



RHYTHM OF  
YOUR HEART



# Introduction

Radio Shoma 93.4 is the UAE's one and only Farsi music station playing the latest Farsi hits from around the world. Broadcasting to the Farsi speakers in the UAE, Radio Shoma 93.4 now serves as the number one music and entertainment source for this audience across the country.

The station is truly multi-platform, broadcasting through online streaming, dedicated iPhone and leading smartphone apps, **engaging with listeners through social media** to ensure that the station is part of the daily lives of listeners wherever they are. Radio Shoma 93.4 plays a variety of music appealing to a wide range of listeners of all ages. **Living in newer neighbourhoods, as well as across Dubai and the other Emirates, the Farsi community in the UAE is family-oriented, has an entrepreneurial mindset and is digitally savvy.** Therefore, Radio Shoma 93.4 aims to bring all Farsi speakers closer together to make the most of their lifestyle in the UAE.





# Shows



## **Sobh-E-Shoma Baa Hannan (Your Mornings with Hannan)** Weekdays, 7am - 10am

Start your day with positive energy, exciting competitions and awesome prizes. Get your surprise call from Hannan wishing you a fabulous Birthday or when you win a prize. Update your knowledge about the world of movies in Shomawood. Don't miss Saghar Yasami and her updates on most important and relevant events happening.



## **Bezan Berim Baa Mojtaba (Let's Go with Mojtaba)** Weekdays, 5pm - 8pm

Recharge your energy with exciting competitions and prizes, challenge of the day, word of the day, poetry battles, sport updates of the day, and energetic music playlist.



## **Cafe Shoma Baa Shabnam** Weekdays, 1pm - 4pm

Listen to "Cafe Shoma" the only midday show on Radio Shoma , weekdays from 1- 4 pm during the School run and coming back from work to get a chance to listen to your favorite music and a glimpse of the latest news and upcoming events in Dubai.

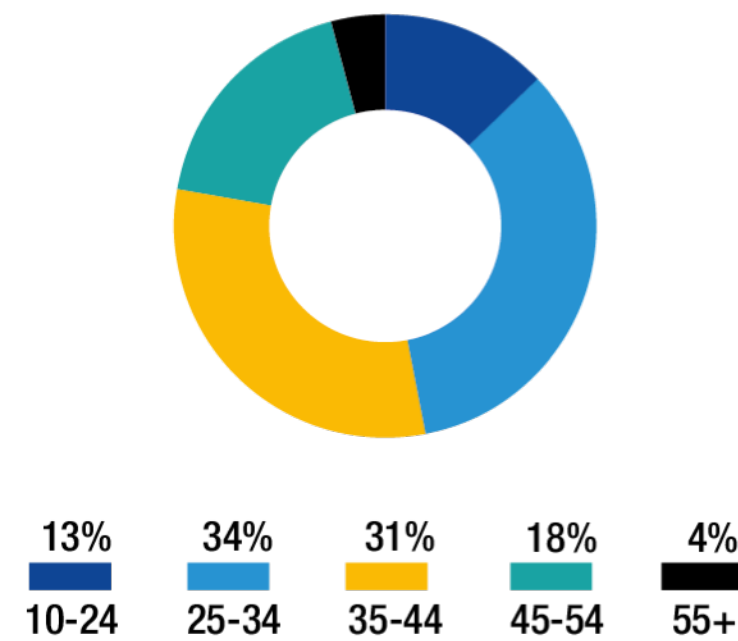
The #1 choice for the Farsi speaking community in the UAE

**\*WEEKLY REACH**  
**184,000**

**TARGETING**  
**25-45** YEAR OLDS

\*Source: Nielsen

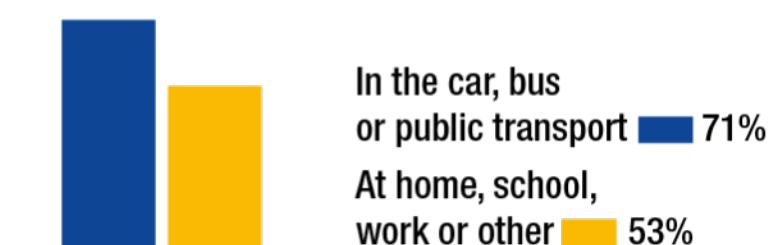
**\*AGE**



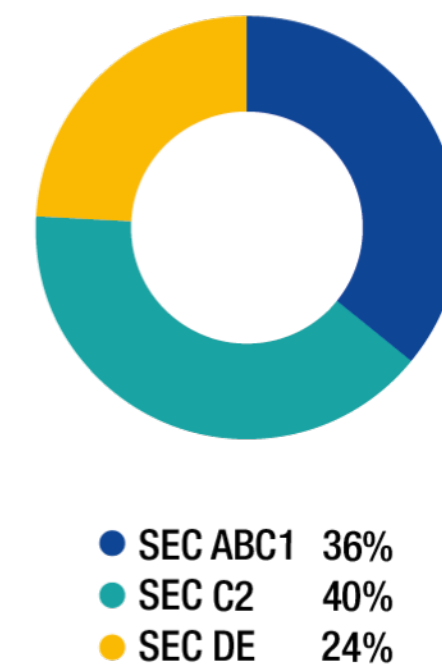
**\*HOW LISTENED**



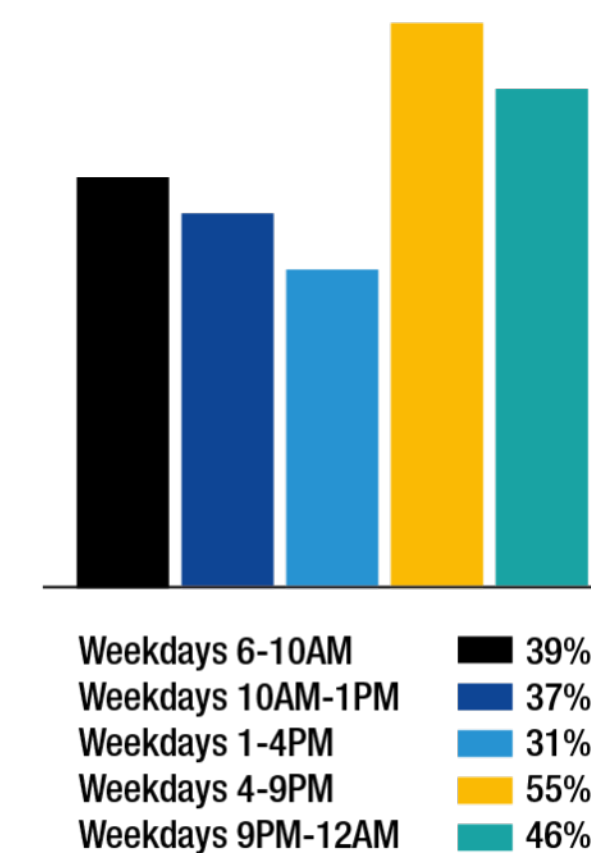
**\*PLACE OF LISTENING**



**\*SOCIO ECONOMIC CLASS**

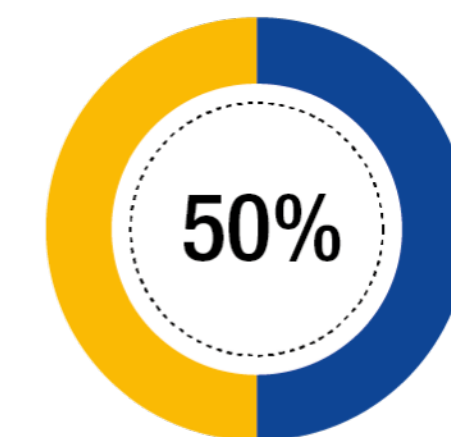


**\*LISTENERSHIP BREAKDOWN**



**Insights - Radio**

**\*LIVING WITH FAMILY**



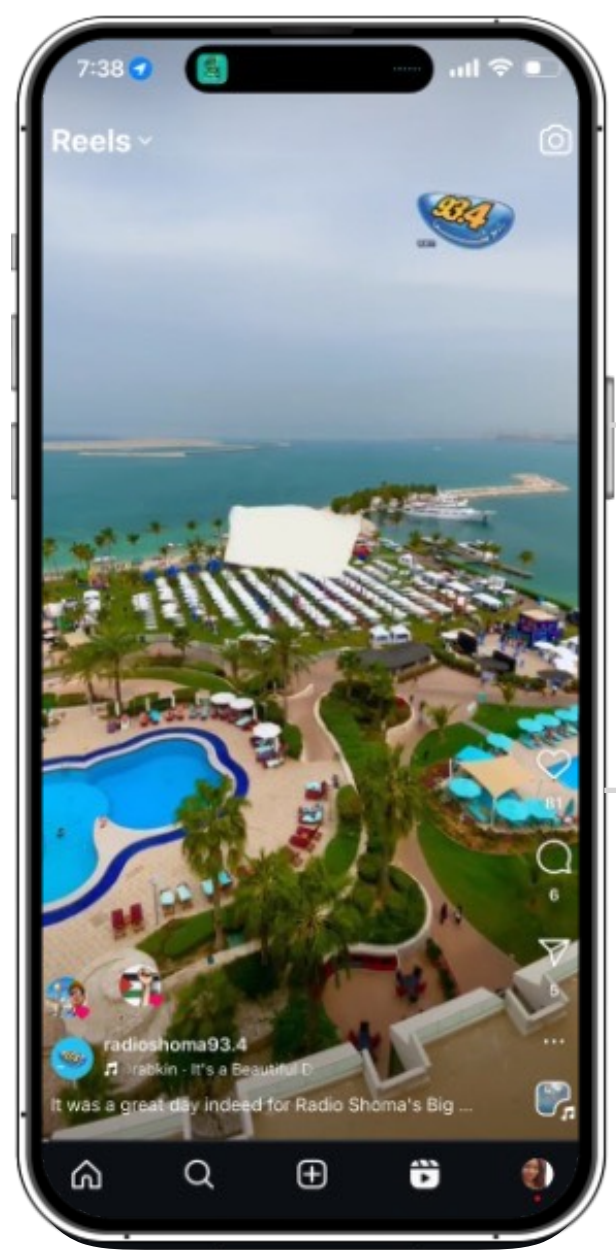
\*\* SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say





# SOCIAL MEDIA FOLLOWERS - 63,000

Case Study No.1



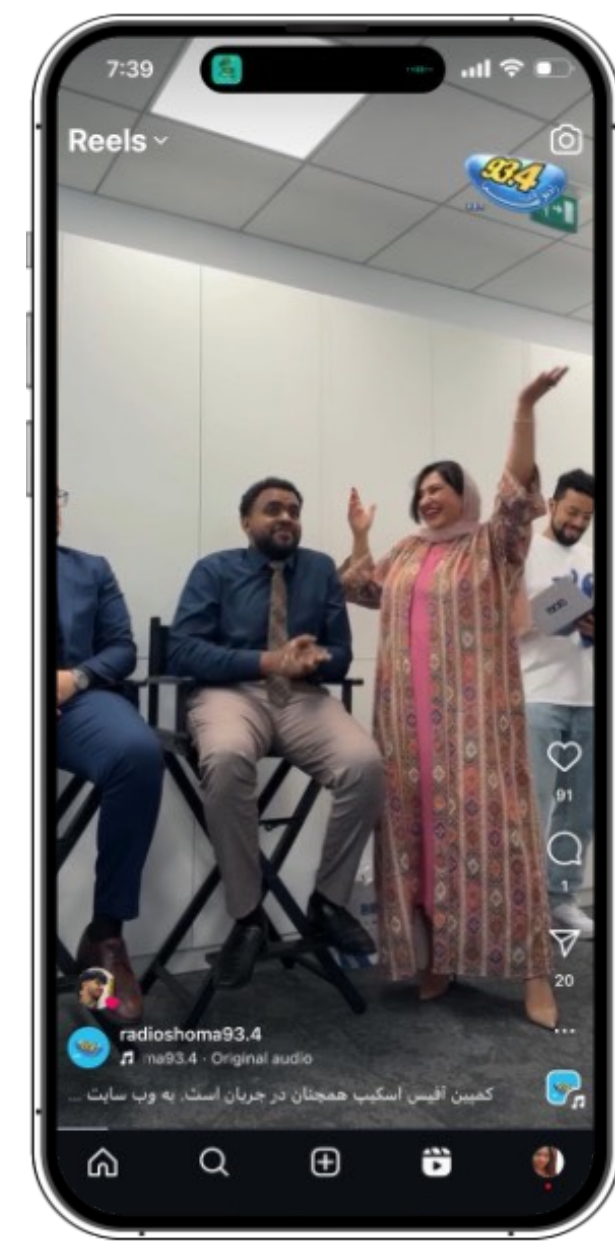
2,196  
Post Reach

3,123  
Post Impressions

96  
Post Engagement

Campaign :  
Big Picnic

Case Study No. 2



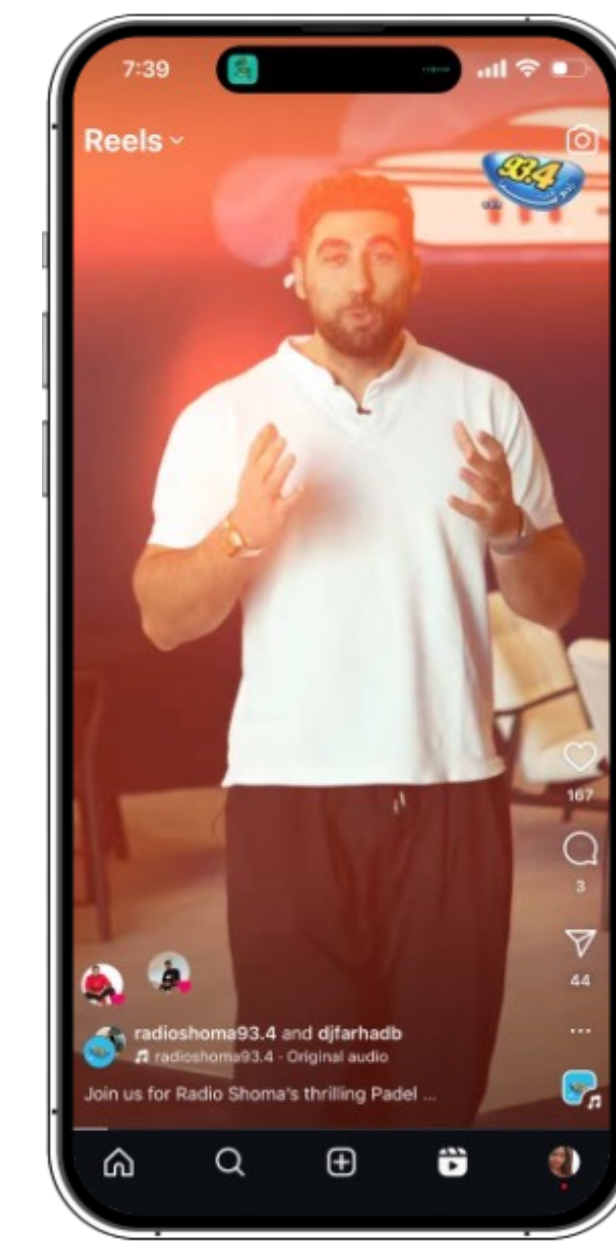
2,942  
Post Reach

4,695  
Post Impressions

115  
Post Engagement

Client :  
Office Escape

Case Study No. 3



4,607  
Post Reach

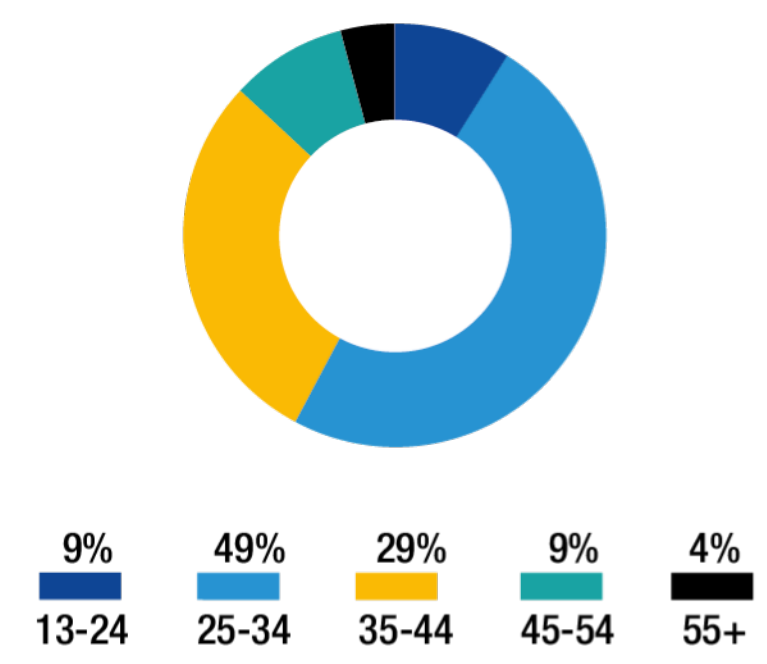
7,212  
Post Impressions

226  
Post Engagement

Campaign :  
Paddle Town

## Insights - Social Media

\*AGE



\*GENDER

