



IRF FOMEX Collaboration / Media Impact Summary

The International Radio Festival @ FOMEX 2024

Introduction

- The Saudi Broadcasting Authority (SBA) kindly invited the International Radio Festival (IRF) to collaborate and attend the 2nd FOMEX and 3rd Saudi Media Forum
- Additionally, the SBA requested the IRF to support the FOMEX speaker programme with four media industry opinion leaders:
 - India's nr 1 radio jockey Malishka Mendonsa, and producer Meetu Sharma of Red FM
 - Media Futurist Nils Müller of award winning TrendOne from Germany
 - Swiss Content Manager Expert Julian Schweizer, founder of Swiss Online Publishing
 - Founder and Festival Director of the International Radio Festival from Switzerland
- The following media reach statistics represent the bare minimum and only consider the essential media channels such as LinkedIn, Instagram and radio industry trade titles.

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Media Impact Summary

The IRF collaboration with FOMEX and Saudi Media Forum generated the following audience reach and media impact:

- B2B Radio Industry Media audience reach: 1'258'000
- B2B LinkedIn audience reach: 55'000
- B2B KSA/MENA Media Industry reach: tba by SBA
- B2B Overseas Media Industry reach: 100'000
- B2C Instagram audience reach: 567'500
- B2C On-Air mentions on RedFM 20'000'000

Average audience reach **21'980'500***

*(as at 20Mar24) This audience reach represents a mere fraction of what a full-blown version of the International Radio Festival would generate.

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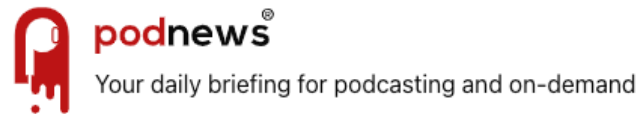
Radio Industry Media audience reach #1



RedTech Online, Europe: total 40'000 reach

<https://www.redtech.pro/irf-to-participate-in-fomex/>

<https://www.redtech.pro/irf-announces-speakers-for-fomex-visit/>



PodNews, Worldwide: total 11'000 reach

<https://podnews.net/press-release/irf-fomex>

<https://podnews.net/update/smartmove-smartless>

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Radio Industry Media audience reach #2



RadioToday, UK: total 32'000 reach

<https://radiotoday.co.uk/2024/01/international-radio-festival-heads-to-fomex-in-saudi-arabia/>



RadiInfo, Asia: total 54'000 reach

<https://radioinfo.asia/news/international-radio-festival-to-participate-in-fomex24-riyadh/>

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Radio Industry Media audience reach #3



Radio&Music, India: total 347'000 reach

<https://www.radioandmusic.com/entertainment/editorial/news/240131-international-radio-festival-participates>



Indian Television News, India: total 125'000 reach

<https://indiantelevision.com/specials/event-coverage/occasions/the-international-radio-festival-participates-at-fomex%E2%80%9924%2C-riyadh%2C-ksa-240131>



Media Brief, India: total 250'000 reach

<https://mediabrief.com/exclusive-rj-malishka-of-red-fm/>

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Malishka Mendonsa B2C audience reach



397k followers

<https://www.instagram.com/mymalishka/>

6 x Posts = 3'469 likes

27 stories = 14'592 views

<https://www.instagram.com/p/C32wQghCmZo/>

https://www.instagram.com/p/C3qlf_niMjM/?img_index=1

<https://www.instagram.com/p/C3nTvW5CnXr/>

<https://www.instagram.com/p/C3ljrQBK7Oc/>

<https://www.instagram.com/p/C3gNEpktmj4/>



20mil listener reach, just across Mumbai alone

On going on-air storytelling post FOMEX/KSA visit



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Julian Schweizer audience reach:



2'398 followers

<https://www.linkedin.com/in/julian-schweizer/>

<https://www.linkedin.com/feed/update/urn:li:activity:7166429403151908865/>

https://www.linkedin.com/posts/contentpaul_today-marks-the-first-time-contentpaul-a-activity-7165619912734982145-k93R?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/julian-schweizer_aetaehaezaeeabraetaebaesaegaeqaesabraepaesadenaehaesaepaet-activity-7165577299533185025-qE58?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/julian-schweizer_fomex-futureofmedia-riyadh2024-activity-7163459618092904448-bCeM?utm_source=share&utm_medium=member_desktop



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Darryl von Däniken audience reach:



6'988 followers

<https://www.linkedin.com/in/darrylvondaniken/>

<https://www.linkedin.com/feed/update/urn:li:activity:7163479331409788930/>

<https://www.linkedin.com/feed/update/urn:li:activity:7166462757276446720/>

<https://www.linkedin.com/feed/update/urn:li:activity:7168265542481526784/>



54.7k followers (IRF)

<https://www.instagram.com/irradiofest/>

https://www.instagram.com/reel/C3430bKl_lx/?utm_source=ig_web_copy_link

5 x posts = 4'387 likes

33 x stories = 23'576 views

<https://www.instagram.com/stories/highlights/18256342390235665/>



FUTURE OF MEDIA EXHIBITION
RIYADH, SAUDI ARABIA | 19 - 21 Feb 2024

**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.

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Nils Müller B2B audience reach



32'846 followers

<https://www.linkedin.com/in/nilstrendone/>

https://www.linkedin.com/posts/nilstrendone_innovationday-trendone-melitta-activity-7167767761106919424-sGLC?utm_source=share&utm_medium=member_desktop



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Media interviews with Darryl von Däniken by:



Saudi Media Forum

ARAB NEWS

Arab News



ALULA FM



RAI Italian Television



Radio Television Malaysia



China National Television



Asia-Pacific Institute for Broadcasting Development (AIBD) | Kuala Lumpur

Cumulatively minimum 100'000 audience reach

Thank you for the opportunity of being part of this journey.



CONTACT

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This summary presentation is for illustrative purposes only and does not constitute a formal offer.

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