



**LISTEN TO HOW THE WORLD SOUNDS FROM MALTA**



 INTERNATIONAL  
**RADIO  
FESTIVAL  
MALTA'18**  
29 OCTOBER - 4 NOVEMBER  
**LISTEN TO HOW  
THE WORLD  
SOUNDS**

**VALLETTA.  
EUROPEAN CAPITAL  
OF CULTURE 2018**

#ifradiofest  
#irfmalta  
#visitmalta  
#airmalta



**MEDIA SUMMARY 2018**





# MALTA ON-AIR 2018

In 2018 the 9th edition of the International Radio Festival (IRF) took place in Valletta, also European Capital of Culture 2018, and remains the world's first and only Audio Conference and On-Air Festival, showcasing and debating the business and curation of music radio content, whilst broadcasting across all four continents.

The IRF's format presented radio's unique strength in **storytelling** by default, where **on-air hosts** who command the daily **loyal** and **trusting** ear of their **listeners**, voluntarily **share** their IRF **experiences** with incredible **enthusiasm**, and everything associated with the IRF's host country Malta on-air and online, before and during the festival - and with much ongoing story-telling post festival.

Hosting the IRF in Malta further supported Malta Tourism Authority's music festival strategy (closely aligned to **Music Cities**) and represented the ultimate audio driven destination marketing channel by leveraging the highly influential, fully editorially driven, music radio/audio space – a media space rapidly being re-discovered as one that delivers lasting impact.

In this visual summary, we re-live IRF Malta 2018 and the incredible impact it delivered by highlighting IRF's participants' voyage of storytelling.

**Ultimately the IRF18 Malta Edition further cemented the International Radio Festival's standing as *the* B2B Global Summit for the world's leaders in the music radio industry.**

Full media stats online [here](#)



# IRF GLOBAL EDITIONS 2010 - 2018

**LONDON OLYMPICS**  
2012



**ZURICH**

2010, 2011, 2012,  
2013, 2014, 2015

**MILANO**  
2016

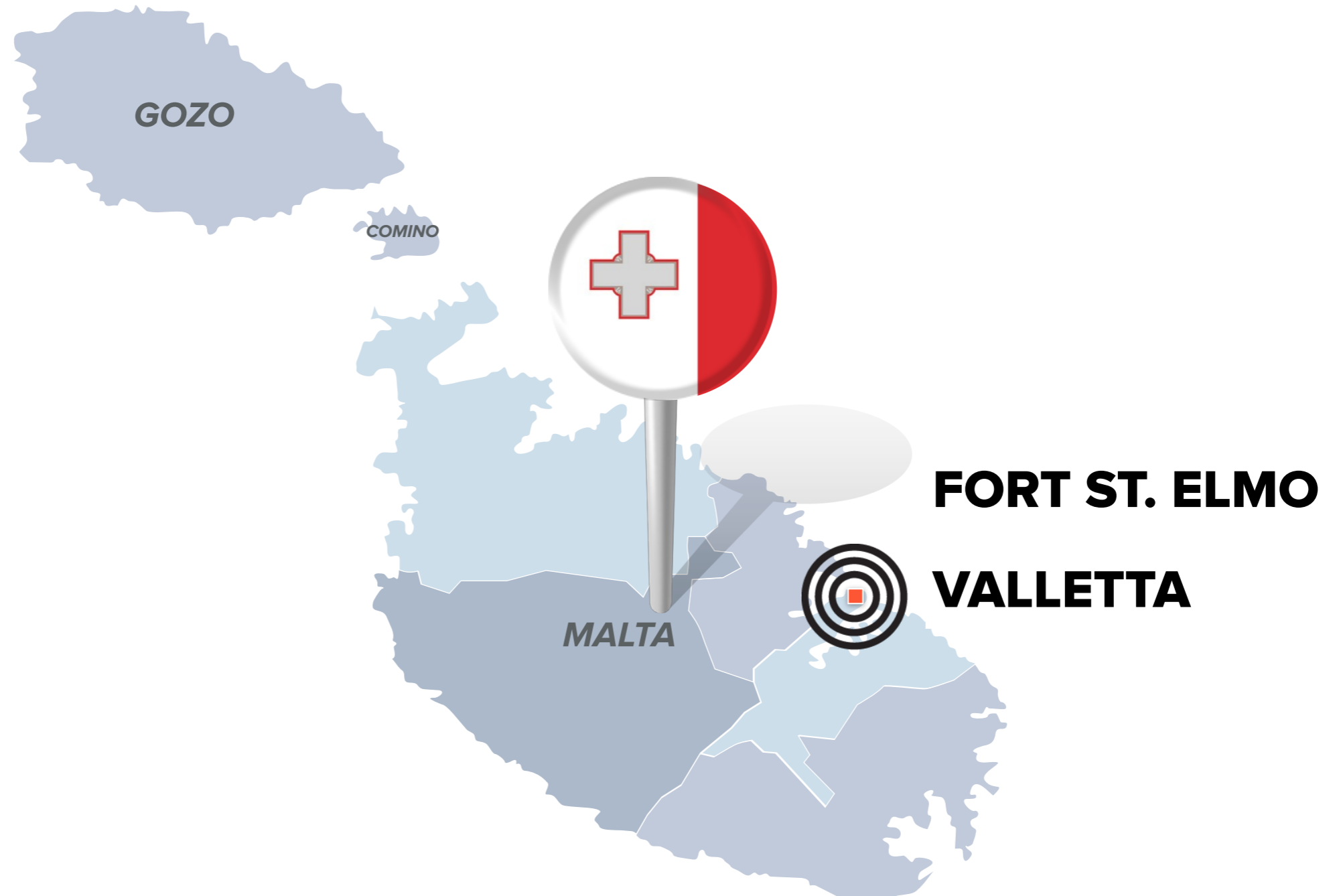


**VALLETTA**  
2018





# IRF 2018: DESTINATION MALTA





## **LISTEN TO HOW THE WORLD SOUNDS!**

The IRF showcases the best music radio stations from across the globe, establishing itself as the global annual event for people at the cutting edge of the music radio industry.

IRF Malta brought together 30 radio stations and 118 radio hosts from five continents.

From its open-air studio at Fort St Elmo, these industry leaders broadcast their shows live via radio and web stream to their listeners back home, and collectively reaching millions of listeners around the world.





# **B2C AUDIENCE STATS**

EXAMPLES OF HOW THE  
FESTIVAL REACHED  
CONSUMERS THROUGH RADIO  
GUESTS' ON-AIR & SOCIAL  
CHANNELS



# 4 x IRF ANCHORS HOSTING 30 RADIO STATIONS

## GABBY SANDERSON

iHeart USA, UK Commercial Radio Host, DJ

## CARLY WILFORD

UK Radio Host, DJ, Red Carpet Host at BRITS

## NORMSKI

UK Radio & Tv Host, DJ, Photographer

## NIK VON FRANKENBERG

Swiss Radio, DJ Host, Promoter







# RADIO STATIONS ACROSS 17 NATIONS AND 429 CITIES





# 30 x RADIO STATIONS



UNITED DJs RADIO  
UK



THE BIG TIME  
USA



MOUV'  
FRANCE



RED FM 93.5  
INDIA



BBC RADIO 1  
UK



LIKE FM  
RUSSIA



LOVE RADIO  
CHINA



VIBE FM 88.7  
MALTA



TRT FM  
TURKEY



KISS FM  
AUSTRALIA



RADIOIMMAGINARIA  
ITALY



MI-SOUL FM  
UK



IBIZA SONICA  
SPAIN



KASHEME  
SWITZERLAND



RAI RADIO 3  
ITALY



BBC RADIO 1 XTRA  
UK



IFM 100.6 FM  
TUNISIA



EGOFM  
GERMANY



MAGIC MALTA 91.7  
MALTA



FLEX 101.4 FM  
UK



KRONEHIT  
AUSTRIA



PRIDE RADIO  
USA



DUBLIN DIGITAL RADIO  
IRELAND



JAZZ FM  
UK



89.7 BAY  
MALTA



PIÑATA RADIO  
FRANCE



FUN KIDS RADIO  
UK



102.FM TEL AVIV  
ISRAEL



M20  
ITALY



HITS RADIO  
UK



# 107,255,790 x LISTENER REACH & STORYTELLING

(29 OCT - 4 NOV 2019)



**BBC RADIO 1**  
UK



REACH:  
**9,467,000**  
**NATIONAL**



**MI-SOUL FM**  
UK



REACH:  
**80,000**  
**NATIONAL**



**THE BIG TIME**  
USA



REACH:  
**5,000,000**  
**NATIONAL**  
**(146 CITIES)**



**MOUV'**  
FRANCE



REACH:  
**3,500,000**  
**NATIONAL**



**UNITED DJs RADIO**  
UK



REACH:  
**25,000**  
**NATIONAL**



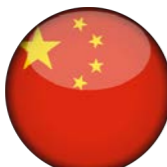
**PIÑATA RADIO**  
FRANCE



REACH:  
**1,250**  
**MONTPELLIER**



**LOVE RADIO**  
CHINA



REACH:  
**8,000,000**  
**SHANGHAI**



**RED FM 93.5**  
INDIA



REACH:  
**32,000,000**  
**NATIONAL**  
**(180 CITIES)**



**TRT FM**  
TURKEY



REACH:  
**20,000,000**  
**NATIONAL**



REACH:  
**13,000**  
**NATIONAL**



REACH:  
**59,000**  
**NATIONAL**



REACH:  
**2,000,000**  
**NATIONAL**  
**(82 CITIES)**

**MAGIC MALTA 91.7**  
MALTA

**FUN KIDS RADIO**  
UK

**PRIDE RADIO**  
HOUSTON, USA



REACH:  
**383,000**  
**NATIONAL**



REACH:  
**175,000**  
**LONDON**



REACH:  
**4,750,000**  
**NATIONAL**

**HITS RADIO**  
UK

**FLEX 101.4 FM**  
UK

**IFM 100.6FM**  
TUNISIA



REACH:  
**672,000**  
**NATIONAL**



REACH:  
**120,000**  
**ZURICH**



REACH:  
**2,750,000**  
**VIENNA**

**JAZZ FM**  
UK

**KASHEME**  
SWITZERLAND

**KRONEHIT**  
AUSTRIA



REACH:  
**3,500,000**  
**TEL-AVIV**



REACH:  
**1,011,000**  
**NATIONAL**



REACH:  
**8,500,000**  
**NATIONAL**

**102.FM TEL AVIV**  
ISRAEL

**LIKE FM**  
RUSSIA

**M20**  
ITALY



**IBIZA SONICA**  
SPAIN



REACH:  
**2,750,500**  
**IBIZA**



**RADIOIMMAGINARIA**  
ITALY



REACH:  
**15,000**  
**BOLOGNA**



**VIBE FM 88.7**  
MALTA



REACH:  
**18,000**  
**NATIONAL**



**KISS FM**  
AUSTRALIA



REACH:  
**925,000**  
**MELBOURNE**



**89.7 BAY**  
MALTA



REACH:  
**50,000**  
**NATIONAL**



**BBC RADIO 1 XTRA**  
UK



REACH:  
**1,036,000**  
**NATIONAL**



**RAI RADIO 3**  
ITALY



REACH:  
**96,540**  
**NATIONAL**



**DUBLIN DIGITAL RADIO**  
IRELAND



REACH:  
**2,500**  
**DUBLIN**



**EGOFM**  
GERMANY



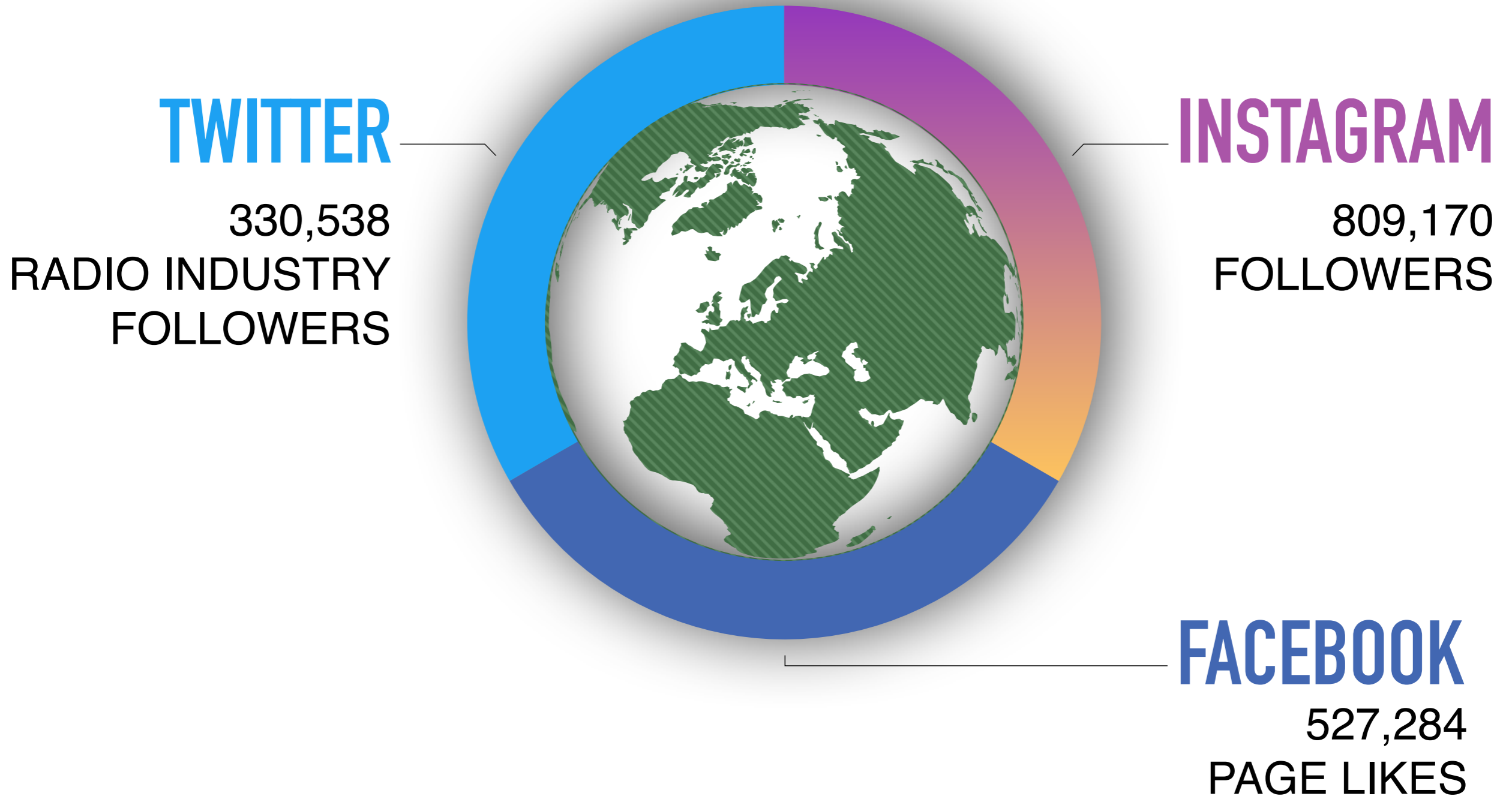
REACH:  
**346,000**  
**MUNICH**

**107,255,790 X LISTENER REACH**

**... AND THE STORY-TELLING CONTINUES**



# 1,666,992 x RADIO HOSTS' SOCIAL STORIES





# GLOBAL SOCIAL MEDIA ENGAGEMENT: INDIA

**INTERNATIONAL RADIO FESTIVAL MALTA '18**  
23 OCTOBER - 4 NOVEMBER  
LISTEN TO HOW THE WORLD SOUNDS  
VALLETTA EUROPEAN CAPITAL OF CULTURE 2018

**RJ Devaki**  
Like This Page · 31 October · 🌐

222 10 Comments 2 shares

Like Comment Share

All comments ▾

This comment has been hidden.  
Unhide · Give feedback or report comment · Block Kireet

This comment has been hidden.  
Unhide · Give feedback or report comment · Block Kireet

Write a reply...

Jayesh C Parmar India's best Rj Devaki 🙌🙌🙌

Write a comment...

International Radio Festival was mentioned in a post.

**RJ Devaki** was live.  
1 November at 15:45 · Facebook Creator · 🌐

Hello Sweethearts,  
I am at The International Radio Festival that has awarded me as the #BestRJOIndia and have invited me to represent our country on a Global Platform.... watch #Malta #CapitalOfEuropeCulture thru my digital platforms #IRFMalta #LiveFromEurope #MaltaLive Red FM Radioandmusic.com Tourism in Malta MaltaToday Malta International Radio Festival

08:35

731 274 Comments 19 shares 10K views

Like Comment Share

**rjdevaki**

2,354 posts 244 k followers 533 following

Message

**Devaki** Artist  
#Devaki #Actor #RJ #Gujarati #MotivationalSpeaker #rjdevaki #theater #indianactor #indianactormodel  
www.youtube.com/watch?v  
Ahmedabad, India

IGTV Birthday... Sanjay Dutt New Play Nati

Email Directions

Like by carlywilford and 5,492 others

**rjdevaki** So proud to dance on #Ghoomar #SoundOfIndia playing these fabulous tracks for the global audience of 90 countries at the same time #live #representingindia #globallove winning #globalfans thanks to @irradiofest @radioandmusic\_india @redfmindia

View all 35 comments  
3 DAYS AGO

Like by imraanbraheem and 2,890 others

**rjdevaki** Have you seen the film film #Popeye with #robbinwilliams? It released in 1980 and the set they made still exists as his village with rides and shows for children and elders... what a joyride experience to be here #Malta #InternationalRadioFestival #indiakirani now going to #gozo #NoFilter

Like by zacwoodward and 11,624 others

**rjdevaki** Some more traditions with @asopalav @mortantra @aanalsavaliya @irradiofest @redfmindia #malta

**rjdevaki** Awesome conversation with the minister of tourism @konradmizzi #Malta in my #PatolaSaree by @aanalsavaliya and @Asopalav at @radioandmusic\_india @irradiofest representing India in The International Radio Festival #IndiaKiRani #thugsofhindustan #bharat @beingsalmankhan @\_aamirkhan

25,477 views



# GLOBAL SOCIAL MEDIA ENGAGEMENT: CHINA

瓦莱塔，西西里以南一座巴洛克与现代互为交融的城市，它既是被誉为“地中海”心脏的国度马耳他的首都，也是2018名副其实的“欧洲文化之都”，2018年10月31日-11月4日，就在这里，一场全球音乐DJ欢庆的年度盛事——2018国际广播节 (International Radio Festival) 将隆重上演。

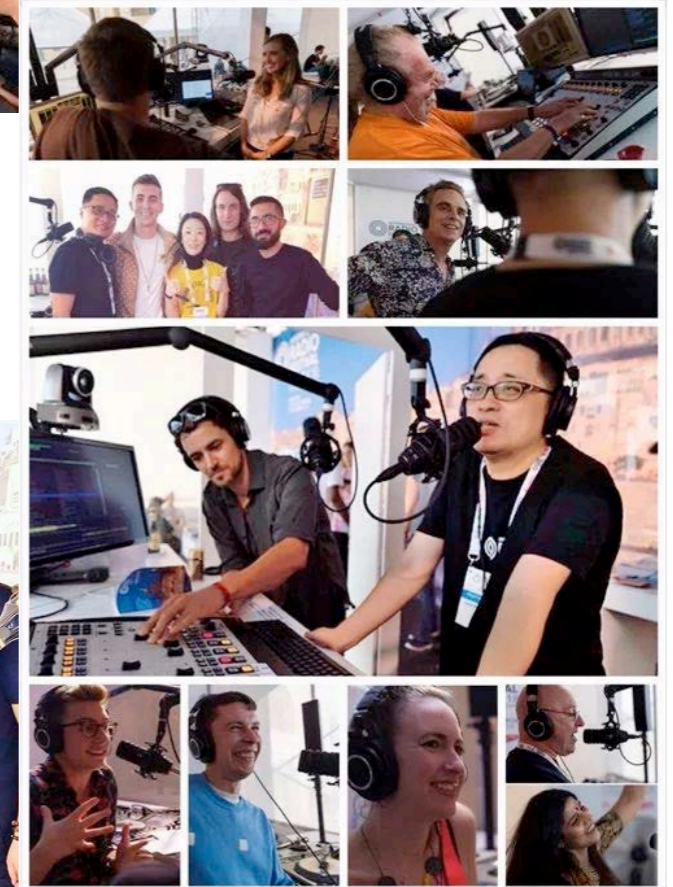


Partial Translation: Valletta... 2018 "European Capital of Culture" ... 4 days here in a field of global music DJs to celebrate the ... 2018 International Radio Festival.

IRF，国际广播音乐节今年已经进入第九季，作为全球最大规模的音乐电台展播盛事，今年在马耳他首都瓦莱塔举行的为期五天的活动依旧吸引了来自英国、美国、俄罗斯、爱尔兰、澳大利亚、印度、土耳其、瑞士、意大利、奥地利等众多国家的公共及商业电台的音乐主播倾情加盟，而Love Radio 103.7作为此次受邀的唯一来自中国的音乐电台，已经是继2015和2016之后第三次参与这场盛事了。



IRF... is the world's largest event for radio broadcasting stations, this year in Valletta for 5 days of action attracting participants from the United Kingdom, the United States, Russia... India, Turkey, Switzerland, Italy, Austria and other countries... Love Radio 103.7 will showcase its unique sound at IRF for the third time.







# GLOBAL SOCIAL MEDIA ENGAGEMENT: GERMANY

voda MT 11:45 100%

Photo

INTERNATIONAL RADIO FESTIVAL VALLETTA. EUROPEAN CAPITAL OF CULTURE 2018

129 likes

egofm Whoop! Grüße aus Malta vom International Radio Festival 🎧 Morgen moderieren wir von hier aus live von 12 von 14 Uhr. Einschalten! .

@irradiofest #irfmalta #visitmalta #malta #music #radio #festival #musikentdecker #host #show #egoFM #läuft #münchen #Nürnberg #Regensburg #Augsburg #Würzburg #Stuttgart #Bayern

INTERNATIONAL RADIO FESTIVAL MALTA '18

egoFM, Germany - Sandra Gern & Max Klement  
<https://www.internationalradiofestival.c...>  
 munich/ 12 am - 2 pm #IRFMalta #IRFRadioFest Live

egoFM was live. on Thursday · Follow

egoFM, Germany - Sandra Gern & Max Klement  
<https://www.internationalradiofestival.c...> 12 am - 2 pm #IRFMalta #IRFRadioFest Live

12 10 shares 982 views

Like Comment Share

Comments Up next

Most relevant

René · 14:14 Malta ist schön

INTERNATIONAL RADIO FESTIVAL MALTA '18  
 29 OCTOBER - 4 NOVEMBER

VALLETTA. EUROPEAN CAPITAL OF CULTURE

sandra\_germ • Following Malta

sandra\_germ Back from Malta and still delighted by all the wonderful people I met during this very special festival. Thank you @irradiofest for letting us present some music from Germany and for connecting radio stations around the world ❤️

#irfmalta #irradiofest #visitmalta #listetohowtheworldsounds #egofm #radio #radiofestival #radiohost #musicjournalist #presenter #radiolife #musiclover #irf2018 #radiostation #moderatorin #moderator #musicfromgermany #germanmusic #munich #malta

realitv2wo Hahahaa und icke mit der

210 views 2 DAYS AGO



# GLOBAL SOCIAL MEDIA ENGAGEMENT: USA

← **zacwoodward** ...



**650** posts   **10.1 k** followers   **994** following



Message  

•ZAC//WOODWARD•  
Public Figure  
🎙️ TV Host/Radio/Model  
📻 Producer of @woodyandjimshow on 107.5 The River-Nashville!  
🌟 PRIDE Radio Host// @prideradio  
📺 Out & About TODAY on NewsChannel5+




IRF MALTA '...' ❤️

Email



**zacwoodward**  
Valletta, Malta



❤️ 💬 📍 🏷️



 Liked by **carlywilford** and **254 others**

**zacwoodward** ✨ the most magical and inspiring trip of my entire life. im heading back to Nashville a completely different person. thank you @hdradio & @irfradiofest for making my wildest dreams come true ✨

View all 10 comments


**Zac Woodward** is at Fort Saint Elmo.  
1 November at 15:28 · Valletta · 🌐

Hands down one of the best experiences of my entire life ❤️❤️❤️ International Radio Festival & HDradio — thank you for making this dream come true!  
#irfmalta #visitmalta #irfradiofest

👍❤️ 156   10 Comments   1 share

Love   Comment   Share   🌐

 **Kris Wienk Lynch** Love love love this 🙌 1  
Like · Reply · 6d



# GLOBAL SOCIAL MEDIA ENGAGEMENT: TUNISIA

International Radio Festival was mentioned in a post. ⋮

 **Radio Ifm**  
1 November at 14:00 · 🌐

📺 as part of the 9TH EDITION OF THE INTERNATIONAL RADIO FESTIVAL, our host karim kouki presents currently, live from the International Radio Festival (Malta 2018) a special show. ❤️🕒📺  
Don't miss it now on mfi waves. ❤️📺

#irfradiofest  
#irfmalta  
#visitmalta  
#IFM

⚙️ · See original · Rate this translation



 Riadh Tlatli, Hanzouti Sami Hanzouti and 22 others · 7 Comments · 1 share

 Like  Comment  Share 



# GLOBAL SOCIAL MEDIA ENGAGEMENT: ISRAEL

**רדיו תל אביב 102fm**  
1 November at 11:52 · 🌐


סיכום שידור "שוק חופשי", התכנית הכלכלית של רדיו תל אביב, מפסטיבל הרדיו הבינלאומי ה-9 שהתקיים השנה במלטה. תכנית מיוחדת על תעשיית הרדיו הישראלית שעסקה בהצלחות, באתגרים ובעתיד הרדיו.

[Air Malta](#) | [International Radio Festival](#) | [Avi Meshulam](#) | [Roy Katz](#)

"free market", the economic program of radio Tel Aviv, from the 9TH INTERNATIONAL RADIO FESTIVAL that took place this year in Malta. A special program on the Israeli radio industry that deal with success, challenges and future radio.

[Air Malta](#) | [International Radio Festival](#) | [Avi Meshulam](#) | [Roy Katz](#)

⚙️ · Rate this translation




Maya Keleti, Serge Bilush and 5 others · 3.8K views

Like Comment Share

Write a comment...

Roy Katz shared a post.  
1 November at 12:40 · 🌐

אז מה בעצם עשינו במלטה?  
So what did we actually do in Malta?  
⚙️ · Rate this translation



3,828 Views

Roy Katz · רועי כ"ץ  
1 November at 00:23 · 🌐

סיכום שידור של "שוק חופשי", התכנית הכלכלית של רדיו תל אביב, מפסטיבל הרדיו הבינלאומי ה-9 שהתקיים השנה במלטה. תכנית מיוחדת על תעשיית הרדיו הישראלית שעסקה בהצלחות, באתגרים ובעתיד הרדיו.

See Translation

31 Likes · 2 Comments

Like Comment Share

Hadar Farber · חדור לר  
No, thank you. 🙄  
Like · Reply · Automatically translated · 6d

Betty Zylber Langmantel  
יפה מאד כל הכבוד רועי שקו 🙏👍  
Very nice well done rw'yqzw 🙏👍  
Like · Reply · 1d



**roykatz** · Follow  
Valletta, Malta

roykatz #Repost @irradiofest

@102fm "Free Market" with @roykatz & Avi Meshulam from #TelAviv, #Israel is live at the @irradiofest in #malta 🇲🇹  
@recesswithspinelli #irradiofest #irfmalta #malta #visitmalta

ההבעה שלך כשמעט את הראיון של lirane חולדאי בחדשות 2 לפני סיום ההצבעה בקלפיות

חשוב לדבר עם הידיים ( קורס kleinshahar (הדרכה, בה"ד ז

72 likes

OCTOBER 31

Add a comment...



# GLOBAL SOCIAL MEDIA ENGAGEMENT: FRANCE



**dirtyswift** • Following

dirtyswift I got my mind on my mixes and my mixes on my mind  
by @staheltobias for @irfradiofest  
View all 13 comments

**djname.paris**  
@\_celinecelineceline\_ that's my girl haha on te revoit quand sur Paris ??

**\_celinecelineceline\_**  
@djname.paris si tu es au dj set de @dirtyswift demain soir, on se verra

Liked by asco\_music and 247 others



**pinata\_radio** • Follow  
Valletta, Malta

pinata\_radio @og\_maxwell & @t\_mzk représentent Piñata Radio à Malte, pour le @irfradiofest  
Émissions, interviews et dj sets à retrouver bientôt en podcasts 🎧 @mixcloud & @dublindigitalradio  
#irfmalta #irf2018 #visitmalta

laureenpct 🍷

jungelenbrgn 🍷🍷🍷

nico\_yaza 🍷🍷🍷

florian.colomer.orriols Mortel ;) big up les gars ! ❤️

lo\_uisseell\_am Aha nice le fœtus sur canapé ! Besos les boyz xx

119 likes



**og\_maxwell** • Follow

og\_maxwell Proud of us ! Après moins d'une année d'existence, @pinata\_radio s'envole à Malte pour le @irfradiofest pendant 5 jours.  
Et tout ça c'est bien grâce au support de @mixcloud 🙌  
#radio #radiofest #montpellier #malte #webradio #mixcloud

simeonmeursault Biggggggg up!

vallilandradio 🎧 Boom 🙌

20 likes

OCTOBER 6

Add a comment...



**dirtyswift** • Follow  
Malta

dirtyswift I had an incredible time at the International Radio Festival representing #Mouv and meeting everyone for the warm welcome dancing during my set!  
#Repost @irfradiofest

@mouv is live from the @recesswithspinelli #irfradiofest #irfmalta #visitmalta

tulerwill music 🍷🍷🍷

Liked by karim\_kouk and 144 others

NOVEMBER 5, 2018




# GLOBAL SOCIAL MEDIA ENGAGEMENT: SPAIN

International Radio Festival was mentioned in a post.

**IBIZA SONICA RADIO** was live.  
2 November at 20:05 · 🌐

[ SPECIAL LIVE BROADCAST RADIO SHOW FROM International Radio Festival 2018 ]

Hoy nos unimos junto con muchas otras radios de todo el mundo para ser parte de #IRF2018 con una edición especial de #Zoológica radio show presentado por Valentin Huedo en directo desde #Malta #irfmalta #irfradiofest #visitmalta... See more  
See Translation



INTERNATIONAL RADIO FESTIVAL  
01:18:47

86 41 Comments 16 shares 3.1K views

International Radio Festival was mentioned in a post.

**IBIZA SONICA RADIO** was live.  
2 November at 23:13 · 🌐

[ LIVE ] - District x Ibiza Sonica ft. Jeremy Underground from District at the International Radio Festival Malta 2018.  
On the decks now Ben & Macelli.  
#irfmalta #irfradiofest #visitmalta #airmalta... See more



60 22 Comments 15 shares 2.3K views



**valentin.huedo** • Following  
Mdina, Malta

valentin.huedo Mdina, Malta.

#malta #irfmalta #ibizasonicaradio #ibiza #valentinhuedo #radio #dj #djlife #blue #visitmalta  
colisevmhouse\_official Que bonito  
djcrisrey 🍷🍷🍷  
djcrisrey 🍷🍷🍷  
marcelo.dlema 🍷🍷🍷

146 likes  
4 DAYS AGO

Add a comment...



**valentin.huedo** • Following  
Malta

valentin.huedo The world oldest vinyl record store is in Valletta, Malta 🇲🇹 🍷  
#malta #visitmalta #vinyljunkies  
moontanstudios 🍷🍷🍷

79 likes



# GLOBAL SOCIAL MEDIA ENGAGEMENT: MALTA

**International Radio Festival** was live.  
Published by Restream.io Streaming [?] · 30 October at 18:01 · [?]

District IRF Showcase, featuring a set by Husko and a fun interview with two of its partners, Cluett and Nick Mizzi. These guys have just closed their fifth summer season, hosting a weekly Friday club night in Malta over the summer months featuring local residents and international guest DJs including Denis Sulta, Gerd Janson, Mella Dee and Artwork.

Friday Night IRF Event: District x Ibiza Sonica ft. Jeremy Underground  
<https://www.internationalradiofestival.com/district-malt...> See more

**IRF Malta: District w/ Husko**  
52:28

Get more likes, comments and shares  
Boost this post for €18 to reach up to 42,000 people.

**3,370** People reached | **958** Engagements | Boost Post

109 Like | 36 On post | 73 On shares  
22 Love | 15 On post | 7 On shares  
1 Haha | 1 On post | 0 On shares  
1 Wow | 0 On post | 1 On shares  
25 Comments | 18 On Post | 7 On Shares  
11 Shares | 9 On Post | 2 On Shares  
791 Post Clicks  
186 Clicks to Play | 2 Link clicks | 603 Other Clicks

NEGATIVE FEEDBACK  
0 Hide Post | 1 Hide All Posts  
0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts

36 | 18 Comments | 9 shares



**natefrankandrossi** • Follow  
Fort Saint Elmo

natefrankandrossi We're at the @irradiofest ... coming to you LIVE at 3pm!! Dare boards, dogs, spiked donuts and special guests all lined up!!

natefrankandrossi #radio #dj #trio #entertainment #radiopersonality #malta #drivetime #vibe #live #broadcasters

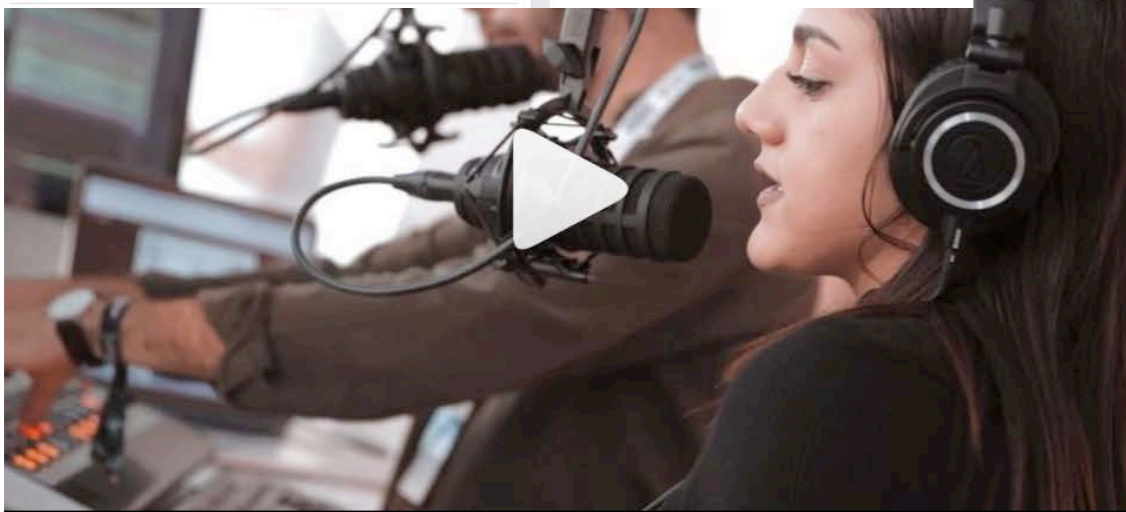
aidaimaging 🍷 🍻 🍹 🍸 🍩 🍪 🍮 🍬 🍭 🍡 🍢 🍣 🍤 🍥 🍦 🍧 🍨 🍩 🍪 🍫 🍬 🍭 🍮 🍯 🍰 🍱 🍲 🍳 🍴 🍵 🍶 🍷 🍸 🍹 🍺 🍻 🍼 🍽 🍾 🍿 🍳 🍴 🍵 🍶 🍷 🍸 🍹 🍺 🍻 🍼 🍽 🍾 🍿

124 likes

**897bay** • Follow  
Valletta, Malta

897bay Bay Breakfast launched the @irradiofest and here's what went down this morning! 📻 #897bay #irradiofest  
irradiofest ❤️ ❤️ ❤️

123 likes | 1,321 views | OCTOBER 29





# GLOBAL SOCIAL MEDIA ENGAGEMENT: AUSTRIA

 **KRONEHIT - MEHR GEILE HITS** is 🥳 feeling fantastic. 1 November at 18:22

Now get out loud! Our house comes today as special directly from the [international radio festival](#) in Malta! 🎙️ broadcasters from all over the world meet for experience exchange and celebrate in valetta! 🇹🇷 our DJ Matthias Daniel represents Austria there and reporting for his mix show directly from irf studios in Malta! 🎧 Turn one from midnight! #Irfradiofest #visit

🔗 · See original · Rate this translation




15 1 Comment



**kronehit**  Following

1,939 posts 86k followers 336 following

**kronehit**  
 offizieller instagram-account von kronehit 🎵  
 hier zeigen wir dir, was backstage bei uns abgeht 🎉  
 #kronehit #wirsinddiemeistemusik

 **kronehit\_mehr\_geile\_hits** • Follow Malta

kronehit\_mehr\_geile\_hits Moderator @matthiasdaniel\_official ist gerade in Malta am @irfradiofest und mixt dort heute Abend OUR HOUSE 🎧 The Real-House Midnight-Mix 🎧 Schalt ein heute ab Mitternacht auf KRONEHIT 🎧🎵

•  
•  
•  
•  
•

#KRONEHIT #irfmalta #irfmalta2018 #sound #festival #music #djmix #realhouse #ourhouse #sound #thursdayvibes #tunein #wirsinddiemeistemusik

385 likes





# GLOBAL SOCIAL MEDIA ENGAGEMENT: TURKEY



trtfm • Follow

trtfm Çifte Tarife bugün de Uluslararası Radyo Festivali'nden yayında! Banu Tarancı ve Selim Karakaya ile Çifte Tarife, 18.00 haberlerinden hemen sonra Malta Valletta'dan canlı yayını TRT FM'de.. #trtfm #irfradiofest #irfmalta

Load more comments

kimya\_3421 İyi yayınlar nişanlıkla mardinden cizreye gidiyoruz. Her yolculuğumuz sizinle beraber hep dört kişilik oluyor. Çok eğlencelisiniz. Bizim için Maltadan bir çarkı istiyoruz. Ali ve



553 likes

5 DAYS AGO



selimkarakaya • Follow  
Valletta, Malta

selimkarakaya Görevliyim. Ama manzarayı da kaçırmam. Arz ederim. 😊

#malta #irfradiofest #irfmalta #visitmalta #internationalradiofestival #trtfm #ciftetarife #radio

\_nazife\_\_ Kaçtırdım ben bugün dinlemek istiyorum inşallah @selimkarakaya

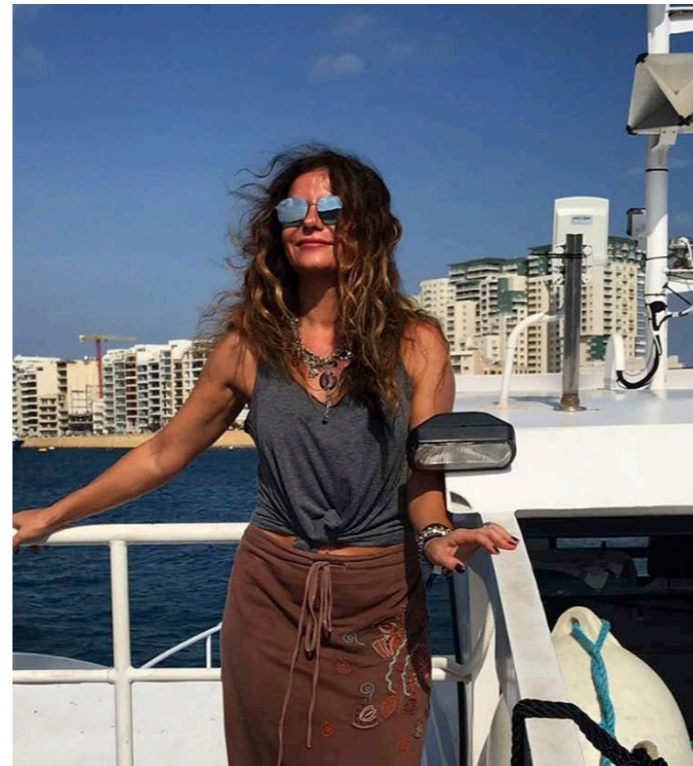
ayseozdemir4190 🙏🙏🙏  
deryavonal Yakışır size 🙏



220 likes

5 DAYS AGO

Add a comment...



banutaranci • Follow  
St Julians

banutaranci Deniz varsa gerisi teferruat 😊 #yazınpesinde #malta #valletta #sliema #anılandagezibiriktiriyorum #irfradiofest

bulutvahit Hayırlı akşamlar neşe huzur dolu günler dilerim güzel insan çok başarılı ve güzel siziz Allah nazardan saklasın

serhatyl Ankara'ya bi türlü getiremedi Melih Gökçek 🤔🤔

srkony9092 St.Julians discoları süperdir. Bol bol eğlen 🤔

isyan\_kr 🙏🙏🙏🙏🙏

hahikatlihakan Var böyle güzellik 🙏

askintastekin Harikaların harikası gine muhteşem sin Allah nazarlardan saklasın herdaim var ol Allah a emanet ol selamlar 🙏🙏


aygulozenn kesin 🙏



572 likes




# GLOBAL SOCIAL MEDIA ENGAGEMENT: SUISSE



**kasheme** [Follow](#) ...

185 posts   3,845 followers   989 following

kasheme  
kasheme  
| livingroom | recordstore | studio  
we are the music makers and we are the dreamers of dreams  
[www.kasheme.com](http://www.kasheme.com)



**jpeux** • [Follow](#)  
Valletta, Malta

jpeux This picture resumes 5 days of life in Malta. \* A huge thanks to @irfradio for us to @visitmalta and create to connect with the worldw stations. \*

#irf #irfmalta #irfradio #irf #visitmalta #lavalette #bea #islandlife #sea #waterproof #kasheme #livingroom #radio #kashemetribe #zurich #malta

samba\_rumi Beautiful days of friendship, learning, meeting, making new relations and self development..big up tribe! ❤️


imraanibraheem We r at studio , where r u ?

michael.yewstice TRIBE

michael.yewstice Oh my god, is there ice in my water?

70 likes  
3 DAYS AGO

Add a comment... ...



**kasheme** • [Follow](#)  
Valletta Malta

kasheme Kasheme goes International Radio Festival 2018

Showcases:  
Wed 31/10 - 8pm at IRF Mainstage  
Thu 01/11 - 10pm at Café Society Pop Up

Tune in live:  
<https://www.internationalradiofestival.com/>

#irfradiofest  
#irfmalta  
#irfkasheme

Liked by [sandra\\_germ](#) and 66 others



# 300 x IRF MAGAZINES ON-AIR EDITION



## 500 COPIES:

- ▶ FULL PROGRAMME
- ▶ RADIO STATION & HOST PROFILES
- ▶ IRF AUDIO CONFERENCE: SPEAKERS & TECHNICAL PARTNERS
- ▶ IRF HOSTS: CARLY, GABBY, NORMSKI & NIK
- ▶ MALTA'S GROWING INFLUENCE IN THE GLOBAL MUSIC & ENTERTAINMENT INDUSTRY
- ▶ WHAT MAKES RADIO UNIQUE?
- ▶ THE FUTURE OF RADIO

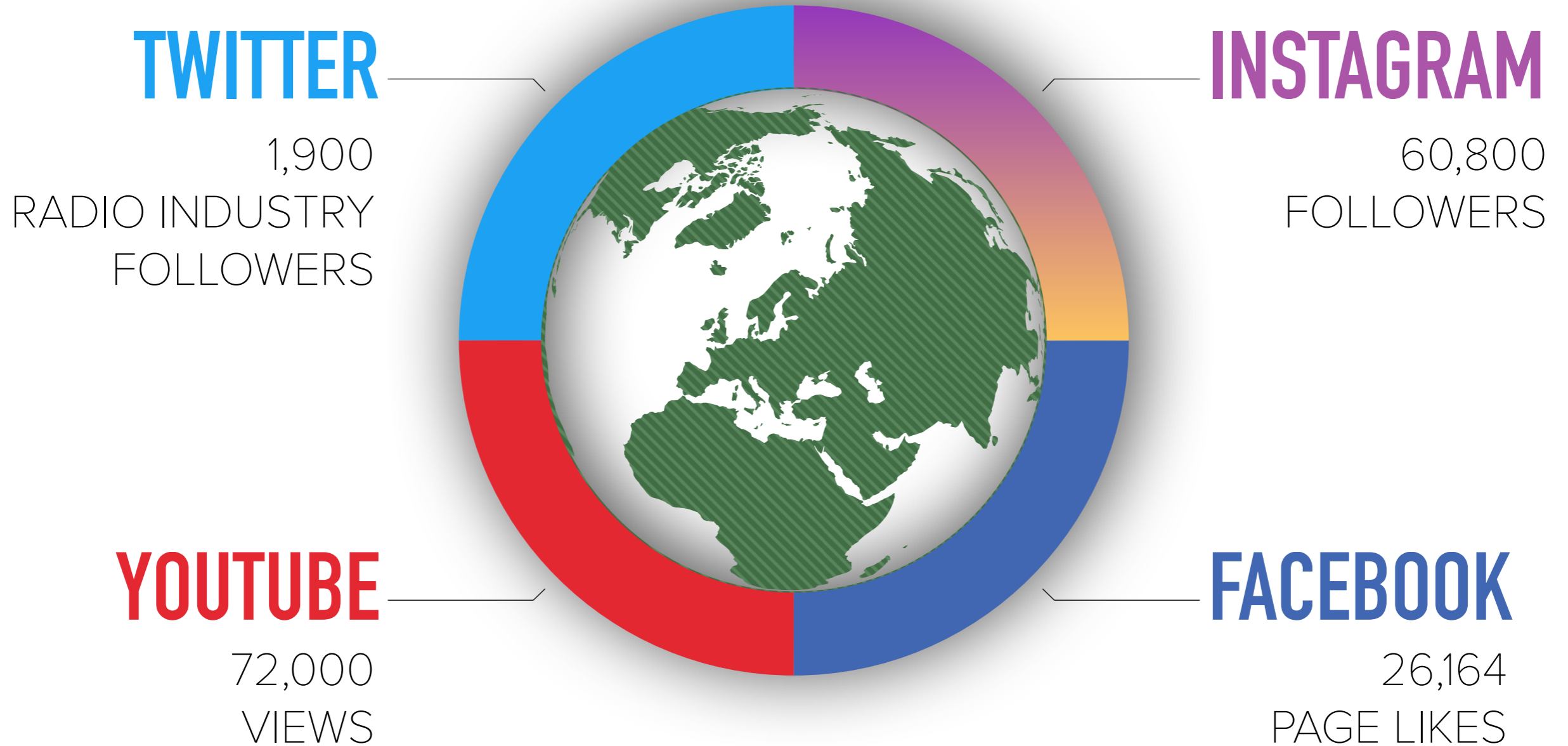


# **B2B AUDIENCE STATS**

EXAMPLES OF HOW THE  
CONFERENCE REACHED  
GLOBAL RADIO AND  
MEDIA PROFESSIONALS



# IRF RADIO INDUSTRY PROS ENGAGEMENT





# 1'008'000 RADIO INDUSTRY REACH

Full industry reach stats [here](#)



## RADIOANDMUSIC.COM

INDIA'S TRADE JOURNAL FOR  
MUSIC & BROADCASTING

**347,900** VISITS PER MONTH

**4,550** TWITTER FOLLOWERS



## RADIOWORLD.COM

INTERNATIONAL EDITION

**120,000** VISITS PER MONTH

**13,000** SUBSCRIBERS

**2,975** TWITTER FOLLOWERS



## RADIOTODAY.COM

UNITED KINGDOM & IRELAND

**100,000** VISITS PER MONTH

**12,000** SUBSCRIBERS

**38,463** TWITTER FOLLOWERS



# 1'008'000 RADIO INDUSTRY REACH

Full industry reach stats [here](#)



**LA LETTRE PRO DE LA RADIO**  
FRANCE

**300,000** VISITS PER MONTH

**3,496** TWITTER FOLLOWERS



**RADIOINFO.COM.AU**  
AUSTRALIA

**65,000** VISITS PER MONTH

**7,000** TWITTER FOLLOWERS



**DROWNEDINSOUND.COM**  
UNITED KINGDOM / GLOBAL

**250,000** VISITS PER MONTH

**100,000** SUBSCRIBERS

**85,000** TWITTER FOLLOWERS



# 1'008'000 RADIO INDUSTRY REACH

Full industry reach stats [here](#)



## RadioToday UK

sponsored by RCS

### More speakers for the International Radio Festival

More speakers have been announced for the International Radio Festival taking place in Malta next month.

BBC R&D's Executive Producer Nicky Birch will cover exciting developments in voice-first audio formats, while international radio consultant and former Real Radio director John Simons will lead a panel on the rise of niche radio services from rock to jazz.

James Keen, the newly-appointed Station Director for Channel 103 and Island FM in the Channel Islands, will talk with Andrew Zammit from Malta's number one hit music station 89.7 Bay, about the benefits and challenges of targeting a small island-based audience.

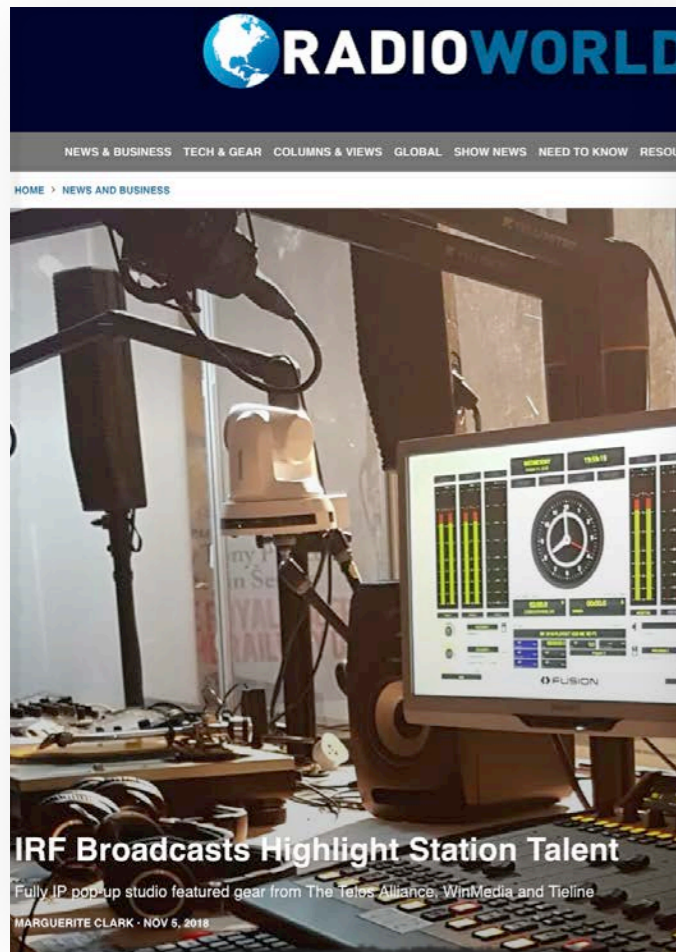
The Conference will also include a celebration of ten years of Absolute Radio, with its Content Director, Paul Sylvester; and a look at how audio services are re-inventing radio from Xanthe Fuller, Head of Community at Mixcloud.





# 1'008'000 RADIO INDUSTRY REACH

Full industry reach stats [here](#)



The ninth annual [International Radio Festival](#), Oct. Oct. 29 – Nov. 4, offered a platform for radio industry professionals to discuss business, production and curation and to celebrate station talent.

Held at the Piazza D'Armi in Valletta, Malta (the European Capital of Culture 2018), the gathering is, according to Festival Director Darryl von Däniken, the "largest public on-air and on-location radio event reaching millions of listeners around the globe." It serves as center stage for stations to showcase their music show formats to their peers, as well as to local and global audiences around the world.

This year, more than 30 stations, made up of commercial, public, large and small broadcasters, aired live from the IRF on-air studio via the festival's temporary DAB+ channel to Malta, Gozo and Comino, and online back to their respective home audiences worldwide, reaching more than 100 million listeners globally. Live broadcasts took place from 6 a.m. to 11 p.m. Each station airing its program during an assigned slot.



More than 30 station studio in Fort St Elmo Clark

**L'INTERNATIONAL RADIO FESTIVAL FAIT ÉTAPE À MALTE**  
 RÉDIGÉ PAR BRULHATOUR LE MERCREDI 1 AOÛT 2018 À 08:45 | MODIFIÉ LE MERCREDI 1 AOÛT 2018 À 08:46

Like 4 Tweet G+ Partager

f g+ twitter in g o p

Le prochain et 9e édition de l'International Radio Festival (IRF) aura lieu à Malte, "la ville européenne de la culture 2018" du 25 octobre au 4 novembre. Cet événement international de radiodiffusion né à Zurich et géré par la Suisse se revendique comme "la première et unique conférence pour débattre et pour présenter les affaires, la production et la conservation du média le plus consommé au monde : la radio".

**INTERNATIONAL RADIO FESTIVAL MALTA'18**  
 25 OCTOBER / 4 NOVEMBER

Malta Tourism Authority airmalta

**EUROPEAN CAPITAL OF CULTURE 2018**

**VOUS AIMEREZ AUSSI**

- L'International Radio Festival 2019 de Malte : c'est parti !
- Découvrez tous les événements de la rentrée
- European Radio Show 2017: Meet the top of British radio industry in one place!

Le format de l'**International Radio Festival** présente les leaders de l'industrie du monde de la radiodiffusion et de la production audio, et accueille plus de 25 stations de radio internationales diffusant leurs programmes en direct depuis le lieu de la manifestation atteignant plus de 100 millions d'auditeurs autour du globe. "Nous sommes ravis d'avoir été invités par le gouvernement de Malte à collaborer avec lui pour célébrer La Valletta, la ville européenne de la culture 2018. Ensemble, nous allons démontrer le pouvoir de la radio dans le mélange de médias global" a déclaré Darryl von Däniken, l'organisateur.



# 1'008'000 RADIO INDUSTRY REACH

Full industry reach stats [here](#)

## Melbourne's dance music radio station, Kiss FM, invited to IRF in Malta

Thursday 18 October, 2018

Melbourne based independent radio station, **Kiss FM** has been invited to broadcast at this year's **International Radio Festival** in Malta.

Station Manager **Timmy Byrne** will present his drive show 'The Beautiful Drive', live to air to an audience of over 100 million listeners around the world on the 3rd of November from on top of St. Elmo, Pjazza d'Armi, the beautiful 15th Century Fort over looking over the township of Valletta.



The show will be showcasing all Australian dance music to a worldwide audience.

Tim says "I'm extremely excited, humbled and honoured once again to be invited to attend and my show at the truly unique International Radio Festival. My previous involvement with the Festival in Zurich, Switzerland enabled me to meet radio industry experts and icons in a highly professional and friendly environment."

Like so many aspects of popular culture, radio has been labelled as 'dead' by many commentators, usually old hacks struggling with the changing dynamics between audience and media, trying to denounce what they don't or can't be bothered to understand, or ignoring innovation.

The gathering of world radio at this year's **International Radio Festival** in Malta painted a much more positive picture, however, with vital international shows broadcasting live and the best minds answering questions about the future (and raising more) at its one-day Audio Conference.

As Will Jackson, Conference Organiser and Managing Director of **Audio UK**, explained, "There has never been a more exciting time for radio." But how true is this appraisal from inside the radio industry and what exactly does the future of radio listening look like?



### LATEST

- Academic Rock Star: DiS Meets Amber Arcades
- DiScover: Dumb Angel
- indi Precipice
- How The World Sounds: The Future Of Radio
- 'I caught a glimpse of a god' – Kate Bush's first four albums reconsidered
- "We are all indebted to The Beatles in a way": DiS Meets Tamino

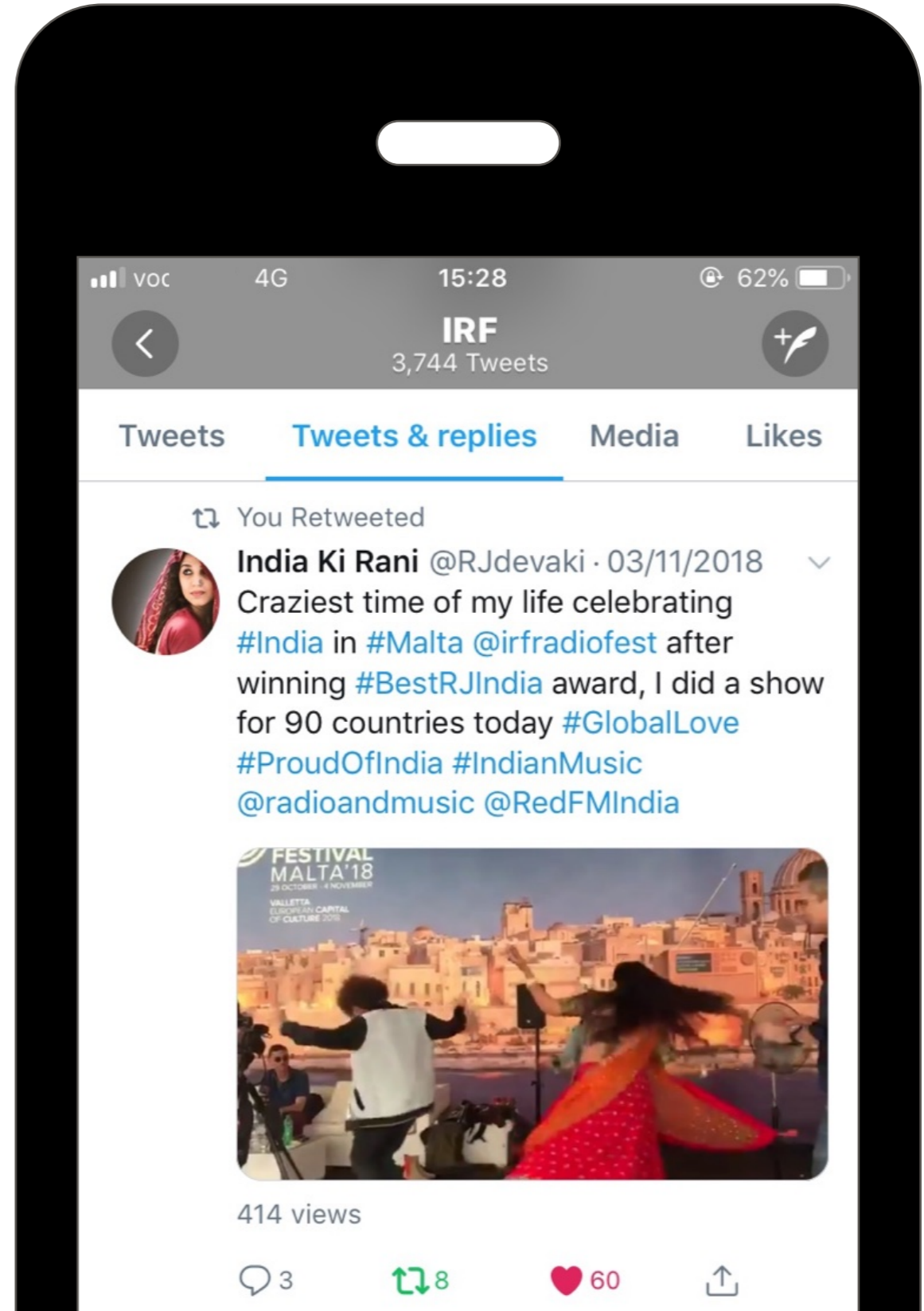


# IRF AUDIO CONFERENCE: 28 x INTERNATIONAL RADIO INDUSTRY SPEAKERS



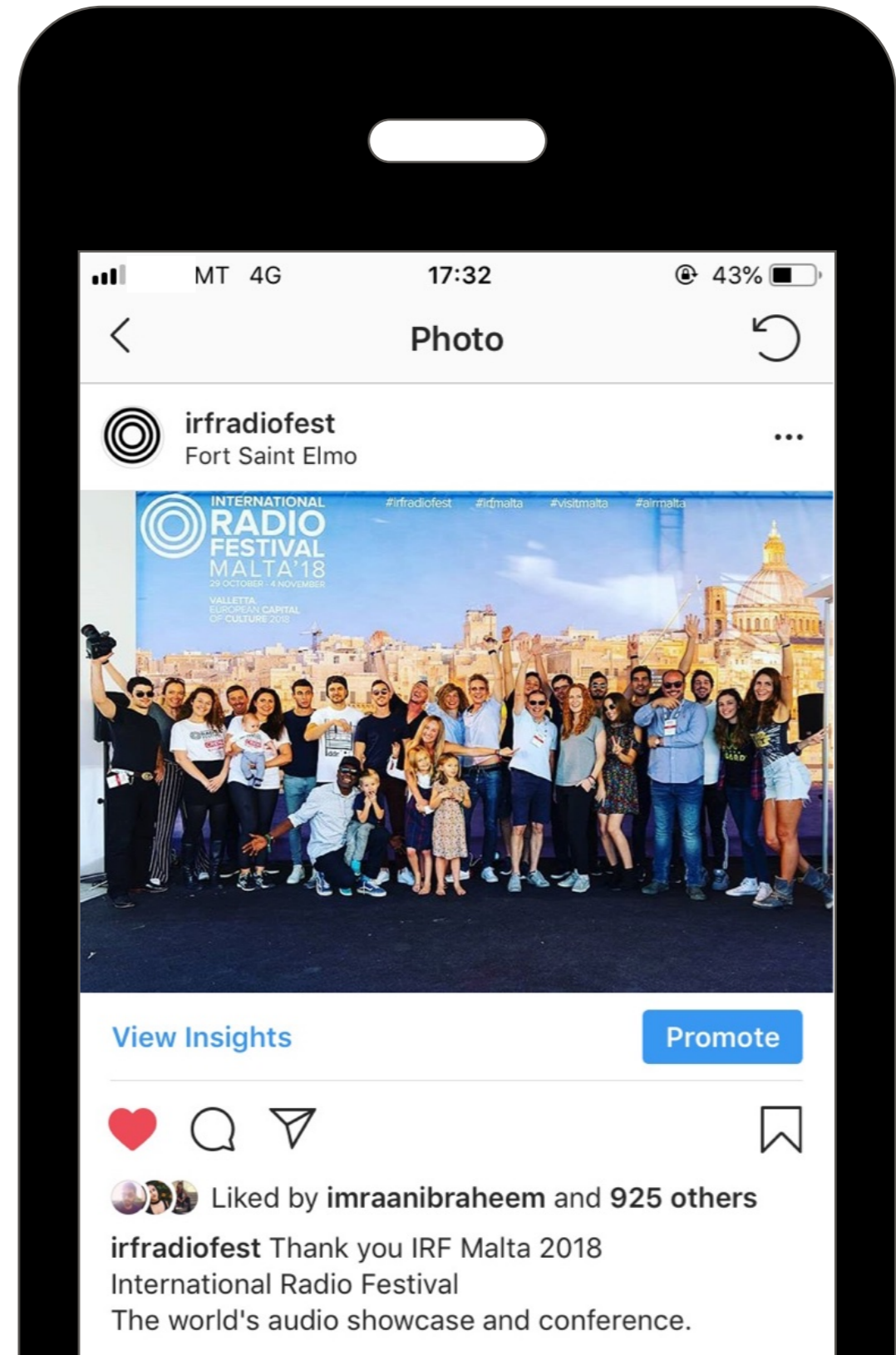
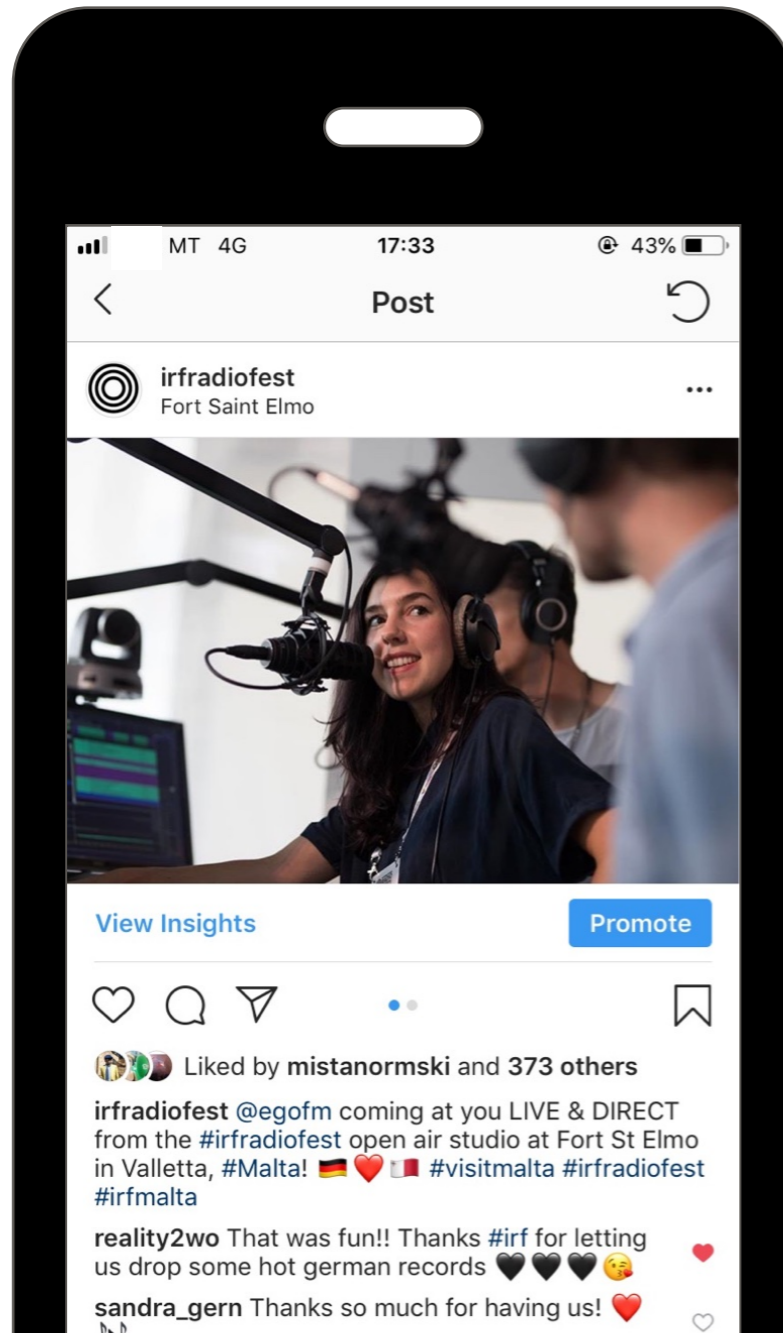


# IRF TWITTER





# IRF INSTAGRAM





# IRF INSTAGRAM



**irfradiofest**  
Fort Saint Elmo

irfradiofest Signing off the IRF18 Malta Edition, the most successful IRF to date, and thanking all the global broadcasting hosts, producers and radio industry participants, the IRF team and the host country Malta's team for a unique seven days celebrating the world's most sociable medium - Radio - which delivers the maximum impact.

#irfradiofest #irfmalta  
#radio #audio #content



Liked by dvd1962 and 974 others

NOVEMBER 15, 2018

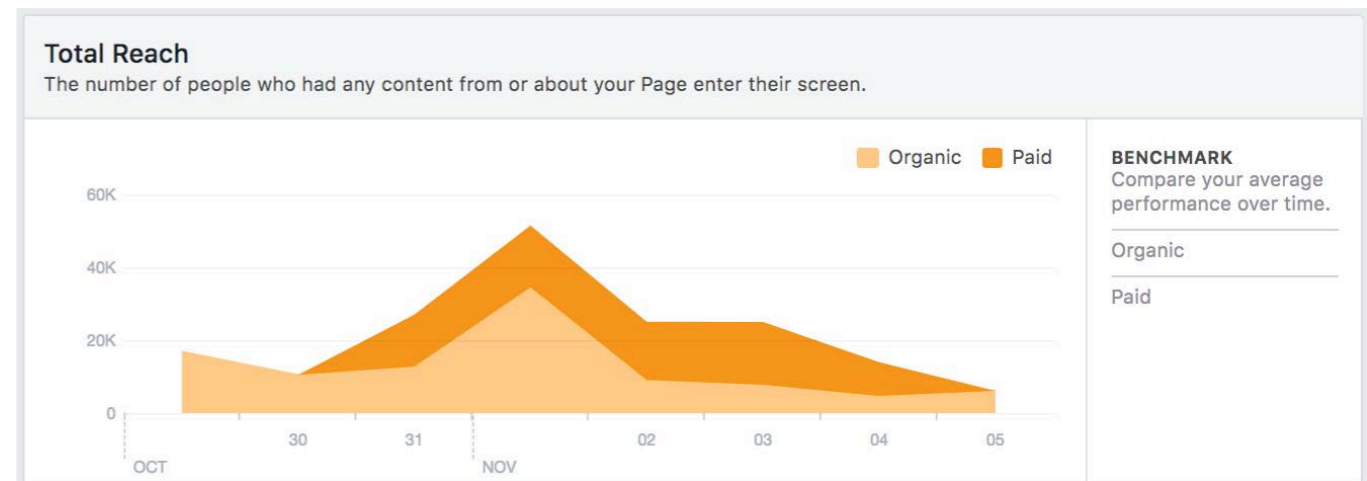
Add a comment...





# IRF FACEBOOK: OVERVIEW

<b>Actions on Page</b> 8 October – 4 November <b>67</b> Total actions on Page ▲1,240%	<b>Page Views</b> 8 October – 4 November <b>2,938</b> Total Page views ▲728%	<b>Page previews</b> 8 October – 4 November <b>666</b> Page previews ▲812%
<b>Page Likes</b> 8 October – 4 November <b>4,827</b> Page likes ▲50%	<b>Reach</b> 8 October – 4 November <b>175,463</b> People reached ▲442%	<b>Recommendations</b> 8 October – 4 November We have insufficient data to show for the selected time period.
<b>Post engagements</b> 8 October – 4 November <b>21,578</b> Post engagement ▲927%	<b>Videos</b> 8 October – 4 November <b>58,489</b> Total video views ▲2,701%	<b>Page followers</b> 8 October – 4 November <b>4,848</b> Page followers ▲51%

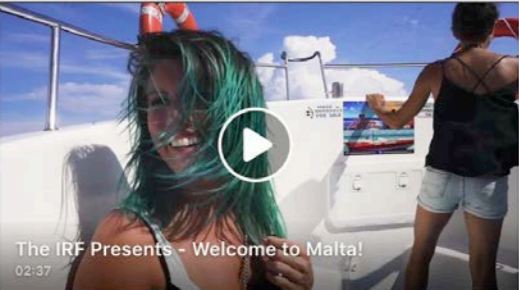




# IRF FACEBOOK

**International Radio Festival**  
Published by Gabby Sanderson [?] · 19 October at 15:17 · 🌐

Anchor Carly Wilford explores the island's hotspots... behold the beauty that awaits! Video by @Jack Goodman #visitmalta #irfmalta #irfradiofest



The IRF Presents - Welcome to Malta!  
02:37

**23,792** People reached **3,032** Engagements [Boost Again](#)

Boosted on 19 October 2018 By Gabby Sanderson Completed

People reached **14.0K** 10-second video views **1.0K** [View results](#)

**Performance for your post**

**23,792** People Reached

**2,908** Video Views

**138** Reactions, comments & shares 🗨️

122 Like	90 On post	32 On shares
1 Love	1 On post	0 On shares
1 Wow	1 On post	0 On shares
1 Comments	1 On Post	0 On Shares
13 Shares	11 On Post	2 On Shares

**2,894** Post Clicks

2,584 Clicks to Play 🎵 0 Link clicks 310 Other Clicks 🗨️

**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

**International Radio Festival is at Fort Saint Elmo.**  
Published by Gabby Sanderson [?] · 29 October at 16:26 · Valletta · 🌐

Our very own #IRFRadioFest Presenters seem very very excited about spending a whole week in beautiful #Malta. Good times are rolling! 🥰 #irfmalta #visitmalta #airmalta

Follow their adventures: Carly Wilford Gabby Sanderson Normski Anderson

Video Credit: Andrew Mercieca



IRF Presenters Invade #MALTA!  
01:01

**76,367** People reached **2,453** Engagements [Boost Post](#)

**Performance for your post**

**76,367** People Reached

**26,522** Video Views

**247** Reactions, comments & shares 🗨️

207 Like	152 On post
16 Love	4 On post
3 Wow	1 On post
6 Comments	1 On Post
15 Shares	14 On Post

**2,206** Post Clicks

1,813 Clicks to Play 🎵 0 Link clicks


**NEGATIVE FEEDBACK**

0 Hide Post 0 Report as Spam

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

**International Radio Festival is at Grand Hotel Excelsior Malta.**  
Published by Gabby Sanderson [?] · 24 October at 19:52 · Floriana · 🌐

And so it begins! #visitmalta #irfmalta #irfradiofest



**20,944** People reached **1,737** Engagements [Boost Again](#)

Boosted on 24 October 2018 By Gabby Sanderson Completed

People reached **20.7K** 10-second video views **1.6K** [View results](#)

**Performance for your post**

**20,944** People Reached

**3,933** Video Views

**93** Reactions, comments & shares 🗨️

82 Like	82 On post	0
4 Love	4 On post	0
1 Wow	1 On post	0
5 Comments	5 On Post	0
1 Shares	1 On Post	0

**1,644** Post Clicks

1,595 Clicks to Play 🎵 0 Link clicks 4:0

**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All P

0 Report as Spam 0 Unlike Pa

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



**irfradiofest** · Following Valletta, Malta

irfradiofest #IRFRadioFest presenters @carlywilford and @mistanormski enjoying a cold one on a beautiful sunny day in #Malta... well at least Carly is! 🥰 @cisk #irfmalta #visitmalta 🍷 @andrew.mercieca

cisk 🍷🍷

andreabritton Brilliant! 🍷

**444** likes


OCTOBER 30

Add a comment...

**International Radio Festival was live.**  
Published by Restream.io Streaming [?] · 1 November at 10:00 · Expired

TRT FM, Turkey - Selim Karakaya and Banu Taranci

<https://www.internationalradiofestival.com/trt-fm-turkey/> #IRFMalta #IRFRadioFest Live



TRT FM, Turkey - Selim Karakaya and Banu Taranci

<https://www.internationalradiofestival.com>

01:08:29

**10,859** People reached **1,470** Engagements [Boost](#)

183 225 Comments

[Comment](#)





# INTERNATIONAL RADIO FACES - MALTA 2018



## 1'000 PICTURES:

Since its first edition in 2010, the International Radio Festival (IRF) has offered an intriguing insight to a multitude of different radio cultures and their presenters from around the globe. One discovery made was that all involved didn't only share the same incredible passion for music radio, but also the same jovial saying that 'everyone has a face for radio'.

IRFaces was launched in 2014 to offer all IRF's guests a visual place to remain united, and since then the collection has grown over the years capturing the faces of its international radio guests and their friends, turning the collection into the world's most comprehensive photographic gallery of radio hosts.

Working with star photographer Tobias Stahel, the IRF presents the world's first collection of international radio faces, an ever-growing community who enjoy the following of millions of listeners around the globe.

And Malta offered the chance to capture even more radio faces which will be added to the gallery during the course of 2019

[www.internationalradiofaces.com](http://www.internationalradiofaces.com)

[www.tobiasstahel.com](http://www.tobiasstahel.com)

# INTERNATIONAL RADIO FESTIVAL - MALTA 2018





INTERNATIONAL  
**RADIO  
FESTIVAL**  
MALTA'18  
29 OCTOBER - 4 NOVEMBER



**Malta**  
Tourism Authority