

SPACE.RADIO

THE WORLD'S FIRST 'SPACE' RADIO STATION

PROPOSAL PREAMBLE. SPACE.RADIO & CENTRE FOR SPACE FUTURES.



The IRF has curated a unique audio format named **space.radio** representing a world first which is set to **amplify the business and people in the space industry**.



The following proposal is made in reference to the recent announcement of **His Excellency Dr. Mohammed Altamimi**, CEO of the Saudi Space Agency, about the cooperation with the **World Economic Forum** of establishing the **Saudi Centre for Space Futures**, and the appointment of **Masha'el Al-Shamimri** as Director General of the Centre.



space.radio perfectly aligns with the objectives of the **Saudi Centre for Space Futures** and in this regard the IRF is open to explore a **collaboration with the SBA** to present **space.radio** to the leadership of the Centre.



The IRF envisions the **SBA** benefiting from being acknowledged as the gateway to having championed a **world premiere in radio channel development**, attracting leaders in the space economy to KSA, and **sharing its expertise in the technical setup** and studio construction of **space.radio** for the Centre.





**SPACE.
OUT OF THIS WORLD
AND ALL AROUND US.**

THE WORLD OF SPACE. FAR FAR AWAY AND INTO THE HIGH STREET.



Space stories consistently permeate our daily lives.

Whether hearing news about the pioneers wanting to take us to Mars, or close-up on the high street with global brands - space is all around us.

But despite space being a worldly phenomenon, for most of the true understanding of the world and business of space, and the individuals propelling these remarkable endeavours, remains as remote as understanding the big bang.





**SPACE.RADIO
DOWN TO EARTH
STORIES FROM
OUTER SPACE.**

SPACE.RADIO PRESENTING A WORLD FIRST FOR SPACE.

SPACE.RADIO

- The world's first radio station about the world of space.
- The edutainment channel for everything that is space.
- The global platform to foster education and inspire new talent.
- The crossroads to nurture successful collaborations.
- The 'United Nations' for defining best practices.
- The hub to drive a thriving space economy.

SPACE.RADIO REAL STORIES FROM THE COSMOS.

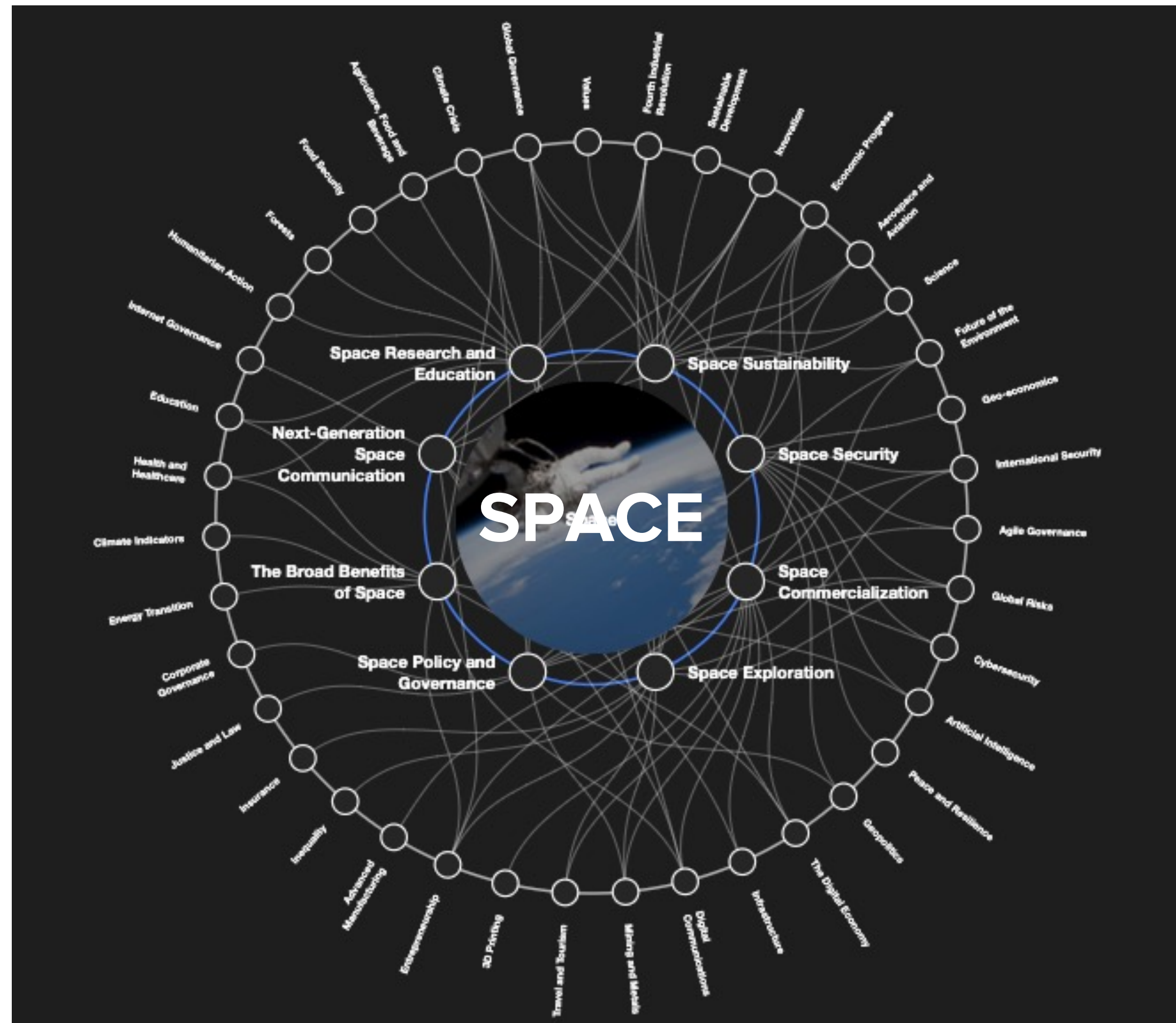


space.radio is going to return space back to earth, so turn on the landing lights for the world's first radio station all about space.

space.radio will revolutionize how we discover more about space and the part all the global actors in space play.

space.radio will offer space stories for earthlings; for next gen space cadets; to nurture collaborations; support investor relations; foster education; and inspire new talent.

SPACE.RADIO SPACE STORIES FOR EARTHLINGS.



space.radio will offer programming covering all subjects that relate to space, such as:

- The People in Space
- Research & Education
- Next Gen Space Comms
- Sustainability
- Space Exploration
- Policy & Governance
- Music, Film, Art
- Commercialisation
- Live Events

SPACE.RADIO AMPLIFYING THE AUDIO SPACE OF SPACE.



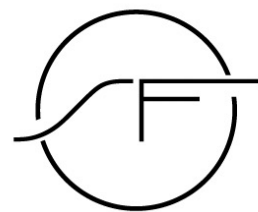
space.radio will harness today's global passion for creative audio content, and establish an entirely new gateway to discover the people and business shaping space.

space.radio extends an invitation to explore the universe through the medium of voice and music, amplifying the audio space of space.

space.radio will offer stakeholders a unique channel to share their know-how and visions for the future of space, and how it will positively impact life on earth.

SPACE.RADIO STATE OF THE ART RADIO STUDIO.

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



STUDIOFORMA DESIGN

Architects for:



HUBLOT

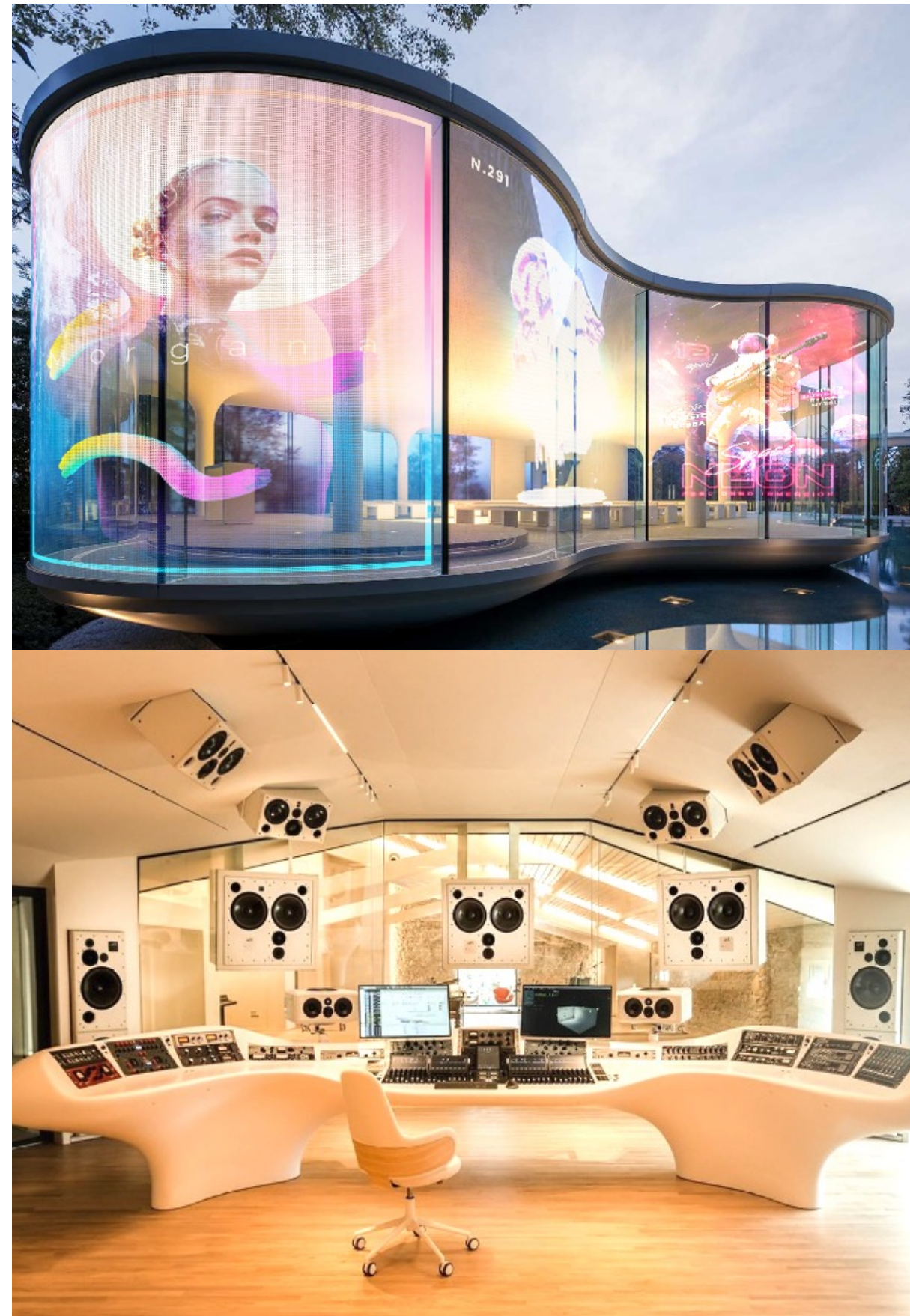
BALENCIAGA

la prairie
SWITZERLAND

SWAROVSKI

SPACE.RADIO

SPACE.RADIO AUDIO SPACE STATION ON MOTHER EARTH.



space.radio will be located in a state-of-the-art radio studio environment, reflecting everything that space architecture and design can offer on mother earth.

space.radio will be streamed online, plus broadcast as a local linear experience (FM/DAB+) maintaining a faithful relationship with the original science behind the discovery of the Marconi radio signal.

space.radio will produce programmes that are also in part televised to ensure the star hosts and guests can be enjoyed by audiences around the world - and in space.





**SPACE.RADIO
PRESENTED BY
COSMIC
STORYTELLERS.**

FIRST SPACE.RADIO HOST: PROF. DR. BEN MOORE



Hello, my name is Ben Moore and I'm the first host of **space.radio**. I am also a Professor of Astrophysics & Cosmology at the University of Zurich, the position **Albert Einstein** first held in 1909.

My research is focussed on understanding the **origin and evolution of the Universe** and how stars and planets form.

I enjoy communicating science to the public through my writing and my music, and I'm looking forward to boarding **space.radio** as its first officer.

SPACE.RADIO THE AUDIO SPACE FOR STORYTELLERS.



space.radio will feature an incredible line-up of famous voices from the world of space, as much as offering new talent to get heard in the audio space of space.

Proposed voices to support Ben Moore may include the following, and more:

- Astronaut Rayyana Barnawi
- Astrophysicist Juna Kollmeier
- Astronaut Chris Hadfield
- Physicist Greene

A DJ wearing headphones is positioned in a studio. In the foreground, a mixing console is visible with various knobs and sliders. Two large studio monitors are on either side of the DJ. The background shows a rack of audio equipment and a computer monitor displaying a software interface. The lighting is a mix of purple and blue, creating a professional and modern atmosphere.

**SPACE.RADIO
CREATED, CURATED
AND PRODUCED BY
AUDIO SPACE
EXPERTS.**

SPACE.RADIO IS CURATED & PRODUCED BY IRF / BRAND AUDIO MEDIA.



BRANDAUDIO

Darryl von Däniken
Managing Partner
BrandAudio

Gabby Sanderson
Creative Head
BrandAudio

Nik von Frankenberg
Production Head
BrandAudio

Normski
Music Head
BrandAudio

- Over the past ten years, we at the IRF and BrandAudio, have forged a global network of professional stakeholders in the audio industry.
- We strive to excel and stay ahead in the audio industry by partnering with cutting edge organisations, tech developers and leading broadcasters.

MANAGING KEY RELATIONSHIPS WITH THE PRIVATE & PUBLIC SECTOR.



IRF's **ten years of successful collaboration** has built trust with esteemed stakeholders including:

- National Broadcasters
- Governmental Ministries
- City Councils
- Media Regulators
- Industry Media
- Diverse NGO's
- Flagship Industry Conferences & Conventions

INTERNATIONAL RADIO FESTIVAL COLLABORATION WITH SBA.



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*.

A Radio Renaissance:
From quantity to quality.
The impact of the world's
original global medium.

Darryl von Däniken
Founder & Festival Director

INTERNATIONAL
**RADIO
FESTIVAL**
THE GLOBAL SHOWCASE OF MUSIC RADIO ENTERTAINMENT.

Darryl von Däniken
CEO/Founder
International Radio
Festival

**The Art of
Storytelling,
On-Air and Online.**

Malishka Mendonsa
Radio Jockey on RedFM Mumbai

Malishka Mendonsa
Radio Anchor
Red FM
India

**How to leverage content and
marketing output across
multichannel, multiformat, and
AI-driven environments**

Julian Schweizer
Founder & Partner

Julian Schweizer
CEO/Founder
Swiss Online
Publishing

**The World in 2030.
Get ready today!**

Nils Müller
CEO & Founder TrendOne

Nils Müller
CEO/Founder
TrendOne
Germany



**SPACE.RADIO
ALIGNMENT
INVESTMENT.
ROI.**

SPACE-RADIO ALIGNS WITH KEY SPACE STAKEHOLDERS & VISION 2030.

space.radio aligns with all the key international space agency stakeholders and **VISION 2030**.



* Mentioned stakeholders to be finalised.

SPACE-RADIO INVESTMENT & EXPONENTIAL ROI.

space.radio annual operational costs require an investment of €5mil, and in return deliver an ROI of min 400%, plus global an audience reach of near 50mil per year.

€5mil Investment.

€20mil ROI Media Impact Value.

50mil+ Audience Reach.

Investment may be pooled between all key stakeholders, plus potential advertising revenue.

€ 5mil Invest

€ 20+mil Media Impact Value ROI

50+mil Global Audience Reach
On-Air & Online

**THANK YOU.
QUESTIONS?
NEXT STEPS.
LIFT OFF!**

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BRANDAUDIO

SPACE.RADIO