



ARN

RADIO SHOMA 93.4

**RHYTHM OF  
YOUR HEART**

Radio Shoma 93.4 is the UAE's one and only Farsi music station playing the latest Farsi hits from around the world. Broadcasting to the Farsi speakers in the UAE, Radio Shoma 93.4 now serves as the number one music and entertainment source for this audience across the country. The station is truly multiplatform, broadcasting through online streaming, dedicated iPhone and leading smartphone apps, ensuring the station is a part of the daily lives of listeners wherever they are. Radio Shoma 93.4 plays a variety of music appealing to a wide range of listeners of all ages. Living in newer neighborhoods, such as the Dubai Marina, as well as across Dubai and the other Emirates, the Farsi speakers in the UAE strive to be successful in all they do. Radio Shoma brings all Farsi speakers closer together to make the most of their lifestyle in the UAE.

- No. 1 Farsi station in the UAE with a weekly reach of 234,000
- Has an exclusive audience of 86,000 that do not listen to any other radio station in the UAE
- Weekend Reach - 178,000
- Time Spent Listening - 2 hours 59 minutes
- Average Age - 37 years

# shows

**7am - 10am | Sun - Thur**

**Sobh - E- Shoma Baa Hannan O Mojtaba**  
**“Your Mornings with Hannan and Mojtaba”**

A fun, energetic and conversational breakfast show with local, informative and entertaining content, appealing to all ages and genres. The hosts make you feel like they are two of your friends who keep you company while you start your day. Join the hosts for a cup of coffee with a special guest every Tuesday; the Shoma book club on Wednesdays; and Shomawood every Thursday whereby Hannan and Mojtaba bring you the latest movie releases. Or simply join them on the segments “That’s Nothing, Listen to This” and “Friend and Friend”, where Hannan and Mojtaba try to outsmart each other with hilarious results!

**5pm - 8pm | Sun - Thur**

**Bezan Berim Baa Roxana Chegini**  
**“Let’s Go with Roxana Chegini”**

Recharge your energy levels with Roxana’s upbeat drive show! Join her on your way home for a refreshing and energizing show. Keep up to date with local information, contests and entertainment. Don't forget to stay tuned to hear her star studded interviews and the latest news.

**8pm - 10pm | Sun - Wed**

**Café Shoma**  
**“Let the Music Speak”**

It’s an imaginary place where all the good songs and great singers gather every night. At Café Shoma, you feel at home, happy and never alone! It’s like sitting around with close friends and family, feeling connected, being served emotional memories and songs, reminiscing about the good times and making new plans.

**8pm - 12Midnight | Thursday**

**Club Shoma**  
**“Weekend Mood On”**

Radio Shoma 93.4 is changing your Thursday nights forever with Club Shoma! Club Shoma will get you in the right mood and weekend ready with popular Club Remix music marathon. From the best mix of Club and Dance music, selected just for you to put that weekend mood! Are you ready for the weekend? Radio Shoma 93.4 is.



## AGE



13% 18% 23% 13% 5% 28%  
10-24 25-29 30-34 35-39 40-44 45+

41% of the Radio Shoma 93.4 listeners are in the age group of 30-44

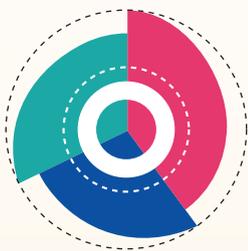
## EMIRATE



Abu Dhabi 27% Dubai 39%  
Sharjah 25% Northern Emirates 9%

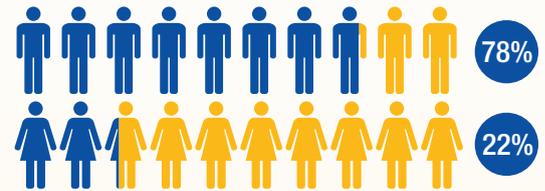
Radio Shoma 93.4 listeners are evenly spread across all Emirates in the UAE

## SOCIO ECONOMIC CLASS



SEC ABC1 40%  
SEC C2 28%  
SEC DE 32%

## GENDER



## EDUCATION



Post Graduate 6% Undergraduate Degree 33%  
Some College or School 61%

39% of Radio Shoma 93.4 listeners have at least a college degree

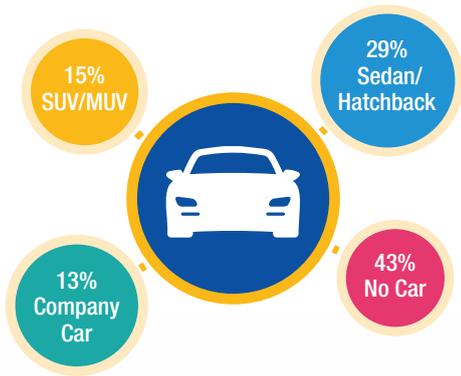
## MONTHLY HOUSEHOLD INCOME



MHI: ABOVE AED 20,000 20%  
AED 15,001 - AED 20,000 5%  
AED 10,001 - AED 15,000 15%  
AED 5,001 - AED 10,000 28%  
MHI: Less Than AED 5,000 23%  
Not Disclosed 9%

40% of Radio Shoma 93.4 listeners belong to households with monthly income of more than AED 10,000

## CAR OWNERSHIP



57% of Radio Shoma 93.4 listeners have a car

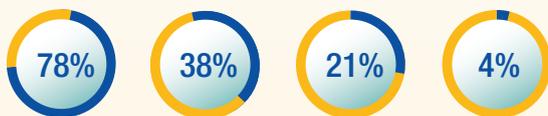
## LISTENER TYPE



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

50% of Radio Shoma 93.4 listeners listen to the radio for at least 5 hours every week

## PLACE OF LISTENING



During Commute At Home Work/School Elsewhere

78% of Radio Shoma 93.4 listeners listen to the station during their commute & 52% listen at home

## MODE OF LISTENING



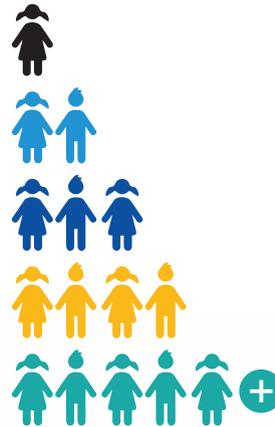
FM/AM

Mobile

Internet

95% of Radio Shoma 93.4 listeners listen to the station through an AM/FM device (this includes car radio)

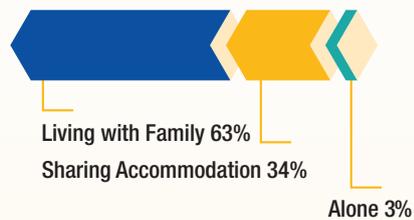
## NUMBER OF CHILDREN



NO. CHILDREN: 1	3%	NO. CHILDREN: 2	78%
NO. CHILDREN: 3	9%	NO. CHILDREN: 4	3%
NO. CHILDREN: 5+	0%		

90% of Radio Shoma 93.4 listeners have at least 2 children in the household

## LIVING ARRANGEMENTS



63% of Radio Shoma 93.4 listeners live with their family



89% of Radio Shoma 93.4 listeners live in an apartment

## DECISION MAKERS

75% of Radio Shoma 93.4 listeners take household travel & holiday decisions

74% of Radio Shoma 93.4 listeners take household banking & investment decisions

72% of Radio Shoma 93.4 listeners take household decisions relating to vehicle purchase

68% of Radio Shoma 93.4 listeners take household F&B & shopping decisions

Sunday to Thursday	
7am - 10am	Sobh - E - Shoma Baa Hannan O Mojtaba
10am - 5pm	Rhythm of Your Heart
5pm - 8pm	Bezan Berim Baa Roxana Chegini
Sunday to Wednesday	
8pm - 10pm	Café Shoma
Thursday	
8pm - 12Midnight	Club Shoma

-  Total App Downloads 81,778
-  Unique Stream Listeners (weekly) 84,000
-  Stream Connections (monthly) 77,304
-  Website Page Views (monthly) 11,433

