



**THE UAE'S  
#1 HIT MUSIC  
STATION**

Virgin Radio 104.4 is the UAE's #1 Hit Music Station. Home to the award-winning Kris Fade Show, no other radio station boasts a line-up of the hottest and in-demand presenters in the UAE every single week. Broadcasting the freshest and largest variety of hit music 24/7 - Virgin Radio 104.4 is undoubtedly the people's choice in the UAE.

Our unique product positioning also includes '40 minutes of Non Stop Hits' and entertaining personalities - differentiating us from other radio stations and attracting an audience of trendy 15-34 year olds who are high energy, tech-savvy and involved.

Limited advertising breaks translates to maximum cut through to this demographic and we also offer special packages for integrated sponsorships and promotions to give higher impact and more relevant advertising.

- No. 1 English station in the UAE, with a weekly reach of 1,083,000
- Has an exclusive audience of 692,000 that do not listen to any other English station in the UAE
- Weekend Reach - 706,000
- Time Spent Listening - 3 hours 24 minutes

# shows ●

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

## **The Kris Fade Show**

Hosted by the legendary Kris Fade, teaming up with gossip queen Priti Malik, and funny man Big Rossi - our breakfast show has set the benchmark for the most entertaining and fun way to start your day. Scooping up awards and public acclaim for their exclusive celebrity appearances, big contests and even bigger prizes, you can always bet on winning large amounts of cash, envy-inducing holidays and tickets to the hottest events in the UAE and around the world.

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

## **Virgin Radio's Hits On Demand with Sheena**

Is there a song that you just never hear on the radio? Every song we play on Virgin Radio's Hits On Demand is chosen by you! Join Sheena every morning from 10am as she gives you complete control of our playlist and the chance to win, just for requesting your favourite song.

**1pm - 3pm & 10pm - 12am | Sun - Thur (repeat)**

## **On Air with Ryan Seacrest**

Broadcasting daily from the E! Studios in Hollywood, Los Angeles exclusively to Virgin Radio 104.4, America's sweetheart Ryan Seacrest brings A-list celebrity interviews and all the latest music, film and television news from the entertainment hub of the world straight to the UAE.

**3pm - 6pm | Sun - Thur**

## **The Ride Home with Brent Black**

The LA invasion continues on The Ride Home with Brent Black - kicking off with the hottest hits for the school run from 3pm. Hear the latest celebrity gossip on "The Dirt" and you can always expect the UAE's most entertaining listeners to call in for a chat while sitting in rush hour traffic.

**6pm - 7pm | Sun - Thur**

## **The Kris Fade Show's Hour of Power**

At Virgin Radio 104.4, there's now even more laughs for the drive home! The Kris Fade Show's Hour of Power means more of Kris' Kranks, Priti Malik's Gossip and What's Rossi Reading! If you can't catch the entire 4 hours of the #1 breakfast show each morning then don't miss The Kris Fade Show's Hour of Power heard across the UAE in the evening.

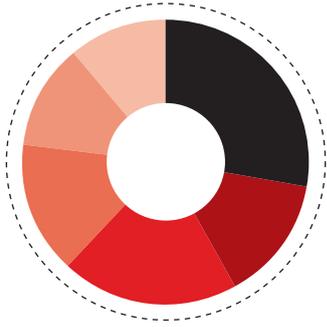
**7pm - 10pm | Sun - Thur**

## **Maz & James LIVE**

It's double trouble with Maz & James - a favourite amongst night-time listeners, tuning in to be in the know with Maz's "Gossip Hits", the "Five Live Chart" counting down the biggest songs of the moment, and live streaming via Facebook and Instagram. Whether you're Team Maz or Team James, you can bet on the most entertaining banter heard across the UAE at night.



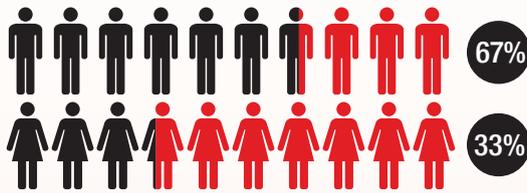
## AGE



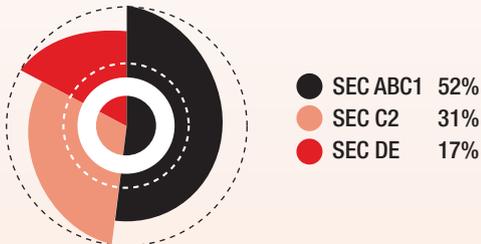
28% 14% 20% 15% 12% 11%  
10-24 25-29 30-34 35-39 40-44 45+

42% of the Virgin Radio listeners are in the age group of 10-29  
Virgin Radio is the No.1 English station across all age groups

## GENDER

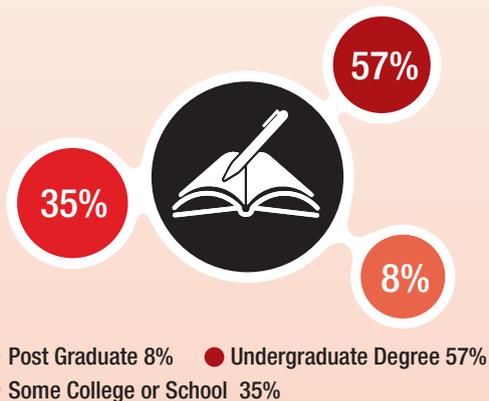


## SOCIO ECONOMIC CLASS



52% of Virgin Radio listeners belong to SEC ABC1 households

## EDUCATION



65% of Virgin Radio listeners have at least a college degree

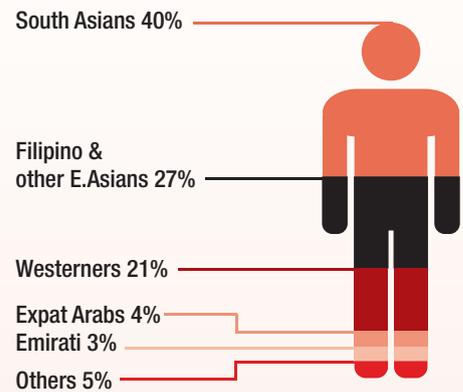
## EMIRATE



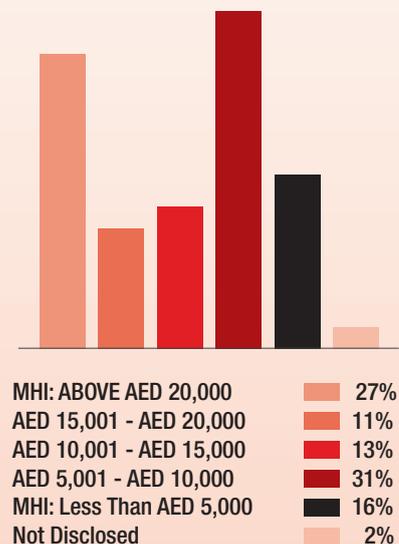
Abu Dhabi 33% Dubai 49%  
Sharjah 14% Northern Emirates 4%

Virgin Radio is the no. 1 English radio station across all Emirates  
63% of Virgin Radio listeners are residents of Dubai & Sharjah

## NATIONALITY

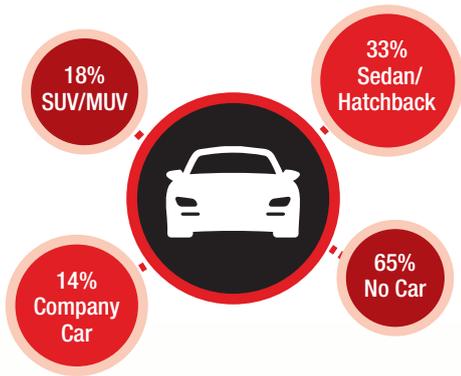


## MONTHLY HOUSEHOLD INCOME



51% of Virgin Radio listeners belong to households with monthly income of more than AED 10,000

## CAR OWNERSHIP



65% of Virgin Radio listeners have a car

## LISTENER TYPE



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

58% of Virgin Radio listeners listen to the radio for at least 5 hours every week

## PLACE OF LISTENING



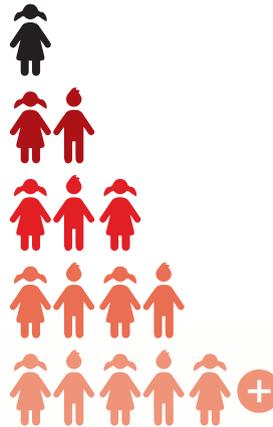
76% of Virgin Radio listeners listen to the station during their commute, home listening at 40% is also very high

## MODE OF LISTENING



83% of Virgin Radio listeners listen to the station through an AM/FM device (this includes car radio)

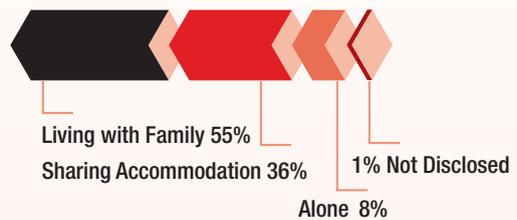
## NUMBER OF CHILDREN



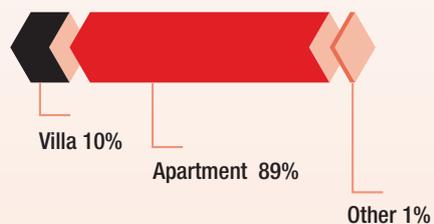
NO. CHILDREN: 1	2%	NO. CHILDREN: 2	75%
NO. CHILDREN: 3	13%	NO. CHILDREN: 4	0%
NO. CHILDREN: 5+	0%		

90% of Virgin Radio listeners have at least one child in the household

## LIVING ARRANGEMENTS



55% of Virgin Radio listeners live with their family



89% of Virgin Radio listeners live in an apartment

## DECISION MAKERS

75% of Virgin Radio listeners take household F&B & shopping decisions

73% of Virgin Radio listeners take household decisions relating to vehicle purchase

70% of Virgin Radio listeners take household banking & investment decisions

70% of Virgin Radio listeners take household travel & holiday decisions



## VIRGIN RADIO CHILL TURN ON, CHILL OUT

Virgin Chill brings the most chilled tracks to the UAE. Synonymous with relaxing at lounges, bars and beaches, this format is based on mood and feel as opposed to era, appealing to people in their 20's and early 30's, rather than teens.

Current hits from artists such as Klingande, Sam Feldt and Kygo sit perfectly next to popular chill classics from Moby, Massive Attack or Enigma. Lounge remixes of current hits that the listeners already love on Virgin Radio add familiarity to the overall sound.

Virgin Chill showcases local DJ's and their chill out sets from clubs such as Blue Marlin, Jetty Lounge and Nikki Beach.

### TARGET AUDIENCE

Cool, contemporary 20-35 year olds, skewing slightly male, from all nationalities in the UAE.

With a playlist of around 250 tracks, Virgin Chill features the following artists:

Armin Van Burrrin, Sam Feldt, Kygo, Klingande, Moby, Groove Armada, Major Lazer, Lost Frequencies.

## VIRGIN RADIO BEAT THE BEAT NEVER STOPS



Virgin Beat is the UAE's only station that plays nothing but club anthems 24 hours a day, 7 days a week. Dubai's most popular club DJ Dany Neville is front and centre on the new station serving up the best beats in town with his hot club mixes.

Virgin Beat also plays remixes and mash ups of Hit Music from the mother brand Virgin Radio.

With live DJ sets and syndicated programs, including Pete Tong's Evolution Chart and Akon's new Radio Express segment, Virgin Beat plays more of the edgier tracks that are highly appealing to the younger audience.

### TARGET AUDIENCE

Young, hip, clubbing millennials from all nationalities in the UAE.

With a playlist of around 300 tracks, Virgin Beat features the following artists:

Calvin Harris, David Guetta, Hardwell, Robin Schultz, Martin Garrix, Zedd, Afrojack, Dead Mouse, Tiesto, Steve Aoki, Kid Ink, Jeremih, Nicki Minaj, Wiz Khalifa, Chris Brown, Drake, Eminem, Iggy Azalea, Kanye West, The Weeknd, Tinie Tempah, Rihanna.



Total App Downloads 271,991 Unique Stream Listeners (weekly) 362,000

Stream Connections (monthly) 399,452 Website Page Views (monthly) 241,188