

ARN



DUBAI'S  
OWN



# INTRODUCTION

Hit 96.7 is the UAE's most popular Malayalam radio station. Hit 96.7 caters to the expat Keralites who make up the largest expat community in the UAE.

The station is the only 24 hour Malayalam FM station in Dubai playing non-stop Malayalam hits and hourly Tamil songs. Hit 96.7 listeners are an ambitious and highly educated group of people. They stay in touch with their roots back home but are eager to progress in their career in the UAE.





# SHOWS



## The Big Breakfast Club Weekdays, 6am - 11am

The award-winning show has been successfully running for 13yrs with the most popular jocks. Nyla, Jean and Arfaz each have distinct personalities for which they are loved by their listeners.

The UAE wakes up with a brainteaser from their Coffee and Crosswords segment, followed by a laugh with their prank calls every morning, along with some informative banter with the news readers of HIT 96.7.

The Big Breakfast Show gives you just about everything you need to lift your mood and keep you up to date on your morning drive.



## Life with Hit Weekdays 11am - 3pm

As the name suggests Life with HIT is a lifestyle show where Maya brings you the best music, beauty tips, recipes and gossip from around the world. The show gets you great prizes with fun games around movie and music trivia, making this engaging even for passive listeners.

The show also consists of a largely followed segment called Spotlight with FAZLU where Maya discusses current affairs and breaking news every day at 1pm.



## Radioactive Weekdays, 3pm - 8pm

The all new radioactive is now twice the fun with the nightingale of Hit FM, Nimmy and the quirky, funny ,inspiring man of positivity Mithun on Radioactive.

Nimmy has always been the sweet singer girl next door with an innocent sense of humor who is now paired with Mithun brings out a great tongue-in-cheek battle of the sexes which any Malayalee would relate to on their drive back home.

From food reviews, life discussions, celebrity drop ins and music, this show has it all!



## Hit on Request Weekdays, 8pm - 11pm

Hit on Request is UAE's biggest request show hosted by a Dubai Kid herself, Dona Sebastian.

The high energetic, quirky, rebellious 90's kid keeps the vibe of her show and the people listening to just that. On her show she covers social media, lifestyle, current trends, fun interviews with local and international celebrities, news and of course the best of the music from 7pm - 11pm.



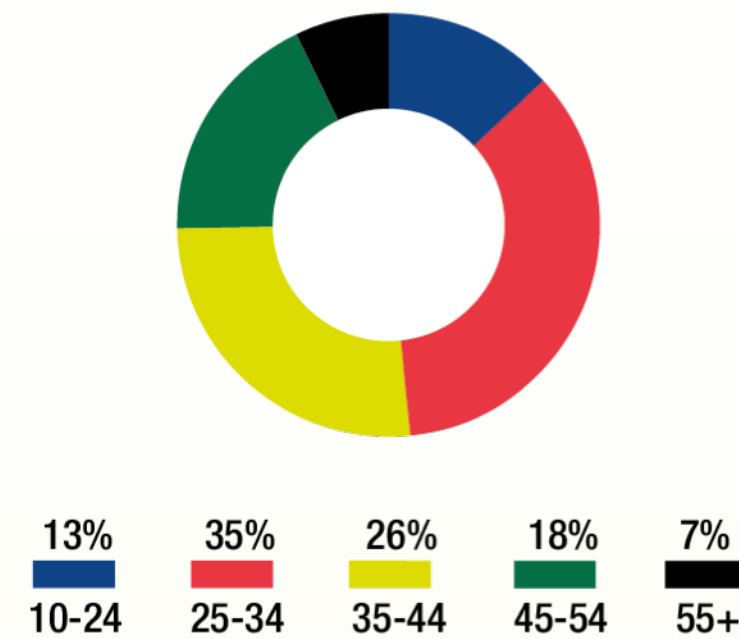
# INSIGHTS - RADIO

The UAE's #1 Malayalam radio station

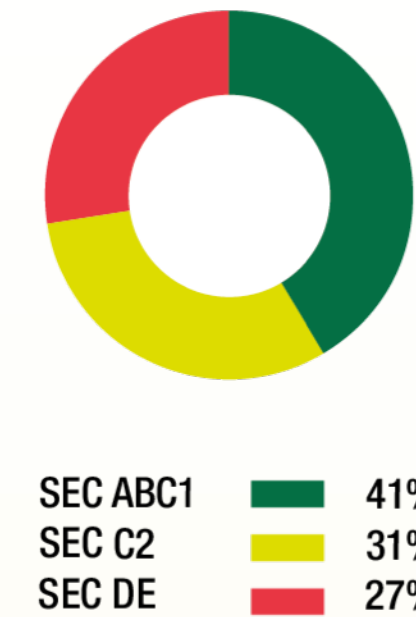
\* Weekly Reach  
409,000

\* Targeting  
20-55 year olds

\*AGE



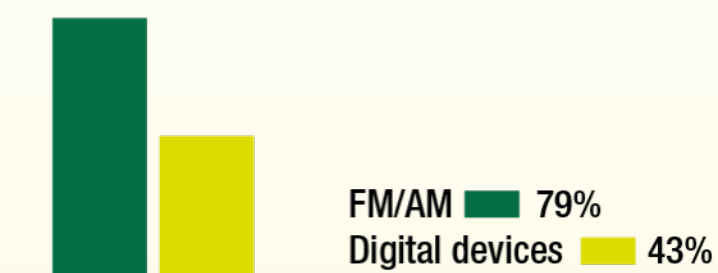
\*SOCIO  
ECONOMIC CLASS



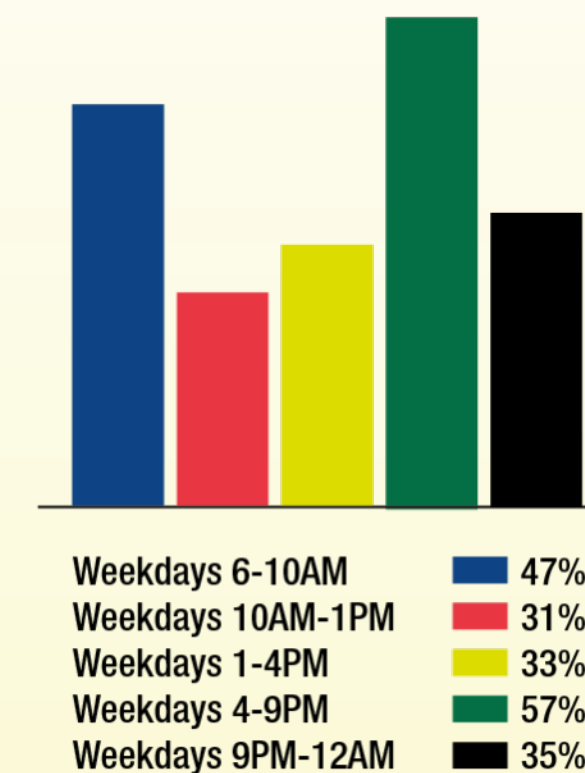
\*LIVING  
WITH FAMILY



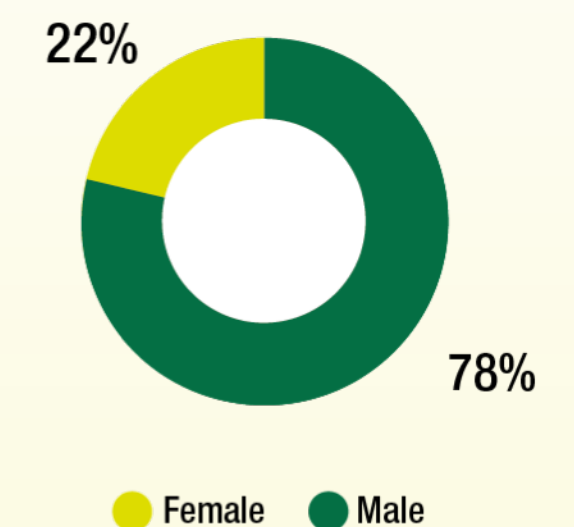
\*HOW LISTENED



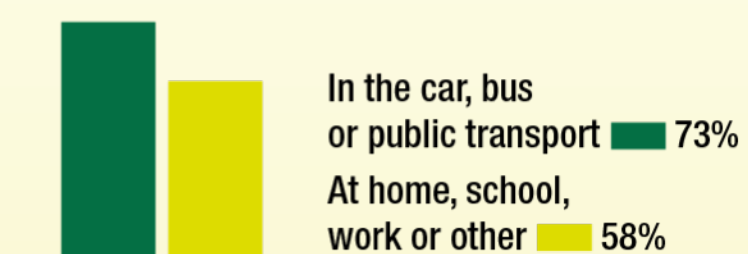
\*LISTENERSHIP  
BREAKDOWN



\*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 - 1,398,965

Case Study No.1



**108,736**

Post Reach

**139,400**

Post Impressions

**6,322**

Post Engagement

Campaign/Client  
A&A Associates

Case Study No.2



**31,421**

Post Reach

**47,232**

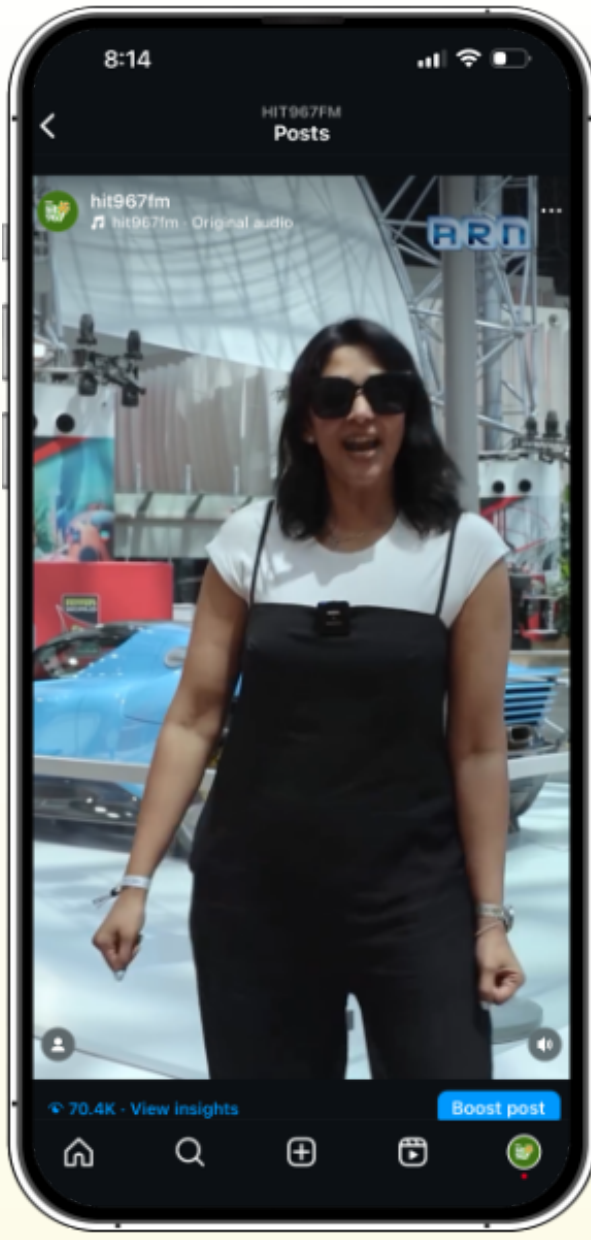
Post Impressions

**849**

Post Engagement

Client : Subways

Case Study No.3



**47,947**

Post Reach

**70,476**

Post Impressions

**1,072**

Post Engagement

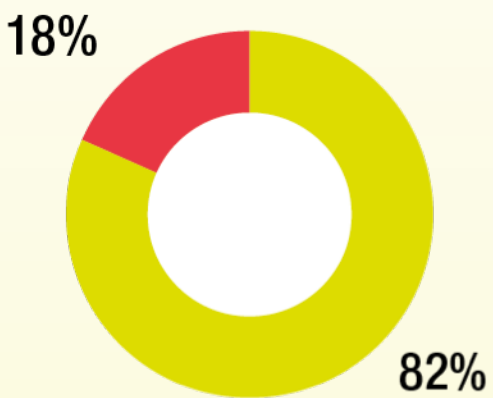
Campaign/Client  
Yas Island / Yas Big Day Out

\*AGE



Age Group	Percentage
13-24	6%
25-34	44%
35-44	35%
45-54	11%
55+	4%

\*GENDER



Female Male