

Private & Confidential Proposal



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Saudi Broadcasting Authority Media Academy **Introduction.**

This idea represents the result of several preliminary discussions held by the IRF with world renown stakeholders active in the world of media, who have expressed interest to join an IRF leadership team to support the realisation of a world class Media Academy in the Kingdom of Saudi Arabia.

Darryl von Däniken
CEO & Founder
IRF Group



Saudi Broadcasting Authority Media Academy Preamble.



The Saudi Broadcasting Authority (SBA) CEO and team initiated a collaboration with the International Radio Festival (IRF) to add value to FOMEX in Feb'24.

During the FOMEX collaboration IRF recognised the SBA's long-term objective to create an internationally acclaimed Media Academy.

Such collaboration led to the SBA featuring four international media professionals at FOMEX whilst generating 1.5+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.

Imagine a Media Academy nurturing future media professionals,
... an Academy driving media innovation,
... an Academy offering executive programmes,
... an Academy delivering on the voracious demand for digital content,
... and an Academy servicing a market worth over USD3 trillion by 2030.

Then imagine the SBA Academy.



Scope of 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.**

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 and has increased 73%** since 2020 - and rising.

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

Objectives of an Outstanding Media Academy.



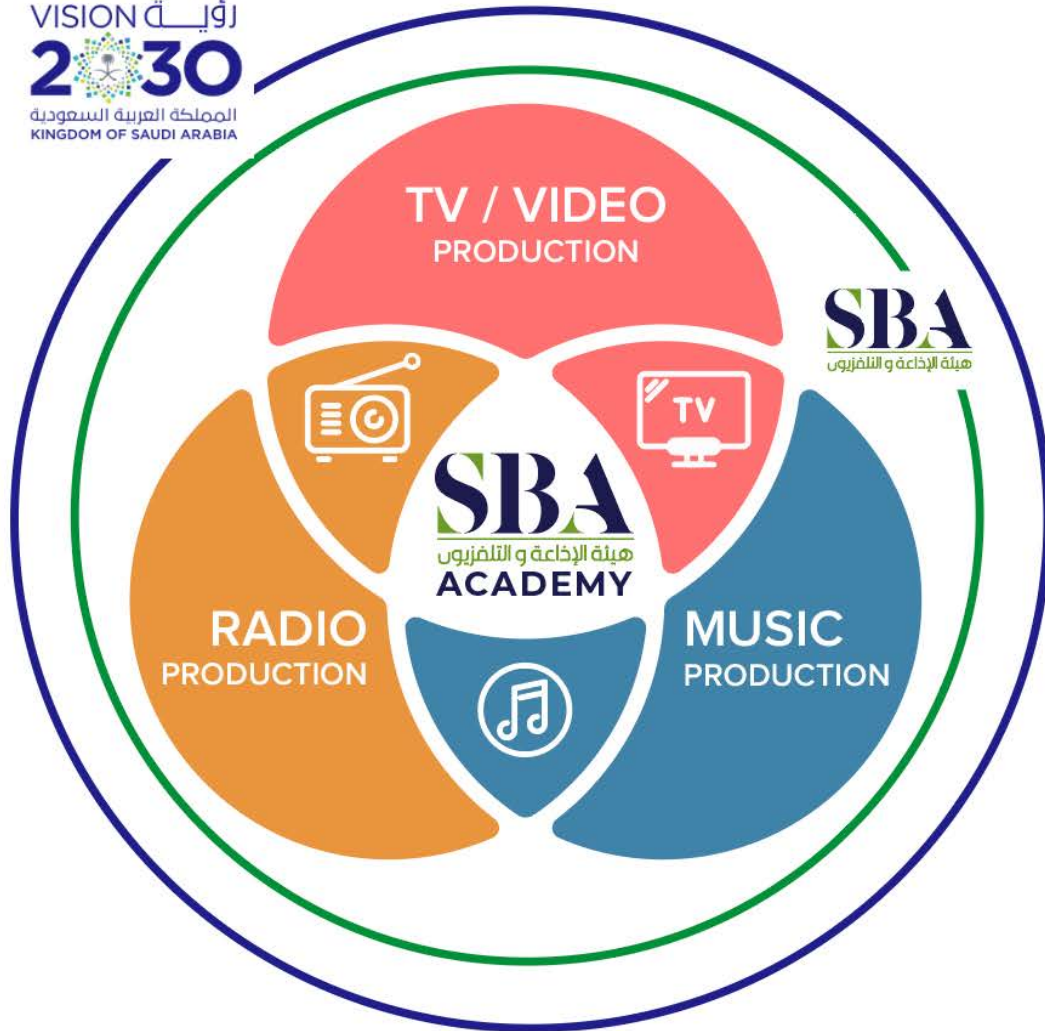
1 Provide **world class media syllabuses** & internationally **recognised certification** for Next Gen **career path excellence**.

2 Feature **top-tier academic staff, industry leaders** & affiliation with **world class educational institutions**.

3 Offer world class **sustainable campus and learning facilities** with **state-of-the-art tech infrastructure**.

4 Maintain **rigorous selection processes**, comprehensive **student support** & **meticulous financial management**.

Future Proof Media Academy powered by IRF.



--SELECTION --

<ul style="list-style-type: none"> Radio Anchor Coding / AI Manager Station Management Music Programmer Sound Technician 	<ul style="list-style-type: none"> Production Manager Jingle Composer Business Manager Podcast Producer Social Media Manager
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--SELECTION --

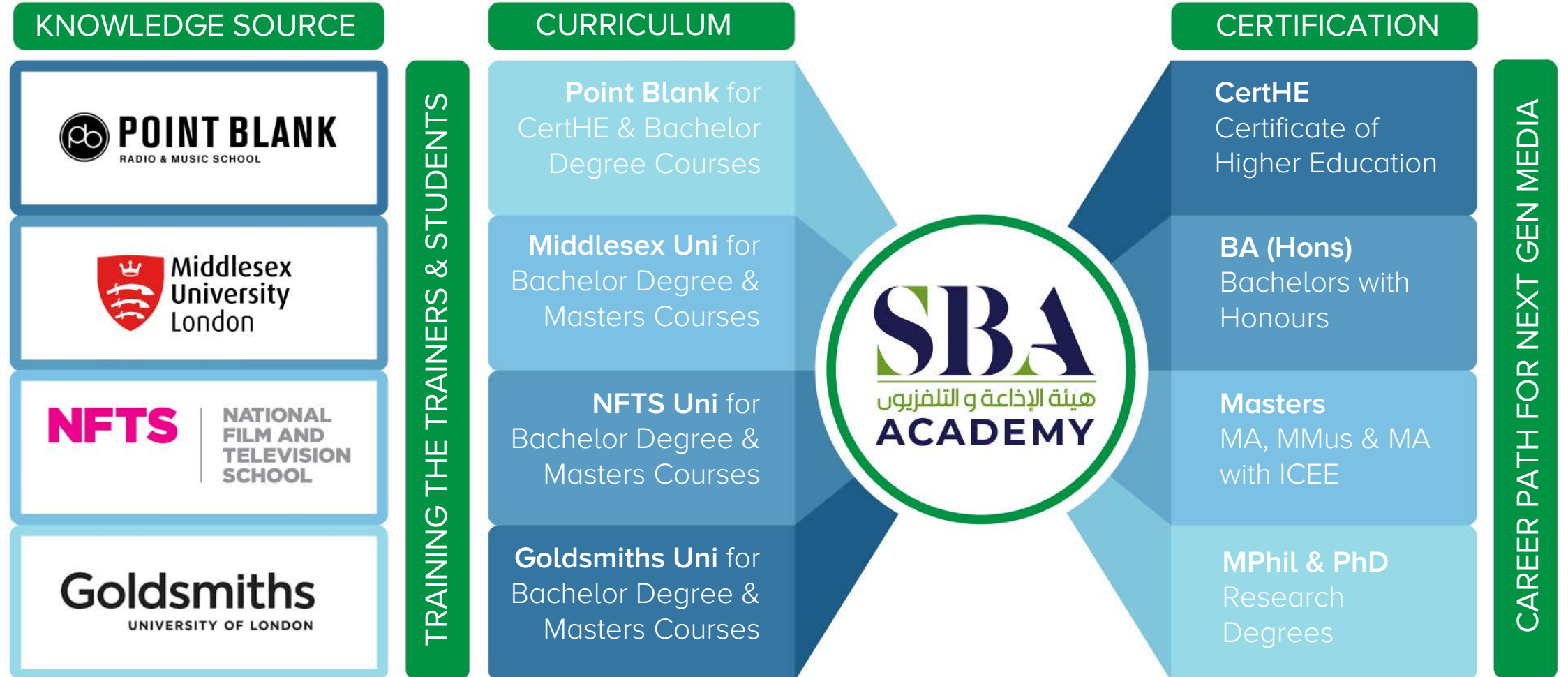
<ul style="list-style-type: none"> Tv Producer Format Development Social Media Manager Tv Anchor/Hosting Production Engineer 	<ul style="list-style-type: none"> Gaming Integration Video Editor Business Manager Coding / AI Manager Artist Management
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--SELECTION --

<ul style="list-style-type: none"> Music Producer Recording Engineer Sound Designer Podcast Production Music Programmer 	<ul style="list-style-type: none"> Audio for Film & Gaming Singer/Songwriter Music Marketing A&R Management Music Rights & PRS
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Saudi Broadcasting Authority Media Academy

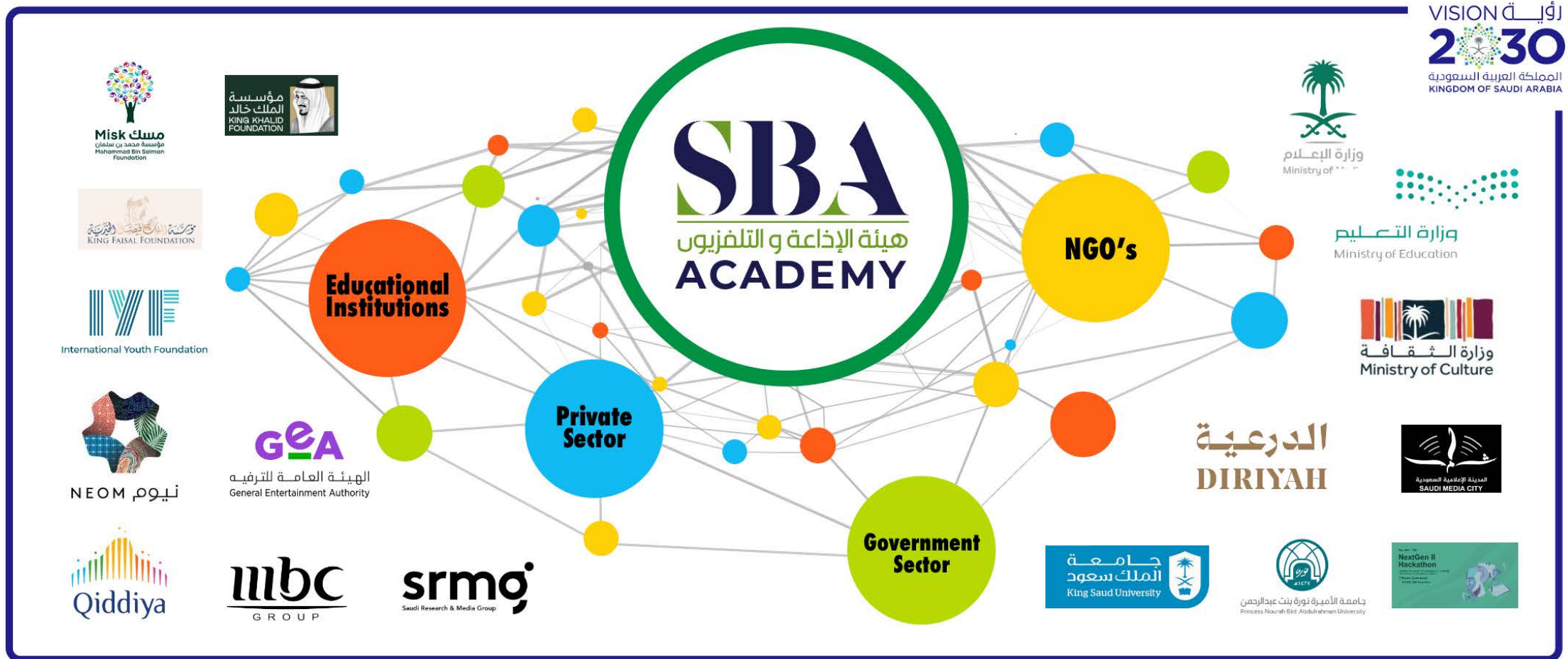
Leading Media Curriculums & Certifications.



Saudi Broadcasting Authority Media Academy

Nurturing a 360° Talent Centric Approach.

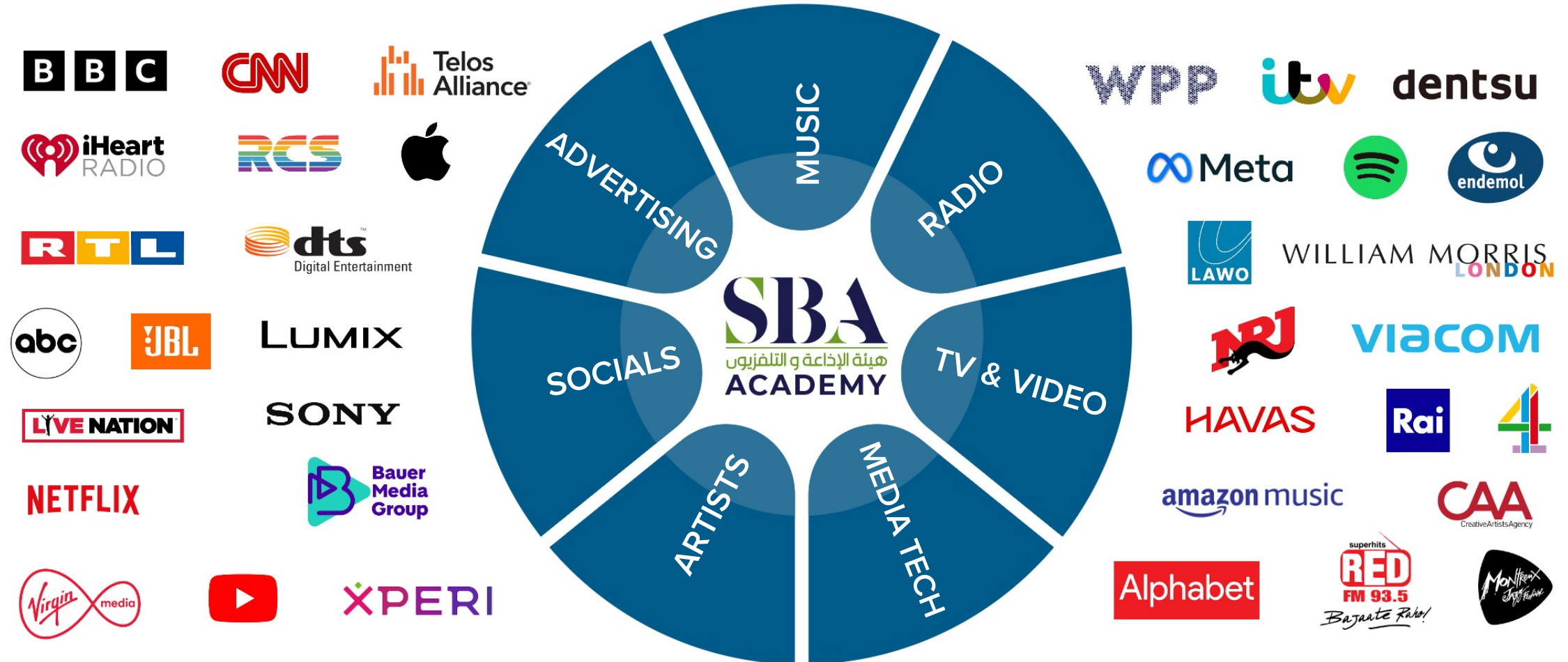
The Academy will engage with all **media stakeholders** in KSA to energise a constant flow of top tier student talent.



Saudi Broadcasting Authority Media Academy

Enabling World Class Knowledge Sharing.

The SBA Academy will offer students access to **world renown media** for best of class knowledge sharing.



Saudi Broadcasting Authority Media Academy Annual Curriculum Stages - Starting Sep'24.

The SBA Academy will offer students inspiring curriculum blocks.

1st Semester

Intake of students at SBA Academy each September

SBA

Online Studies

Studies at Overseas Facilities

- Immediate overseas campus period to ensure international media mindset.

2nd Semester

Overseas Studies

Online Studies

SBA

- Comprehensive online study blocks take place throughout each semester.

Fully qualified media professionals graduate from the Academy after 1, 2, or 3 course years & enter the industry.

On Site SBA Academy

Online

Overseas

3rd Semester

- Each semester closes with on-site SBA Academy course blocks.

3 x Stages to Develop Academy aligning with VISION 2030.

1
STAGE

**2024
2027**

- Develop existing Academy facilities into a 360° media centric educational establishment.
- Achieve degree awarding powers at BA and MA level.
- Evaluation and plan of new SBA Academy campus.

2
STAGE

**2027
2030**

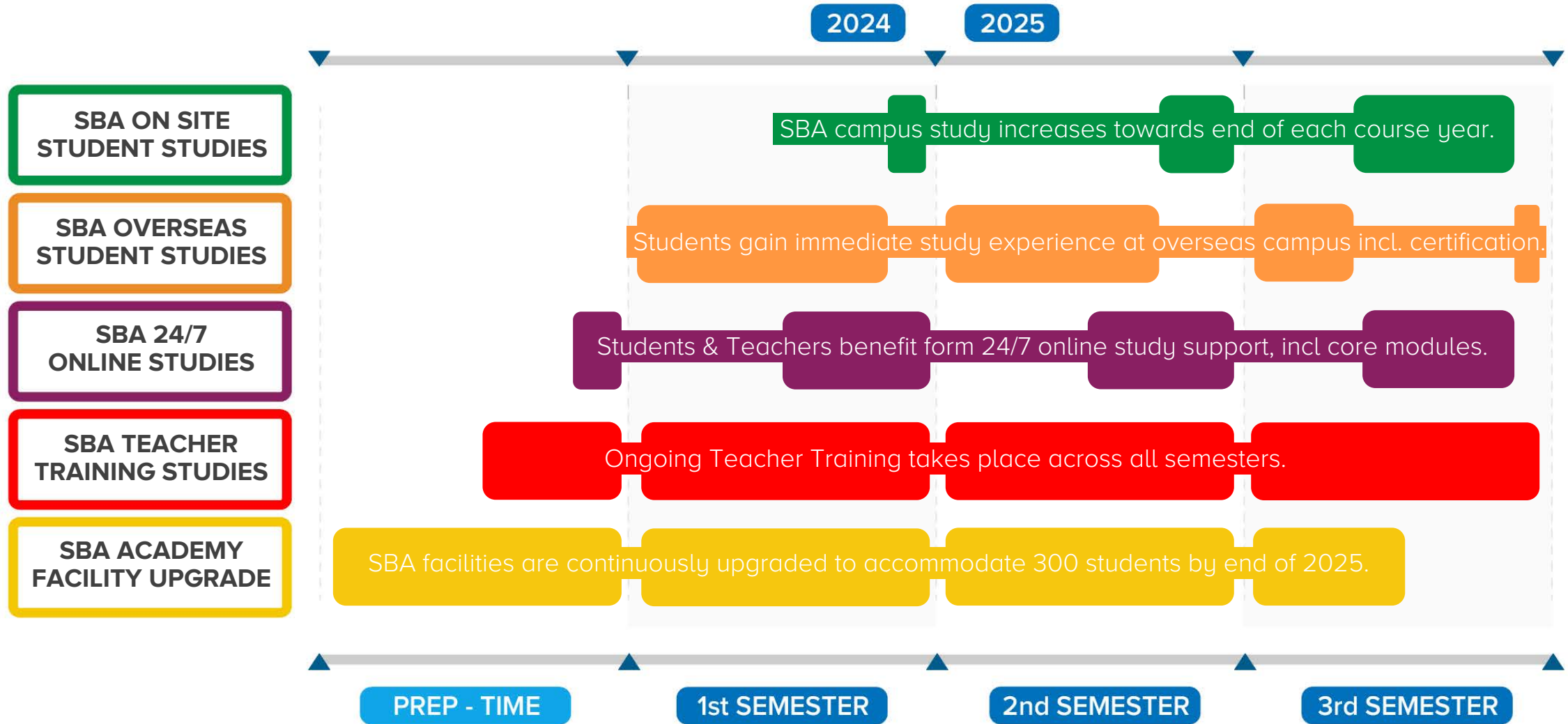
- Build new Academy Campus into a showcase educational establishment.
- Achieve research MPhil and PhD degree awarding powers.
- Evaluation and plan MENA SBA Academy satellite campuses.

3
STAGE

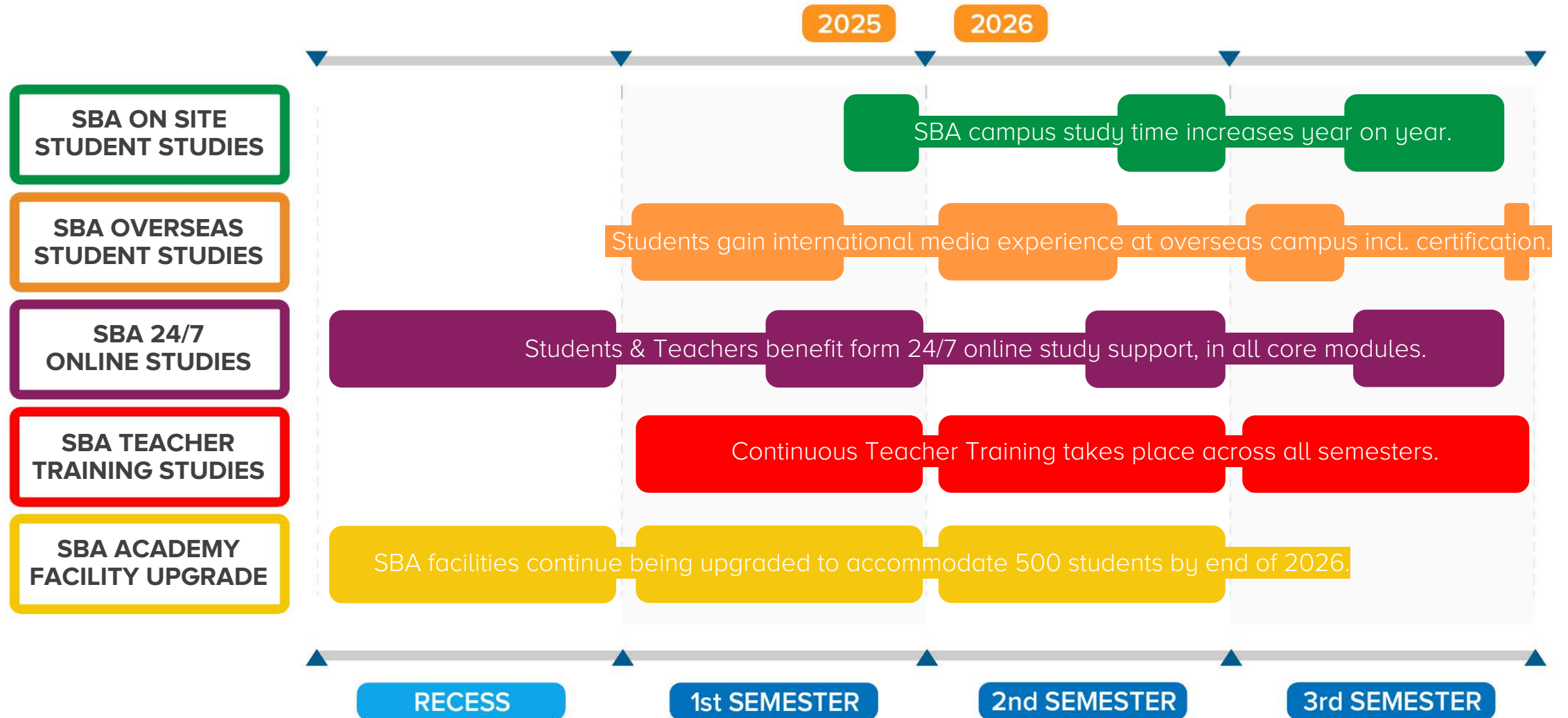
**2030
2034**

- Inaugurate new SBA Academy campus setting a new world standard in media studies.
- Achieve fully independent educational institution status.
- Roll out of additional SBA Academy satellite campuses in MENA.

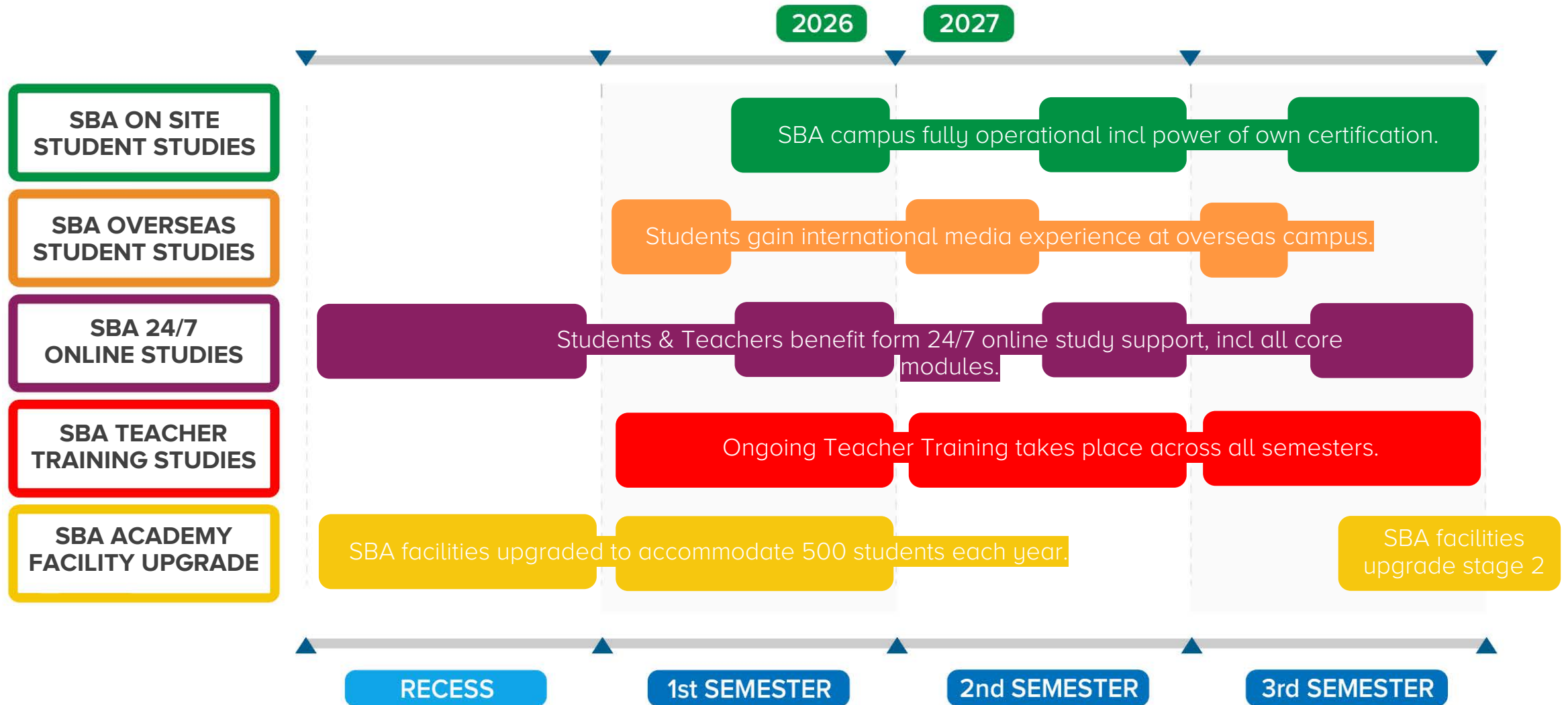
1st Year Academy Development > Let's get started!



2nd Year Academy Development > Work in Progress



3rd Year Academy Development > Self Certification



Saudi Broadcasting Authority Media Academy

Academy Development Leadership Team.

Mohammed Fahad Alharthi

CEO
Saudi Broadcasting Authority

Darryl von Däniken

CEO & Founder
International Radio Festival

Sabrina Pesenti

Corporate Communications
UBS Bank / IRF

MJ Sorenson

CEO & Founder
MJ Global Communications

Karim El Hamidy

VP MENA
International Radio Festival

Dr. Mark Readman

Director Curriculum
Natl. Film & Television School

Mohammed Alhathal

Chief Adviser
Ministry of Media

Fawaz Alhazzaa

Head of Education & Training
Saudi Broadcasting Authority

Polly Cochrane

Governor
Natl. Film & Television School

Scott Cohen

CEO & Founder
Jukebox Content Marketing

Prof. John Drever

Head of Music Curriculum
Goldsmiths University

Ski Oakenful

Head of Curriculum & Founder
Point Blank Radio School



Saudi Broadcasting Authority Media Academy

Let's Collaborate #1. Next Steps.

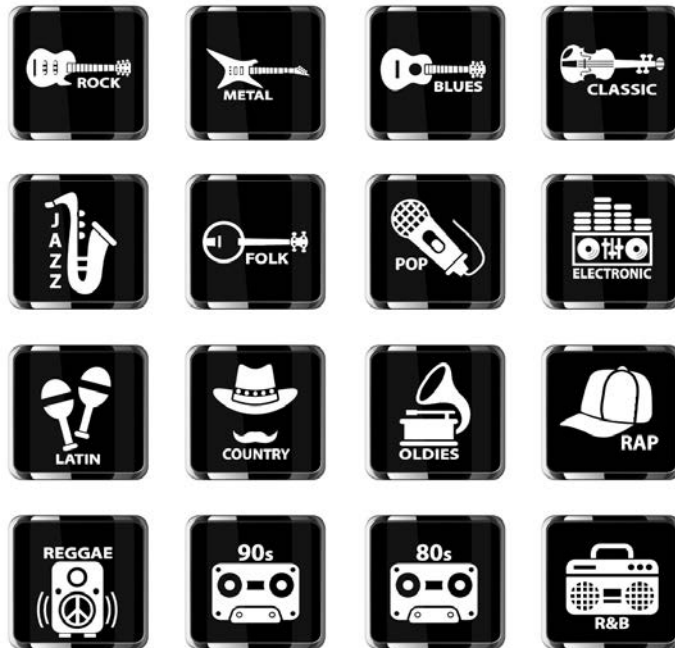


- 01 Sign letter of intent and MoU
- 02 Define Academy Objectives
- 03 Agree Timelines, Milestones and Benchmarks
- 04 Define Budget, Controlling and Logistics Work Group
- 05 Define Partner Educational Institution Work Group
- 06 Define Academy Building Workgroup for Riyadh Media City

Radio Station Development, collaboration option #2



Radio Channel Development



The IRF, in its 10-year-long capacity of acting as a hub for radio programmes and formats from around the world, expresses an interest to support the SBA in **developing successful radio channels for the KSA and MENA region.**

It would be a pleasure to explore opportunities and for the IRF to be able to share its global insight to successful radio programming.

Next steps?

- Define Objectives
- Define Audience Segments
- Define Genres & KSA specific Locations and Megaevents
- Define Broadcast Distribution Strategy (Online/FM/DAB)
- Agree Timelines & Milestones

FOMEX Event Management, collaboration option #3



Having experienced at first hand the FOMEX 2024 expo and the Saudi Media Forum, the IRF expresses an interest to take the lead in supporting the SBA in the production of FOMEX and the Media Forum in 2025, offering all/part of the following services:

IRF 360° Event Management Solution incl Catering

- Exhibition Sales & Ticketing
- Programme & VIP Speaker Management incl Travel Itineraries
- Marketing & Communications
- Controlling & Reporting / Mentoring

A tentative team has already been consulted which comprises professionals associated with the [IRF](#), [SwissRadioDay](#), [KoelnMesse](#) and Event Support Switzerland.

Next steps?

- Round Table Workshop to define objectives and milestones
- Define Roles & Budgeting

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Thank you for your valued consideration.



CONTACT

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