

ARN

99  
العربية

الموسيقى أولاً

# INTRODUCTION

**Al Arabiya 99 is the UAE's most popular Arabic language station.**

**The station appeals to the UAE Arab listeners by playing the most popular Arabic songs from across the region. The station attracts both males & females from various Arab nationalities, including UAE locals.**

**Listeners are determined & ambitious professionals who are constantly looking to excel in their careers. Whether households or singles, the Al Arabiya 99 audience is trendy and live the UAE lifestyle. They choose Al Arabiya 99 as it's the one station that feeds their needs.**



# SHOWS

## Extra Vibes with Heba & Khalid

Weekdays 7am - 10am

Start your morning with Extra Vibes, the ultimate blend of laughter, engaging conversations, and a curated music mix. Heba's warmth and Khalid's quick wit keep listeners entertained with trending topics, expert interviews, and life hacks.

A fan-favorite segment, The Celebrity Buzz, delivers the latest in entertainment, Hollywood gossip, and viral trends, sparking discussions and social media engagement.

For brands, Extra Vibes offers a prime platform to connect with an engaged audience through on-air and digital activations.

Tune in and kickstart your day with Extra Vibes—where mornings shine brighter!



## Enerzy with Kareem & Sara

Weekdays 3pm - 6pm

our ultimate drive-time show, Enerzy, is all about entertainment, trending topics, and high-energy conversations. Kareem & Sara dive into celebrity news, movies, fashion, gaming, anime, mental health, and lifestyle—all in a fast-paced, engaging style.

Targeting Gen Z and the 18-45 audience, Enerzy keeps listeners plugged into pop culture, social trends, and unique discussions that matter. With a strong on-air and digital presence, it's the perfect platform for brands to connect with an interactive, trend-savvy audience.

Let's get energized—let's go #Enerzy!



# SHOWS



## **Free Way with Wael Essam**

**Weekdays 6pm - 9pm**

**Unwind with Free Way, your go-to evening companion blending music, art, entertainment, and engaging discussions to help you de-stress. From trending music to cultural insights and humor, it sets the perfect evening mood.**

**Fridays take a bold twist with Bara El Studio, a live outdoor broadcast where listeners follow clues to uncover the secret location—turning each show into an exciting treasure hunt.**

**With interactive segments, nostalgia, and creative storytelling, Free Way is more than just a show—it's an experience.**

**Take the Free Way—where your evenings come alive!**

# INSIGHTS - RADIO

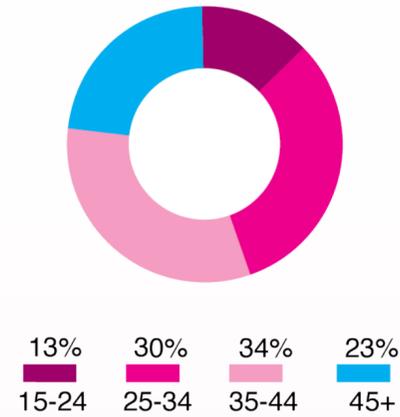
## Dubai's #1 breakfast show for Expat Arabs

**\*DAILY REACH**  
756,324

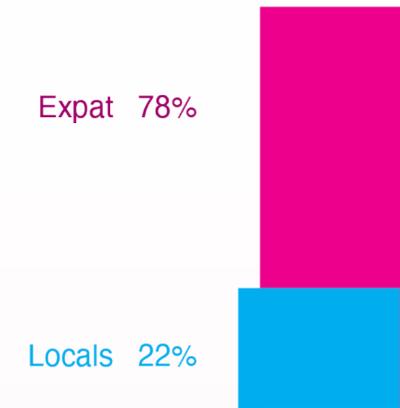
**\*TIME SPENT LISTENING**  
68 Min Daily

**TARGETING**  
18-45 Year Olds

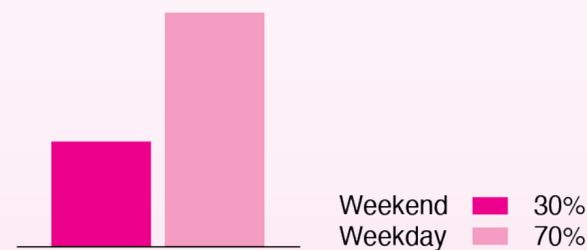
\*AGE



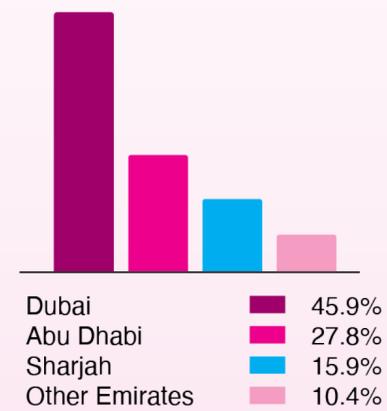
\*NATIONALITY



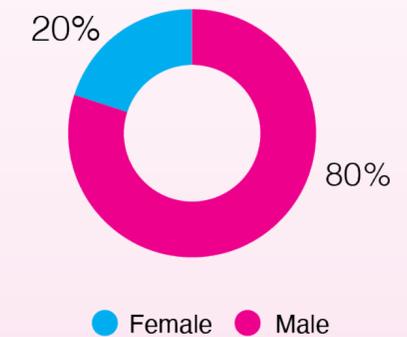
\*DAY OF WEEK LISTENERSHIP



\*REGIONS



\*GENDER



# INSIGHTS - SOCIAL MEDIA

## MONTHLY AVG INSTA IMPRESSIONS - 1.54M

Case Study No. 1



**2,641**  
Post Reach

**4,233**  
Post Impressions

**107**  
Post Engagement

Campaign:  
What's In the Amazon Box

Case Study No. 2



**9,701**  
Post Reach

**14,537**  
Post Impressions

**225**  
Post Engagement

Client / Client  
Royal Furniture

Case Study No. 3



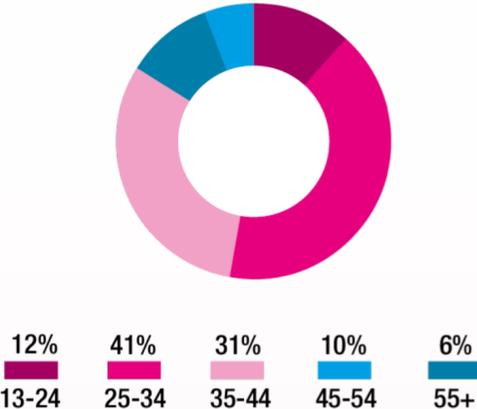
**6,182**  
Post Reach

**9,070**  
Post Impressions

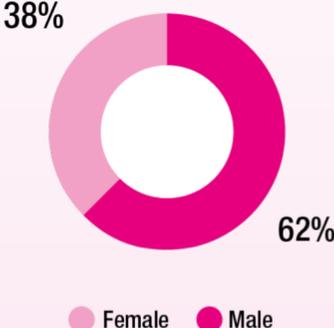
**170**  
Post Engagement

Campaign / Client  
Nineth Cut

\*AGE



\*GENDER



## SOCIAL MEDIA FOLLOWERS - 284,539

