

OPENLAB

LONDON DAB RADIO SUMMER RESIDENCY



SCIA

SCIA

DELMAS

It's Ghnd Be Tasty!

HOME  
DOWN



ALL OF OUR  
DRINKS  
IS BRIXTON

## CONTEXT

# THE COVID 19 PANDEMIC HAS DISRUPTED THE COMMUNION OF LIVE MUSIC.

## THE SHIFT FROM LIVE TO BROADCAST HAS BECOME NORMAL.

Widely expected to continue as a compliment to the IRL live experience, this evolution has opened the potential for artists to create and perform on a new canvas.

What remains, is the need for audiences to 'feel' part of the show, and in Summer 2021, OpenLab will combine intimate live experiences with a DAB broadcast solution



## THE PLAN

WE ALREADY KNOW THAT INTERNATIONAL TRAVEL WILL BE GREATLY REDUCED AS A RESULT OF SAFETY MEASUREMENTS AND CHANGING BEHAVIOUR.

Domestic tourism will be a priority, and our ability to bring Ibiza to London will appeal to audiences young and old, looking for an outdoor experience

THIS SUMMER, THE REAL IBIZA WILL COME TO LONDON. BROADCASTING LIVE TO THE CAPITAL, ENGAGING WITH OVER 1 MILLION MUSIC LOVERS ON AIR AND SOCIALS

OpenLab will be hosting an eight week DAB residency in London and we are looking for a partner.

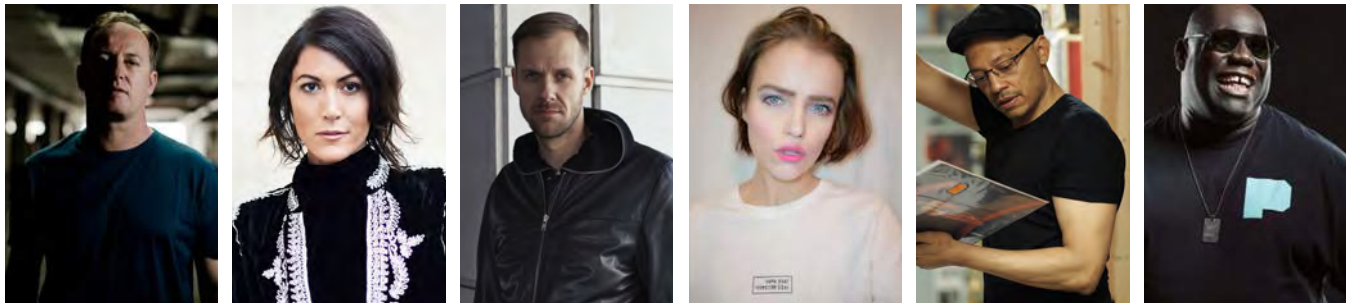


## MUSIC AND SCHEDULE

# OUR LONDON POP UP WILL BRING TOGETHER THE CULTURE AND FEELING OF THE REAL IBIZA

### REGULAR HOSTS ON OPENLAB INCLUDE

SASHA, FRANCESCA LOMBARDO, LTJ BUKEM, FINK, THE BLESSED MADONNA, CHARLES WEBSTER, DJ SEINFELD, BEN WESTBEECH, CICI AND RYLAN HEMSWORTH. THIS SUMMER SEES GUESTS INCLUDING CARL COX, ADAM BEYER, DJ KRUST, NATHAN FAKE, FABIO, BELLA BOO, LORD OF THE ISLES, TOM VR, DYLAN HENNER AND MANY MORE JOIN OUR POP UP STUDIO IN LONDON.



### WHAT ARE WE GOING TO DO?

Bring the unique sounds of OpenLab Ibiza to London via a 'Pop Up' DAB residency  
Delivering high quality alternative and electronic music programming 24/7  
Launch event and optional series of activations, featuring credible, engaging talent.





## MUSIC AND SCHEDULE

With music at the station's core, selection is at a premium with a careful blend of genres throughout the day. Within a 24 hour journey on OpenLab, you will experience a constantly changing musical story, Sunset to Sunrise.

### **Morning 07:00 - 13:00**

Indie, Popular Electronic, Nu-Soul  
Positive, Light, Uplifting,  
Cleo Soul, Helado Negro, Khruangbin, Oracle  
Sister, Sylvian Esso

### **Afternoon 1**

#### **Winter 13:00 - 15:00**

#### **Summer 13:00 - 16:00**

Instrumental Hip-hop, Downbeat, World music  
Chunky, Chilled, Down Tempo  
Duval Timothy, Mildlife, Nightmares On Wax,  
SAULT

### **Afternoon 2**

#### **Winter 15:00 - 18:00**

Ambient and Electronic House, Afro beat,  
Balearic Electric.  
Lively, Happy, Helpful.  
Bonobo, Fourtet, Max Cooper, Shinichi Atobe,  
Tom VR

#### **Sunset 19:00 - 21:00**

Electronic Ambient, Nu Jazz, Chilltech  
Warm, Powerful, Alluring,  
Felbm, Greg Foat, Khotin, Khruangbin, Synkro

### **Eclectic Evening 21:00 - 22:00**

Electronic Indie, experimental house, broken  
beat  
Magical, Dreamy, Introspective  
Apparat, Burial, Earthater, Oneohtrix Point  
Never, Pole, Skee Mask

### **Electronic Evening 22:00 - 23:00**

Electro, House, Techno  
Active, Electric, Digital.  
Bufiman, John Talabot, Roman Flugel,  
Youandewan

### **Electronic Night 23:00 - 01:00**

Minimal, Dub Techno, Deep electronica  
Energetic, Uptempo, Underground  
DJ Python, Actress, Ricardo Villalobos, Batu,  
Legowelt

### **OpenClub 01:00 - 03:00**

DubStep, Techno, D&B,  
Exhilarating, Fanatic, Dynamic  
Daniel Avery, Krust, Shed, Special Request

### **Experimental Night 03:00 - 05:00**

Experimental electronica, IDM.  
Mysterious, Futuristic, Eccentric  
Kaitlyn Aurelia Smith, Beatrice Dillon, Dedkind  
Cut, Aphex Twin

### **Dawn 05:00 - 07:00**

Ambient, Soundscapes, healing frequencies  
Calm, Peaceful, Creative  
Nils Frahm, Ryuichi Sakamoto, Kelly Moran,  
Roger Eno, Mark Pritchard

All integrated with sections from each of  
these playlist:

- A List - Hand selected from the newest additions
- Flashbacks - OpenLab Master Catalogue
- Classics - OpenLab Personal Classics



## BRAND PARTNER OPPORTUNITIES

01

### STRATEGIC BRAND PARTNER

This investment is to enable the launch,  
license, team and talent

Exclusive headline sponsor  
'OPENLAB x YOU'

Brand integrated into all pre campaign,  
during and post marketing

This is a collaboration, the brand can  
help shape the delivery and campaign

Brand headlined on extended platforms  
and distributed content e.g. social  
media, content broadcast platforms

Sponsored curated playlists

On Air & Editorial promotional content.

02

### PLUS SCALABLE DIGITAL MARKETING INVESTMENT (80/20)

All investment over £30,000, OpenLab  
will reinvest to market your brand/  
product and the partnership to drive  
increased exposure

80/20 investment rule applies, 80%  
going on digital marketing to drive  
reach & engagement, and a series of  
outdoor ad placements in London  
and Ibiza for branding and exposure.  
20% on costs to design, implement  
and monitor

Additional support -  
OpenLab online and Ibiza FM.

03

### PHYSICAL STUDIO/SPACES

Sampling

Activations

Retail/Merchandise

Launch event

Artist video and audio content

Live stream from around the city  
with local talent.



ENRIOS

BLITZ

1985

← 108.5FM →

**YOUR LOGO**  
LONDON DAB RADIO SUMMER RESIDENCY  
108.5FM | WWW.OPENLAB.FM

**YOUR LOGO**

OPENLAB X YOUR LOGO  
LONDON DAB RADIO SUMMER RESIDENCY  
108.5FM | WWW.OPENLAB.FM

**THE HUMAN 100**  
OCT 5 - 26

THE DOCTOR'S ORDERS PRESENT  
**HIP-HOP VS R&B**  
HOSTED BY M...  
TICKETS  
WWW.THEDOCTOR...

OPPORTUNITIES BEYOND LONDON DAB FOR PARTNERS

AS AN EXCLUSIVE PARTNER IN THIS  
COLLABORATION YOU WILL BE  
FEATURED ALONGSIDE OPENLAB

Marketing via all OpenLab channels - online, app, TuneIn, FM in Ibiza

Activations and events in London

National press campaign

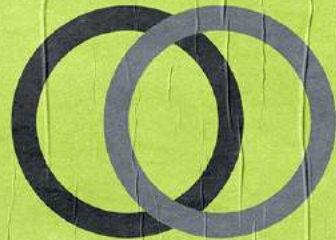
Extensive social media campaign, co-branded content

London centric marketing, driving targeted audiences to listen to the station

Media and Influencer partnership campaign.

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COOL

### WHO ELSE IS INVOLVED?

You will be front and centre for this partnership - 'OpenLab x YOU'

There will be no other commercial partners, this is about a collaboration

OpenLab will engage its relationships with 100's of independent record labels to secure  
unique content from artists during the two month residency

Extensive media partnership programme with relevant influencers, bloggers and publishers

### HOW DOES THIS PARTNERSHIP GROW

Potential to own a DAB channel annually

Potential to co-own a physical studio and activations space.



OUR FESTIVAL OF LOVE

EAT.

AGAPE

WELCOME



## AUDIENCE AND POSITIONING

BASED ON LATEST RAJAR DATA

### FORECAST REACH (MONTHLY)

**DAB** 90,000, AT 40,000 MONTH 1 AND 50,000 MONTH 2  
**ONLINE** 200,000 ONLINE BASED ON ACTUAL STREAMING FIGURES  
**FM (IBIZA)** 360,000 ACROSS TWO MONTHS PEAK SEASON IN IBIZA  
**SOCIAL MEDIA** 190,000 WITH MULTIPLE COMMUNICATIONS  
**ARCHIVE SHOWS** 30,000 ACROSS THE PERIOD

### EXAMPLE AND TARGET LONDON ALIGNMENT AND REACH

**KISS FM** 1.4 MILLION REACH  
AVERAGE LISTENING TIME 5.76 HOURS (PER QUARTER)

**CAPITAL XTRA** 729 K REACH  
AVERAGE LISTENING TIME 3.4 HOURS (PER QUARTER)

### UK NATIONAL ALIGNMENT AND REACH

**BBC 6MUSIC** 2.48MILLION REACH  
AVERAGE LISTENING TIME 9.3 HOURS (PER QUARTER)



## WHAT IS OPENLAB

OPENLAB IS A PIONEERING AND HIGHLY  
REGARDED MUSIC AND ARTS PLATFORM,  
CHAMPIONING THE MOST FORWARD  
THINKING ARTISTS OF TODAY.

With curation at our very core, we create captivating audio visual experiences by fusing progressive independent music with innovative art - online across our multiple platforms, and in person at our creative hubs and partner spaces.

*We look into the future to deliver Tomorrow's World... Today*

Our loyal audience of over 100,000 monthly users are highly connected social mavens and opinion leaders, interested in discovery, learning and experiencing life to the full. They are creative, independent at heart and enjoy all forms of culture. They are cerebral music lovers and in the know.

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@ GRAFFITI\_LIFE

# OPENLAB

WWW.OPENLAB.FM  
106.4FM IN IBIZA & FORMENTERA

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LONDON