

ICELAND AIRWAVES

REYKJAVÍK NOV 6—9 2019

WRAP UP 2018

STRATEGY 2019

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1. 2018 IN REVIEW

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STATISTICS

- 239 bands from 26 countries
- more than 450 performances across 4 days
- festival goers from more than 60 countries
- more than 70 press outlets from around the world and 150 industry attendees

1. 2018 IN REVIEW

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INITIATIVES

- No Akureyri, no Sunday, one ticket
- Upgrades available
- IA Recommends: discounts for IA wristband holders across Reykjavík
- Clubhouse and special events: 6AM yoga, pool party, Ásgeir's straight to vinyl etc.
- Trip planning section on site with links for hotels, car hire, trips etc



1. 2018 IN REVIEW - Survey of 800 attendees Nov 2018



AUDIENCE

- 93% positive:
 - 70% thought IA 2018 was 'great', and
 - 23% 'good'
- 89% loved the music and line-up:
 - 48% 'great' and
 - 41% 'good'
- 61% travelled with Icelandair, 18% WOWAIR, 13% with Easyjet
- 40% stayed in hotels, 32% in AirBNB, 25% in hostels, 4% couch-surfing
- More than 70 press outlets from around the world and 150 industry attendees
- 64% stayed more than 5 days, 23% 5 for days, 12% for 4 days

1. 2018 IN REVIEW - Survey of 800 attendees Nov 2018

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AUDIENCE KEYWORDS

- DIVERSITY
- THE MUSIC
- THE PEOPLE
- THE ATMOSPHERE
- REYKJAVÍK
- DISCOVERY
- THE LOCAL TALENT
- VIP AREAS



2. WHAT DID WE LEARN?

WHAT DID WE LEARN?

- Awesome line up for enthusiasts but locals did not get excited enough
- Locals would like a lower price and day passes
- The shorter distance between venues, the better
- Guests want to have a second chance to see bands = miss less
- Upgrades were a hit but controversial to some
- New revenue streams, clubhouse and special events showed potential
- In the end: Too much capacity and too many acts
- Comps are still a big problem

3. VENUES / CAPACITIES

Peak attendance

Wednesday Nov 6 - ca 45%

Thursday Nov 7 - ca 55%

Friday Nov 8 - ca 65%

Saturday Nov 9 - ca 60%

4. IMPROVEMENTS FOR 2019

- Revised ticket prices + possibly add day passes
- Fewer bands perform + more bands perform twice = you miss less
- First day is all local acts
- Even shorter distance between venues
- One bigger, more commercial act, for local market
- Everything is earlier = everything is better
- More club-houses and “off venue” events, done by us, wristband needed
- Create more new streams of revenue for festival and partners
- Further develop the conference, upgrades and IA Recommends
- New international PR teams
- Keep on making the sponsors happy

'Airwaves Plus' is about the super-fan of Airwaves.

Joining 'Airwaves Plus' is like joining a club:

- Front of line access
- Special 'Airwaves Plus' Concierge - all the info you need, all the time.
- Exclusive ticket pick-up
- Gift bag with T-shirt, beanie and more
- Exclusive discounts with brand partners and sponsors
- Monthly newsletter up to November, daily newsletter during the festival
- 'Airwaves Plus' areas in selected venues
- Priority to everything: sales, special events, surprise shows etc. - All year, all the time

'Airwaves Plus' areas:

- Media and industry also allowed - the superfan and the industry people hang out together

6. THE AIRWAVES FUND

ICELAND AIRWAVES GIVES BACK

After Airwaves, many bands 'take flight' on their export adventure.

How does Iceland Airwaves continue to offer support to the Icelandic music industry after bands showcase at Airwaves?

INTRODUCING: THE AIRWAVES FUND

- A transaction fee from each guest pass and a portion of each 'Airwaves Plus' sale goes towards the fund.
- The total sum of the transaction fees will be matched by Sena Live.
- We will invite a 3rd parties to match Iceland Airwaves and Sena Live in the fund.

The fund will be used each year to help up to three Airwaves bands 'on their way' to their next steps of success, be that studio time, meetings with labels, showcasing, videos, marketing...

One of the three bands is "The Best Newcomer of the Year", voted during the festival by our guests.

Iceland Airwaves commits to helping Icelandic bands become global stars.

7. TIMELINE FOR 2019 (subject to change)

DATES	LINE UP ANNOUNCEMENTS	REGULAR PASS PRICE INCREASE	OTHER
Wednesday, January 9			Showcase Artist Applications
Monday, January 21			Icelandair Travel Packages on sale
Wednesday, February 6	First Line Up - 13:00 GMT		
Wednesday, March 6	Second Line Up - 13:00 GMT		
Thursday, February 28			Industry and Media passes on sale
Friday, March 1			Off Venue Artist Applications
Monday, March 25		14.900 ISK ENDS - 23:59 GMT	
Tuesday, March 26		16.900 ISK - 00:00 GMT	
Wednesday, April 3	Third Line Up - 13:00 GMT		
Wednesday, June 5	Fourth Line Up - 13:00 GMT		
Sunday, September 1		16.900 ISK Ends - 23:59 GMT	
Monday, September 2		19.900 ISK - 00:00 GMT	
Wednesday, September 4	Fifth Line Up - 13:00 GMT		
Wednesday, October 9			Special Events announced
TBC	Off Venue Schedule		
TBC	App Launch		

8. CONFERENCE - AIRWAVES PRO

Introducing AIRWAVES PRO, the new conference produced by Iceland Airwaves.

- Music industry experts from all over the world and Icelandic musicians meet, hangout and talk.
- Heavyweights from the international music industry take part in panels.
- Work with partners / embassies / consulates / export initiatives to create a schedule that gives international delegates things to do each day, with a program that appeals at B2B level as well as entry level.
- Continue to work with Iceland Music, STEF and the City of Reykjavík, with a focus on delivering access and information to export ready Iceland bands, musicians and composers who wish to take their careers to the next level.
- Improve the AIRWAVES PRO side of the website and send out daily emails and updates throughout the festival for delegates

9. SELECT PRESS QUOTES - FULL COVERAGE [HERE](#)



"Four days of amazing music in the best country in the world"
The Line of Best Fit (UK)

"Airwaves stands a chance of being the best place to discover a young new band before they get huge. As a music festival, that's the best reputation they could have" Uproxx (USA)

"Best Festival For Music Discovery: Iceland Airwaves"
UPROXX (USA)

"Championing both brand new and established acts from home and away" Consequence of Sound (USA)

"One of the most significant showcase festivals in the world"
Festicket (UK)

"Magnetizes the tourists even when the days are short and their ears frozen" Liberation (France)

"Undoubtedly an important resource for gauging the future of independent music" She Shreds (USA)

10. INDUSTRY FEEDBACK

“CONGRATS on a FANTASTIC festival...was excellent and awesome on every level and from a LONG time attendee the transition in ownership/management was seamless and perfect really. I loved the focus on more Icelandic talent and less “big” international headliners and getting “back to the basics” so wonderful job on that front” Leigh Lust, VP A&R Pledge Music

“Congratulations on an awesome Iceland Airwaves! I thought it was fantastic - as did everyone I talked to. Hope it felt good to you, too! Looking forward to seeing where you take it next” Kevin Cole, KEXP

“Just wanna to say THANKS! we are so happy with all your work. It was an incredible crowd! they sang our songs, was very amazing! And all the attention in the festival was very nice!” Abbacook (artist, Colombia)

“Just wanted to say that we all had a great time this year. All the bands loved it. What I saw of the rest of the festival seemed to be running nice and smoothly as well and I am now a new Blood Orange fan I thought he was incredible” Stephen Bass (Moshi Moshi Music)

“It was just so organised this year and a brilliant line up and everything was so clear and just... made sense” Jen Long (journalist, Line of Best Fit)

“Thanks for THE BEST FESTIVAL OF OUR LIVES”! Trupa Trupa (band, Poland)

“It was so funny all the women coming to me after the show with the make up all over their face. Even the lady from the German Embassy. I really don't know what was going on, but I bet it was something good. Thank you so much for this absolutely incredible opportunity!” Lisa Morgenstern (artist, Germany)

“Tonight she played the best show of her life, at least that's what she said 😊 It was truly magical” Tour manager for Stella Donnelly (artist, Australia)

“It was an incredible event and experience, for all of them and for me” Oliver Ward, agent UTA (had six acts performing)

“Thanks so much for you and your staff's 's help during Iceland Airwaves. Max Lefkowitz and I were so impressed by how beautifully organized and friendly the conference was, and we enjoyed the panels and the showcases tremendously. I am definitely planning on Shore Fire's participating in this fall's event.” Marilyn Laverty (Surefire Media PR, USA)

A person wearing a futuristic, spiky costume and a mask with multiple circular openings is playing a drum set. The scene is illuminated with a strong blue-green light, creating a moody atmosphere. The person is wearing a dark, shiny jacket with spikes and a mask that covers their face, leaving only their eyes visible through circular lenses. They are holding drumsticks and playing a cymbal. The background is dark and out of focus, showing parts of the drum set.

takk!