

ARD
dubaieye
103.8

JOIN THE CONVERSATION

Introduction

Dubai Eye 103.8 has established itself as the UAE's #1 station for news, talk, sport, business, culture and entertainment, appealing to a discerning and intelligent English-speaking audience, who are looking for world class regional radio from world class presenters.

With an eclectic mix of award-winning shows, A-list guests and international thought leaders, Dubai Eye continues to provide the most relevant local programming across the full range of traditional, digital and social media platforms. The most engaging English-speaking radio in the country, with listeners tuning in for longer each week than any other station.

The station covers some of the world's most prestigious sporting, business and entertainment events, featuring worldwide heroes, global industrialists and universal stars.



Shows



Business Breakfast with Brandy Scott, Richard Dean and Tom Urquhart

Weekdays, 6am - 10am

The Business Breakfast is the days must listen show for UAE's business leaders and those who aspire to be. The award-winning five-hour show is an informative and entertaining mix of interviews, market updates, analysis and opinion covering the morning's top stories and big issues. Join the conversation with Brandy, Richard and Tom every weekday morning from 6am.

The Agenda with Georgia Tolley

Weekdays, 10am - 1pm

The Agenda is your go-to programme for news, analysis and comment - a daily digest of local and international stories that matter to you. Broadcasting every weekday, Georgia Tolley goes beyond the headlines to speak to government ministers, decision makers, analysts and local experts to find out how the news will impact those of us living in the UAE. From climate change to community issues, The Agenda covers stories from every walk of life, so get in touch with us and tell us your news.



Afternoons with Helen Farmer

Weekdays, 2pm - 5pm

Every weekday afternoon, Helen Farmer will help you to navigate the highs and lows of life in the UAE. Stay up to date with what's happening and where to go with free advice, expert opinion and storytelling which gives an inside scoop in to real life UAE. Calling foodies, culture vultures and people who want answers from our trusted team of engaging experts.



Shows

Off Script with Chris, Robbie and Sonal **Weekdays, 5pm - 8pm**

The UAE's alternative take on news, entertainment and sport. With personality aplenty, this is a show designed to cross the opinion divide - whose side are you on? Join Chris, Robbie and Sonal as they cut through the clutter to bring you the news, entertainment and sport stories that actually matter. With topical talk, big name guests and a strong sideline in humour, prepare to veer Off Script on your drive home commute. Sports fans will enjoy Off Script, Extra Time from 7pm, where the focus will be on all things sporting!



The Night Shift with Mark Lloyd **Weekdays, 8pm - 11pm**

Musicians and music, entertainers and entertainment, industry gossip and songs selected by you, get ready to bring your night time to life! Every evening from nine, Mark Lloyd brings you an energetic mix of local and international content and contests, featuring an array of celebrity interviews and entertaining anecdotes. Get involved in the show and pick your favourite jukebox hits, every night from 8pm - 11pm.



Insights-Radio

The UAE's #1 English talk station

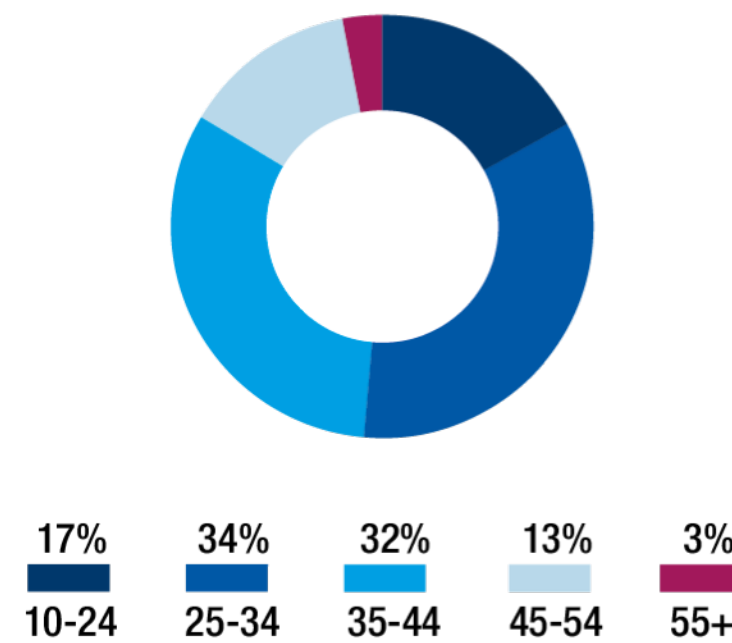
***Weekly Reach**
172,000

Targeting

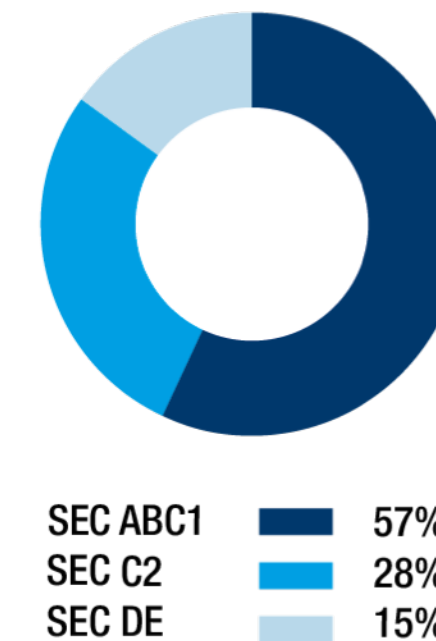
40-55 year old all nationalities

Provides the latest business, news and sports

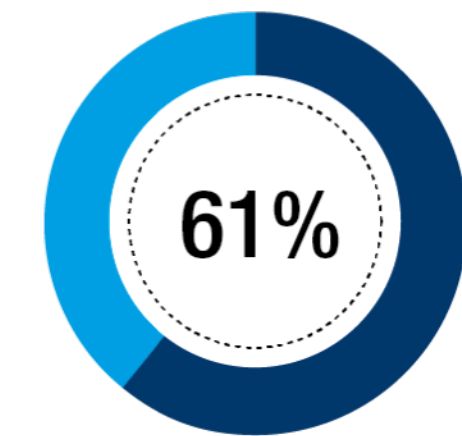
***AGE**



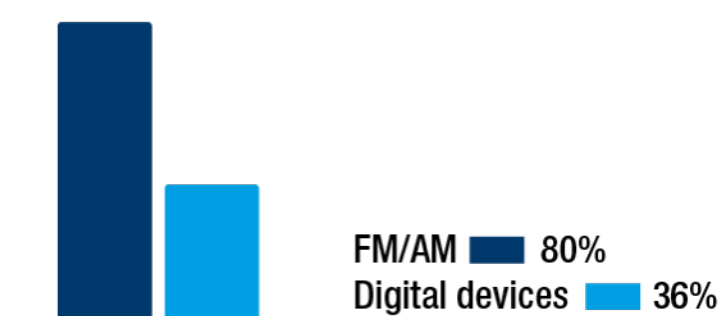
****SOCIO ECONOMIC CLASS**



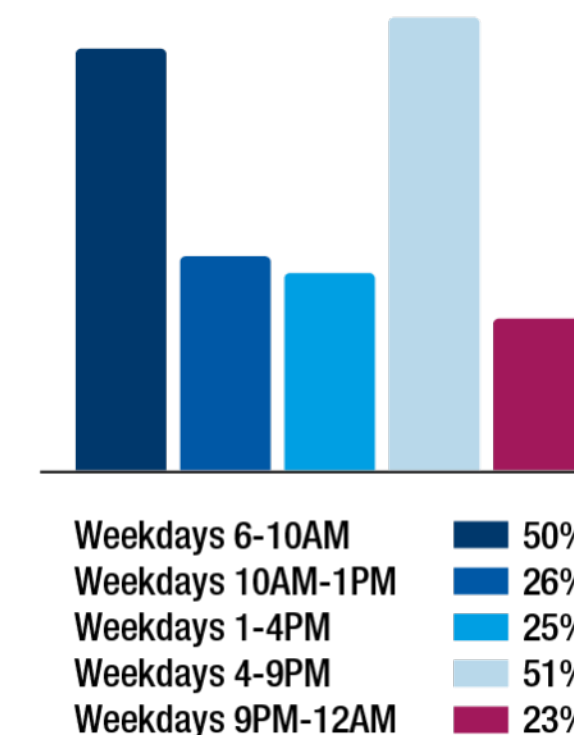
***LIVING WITH FAMILY**



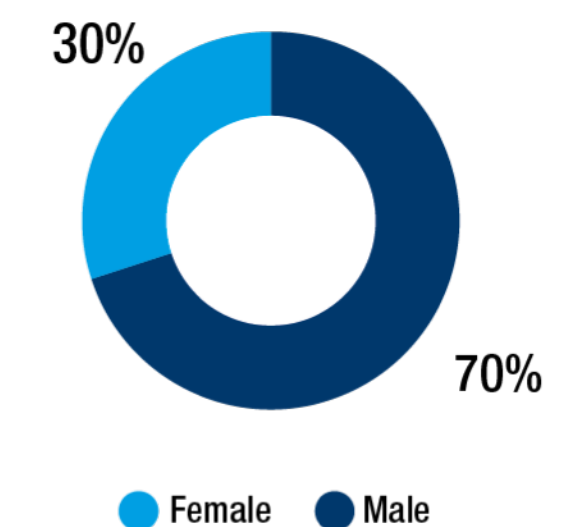
***HOW LISTENED**



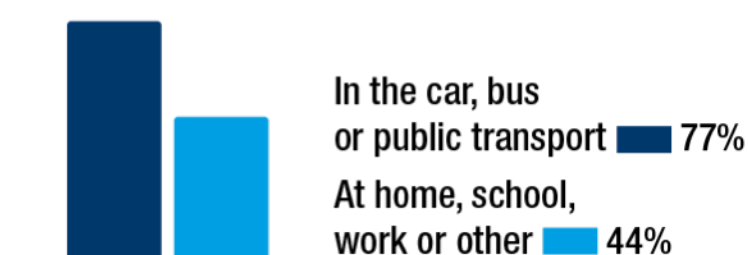
***LISTENERSHIP BREAKDOWN**



***GENDER**



***PLACE OF LISTENING**



*Source: Nielsen

** SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say

Insights-Social Media

The #1 source of news in the country

Social Followers

120,277

* Daily Reach

109,486

* Monthly Social Impressions

2,391,666

* Monthly Podcast Downloads

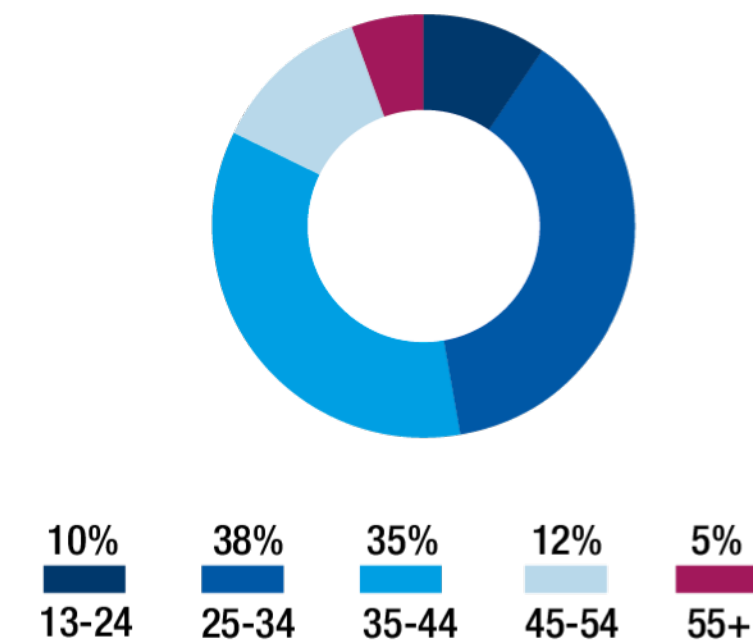
40,313

* Average Growth 2021

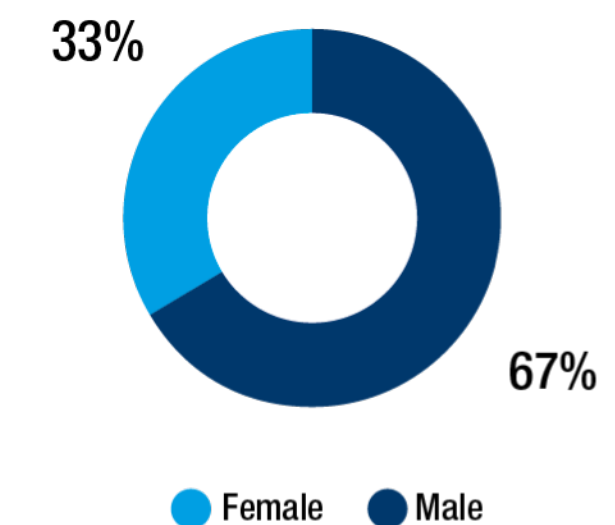
19.63%

The Business Breakfast simulcast live across the region
on Dubai One TV

*AGE



*GENDER

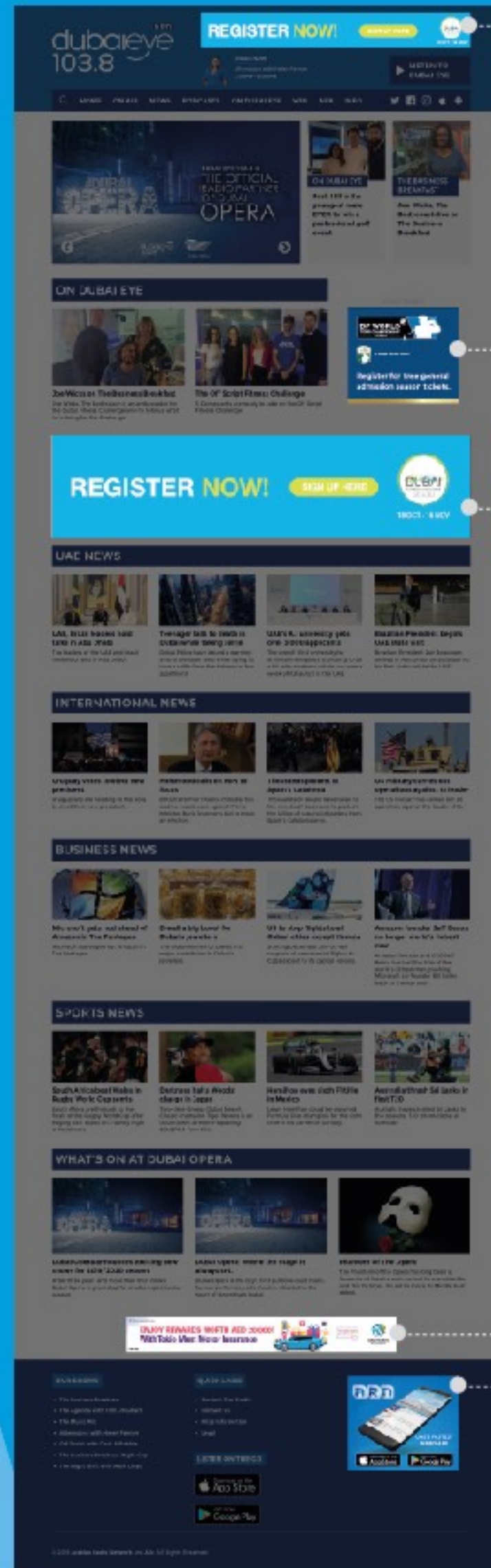


* Based on historical performance

On Air Rate Card

	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	650	400	400	650	250	50	500	450
Weekend	75	250	325	375	250	50	225	200

		Loading % on 30s spot rate					
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%
DUBAI EYE 103.8	Live Reads	15 sec		30 sec		Creative Rates	
	ROS Placement	1,500		2,000		Commercial Production 3,000	
	Specific Placement	1,750		2,250			



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png,gif
HTML5 (Google Ads)
and Google Ad script

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

Featured content

Custom made by ARN
and requires PD approval

Leaderboard

Size / Format
(same as above)

MPU

Size / Format
(same as above)

CPM based components	Weekly based components		
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest
100	4000	5000	8000
Pre-Roll Audio*	Pre-Roll Video*	APP SMS POP-UP*	Banner*
5000	4000	3000	2000

Online Contest

Custom made by ARN
and requires PD approval

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5