

# campaign

Middle East



## RADIO GUIDE 2019

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# INTRODUCTION

I recently spoke to a startup that is producing podcasts. The founders said that a lot of the time people listen to their shows when their hands and their eyes are engaged with something else. This happens a surprising amount of the time. When we are driving, cooking, cleaning, jogging, or even working.

This is also the time we listen to audiobooks. Or yuppie summary apps like Blinkist. Or even the medium that began it all: radio.

Other media require our full attention, or at least the pretense of it. Even billboards require you to take your eyes from the road long enough to read their messaging.

But radio is guilt-free in that it can be consumed while you are doing other things.

This is a mixed blessing for radio advertisers. It means that they have huge audiences (look at the latest Nielsen figures: basically everyone listens to radio at least once a week in the UAE) but it also means that those audiences are not always fully engaged.

So advertising must be creative enough to grab attention, but also it must be able to make messages stick.

This, our second annual radio guide, lists all the radio stations in the UAE. It's a vital reference for planners figuring out how to get inside the ears of the right consumers.

It is also sprinkled with insight from radio stations, media reps, measurement companies, buying agencies and more, all giving their take on the state of radio today.

Those articles are fascinating. They address how radio fits into today's digital landscape. They reveal that it seldom stands alone, but is a vital part of a richer media mix. Radio campaigns are tied in with social media channels to cross-promote stations, DJs and brands. They are used to echo television, to amplify print.

Another unique trait of radio is how intimate it is. Perhaps that too is because it accompanies your life rather than taking you out of it. Think of a DJ, any DJ. Chances are you have strong feelings. Perhaps you love their morning show, or you always listen to the gang at drive time. Or perhaps you find them really annoying.

It's unlikely that you are ambivalent. And brands who can tap into that passion as part of their marketing plans can become part of people's lives and not an interruption from them.



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SARAH MESSER  
Director of media, Nielsen MENAP

# Who's tuned in?

Nielsen's **Sarah Messer** looks back at the first full year of the research company's Radio Audience Measurement programme in the UAE to see what patterns have started to emerge

**I**n our first full year of measuring UAE Radio (Jan to Dec 2018, all radio listening from people aged 10+), there are two macro themes that come through very clearly. Firstly, radio is an important platform of choice when it comes to entertainment for UAE residents, with a significant reach. Secondly, we see the audiences' listening patterns are closely linked to environmental and external factors that are at play in each quarter.

When Nielsen first embarked on UAE RAM (Radio Audience Measurement) back in 2017, there were a number of 'stories' that I heard repeatedly from across the industry – from agencies and broadcasters alike. These stories were ideas that people genuinely believed about the state of listening in the UAE, and with no granular listening data to either confirm or disprove them. These stories were accepted as truth, and consequently radio planning and buying was built around them. There were widely accepted, unproven stories around the amount of listening in daytime hours vs evening hours, anticipated peak listening times, weekend listening, and Ramadan audience engagement.

Interestingly, through accurate quarterly measurement, we now know that there is not a shred of truth in any of these stories.

At this point, the savvy radio buyer will be sitting up and reading more closely, because if historically their radio buying was done around mythical understanding, then it's a logical assumption that evidence to the contrary should mean the potential for strong data-based negotiation in their broadcast trading conversations.

Without going into deep detail on the numbers (they are all available online), here are some actual facts about radio listening in the UAE:

We know that radio reached a massive 92 per cent of the UAE population each week throughout 2018.

This means 60 million hours of radio on average are listened to every week.

The reach of radio amongst Westerners and Emiratis is almost universal.

The numbers are astonishingly strong, demonstrating the strength of radio as a medium to engage everyone across the diverse spectrum of UAE residents.

With regards to the pervasive myths we were told pre-data collection, we now know that late evening audiences are consistently as large (and in some quarters even larger) in reach as breakfast and drive-time audiences; we know that we have an unusual radio listening pattern throughout the day with audiences tuning in continuously, and that we have three (not two, like most other radio markets) listening peaks every day; that listeners at the weekend are indeed less than weekday but still almost 80 per cent of the UAE population across

the Emirates are tuning in; and that Ramadan listening (from 2018 data) showed a significant increase in listening levels, particularly from the non-fasting population.

From a traders' perspective, this kind of insight is gold dust. From an advertisers' perspective this means spending their radio budget more effectively to reach their target audience.

On the second theme – audience listening patterns reflecting external and environmental factors – we have seen some fascinating insights emerging across the quarters. I hesitate to use the word 'trend' yet, as a data scientist would typically require at least four robust data points before drawing solid conclusions – which would mean, for example, four sets of the same quarter data across different years to be sure of any patterns.

One of the core principles of audience measurement is accurate representation – which means we are representing the universe (in this case the UAE population aged 10+) as accurately as we can. From this we can then be sure when we see data fluctuations that we are comparing apples with apples, and not apples with lollipops. And what we see that gives us confidence in this measurement is that the audience's behaviour ebbs and flows with external factors. For example, the lowest reach figures were in Q3, which is the time of year when many people are travelling to escape the summer sun, and with the school holidays in full flow many families leave the country for long periods. The highest reach figures have so far consistently been Q1 and Q4, which are the quarters when everyone is back at work, back at school and working hard for the start and end of the year.

Another example is that during Ramadan 2018, the fasting population were listening less as more of their time is tied-up by Holy Month activities. There is also a distinct drop in listening levels just before iftar timings at 7pm, and then a sharp rise again afterwards as both fasters and non-fasters head out later. We will be looking again in Q2 Ramadan diaries this year, to see what patterns emerge.

These are just a few of the insights we have seen so far in our first full year of UAE RAM, and there is much more that tells the fascinating story of radio in the UAE. The insights are powerful for everyone in the industry. In understanding that audiences are larger and more engaged than was previously known, broadcasters can make better decisions about how and where to improve their stations and content, whilst the smart trader will be using it to find airtime that maximises audience reach in a more efficient way for both volume and cost.

In the challenging business and advertising landscape that we find ourselves in this year, evidence and data-based strategy are what is going to lift you head-and-ears above the crowd.

At this point, the savvy radio buyer will be sitting up and reading more closely, because if historically their radio buying was done around mythical understanding, then evidence to the contrary should mean the potential for strong data-based negotiation in their broadcast trading conversations.



# HAS DIGITAL KILLED THE RADIO STAR?

Wavemaker's **Eccha Khemani** says that while brands may have backed off radio temporarily, new technologies will enhance the medium more than they damage it in the long run

websites and apps, catering to audiences whose mode of listening includes internet and smartphones.

When we think of radio now, by default we start thinking of how this big idea could expand to the online space to make use of a more visual and engaging

chances of fraud and security concerns that are raised by clients. Audio streaming apps such as Spotify and Anghami are a boon to the industry as consumers are engaged with the ad without any interruptions. Since music is very personal to consumers, being able to reach valuable audiences with quality messaging can uplift return on investment.

Leveraging first-party and third-party data on digital audio platforms gives more control to brands, which maximises investments.

By default, radio excels in providing reach amongst mass audience. However, building a healthy brand is important, and that stems from better retention and leaving a positive impact on the consumer. The entire ecosystem can drive awareness even when consumers are not consciously looking for a product. The messaging gets seeded with top-of-mind in the initial stages of the consumer purchase journey and eventually leads to brand recall and retention.

Harvard University has found 95 per cent of purchasing decisions are subconscious. Depending on seasonality, radio ads also stand out specifically during Ramadan, and now during the ICC World Cup, as emotions play a role in decision making.

Adaptation to digital audio was inevitable and the revolution has been in full force; keeping the consumer and brand at the heart of any campaign is essential. The fruits of short-term campaigns can be temporarily effective but what keeps the health of a brand going strong is key. All roads lead to success of the client and satisfaction of the consumers.

The audio streaming industry is booming at its core, where marketers now have wider options for catering to mass and niche audiences depending on campaign goals. It's frequency vs relevancy – clarity in objectives play a drastic role in the pathway of media selection.

**Eccha Khemani** is senior account executive at Wavemaker UAE

**B**rands and media agencies are embracing the fundamental shift leaning heavily towards digitisation. The latest buzzword, 'digital disruption', has undoubtedly challenged media consumption and inclusion of traditional broadcast media. No wonder Northwestern University research shows a dip in radio popularity from 59 per cent of the Middle East listening in 2013 to approximately 47 per cent in 2017.

There is an ease of accessibility of music due to the rise in internet penetration, and higher bandwidth is making it convenient to stream at any time. Unlike earlier days, when individuals tuned into radio only either in their house or cars, now music is now being consumed at multiple locations through digital platforms.

We are seeing the impact of this in reduced investments in radio by brands, as it is perceived to be an ageing medium with higher spillover and a lack of personalisation to meet audience interests. As the focus gets driven towards millennials, brands have been specifically choosing media to chase audiences on the right digital platforms. Does that mean that gradually non-digital mediums will fade out from the ecosystem?

My belief is that digital is here to enhance the established mediums rather than just disrupt them. For instance, lines between radio and digital are not as clear as they were years ago. With the seismic shift, radio stations have confronted indirect competition from audio streaming apps such as Anghami, Spotify, Deezer and podcasts in this region. Slowly but strongly, radio has bounced back with 'radio on demand' available on

audience. Bridging the gap, radio stations have reinvented their model by capitalising on the relationships they've built with their listeners. This is showcased via roadshows, Instagram competitions on their personal and professional accounts and more effective ways. Results may not be as quick as digital, but radio has aced the importance of being creative with content, driving through barriers of technology with the right presentations.

As for campaigns, the Kit Kat Virgin Radio stunt was a success, where the winners were flown to the Maldives. Digital integration was a crux of this campaign when the entire experience during the trip came to life with followers watching social to see what their favourite RJs and winners were up to.

#CelebratingGoodness for Tata Motors was a Ramadan campaign, where a video was posted on Channel 4's website. After a few days, RJs had started talking about the emotional quotient of the video, which resulted in extreme popularity of the competition running on online radio. RJs added a personal element by posting it on their Instagram profiles and linking their followers back to the website. This indicates the power of radio and digital when worked on collaboratively.

In the digital omni-channel space, there is a new dawn to embrace and major players in the industry have reorganised their business model. Stations in the UAE have introduced podcasts available on their websites to help grow a community.

Advertising on digital audio platforms programmatically, and on radio to enhance corporate marketing for longevity, reduces the

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**ABU DHABI CLASSIC FM****FREQUENCY:** Abu Dhabi: 91.6; Dubai 87.9; Al Ain 105.2**WEBSITE:** www.adradio.ae/abudhabiclassicfm/**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Khushbu Thakkar: Khushbu.Thakkar@admedia.ae;

+971 50 616 5073

**LAUNCHED:** 2010**LANGUAGE:** English**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**FORMAT:** Classical music**DEMOGRAPHICS:** All English-speaking listeners, with a skew towards Western expats; affluent social economic classes A & B; aged 35 and older; male and female**PRIME TIME SHOWS:** Breakfast Classics

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**ABU DHABI FM****FREQUENCY:** Abu Dhabi: 90.00; Dubai: 98.40; RAK: 89.70; Fujairah:

106.00; Habshan: 100.10; Liwa: 103.70; Jabel Dhana: 97.30

**WEBSITE:** www.adradio.ae/abudhabiradio**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Khushbu Thakkar: Khushbu.Thakkar@admedia.ae;

+971 50 616 5073

**LAUNCHED:** 1969**LANGUAGE:** Arabic and English**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**DEMOGRAPHICS:** Local and expat Arabs; aged 35+

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**AL ARABIYA****FREQUENCY:** 99.0**WEBSITE:** 99fm.ae**PARENT COMPANY:** Arabian Radio Network**MEDIA REP:** Jennifer Moaccadie (jmoaccadie@arn.ae)**LAUNCH:** 2001**LANGUAGE:** Arabic**FORMAT:** Arabic music**DEMOGRAPHICS:** 70 per cent male; 30 per cent female**PRIME TIME SHOWS:** Exit 99 (Heba, Wael and Rafat)

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**AL KHALEEJIYA****FREQUENCY:** 100.9**WEBSITE:** 1009.ae**PARENT COMPANY:** Arabian Radio Network**MEDIA REP:** Jennifer Moaccadie (jmoaccadie@arn.ae)**LAUNCH:** 2003**LANGUAGE:** Arabic**FORMAT:** Khaleeji music**DEMOGRAPHICS:** 55 per cent male; 45 per cent female**PRIME TIME SHOWS:** Oxygen (Auhood)

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**AL OULA RADIO****FREQUENCY:** 107.4**WEBSITE:** www.aloularadio.ae**MEDIA REP:** MEMS (Choueiri Group): 04 454 5454**LAUNCHED:** 2014**LANGUAGE:** Emirati Arabic**PARENT COMPANY:** Hamdan Bin Mohammed Heritage Center**FORMAT:** Patriotic and traditional radio station that carries Emirati content**DEMOGRAPHICS:** 59.4 per cent male; 40.6 per cent female; 56 per cent aged 15-34**PRIME-TIME SHOWS:** Sabah Al Oula (Salem Mohammad); Al Rayeh (Samah Al Abbaz); Lil Shabab Rai (Athir Bin Shokor); Hayyak Fi Bladi (Khalifa Al Falasi)

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**CLUB FM 99.6****FREQUENCY:** 99.6**WEBSITE:** www.clubfm.ae**PARENT COMPANY:** Mathrubhumi Printing and Publishing Company**MEDIA REP:** P S Srikumar, general manager, GCC: 052 999 3442;

srikumar@mpp.co.in

**LAUNCHED:** June 2016**LANGUAGE:** Malayalam**BROADCAST LICENCE LESSOR:** Fujairah Media**FORMAT:** Entertainment, information, news, songs and creative campaigns**DEMOGRAPHICS:** 21-45 years old**PRIME TIME SHOWS:** Kalakan Recharge with Shaan; Ready Steady Po with Neena; Music Mojo with Carl

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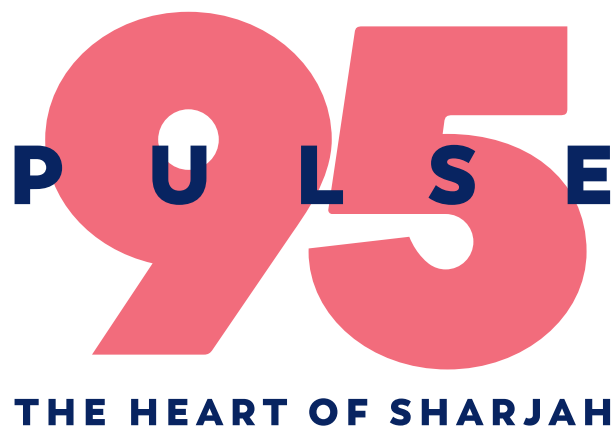
**104.8 CHANNEL 4****FREQUENCY:** 104.8 FM**WEBSITE:** www.channel4fm.com**PARENT COMPANY:** Ajman Independent Studios**MEDIA REP:** Mohammed Jundi, network sales director: 04 567 0444;

mjundi@ch4.ae

**LAUNCHED:** 1997**LANGUAGE:** English**LOCATION OF MAST:** Ajman.**BROADCAST LICENCE LESSOR:** Ajman Government**FORMAT:** Contemporary hit radio (CHR)**DEMOGRAPHICS:** Ages 18-40**PRIME TIME SHOWS:** Breakfast with JJ & Nimi



**CITY****FREQUENCY:** 101.6**WEBSITE:** city1016.ae**PARENT COMPANY:** Arabian Radio Network**MEDIA REP:** Rohit Damodar (rdamodar@arn.ae)**LAUNCH:** 2002**LANGUAGE:** Hindi**FORMAT:** Bollywood music**DEMOGRAPHICS:** 76 per cent male; 24 per cent female**PRIME TIME SHOWS:** Breakfast No. 1 (Malavika, Parikshit and Sid)**DUBAI 92****FREQUENCY:** 92.0**WEBSITE:** Dubai92.com**PARENT COMPANY:** Arabian Radio Network**MEDIA REP:** Jennifer Moaccadie (jmoaccadie@arn.ae)**LAUNCHED:** 1971**LANGUAGE:** English**FORMAT:** Adult contemporary**DEMOGRAPHICS:** 75 per cent male; 25 per cent female**PRIME TIME SHOWS:** Dubai 92 Breakfast (George and Kitch)**DANCE 97.8****PARENT COMPANY:** Shock Middle East**WEBSITE:** dancefm.com**HEAD OFFICE:** Dubai Media City**FOUNDED:** October 2016**FORMAT:** English, contemporary dance music station**LISTENER DEMOGRAPHICS:** 18-30, Western, Arab and Asian expats**FLAGSHIP PROGRAMMES:** Dance@breakfast, The Vibe, Drive Time and Hollaevenings**MEDIA REP:** Natasha Talebli: natasha@shock-me.com**DUBAI EYE****FREQUENCY:** 103.8**WEBSITE:** dubaieye1038.com**PARENT COMPANY:** Arabian Radio Network**MEDIA REP:** Jennifer Moaccadie (jmoaccadie@arn.ae)**LAUNCHED:** 2004**LANGUAGE:** English**FORMAT:** Talk**DEMOGRAPHICS:** 70 per cent male; 30 per cent female**PRIME TIME SHOWS:** Business Breakfast (Malcolm Taylor, Brandy Scott & Richard Dean)**106.2 BIG FM****Frequency:** 106.2**Website:** www.zeeentertainment.com**Parent company:** Zee Entertainment Middle East**Head office:** Dubai**Number of staff:** 80-100**Media rep:** ATL Media (Medhat Houalla, general manager): +971 4 426 4100**Launched:** 2017**Language:** Hindi/Urdu/English**Location of mast:** Umm Al Quwain**Licensed from:** Umm Al Quwain Broadcasting Network**Format:** Adult contemporary – Pure Music**Demographics:** South Asian diaspora**Prime time shows:** The Big Morning Show; Eat...Play...Love...; ASAP; Raat Baaqi. Baat Baaqi; Ruhani**Rate card:** RODP (per 30 Seconds): AED 450; Premium rate (per 30 seconds): AED 750; MJ mention (per 15 to 20 seconds): AED 1750**LEADERSHIP PANEL****Manoj Mathew**  
Territory Head**Medhat Houalla**  
General Manager**Gaggan Mudgal**  
Station Head**MJ Ujjwal Khanna, MJ Pavithra and MJ Arpit (from left to right)**  
Music Jockeys

**DUBAI FM****FREQUENCY:** 93.0**WEBSITE:** [www.dmi.ae/dubai\\_fm/](http://www.dmi.ae/dubai_fm/)**PARENT COMPANY:** DMI**MEDIA REP:** MEMS (Choueiri Group): 04 454 5454**LAUNCHED:** 2014**LANGUAGE:** Arabic**BROADCAST LICENCE LESSOR:** Dubai authorities**FORMAT:** Entertainment, UAE radio station that offers Pan-Arab and Khaleeji content and music**DEMOGRAPHICS:** 52.3 per cent male; 47.7 per cent female**PRIME TIME SHOWS:** Sabah Jameel (Abdallah Ismail); Caramel (Fatima Abed Al Rahman and Ahed Afandi); Shari3 Al Saada (Mahra Al Abdallah and Jad Shhaib )**DUBAI QURAN****FREQUENCY:** 91.4**LANGUAGE:** Arabic**FORMAT:** Religious**EMARAT FM****FREQUENCY:** Abu Dhabi: 95.8; Al Ain: 94.9; Dubai: 97.1; Ras Al Khaimah: 88.5; Fujairah: 103.9; Jabel Dhana: 92.4; Liwa: 95.6; Habshan: 98.4; Bahrain: 92.3**WEBSITE:** [www.adradio.ae/emaratfm/](http://www.adradio.ae/emaratfm/)**PARENT COMPANY:** AD Media**MEDIA REP:** Yaqoub Alhammadi: Yaqoub.Alhammadi@admedia.ae; 050 106 3335**LAUNCHED:** 1995**LANGUAGE:** Arabic**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**DEMOGRAPHICS:** Local audience; aged 18-35**FLOWERS 94.7 FM****FREQUENCY:** 94.7**WEBSITE:** [www.flowersfm.com](http://www.flowersfm.com)**PARENT COMPANY:** Flowers International Group**LAUNCHED:** May 2017**LANGUAGE:** Malayalam and English**BROADCAST LICENCE LESSOR:** Dolphin Recording Studios**DEMOGRAPHIC:** Men and women; aged 25 to 45**Pulse 95 Radio****Website:** [www.pulse95radio.com](http://www.pulse95radio.com)**Parent Company:** Sharjah Broadcasting Authority**Head office:** Sharjah, UAE**Number of staff:** 27**Founded:** May 2018**Format:** English language, light talk-radio station with acoustic music covers**Location of mast:** Sharjah**Broadcast licence lessor:** Sharjah Government**Demographics:** Native and non-native English-speaking; cultured mature professionals and middle-class family-oriented individuals; male and female; aged 25-45**Flagship programmes:** Morning Majlis; Life Beats; Yalla Home**Contact:** 06-5011355; [pulse95@sba.net.ae](mailto:pulse95@sba.net.ae)



**FUJAI RAH FM**

**FREQUENCY:** 92.6  
**LANGUAGE:** Arabic

**GILLI FM**

**FREQUENCY:** 106.5  
**WEBSITE:** radiogilli.com  
**LANGUAGE:** Tamil

**101.3 GOLD FM**

**FREQUENCY:** 101.3  
**WEBSITE:** Gold1013fm.com  
**PARENT COMPANY:** Ajman Independent Studios  
**MEDIA REP:** Mohammed Jundi, network sales director: 04 567 0444; mjundi@ch4.ae  
**LAUNCHED:** 2010  
**LANGUAGE:** Malayalam  
**LOCATION OF MAST:** Ajman  
**BROADCAST LICENCE LESSOR:** Ajman government  
**FORMAT:** Malayalam music and entertainment  
**DEMOGRAPHICS:** Ages 18-40  
**PRIME TIME SHOWS:** Vysakh and Samira; Drive with Meera Nandan and Nizal

**HEART 107.1**

**WEBSITE:** iheartuae.com  
**PARENT COMPANY:** Shock Middle East  
**HEAD OFFICE:** Dubai Media City  
**FOUNDED:** November 2017  
**FORMAT:** English, hot adult contemporary music station  
**DEMOGRAPHICS:** 30 plus, Western, Arab and Asian expats  
**FLAGSHIP PROGRAMMES:** Heart Breakfast, Heart Mornings, Heart Afternoons and Heart Drive  
**MEDIA REP:** Natasha Talebli: natasha@shock-me.com

**HIT**

**FREQUENCY:** 96.7  
**WEBSITE:** hit967.ae  
**PARENT COMPANY:** Arabian Radio Network  
**MEDIA REP:** Rohit Damodar (rdamodar@arn.ae)  
**LAUNCH:** 2004  
**LANGUAGE:** Malayalam  
**FORMAT:** Malayalam music  
**DEMOGRAPHICS:** 80 per cent male; 20 per cent female  
**PRIME TIME SHOWS:** The Big Breakfast (Nyla, Arfaz and Jean)

**WALID YARED,**

Chief marketing officer,  
Choueiri Group

**INDUSTRY SNAPSHOT****How is digital media changing radio as a medium?**

Much like everything else on the media and communications landscape, radio has also been impacted by digital and has found itself a stable place within the digital universe. Thanks to mobile apps and web streaming, even local radio has now gone global, as listeners can tune in and keep up with their favorite local radio station from anywhere in the world. This in itself represents a major breakthrough for any radio station's reach.

Integrated radio and digital marketing also have strong synergies, especially when they tap into people's existing multi-tasking behaviour. Many listeners visit their favourite radio station's website to enter a radio competition, or to find out more about a promotion, etc. They might also go online to check out a station's or presenter's social media accounts to keep up to date with the station when they can't listen to their specific desired show. Radio and digital media therefore complement each other, as digital can help radio stations to boost their listenership while, vice versa, radio can help drive traffic to online platforms. For these reasons, brands stand to gain a lot of traction by running their campaigns on both radio and digital.

**How are consumers changing the way they listen to content?**

Today, audiences are seeking more and more personalised experiences when it comes to consuming audio content. This is evident through the growth of music-on-demand platforms such as Anghami, YouTube and Spotify, where users get to decide exactly when, where and what they are going to be tuning into. The drive for radio stations and broadcasters to meet such demands has led to the growth of podcasts, recorded shows on mobile apps and an abundance of online music.

**What advice would you give to marketers looking to reach people with audio content?**

Radio continues to retain its popularity as a great advertising medium for a variety of reasons, which range from its cost efficiency and stability to its ability to be synchronised with TV campaigns and its reputation for being a credible and trusted source of the latest and breaking news. Audio content is enabling marketers to extend their reach and build their brands. Radio today remains one of the biggest mass-reach medium platforms for advertisers, as brands continue to try to engage more with listeners. If leveraged smartly and effectively, radio also represents great potential for achieving ROI.

**MONTECARLO****FREQUENCY:** 95.3**LANGUAGE:** Arabic**NOOR DUBAI FM****FREQUENCY:** Abu Dhabi, Dubai and Northern Emirates: 93.9;

Al Ain: 102.9

**WEBSITE:** www.dmi.ae/noordubai/**PARENT COMPANY:** DMI**MEDIA REP:** MEMS (Choueiri Group): 04 454 5454**LAUNCHED:** 2009**LANGUAGE:** Arabic**BROADCAST LICENCE LESSOR:** Dubai authorities**FORMAT:** Social, health, sports.**DEMOGRAPHIC:** 58.4 per cent male; 41.6 per cent female; 35.7

per cent aged 25-34; 26.9 per cent aged 15-24; 15.6 per cent aged

35-44; 21.8 per cent aged 45 and over

**PRIME TIME SHOWS:** Al Bath al Mubasher (Rashed Al Kharji,

"Abou Omar"); Al Salfa Wa Ma Fiha (Ahmed Al Ketbi, Salama Al

Sweidi); Rouhak Ryiadyia (Kifah Al Kaabi)

**PEARL RADIO****FREQUENCY:** 102**WEBSITE:** www.pearlrm.ae**LANGUAGE:** English**FORMAT:** Shows for parents and children**QURAN KAREEM****FREQUENCY:** Abu Dhabi: 98.1; Dubai: 88.2; Al Ain: 88.6; Fujairah: 95.6; Ras

Al Khaimah: 105.2; Jabel Dhana: 87.7; Liwa: 89.3; Habshan: 88.8

**WEBSITE:** www.adradio.ae/qurankareem/**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Khushbu Thakkar: Khushbu.Thakkar@admedia.ae;

+971 50 616 5073

**LAUNCHED:** 1979**LANGUAGE:** Arabic**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**DEMOGRAPHICS:** Local and expat Arabs; all ages**MOHAMMAD JUNDI**Network sales director,  
Channel 4 Radio Network**INDUSTRY SNAPSHOT****How is digital media changing radio as a medium?**

Digital is the future and radio has successfully and seamlessly integrated into this future. Radio in today's digital era is designed to create a bigger impact for both consumers and marketers.

Thanks to digital media, traditional radio is now not just limited to car listening. It has expanded into people's homes and work spaces through their mobile devices. As recently as a decade ago, the only way to engage on the radio was through SMS or phone calls. Today, with the power of digital platforms, listeners interact with the station in real time, connect with DJs on social media, see them live through station cameras and can even take part in competitions through the click of a simple button. The power of radio has risen rapidly, with the spread and impact of digital media resulting in higher listenership and clients reaching out to bigger audiences.

For advertisers, the marriage between traditional radio and digital platforms helps in getting a bigger bang for their buck. Since listeners are constantly exposed to their radio stations through social media, it gives advertisers a stronger impact through the power of video. Radio presenters are strong social media influencers, with lots of fans following their every move. This influencing power is helpful in achieving greater results for advertisers.

**How are consumers changing the way they listen to content?**

Today, consumption patterns have changed, with people having shorter attention spans and needing content that is bespoke to them. Digital media services have also changed the way listeners consume content.

Many listeners want content that is specific to their needs, and radio fulfils that need by creating content that appeals to them through research and experiential learning. Tailor-made podcasts, book reviews and the power of live content integration are integral to the changing needs of today's listeners. The power of live radio is also effectively used to create content that is moving and interactive. For example, one of our presenters connected a father and daughter live on the radio. They had not spoken to each other for years. Another example is the impact of international cricket and radio listening. Be it expert analysis, match wraps or live commentary, radio today gives more to create an impact on the listener's mind with tailor-made content offerings. Hence stations connect with listeners through bespoke activities that go beyond a music playlist and disperse it through traditional radio and digital media.

**What advice would you give to marketers looking to reach people with radio content?**

Radio gives maximum reach at the least cost. It is without doubt the region's most cost-effective solution for advertisers.

Radio is not only about commercial spots; it is about a deeply integrated partnership where the focus is on achieving tangible and measurable results.

Television, newspapers and outdoor advertising all have limitations since they are unable to interact in a deeply personal way like radio. Radio is a live medium where we give a deeply interactive and experiential solution to clients: live road shows, live experiences, competitions, giveaways and more. This personal connection helps in effective brand-building with our loyal listeners who consume radio every single day on air and online.

# ALL THE HITS

UAE'S LEADING RADIO NETWORK

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No.1 for Hit Songs  
**RADIO**  
89.1 FM

24 Carat Pure Fun  
**GOLD**  
101.3 FM



Operated by Ajman Independent Studios LLC, a part of

Al Murad Group



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**RADIO 1****FREQUENCY:** Abu Dhabi: 100.5; Dubai: 104.1 FM**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Ibrahim Alrais: ibrahim.alrais@admedia.ae**LANGUAGE:** English**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**FORMAT:** Top 40 music**DEMOGRAPHICS:** Westernised expats and listeners of English radio; 18-30 years old; male and female; professionals and university educated; mid- to high-range income**PRIMETIME SHOWS:** The More Breakfast Show; Drivetime Show

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**RADIO 2****FREQUENCY:** Abu Dhabi: 106; Dubai: 99.3**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Ibrahim Alrais: ibrahim.alrais@admedia.ae**LANGUAGE:** English**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**FORMAT:** Adult contemporary and feel-good music**DEMOGRAPHICS:** Westernised expats and listeners of English radio; aged 30-45; male and female; professionals and university educated; mid- to high-range income**PRIME TIME SHOWS:** Breakfast Show; Drive Time Show

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**89.1 RADIO 4****FREQUENCY:** 89.1**WEBSITE:** Radio4fm.com**PARENT COMPANY:** Ajman Independent Studios**MEDIA REP:** Mohammed Jundi, network sales director: 04 567 0444; mjundi@ch4.ae**LAUNCHED:** 1999**LANGUAGE:** Hindi**LOCATION OF MAST:** Ajman.**BROADCAST LICENCE LESSOR:** Ajman government**FORMAT:** Bollywood music**DEMOGRAPHICS:** Ages 18-40**PRIME TIME SHOWS:** Da Baang Mornings with Sid and Aseem; Kritika Express with Kritika

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**107.8 RADIO AL RABIA****FREQUENCY:** 107.8**WEBSITE:** alrabiafm.com**PARENT COMPANY:** Ajman Independent Studios**MEDIA REP:** Mohammed Jundi, network sales director: 04 567 0444; mjundi@ch4.ae**LAUNCHED:** 2000**LANGUAGE:** Arabic**LOCATION OF MAST:** Ajman.**BROADCAST LICENCE LESSOR:** Ajman government**FORMAT:** Arabic music and entertainment**DEMOGRAPHICS:** Ages 18-40**PRIME TIME SHOWS:** Al Rabia Wal Nas with Abu Rashid; Sabah il Kher ya Emirates with Rakelle and Jad

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**RADIO ASIA 1476AM****FREQUENCY:** 1476 AM**WEBSITE:** www.radioasiauae.com**PARENT COMPANY:** Dolphin Recording Studio**MEDIA REP:** Pratiti V: 054 467 4461: pratiti@radioasia.ae**LAUNCHED:** 1992**LANGUAGE:** Malayalam**LOCATION OF MAST:** Ras Al Khaimah**BROADCAST LICENCE LESSOR:** RAK Broadcasting Authority**FORMAT:** Talk, dance**DEMOGRAPHICS:** Ages 30-60

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**RADIO HALA 96.6****WEBSITE:** radiohala.com**PARENT COMPANY:** Shock Middle East**HEAD OFFICE:** Dubai**FOUNDED:** April 2018**FORMAT:** Contemporary hit music radio station**DEMOGRAPHICS:** 18 plus, Arab expats and local residents**FLAGSHIP PROGRAMMES:** Sabahak Noor & Reine and Zahma Maa Enaba**MEDIA REP:** Natasha Talebli: natasha@shock-me.com

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**RADIO MIRCHI UAE****FREQUENCY:** Abu Dhabi: 97.3; Dubai: 88.8; Al Ain: 95.6**WEBSITE:** www.radiomirchiuae.ae**PARENT COMPANY:** Abu Dhabi Media**MEDIA REP:** Ibrahim Alrais: ibrahim.alrais@admedia.ae**LAUNCHED:** 2011**LANGUAGE:** Hindi/Urdu**LOCATION OF MAST:** Abu Dhabi**BROADCAST LICENCE LESSOR:** Abu Dhabi Media**FORMAT:** Bollywood music**DEMOGRAPHICS:** Indian and Pakistani expats; aged 25-40; young working-class professionals and entrepreneurs; male and female**PRIME TIME SHOWS:** Mirchi Mornings; Bumper to Bumper

**RADIO SAWA**

**FREQUENCY:** 90.5  
**LANGUAGE:** Arabic

**RADIO SHOMA**

**FREQUENCY:** 93.4  
**WEBSITE:** radioshoma934.ae  
**PARENT COMPANY:** Arabian Radio Network  
**MEDIA REP:** Ravi Earland (ravi.earland@arn.ae)  
**LAUNCH:** 2011  
**LANGUAGE:** Farsi  
**FORMAT:** Farsi hit music  
**DEMOGRAPHICS:** 80 per cent male; 20 per cent female  
**PRIME TIME SHOWS:** Sobh-E-Shoma (Hannan)

**RAK ARABIC**

**FREQUENCY:** 92.2  
**LANGUAGE:** Arabic

**RAK HOLY QURAN**

**FREQUENCY:** 87.6  
**LANGUAGE:** Arabic  
**FORMAT:** Religious

**SHARJAH RADIO**

**FREQUENCY:** 94.4  
**WEBSITE:** <http://sba.net.ae/ar/radio/channel/13>  
**PARENT COMPANY:** Sharjah Broadcasting Authority  
**HEAD OFFICE:** Sharjah, UAE  
**FOUNDED:** 1972 (re-launched in 2000)  
**FORMAT:** Arabic  
**LOCATION OF MAST:** Al-Khan, Sharjah  
**BROADCAST LICENSE LESSOR:** Sharjah Government  
**DEMOGRAPHICS:** Emiratis and Arab expats  
**FLAGSHIP PROGRAMMES:** Al Khat Al Mubashir; Al Atheer; comedy drama "Halees"  
**MEDIA REP:** Luay Dabbas: luay.dabbas@sba.shj.ae: 050 718 8476

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## SAIF JUMA

Station director at Pulse 95  
Radio, part of Sharjah  
Broadcasting Authority



## MOHAMMED YANEZ

Programme and creative  
director at Pulse 95 Radio,  
part of Sharjah  
Broadcasting Authority

# INDUSTRY SNAPSHOT

## How are you seeing radio and audio consumption change?

Radio is alive and well. That is reflected in the high number of radio stations available in the UAE. The traditional linear consumption of radio is still healthy among the adult-format stations. Non-linear consumption of radio and audio among the new generation and younger audience is fast moving towards other platforms such as streaming, podcasts and digital platforms, where the convenience of stopping, skipping and fast-forwarding is possible. This method of radio and audio consumption is increasing day by day, which is forcing radio broadcasters to modify their formats to stay in touch with the changing trends.

## What changes are you seeing in the way marketers use radio and audio advertising?

Radio advertisements haven't changed much despite the diversion of marketing budgets after digital and social media were introduced. The radio advertisement is still strong. This is proved by the fact that on some radio stations in the UAE the ad breaks can exceed four minutes of back-to-back intense commercials for different brands. Such long ad breaks can be exhausting for a listener trying to process the information, and listeners may lose focus after hearing a few ads or even switch to a different radio station. This results in marketers losing the opportunity to get their message heard.

## What is the biggest challenge in radio today and how are you tackling it?

For any radio station in the UAE market, reaching the desired target audience is always a great challenge. There are a number of radio stations locally sharing the same format (music format, playlist and the same entertainment news), and they share the same target audience as well, which makes it hard for listeners to differentiate between the radio stations. What Pulse 95 Radio offers is a unique format of light talk: current affairs, business, lifestyle and news.

Music is the main attraction for radio listeners and we adapted a unique music format, the acoustic genre, for our music policy, which is feel-good and easy-listening. We are the only radio station in the UAE, and probably in the region, to adapt such a unique music format, offering listeners hit acoustic covers.

## What changes in radio and audio media and advertising are you most excited to see in the next couple of years?

The biggest challenge that faces radio stations is to maintain the non-linear listeners and adapt to the change needed creatively to keep them loyal to their favourite radio station.

Radio stations are still at early stages in adapting to change. At Pulse 95 Radio, we are working in parallel, introducing visual content to accommodate social media users as well as radio-wave listeners.

## How is digital media changing radio as a medium?

The added benefits of digital platforms are key to our current audience reach and future reward. It's exciting to see that the combination of radio audio with visual content via social media platforms is the next big growth step. It's basically forcing broadcasters to come up with creative ways to entertain, inform and satisfy listeners and advertisers.

Our visual and social media teams are an extension of our on-air team, providing custom-made content for social media platforms as a response to digital media consumption.

## How are consumers changing the way they listen to content?

With the presence of social and digital media platforms and smart devices, consumers can access their favourite radio content anywhere around the globe. They can do this not only through traditional radio waves, but also through live online streaming and podcasts.

Radio consumers mostly are the same audiences that have access to social and digital media. They receive info on their devices about topics that matter to them. This forces radio presenters and producers to change the way radio content is produced, by researching and looking for content that appeals to the listener and making that piece of information more fun and interesting than reading it on a device would be. They add a human touch and discuss the subject from different angles.

## What advice would you give to marketers looking to reach people with audio content?

Marketers who are looking to keep the effectiveness of their messages using radio must stay unique in their audio approach.

Marketers should keep their radio communication defined, short, creative and ear-catching with a variety of different messages instead of a heavy 30 second ad.

At Pulse 95 Radio, we house a dynamic, creative and extremely talented team of world-class radio producers and creative script writers as well as professional international voice-over talents from different ethnicities and accents representing the multi-cultural communities living in the UAE.



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## SHARJAH QURAN

**FREQUENCY:** 102.7

**WEBSITE:** <http://sba.net.ae/ar/radio/channel/12>

**PARENT COMPANY:** Sharjah Broadcasting Authority

**HEAD OFFICE:** Sharjah, UAE

**NUMBER OF STAFF:** 7

**YEAR FOUNDED:** 2012

**FORMAT:** Arabic

**LOCATION OF MASTS:** Halwan, Al-Abar, Sharjah

**BROADCAST LICENCE LESSOR:** Sharjah Government

**DEMOGRAPHICS:** Muslims; Arabs and non-Arabs

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## SKY NEWS ARABIA

**FREQUENCY:** 90.3

**LANGUAGE:** Arabic

**FORMAT:** News

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## STAR FM

**FREQUENCY:** Abu Dhabi: 92.4; Dubai: 99.9; Al Ain: 100.1

**WEBSITE:** [www.adradio.ae/starfm/](http://www.adradio.ae/starfm/)

**PARENT COMPANY:** Abu Dhabi Media

**MEDIA REP:** Khushbu Thakkar: [Khushbu.Thakkar@admedia.ae](mailto:Khushbu.Thakkar@admedia.ae);  
+971 50 616 5073

**LAUNCHED:** 2009

**LANGUAGE:** Arabic

**LOCATION OF MAST:** Abu Dhabi

**BROADCAST LICENCE LESSOR:** Abu Dhabi Media

**DEMOGRAPHICS:** Arabs aged 15-35

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## SUNO 1024FM

**FREQUENCY:** 102.4

**WEBSITE:** [www.suno1024.com](http://www.suno1024.com)

**PARENT COMPANY:** Dolphin Recording Studio

**MEDIA REP:** Pratiti V: 054 467 4461: [pratiti@radioasia.ae](mailto:pratiti@radioasia.ae)

**LAUNCHED:** 2011

**LANGUAGE:** Hindi

**BROADCAST LICENCE LESSOR:** RAK Broadcasting Authority

**FORMAT:** Dance

**DEMOGRAPHICS:** Ages 25-55

**PRIME TIME SHOW:** Bindass Breakfast (Vicky and Prince); Bollywood Brunch (Supriya), Dil Maange More (Sanchari); The Jaggu and Tarana Show (Jaggu and Tarana); Route 1024 (Pallavi)

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## TAG

**FREQUENCY:** 91.1

**WEBSITE:** [tag911.ae](http://tag911.ae)

**PARENT COMPANY:** Arabian Radio Network

**MEDIA REP:** Ravi Earland ([ravi.earland@arn.ae](mailto:ravi.earland@arn.ae))

**LAUNCHED:** 2013

**LANGUAGE:** Filipino

**FORMAT:** Filipino hit music

**DEMOGRAPHICS:** 65 per cent male; 35 per cent female

**PRIME TIME SHOWS:** Gandang U-maga (Bluebird and Keri Belle)

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## 89.4 TAMIL FM

**FREQUENCY:** 89.4

**WEBSITE:** [www.tamil894fm.com](http://www.tamil894fm.com)

**PARENT COMPANY:** Aaren World Media & Advertising

**MEDIA REP:** Dheena: [dheena@tamilfm.fm](mailto:dheena@tamilfm.fm); +971 56 545 5826

**LAUNCHED:** April 2015

**LANGUAGE:** Tamil

**LOCATION OF MAST:** Ras Al Khaimah

**BROADCAST LICENCE LESSOR:** RAK Broadcasting Authority

**FORMAT:** Infotainment

**DEMOGRAPHICS:** South Indian, Tamilians, Malayalees, Sri Lankans, Kannadigas, Andhras

**PRIME TIME SHOWS:** Good Morning Thamizha (Mayil and Sakhi); Galatta Evenings and Crazy Drive (Nimmi)

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## VIRGIN RADIO DUBAI

**FREQUENCY:** 104.4

**WEBSITE:** [Virginradiodubai.com](http://Virginradiodubai.com)

**PARENT COMPANY:** Arabian Radio Network

**MEDIA REP:** Jennifer Moaccadie ([jmoaccadie@arn.ae](mailto:jmoaccadie@arn.ae))

**LAUNCHED:** 2008

**LANGUAGE:** English

**FORMAT:** Hit music

**DEMOGRAPHIC:** 67 per cent male; 33 per cent female

**PRIME TIME SHOWS:** The Kris Fade Show (Kris Fade, Priti Malek, Big Rossi)

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## ZAYED FM

**FREQUENCY:** 97.6

**LANGUAGE:** Arabic

**FORMAT:** Religious

## STATIONS RANKED BY CUMULATIVE REACH

|                   | REACH |      | SHARE |      |
|-------------------|-------|------|-------|------|
|                   | 000s  | Rank | %     | Rank |
| RADIO MIRCHI      | 2089  | 1    | 14.5  | 1    |
| RADIO 4 FM        | 1330  | 2    | 8.3   | 2    |
| VIRGIN RADIO      | 1193  | 3    | 7.3   | 3    |
| CITY FM           | 1180  | 4    | 6.4   | 4    |
| BIG FM            | 829   | 5    | 4.4   | 6    |
| AL ARABIYA        | 823   | 6    | 3.7   | 7    |
| ABU DHABI QURAN   | 795   | 7    | 4.9   | 5    |
| AL RABIA          | 767   | 8    | 3.2   | 8    |
| AL KHALEEJIYA     | 505   | 9    | 2     | 13   |
| DUBAI QURAN       | 486   | 10   | 2.6   | 10   |
| SUNO 102.4        | 430   | 11   | 2.4   | 11   |
| RADIO 1           | 380   | 12   | 1.8   | 16   |
| CHANNEL 4         | 377   | 13   | 1.9   | 15   |
| EMARAT FM         | 368   | 14   | 1.5   | 19   |
| TAG 91.1          | 349   | 15   | 2.8   | 9    |
| HIT 96.7          | 348   | 16   | 2     | 13   |
| DUBAI FM 93       | 340   | 17   | 1.3   | 21   |
| DUBAI 92          | 327   | 18   | 1.7   | 17   |
| GOLD FM           | 312   | 19   | 2.1   | 12   |
| STAR FM           | 292   | 20   | 1.2   | 23   |
| ABU DHABI FM      | 288   | 21   | 1.3   | 21   |
| SHARJAH QURAN     | 275   | 22   | 1.6   | 18   |
| RADIO SAWA        | 265   | 23   | 1.1   | 24   |
| NOOR DUBAI        | 259   | 24   | 0.9   | 27   |
| DUBAI EYE         | 222   | 25   | 1.1   | 24   |
| RADIO SHOMA       | 213   | 26   | 1.5   | 19   |
| SKY NEWS          | 187   | 27   | 0.8   | 29   |
| CLUB FM           | 182   | 28   | 1     | 26   |
| DANCE FM          | 180   | 29   | 0.7   | 31   |
| SHARJAH FM        | 173   | 30   | 0.7   | 31   |
| MONTECARLO        | 155   | 31   | 0.6   | 33   |
| ABU DHABI CLASSIC | 147   | 32   | 0.6   | 33   |
| TAMIL FM          | 140   | 33   | 0.9   | 27   |
| FUJAI RAH FM      | 126   | 34   | 0.5   | 36   |
| RADIO 2           | 118   | 35   | 0.5   | 36   |
| FLOWERS FM        | 118   | 35   | 0.8   | 29   |
| RADIO HALA        | 99    | 37   | 0.5   | 36   |
| AL OULA RADIO     | 94    | 38   | 0.4   | 39   |
| RAK HOLY QURAN    | 92    | 39   | 0.6   | 33   |
| HEART FM          | 78    | 40   | 0.4   | 39   |
| PRAVASI BHARATI   | 66    | 41   | 0.4   | 39   |
| RADIO ASIA AM     | 61    | 42   | 0.4   | 39   |
| ZAYED FM          | 52    | 43   | 0.2   | 44   |
| PEARL FM          | 50    | 44   | 0.2   | 44   |
| AUTO RADIO        | 48    | 45   | 0.3   | 43   |
| RAK ARABIC        | 46    | 46   | 0.2   | 44   |
| GILLI FM          | 34    | 47   | 0.2   | 44   |
| PULSE 95          | 10    | 48   | 0     | 48   |

Source: Nielsen

### Emirati

|   |                 |
|---|-----------------|
| 1 | AL KHALEEJIYA   |
| 2 | AL RABIA        |
| 3 | AL ARABIYA      |
| 4 | ABU DHABI QURAN |
| 5 | EMARAT FM       |

### Expat Arabs

|   |                 |
|---|-----------------|
| 1 | AL ARABIYA      |
| 2 | AL RABIA        |
| 3 | ABU DHABI QURAN |
| 4 | STAR FM         |
| 5 | RADIO SAWA      |

### Emirati Stations

|   |               |
|---|---------------|
| 1 | AL KHALEEJIYA |
| 2 | EMARAT FM     |
| 3 | SHARJAH FM    |
| 4 | AL OULA RADIO |

### Religious Stations

|   |                 |
|---|-----------------|
| 1 | ABU DHABI QURAN |
| 2 | DUBAI QURAN     |
| 3 | SHARJAH QURAN   |
| 4 | NOOR DUBAI      |
| 5 | RAK HOLY QURAN  |
| 6 | ZAYED FM        |



## TOP 5 STATIONS BY LISTENER NATIONALITY (RANKED BY CUMULATIVE REACH)

### Westerners

|   |              |
|---|--------------|
| 1 | VIRGIN RADIO |
| 2 | RADIO 1      |
| 3 | CHANNEL 4    |
| 4 | DUBAI 92     |
| 5 | DUBAI EYE    |

### North Indians

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | CITY FM      |
| 3 | RADIO 4 FM   |
| 4 | BIG FM       |
| 5 | SUNO 102.4   |

### Pakistanis

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | RADIO 4 FM   |
| 3 | CITY FM      |
| 4 | BIG FM       |
| 5 | SUNO 102.4   |

### Iranians

|   |                 |
|---|-----------------|
| 1 | RADIO SHOMA     |
| 2 | RADIO MIRCHI    |
| 3 | ABU DHABI QURAN |
| 4 | VIRGIN RADIO    |
| 5 | DUBAI QURAN     |

### Indians

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | CITY FM      |
| 3 | RADIO 4 FM   |
| 4 | BIG FM       |
| 5 | HIT 96.7     |

### South Indians

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | GOLD FM      |
| 3 | HIT 96.7     |
| 4 | RADIO 4 FM   |
| 5 | CITY FM      |

### Bangladeshis

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | RADIO 4 FM   |
| 3 | CITY FM      |
| 4 | BIG FM       |
| 5 | SUNO 102.4   |

### Filipinos

|   |              |
|---|--------------|
| 1 | TAG 91.1     |
| 2 | VIRGIN RADIO |
| 3 | DUBAI 92     |
| 4 | DUBAI EYE    |
| 5 | CHANNEL 4    |

Source: Nielsen

## STATIONS BY CATEGORY (RANKED BY CUMULATIVE REACH)

### Expat Arabic Stations

|    |              |
|----|--------------|
| 1  | ALARABIYA    |
| 2  | AL RABIA     |
| 3  | DUBAI FM 93  |
| 4  | STAR FM      |
| 5  | ABU DHABI FM |
| 6  | RADIO SAWA   |
| 7  | SKY NEWS     |
| 8  | MONTECARLO   |
| 9  | FUJAI RAH FM |
| 10 | RADIO HALA   |
| 11 | RAK ARABIC   |

### English

|    |                   |
|----|-------------------|
| 1  | VIRGIN RADIO      |
| 2  | RADIO 1           |
| 3  | CHANNEL 4         |
| 4  | DUBAI 92          |
| 5  | DUBAI EYE         |
| 6  | DANCE FM          |
| 7  | ABU DHABI CLASSIC |
| 8  | RADIO 2           |
| 9  | HEART FM          |
| 10 | PULSE 95          |

### Hindi

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | RADIO 4 FM   |
| 3 | CITY FM      |
| 4 | BIG FM       |
| 5 | SUNO 102.4   |

### Malayalam

|   |                 |
|---|-----------------|
| 1 | HIT 96.7        |
| 2 | GOLD FM         |
| 3 | CLUB FM         |
| 4 | FLOWERS FM      |
| 5 | PRAVASI BHARATI |
| 6 | RADIO ASIAAM    |

### Specialist

|   |             |
|---|-------------|
| 1 | TAG 91.1    |
| 2 | RADIO SHOMA |
| 3 | TAMIL FM    |
| 4 | PEARL FM    |
| 5 | AUTO RADIO  |
| 6 | GILLI FM    |

Source: Nielsen



## TOP 10 STATIONS BY TIME SLOT (WEEK DAYS) (RANKED BY CUMULATIVE REACH)

### 6 am to 10 am

|    |                  |
|----|------------------|
| 1  | RADIO MIRCHI     |
| 2  | RADIO 4 FM       |
| 3  | ABU DHABI QURAAN |
| 4  | VIRGIN RADIO     |
| 5  | CITY FM          |
| 6  | AL ARABIYA       |
| 7  | DUBAI QURAN      |
| 8  | AL RABIA         |
| 9  | BIG FM           |
| 10 | AL KHALEEJIYA    |

### 1 pm to 4 pm

|    |                  |
|----|------------------|
| 1  | RADIO MIRCHI     |
| 2  | RADIO 4 FM       |
| 3  | CITY FM          |
| 4  | AL ARABIYA       |
| 5  | AL RABIA         |
| 6  | VIRGIN RADIO     |
| 7  | BIG FM           |
| 8  | AL KHALEEJIYA    |
| 9  | ABU DHABI QURAAN |
| 10 | EMARAT FM        |

### 4 pm to 8 pm

|    |                  |
|----|------------------|
| 1  | RADIO MIRCHI     |
| 2  | RADIO 4 FM       |
| 3  | CITY FM          |
| 4  | VIRGIN RADIO     |
| 5  | AL ARABIYA       |
| 6  | AL RABIA         |
| 7  | BIG FM           |
| 8  | AL KHALEEJIYA    |
| 9  | ABU DHABI QURAAN |
| 10 | EMARAT FM        |

### 8 pm to 12 pm

|    |               |
|----|---------------|
| 1  | RADIO MIRCHI  |
| 2  | RADIO 4 FM    |
| 3  | VIRGIN RADIO  |
| 4  | CITY FM       |
| 5  | AL ARABIYA    |
| 6  | AL RABIA      |
| 7  | BIG FM        |
| 8  | AL KHALEEJIYA |
| 9  | SUNO 102.4    |
| 10 | EMARAT FM     |

Source: Nielsen

## TOP STATIONS BY LANGUAGE (RANKED BY CUMULATIVE REACH)

### Arabic

|    |                  |
|----|------------------|
| 1  | AL ARABIYA       |
| 2  | ABU DHABI QURAAN |
| 3  | AL RABIA         |
| 4  | AL KHALEEJIYA    |
| 5  | DUBAI QURAN      |
| 6  | EMARAT FM        |
| 7  | DUBAI FM 93      |
| 8  | STAR FM          |
| 9  | ABU DHABI FM     |
| 10 | SHARJAH QURAN    |
| 11 | RADIO SAWA       |
| 12 | NOOR DUBAI       |
| 13 | SKY NEWS         |
| 14 | SHARJAH FM       |
| 15 | MONTECARLO       |
| 16 | FUJAI RAH FM     |
| 17 | RADIO HALA       |
| 18 | AL OULA RADIO    |
| 19 | RAK HOLY QURAN   |
| 20 | ZAYED FM         |
| 21 | RAK ARABIC       |

### English

|    |                   |
|----|-------------------|
| 1  | VIRGIN RADIO      |
| 2  | RADIO 1           |
| 3  | CHANNEL 4         |
| 4  | DUBAI 92          |
| 5  | DUBAI EYE         |
| 6  | DANCE FM          |
| 7  | ABU DHABI CLASSIC |
| 8  | RADIO 2           |
| 9  | HEART FM          |
| 10 | PULSE 95          |

### Hindi

|   |              |
|---|--------------|
| 1 | RADIO MIRCHI |
| 2 | RADIO 4 FM   |
| 3 | CITY FM      |
| 4 | BIG FM       |
| 5 | SUNO 102.4   |


### Malayalam

|   |                 |
|---|-----------------|
| 1 | HIT 96.7        |
| 2 | GOLD FM         |
| 3 | CLUB FM         |
| 4 | FLOWERS FM      |
| 5 | PRAVASI BHARATI |
| 6 | RADIO ASIA AM   |

### Other

|   |             |
|---|-------------|
| 1 | TAG 91.1    |
| 2 | RADIO SHOMA |
| 3 | TAMIL FM    |
| 4 | PEARL FM    |
| 5 | AUTO RADIO  |
| 6 | GILLI FM    |

Source: Nielsen



# 4.1 MILLION



Imagine a crowd of 4.1 million multi-national community in one place at one time. Now imagine advertising your brand to them. It's possible. ARN.

Source: Average of Nielsen UAE RAM 2018

TAG 91.1



rock

smooth



city 101.6

city 101.6

city 101.6

dubai eye 103.8



mp1

BLAZE



# "ALEXA PLAY ME VIRGIN RADIO"



All your favourite radio stations on FM,  
online, on mobile, on your smart TV  
and best of all... always free



شبكة الإذاعة العربية  
ARABIAN RADIO NETWORK

TAG 91.1

DUBAI  
92

rock

smooth

93.4

hit  
96.7

hit  
classics

99

99

الخالصة  
100.9

الخالصة  
101.6

city  
101.6

city  
all se

city  
dance

dubai eye  
103.8

Virgin  
RADIO  
DUBAI

Virgin  
RADIO  
DUBAI  
BEAT

Virgin  
RADIO  
DUBAI  
CHILL

迪拜龍之聲  
DUBAI DRAGON

mpn

BLAZE