DUBAI



ARN

Dubai 92 is the longest running English language station in the UAE. Proud of our heritage and in tune with a western facing audience, Dubai 92 is the station that plays the soundtrack to life in the World's best city. We embrace the change, growth and lifestyle of Dubai and the UAE and play the most loved music from the 90's, 00's and only the best new music. Dubai 92 is live, local and we engage with our listeners on air, online and across the UAE. Our presenters are more like friends and our listeners are the true stars!

- Weekly reach of 327,000
- Has an exclusive audience of 128,000, that do not listen to any other English station in the UAE
- Weekend Reach 190,000
- Time Spent Listening 3 hours 14 minutes

shows •

5am - 9am | Sun - Thur

Dubai 92 Breakfast

Dubai 92 Breakfast is all about getting through the busiest time of the day with a lot of music and great ways to win! We're in tune with the listener, talking about the things that matter to them and giving them the chance to join in and be part of the show. With up to the minute traffic, news and information, we kick start every day with everything you need to know about living in Dubai!

It's fun, interactive and most importantly it's real people talking about real things...Not just gossip or the latest celebrity news...We talk about what's happening in our own backyard and life in the World's best city.

9am - 12pm | Sun - Thur Dubai 92 - Catboy

Catboy is a devoted husband, father and music lover. He has a quirky sense of humour/outlook on life and how to get the most out of it. You'll find him out hosting trivia and events around the UAE most nights and he brings the same fun, games and info to the UAE at a time when they need a workday boost! Catboy brings to the airwaves a knowledge and passion for music and is a true music fan, rather than just simply playing the hits. Music evokes memories and emotions in Catboy, all of which he shares on air and in turn the listeners love to share their stories with him.

12pm - 3pm | Sun - Thur Dubai 92 - Rich

Rich brings his off air role as Dubai 92's Music Manager on air, sharing new music, the latest information on the bands you love and grew up with and brings the energy back to the half way mark of the workday. If you listen to Rich, you'll get information on what's happening in the World's best city, including traffic (when you need it most!) and giveaways that appeal to anyone wanting to get the most out of their free time!

3pm - 7pm | Sun - Thur Dubai 92 - Jono and Nats

Jono & Nats are pair of pals with a quirky edge and a knowledge of the city which is second to none. This duo brings a mix of heritage humor to your drive home from work, and know what's going on across the city every week. Jono & Nats make it their mission to answer the questions no one has ever asked, because no one needed the answer, making that traffic jam seem a little less tedious.

7PM - 11PM | Sat - Wed

Dubai 92 - Aylissa

Dubai doesn't stop at night, so no neither do we! Aylissa gives the UAE plenty of music, fun and chat for that big night out...Or a big night in. We let the music loose at night, with songs you'll only hear with Aylissa, while visiting the places you need to see in Dubai. Dubai has a huge night time leisure scene which is big business, with family trips out to malls and movies coupled with an ever competitive restaurant and event scene. Evenings with Aylissa is your guide to Dubai at night!

7pm - Midnight I Thur - Fri Dubai 92's Remix with Rich

Every Thursday and Friday night, Remix 92 with Rich takes over Dubai 92, mashing up some of the biggest floor fillers...from now and then! The tunes on Throwback Thursday's are the songs you'll remember from a time you may want to forget! And Friday night is pure party night, playing huge hits and floor fillers.



18% 16% 23% 19% 10% 14% 10-24 25-29 30-34 35-39 40-44 45+

52% of the Dubai 92 listeners are in the age group of 30-44

EMIRATE



♠ Abu Dhabi 21%♠ Sharjah 17%

♀ Dubai 53%♀ Northern Emirates 9%

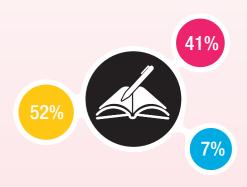
70% of Dubai 92 listeners are residents of Dubai & Sharjah

GENDER

SOCIO ECONOMIC CLASS



EDUCATION

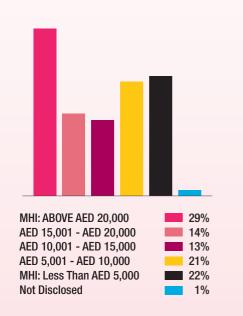


Post Graduate 7%Some College or School 41%

0/0

Undergraduate Degree 52%





43% of Dubai 92 listeners belong to households with monthly income of more than AED 15,000

LISTENER TYPE

19% 26%

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

81% of Dubai 92 listeners listen to the radio for at least 5 hours every week

PLACE OF LISTENING



34%

At Home

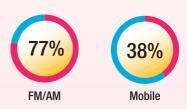


13%

Elsewhere

77% of Dubai 92 listeners listen to the station during their commute

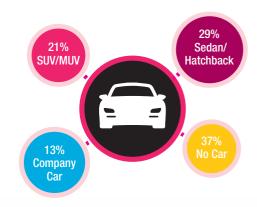
MODE OF LISTENING





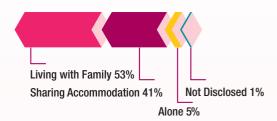
77% of Dubai 92 listeners listen to the station through an AM/FM device (this includes car radio)

CAR OWNERSHIP



63% of Dubai 92 listeners have a car

LIVING ARRANGEMENTS



53% of Dubai 92 listeners live with their family



19% of Dubai 92 listeners live in a villa

DECISION MAKERS

75% of Dubai 92 listeners take household decisions relating to vehicle purchase

74% of Dubai 92 listeners take household travel & holiday decisions

71% of Dubai 92 listeners take household banking & investment decisions

69% of Dubai 92 listeners take household F&B & shopping decisions





92 SMOOTH MORE RELAXING MUSIC

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

Aimed at those who appreciate peace and tranquility but still enjoy the finer things in life, 92 Smooth is the definitive uncluttered music mix.

TARGET AUDIENCE

35-54 year old female-skewed, UAE residents.

With a playlist of 500 tracks, artists include: Michael Buble - Home, Stevie Wonder - Isn't She Lovely, Adele - Hello, Michael Jackson - Human Nature, George Michael - Fast Love, Lighthouse Family - Lifted, Sade - Smooth Operator.

92 ROCK MORE OF THE GOOD STUFF



92 Rock is a non stop rock station for the UAE with classic rock from the late 60s to late 90s at its core, mixed with contemporary melodic rock elements.

Playing pre millennium classic rock, 92 Rock is the ultimate way to let loose. Tear off your shirt and tie, hit the highway, find adventure, get oil under your fingernails, get back into the fast lane and ROCK with 92 Rock!



TARGET AUDIENCE

35-54 year old male skewed, UAE residents.

With a playlist of 600 tracks, artists include:

U2 - Vertigo, Pink Floyd - Comfortably Numb, Bon Jovi - Living on a Prayer, Nirvana - Smells Like Teen Spirit, Bowie - Heroes, Rolling Stones - Brown Sugar, Muse - Supermassive Black Hole, Soundgarden - Black Hole Sun.

Total App Downloads 49,589

Unique Stream Listeners (weekly) 126,000

Stream Connections (monthly) 117,226

Website Page Views (monthly) 65,096