



# city <sup>ARN</sup> 1016

**UAE'S NO.1  
BOLLYWOOD  
RADIO STATION**

City1016 is UAE's No.1 Bollywood Radio station, with a brand legacy of 16 years of entertaining people in the UAE. Based in Dubai, City1016 is very proud of its Desi roots.

The presenters have vibrant personalities and welcome listeners to their new home, in true Desi style. With a large fanbase on Facebook, we are trendy and aspirational for the 25 year old, while the 35 year old finds the station intelligent and relevant in its content. The station hosts the biggest Bollywood celebrities, movie premieres and concerts. It also lavishes its listeners with “expensive prizes” and “money can't buy experiences”.

- No. 1 Hindi station in Dubai, with a weekly reach of 527,000 and a UAE reach of 1,113,000
- Has an exclusive audience of 160,000 that do not listen to any other Hindi station in the UAE
- Weekend Reach - 767,000
- Time Spent Listening - 2 hours 57 minutes

# shows ●

**6am - 10am | Sun - Thur**

## **Breakfast No. 1 with Malavika, Parikshit & Sid**

Malavika, Parikshit and Sid wake the city up with a large dose of local news, Bollywood stories and a social roundup of the most trending stories. With the biggest prizes, it is also home to Bollywood Bond, where you can win loads of cash every morning.

**Breakfast No.1 - The happiest way to wake up!**

**10am - 1pm | Sun - Thur**

## **Bend It Like City with Karishma**

10 am and it could mean only one thing - time to put the 'Good' in 'Good Morning'. The show that makes it happen - Bend It Like City. The show is about - What's good today, Can't believe they said that, City connect and City of angels. 20 minutes of non-stop music, local events, news, Bollywood trivia and live callers add to the energy of the show.

**Bend It Like City - When in doubt, turn it loud!**

**1pm - 5pm | Sun - Thur**

## **XXL with Tia & Tarun**

Welcome to the biggest request show in town! Tia and Tarun on XXL add sparkle to your daily mundane routine. It's a slice of life show where things are fun, real and relatable. "Cinema Baba" comes down to give you a daily dose of Bollywood with a bit on how the rest of your day is going to be.

**XXL- Your kind of show, with your kind of music!**

**5pm - 9pm | Sun - Thur**

## **Drive Master GoGo with Meghana & Lokesh**

The best ingredients for the most entertaining evening drive show are: a large dose of the most trending stories from around the world, a generous share of what's buzzing in the UAE, a dash of games and several scoops of the best in Bollywood stories and music. And according to taste, lots of loud laughter and occasional good manners.

**Drive Master GoGo - Put the smile in your drive!**

**9pm - 12midnight | Sun - Thur**

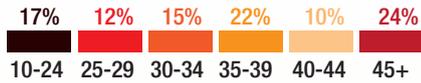
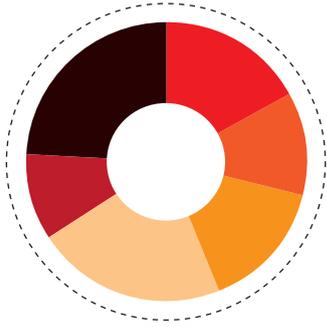
## **Chill Tonight with Mariyam**

Chill Tonight with Mariyam is your landing spot after a long, hard day. A request show, where you leave your day at the door and unwind with your favourite music.

**Chill Tonight with Mariyam - The coolest party in town.**



## AGE



47% of the City 1016 listeners are in the age group of 30-44

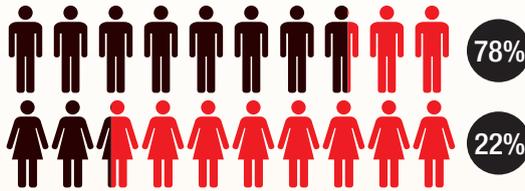
## EMIRATE



Abu Dhabi 11%  
Dubai 47%  
Sharjah 32%  
Northern Emirates 10%

79% of City 1016 listeners are residents of Dubai & Sharjah  
City 1016 is the No. 1 Hindi station in Dubai

## GENDER

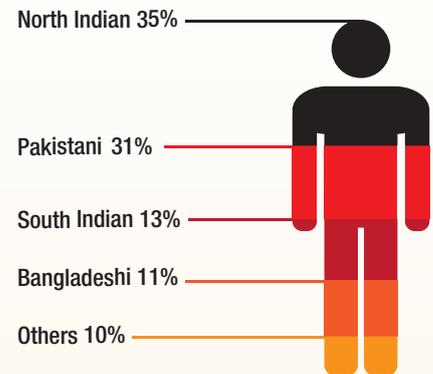


## SOCIO ECONOMIC CLASS



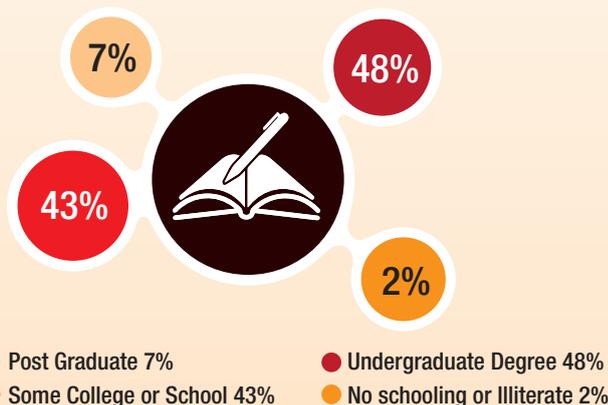
47% of City 1016 listeners belong to SEC ABC1

## NATIONALITY



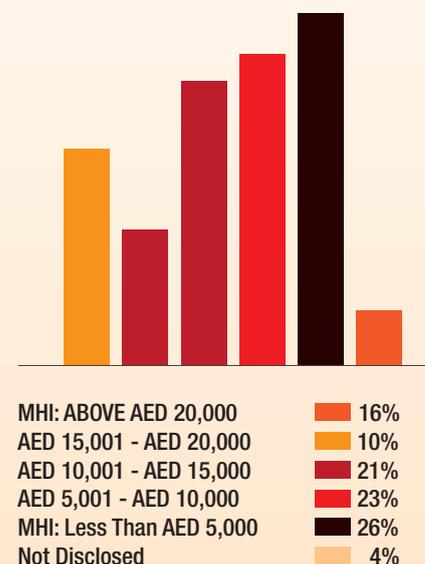
35% of City 1016 listeners are North Indians

## EDUCATION



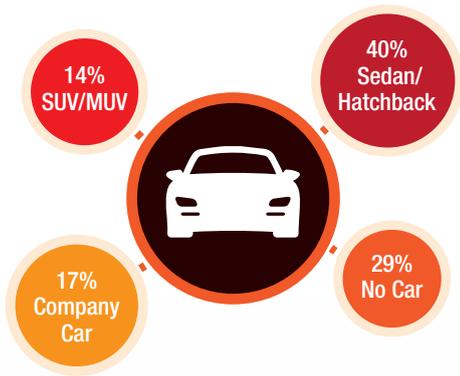
55% of City 1016 listeners have at least a college degree

## MONTHLY HOUSEHOLD INCOME



47% of City 1016 listeners belong to households with monthly income of more than AED 10,000

## CAR OWNERSHIP



71% of City 1016 listeners have a car

## LISTENER TYPE



● Heavy (>=12hr/week) ● Medium (>=5hrs and <12hrs)  
● Light (>0hrs and <5hrs)

69% of City 1016 listeners listen to the radio for at least 5 hours every week

## PLACE OF LISTENING



During Commute At Home Work/School Elsewhere

82% of City 1016 listeners listen to the station during their commute

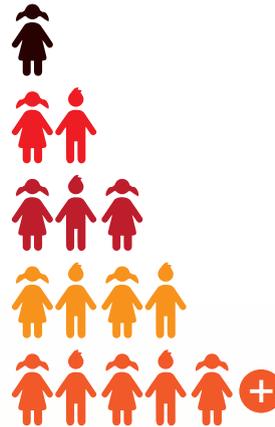
## MODE OF LISTENING



FM/AM Mobile Internet

84% of City 1016 listeners listen to the station through an AM/FM device (this includes car radio)

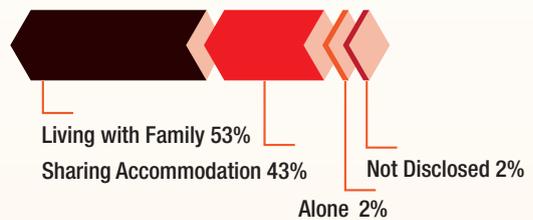
## NUMBER OF CHILDREN



NO. CHILDREN: 1	2%	NO. CHILDREN: 2	68%
NO. CHILDREN: 3	17%	NO. CHILDREN: 4	0%
NO. CHILDREN: 5+	0%		

85% of City 1016 listeners have at least two children in the household

## LIVING ARRANGEMENTS



53% of City 1016 listeners live with their family



88% of City 1016 listeners live in an apartment

## DECISION MAKERS

67% of City 1016 listeners take household F&B & shopping decisions

66% of City 1016 listeners take household banking & investment decisions

65% of City 1016 listeners take household decisions relating to vehicle purchase

60% of City 1016 listeners take household travel & holiday decisions



## citydance CITY DANCE BRINGING THE PARTY TO YOU

City Dance plays the hottest beats in town, appealing to young Desis living in the UAE who enjoy having a good time with friends. They love house parties as much as they love going to a club and City Dance brings the party to them no matter where they are, be it at the gym, in college, or at home.

City Dance is the ultimate destination for all the best Desi dance tracks remixed by some of the hottest DJs in the UAE and from around the world. City Dance plays the most current club hits with a dash of tracks that take you back to the 90s.

### TARGET AUDIENCE

17 -35 year old UAE resident Desis who love to party.

With a playlist of 400 tracks, popular artists include:

Badshah, Honey Singh, Hard Kaur, Neha Kakkar, RDB, Micky Singh, Vishal and Shekhar.

## CITY DIL SE city DIL KI DHADKAN dil se

City Dil Se is the one stop shop for all the Bollywood music that never goes out of style! It plays the best of the 70s, 80s, 90s and early 2000; the biggest songs from those eras that you can sing along to. Appealing to men and women who are 30 years and older, City Dil Se plays all those songs that bring back the sweetest of memories.

Whether you're at home or at work or relaxing on a Friday afternoon, City Dil Se will keep you company with the most unforgettable music from Bollywood.

### TARGET AUDIENCE

Over 30 year olds who grew up listening to Bollywood music.

With a playlist of around 400 songs, artists include:

Mohammed Rafi, AR Rehman, Shankar Ehsaan and Loy, Indie pop hits from Strings, Silk Route and up coming musicians like Sanam Puri , Vidya Vox, Arjun and many more.



- 📱 Total App Downloads 129,696    🎧 Unique Stream Listeners (weekly) 372,000
- 🔊 Stream Connections (monthly) 523,744    🌐 Website Page Views (monthly) 85,635
- 📧 SMS (monthly) 280,506