRF Qiddiya Festival edition will generate unmatched audience reach on-air, online and on location:
100mil+ Audience Reach



The Qiddiya International Radio Festival Edition. Three Collaborative Organic Growth Options.

The IRF offers Qiddiya a set of flexible radio format options to develop a **long-term collaborative relationship**.



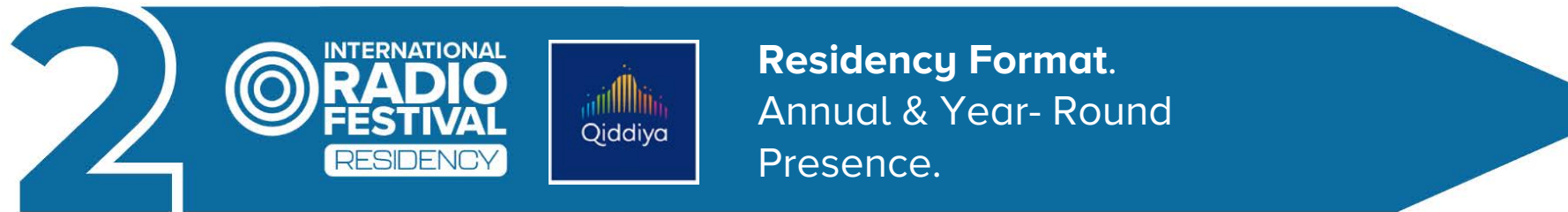
The Qiddiya International Radio Festival Edition. Pop-Up Format



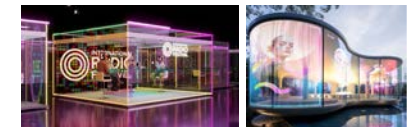
- **Qiddiya IRF Pop-Up Format** , ideal for guest appearances at **KSA & International Flagship Events** such as: Formula 1, World Cup, Davos WEF, Neom, EXPO, Dirijah Biennale, Red Sea Film Festival, Riyadh Season, etc.
- **Generating audience reach of: 20-30mil on-air and online/socials**
- Duration: According to length of respective events, incl workshop days.
- Featuring: 5-10 Radio Station Guests, B2B journalists & influencers.
- Lead time to go live: 1st edition 5-6 months; repeat editions 3 months.
- Budget: €UR1.35mil to €1.95mil, of which aprx €395k represents costs for travel, accommodation & board (aprx 50 Pax), and stage infrastructure.
- ROI: min 400+% Media Impact Value with unique 100% Editorial Narrative.



The Qiddiya International Radio Festival Edition. Residency Format.



- **Full Qiddiya IRF Edition - the first in the MENA region.**
- **Fully equipped bespoke flagship IRF AI driven Studioforma Radio Studio.**
- Option for Pop-Up Editions and/or permanent studio presence year-round.
- **Generating audience reach of: 100+mil on-air and online/socials.**
- Duration: 7-10 days, incl full conference & educational programmes.
- Featuring: 30+ Radio Station Guests, 30+ keynote speakers & journalists.
- Lead time to go live: 1st edition 6 months, repeat editions 3-4 months.
- Budget: Total €3.5mil to €3.9mil, of which aprx €985k represents costs for travel, accommodation & board (aprx 120 Pax).
- ROI: min 400+% Media Impact Value with unique 100% Editorial Narrative.



STUDIOFORMA DESIGN



The Qiddiya International Radio Festival Edition. Radio Channel Development

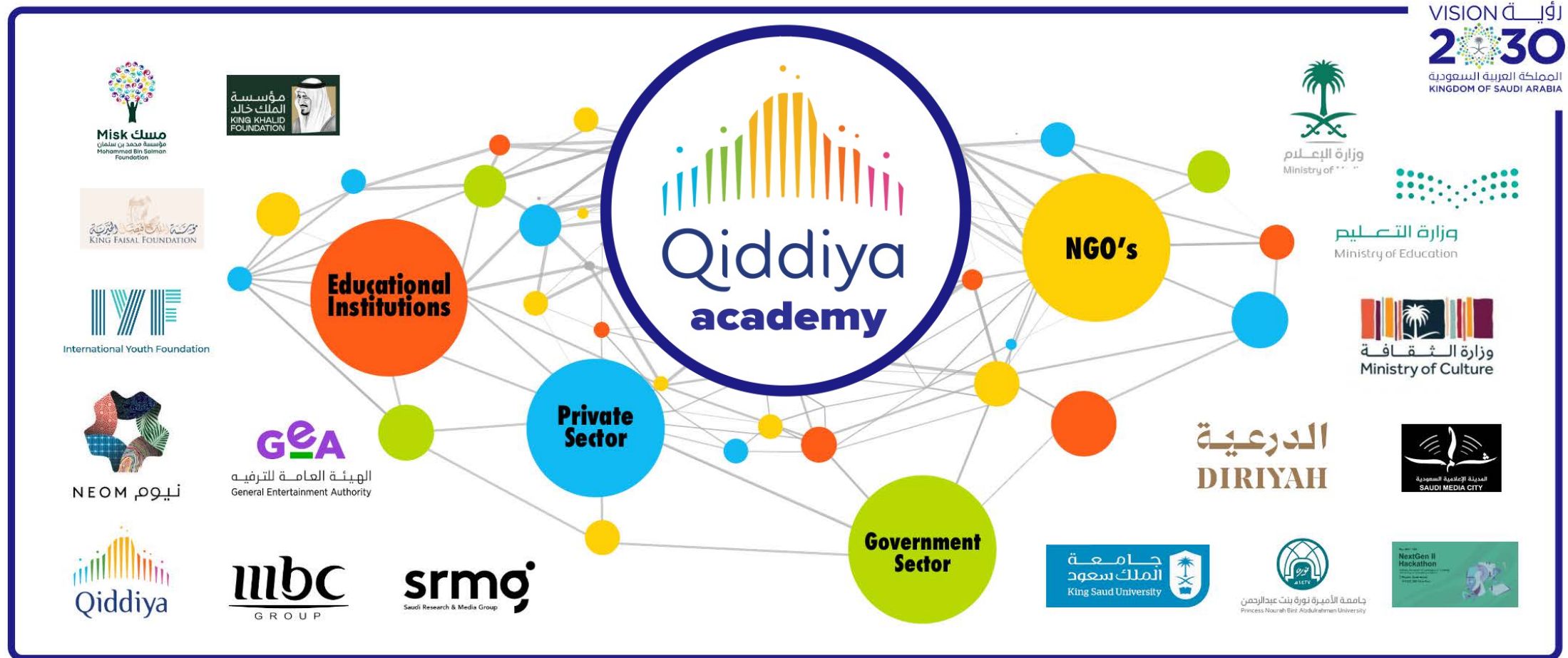


- **Qiddiya Radio Entertainment Channel Development to amplify Qiddiya Flagship Events 24/7** such as: Formula e/One, International Festivals, World Cup & EXPO Celebrations, Golf, Arts & Culture Initiatives.
- **Qiddiya Media Academy, offering content production courses across all mediums and Qiddiya PLAY. LIFE. Experiences.**
- **Generating accumulative audience reach of: 500mil and more per year.**
- Lead time to go live: 6 months - 3 years.
- Budget: Upwards from €7mil. excl. infrastructure.
- ROI: min 1'000+% Marketing Value with a unique 100% Editorial Narrative.



The Qiddiya International Radio Festival Edition. Nurturing a 360° Talent Centric Approach.

IRF Qiddiya will engage with all **media stakeholders** in KSA to energise a constant flow of top tier new talent.



The Qiddiya International Radio Festival Edition. The IRF Studio. Fully equipped to go On-Air.

Designed by **Award Winning Swiss Architects Studioforma** presents the world's first AI driven glass radio studio.



STUDIOFORMA DESIGN

Architects for:



HUBLOT

BALENCIAGA

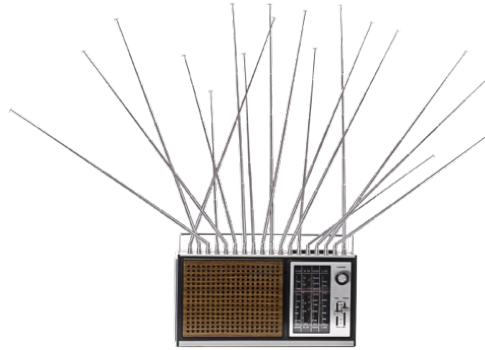
la prairie
SWITZERLAND

SWAROVSKI



WE ARE READY TO ACCELERATE TOGETHER!





“Listen to how the world of Qiddiya sounds.”

CONTACT

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