
From: [REDACTED]
Sent: Thursday, July 16, 2026 10:35 AM
To: [REDACTED]
Subject: NEWS: SURJ Announces Sports Infrastructure JV radia with Live Nation and Oak View Group (OVG)

Hi [REDACTED] -

Today, [SURJ Sports Investment](#), a PIF company, announces the launch of **radia**, a new joint venture with Live Nation and Oak View Group created to help shape the next era of sports infrastructure and live experiences in Saudi Arabia.

radia will operate as a fully integrated venue-services platform, supporting the development, management, operation, activation and commercialisation of stadiums, arenas and major sports precincts across the Kingdom. By bringing together SURJ's local market expertise with the global capabilities of Live Nation and Oak View Group, the **venture aims to turn Saudi Arabia's growing portfolio of world-class infrastructure into commercially successful, fan-focused destinations.**

The launch marks an important step in SURJ's mandate to unlock the value chain across sport and support Saudi Arabia's readiness to host major global sports and entertainment events, including FIFA World Cup 2034™. It also sits within PIF's wider commitment to sport under its 2026–2030 strategy, **with Saudi Arabia's sports sector forecast to exceed \$22 billion by 2030.**

radia will be led by Xavier Campbell, who has been appointed Chief Executive Officer and will oversee the venture's market entry and long-term growth.

I've copied the press release below. Let me know if you have any questions.

Kind regards,

[REDACTED]

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SURJ Sports Investment, Live Nation & Oak View Group launch radia to further transform

the sports infrastructure and live experiences landscape in Saudi Arabia

- radia will drive the next era of sports infrastructure operations and live experiences in Saudi Arabia
- The new joint venture will support the further development and activation of multi-use venues across the country
- The partnership aligns with a key pillar of SURJ's mandate to unlock the value chain across sports
- The launch of radia reinforces PIF's ongoing commitment to sport as a priority sector

16 July 2026 – SURJ Sports Investment, a PIF company, together with Live Nation and Oak View Group (OVG), today announced the launch of radia, a new joint venture created to support the growth of sports infrastructure across Saudi Arabia through venue management, operations, activations and commercialization.

The joint venture will serve as a strategic platform for SURJ and PIF, combining deep local insight with global expertise to service Saudi Arabia's growing portfolio of world-class stadiums, arenas and major sports precincts.

radia will become a fully integrated venue-services platform, supporting the full lifecycle of sports venues and precincts, from early-stage design review and operational planning to development oversight, operations, and commercialization. Through partnerships, digital and data-driven capabilities, enhanced fan experiences, and a focus on sustainable venue solutions, radia will help turn new infrastructure into commercially successful destinations.

radia will be led by Xavier Campbell, who has been appointed Chief Executive Officer of the joint venture. Campbell, a seasoned sports executive, has played a key role in shaping radia's business model and will lead the company's market entry and long-term growth strategy.

The launch of radia is in line with PIF's ongoing commitment to the sports sector, which lies within the tourism, travel and entertainment ecosystem in PIF's recently announced 2026-2030 strategy. Saudi Arabia's [sports sector](#) is forecast to reach more than \$22 billion by 2030.

Danny Townsend, CEO of SURJ Sports Investment, said: *"This partnership marks a defining milestone in both PIF and SURJ's mission to build a future-ready sports sector in Saudi Arabia, one that delivers today while creating a lasting legacy for generations to come. Working alongside two of the world's most respected industry leaders positions SURJ at the forefront of venue innovation and fan experience. Through this collaboration, we are not only supporting the rapid growth of Saudi Arabia's sports ecosystem but also future-proofing its infrastructure, expanding access to world-class fan and visitor experiences, and ensuring Saudi Arabia is equipped to deliver unforgettable moments."*

John Reid, Chairman EMEA, Live Nation added: *"Live Nation has been working and investing in Saudi Arabia since 2017, and this partnership builds on that long-term commitment. By bringing our expertise in programming venue operations and live events, we'll help build venues and experiences that work for artists, athletes, audiences and the wider industry."*

Chris Granger, CEO of Oak View Group remarked: *"World-class sports and entertainment venues are economic and cultural engines. When done well, they create jobs, attract tourism, and stimulate further development. Perhaps more importantly, they become gathering places where communities celebrate, connect, and create shared memories across generations. We at OVG are proud to partner with SURJ and Live Nation on the radia venture, as together we look to create lasting impact, countless memorable moments, and authentic points of civic and global pride for people across Saudi Arabia."*

The radia partnership will help deliver on the growth in Saudi Arabia's sports sector through collaboration, sustainability, and fan-centricity at its core while creating a world-class sports and entertainment ecosystem.

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ABOUT SURJ SPORTS INVESTMENT

SURJ (/Surge/) Sports Investment, a PIF company, is fueling the growth of international sport through strategic investments with global and local resonance. Its mandate centers on investing in global rights holders and key enablers in the global sports ecosystem—investments that will generate long-term returns, empower sports and sports-adjacent businesses to innovate and reach new audiences and create new experiences. SURJ Sports Investment is unlocking game-changing opportunities, inspiring the next generation of talent and fans in Saudi Arabia, the wider MENA region and beyond. For more about SURJ Sports Investment, visit www.surjsports.com.

ABOUT LIVE NATION ENTERTAINMENT

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.

ABOUT OAK VIEW GROUP (OVG)

Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the Company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents. Visit OakViewGroup.com, and follow OVG on Facebook, Instagram, LinkedIn, and X.

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Senior Account Executive

