

ARD
dubaieye
103.8

JOIN THE CONVERSATION

Dubai Eye 103.8 has established itself as the UAE's number one station for news, talk, sport, business, culture and entertainment, appealing to a discerning and intelligent English speaking audience who are looking for world class regional radio from world class presenters.

With an eclectic mix of award-winning shows, A-list guests and international thought leaders, Dubai Eye continues to provide the most relevant local programming across the full range of traditional, digital and social media platforms, engaging and encouraging its hundreds of thousands of daily listeners to join the conversation.

Aimed predominantly at the region's most affluent and educated segment of society, aged between 40 and 54, the station covers some of the world's most prestigious sporting, business and entertainment events, featuring worldwide heroes, global industrialists and universal stars.

- 
- No.1 talk station in the UAE, with a weekly reach of 188,000
 - Has an exclusive audience of 24,000 that do not listen to any other English station in the UAE
 - Weekend Reach - 99,000
 - Time Spent Listening - 2 hours 6 minutes

shows ●

6am - 10am | Sun - Thur

The Business Breakfast with Malcolm Taylor, Brandy Scott and Richard Dean

A round up of the days most important business stories, providing local content and context on the international issues that matter. Highlights include commentary from business leaders, in-depth analysis and finance in focus, with business headlines every 15 minutes. Also enjoy daily interviews with key industry players and be entertained with daily banter.

10am - 1pm | Sun - Thur

The Agenda with Tom Urquhart

Your chance to have your say and debate the issues you love or loathe. It's the chance to set The Agenda on the big topics of the day as part of the UAE's only interactive, topic based call-in radio show. Get involved either on air, online or in studio.

1pm - 2pm | Sun - Thur

The Music Mix

Eighties, nighties and newer...the music you love and the news updates you need. An hour of commercial free listening at its best.

2pm - 5pm | Sun - Thur

Afternoons with Helen Farmer

A laid back look at life in the UAE. Stay up to date with what's happening and where to go with free advice, expert opinion and storytelling which gives an inside scoop in to real life UAE. Calling foodies, culture vultures and people who want answers from our trusted team of engaging experts.

5pm - 8pm | Sun - Thur

Off Script with Chris Mchardy and Robbie Greenfield

The UAE's alternative take on news, entertainment and sport. With personality aplenty, this is a show designed to cross the opinion divide – whose side are you on? Join Chris, Robbie and Sonal as they cut through the clutter to bring you the news, entertainment and sport stories that actually matter. With topical talk, big name guests and a strong sideline in humour, prepare to veer Off Script on your drive home commute. Sports fans will enjoy Off Script Extra Time from 7pm - 8pm, where the focus will be on all things sporting!

8pm - 9pm | Sun - Thur

The Business Breakfast Nightcap

When business at breakfast just isn't enough... we bring you an extra helping of broadcasting favourites, Malcolm Taylor, Brandy Scott and Richard Dean! Tune in every weekday evening for this veritable treat between 8pm and 9pm and enjoy fresh chat, contentious content and lively debate, as we look at the lighter side of life and business.

9pm - 12am | Sun - Thur

The Night Shift with Mark Lloyd

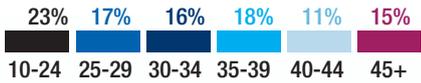
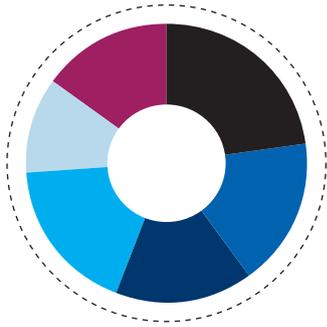
Musicians and music, entertainers and entertainment, interviews, industry gossip and songs selected by you. Mark Lloyd brings you an energetic evening of local and international show-biz and celebrity content and contests, with the chance to pick your favourite jukebox hits, every night from 11pm.

12am - 6am | Sun - Thur

Nights on Dubai Eye 103.8

Dubai Eye complements the conversation with the music you love from the eighties, nineties and newer.

AGE



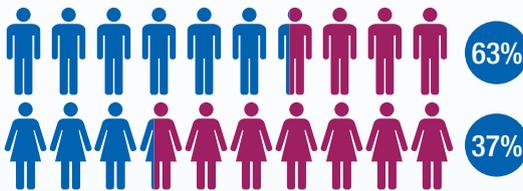
60% of the Dubai Eye 103.8 listeners are over 30 years old

EMIRATE

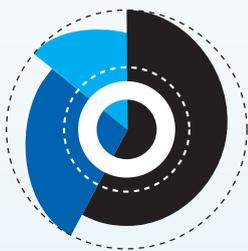


67% of Dubai Eye 103.8 listeners are residents of Dubai & Sharjah

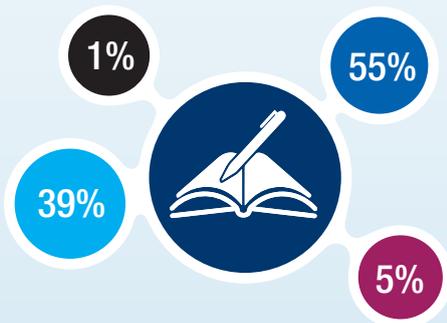
GENDER



SOCIO ECONOMIC CLASS



EDUCATION



60% of Dubai Eye 103.8 listeners have at least a college degree

NATIONALITY

Filipino & other E.Asians 36%

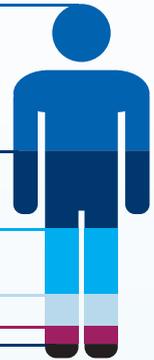
South Asians 33%

Westerners 19%

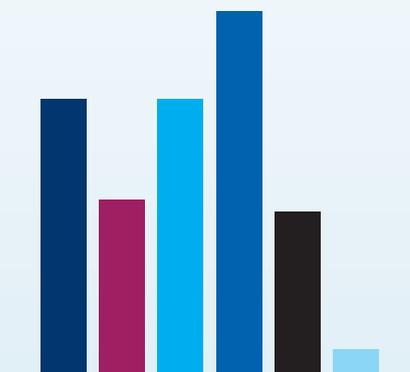
Emirati 6%

Expat Arabs 3%

Others 3%

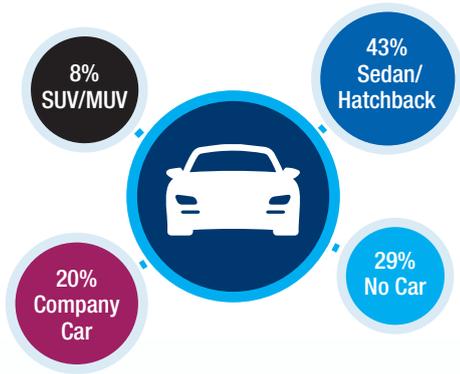


MONTHLY HOUSEHOLD INCOME



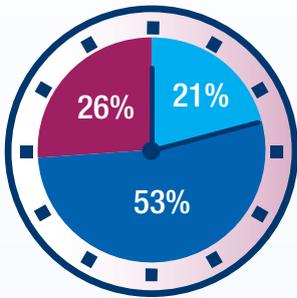
36% of Dubai Eye 103.8 listeners belong to households with monthly income of more than AED 15,000

CAR OWNERSHIP



71% of Dubai Eye 103.8 listeners have a car

LISTENER TYPE



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

74% of Dubai Eye 103.8 listeners listen to the radio for at least 5 hours every week

PLACE OF LISTENING



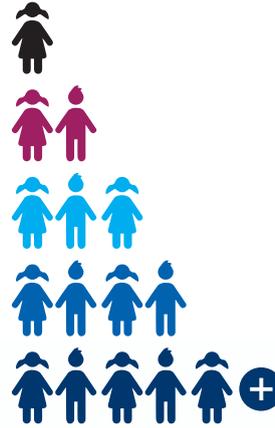
89% of Dubai Eye 103.8 listeners listen to the station during their commute

MODE OF LISTENING



79% of Dubai Eye 103.8 listeners listen to the station through an AM/FM device (this includes car radio)

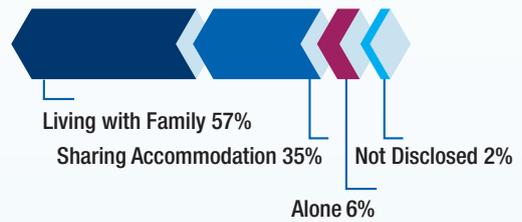
NUMBER OF CHILDREN



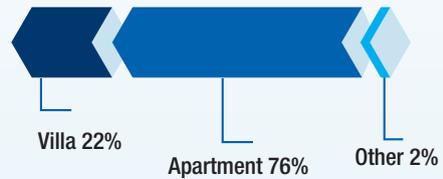
NO. CHILDREN: 1	1%	NO. CHILDREN: 2	71%
NO. CHILDREN: 3	22%	NO. CHILDREN: 4	0%
NO. CHILDREN: 5+	0%		

93% of Dubai Eye 103.8 listeners have at least 2 children in the household

LIVING ARRANGEMENTS



57% of Dubai Eye 103.8 listeners live with their family



22% of Dubai Eye 103.8 listeners live in a villa

DECISION MAKERS



Sunday to Thursday	
6am - 10am	The Business Breakfast
10am - 1pm	The Agenda
1pm - 2pm	The Music Mix
2pm - 5pm	Afternoons with Helen Farmer
5pm - 8pm	Off Script with Chris Mchardy and Robbie Greenfield
8pm - 9pm	The Business Breakfast Nightcap
9pm - 12am	The Night Shift with Mark Lloyd
12am - 6am	Nights on Dubai Eye 103.8
Saturday	
10am - 1pm	Talking of Books
4pm - 7pm	The Grill

 Total App Downloads 51,106
  Unique Stream Listeners (weekly) 44,000
 Stream Connections (monthly) 50,430
  Website Page Views (monthly) 69,968

