



شبكة الإذاعة العربية  
ARABIAN RADIO NETWORK

**NINETEEN LEADING RADIO BRANDS  
REACHING 200 NATIONALITIES  
EACH DAY**





Established in March 2001, the Arabian Radio Network (ARN) is the largest and most commercially successful radio network in the Middle East.

ARN displays a balance between community values and commercial growth. With a listenership reaching 3.9 million listeners a week, ARN has the largest listener base in the UAE.

ARN caters to all major demographic segments with Tag 91.1, Dubai 92, Radio Shoma 93.4, Hit 96.7, Al Arabiya 99, Al Khaleejiya 100.9, City 101.6, Dubai Eye 103.8 and Virgin Radio 104.4.

Committed to improving the quality of broadcasting standards, ARN sits at the forefront of the region's media innovation with the developments of a dedicated news app that delivers content to listeners 24 hours a day. All of ARN's 9 terrestrial channels are also simulcast on OSN, the leading provider of TV entertainment, available only in the UAE.

Complementing the output of the terrestrial services, ARN has ten digital radio brands accessible via the smartphone apps to better serve and grow the audience. ARN is also the first radio network in the Middle East to be on Amazon Echo, allowing listeners to play the radio stations using voice commands.

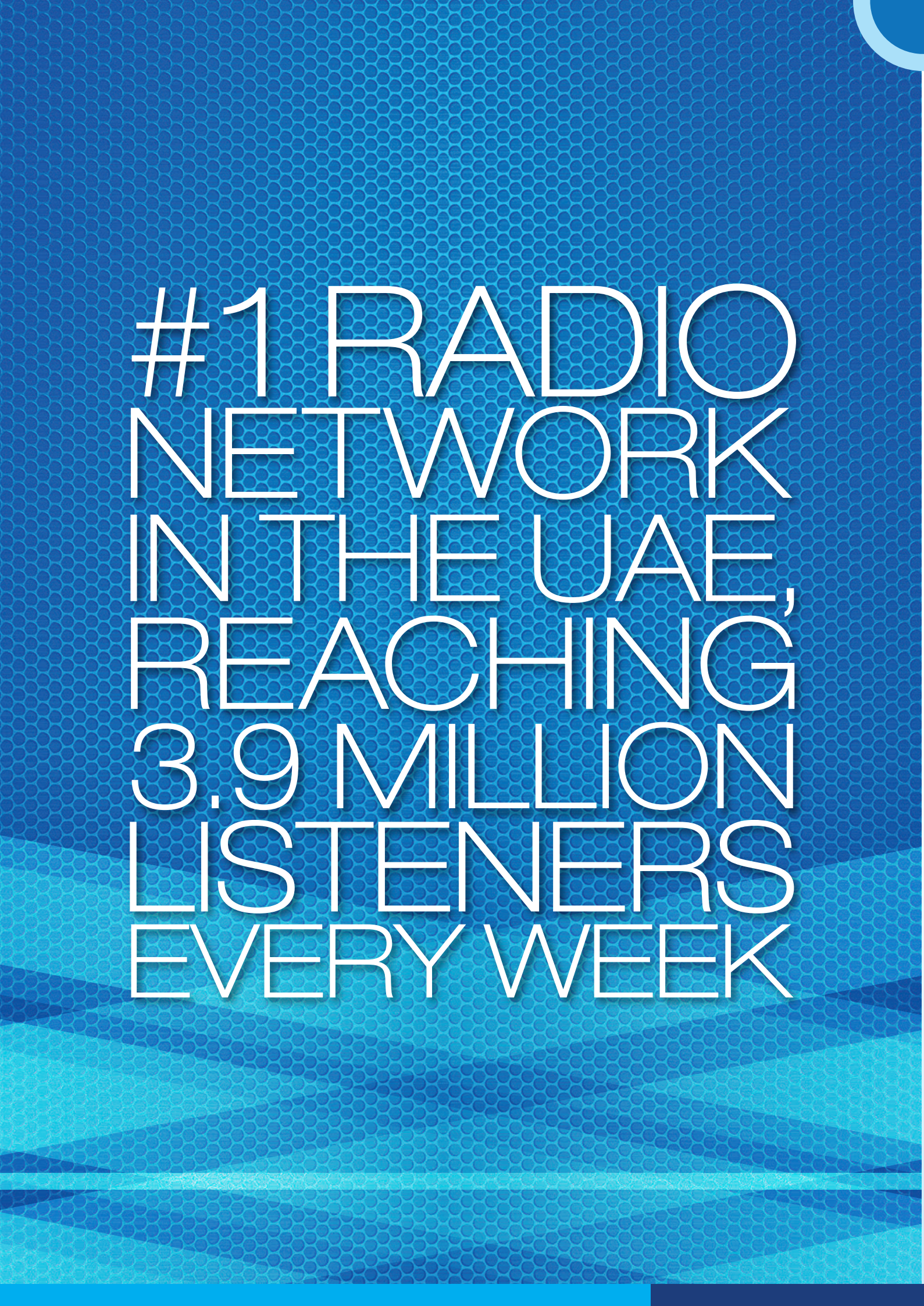
Today, ARN is a leading multi-platform entertainment company with 19 radio brands delivering award winning programming available via multi broadcast media – radio, online, digital, smartphone and via live satellite TV.

In a dynamic country like the UAE, clients also require video production. ARN has launched its own dedicated video, animation and content creation business, Blaze. The unit works to develop bespoke videos for broadcast, social media and presentations.

ARN's latest initiative is MPN, which represents a range of unique commercial assets such as out of home advertising, digital and video assets, event sponsorships and integrated family attraction advertising.

MPN is designed to help media owners leverage their premium assets to maximize the advertising revenue and ROI, whilst offering clients the opportunity to develop strategic and well defined and impactful multiplatform campaigns.





#1 RADIO  
NETWORK  
IN THE UAE,  
REACHING  
3.9 MILLION  
LISTENERS  
EVERY WEEK





### TAG 91.1

The No. 1 Filipino radio station in the UAE, reaching 301,000 listeners every week. It maintains dominance with its hip and original content, as well as exciting promotions and giveaways. Tag 91.1 plays the freshest original Filipino hits and is home to the wackiest bunch of radio presenters.

**Mahal Ko Music Ko**

**Target Audience:** Filipino expats

**OSN Channel # 341**



### DUBAI 92

UAE's longest running English speaking radio station, reaching 330,000 listeners every week. Dubai 92 plays the most loved music from the 90's, 00's and only the best new music, filling your day with the hottest hits and lighthearted banter.

**More Music More Variety**

**Target Audience:** Family focused UAE expats

**OSN Channel # 335**



### 92 SMOOTH

The ultimate antidote to the UAE's busy bustling lifestyle, an oasis of calm, playing more relaxing music. A mood mix with no boundaries or era, 92 Smooth brings you relaxing classics from the 60's to now.

**More Relaxing Music**

**Target Audience:** 35-54 year old, female skewed



### 92 ROCK

A non-stop rock station for the UAE, with classic rock from the late 60's to the late 90's at its core, mixed with contemporary melodic rock elements. 92 Rock is the ultimate way to let loose - get back into the fast lane and ROCK with 92 Rock!

**More Of The Good Stuff**

**Target Audience:** 35-54 year old, male skewed



### RADIO SHOMA 93.4

The No. 1 Farsi radio station in the UAE reaching 234,000 listeners every week. Playing the latest Farsi hits from around the world, Radio Shoma 93.4 is the music and entertainment source for the Farsi speakers in the UAE.

**Rhythm Of Your Heart**

**Target Audience:** Farsi Speakers

**OSN Channel # 339**



### DUBAI EYE 103.8

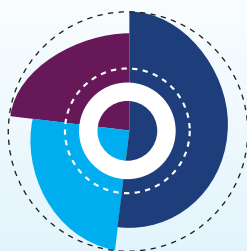
No. 1 English talk radio station in the UAE, reaching 188,000 listeners every week. Dubai Eye 103.8 is a cutting edge talk station, which brings together an eclectic mix of informed individuals to provide business, news, current affairs, sports, entertainment and special interest programming for a culturally diverse audience.

**Stay One Step Ahead**

**Target Audience:** News hungry business executives of all nationalities

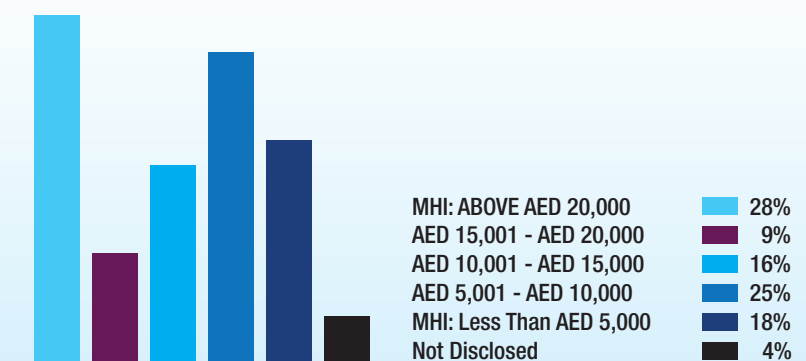
**OSN Channel # 336**

## SOCIO ECONOMIC CLASS



● SEC ABC1 52%  
● SEC C2 25% ● SEC DE 23%

## MONTHLY HOUSEHOLD INCOME



37% of ARN listeners belong to households with a monthly income of more than AED 15,000

ARN is the #1 radio network among SEC AB & reaches 57% of SEC AB population in the UAE



### HIT 96.7

Hit 96.7 reaches 351,000 listeners every week. 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 station in Dubai playing non-stop Malayalam hits and hourly Tamil songs.

**Dubai's Own**

**Target Audience:** Expat Keralites

**OSN Channel # 337**



### HIT CLASSICS

Aimed at the many Malayalees 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 – the best songs to sing along to and immerse you in nostalgia.

**Malatalathin Madhuram**

**Target Audience:** 30+ Malayalam speaking expats from Kerala



### AL ARABIYA 99

The No. 1 Arabic music station in the UAE, reaching 755,000 listeners every week. Al Arabiya 99 appeals to the mass UAE Arab listeners, by playing the most popular songs from across the region and attracts both males & females from various Arab nationalities, including UAE locals.

**Music First**

**Target Audience:** Cosmopolitan audience of local and expat Arabs

**OSN Channel # 338**



### AL ARABIYA CASSETTE

The digital brand that plays the biggest songs from the 60's, 70's, 80's and 90's from across the Arab world. Listen to Al Arabiya Cassette and wake up your memories with songs we never forgot. The station is the ultimate destination that will play Tarab songs from legends who shaped the music in the Arab world.

**Wake Up Your Memories**

**Target Audience:** Male and female Arabs between the age of 30-50



### AL KHALEEJIYA 100.9

No. 1 Khaleeji\* station in the UAE, reaching 480,000 listeners every week. Al Khaleejiya 100.9 is the UAE's local radio station broadcasting only Khaleeji music. With unique songs and intelligent content, the station targets an elite audience of UAE and GCC nationals.

**Danat Al Atheer**

**Target Audience:** Premium audience of UAE & GCC nationals

**OSN Channel # 340**



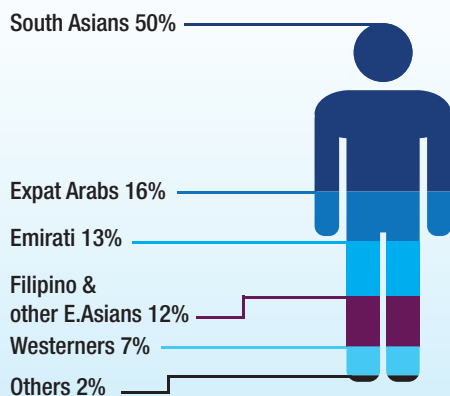
### AL KHALEEJIYA CLASSIC

The first and only digital radio station dedicated to Khaleeji songs from the golden era. Playing the top hits of the 80's & 90's from the best artists within the Gulf, Al Khaleejiya classic is the perfect station to listen to while driving, at home or even at work.

**Always In Our Memories**

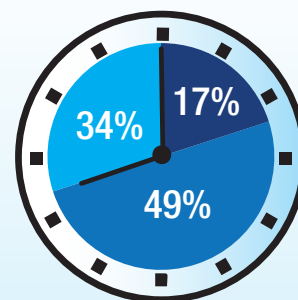
**Target Audience:** Males and Females 25-45 years old who grew up listening to Khaleeji artists

## NATIONALITY



ARN is the #1 radio network among Emiratis, Expat Arabs, Filipinos & Westerners

## LISTENER TYPE



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

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



### CITY 101.6

No. 1 Hindi radio station in Dubai, reaching 1,113,000 listeners in the UAE every week. City 1016 has a brand legacy of 16 years of entertaining people in the UAE and is very proud of its Desi roots. The station's trendy and vibrant presenters stay connected to their listeners with the biggest Bollywood celebrities, movie premieres and concerts.

**UAE's #1 Bollywood Station**

**Target Audience:** Indian subcontinent

Hindi listening expats

OSN Channel # 334



### CITY DIL SE

The one stop shop for all Bollywood music that never goes out of style. It plays the best of the 70's, 80's, 90's and early noughties; the most popular songs that you can sing along to. City Dil Se will keep you company with the most unforgettable music from Bollywood.

**Dil Ki Dhadkan**

**Target Audience:** 30+ who grew up on Bollywood Music



### CITY DANCE

Plays the hottest beats in town, appealing to young Desis living in the UAE who enjoy a good time with friends. It's the ultimate destination for all the best Desi dance tracks remixed by some of the hottest DJ's in the UAE and from around the world.

**Bringing The Party To You**

**Target Audience:** 17-35 year old UAE resident Desis who love to party



### VIRGIN RADIO 104.4

The #1 English radio station in the UAE, reaching 1,083,000 listeners every week. 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. Broadcasting the freshest and largest variety of hit music 24/7 Virgin Radio is undoubtedly the people's choice in the UAE.

**The UAE's #1 Hit Music Station**

**Target Audience:** Vibrant millennials of all nationalities in the UAE

OSN Channel # 333



### VIRGIN RADIO BEAT

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 of the station, serving up the best beats in town with his hot club mixes. Virgin Beat plays remixes and mash ups of hit music from the mother brand, Virgin Radio.

**The Beat Never Stops.**

**Target Audience:** Young, hip, clubbing millennials of all nationalities in the UAE



### VIRGIN RADIO CHILL

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

**Turn On, Chill Out.**

**Target Audience:** Cool, contemporary 20-35 year olds, skewing slightly male



### DUBAI DRAGON

Playing the biggest hits from China, Dubai Dragon is the UAE's first and only dedicated Chinese radio station. Broadcasting 24 hours a day in Mandarin, the station is a bridge between Chinese and Emirati culture, informing listeners of what's on around the country and educating them on the rich cultural history of the UAE. The station is home to the Asia Pop 40, counting down the biggest hit music every week only on the Dubai Dragon.

**The Sound of the Dubai Dragon**

**Target Audience:** 25-44 year old Mandarin speakers

## PLACE OF LISTENING



During Commute



At Home



Work/School



Elsewhere

83% of ARN listeners listen to the ARN stations during their commute

## MODE OF LISTENING



FM/AM



Mobile



Internet

87% of ARN listeners listen to the ARN stations through an AM/FM device (this includes car radio)

ARN has an exclusive audience of 862,000 that do not listen to any other UAE radio network