

city 1016

ARN

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

Introduction

City 1016 is the UAE's number 1 Bollywood music station. Its the only Hindi Radio Station that plays you 40 min. Non-stop Music, with a brand legacy of 23 years of entertaining people in the UAE. Based in Dubai, City 1016 is very proud of its Desi roots and local connect.

The presenters have vibrant and relatable personalities and welcome expats 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 to listen to the best music South Asian/Desi artists have to offer. It also lavishes its listeners with fantastic prizes, cash and “money can't buy experiences”. The station hosts the biggest Bollywood celebrities, Movie premieres and concerts. When stars come to city, they come to CITY 1016.



Shows



**SUBAH
IN THE CITY**
WITH PARIKSHIT & VARUN
Weekdays 6am - 10am

Don't worry in case you missed your morning coffee and newspaper!

This high-energy, super-charged show keeps you updated with everything that's happening around the globe, in the techno world, and all that's new in Subah in the city! A show where knowing Bollywood can earn you thousands of Dirhams every day on Bollywood Bond.

Parikshit & Varun wake the city up on Subah in the City with mornings like no other!

Subah in the City: **The Happiest, the funniest and the most energetic way to Wake Up.**



**KEEP IT
FRESH**
WITH PAVITHRA
Weekdays 10am - 1pm

If you are running late to work or pretending to be serious in a long boring meeting or just meeting unrealistic deadlines with a smile, then Keep it Fresh is your only respite for some fabulous music and entertainment.

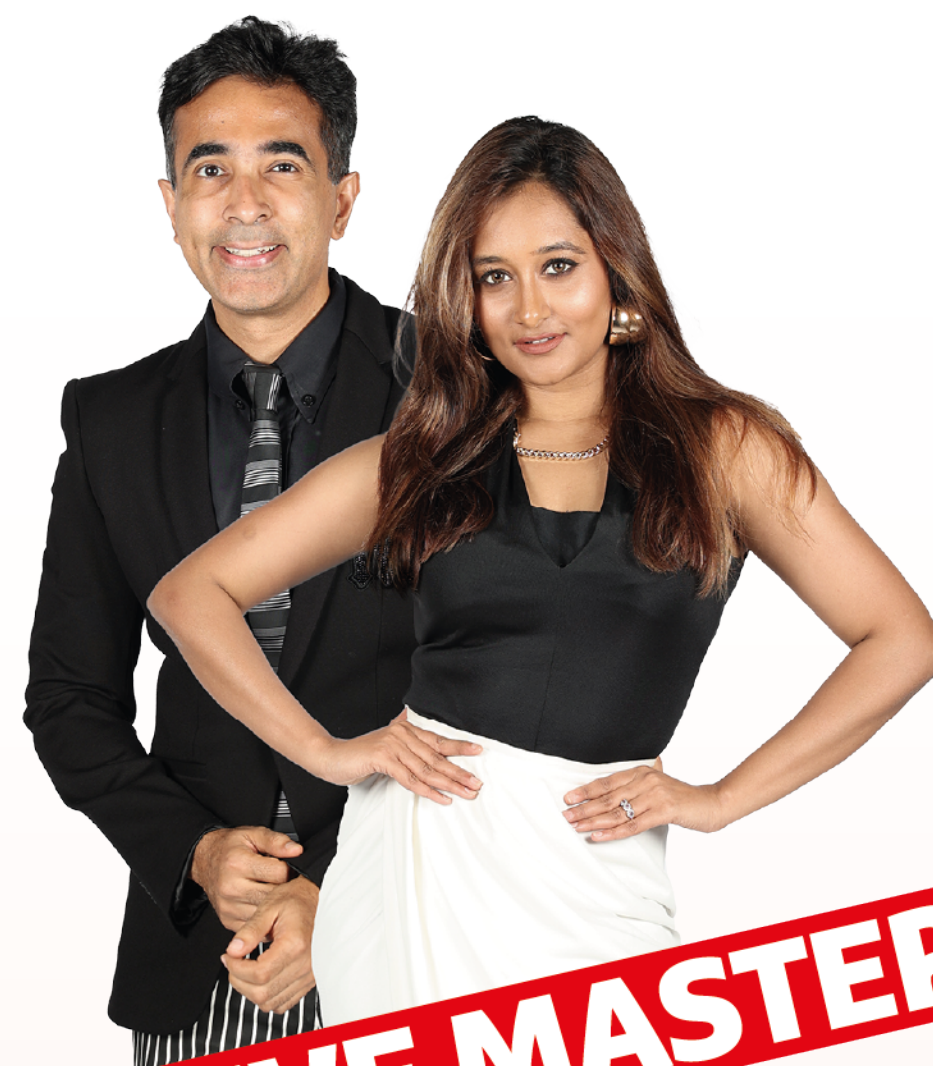
Keep up with the latest heartwarming news, local heroes, slice of life stories and pure moments of fun, hope and joy on Keeping it Fresh! The show is packed with 40 mins non-stop music at 10 am, and also keeps it musical with a segment dedicated to stories behind making of a song and directors trivia. 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.



DRIVE MASTER GO GO

WITH MARIYAM & LOKESH
Weekdays 5pm - 8pm

Drive Master Go Go with Mariyam and Lokesh is the only drive show amongst Hindi radio stations 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 play everyone's favorite game- ANTAKSHRI and be a part of mad food challenges on 'Drive Canteen'. Find some of the yummiest recipes on 'Loki's kitchen' and debate your heart out on "Mariyam vs Loki"

CHILL TONIGHT

Weekdays 8pm - 11pm

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 Week nights from 8 – 11 pm, you get to choose the songs played on City 1016 – It's a whole vibe!

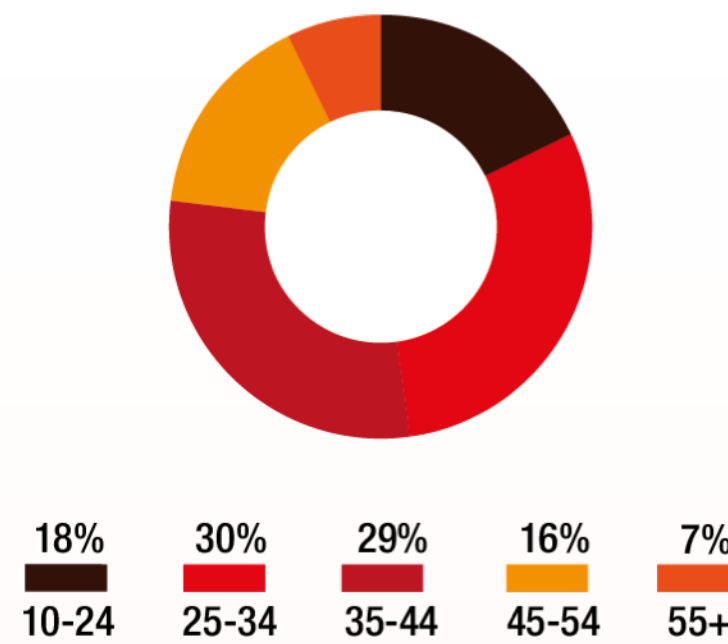
Dubai's #1 Hindi radio station for families

*WEEKLY REACH
1,102,000

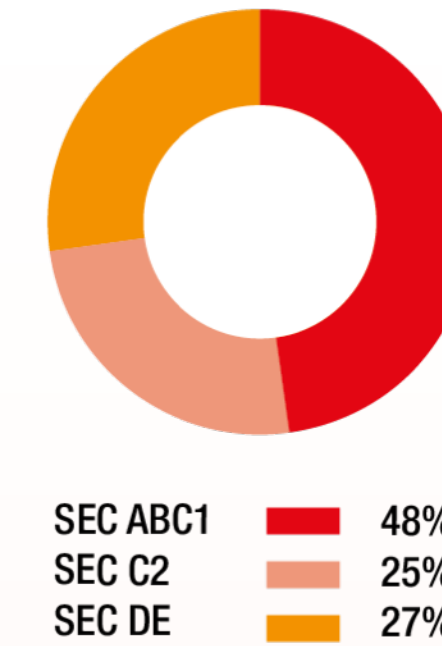
TARGETING
25-50 year olds

Insights - Radio

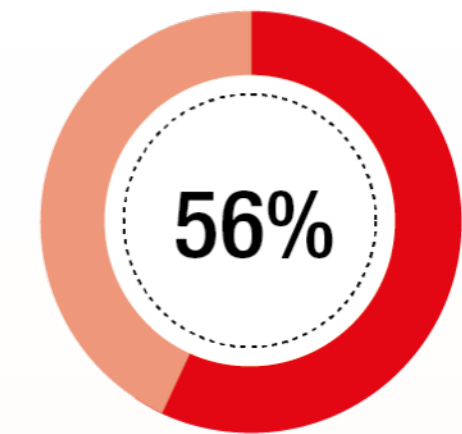
*AGE



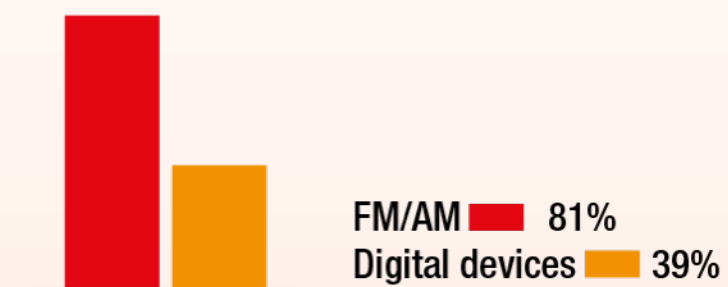
**SOCIO ECONOMIC CLASS



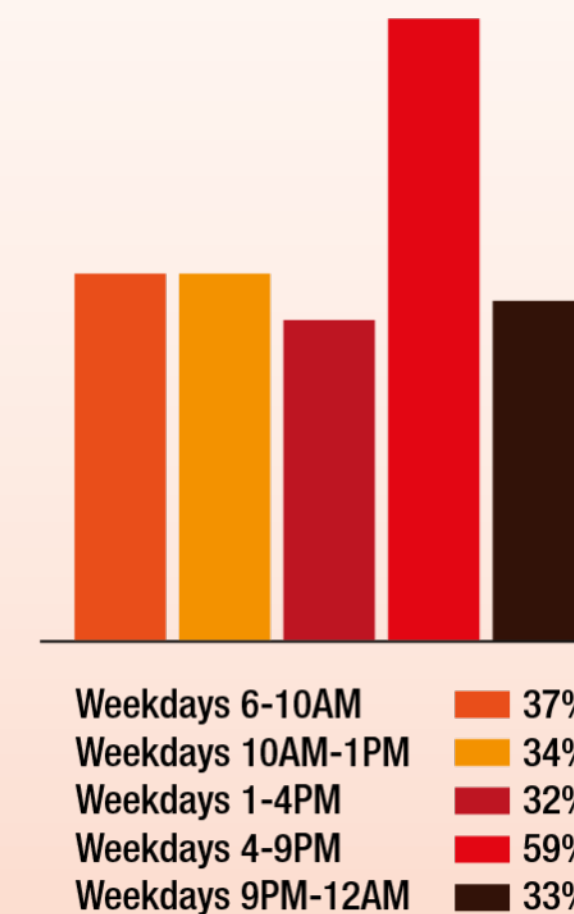
*LIVING WITH FAMILY



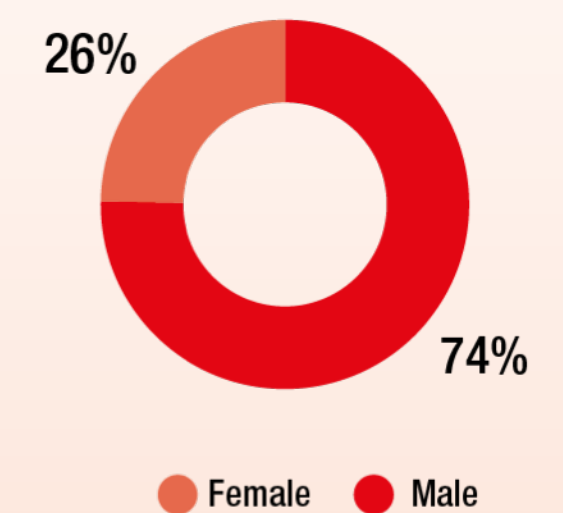
*HOW LISTENED



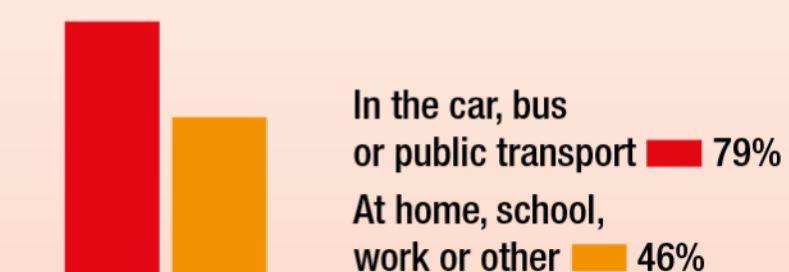
*LISTENERSHIP BREAKDOWN



*GENDER



*PLACE OF LISTENING



*Source: Nielsen

** 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 - 892,591

Case Study No. 1



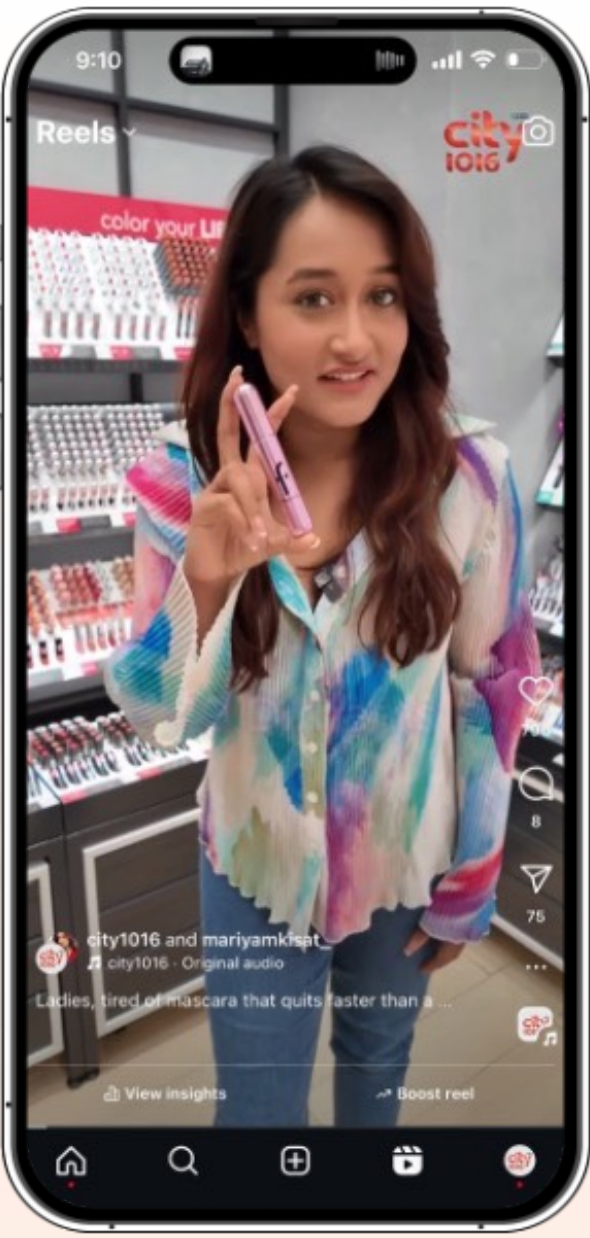
11,371
Post Reach

17,999
Post Impressions

217
Post Engagement

Campaign/Client
Coke Studios

Case Study No. 2



60,672
Post Reach

71,622
Post Impressions

936
Post Engagement

Client : Flormar

Case Study No. 3



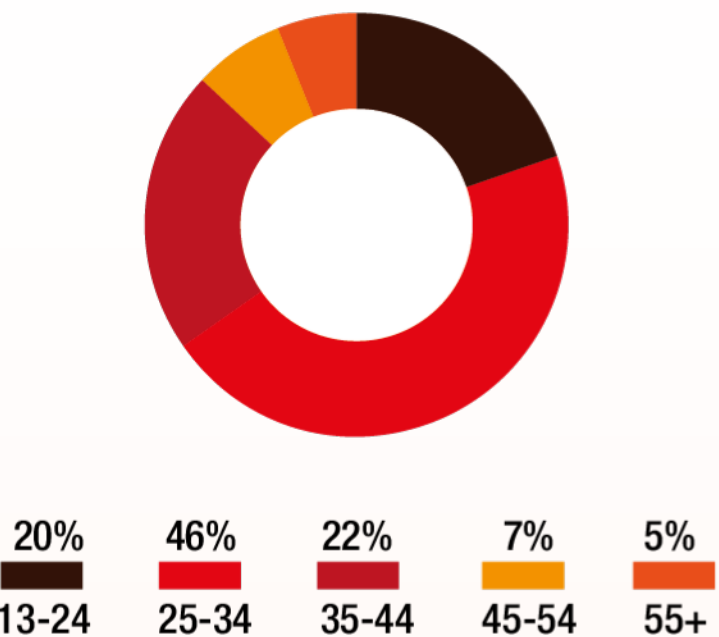
18,166
Post Reach

27,937
Post Impressions

533
Post Engagement

Campaign/Client
Dubai Gold Souq

*AGE



*GENDER

