

ARN

TAG911

PINOY TALAGA!

INTRODUCTION

TAG 91.1 is the #1 choice for the Filipino community in the UAE.

We play music that caters to a truly Filipino taste – the right mix of both English and OPM (Original Pinoy Music), both old and new. It's also home to the wackiest bunch of radio jocks reflecting the diversity in the Filipino demographic of the UAE – speaking in English, Tagalog and even other Philippine dialects.

As the first premium and award-winning Filipino radio station in the UAE, Tag 91.1 maintains dominance in the market with its hip and original content, as well as exciting promotions and giveaways. Additionally, the station brings to life the best in Filipino entertainment and information - keeping its listeners abreast with all the happenings in the UAE and back home through regular news updates.

Through its multiple platforms, Tag 91.1 has captured listeners aged 25 to 39 who possess strong purchasing power and just like their favourite Tag 91.1 presenters, they embrace the UAE life - shopping, hanging out with friends, keeping up with the latest trends in music, entertainment, technology, information, and always finding reasons to smile.



SHOWS



TAG GISING NA (TIME TO WAKE UP) WITH BLUEBIRD & KERI BELLE WEEKDAYS 5AM - 10AM

Whether you're a night owl or a morning lark, you'll look forward to waking up each weekday with TAG Gising Na. It's a party every morning as Bluebird and Keri Belle jumpstart your day with the latest OPM hits, need to know info, conversations that matter to the Pinoy Expat community, fun games, and of course, a whole lotta laughs.



TAG PACK UP NA (TIME TO PACK UP) WITH MARIA MALDITA & JOHNNY BIRYANI WEEKDAYS 4PM - 9PM

Things will be moving smoothly even when the traffic on the street doesn't with TAG Pack Up Na. Maria Maldita and Johnny Biryani bring the fun & entertainment as you make your way around the UAE during the evening rush hour. They're all about topics taking over the internet, their latest travel and food adventures, song requests and greetings, and hilariously engaging banter that will keep you preoccupied all the way home.



TAG HALINA (LET'S ENJOY MIDDAY TOGETHER) WITH PEPPER REU
WEEKDAYS 10AM - 2PM

Remember the days when you'd oversleep and your mom would start screaming "Hoy, kilos na! Tanghali na!" (Get moving, it's already midday!) Well, don't worry, Pepper Reu's sweet voice will be a bit more gentle as she gets you moving. A play on the words tanghali (midday) and halina (come on over), we'll help you breeze through the morning until lunchtime with more music and useful chit-chat for our "adulting" life.



TAG BREAK NA (IT'S BREAK TIME) WITH LOUIE DA COSTA
WEEKDAYS 2PM - 4PM

Say goodbye to "siesta time" as Louie da Costa keeps you wide awake after that heavy lunch break on TAG Break Na. No more slipping into a food coma during office hours because she'll keep you busy reminiscing to your favourite tunes and giving you the chance to take control of the playlist.



TAG PUYATAN NA (LET'S STAY UP LATE) WITH KRISTY NOLA
WEEKDAYS 9PM - 1AM

Need to stay up late to meet that deadline? Or do you just have a lot on your mind and can't catch some z's? Whatever the case, you don't have to do it alone with Tag Puyatan Na. Kristy Nola will keep you up with her thought-provoking topics, informative interviews, touching stories, and loads of laughter.

INSIGHTS - RADIO

The UAE's #1
Filipino radio station

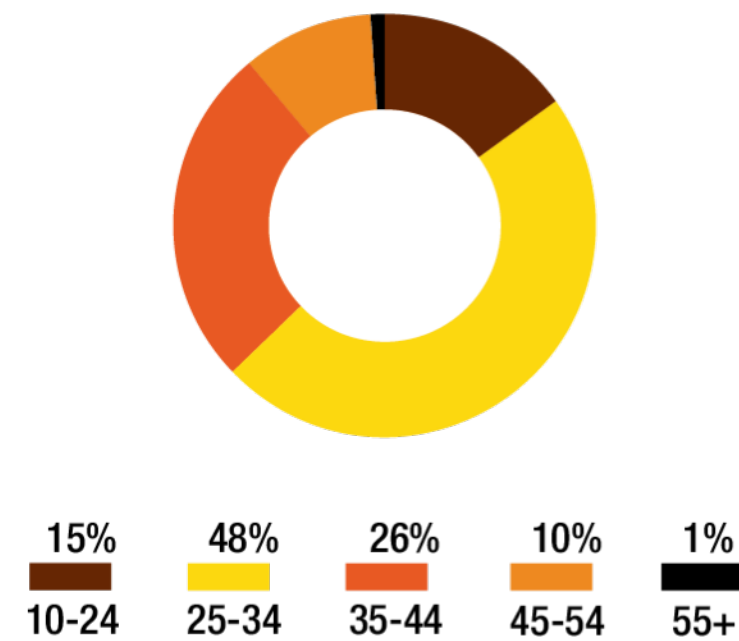
*WEEKLY REACH
266,000

TARGETING
28-45 YEAR OLDS



*Source: Nielsen

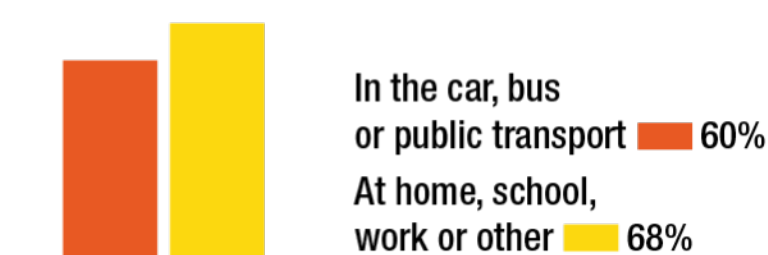
*AGE



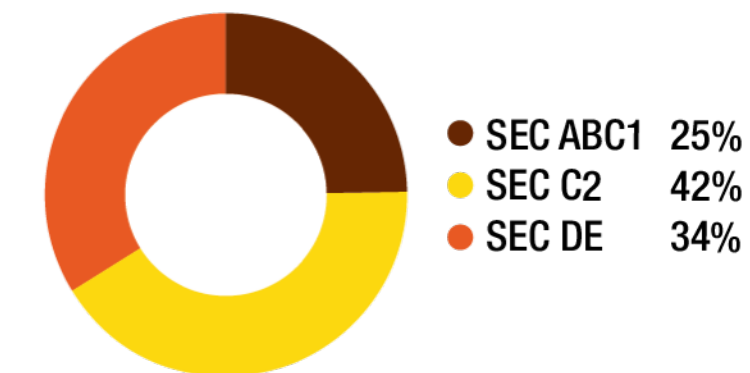
*HOW LISTENED



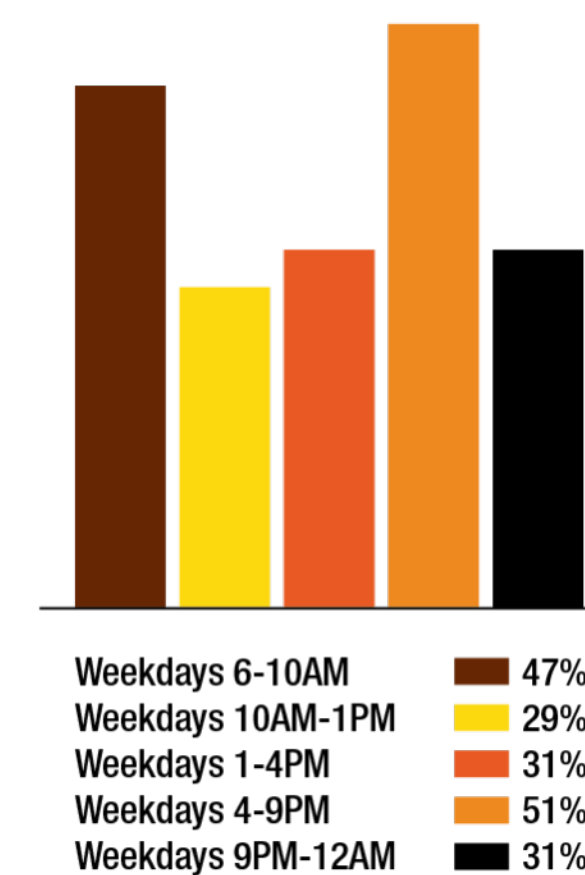
*PLACE OF LISTENING



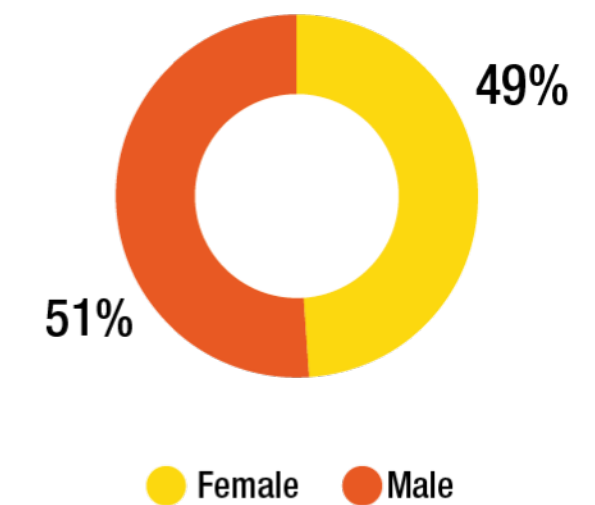
*SOCIO ECONOMIC CLASS



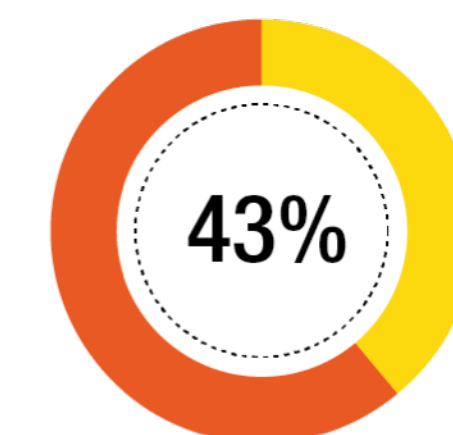
*LISTENERSHIP BREAKDOWN



*GENDER



*LIVING WITH FAMILY



** 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

SOCIAL MEDIA FOLLOWERS- 673,700

Case Study No.1



5,476
Post Reach

9,995
Post Impressions

213
Post Engagement

Campaign/Client
Snaap DXB

Case Study No.2



6,461
Post Reach

8,566
Post Impressions

83
Post Engagement

Client : Big Day Out

Case Study No.3



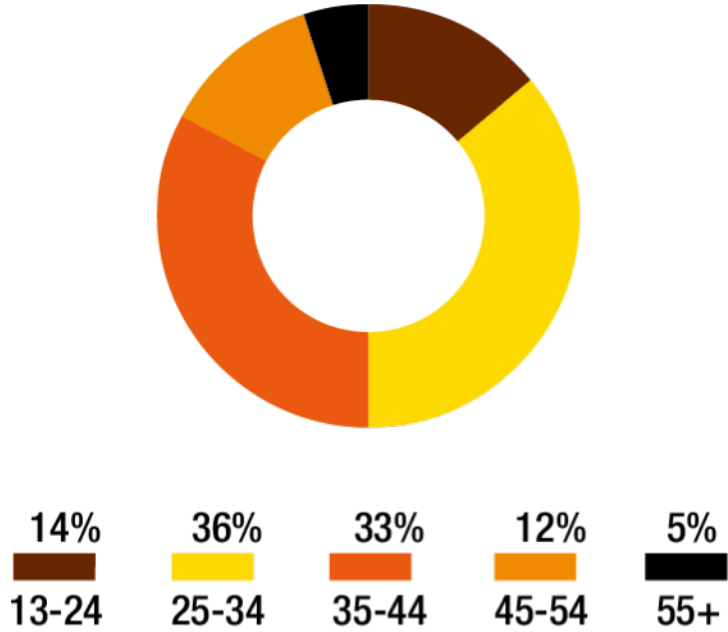
4,332
Post Reach

6,480
Post Impressions

86
Post Engagement

Client
Krafty Kitchen Class

*AGE



*GENDER

