

# SONICA BROADCAST

YOUR MUSIC EVENT



# SPREAD THE WORD!

Why limit the capacity of your event,  
if the whole world can live it...

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# SONICA BROADCAST OF YOUR EVENT

1

## SONICA BROADCAST

What is Sonica Broadcast?

2

## TYPES OF BROADCASTS

Adapted to the needs and conditions of each event

3

## PROMOTION

Types of promotion included in a broadcast

4

## MEDIA PARTNERSHIP

More coverage for the same price

5

## COSTS

Low investment, high value

6

## ADVANTAGES

Why communicate through Ibiza Sonica

1

## SONICA BROADCAST



## ABOUT US!

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Sonica Broadcast is a set of products of Ibiza Sonica Radio that promotes musical events online, through audio and video broadcasts.

Your music event can have worldwide reach, selected and aimed at your target audience.

Promote and publicise your brand, raise the attendance, increase the capacity virtually and generate interest for future events.

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# 2021 OVERVIEW

Tunein  
Shoutcast  
Apple iTunes Internet Radio  
Microsoft Internet Radio  
Deezer  
Steema  
Audials  
Radio Garden  
Radio Volna  
Online Radio Box  
Streamfinder  
Radio.net,  
vTuner  
Onlineradiosearch.com  
E misora.org.es  
Live Online Radio  
Online Radio Streaming  
Radio.com  
Radio-directory.me  
Radio Forest  
Phonostar  
DAR.fm  
Onrad.io  
Blindrado  
Streamingthenet  
DeliCast  
Screamer Radio  
Radioguide  
nRadio  
Logfm  
and many others

## 30+ MILLION

ANNUAL CONNECTIONS (AUDIO)

**70+**  
COUNTRIES

**30+**  
ON LINE  
PLATAFORMS

**8+2**  
ONLINE  
RADIO CHANNELS

## 2,25 MILLION

AVERAGE MONTHLY  
STREAMING SESSIONS (AUDIO)

## 71.234

AVERAGE MONTHLY  
SESSIONS  
[www.ibizasonica.com](http://www.ibizasonica.com)

## 850.000

MONTHLY  
VIDEO REACH



### 43.700

MONTHLY VIEWS



### 7.000



### 103.871



### 343.980

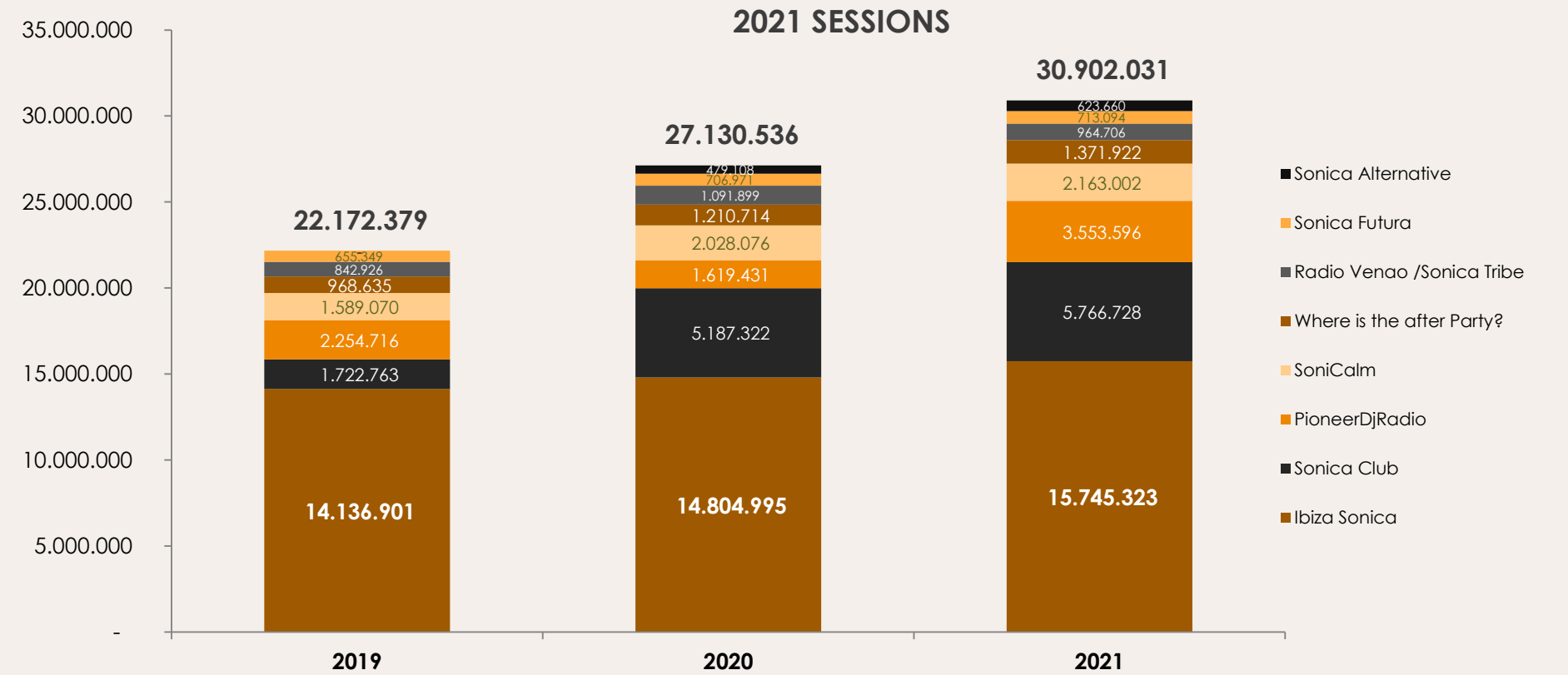


### 109.300



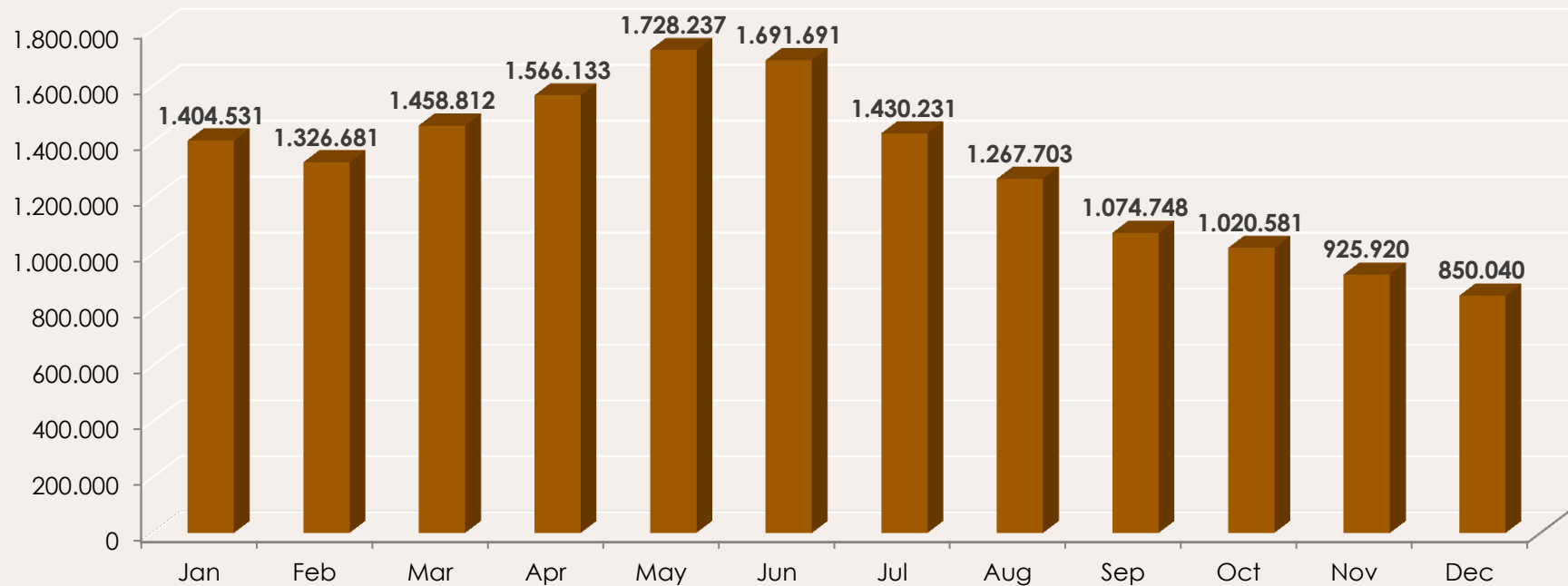
### 48.300

ALL IBIZA SONICA CHANNELS  
ONLINE STREAMING AUDIENCE



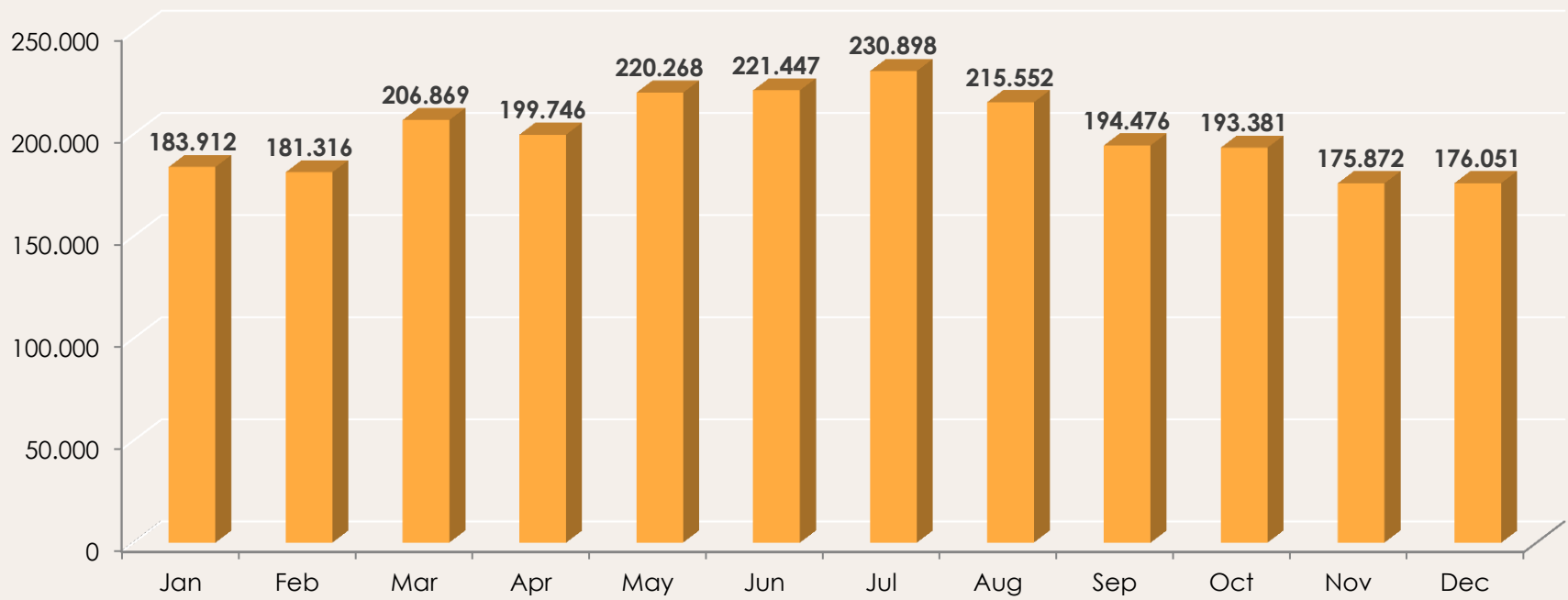
\* Session = Connection to the server. Data from StreamAnalyst. JAN-DEC 2021

2021 SESSIONS



\* Session = Connection to the server. Data from StreamAnalyst. JAN-DEC 2021

2021 UNIQUE USERS



\* Unique User = IP connected to the server. Data from StreamAnalyst. JAN-DEC 2021



IBIZA SONICA RADIO  
ONLINE STREAMING AUDIENCE



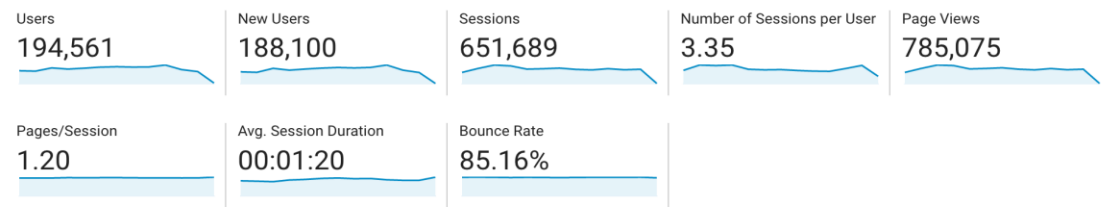
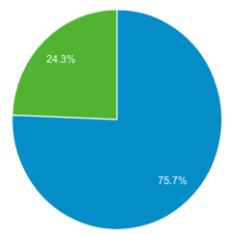
14' Average time spent **SESSION** /Day

97' Average time spent **LISTENER**/Day

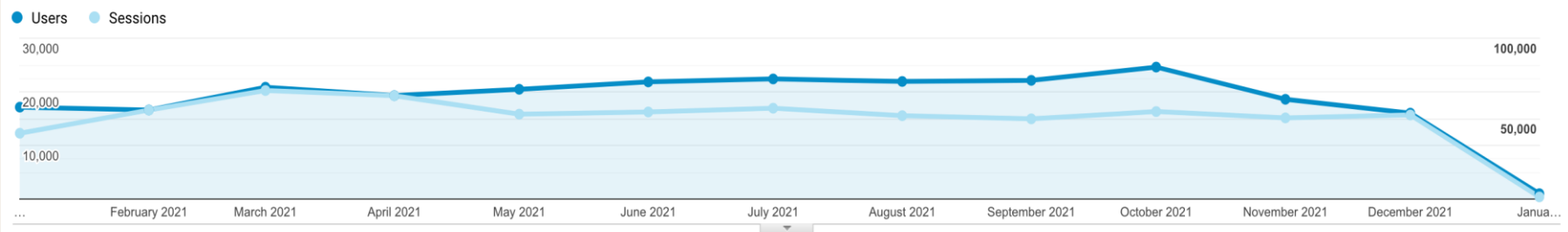
	Germany	17,5 %		United Arab Emirates	0,3 %
	Spain	12,3 %		Belarus	0,3 %
	United Kingdom	9,0 %		Israel	0,3 %
	Russian Federation	6,7 %		Ireland	0,2 %
	Italy	5,3 %		Finland	0,2 %
	France	5,1 %		Ecuador	0,2 %
	United States	4,4 %		Uruguay	0,2 %
	Netherlands	3,6 %		Lithuania	0,2 %
	Switzerland	3,3 %		Slovakia	0,2 %
	Romania	2,7 %		Costa Rica	0,1 %
	Unknown location	2,5 %		Latvia	0,1 %
	Argentina	2,3 %		Croatia	0,1 %
	Mexico	1,9 %		Macedonia	0,1 %
	Austria	1,9 %		Thailand	0,1 %
	Ukraine	1,7 %		Venezuela	0,1 %
	Belgium	1,5 %		South Africa	0,1 %
	Colombia	1,5 %		Bosnia and Herzegovina	0,1 %
	Brazil	1,1 %		Europe	0,1 %
	Poland	1,1 %		Luxembourg	0,1 %
	Canada	1,0 %		Panama	0,1 %
	Hungary	0,9 %		Singapore	0,1 %
	Japan	0,8 %		Taiwan	0,1 %
	Serbia	0,8 %		Guatemala	0,1 %
	Turkey	0,7 %		Hong Kong	0,1 %
	Greece	0,6 %		Dominican Republic	0,1 %
	Estonia	0,6 %		New Zealand	0,1 %
	Bulgaria	0,6 %		Moldova, Republic of	0,1 %
	Portugal	0,5 %		China	0,1 %
	Denmark	0,5 %		Iran, Islamic Republic of	0,1 %
	Australia	0,5 %		Albania	0,1 %
	Czech Republic	0,5 %		Malta	0,1 %
	Peru	0,4 %		Andorra	0,1 %
	Chile	0,4 %		Bahamas	0,1 %
	Sweden	0,4 %		Montenegro	0,1 %
	Norway	0,3 %		Kazakhstan	0,1 %

IBIZA SONICA RADIO  
WEBSITE DATA

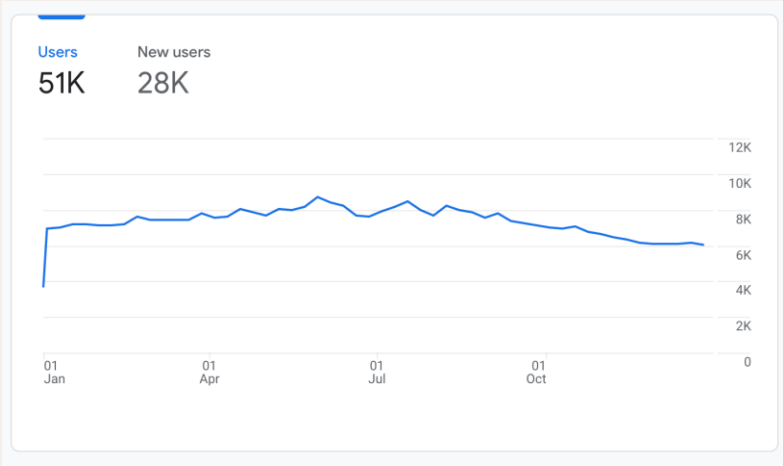
New Visitor Returning Visitor



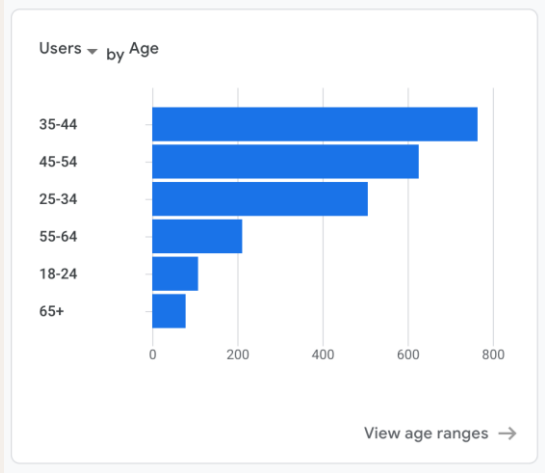
Country ?	Acquisition	
	Users ?	New Users ?
	194,146 % of Total: 100.00% (194,146)	187,768 % of Total: 100.05% (187,679)
1. Spain	27,756 (14.14%)	26,111 (13.91%)
2. Germany	21,729 (11.07%)	21,114 (11.24%)
3. United States	19,646 (10.01%)	19,294 (10.28%)
4. United Kingdom	16,767 (8.54%)	16,279 (8.67%)
5. Russia	13,110 (6.68%)	12,464 (6.64%)
6. Italy	12,811 (6.53%)	12,193 (6.49%)
7. France	7,600 (3.87%)	7,256 (3.86%)
8. Switzerland	6,449 (3.29%)	6,225 (3.32%)
9. Romania	4,667 (2.38%)	4,369 (2.33%)
10. Netherlands	4,621 (2.35%)	4,354 (2.32%)



IBIZA SONICA RADIO  
APP DATA

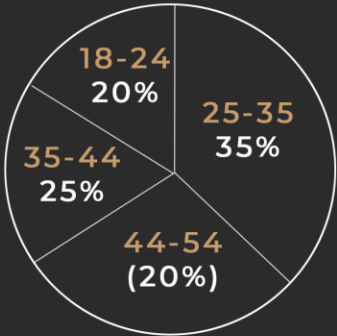


AGGREGATE UNIQUE USERS



Country ▾	+ Users	New users
Totals	50,927 100% of total	27,622 100% of total
1 Spain	8,003	3,485
2 United Kingdom	5,750	2,951
3 Germany	5,592	2,667
4 Italy	5,219	2,427
5 Russia	4,670	2,411
6 France	3,774	1,823
7 United States	2,540	1,239
8 Switzerland	2,062	1,009
9 Netherlands	1,495	630
10 Mexico	1,472	779

IBIZA SONICA RADIO  
SOCIAL MEDIA DATA



32% 68%

Female Male

Audience Split

Influencers



Creative thinkers



community-driven



Tech-savvy



well-travelled



Engaged, influential, and well-connected

# ibiza sonica radio

Ibiza Sonica Radio studios in Playa den Bossa, Ibiza.

1

2

## TYPES OF BROADCASTS

3



## BROADCAST SOLUTIONS TAILORED TO EACH EVENT

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Every event is different, every broadcast too. We adapt to the features of each individual event.

We adapt the broadcast format according to the clients' needs and wishes allowing the public to be reached in the most appropriate way.

The broadcast can be followed via our website, online media players and social networks as well as those of our customers.

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# BROADCAST OPTIONS

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## BROADCAST LIVE OR DEFERRED

3 hours of audio broadcast, including the presenter, from the DJ booth at the stage or radio set-up at the event .



[Listen to the intro](#)



## RADIO MAGAZINE

3 hours of audio and video broadcast of a meeting between the DJs of the event and a presenter from Ibiza Sonica Radio.



[Look! A mix of Radio Magazine](#)



## LIVE BROADCAST + RADIO MAGAZINE

4 hours of a combination of live broadcast and radio magazine.



# BROADCAST

## LIVE OR DEFERRED

Live it as if you were there

**Live broadcast:** In real time. With descriptive presentations and ambient microphones to capture the atmosphere.

Audio broadcast with video streaming options through Facebook, the Ibiza Sonica website and YouTube.

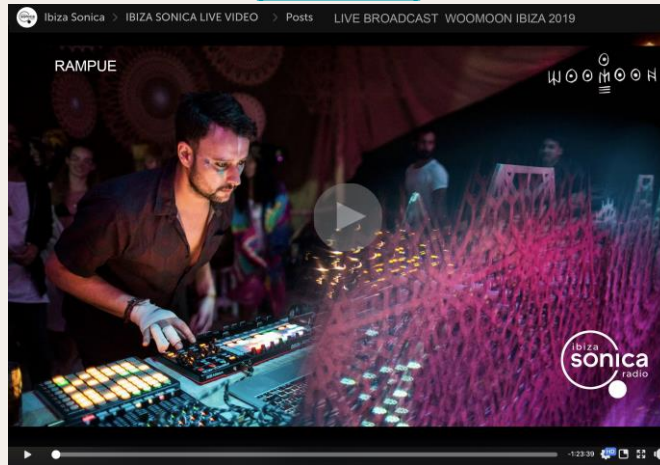
**Deferred Broadcast :** Like a live show, but broadcast after the event.

Sometimes the time of the event makes it unsuitable to broadcast live, or sometimes the client prefers the show to be broadcast at another time.

[\[WATCH VIDEO\]](#)



[\[WATCH VIDEO\]](#)

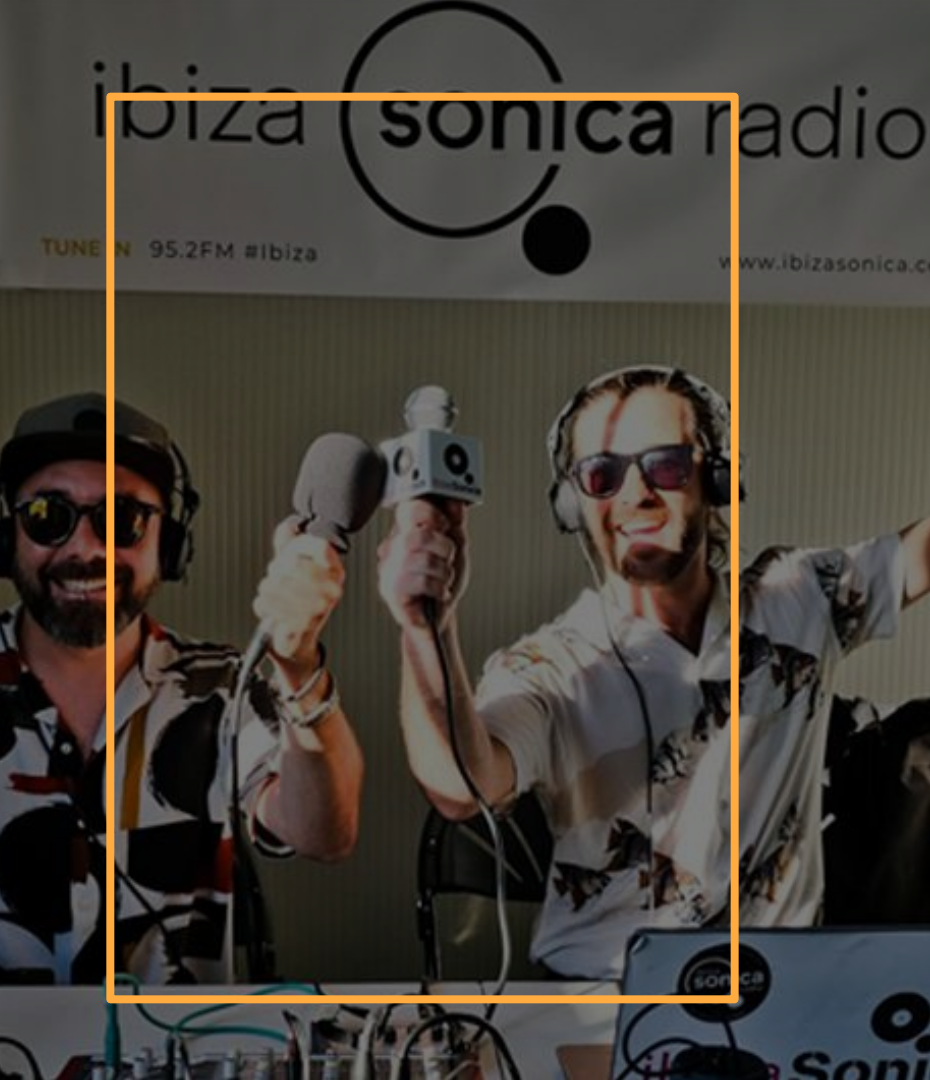


[\[WATCH VIDEO\]](#)



[\[WATCH VIDEO\]](#)

BROADCAST - LIVE OR DEFERRED



## RADIO MAGAZINE

You event, from another perspective.

This format can be seen as another part of the festival. The presenter and the DJ's hang out and play music from a sofa, or share a more relaxed space at the event. Even the public is welcome!

Spontaneity and improvisation are the common thread, things happen in real time, we talk about the festival, the music and whatever's happening. Unrepeatable moments captured on radio and on camera.

With both audio and video broadcasts, it has proven to be a very attractive format for enjoying the event itself or from anywhere in the world through our platforms and networks



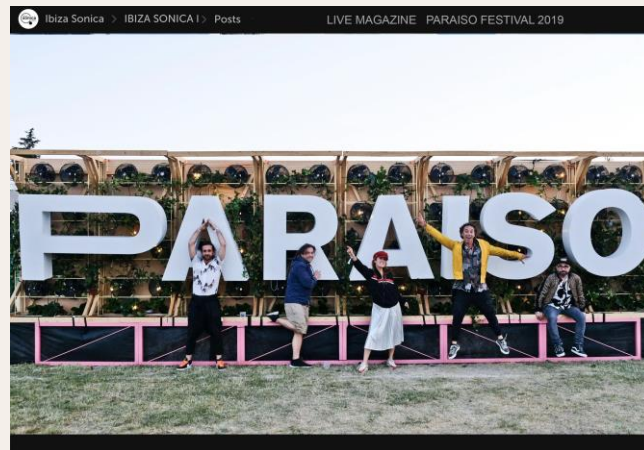
[\[WATCH VIDEO\]](#)



[\[WATCH VIDEO\]](#)



[\[WATCH VIDEO\]](#)



[\[WATCH VIDEO\]](#)



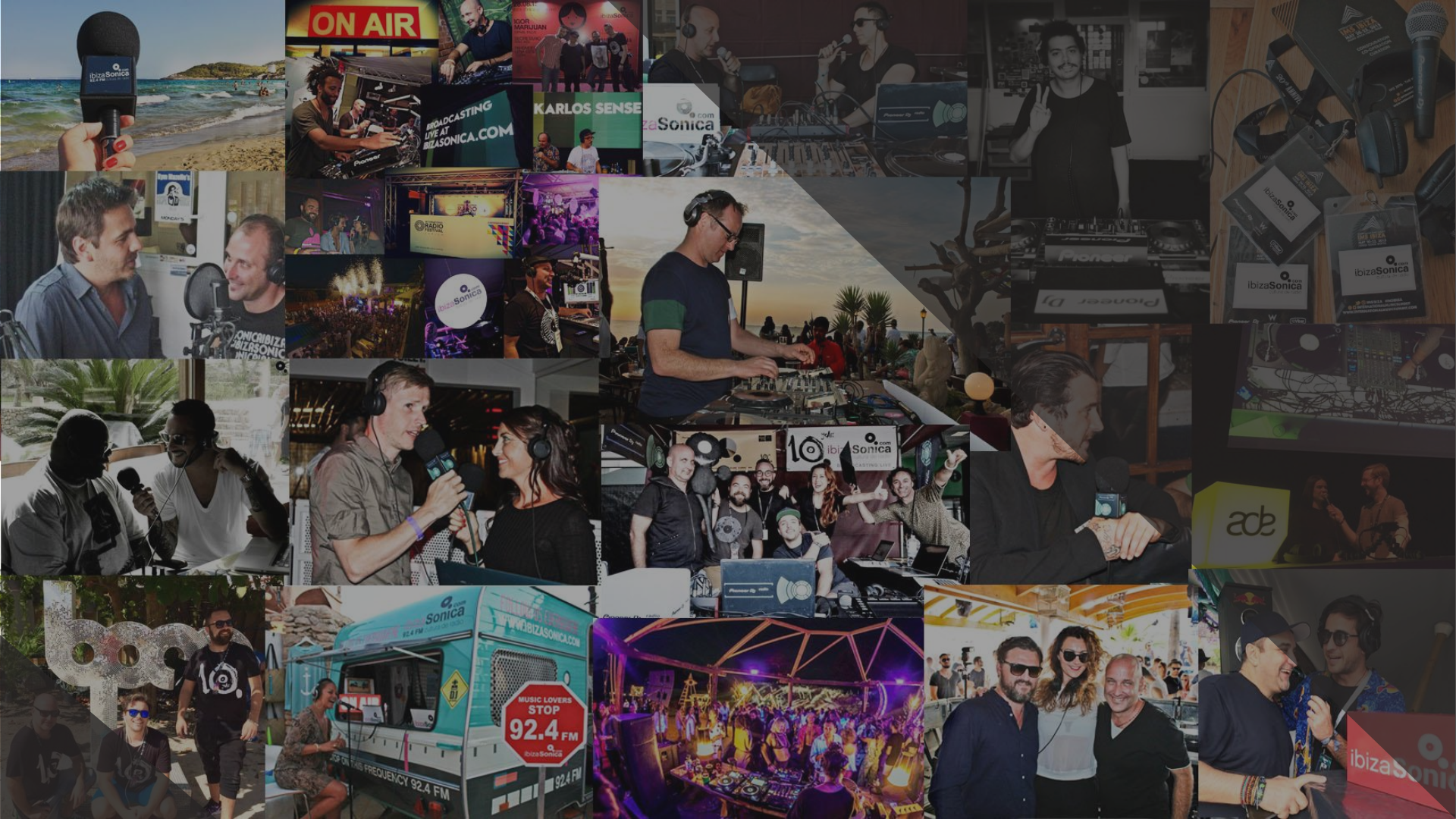
## BROADCAST + RADIO MAGAZINE

A totally complete festival experience!

Why choose only one if you can have everything?

We can broadcast the DJs sets in audio just by clicking and the more personal moments in audio and video in a completely relaxed environment.





1

2

3

**PROMOTION**



360°

**PROMOTION**

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We promote your event before, during and after, communicating organically via our platforms - radio, social networks and web site / app - directly with the listeners.

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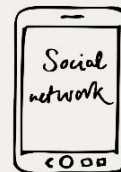
# TALK TO

## YOUR CUSTOMERS IN YOUR LANGUAGE!

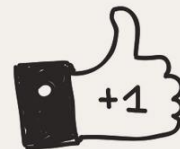


Personalised integration of the event communication campaign in Ibiza Sonica Radio's social media plan.

After careful analysis we will create the right content to share on all the appropriate platforms, optimizing the information about the event and making sure that the show is not perceived by our followers as advertising material, but as content of interest. In this way we achieve a better reach and level of participation, and therefore, greater engagement.



COMMUNICATION  
CAMPAIGN



CONTENIDO  
INTERÉS



# COMMUNICATION CAMPAIGN

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## PRE-CAMPAIGN BUILD UP

We promote your event before the date to encourage interest and attendance



## FOLLOW ON

We relive the event through DJ sets recorded during the event



## CAMPAIGN DURING THE EVENT

We transmit the sensations and experience, connecting with the listeners so that they can relate to the content and thereby strengthening your brand



## EXTRA OPTIONS

We support the promotion with online advertising





## PRE - CAMPAIGN

Ideal for the sale of tickets, attendance, announcement of dates and line up.

- Broadcast of 3 radio shows produced by Ibiza Sonica especially to promote the event, with content from the participating artists.
- 6 mentions (\*) weekly in Ibiza Sonica radio from the start of the campaign
- 12 weekly mentions during the 2 weeks prior to the event.
- At least 3 posts / week from the start of the campaign, on the social networks of Ibiza Sonica and the event / festival
- Publication in the program - Ibiza Sonica agenda
- Creation of content referring to the event (videos, photos,)
- Banner Insert on Sonica Web Site (optional)
- Article in Sonica Magazine online (optional)
- Promo live video of exclusive session with artist from the event. Web + Facebook (Crossposting )

(\*) Promotion of the event by announcer on live radio , presented as information of interest







## PRE – CAMPAIGN

### EXAMPLE FOR PARAISO FESTIVAL 2019



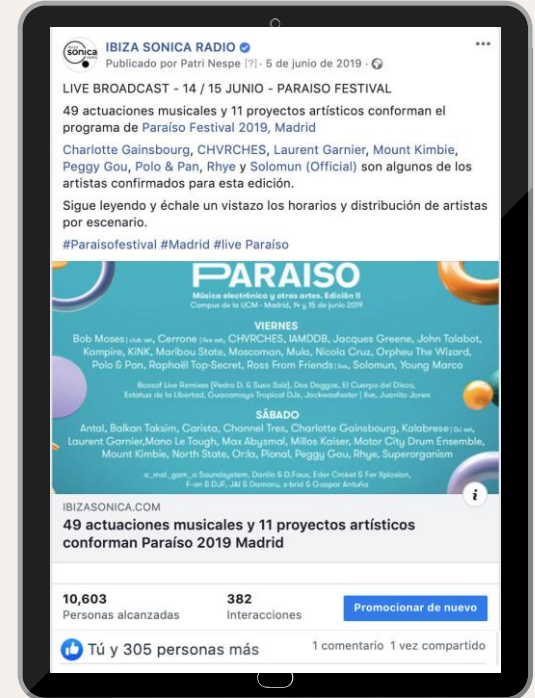
➤ [Listen to a special pre-campaign program](#)



[Post Instagram/twitter](#)  
[\[ WATCH VIDEO \]](#)



[Sonica On Line Magazine](#) [ WATCH VIDEO ]



[Facebook Post](#)  
[\[ WATCH VIDEO \]](#)



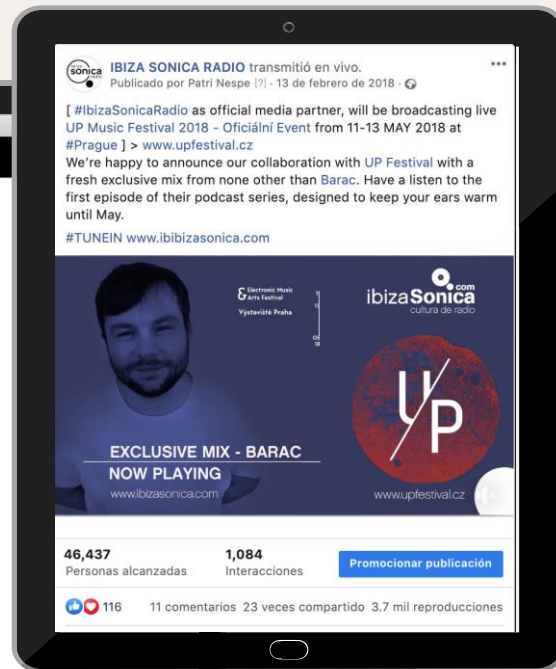
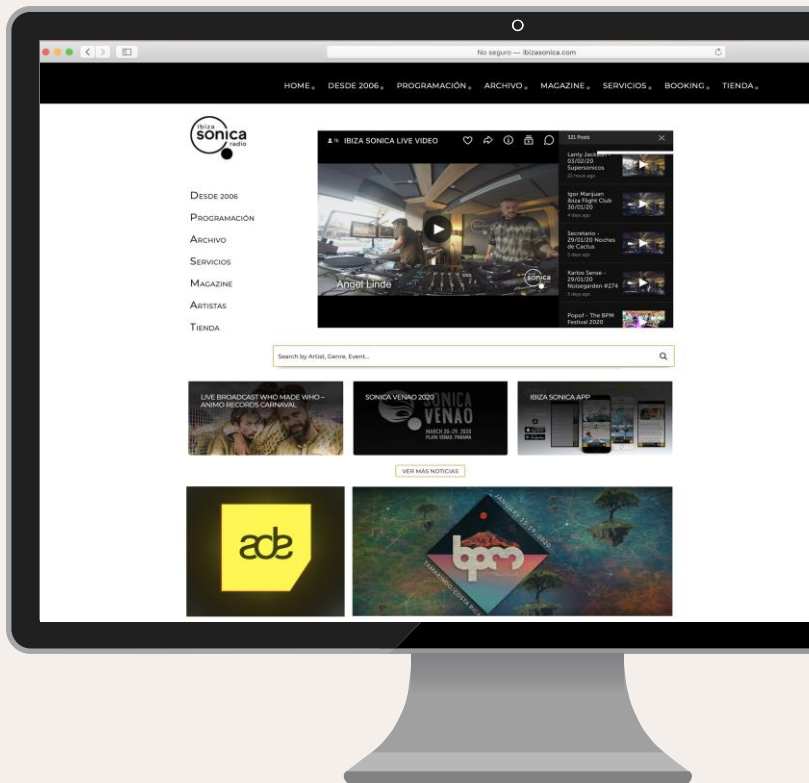


## + PRE-CAMPAIGN EXAMPLES



Post Stories  
Instagram

## Sonica Web Site Banners (Link Event + tickets )



[\[ WATCH VIDEO \]](#)

[Exclusive Mix - Live Video](#)  
[Facebook + web](#)



## CAMPAIGN DURING THE EVENT

Synchronization and dissemination of the official communication campaign of the festival during the broadcast via the platforms of Ibiza Sonica.

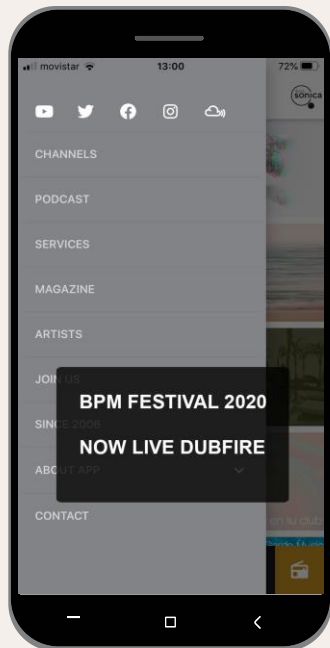
- Twitter + Instagram: tweets, re-tweets and repost from the beginning and during the event with photos and / or videos.
- Facebook: publications from the beginning of the broadcast, with web links inviting the listeners to tune in + video player until the end of the broadcast
- Streaming video broadcast: Facebook (crossposting) + Ibiza Sonica Website or video on YouTube
- Push notification via the App to notify of live start



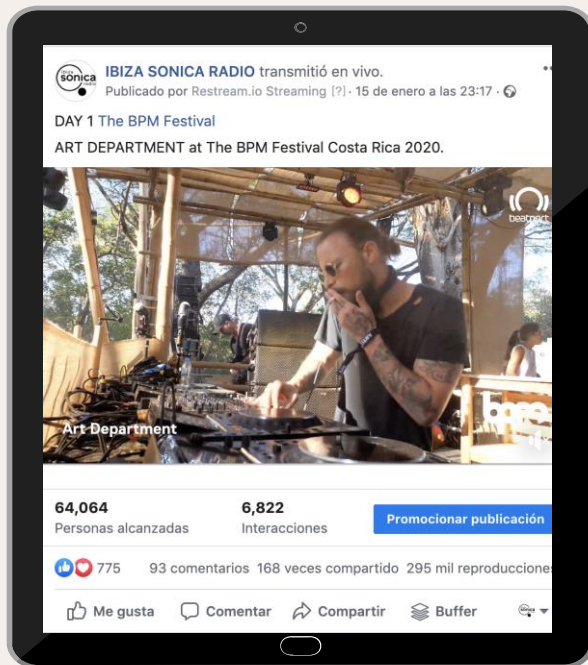


## DURING THE EVENT

## PROMO EXAMPLES



[Notification App live](#)



[Facebook Video Client Crosspost feed](#)  
[\[WATCH VIDEO\]](#)

[Audio Player by Facebook](#)  
[Live streaming format \[WATCH VIDEO\]](#)



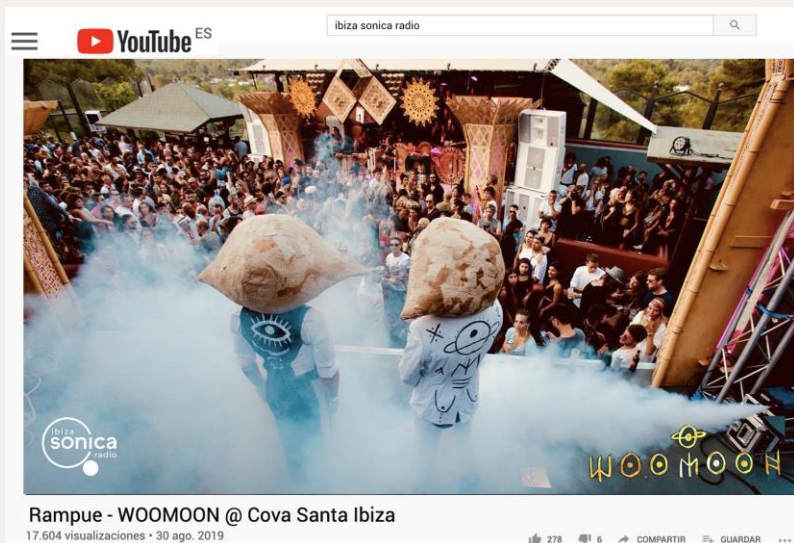
[Streaming Web + Facebook](#)  
[\[WATCH VIDEO\]](#)



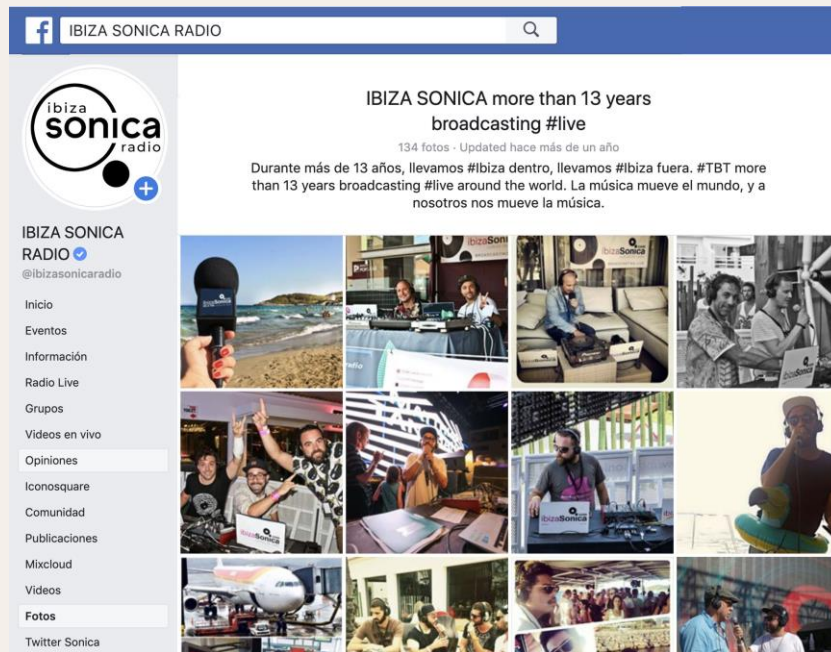


DURING THE EVENT

MORE PROMO EXAMPLES



[Live Video By You Tube \[ WATCH VIDEO \]](#)



[Facebook Album Photos \[ WATCH LINK \]](#)



## POST- CAMPAIGN FOLLOW ON

One more week of the event's presence at Ibiza Sonica Radio, with content recorded during the event

- Broadcast of a 1-hour mix, recorded at the event and presented by an announcer.

\* between 1 and 5 mixes / week, depending on the recordings made

Upload the podcast(s) of the event to Ibiza Sonica's MixCloud and, subject to artist permissions.

- Post on Facebook and Twitter communicating availability

In addition, the client will be sent the broadcast recorded and edited for use in networks and online media (.mp3 320Kbps format).



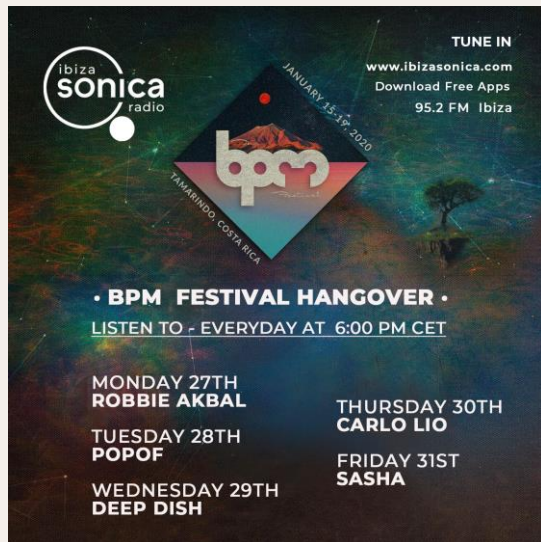


POST-CAMPAIGN

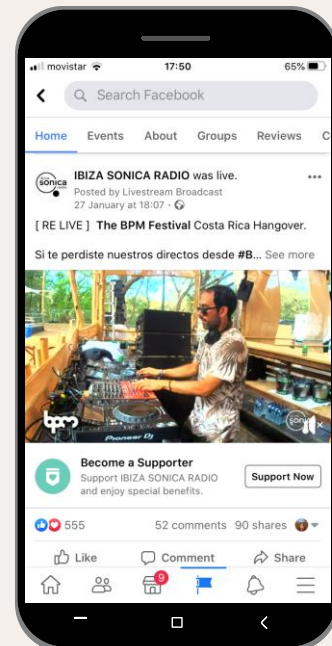
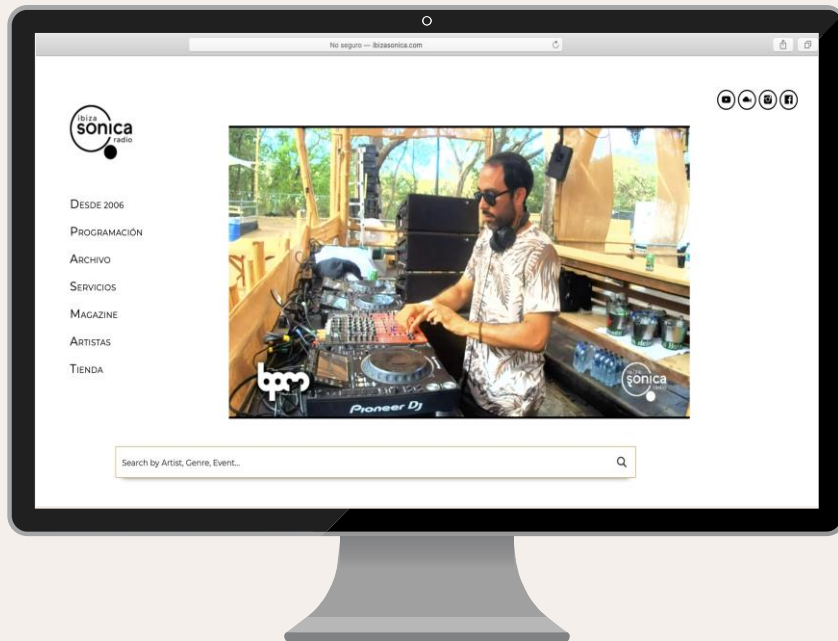
## HANGOVER RADIO SHOW EXAMPLE

Recorded Video RE-LIVE web

[\[ VER VIDEO \]](#)



[Social Networks Artwork](#)



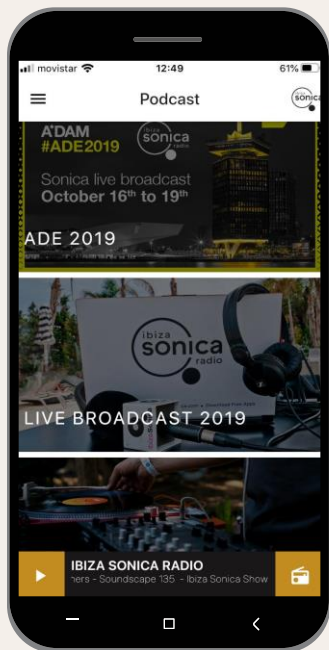
[Recorded Video RE-LIVE Facebook](#)  
[\[ VER VIDEO \]](#)



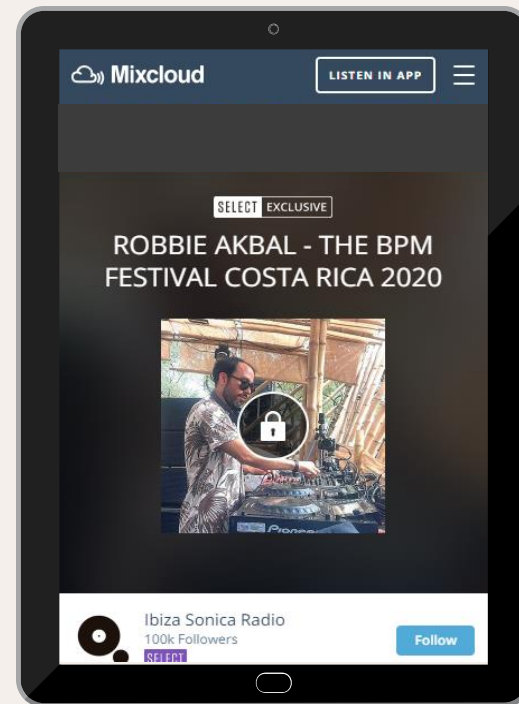
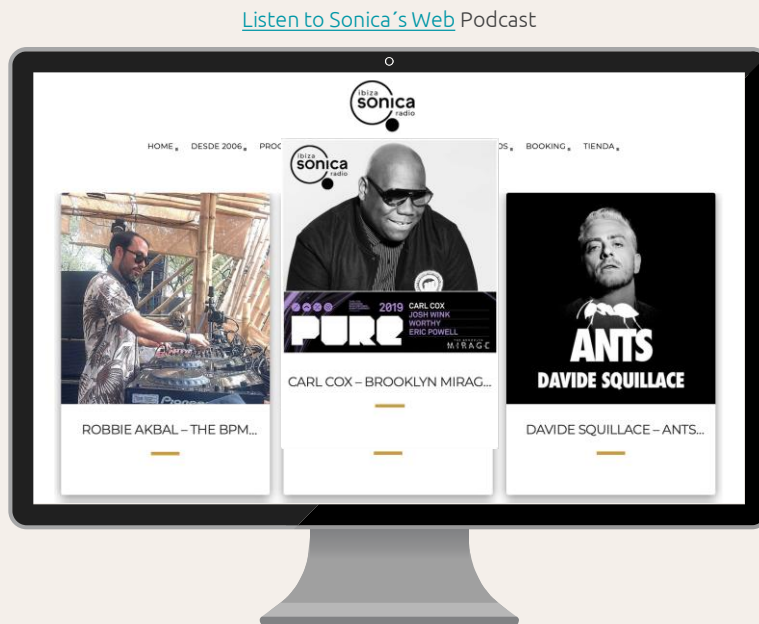


POST-CAMPAIGN

## PODCAST UPLOADED EXAMPLE



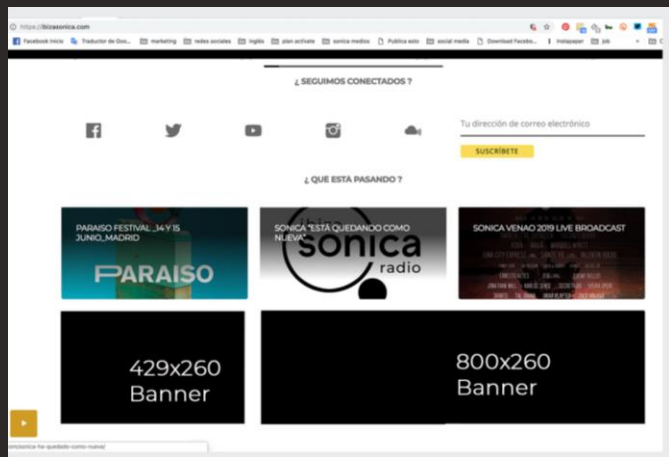
[App Sonica Podcast](#)



[Listen to Mixcloud's Podcast](#)



# EXTRAS OPTIONS



## SONICA BANNER @ WEBSITE

UTM link and stats



## Magazine online News

LIVE  
BROADCAST

NEWS

MAGAZINE ON LINE

SOCIAL  
NETWORKS

PODCAST

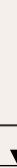
AMING

BANNERS

# EVENT MEDIA EXPOSURE AT SONICA

## DURING THE EVENT

Real-time communication campaign



### RADIO

(online / FM)

- Mentions
- Special Radio Show

### SOCIAL MEDIA

- Facebook: EVENT / FLYER / PROMO
- Twitter: FLYER
- Instagram: FLYER / REPOST / STORIES

### WEB

- Banner
- Online Magazine

### RADIO

- Mixes "Hangover"

### SOCIAL MEDIA

- Mixcloud: upload podcast
- Facebook: PHOTO ALBUM / PROMO HANGOVER + PODCAST

### WEB - APP

- Upload podcast recorded at event

## CONTRACT SIGNED

Activation of Advertising Campaign



### RADIO

- Broadcast ( Live/Deferred)
- Radio Magazine

### SOCIAL MEDIA

- Facebook: Support Official Content/ + OWN CONTENT CREATION
- Twitter: APOYO FACEBOOK
- Instagram: REPOST / PROMO CAMPAIGN

### VIDEO STREAMING

- Youtube
- Ibiza Sonica Website
- Facebook (Feed Video Crossposting)

## AFTER THE EVENT

Communication Hangover Campaign





## AND THIS.. HOW MUCH IT COST...?

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Each SONICA BROADCAST is adapted to the needs of the event, so the price is calculated individually.

We will give you the best product for your event, at the best price

---

4

COSTS

5

6

# SONICA BROADCAST COSTS

	BROADCAST (3h)	MAGAZINE (3h)	BROADCAST + MAGAZINE* (4h)
1 DAY			1.900 €
2 DAYS			3.000 €
3 DAYS			4.000 €
In addition, air tickets + transfers + daily expenses (beverage and food) for 2 or 3 people			

\* Whenever we can have an audio feed

\* Communication campaign included



# EXTRA OPTIONS COSTS



Ibizasonica.com

BANNER 429\*260  
(1 mes)

400 €


BANNER 800\*260  
(1 mes)

600 €

ONLINE MAGAZINE

Included with Banner or Media Partnership  
Agreement

# SPECIAL PROMO PACK COSTS

	Ibiza Sonica	
SPECIAL RADIO SHOW (1H)	Broadcast of 1 radio show produced by Ibiza Sonica, to promote the event with music content from the event's artists.	1.120 €
MENTIONS	Promotion of the event by the presenter, as information of interest	
BANNER + ONLINE MAGAZINE	Featured News	
* Special pack just available when you don't hire a broadcast		

DO YOU WANT  
MORE...?

FOR THE SAME PRICE



## MEDIA PARTNERSHIP

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We are the voice of your communication.

We share your key advertising content and create our own promotional content for you. In this way we can increase the value of the event communication and generate interest in your brand.

All for the same price.

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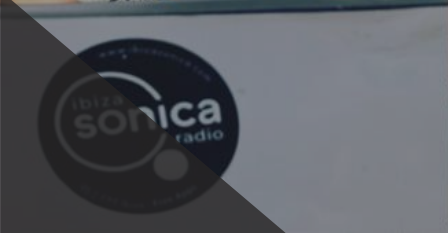
4

5

**MEDIA  
PARTNERSHIP**

6









## WHY IBIZA SONICA?

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We are an electronic music radio without advertising breaks. We create content of interest for your brand.

We have creative advertising solutions to achieve brand presence within the target audience.

We have been broadcasting events worldwide for over 13 years.

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4

5

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**ADVANTAGES**

# WHY

## IBIZA SONICA

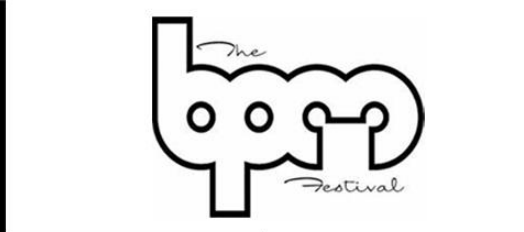
- We We are an experienced medium in coverage of festivals and music **events for over 13 years.**
- Our listeners are your **potential customers**
- Our advertising products are perceived as **content of interest** by your target audience.
- Full **promotion campaign:**  
Save the date, early birds tickets  
line up release, main sale, podcasts,  
venue rules, F.A.Q, etc..



- We coordinate with the rest of the media / producers to **maximize the scope** of the information generated by all media from the event (photography, interviews, video, recordings)
- We arrange **permissions with artists** to allow broadcasting of their sets, interviews, magazine etc.
- We know your **sponsors** and can include them in our coverage

# Who do we work with...?

“AND THEY ARE REPEAT CLIENTS”





Does anyone have any question?

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lbizasonica.com

Thank**S**!