

ARN

TAG911

MAHAL KO
MUSIC KO

TAG 91.1 is the No. 1 Filipino radio station in the UAE. TAG 91.1 plays the freshest original Filipino hits and is home to the wackiest bunch of radio jocks. The first premium and award-winning Filipino radio station in the UAE maintains dominance in the market with its hip and original content, as well as exciting promotions and giveaways.

Broadcasting to the Pinoy residents in the UAE, the station brings to life the best in Filipino entertainment and information. TAG 91.1 also keeps its listeners abreast with all the happenings in the UAE and back home with regular news updates.

As the first truly multi-platform Filipino radio station, including apps on major mobile devices, TAG 91.1 has captured listeners aged between 25 to 39 possessing strong purchasing power and a fast-paced lifestyle. And just as their favourite TAG 91.1 presenters, they embrace the UAE life - shopping, hanging out with friends, keeping up-to-date with the latest music, entertainment, information, and delivering service WITH A SMILE!

- **No. 1 Filipino station in the UAE with a weekly reach of 301,000**
- **Has an exclusive audience of 125,000 that do not listen to any other station in the UAE**
- **Weekend Reach - 224,000**
- **Time Spent Listening - 5 hours 24 minutes**
- **Average Age - 33.6 years**

shows ●

5am - 10am | Sun - Thur

TAG Gising Na (Time to Wake Up)

Bluebird & Keri Belle

Whether you're a night owl or a morning lark, you'll look forward to waking up each weekday with TAG Gising Na! It's a party every morning as Bluebird and Keri Belle jumpstart your day with the latest OPM hits, need to know info, conversations that matter to the Pinoy Expat community, fun games, and of course, a whole lotta laughs.

10am - 2pm | Sun - Thur

TAG Chika Na (Time To Chat)

Chikay

Work mode is fun mode when you have Chikay supplying the entertainment and interesting info every midday on TAG Chika Na! Get the latest scoop on your favorite celebrities, be the first to hear the freshest songs in the OPM scene, and try out the latest and craziest hacks and trends - but thankfully, Chikay is ready and willing to test them out before you do!

2pm - 4pm | Sun - Thur

TAG Break Na (It's Break Time)

Louie Da Costa

Say goodbye to "siesta time" as Louie da Costa keeps you wide awake after that heavy lunch break on TAG Break Na! No more slipping into a food coma during office hours because she'll keep you busy reminiscing to your favorite tunes and giving you the chance to take control of the playlist.

4pm - 9pm | Sun - Thur

TAG Pack Up Na (Time to Pack Up)

Johnny Biryani & Maria Maldita

Things will be moving smoothly even when the traffic on the street doesn't with TAG Pack Up Na! Maria Maldita and Johnny Biryani bring the fun & entertainment as you make your way around the UAE during the evening rush hour. They're all about topics taking over the internet, their latest travel and food adventures, song requests and greetings, and hilariously engaging banter that will keep you preoccupied all the way home.

9pm - 1am | Sun - Thur

TAG Puyatan Na (Let's Stay Up Late)

Bob Kebab

When sleeping is not an option, you can choose to stay up late with TAG Puyatan Na! It's not just about music, humor and with - Bob Kebab will get those wheels in your head turning with thought provoking topics, interviews with experts, and his random musings. He'll even give you the spotlight so you could show the world whatever you're proud of.



AGE



16% 22% 21% 17% 8% 16%
10-24 25-29 30-34 35-39 40-44 45+

60% of the Tag 91.1 listeners are in the age group of 25-39

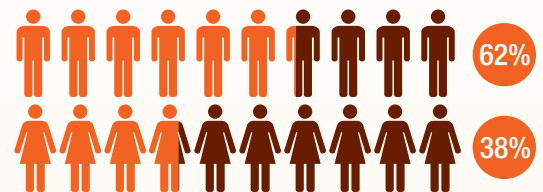
EMIRATE



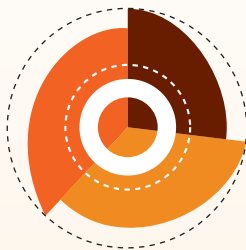
Abu Dhabi 33% Dubai 50%
Sharjah 8% Northern Emirates 9%

58% Tag 91.1 listeners are residents of Dubai & Sharjah

GENDER

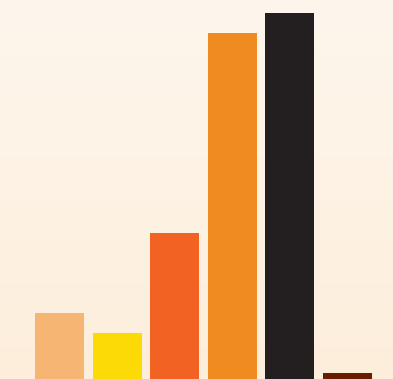


SOCIO ECONOMIC CLASS



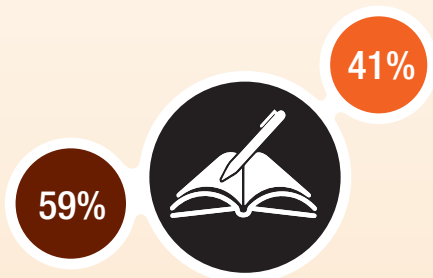
SEC ABC1 27%
SEC C2 35%
SEC DE 38%

MONTHLY HOUSEHOLD INCOME



MHI: ABOVE AED 20,000 7%
AED 15,001 - AED 20,000 5%
AED 10,001 - AED 15,000 15%
AED 5,001 - AED 10,000 35%
MHI: Less Than AED 5,000 37%
Not Disclosed 1%

EDUCATION

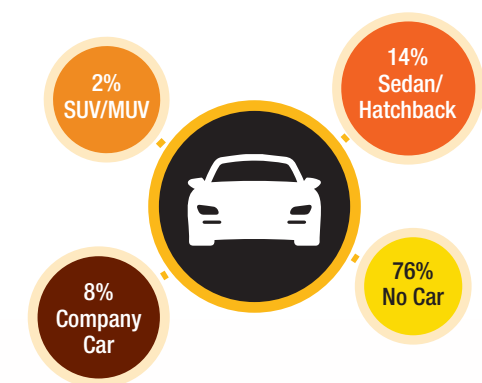


Undergraduate Degree 59% Some College or School 41%

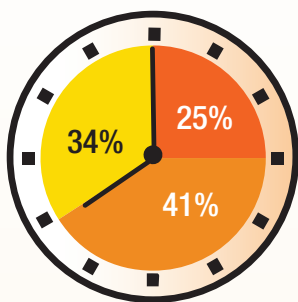
59% of Tag 91.1 listeners have at least a college degree

27% of Tag 91.1 listeners belong to households with monthly income of more than AED 10,000

CAR OWNERSHIP



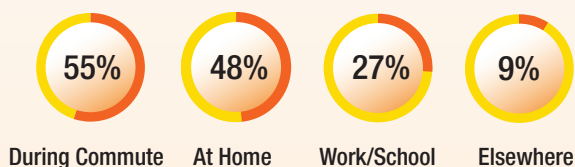
LISTENER TYPE



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

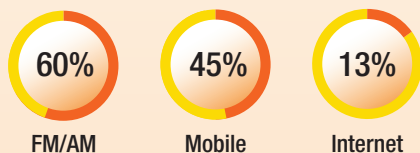
66% of Tag 91.1 listeners listen to the radio for at least 5 hours every week

PLACE OF LISTENING



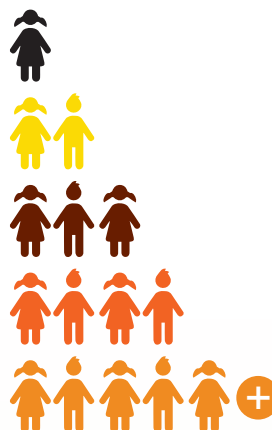
55% of Tag 91.1 listeners listen to the station during their commute & 48% listen at home

MODE OF LISTENING



60% of Tag 91.1 listeners listen to the station through an AM/FM device & 50% listens through a mobile device

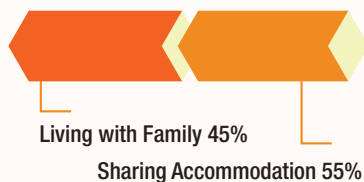
NUMBER OF CHILDREN



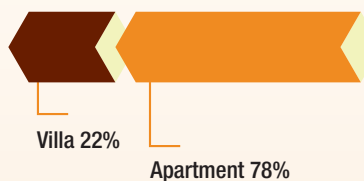
NO. CHILDREN: 1	0%	NO. CHILDREN: 2	86%
NO. CHILDREN: 3	8%	NO. CHILDREN: 4	0%
NO. CHILDREN: 5+	0%		

94% of Tag 91.1 listeners have at least 2 children in the household

LIVING ARRANGEMENTS



45% of Tag 91.1 listeners live with their family



78% of Tag 91.1 listeners live in an apartment

DECISION MAKERS

79% of Tag 91.1 listeners take household F&B & shopping decisions

72% of Tag 91.1 listeners take household banking & investment decisions

69% of Tag 91.1 listeners take household travel & holiday decisions

63% of Tag 91.1 listeners take household decisions relating to vehicle purchase

Sunday to Thursday	
5am-10am	TAG Gising Na (Time to Wake Up)
10am-2pm	TAG Chika Na (Let's Chat)
2pm-4pm	TAG Break Na (It's Break Time)
4pm-9pm	TAG Pack Up Na (Time to Pack Up)
9pm-1am	TAG Puyatan Na (Let's Stay Up Late)
1am-5am	TAG Steady Na
Friday & Saturday	
8am-11am	Patok Jeproks
11am-2pm	Pinoy Songhits
2pm-5pm	Bandang Hapon
5pm-8pm	Kantambayan
8pm-1am	Tag Music Express
1am-5am	Tag Steady Na

-  Total App Downloads 153,323
-  Unique Stream Listeners (weekly) 136,000
-  Stream Connections (monthly) 133,938
-  Website Page Views (monthly) 52,434
-  SMS (monthly) 52,256

