

The Happy Sound Of

# CAPITAL RADIO

[www.cruae.ae](http://www.cruae.ae)



## The Capital Radio UAE Brand...

Why advertise on the UAE's most experienced 'national' radio band?

### Our USPs are:

- Our audience is currently 427,372 Unique www on line listeners, who listen for an average of 7.5 hours per day. This has been achieved within the first sixteen months from launch. As a result, your key brand messages will now be heard by this new and growing UAE audience, of over 35+ key decision makers.
- We can offer you a unique national blend of entertainment, music and quality presenters. All programming is aimed at the UAE's key decision maker profile of ABs, aged between 35-60, both male and female of all nationalities across the UAE.
- Our music will be unique and is currently not heard on any UAE radio station. Capital Radio UAE play's the top 20 chart hits from the 1960s, 1970s (as its base music), together with hits from the 1980s, and today's popular easy listening artists.
- Our listeners listen for longer, 7.5 hours, we are unique in our station output, as a result your messages will be heard more frequently and over longer periods of the day.
- You can benefit from the recent Nielsen radio audience research that proves radio is the most effective form of advertising across the UAE and has a 92% reach nationally.
- All our specialist shows are also available to Podcast for 28 days to either listen again, or download. Bring your brand, or product to life and let it stand out with our unique production or 'live' programme features, interviews or live 'on air' instant competitions



## The Happy Sound of Capital Radio. Your UAE audience...

Let your company, product, or service be heard by the following Capital Radio UAE audience statics:

*(Source: Nielsen's UAE RAM report October 2019):*

- **Total National audience:** 7.76 Million listeners per week
- **Total National Radio Reach:** 92% of the above
- **Time Spent Listening to the radio each week is:** 7.23 hours . That equals 56.2 million hours per week.



- **UAE Listener Age Demographics 35+:**

**Ages 35-44 – 93%** reach - time spent listening = 6.2 hours per week

**Ages 44-54 – 92%** reach - time spent listening = 6.2 hours per week

**Age 55 and over – 87%** reach- time spent listening = 7 hours per week

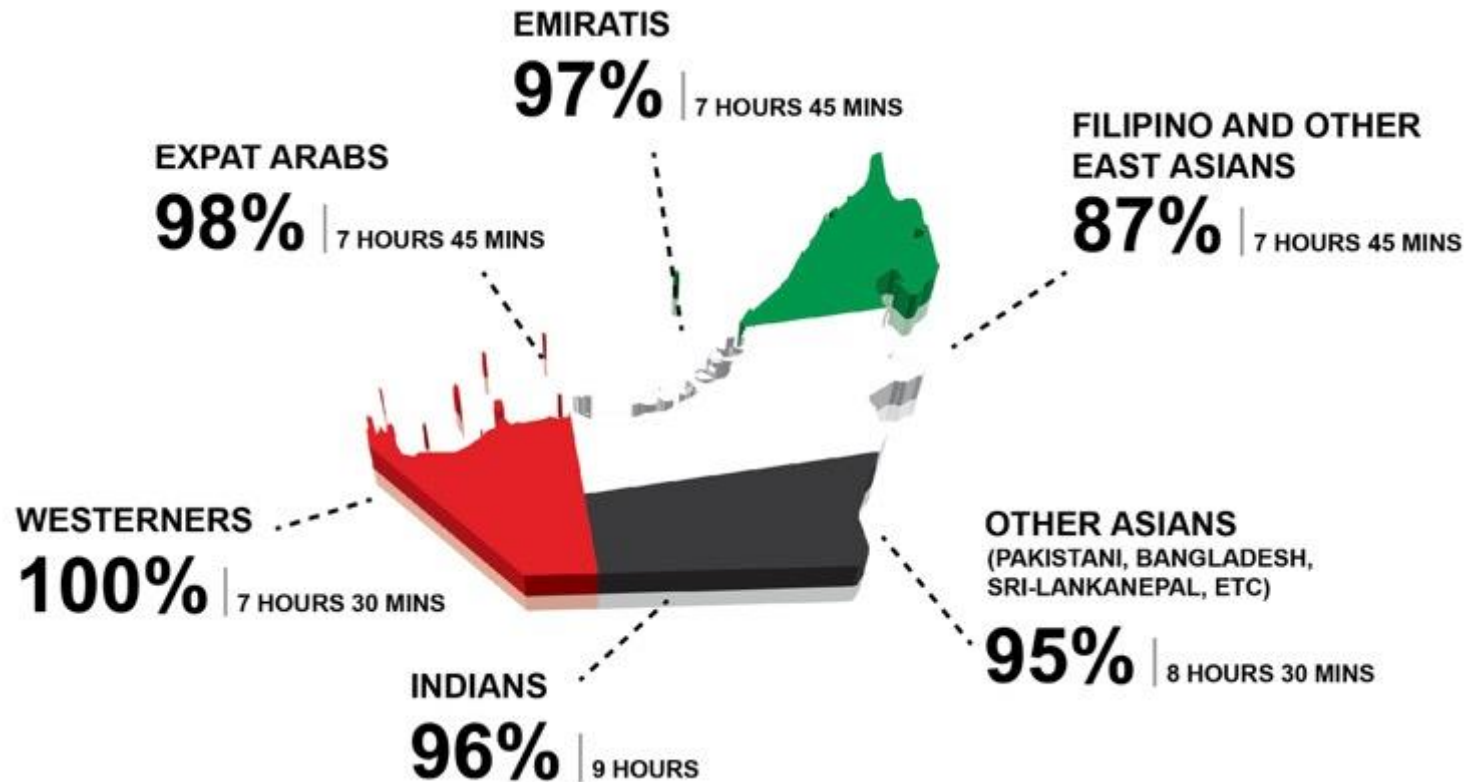


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### Nationalities:



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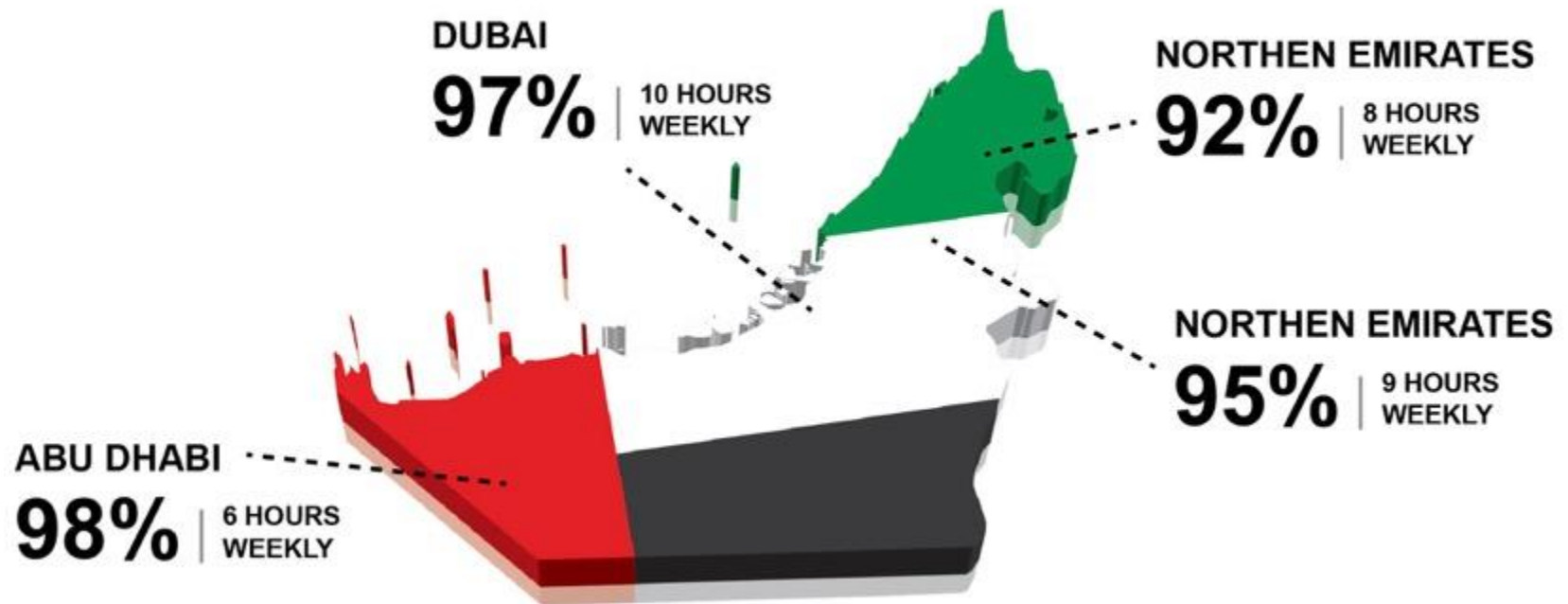
On Line / Internet Listening:	Income Categories	UAE Radio listening peaks (daily) There are 3 daily listening peaks:
<p>Nielsen's (RAM Q3 – 2019) radio audience measurement reports state the following on line listening in the UAE:</p> <ul style="list-style-type: none"> <li>Over 35s+ Native English speaking 656,000 listeners per week.</li> <li>Over 35s+ All Nationalities 931,000 listeners per week.</li> </ul>	<p>ABs = 98%</p> <p>C1s = 95%</p> <p>C2s = 90%</p> <p>DEs = 87%</p> 	<p>65% - Listen between 4pm and 12pm – Drivetime &amp; Evening</p> <p>60% - Listen between 7am- 9am – Breakfast</p> <p>39% - Listen between 2pm – 4pm Mid – Afternoon</p> 

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*(Source: Nielsen's UAE RAM report October 2019):*






### Reach and time spent listening by Emirate:



## The Happy Sound of Capital Radio. Your UAE audience...

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*(Source: Nielsen's UAE RAM report October 2019):*

How UAE radio is listened to	Where we listen to the Radio
<p data-bbox="354 601 526 672"><b>78%</b></p> <p data-bbox="354 694 457 725">On FM</p> 	<p data-bbox="1135 601 1369 672"><b>77%</b></p> <p data-bbox="1135 686 1369 725">While traveling</p> 
<p data-bbox="339 853 511 925"><b>44%</b></p> <p data-bbox="333 933 576 1011">On mobiles and the Internet</p> 	<p data-bbox="1172 853 1344 925"><b>41%</b></p> <p data-bbox="1183 933 1317 969">At home</p> 
	<p data-bbox="1187 1096 1359 1168"><b>18%</b></p> <p data-bbox="1125 1186 1373 1222">At Work/ School</p> 



## Radio

The most effective form of advertising for communicating your message or promotion across the UAE

Below is a table of where and how you can promote your product or service on Capital Radio UAE. We will tailor each campaign to your requirements over an agreed period of time.

Sponsorship	Description	Shows
Key Feature	Sponsorship of a key programme feature, such as the UAEs daily International currency exchange rates, Foody Thursday, UAE financial matters, news, weather, traffic, for all presented hours. At least 4 name checks an hour in connection with the key feature.	All shows, daily
Primetime show	Sponsorship of a 4 hour primetime show. Includes 3+ name checks and a named feature (e.g. the Audi business interview, the Hilton Holiday pictures prize) each hour	5 shows a week
Daytime show	Sponsorship of a 3 hour main show. Includes 3+ name checks and a named feature each hour	5 shows a week
Evening show	Sponsorship of a 3 hour evening show. Includes 3+ name checks and a named feature each hour	5 shows a week
Weekend show	Sponsorship of a 4 hour weekend show. Includes 3+ name checks and a named feature each hour	1 show a week



## Podcasting Available Now On The Happy Sound of Capital Radio UAE



Available now on "The Happy Sound of Capital Radio for 28 days after transmission is our weekly "Podcasts" on all our specialist programs and program features, these are currently:

- **"Everything UAE"** – From 6-6.30pm. Every Sunday, Financial, Debt, Property & Employment matters in the UAE with Keren Bobker.
  - **"Foody Thursday"** – From 6-6.30pm. Every Thursday Join Chef Helen Brown for a weekly quick, easy, cost effective local recipe cooked live in the Capital studio.
  - **"Capital Sports"** – Every Friday 11am -2pm. All the local UAE and Worldwide sports reviews, exclusive interviews, along with some great tunes, hosted by "Geordie" Pete Redding.
  - **"Wish You Were Here"**- Every Saturday 2-5pm. Phil Blizzard travels around the UAE. All the local UAE hotels, resorts, airlines news, views and interviews.
- 
- **Advertising and Sponsorship Benefits**

Each of the above programmes will contain all the named sponsorship, commercials and promotions, which are broadcast live. As a result your product, service or brand will have additional 24/7 promotional exposure for 28 days after transmission.



## The Capital Radio Story and History....



**Capital Radio** was first launched in London (UK) in 1973. Since Capital's launch, and with over 47 years of radio and broadcasting history and experience to draw on, the UK Capital Radio brand has now spread to over 12 UK Cities and is the top commercial radio brand in both the UK and across Western Europe, with over 14 million daily listeners.

The Capital Radio brand has also spread to over seven separate international countries and is both widely and instantly recognised as one of radios most respected brand names. Capital Radio has a strong reputation for producing quality programmes along with an entertaining blend of great presenters and fantastic music, both tailored specifically for a key age demographic in the relevant county or city where it broadcasts from.

In the UAE Capital Radio was initially launched in Abu Dhabi by the Ministry of Information and Culture in June 1979.

The station remained in Abu Dhabi until December 1999

### **Current Day - it's back! The Happy Sound of Capital Radio UAE.**

Launched on the 2<sup>nd</sup> September 2018, Capital Radio UAE is back and within the first year has achieved a staggering 427,372 Unique on line listeners, who listen for an average of 7.5 hours.

The demand for a new quality UAE English Radio Station targeting the UAE'S key decision makers, in the over 35+ AB-1s age demographic has already proved to be an overwhelming success and opened up a previously ignored advertising opportunity and platform for medium to high value brands to promote there products, services and deliver important messages across the UAE .

Producing in London 24 hours a day on 1548 kHz Wave and 95.8 MHz VHF Stereo.

## How you can Listen to The Happy Sound of Capital Radio

We are live 'On Air' You can listen live on the following platforms:



[www.cruae.ae](http://www.cruae.ae)



Free App. <https://mytuner-radio.com/radio/capital-radio-uae-457168/>



<http://www.facebook.com/Capital-Radio-UAE>

FM/ DAB: In the spring of 2020 we will commence National UAE FM and DAB broadcasting frequency details to follow soon.

## Contact Us:



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## Thank You!