

**ARD**  
dubaieye  
103.8

**JOIN THE CONVERSATION**



# Introduction

**Dubai Eye 103.8** has established itself as the UAE's #1 talk station for business, news, sport, lifestyle and entertainment, broadcasting in English to a discerning and intelligent audience, who are looking for world class regional radio from world class presenters.

The station is known for its in-depth news coverage, featuring the latest updates on local, regional, and global events, as well as hosting engaging talk shows and interviews with a variety of guests. It also offers content around lifestyle, business, sport and entertainment, aiming to keep listeners informed, engaged, and entertained.

Dubai Eye 103.8 is recognized for high-quality programming and its ability to connect with the diverse expat community in the UAE and the wider Middle East region.





# Shows



## **Business Breakfast with Brandy Scott, Richard Dean and Tom Urquhart**

**Weekdays, 6am - 10am**

The Business Breakfast is the days must listen show for UAE business leaders and those who aspire to be. The award-winning four-hour show is an informative and entertaining mix of interviews, market updates, analysis and opinion covering the morning's top stories and big issues. Join the conversation with Brandy, Richard and Tom every weekday morning from 6am.

## **The Agenda with Georgia Tolley**

**Weekdays, 10am - 1pm**

The Agenda is your go-to programme for news, analysis and commentary - a daily digest of local and international stories that matter to you. Broadcasting every weekday, Georgia Tolley goes beyond the headlines to speak to government ministers, decision makers, analysts and experts to find out how the news will impact those of us living in the UAE. From climate issues, to new local laws and reforms and issues impacting you, The Agenda covers stories from every walk of life.



## **Afternoons with Helen Farmer**

**Weekdays, 1pm - 4pm**

Every weekday afternoon, Helen Farmer will help you to navigate the highs and lows of living in the UAE. Stay up to date with what's happening and where to go with free expert advice, from the legal and health industries and how education here impacts our growing community. Calling foodies and culture vultures, Helen Farmer gives the inside scoop in to real life in the UAE.





# Shows



## **The Debrief with Dane Swindells**

**Weekdays, 4pm - 7pm**

Join Dane for The Debrief every weekday from 4 PM to 7 PM, the perfect way to unwind after a busy day at the office.

Tune in for a mix of the day's top news, quirky stories from around the globe, and exclusive interviews with fascinating guests. Stay informed with the latest updates from the ARN news center, while enjoying lively entertainment and thought-provoking conversations.

The Debrief is your daily dose of entertainment and insight, only on Dubai Eye 103.8.

## **The Score with Chris McHardy**

**Weekdays, 7pm - 9pm**

Catch The Score on Dubai Eye 103.8, hosted by Chris McHardy, from 7pm to 9pm UAE time. This show is your go-to destination for live coverage and expert analysis of the UAE's favorite sports, including football, Formula 1, golf, cricket, and rugby.

With real-time updates, match highlights, and celebrity co-hosts. The Score ensures you're always in the loop on the latest sports news and events. Whether you're a die-hard fan or just love staying informed, tune in to The Score for your daily guide of sports action on Dubai Eye 103.8.





# Shows



## Motor Mania

**Saturdays, 10am - 12pm**

Motor Mania on Dubai Eye 103.8 is the ultimate destination for automotive enthusiasts, hosted by renowned motoring journalist Damien Reid. With a legion of devoted fans, this weekly show offers expert car advice, captivating reviews, and the latest automotive insights.

Each episode is packed with interesting conversations and GREAT personalities for everyone who love their cars and those who aren't in tune with the industry and are entertained either way.

## The Reboot with Sonal Rupani

**Sundays, 10am - 12pm**

The Reboot with Sonal Rupani is your go-to source on the latest news in the world of tech and futurism.

Joined by world-leading experts to help make sense of some the most pressing issues of our time, like how can we balance the groundbreaking opportunities presented by AI with its existential threats? What does it mean to be a creative in the world of deepfakes? And how will our reliance on technology change the way we learn, work, and interact with each other?

Sonal explores all these topics and more, in addition to bringing you the latest gadget reviews and need-to-know headlines.





# Insights-Radio

## The UAE's #1 Talk Radio Station

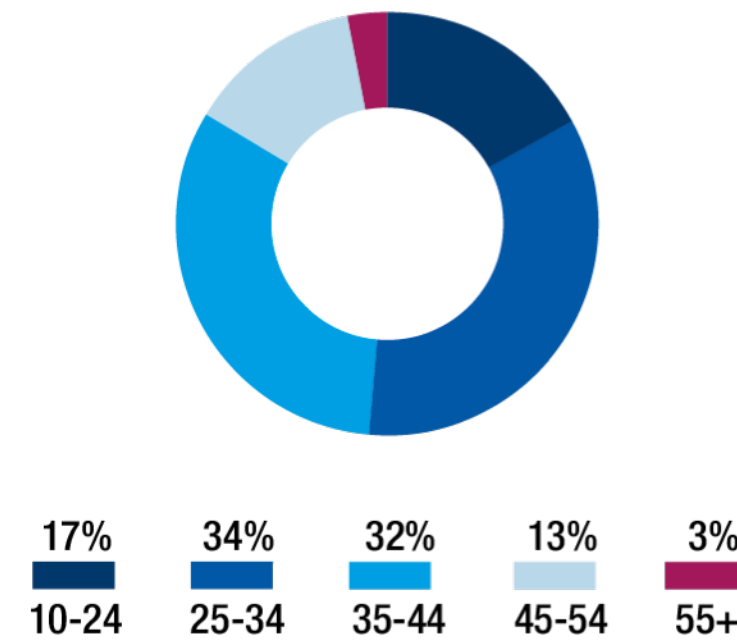
**\*Weekly Reach**  
**462,000**

### Targeting

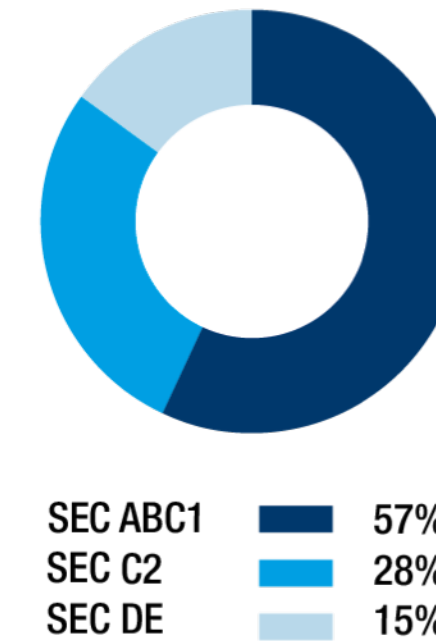
**40-55 year old all  
nationalities**

**The home of business,  
sport and news**

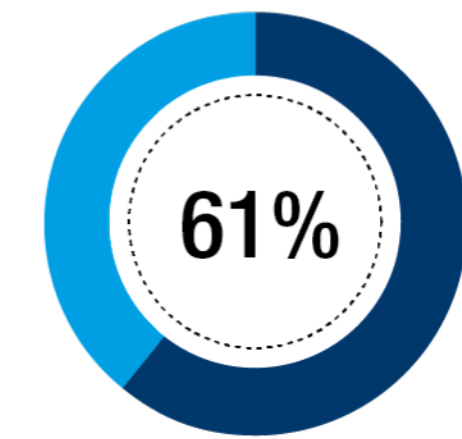
#### \*AGE



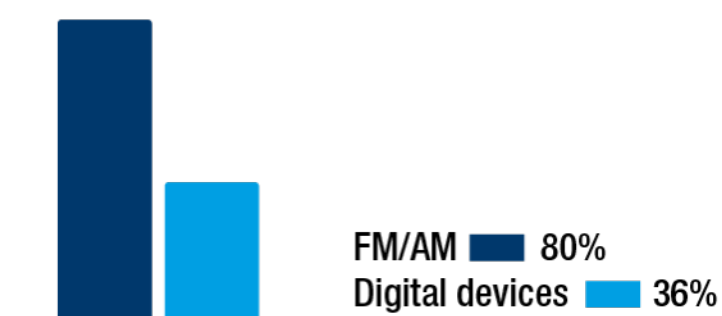
#### \*\*SOCIO ECONOMIC CLASS



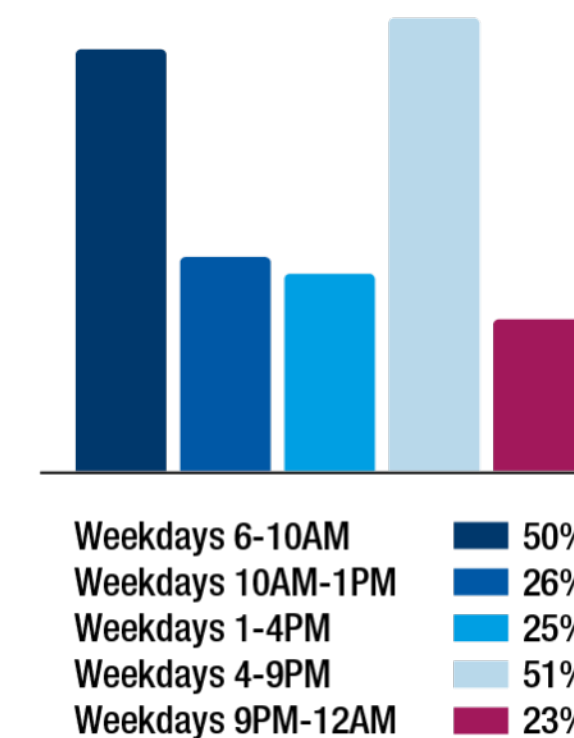
#### \*LIVING WITH FAMILY



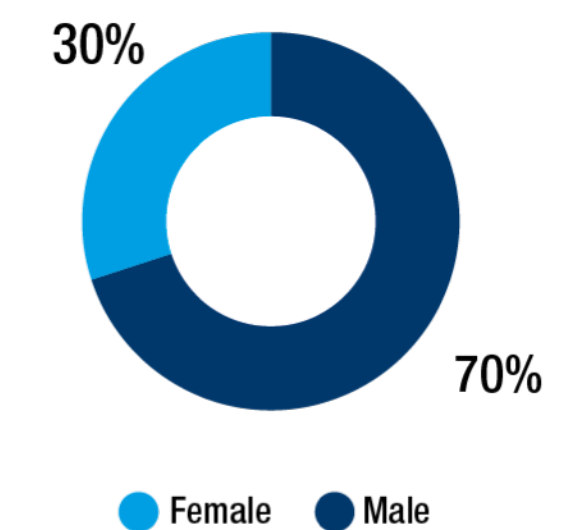
#### \*HOW LISTENED



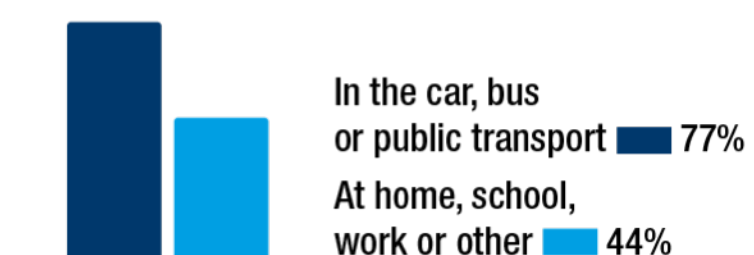
#### \*LISTENERSHIP BREAKDOWN



#### \*GENDER



#### \*PLACE OF LISTENING



\*Source: Nielsen

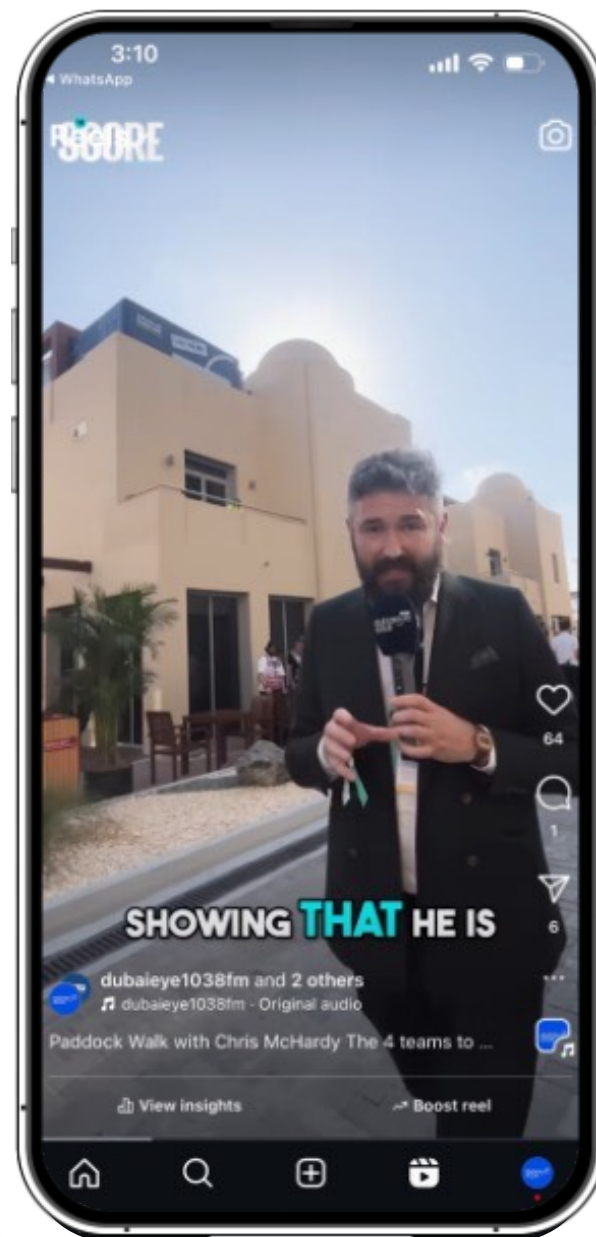
\*\* SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say



# Insights-Social Media

## SOCIAL MEDIA FOLLOWERS - 240,318

Case Study No. 1



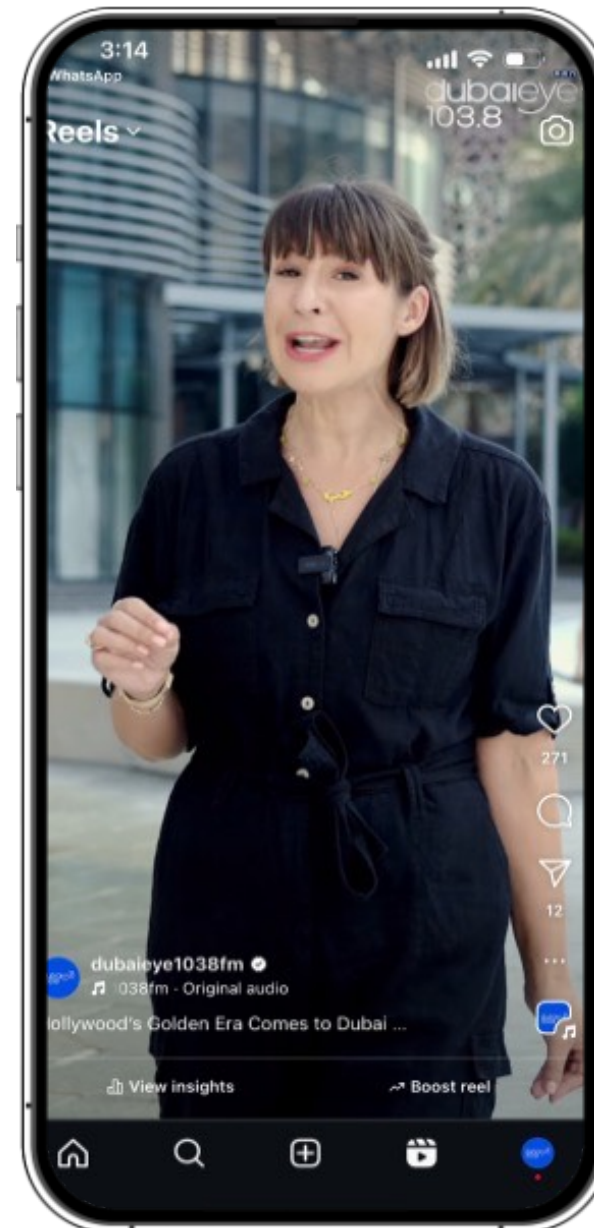
**1,910**  
Post Reach

**2,949**  
Post Impressions

**218**  
Post Engagement

Campaign/Client  
Aldar + Formula 1

Case Study No. 2



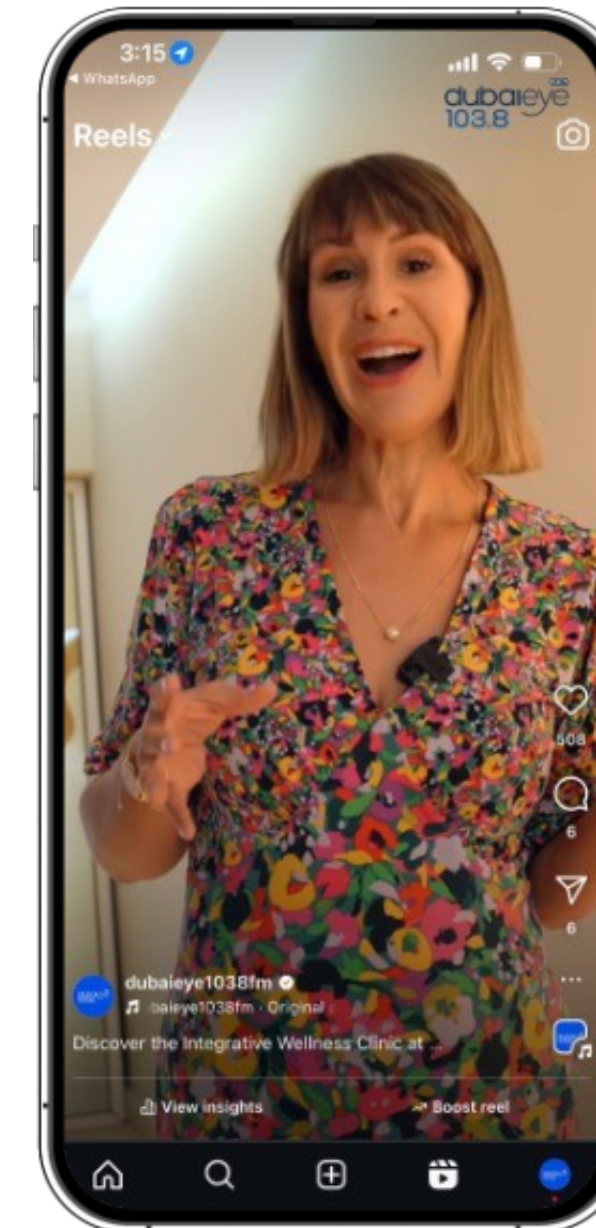
**2,396**  
Post Reach

**3,506**  
Post Impressions

**59**  
Post Engagement

Client : Dubai Opera

Case Study No. 3



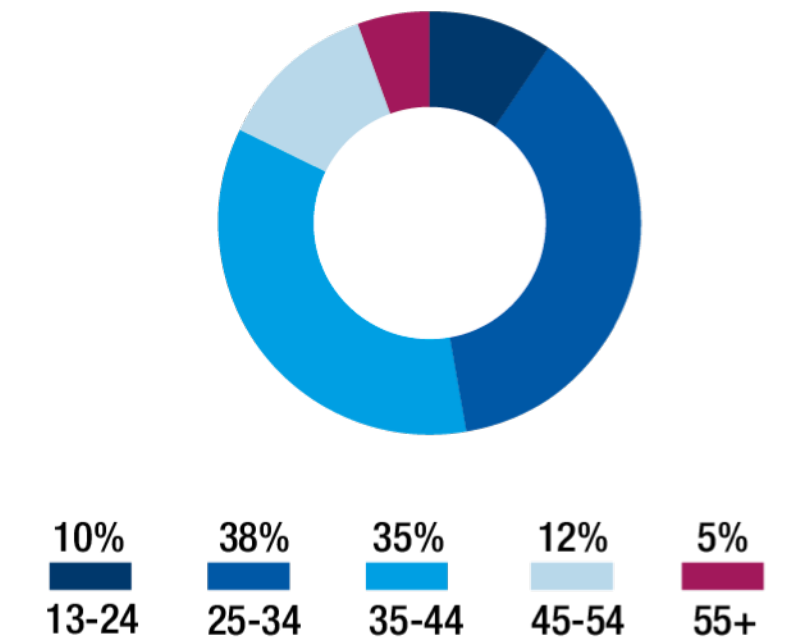
**12,672**  
Post Reach

**14,970**  
Post Impressions

**196**  
Post Engagement

Campaign/Client  
Cosmesurge

\*AGE



\*GENDER

