

ARN



**DUBAI'S
OWN**

Hit 96.7 is the UAE's most popular Malayalam radio station. Hit 96.7 caters to the expat Keralites who make up the largest expat community in the UAE. The station is the only 24 hour Malayalam FM station in Dubai playing non-stop Malayalam hits and hourly Tamil songs. Hit 96.7 listeners are an ambitious and highly educated group of people. They stay in touch with their roots back home but are eager to progress in their career in the UAE.

- Weekly reach of 351,000
- Has an exclusive audience of 124,000 that do not listen to any other Malayalam station in the UAE
- Weekend Reach - 252,000
- Time Spent Listening 3 hours, 24 minutes
- Average Age - 37.9 years

shows ●

6am - 11am | Sun - Thur

The Big Breakfast Club

Wake up with your friends Nyla, Arfaz and Jean as they bring together the perfect breakfast show. With everything from news and newsmakers, to funny features, book reviews, prank calls and help on everyday issues from health to astrology. Jean continues the show from 10am with his views on the happenings in the Malayalam Film Industry, reviews, upcoming releases, star gossip & celebrity interviews. Join Jean as he ends the Big Breakfast Club with an extra dose of energy.

11am - 2pm | Sun - Thur

Life with Hit

We bring you the lifestyle show with Maya. Listen to some catchy tunes as she brings you the hip happenings around Dubai, tips on lifestyle & beauty, cookery tips & recipes. Maya will give you the gossip on the happenings around the world and exciting giveaways.

2pm - 5pm | Sun - Thur

Jam with Hit

Join Nimmy for an interactive listener show giving you the coolest contests every weekday afternoon from 2pm. Listen in as Nimmy brings to life the best Malayalam hits with her knowledge of music. The show ends with a countdown of the best music, and every Thursday, an artist joins Nimmy live in the studio to kick off the weekend mood.

5pm - 9pm | Sun - Thur

Radioactive

As the pace slows on Dubai's roads during rush hour, Mithun and Sindhu put their foot on the gas and bring their listeners an injection of fun and energy. The chat covers everything from news to movie gossip. A selection of the best music gets things moving even when the traffic isn't.

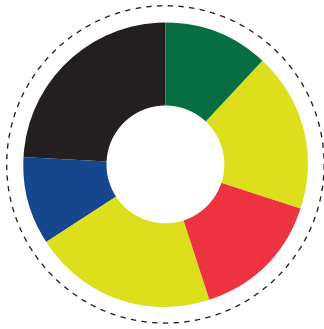
9pm - 12Midnight | Sun - Thur

Hit on Request

Join your favourite RJ Dona as she tugs on your heartstrings and takes you down memory lane with beautiful songs from over the years. Appealing to those in need of some romance or relationship advice, request your favourite song and be a part of this interactive programme. The show also incorporates International Callers & Dedications.



AGE



12% 18% 15% 21% 10% 24%

10-24 25-29 30-34 35-39 40-44 45+

54% of the Hit 96.7 listeners are in the age group of 25-39

EMIRATE



Abu Dhabi 22% Dubai 36%
Sharjah 29% Northern Emirates 13%

65% of Hit 96.7 listeners are residents of Dubai & Sharjah

SOCIO ECONOMIC CLASS



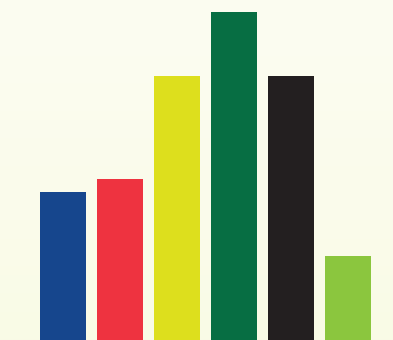
SEC ABC1 46%
SEC C2 26%
SEC DE 28%

46% of Hit 96.7 listeners belong to SEC ABC1 households

GENDER



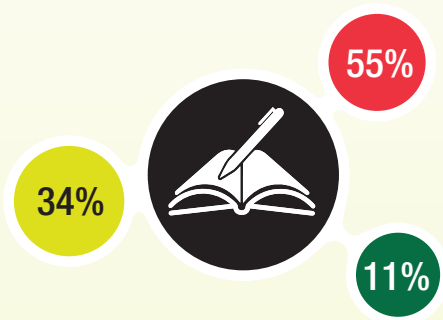
MONTHLY HOUSEHOLD INCOME



MHI: ABOVE AED 20,000 12%
AED 15,001 - AED 20,000 13%
AED 10,001 - AED 15,000 21%
AED 5,001 - AED 10,000 26%
MHI: Less Than AED 5,000 21%
Not Disclosed 7%

46% of Hit 96.7 listeners belong to households with monthly income of more than AED 10,000

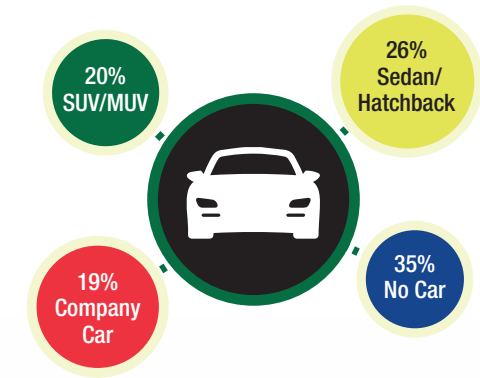
EDUCATION



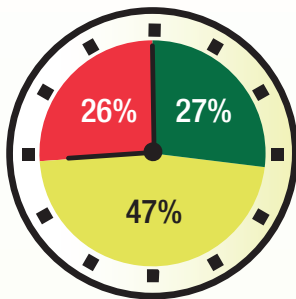
Post Graduate 11% Undergraduate Degree 55%
Some College or School 34%

66% of Hit 96.7 listeners have at least a college degree

CAR OWNERSHIP



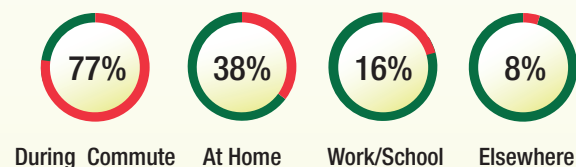
LISTENER TYPE



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

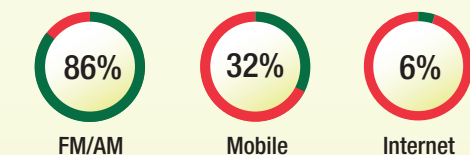
74% of Hit 96.7 listeners listen to the radio for at least 5 hours every week

PLACE OF LISTENING



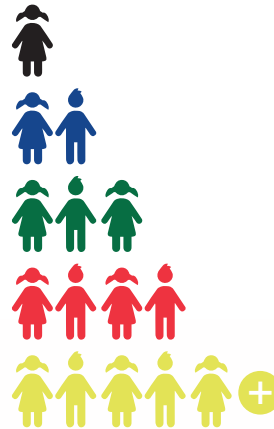
77% of Hit 96.7 listeners listen to the station during their commute

MODE OF LISTENING



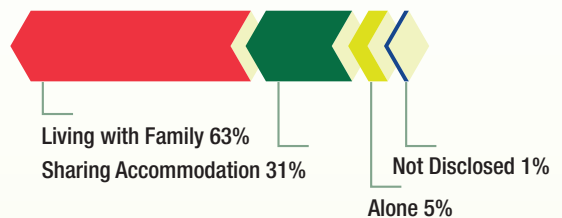
86% of Hit 96.7 listeners listen to the station through an AM/FM device (this includes car radio)

NUMBER OF CHILDREN

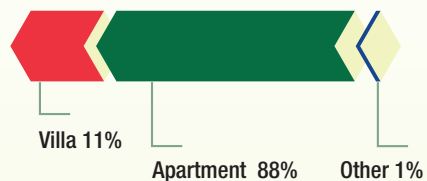


85% of Hit 96.7 listeners have at least two children in the household

LIVING ARRANGEMENTS



63% of Hit 96.7 listeners live with their family



88% of Hit 96.7 listeners live in an apartment

DECISION MAKERS

77% of Hit 96.7 listeners take household F&B & shopping decisions

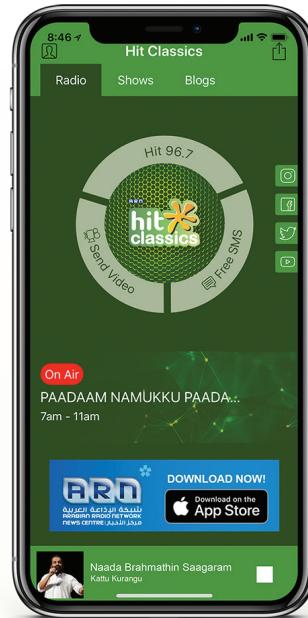
74% of Hit 96.7 listeners take household banking & investment decisions

71% of Hit 96.7 listeners take household decisions relating to vehicle purchase

70% of Hit 96.7 listeners take household travel & holiday decisions



HIT CLASSICS MALAYALATHIN MADHURAM (THE SWEETNESS OF MALAYALAM)



Monsoons, backwaters, coconut palms, home-made food and the songs describing them are always close to a Malayali's heart. Every Malayali gets nostalgic at some point and no matter what new genre sets the trend, a Malayali will always listen to classics.

Hit Classics is aimed at the many Malayalis in the UAE who nurture nostalgia: every time you tune in, there is a classic hit playing.

Hit Classics plays classic songs from the 60's through to the Millennium, featuring both individual artists and duet songs. Hit Classics brings the best songs for the UAE Malayalis to sing along to, immersing listeners in nostalgia.

TARGET AUDIENCE

Over 30 year old Malayalam speaking UAE residents from Kerala.

With a playlist of around 1,200 tracks, Hit Classics features the following artists:

Yesudas, Jayachandran, Devarajan, Vayalar, M G Sreekumar, Ouseppachan, Johnson, K S Chitra, S Janaki, P Susheela.

- 📱 Total App Downloads 436,372
- 👤 Unique Stream Listeners (weekly) 114,000
- 📶 Stream Connections (monthly) 569,872
- 🌐 Website Page Views (monthly) 105,616
- 📧 SMS (monthly) 927,535