

ARN

99
العربية

الموسيقى أولاً

Al Arabiya 99 is the UAE's most popular Arabic language station in the UAE. The station appeals to the UAE Arab listeners by playing the most popular Arabic songs from across the region. The station attracts both males & females from various Arab nationalities, including UAE locals. Listeners are determined & ambitious professionals who are constantly looking to excel in their careers. Whether households or singles, the Al Arabiya 99 audience is trendy and live the UAE lifestyle by all means. They choose Al Arabiya 99 as it's the one station that feeds their needs. Al Arabiya is bigger than ever since it has launched Al Arabiya Cassette - a new digital brand.

- No. 1 Arabic music station in the UAE with a weekly reach of 755,000
- Has an exclusive audience of 171,000, that do not listen to any other Arabic music station in the UAE
- Weekend Reach - 422,000
- Time Spent Listening - 2 hours 29 minutes
- Average Age - 37.8 years

shows ●

7:00am - 10:00am | Sun - Thur

Exit 99 with Heba, Wael & Rafat

Wake up to Heba, Wael & Rafat and feel the positive energy that flows between them! Their on-air banter will keep you entertained and is sure to plaster a smile on your face. Tune in and get updated on various topics like: technology, health and fun! Interact with Heba, Wael & Rafat via SMS, Al Arabiya 99 App or Al Arabiya social media platforms and share your opinion or win great prizes!

1:00pm - 3:00pm | Sun - Thur

Bala Routine with Mirna

Allow Mirna to change your routine with the Bala Routine show. The show covers a wide range of ideas to enjoy your life. In addition to celebrity updates, let's not forget Mirna's tips on lifestyle, fashion, fitness and nutrition.

4:00pm - 7:00pm | Sun - Thur

Show Helou with Khalid

Keep up to date with Khalid on what's trending in the UAE! Show Helou covers the latest hot spots in the UAE, features the top hashtags and YouTube videos. If you're interested in sports, tune in to Khalid as he gives you your daily dose of sports updates in his own charismatic way.

7:00pm - 9:00pm | Sun - Thur

Laylana with Imtithal

Weekday evenings on Al Arabiya are full of energy and vibe with Imtithal in Laylana. Battle of the sexes with Imtithal is ongoing, sometimes she sides with her female audience and sometimes offers advice to help and encourage her male listeners to share their views. The show covers the latest news and updates on technology, cinema, sports and more.

8:00pm - 10:00pm | Fri - Sat

Hashtag 99 with Zaher

If you're interested in celebrity updates, drama and trends, Hashtag 99 is when you get to find out all hear it. It's the first of a kind radio program covering the latest and hottest news in all areas of entertainment, television, movies and music. The show features interviews with major Arab celebrities sharing info about their latest work! The audience also gets to voice on Al Arabiya 99 social media for their favourite songs to be included in the Top 5.

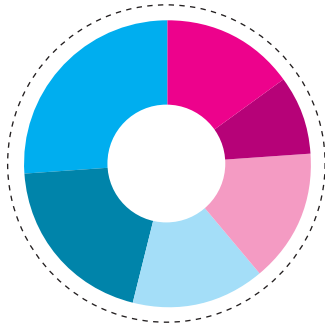
10:00pm - 12:00am | Thur - Fri

DJ Saeed Murad

DJ Saeed Murad is the king of mixing and remixing. His signature style is all about selecting the hottest Arabic hits but also adding some international flavor. His name is big in the region and he plays at major venues. DJ Saeed is a true superstar DJ and is listened to by a broad mix of people from various nationalities and ages.



AGE



15% 9% 15% 15% 20% 26%

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

Al Arabiya 99 is the #1 Arabic station among those aged 30 or above

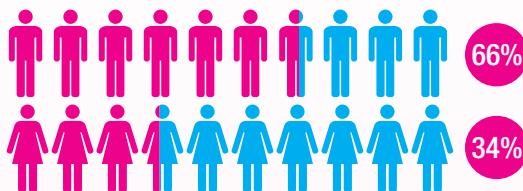
EMIRATE



Abu Dhabi 11% Dubai 46%
Sharjah 32% Northern Emirates 11%

78% of Al Arabiya 99 listeners are residents of Dubai & Sharjah

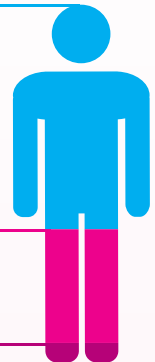
GENDER



Al Arabiya 99 is the #1 Arabic station among men

NATIONALITY

Expat Arabs 63%

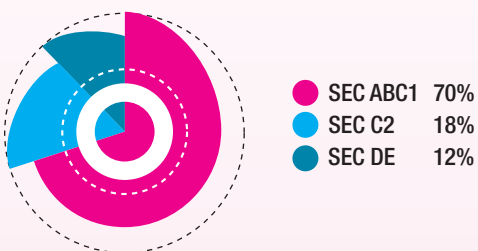


Emirati 32%

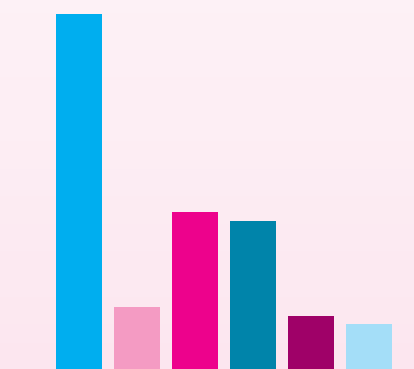
Others 5%

Al Arabiya 99 is the #1 Arabic station among Expat Arabs

SOCIO ECONOMIC CLASS



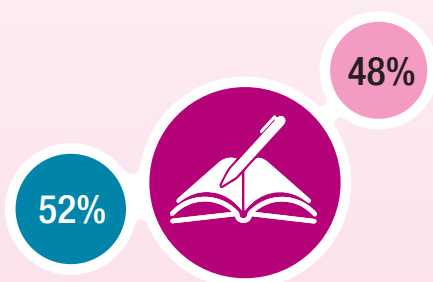
MONTHLY HOUSEHOLD INCOME



Above AED 20K 42%
AED 15,001 - AED 20,000 8%
AED 10,001 - AED 15,000 19%
AED 5,001 - AED 10,000 18%
MHI: Less Than AED 5,000 7%
Not Disclosed 6%

50% of Al Arabiya 99 listeners belong to households with monthly income of more than AED 15,000

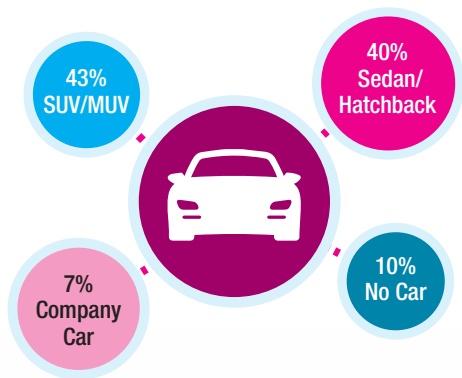
EDUCATION



Some College or School 48% Undergraduate Degree 52%

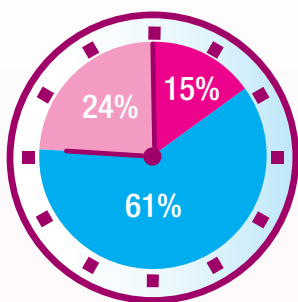
52% of Al Arabiya 99 listeners have at least a college degree

CAR OWNERSHIP



90% of Al Arabiya 99 listeners have a car

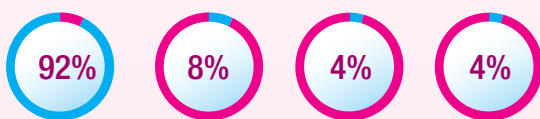
LISTENER TYPE



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

76% of Al Arabiya 99 listeners listen to the radio for at least 5 hours every week

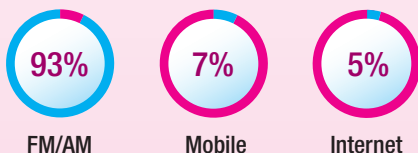
PLACE OF LISTENING



During Commute At Home Work/School Elsewhere

92% of Al Arabiya 99 listeners listen to the station during their commute

MODE OF LISTENING



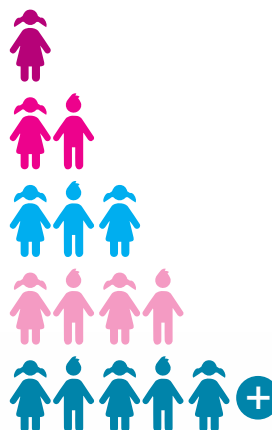
FM/AM

Mobile

Internet

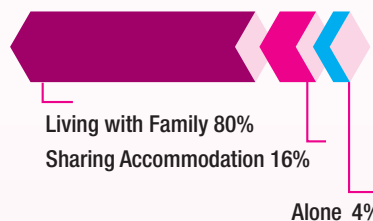
93% of Al Arabiya 99 listeners listen to the station through an AM/FM device (this includes car radio)

NUMBER OF CHILDREN

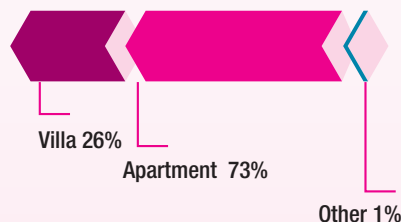


80% of Al Arabiya 99 listeners have at least one child in the household

LIVING ARRANGEMENTS



80% of Al Arabiya 99 listeners live with their family



26% of Al Arabiya 99 listeners live in a villa

DECISION MAKERS

78% of Al Arabiya 99 listeners take household travel & holiday decisions

73% of Al Arabiya 99 listeners take household decisions relating to vehicle purchase

72% of Al Arabiya 99 listeners take household banking & investment decisions

67% of Al Arabiya 99 listeners take household F&B & shopping decisions



AL ARABIYA CASSETTE WAKE UP YOUR MEMORIES



Al Arabiya Cassette, the digital brand that plays the biggest songs from the 60's, 70's, 80's & 90's from across the Arab world.

Listen to Al Arabiya Cassette and wake up your memories with the songs we never forgot. The station is the ultimate destination that will also play Tarab songs from legends that shaped the music in the Arab world.






Sit back, tune into Al Arabiya Cassette, and enjoy the time remembering loved ones.

TARGET AUDIENCE

Targeted towards Arab male and female, between the ages of 30-55, who understand & enjoy classic Arab hits.

With a playlist of 600 tracks, artists include:

Um Kulthoom, Fairouz, Abdul Haleem, Fareed El Atrash, Khazim Al Saher, Amr Diab & many others.

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-  Total App Downloads 82,689
 -  Unique Stream Listeners (weekly) 56,000
 -  Stream Connections (monthly) 89,499
 -  Website Page Views (monthly) 177,610
 -  SMS (monthly) 20,882