

**INTERNATIONAL
RADIO
FESTIVAL**
SHOWCASING
MUSIC RADIO
ENTERTAINMENT

“Listen to how the world sounds”™



The International Radio Festival.

THE MUSIC RADIO FESTIVAL LIKE NO OTHER ON EARTH.

**One
Billion
LISTENERS**

Since its launch in 2010, the **IRF has reached over one billion listeners** through its radio station guests.



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 WORLD'S **ONLY & LARGEST** GLOBAL AUDIO MEETING OF MINDS.

THE INTERNATIONAL RADIO FESTIVAL ADDITIONALLY REPRESENTS
THE **ULTIMATE** AUDIO CENTRIC DESTINATION MARKETING CHANNEL
REACHING **100MIL LISTENERS**

...AND IT CAN LIVE **ANYWHERE** ON EARTH.



[Click to play reel](#)

The International Radio Festival. **THE IRF ABC.**



World's only Live Global Audio Showcase

The IRF selects 30 to 40 music-driven radio formats worldwide, inviting anchors and producers to the festival's location for global broadcasting back to their home audiences.



Unique Global Broadcasting Experience

At the IRF, anchors broadcast live to their home audiences while showcasing their shows to peers, creating a global, authentic on-air and on-location experience.

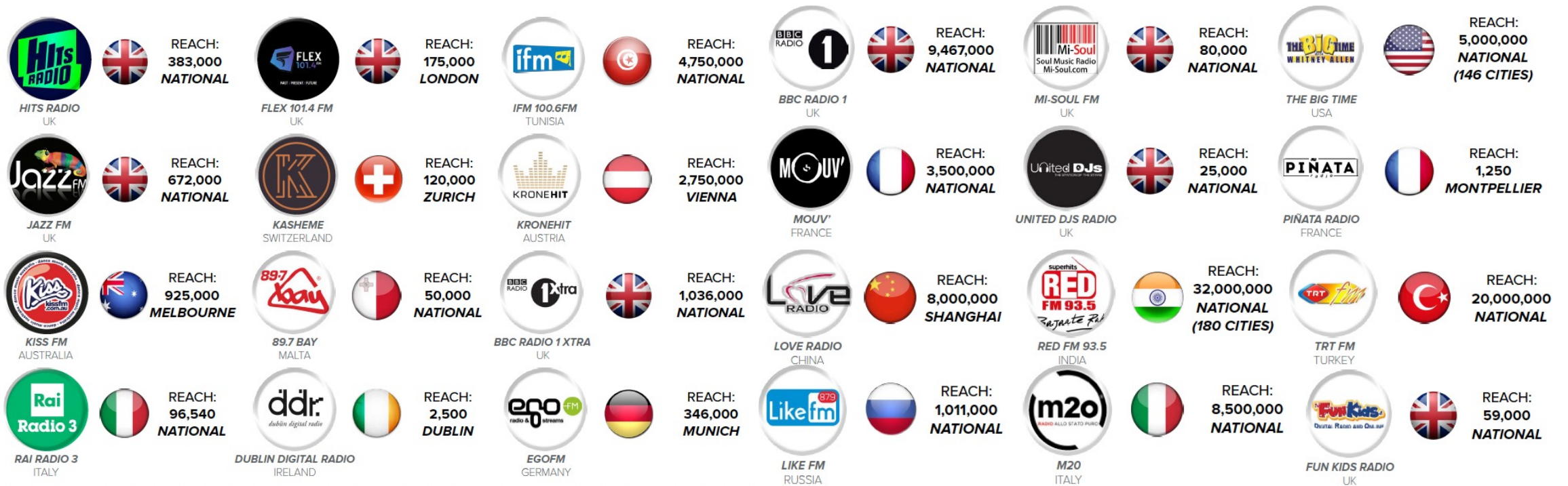


World's only Audio Conference

The IRF hosts a conference featuring keynote speakers, workshops, and knowledge-sharing sessions on the business and curation of music radio and podcasts.

The International Radio Festival. GENERATING UNMATCHED GLOBAL AUDIENCE REACH.

The IRF delivers an audience reach, level of impact, and benefit for the host destination unequalled by any other media event - reaching **100+mil listeners** each edition.



[IRF18 Malta stats.](#)

The International Radio Festival.

COLLABORATING WITH INDUSTRY & GOVERNMENT.

Ten years of successful collaboration with esteemed stakeholders has built trust between the IRF and National Broadcasters, Governmental Ministries, City Councils, Media Regulators, Industry Trade Reporting Channels, Lobbying Groups and NGO's, and Best of Class Industry Conferences & Conventions.



NOW LET'S AMPLIFY ALULA'S TREASURES TO THE WORLD.

"Listen to how the world of ALULA sounds"



INTERNATIONAL
**RADIO
FESTIVAL**
SAUDI ARABIA 

الذوا
ALULA

The International Radio Festival.

LISTEN TO HOW THE WORLD OF ALULA SOUNDS.



AlUla offers a rich choice of unique IRF 'studio' location opportunities to broadcast a radio experience like no other on earth from AlUla:

- Sunrise show at **Habitas**.
- Conference at the **Maraya Centre**.
- Afternoon show at the **Daimumah Oasis**.
- Sunset show at the **Somewhere**.
- Local talent in **AlUla old town**.
- Late night star gazing at **Garameel**.

The IRF AlUla edition will deliver an estimated **56mil Riyal in earned media** incl for **AlUla FM**.

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



The International Radio Festival.

ALIGNED TO EVERY MUSIC RADIO FORMAT & GENRE.

The IRF can additionally expertly deliver curated music radio formats tailored to ALUla's event calendar, whilst also partnering with ALUla FM, for example radio stations such as:

Classical Radios for **Ancient Kingdoms Festival**, Nov'25

Clubbing Radios for **AZIMUTH Festival**, Sept'25

Culture Radios for Winter at **Tantora Festival**, Jan'25

Chill-Out Radios for **Wellness Festival**, Oct/Nov'25

Opera Radios for the Collaboration with the **Paris National Opera**, Jan'25



BBC
RADIO



CLASSIC *f*M



Met Opera
Radio



sverigesSRadio



The International Radio Festival.

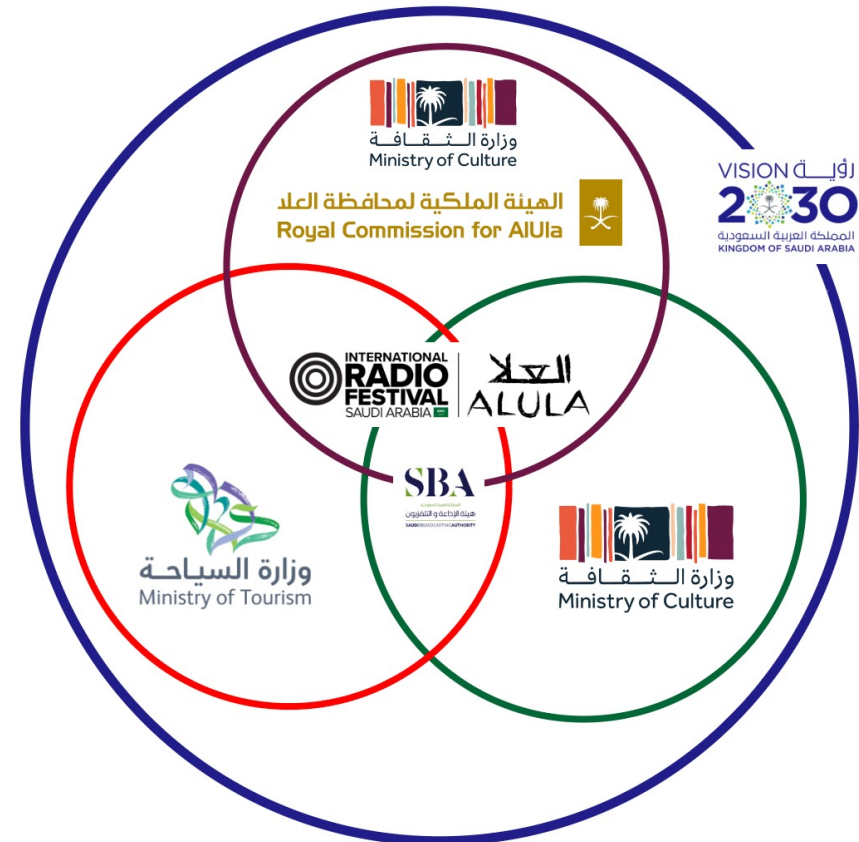
ALIGNED WITH ALULA PR OBJECTIVES & VISION 2030.

By default, the IRF **fully aligns with the KSA VISION 2030**, whilst amplifying AlUla's goals.

The IRF provides a prominent channel to amplify AlUla incl. all supporting KSA stakeholders.

Supporting KSA stakeholders of an IRF AlUla edition have been identified:

- **The Royal Commission for AlUla**
- **The Ministry of Culture**
- **The Ministry of Tourism**
- **The Saudi Broadcasting Authority**



The International Radio Festival. **IRF ALULA POP-UP LAUNCH @ SMF'25 RIYADH.**

Presenting the AlUla International Radio Festival series.

Ideally positioned for its debut at the Saudi Media Forum in February 2025.

Showcasing a curated lineup of radio stations aligned to AlUla's 2025 calendar.



The International Radio Festival.
LET'S TUNE IN.



“Listen to how the world of ALULA sounds”

CONTACT

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