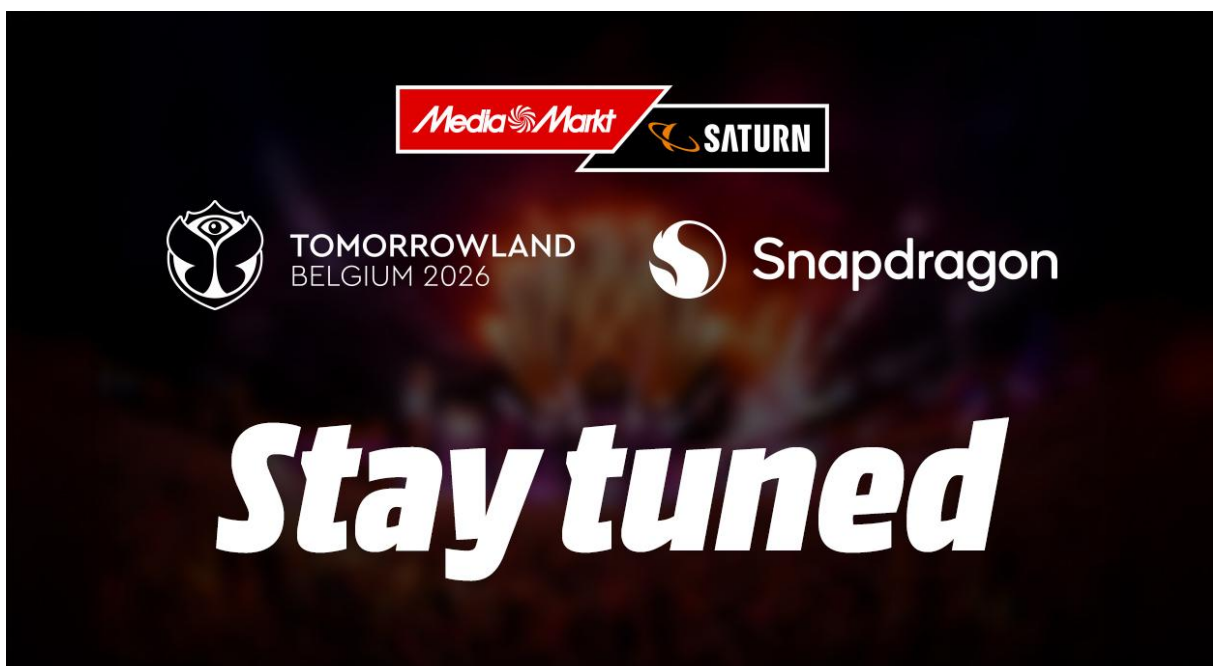


MediaMarktSaturn & Snapdragon become Premium Partners of Tomorrowland and launch pan-European campaign

Strombeek, 12 May 2026

MediaMarktSaturn, Europe's leading retailer for consumer electronics and related services, is becoming an official Premium Partner of Tomorrowland together with Snapdragon. The partnership comes to life across the 11 European markets in which MediaMarktSaturn operates, with the launch of the cross-channel campaign "Tomorrow's AI". The campaign brings technology and culture together through live experiences linked to one of the world's most iconic electronic music festivals.



The MediaMarktSaturn Group, of which MediaMarkt Belgium is part, and processor brand Snapdragon will use the Premium Partnership to showcase their brands on a powerful international stage. MediaMarktSaturn demonstrates what its brand promise **"Experience what's Possible"** means in practice. Snapdragon, in turn, brings technology to life through unforgettable tech experiences on the devices people use and value every day.

The partnership connects the brands through a shared focus on technology, experience and extraordinary moments. "Tomorrowland creates a unique world where experience, connection and unforgettable shared moments take centre stage. In collaboration with Snapdragon, MediaMarktSaturn gains a powerful international platform to bring 'Experience what's Possible' to life and show how technology opens up new possibilities for the People of Tomorrow," says Michael Schuld, Chief Marketing Officer of MediaMarktSaturn.

"Snapdragon makes next-level experiences accessible in everyday life, across all the devices people love. Think of PCs that enable people to create, stream and communicate. By partnering with



MediaMarktSaturn and Tomorrowland, we are bringing our technology to moments where creativity, connection and culture come together. This allows us to show how devices powered by Snapdragon X Series processors enable richer and more immersive experiences, whether in-store, online or at the festival itself,” says Richard Tinkler, VP Marketing at Qualcomm Technologies International, Ltd.

Tomorrow’s AI: a campaign in stores, online and on the festival grounds

From 15 May, the 360-degree campaign will roll out across all 11 European markets in which MediaMarktSaturn operates. Electronics enthusiasts, from dance music fans to lovers of innovative tech products, will be able to experience the partnership in stores, through digital channels and on the festival grounds itself.

The cross-channel campaign gives consumers a last-minute opportunity to experience Tomorrowland live. In doing so, the campaign offers a unique chance to still attend the sold-out festival. In addition, the campaign includes experience zones in stores featuring AI PCs powered by Snapdragon, special product offers, CRM integration with dedicated landing pages, newsletters, app activations, PR and advertising.

During the festival weekends in July, the campaign will fully come to life in a jointly designed festival booth. There, the activations go beyond the physical world and invite visitors into a new digital environment where creativity, identity and music converge. Snapdragon forms the technological heart of this experience, powering every interaction, transformation and moment in real time with the power of AI. At the same time, MediaMarktSaturn and Snapdragon will be active on social media on site, allowing people outside the festival to share in the experience as well. Selected content creators will take their followers along for the journey.

Tomorrowland offers reach and relevance across Europe

The strategic value of the partnership is underlined by Tomorrowland’s extensive reach in Europe and beyond. With more than 850 artists across 16 stages, the Belgian cult festival attracts 200,000 visitors per weekend and generates enormous attention and engagement among fans worldwide.

Tomorrowland also brings together an audience that is highly relevant to MediaMarktSaturn and Snapdragon. The People of Tomorrow are mainly in their twenties and thirties. They are digitally connected, experience-driven and make intensive use of devices to stream, create, game and work.

This makes Tomorrowland a compelling platform to present meaningful and experience-driven technology at scale across Europe.

The official announcement video of the partnership can be found [here](#).

Snapdragon is a registered trademark of Qualcomm Technologies, Inc. Snapdragon is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.



About MediaMarkt

MediaMarkt is Europe's largest electronics retailer and currently operates 30 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.medimarkt.be.

About Tomorrowland

Tomorrowland has grown into a global entertainment brand and media powerhouse. Today, over 400 passionate employees bring imagination to life from the WEAREONE.world headquarters in Antwerp (Belgium) and offices in Brazil, France and Thailand. With festivals and events across the globe, an extensive storytelling universe, immersive experiences, a broad spectrum of lifestyle and design products, leisure ventures, and a dedicated music division, WEAREONE.world continues to build moments that resonate with the People of Tomorrow. The company also invests in a better future through dedicated sustainability (Love Tomorrow) and social programs (Tomorrowland Foundation). Tomorrowland is one of the largest and most iconic music festivals in the world, held in recreation area De Schorre in Boom, Belgium, organized and owned by the original founders, the brothers Beers. The festival welcomes over 400,000 People of Tomorrow from more than 200 countries across two extraordinary summer weekends. Tomorrowland caters to all genres in electronic dance music with hundreds of renowned artists performing across more than 16 stages. DreamVille and Global Journey – Tomorrowland's official campsite and travel program – give the People of Tomorrow a complete festival experience, with a welcoming on-site home and unforgettable travel adventures to the festival. Tomorrowland 2026 (July 16–19 and 23–26) will revolve around the mesmerizing 'Consciencia' theme. Six primal emotions - Wonder, Love, Anger, Joy, Desire and Sadness – unveil a mysterious realm that feels both otherworldly and deeply human.

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