

city  
1016 <sup>ARN</sup>

**UAE'S NO.1 BOLLYWOOD  
MUSIC STATION**

# Introduction

City1016 plays you 40min Non-stop Music, with a brand legacy of 18 years of entertaining people in the UAE. Based in Dubai, City1016 is very proud of its Desi roots.

The presenters have vibrant and relatable personalities and welcome listeners to their new home, in true Desi style. The number one choice for families in Dubai with the most young adults and their 45+ parents tuning in. The station hosts the biggest Bollywood celebrities, movie premieres and concerts. It also lavishes its listeners with “expensive prizes” and “money can’t buy experiences”.



# Shows



## **Breakfast No.1 with Sid & Parikshit** **Weekdays 6am - 10am**

It's time to make some noise for the Desi Boys!

Sid and Parikshit wake the city up on Breakfast No.1. Catch a large dose of news on **Paper Padha** to why is this even news on **Kya Bakte Ho**.

A show where knowing Bollywood can earn you thousands of Dirhams everyday on **Bollywood Bond**. These boys also sing for your loved ones to make your special occasion 'almost' special with **Singing Telegram** and tell you about Apps on **Technopedia**.

Oh and yes! They mostly get into trouble with their boss for their jokes.

Breakfast No.1  
The Happiest, the funniest and the most energetic way to Wake Up.



## **Keeping up with Karishma** **Weekdays 10am - 1pm**

Keep up with the latest heartwarming news, local heroes, slice of life stories and pure moments of fun, hope and joy on Keeping Up with Karishma.

The show is packed with 40 mins non-stop music at 10 am, the ONLY story-telling segment on air in the country – 'Ek Choti Si Kahaani' on Sundays and Wednesdays at 10:40 am and 10:40 pm, 'Spotlight Song' at 12:30 pm on Tuesdays - a song that you love served with a tale that you did not know. And on Wednesdays, it's a special tribute to the baddies of Bollywood with 'Villains Waala Wednesday', at 12 pm. On Thursdays, our in-house star kid Tia drops in on 'Goss With The Boss', at 12:30 pm.

Keeping up with life was never this fun!



### **Bajau Kya With Tarun** **Weekdays 1pm – 5pm**

Bajau Kya, is the BIGGEST request show in the country, Tarun takes listeners on a 4 hours musical journey where they pick the songs and he picks conversations. Be it a moment of celebration or heartbreak, their first crush or confessing love or just a small escape from work to enjoy a great song, it's all right here.

A special hour has been dedicated to the music of 90s' from 4-5 pm, while taking a fun trip down the memory lane and of course the immensely loved- '4 Baje ki Shayari', the ONLY spoken word segment on air, where Tarun curates and narrates poetry that leaves you wanting more.

Bajaun Kya with Tarun- the soundtrack to your afternoons in the UAE.



### **Drive Master GoGo with Meghana & Lokesh**

#### **Weekdays 5pm - 9pm**

Drive Master Go Go with Meghana And Lokesh is the only drive show amongst Hindi radio stations in the UAE that plays you 40 minutes non-stop music.

With massive hits, trending stories of the day, local news and the latest scoop on pop culture, the show is your happiest drive back home.

You also get to choose the music on 'Sunset Song of the Day' and be a part of their mad food challenges on 'Drive Canteen'. Expect beauty and lifestyle hacks and fashion trends on 'Fashion in the City' with Meghana and some of the yummiest recipes on 'Loki's Kitchen'!!!

There are 2 types of people in this world... and you get to meet them BOTH on Drive Master GoGo with Meghana and Lokesh!



### **Chill Tonight with Mariyam** **Weekdays 9pm - 12am**

Chill Tonight – as the name suggests, is that time of the day when you leave the day at the door and chill with your favorite tunes, hosted by Mariyam.

Week nights from 9 pm to midnight, you get to choose the songs played on City 1016 – It's a whole vibe! Mariyam brings you trending games, like: Caption the dialogues, make your own lyrics, Friday's 'Antakshari' and 'Days of the year' – Yep, every day is a celebration of something interesting! Every Tuesday, you get a little closer to Bollywood with 'Tuesdays Trivia' both on air and on Social Media.

Mariyam is a quintessential millennial, a singer, an amazing dancer, a dedicated TikToker who makes sure you truly Chiilllll Tonight!

# Dubai's #1 Hindi radio station for families

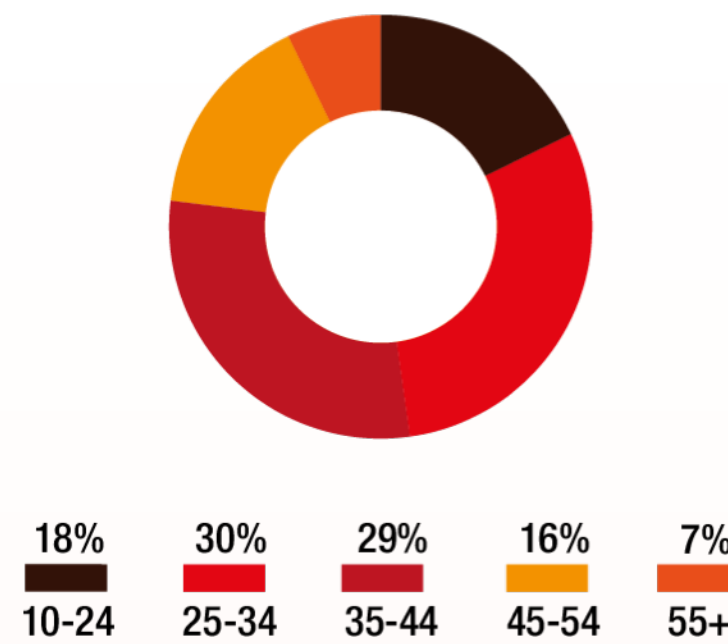
\*WEEKLY REACH  
**1,102,000**

TARGETING  
**25-50 year olds**

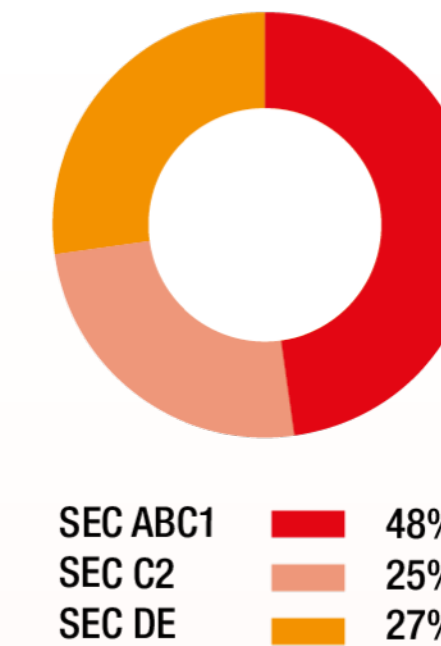
\*Source: Nielsen

## Insights - Radio

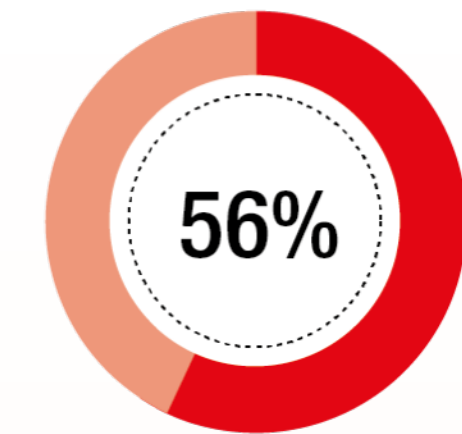
\*AGE



\*\*SOCIO ECONOMIC CLASS



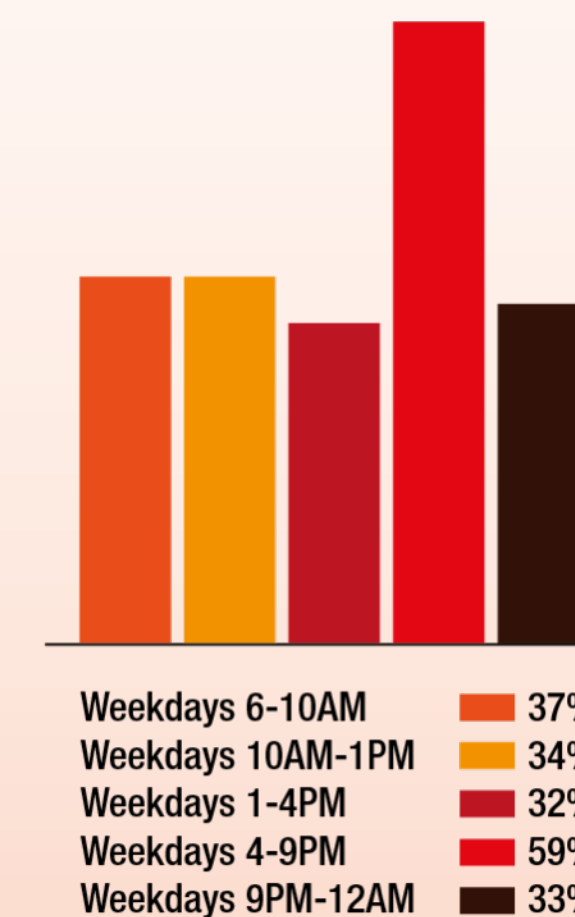
\*LIVING WITH FAMILY



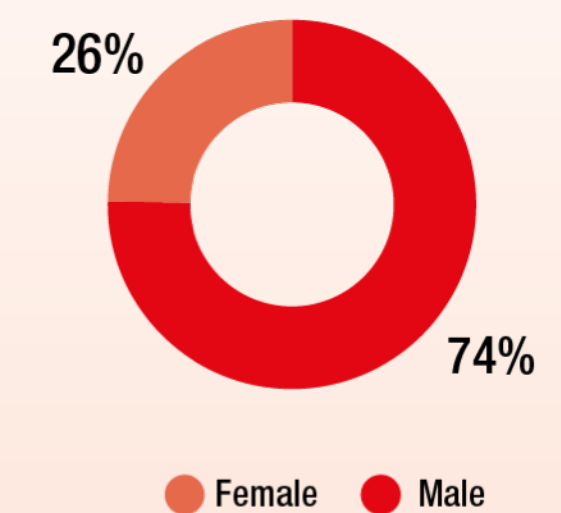
\*HOW LISTENED



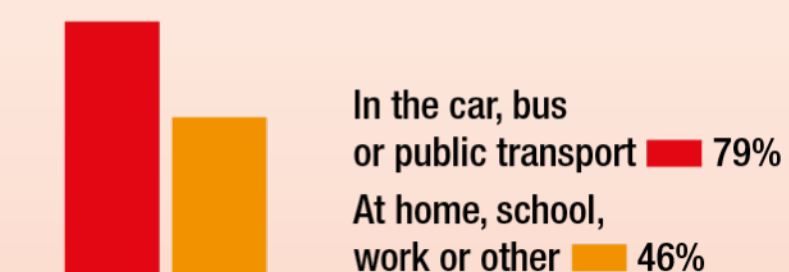
\*LISTENERSHIP BREAKDOWN



\*GENDER



\*PLACE OF LISTENING



\*\* SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say

# Insights - Social Media

## The home of Bollywood in the UAE

Social Followers  
**593,179**

\* Daily Reach  
**440,865**

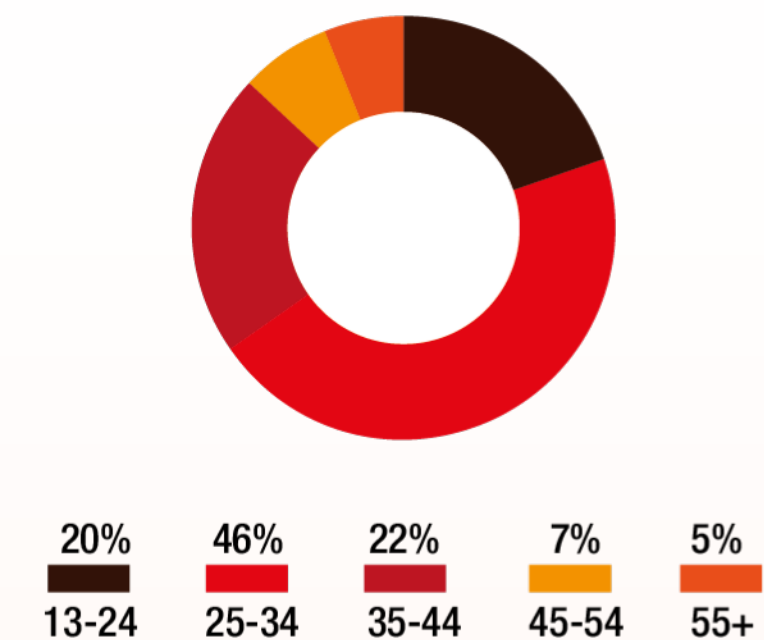
\* Monthly Social Impressions  
**4,273,333**

\*\* Engagement rate  
**3.21% 4X MEDIA INDUSTRY AVERAGE**

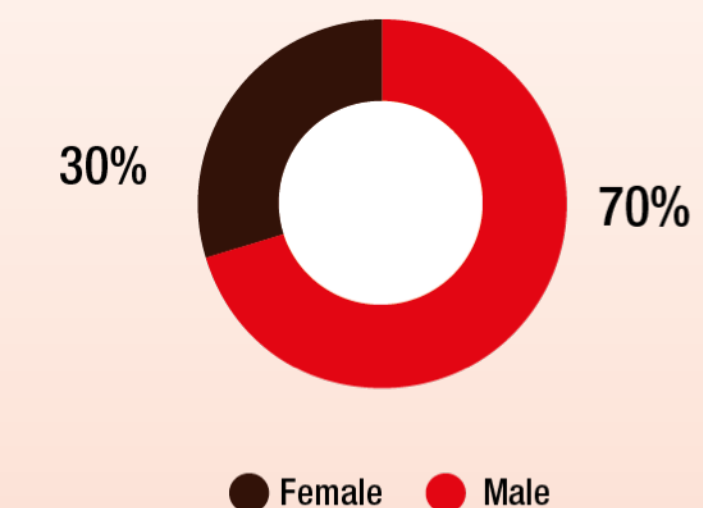
\* Campaign Messaging  
**103,300 PER CAMPAIGN**

**Amplify your brand with the huge reach of this powerful channel**

\*AGE



\*GENDER

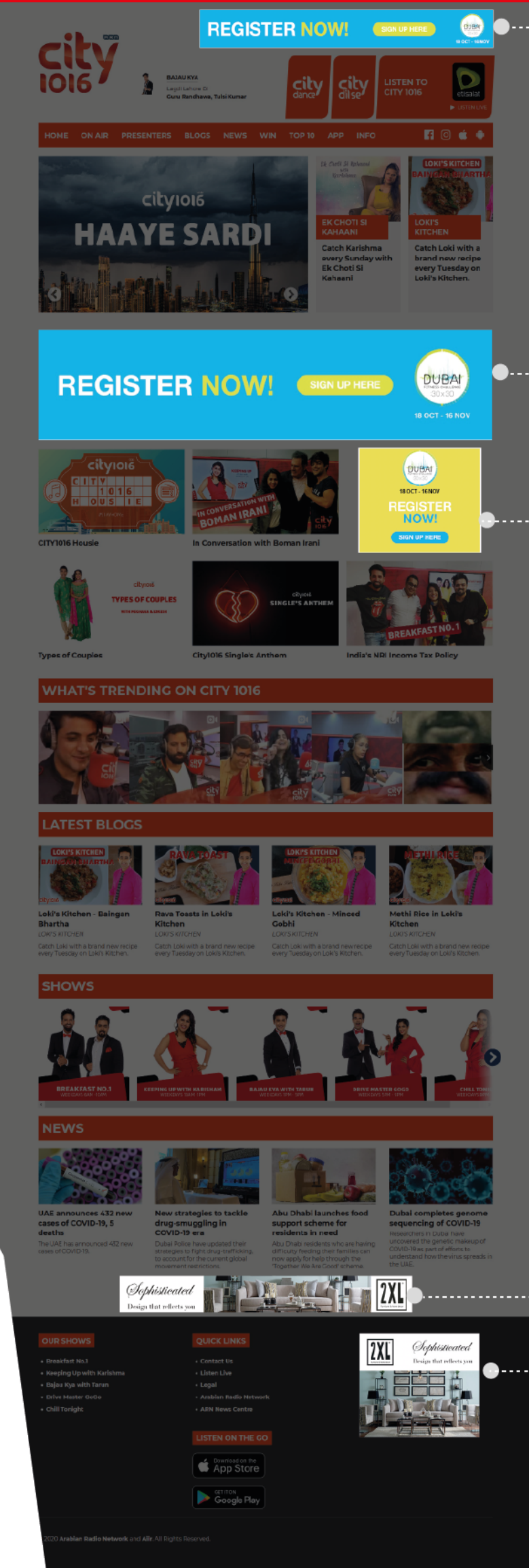


\* Based on historical performance

\*\*Media Industry Average 0.87% (RivalQ 16th Feb 2021)

	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	775	500	500	775	250	75	550	425
Weekend	150	325	375	375	250	75	250	225

Loading % on 30s spot rate							
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%
City1016	Live Reads	15 sec	30 sec	Creative Rates			
	ROS Placement	1,500	2,000	Commercial Production 3,000			
	Specific Placement	1,750	2,250				



Leaderboard

Size: 720 X 90 (width X height)  
320 X 50 & 640 X 200  
320 X 100 & 640 X 200

Format: jpg, png,gif  
HTML5 (Google Ads)  
and Google Ad script

Featured content

Custom made by ARN  
and requires PD approval

MPU

Size: 300 X 250  
Format : jpg, png, gif  
HTML5 (Google Ads)  
Google Ad script

Leaderboard

Size / Format  
(same as above)

MPU

Size / Format  
(same as above)

CPM based components

Weekly based components

Banner\*  
(MPU or Leaderboard)

100

Featured  
Sections

4500

Online  
Contest

5000

Social  
Contest

8000

Pre-Roll  
Audio\*

5000

Pre-Roll  
Video\*

4000

APP SMS  
POP-UP\*

3000

Banner\*

2000

Online Contest

Custom made by ARN  
and requires PD approval

Social Contest

Custom made by ARN  
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds  
Format: MP3

Pre-Roll Video

Duration: 15 Seconds  
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250  
640 X 20  
Format: jpg, gif, HTML5