



you are 
What you listen to

MUSICAL RADIO CHANNEL



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IBIZA SONICA

Overview

01



CONCEPT

Corporate music identity solutions



Ibiza Sonica as a multiplatform, has several music channels with different musical styles, always from an electronic nature and of great quality, as it characterizes its main radio channel.

A music channel is a digital point of transmission that can be tuned in through various online streaming platforms, including radios, applications, and web pages. We provide conceptual advice, design and comprehensive management of fully customized corporate music channels for brands, restaurants, hotels, clubs, music festivals, communities, chain stores or websites.

We offer different **MODALITIES** of contracting:

- **Creation of a new channel** from scratch, perfect for clients who want to transmit their musical identity and/or generate musical content in their establishments or events.
- **Re-Branding of one of Ibiza Sonica's channels** with an already accumulated audience. Availability of different styles and listener target to strengthen the brand's musical identity and positioning at a strategic level.
- **Sponsorship of an existing channel.** With various formats through brand identifiers, mentions, visual design or sections within the channel. Designed for specific communication needs, which require a musical association to reinforce their tacit marketing.

We propose to connect the client with the energy of the brand through their musical identity.

After the brand experience, the customer can still connected with the brand through the music channel.

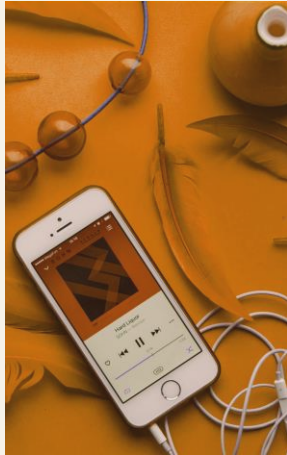
The musical content is fully adapted to the style of the brand, and the messages adapted to the client's profile.

We connect with potential clients through the sensory experience of musical identity, thanks to the diffusion on the different online platforms



... BROADCAST

Online Radio



24/7/365 music programming accessible from more than 30 online streaming platforms

Piped Music



Setting for the brand's facilities: restaurant, rooms, establishments, venues, offices, etc.

Corporative Channel



Brand image through a musical identity to broadcast on the web, networks, etc

... MANAGEMENT

CONTENT MANAGEMENT

Musical programming by slots, creating different atmospheres throughout the daily broadcast

PERFORMING RIGHTS

Management of the performing rights of the broadcast through our servers

AUDIENCE ANALYSIS

Quarterly report on the evolution of the audience, with analysis of sessions, users, listening time, etc.

PROMOTION

Promotion of the channel through our Social Networks and website, to attract and retain like-minded listeners



02

DEVELOPMENT



DO SOMETHING GREAT

MODALITY

Selecting the right hiring option for the brand

CUSTOMIZATION

Application of visual identity and brand positioning to the channel

DIFFUSION

Channel promotion through online platforms

CREATION

Development from scratch, without prior positioning

RE-BRANDING

Selection of an existing channel with aggregated audience

SPONSORING

Specific use for brand association with a loyal listener with a defined profile

BRANDING

Definition of musical style, naming, identification, image and positioning of musical identity.

CONTENT

Creation of slots and musical renovation, with the possibility of including recorded content of the brand

IBIZA SONICA

Through IBIZA SONICA RADIO and all its online platforms and Social Media

BRAND

Extensible to offline and online options



NEW CHANNEL DESIGN/CREATION

[\[LISTEN TO \] BLUE MARLIN IBIZA RADIO](#)



[\[LISTEN TO \] PIONEER DJ RADIO](#)
[FROM 2012 to 2020](#)



[\[LISTEN TO \] RADIO VENAO RADIO](#)



EXISTING CHANNEL REBRANDING

[\[LISTEN TO \] BLESS YOUR SOUND](#)



EXISTING CHANNEL SPONSORING

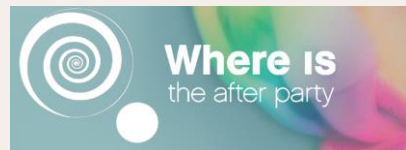
[\[LISTEN TO \] SONICALM CHANNEL](#)



[\[LISTEN TO \] SONICA FUTURA CHANNEL](#)



[\[LISTEN TO \] WHERE IS THE AFTER PARTY](#)



[\[LISTEN TO \] SONICA CLUB CHANNEL](#)



AVAILABLE OPTIONS RE-BRANDING / SPONSORING

MUSICAL STYLE

TARGET



Welcome to the art of combining sounds of the future. Experimental Sounds, Avant Garde Music, Future Soul, Intelligent Dance Music, Sound Art, Musique Concrete and Hypnotic Moods. New ways of producing, hearing and interpreting electronic music. Textures and sounds for those looking for something more.

Heavy consumer listener of electronic music (daily). Urban, festival meat that travels and adapts its holiday calendar to the cultural and festival calendar.



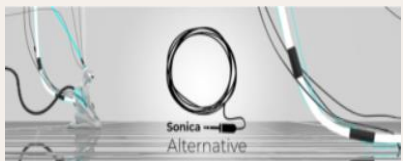
Are you comfortable? Now relax and listen calmly. Get ready to immerse yourself in an ocean of peace and beauty enjoying the best downtempo, ambient and chill in horizontal format. In the sun or by candlelight. Perfect horizontal sound channel for ambience. Without fanfare.

Restaurants, cafes, terraces, homes and people who want a constant stream of very pleasant background music.



Welcome to Sonica Eterea. Ethnic and land styles at different speeds, selected by WooMoon Dj resident Valentin Huedo. This channel reflects the entire current musical genre of this movement, which has come to stay. Downtempo, Ethnic Midtempo, Melodic House and Melodic Techno

Bohemian, spiritual, sustainable, eco-friendly, influencer, trendy, and of course, active on social media. Traveler with his musical goal in Tulum, Burning Man, Mykonos or Los Angeles.



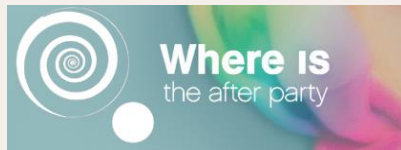
This musical selection that brings listeners closer to the various currents and perspectives that have shaped the sociology of music, fusing different styles from its most electronic aspect. Iván Serra, with almost three decades dedicated to the musical arts, has developed an extensive selection of large formats, conceptualizing the universe of sounds and music.

Alternative public that is used to attending pop, indie, rock, or alternative music festivals. Not just listening to electronic music. Adult and transgressive audience. Music directed for people between 25/30 years old to 50 years old who need something different within electronics, an alternative way of listening to different styles such as indie, pop, dance, etc ... combined with the most contemporary and current electronic music.

AVAILABLE OPTIONS RE-BRANDING / SPONSORING



My club is Sonica. In the countryside, on the beach, in the office, in the car, in the supermarket, on the train ... I go clubbing when I want and where I want. «Top DJs» that we have broadcast at festivals, clubs and events around the world, or that have passed through our studios: House, tech house, and the most electronic part of Sonica



Can you live in an after all day? With this channel you can! Selection of the music that you want to hear when it seems that the party is over, but nobody is sleepy. House music, deep tech and happy music, to float and share.



A global musical solution that welcomes artists from different parts of the planet in its most underground proposal such as Ibiza, Berlin and London or countries such as India, Brazil or Romania. All through sessions recorded in the studio or recordings from the best clubs in each city.

MUSICAL STYLE

TARGET

Youthful, whether in body or mind. With carpe-diem mentality. Lover of endless nights and thirsty for music beats.

General public that likes electronic music and long nights.

Young people with motivation for musical production, promising young people, innovative people who like avant-garde, fresh and pure music. Both for the most underground public and for the most mainstream public. In short, for the public that is interested in what happens in the world of electronic dance music, both for young promises and for big names or headliners.

RE-BRANDING / SPONSORING A CHANNEL

Brand positioning in a musical identity that already has a loyal and like-minded audience

CHANNEL BRANDING

The brand image, transferred to the visualization of the channel



MUSICAL MANAGEMENT

Brand positioning, transferred to musical identity

CHANNEL BRANDING

WEB & PLAYER BUTTON

Inclusion of the Logo / Image provided by the brand

Standardization of the image in its section, within the Ibiza Sonica website

CHANNEL DESCRIPTION

Auditory Description. Definition of the musical style, and its fringes

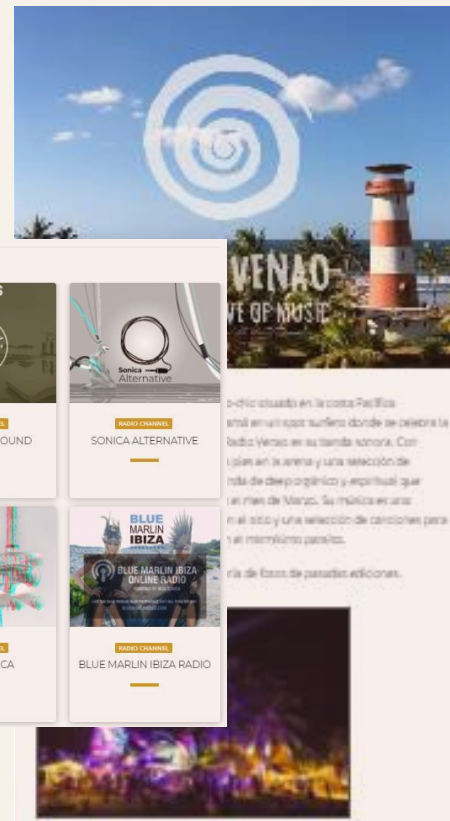
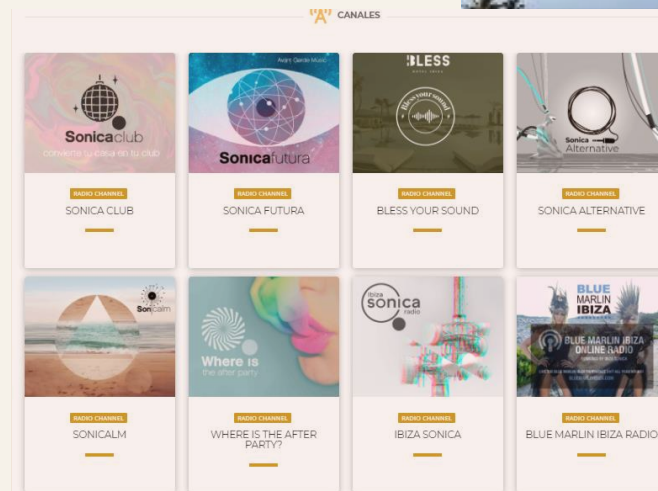
Description in text, for publication on the Ibiza Sonica website

AUDIO INDICATIVES

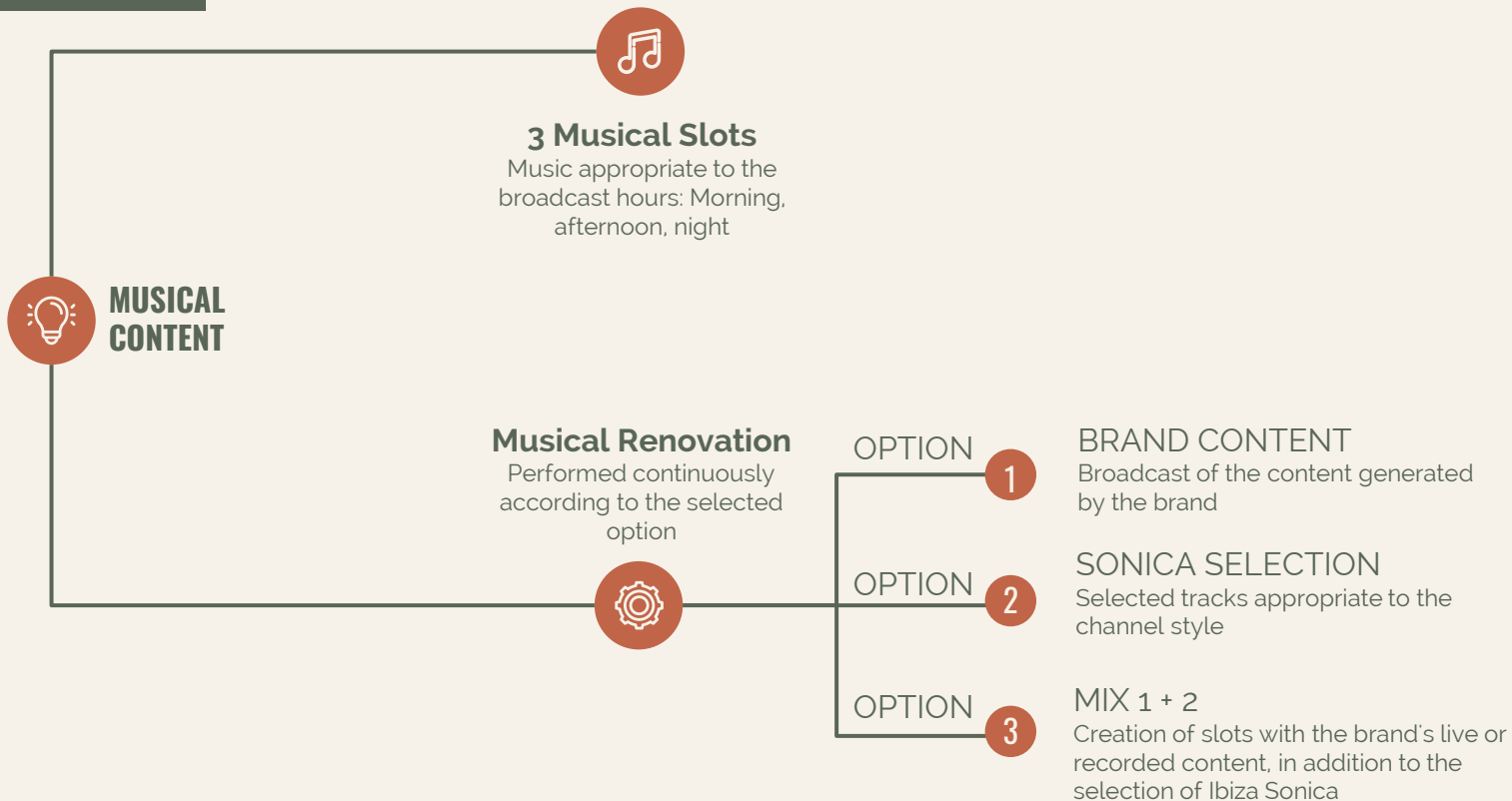
Intro

Generic callsigns

Slot / section indicators



MUSICAL MANAGEMENT

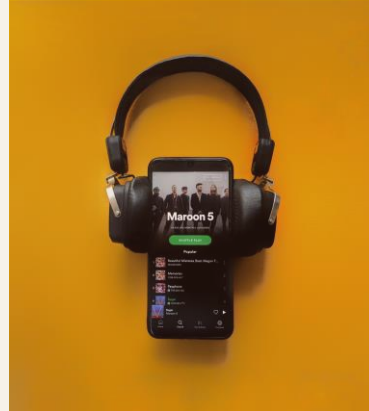


DIFFUSION



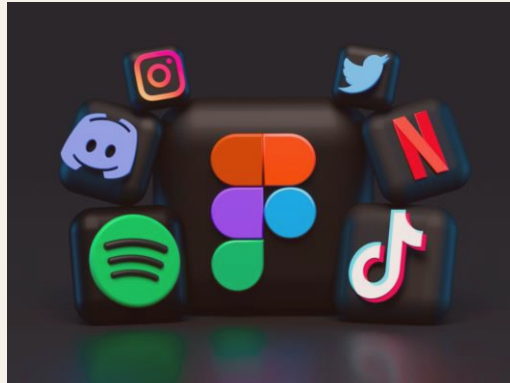
IBIZA SONICA RADIO

We use our media to grow the corporate channels that we develop, through our website, radio and Social Networks



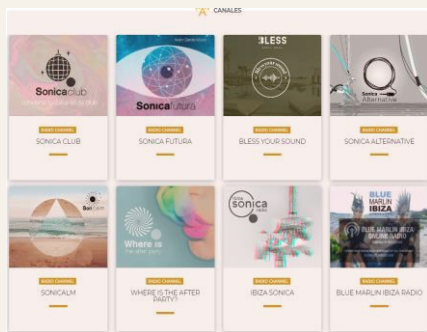
THE BRAND

The more the brand supports the promotion in its media, the more the channel grows within its target audience, gaining loyalty from its current customers.



IBIZA SONICA RADIO

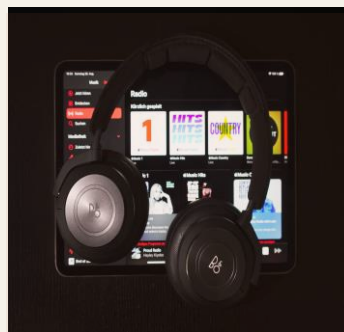
IBIZA SONICA WEBSITE



Channel @ Home

Inclusion of the channel in the Home of the Ibiza Sonica website, with direct access to listening, in addition to its specific page with general information.

ONLINE PLATFORMS



+ 30 online platforms

Channel distribution in more than 30 online radio streaming platforms, to attract like-minded listeners.

SLOT IN RADIO SCHEDULE

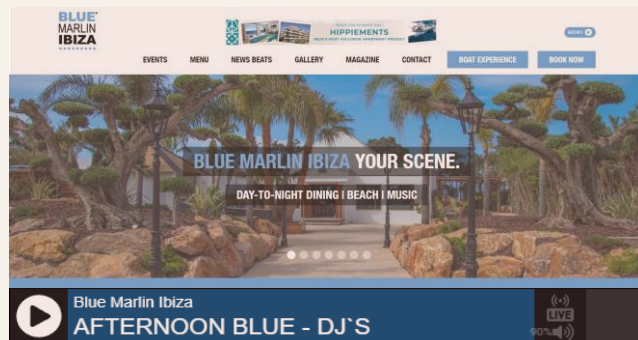


Channel in Sonica Radio schedule

Creation of time slot in Ibiza Sonica Radio with the branded Radio, for broadcasting and promotion of its content, to online listeners and Ibiza & Formentera FM and its promotion in our Social Media

THE BRAND

CORPORATIVE WEBSITE



PLAYER

Creation of a PLAYER to insert in the WEB and RRSS of the brand, with direct listening .

SOCIAL MEDIA



SOCIAL MEDIA

Creation of a PLAYER to insert in the WEB and Social Networks of the brand, with direct listening

OFFLINE COMUNICATION



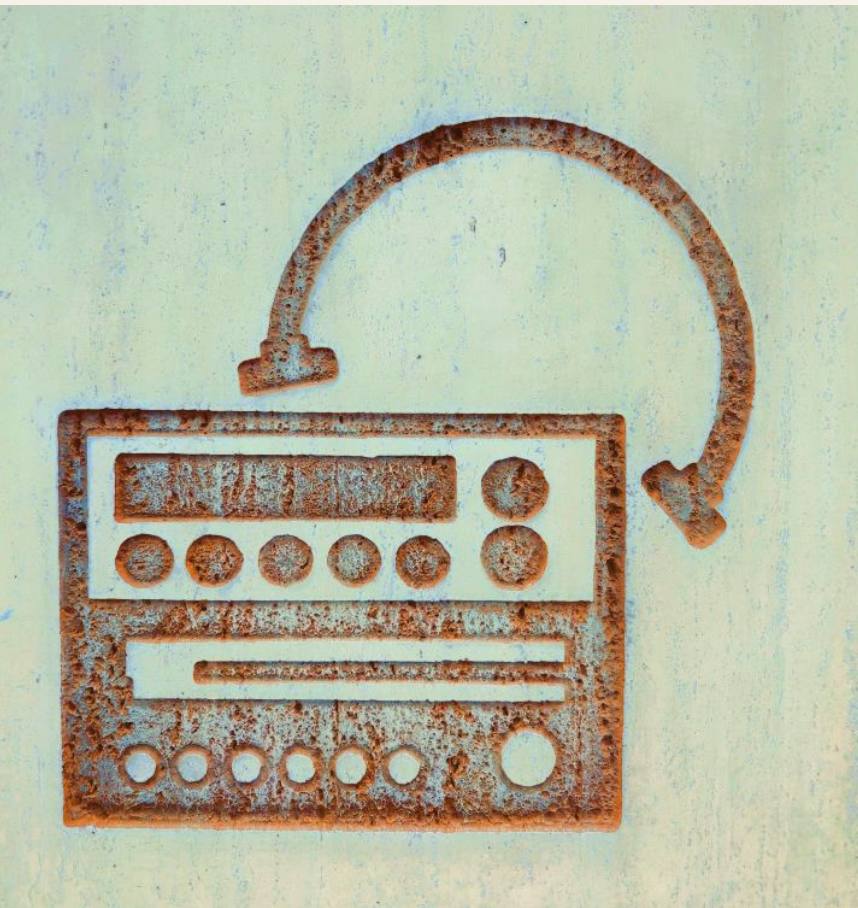
OFFLINE

Inclusion of the channel logo in all brand communications or advertising inserts

03

MONETIZATION





Having a corporate radio channel, in addition to being an identifier of the brand that is part of the listener's experience, offers direct and indirect monetization possibilities.

The channel itself can be sponsored by a brand, or it can be a valid communication platform both to monetize each hour of broadcast, and to monetize events that the brand carries out and are broadcast on the channel..

MONETIZATION EXAMPLES

ADVERTISING

SPONSORING

PRODUCT PLACEMENT

DIRECT MONETIZATION (DURING THE REGULAR BROADCAST)

ADVERTISING

Advertisements (ads or mentions) of supplier brands

CHANNEL SPONSORING

- Channel naming: "Channel name brought to you by sponsoring brand"
- "MARCA X presents corporate brand"
- Inclusion of the sponsoring brand in the corporate channel logo
- Jingles or ads with the associated brands in a certain frequency
- Mentions and promotions of the sponsoring brand

INDIRECT MONETIZATION (EVENTS BROADCASTING)

ADVERTISING

Announcements (spots or mentions) of the event with sponsoring or collaborating brands

EVENT SPONSORING

- Cabin branding
- Concept of the show/naming: "It's time for gin tonic with brand x" or "Healthy morning with..."
- Advertising messages through identifiers.
- Logo as a fly in video broadcasts. Mentions by the announcer

PRODUCT PLACEMENT

- Product in sight in video broadcasting
- Consumption of the product during the event
- Mentions about the product by the announcer and Dj's or interviewees



BUDGET

04

11.000€

ONE TIME
PAYMENT

Channel Creation

Check
€/channel

Channel Re-branding

- Development, start-up and programming of the musical radio channel of the selected modality. Includes sound callsigns and content adapted to slots
- Broadcast through the Ibiza Sonica website with a direct access button from the Home.
- Broadcast on more than 30 online platforms
- Communication of the "new" channel in the Social Media of Ibiza Sonica

1.495 €

MONTHLY FEE
MAINTENANCE
Option 1

1.785 €

MONTHLY FEE
MAINTENANCE
Option 2 or 3

- OPTION 1: Reception and edition of the content generated by the brand. Update on the platform at the rate of receipt.
- OPTION 2: Constant updating of the content with themes appropriate to the musical style.
- OPTION 3: Option 2 update rate + feeding of the slot / s created at the rate of reception and editing of the content generated by the brand.

790 €

MONTHLY FEE
BROADCAST IN
IBIZA SONICA
80% discount
the first year
(3.950 €/month)

- Creation of a musical slot on Ibiza Sonica Radio to broadcast the brand to a potentially loyal audience
- Broadcasting of "Branded Radio" content to promote the channel. 1h/day from Monday to Sunday throughout the year
- Communication in the Social Media of Ibiza Sonica (Once / month)

ONE TIME PAYMENT REBRANDING



LANZAMIENTO
CANAL

April'20

July'16

May'16

July'16

March'12

Jan'16

Jan'16

SESIONES
ACUMULADAS
ENE-SEP' 2021
vs 2020

480.001*
479.108

548.428*
706.971

659.025*
1.091.899

1.039.026*
1.210.714

2.431.804*
1.619.431

1.530.430*
2.028.076

4.806.892*
5.187.322

USUARIOS
ACUMULADOS
ENE-SEP' 2021
vs 2020

133.154*
152.888

149.643*
245.084

162.182*
257.401

256.373*
364.873

266.580*
370.505

299.365*
439.838

445.975*
685.276

TIEMPO MEDIO
USUARIO/DÍA
ENE-SEP' 2021

104'

74'

115'

90'

70'

122'

99'

TIEMPO MEDIO
SESIÓN/DÍA
ENE-SEP' 2021

29'

20'

28'

22'

8'

24'

9'

Price TBC*

ONE-TIME PAYMENT: the prices for the purchase of a channel are determined prior to the purchase, as they depend on the age and evolution of the audience

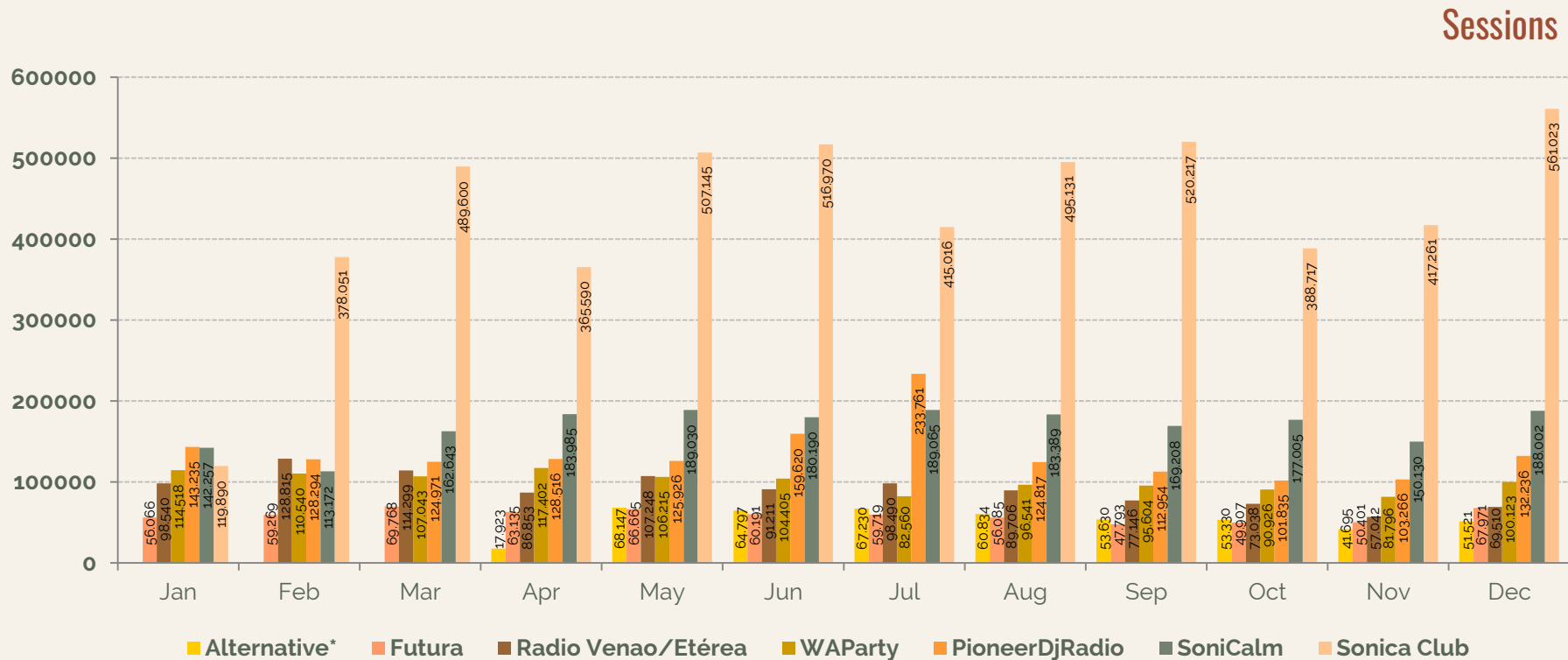
* Data for 2021 are presented only up to September. There are 3 months left to complete the same cycle as 2020, which presents data for the entire year (JAN-DEC).

05



CHANNEL AUDIENCES

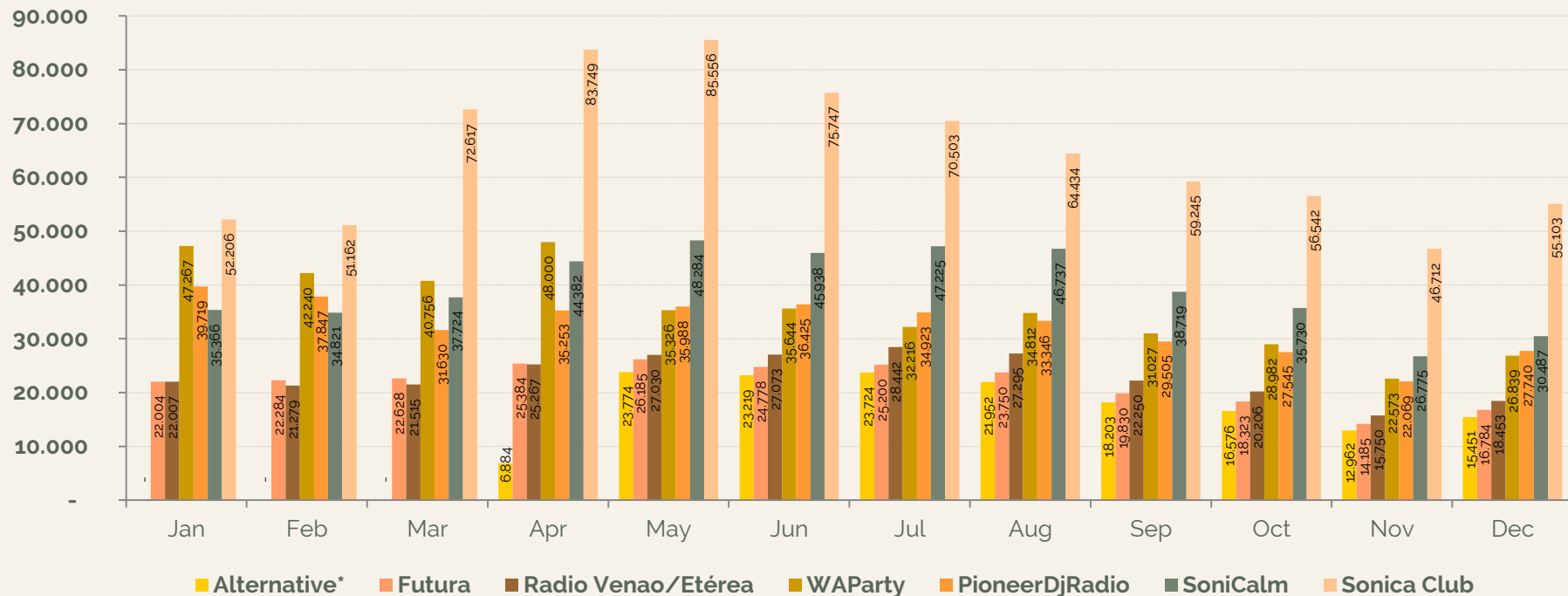
2020 AUDIENCES AVAILABLE CHANNELS RE-BRANDING / SPONSORSHIP



* Sonica Alternative Channel launched in April'20

2020 AUDIENCES AVAILABLE CHANNELS RE-BRANDING / SPONSORSHIP

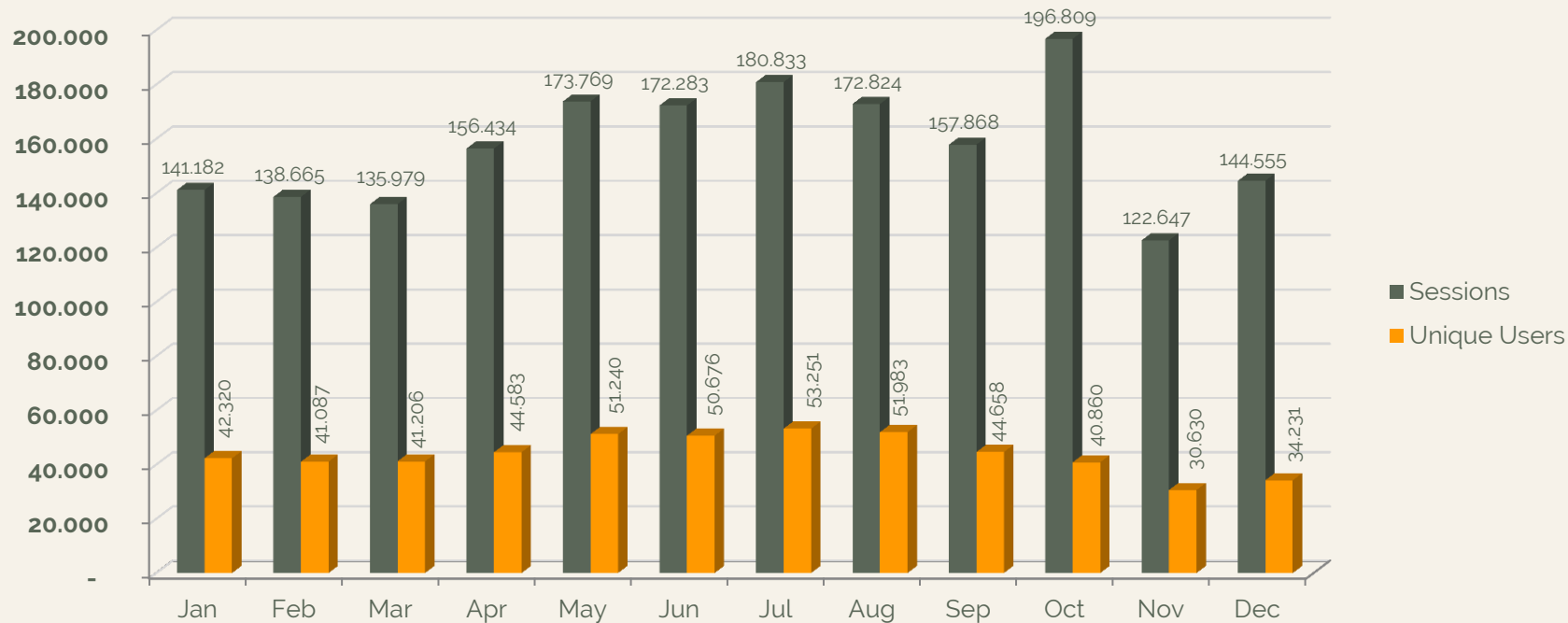
Unique Users



* Sonica Alternative Channel launched in April'20

2020 AUDIENCIES
CORPORATIVE CHANNELS
DIFFERENT MODALITIES

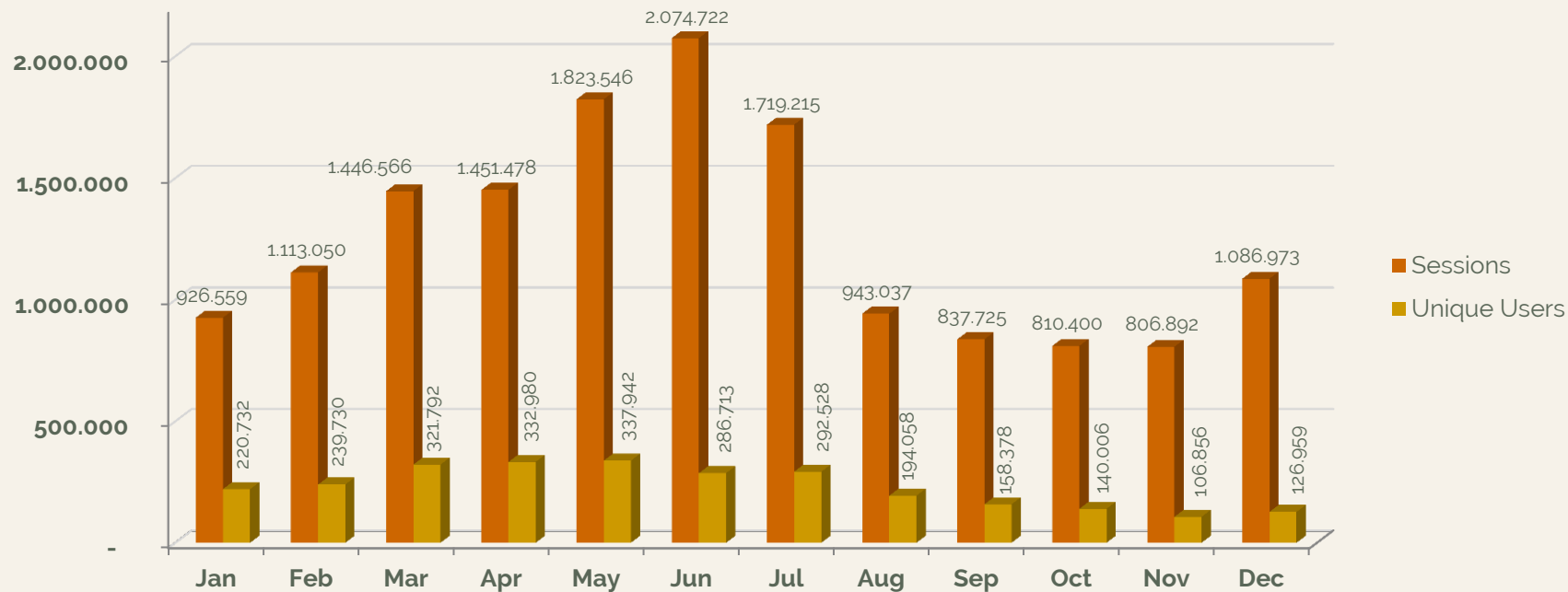
BLESSYOURSOUND RADIO*



* RE-BRANDING CHANNEL CASE "No more no less" as corporate radio for a HOTEL. Launched in May'19

2020 AUDIENCIES CORPORATIVE CHANNELS DIFFERENT MODALITIES

BLUE MARLIN IBIZA RADIO*



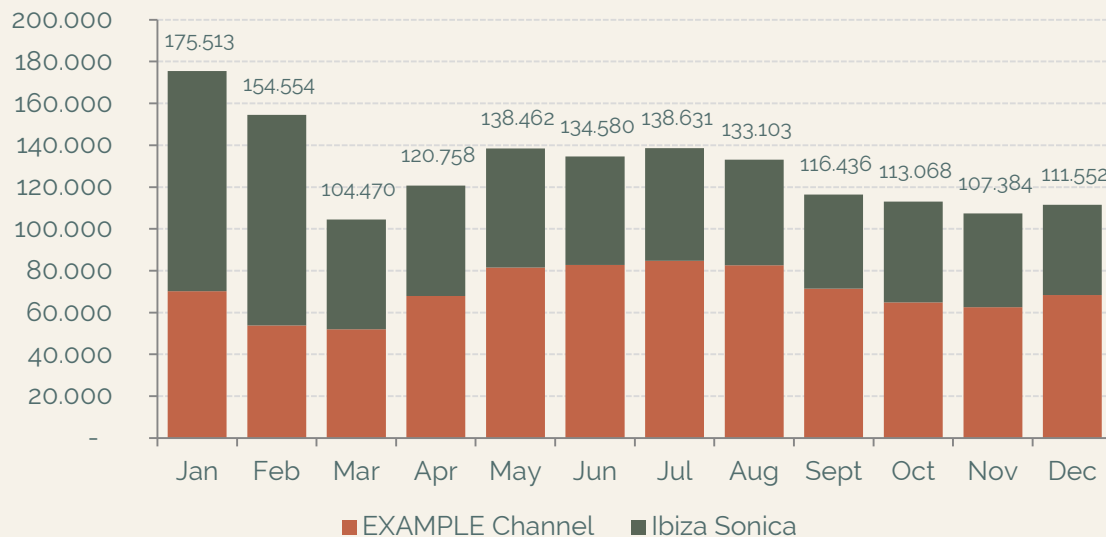
* CREACIÓN NEW CHANNEL CREATIONNAL as corporate radio radio for **BEACHCLUB & RESTAURANT**. Launched in 2012.

AUDIENCIE INCREASE EXAMPLE CHANNEL BROADCAST IN AN IBIZA SONICA RADIO SLOT

Example of
INCREASE of
AUDIENCE/SESSIONS
@ 17 to 18h MON to FRI
broadcasting
in Ibiza Sonica Radio

+ 705.585 sessions

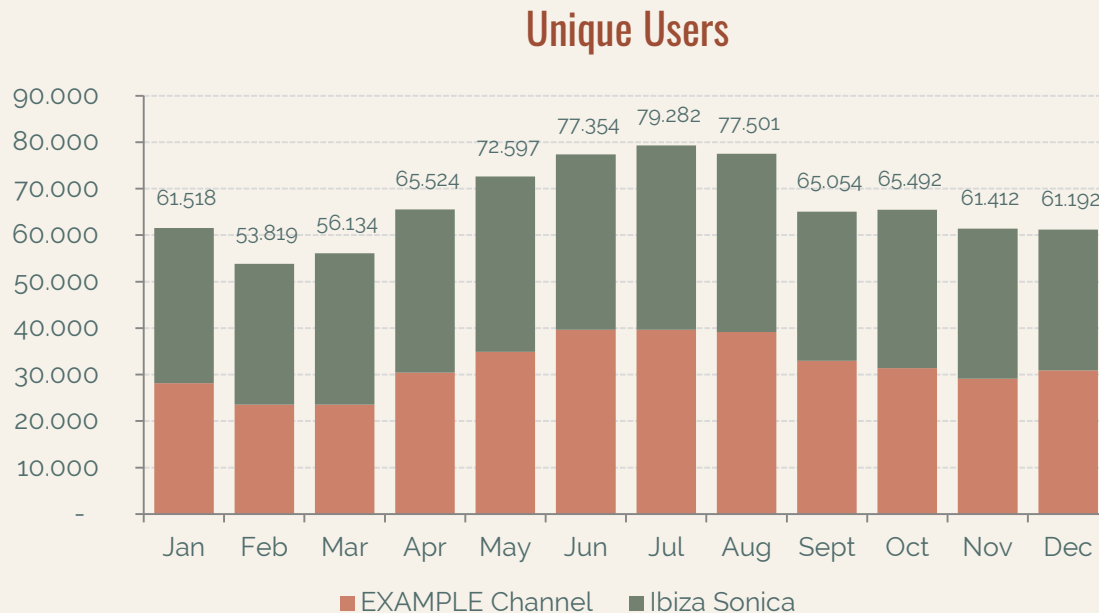
Sessions



AUDIENCIE INCREASE EXAMPLE CHANNEL BROADCAST IN AN IBIZA SONICA RADIO SLOT

Example of
INCREASE of
AUDIENCE/USERS
@ 17 to 18h MON to FRI
broadcasting
in Ibiza Sonica Radio

+ 413.475 users



IBIZA

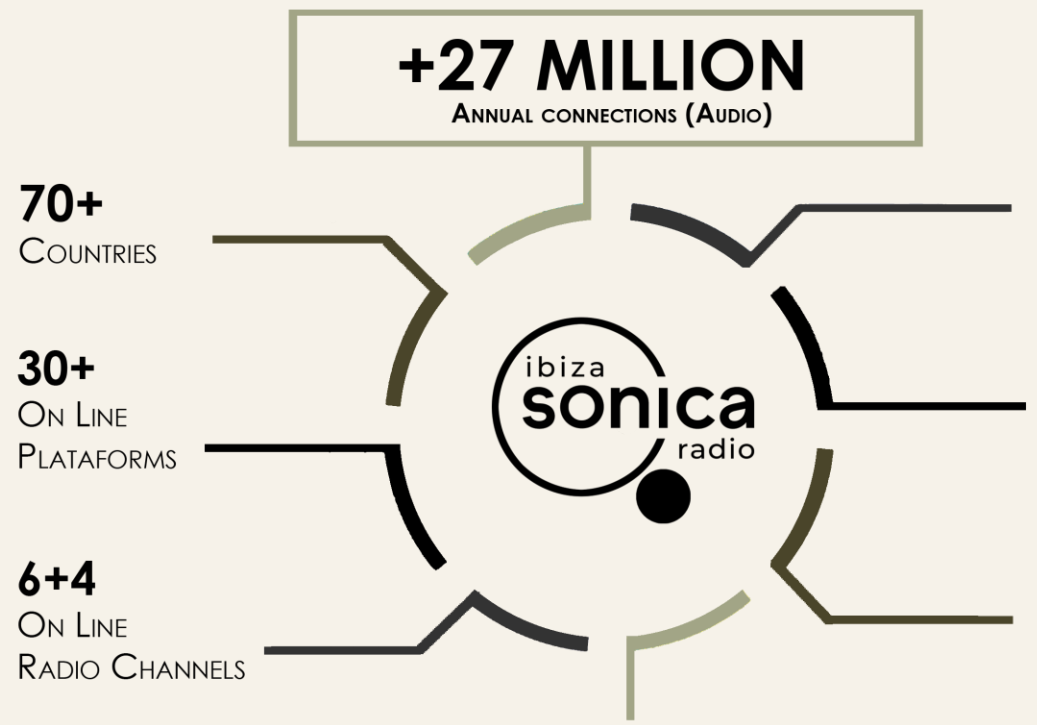
SONICA



06

2020 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
Blindradio
Streamingthenet
DeliCast
Screamer Radio
Radioguide
nRadio
Logfm
and many others



27.899
MONTHLY VIEWS

102.692

345.458

109.300

49.300

AUDIENCE DISTRIBUTION BY COUNTRY

	Germany	18,2 %		Brazil	0,8 %
	Spain	10,6 %		Japan	0,8 %
	United Kingdom	7,8 %		Turkey	0,7 %
	Russian Fed	6,3 %		Serbia	0,7 %
	Netherlands	6,1 %		Denmark	0,5 %
	France	5,4 %		Australia	0,5 %
	United States	4,9 %		India	0,5 %
	Italy	4,9 %		Czech Republic	0,5 %
	Switzerland	3,2 %		Greece	0,5 %
	Romania	2,8 %		Norway	0,5 %
	Unknown location	2,7 %		Bulgaria	0,5 %
	Belgium	1,9 %		Portugal	0,4 %
	Argentina	1,8 %		UAE	0,4 %
	Mexico	1,7 %		Chile	0,4 %
	Ukraine	1,6 %		Slovenia	0,4 %
	Austria	1,6 %		Belarus	0,3 %
	Colombia	1,2 %		Finland	0,3 %
	Poland	1,2 %		Peru	0,3 %
	Estonia	1,2 %		Sweden	0,3 %
	Canada	0,9 %		Israel	0,3 %
	Hungary	0,9 %		Slovakia	0,3 %





THANKS!

Does anyone have any question?

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