

**ARD**  
dubai eye  
103.8

**JOIN THE CONVERSATION**

# Introduction

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

With an eclectic mix of award-winning shows, A-list guests and international thought leaders, Dubai Eye continues to provide the most relevant local programming across the full range of traditional, digital and social media platforms. The most engaging English-speaking radio in the country, with listeners tuning in for longer each week than any other station.

The station covers some of the world's most prestigious sporting, business and entertainment events, featuring worldwide heroes, global industrialists and universal stars.



# Shows



## **Business Breakfast with Brandy Scott, Richard Dean and Tom Urquhart** **Weekdays, 6am - 11am**

The Business Breakfast is the days must listen show for UAE's business leaders and those who aspire to be. The award-winning five-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.



## **Lunch with Lloyd** **Weekdays, 11am - 2pm**

Every day from 11am, veteran radio broadcaster Mark Lloyd presents Lunch with Lloyd. Mark takes our listeners on a journey of exploration across the UAE combing through all the things to do with the family, both indoors and out. Plus, if it's music you're after, Mark will keep you moving to some of the biggest tracks, keeping you fully entertained on your journey of discovery, to find some of Dubai's hidden and not so hidden entertainment gems.

## **Afternoons with Helen Farmer** **Weekdays, 2pm - 5pm**

Every weekday afternoon, Helen Farmer will help you to navigate the highs and lows of life in the UAE. Stay up to date with what's happening and where to go with free advice, expert opinion and storytelling which gives an inside scoop in to real life UAE. Calling foodies, culture vultures and people who want answers from our trusted team of engaging experts.



## **Off Script with Chris, Robbie and Sonal** **Weekdays, 5pm - 8pm**

The UAE's alternative take on news, entertainment and sport. With personality aplenty, this is a show designed to cross the opinion divide - whose side are you on? Join Chris, Robbie and Sonal as they cut through the clutter to bring you the news, entertainment and sport stories that actually matter. With topical talk, big name guests and a strong sideline in humour, prepare to veer Off Script on your drive home commute.

Sports fans will enjoy Off Script, Extra Time from 7pm, where the focus will be on all things sporting!



# Insights

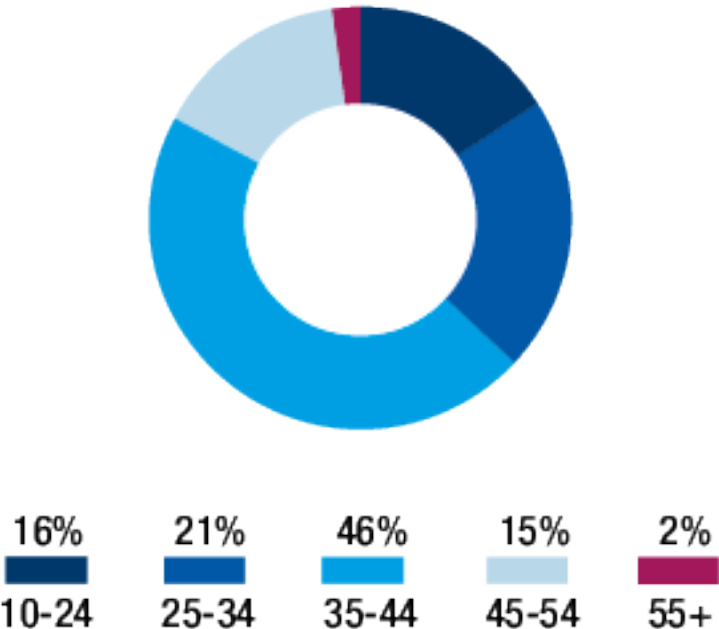
## The UAE's #1 English talk station

**\*Weekly Reach**  
**135,000**

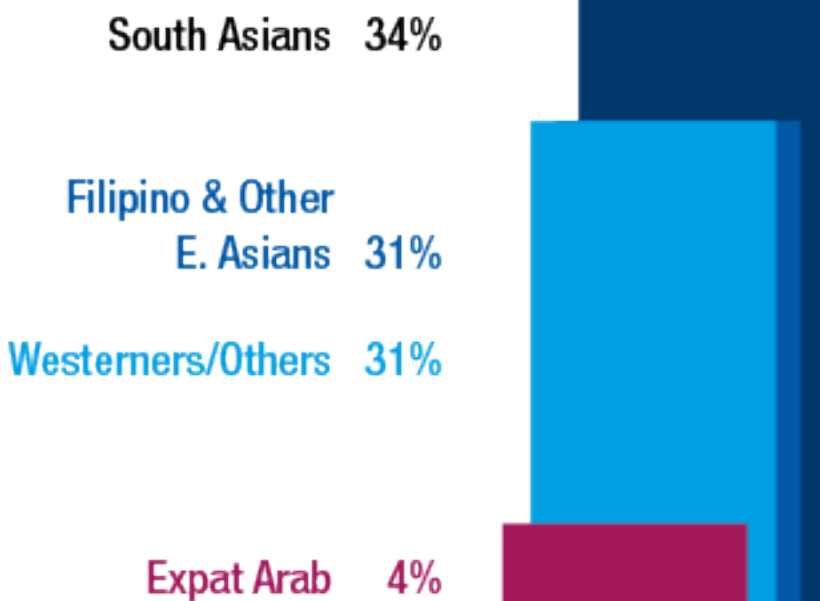
**\*Weekend Reach**  
**68,000**

**\*Time Spent Listening**  
**3 HOURS, 10 MINUTES**

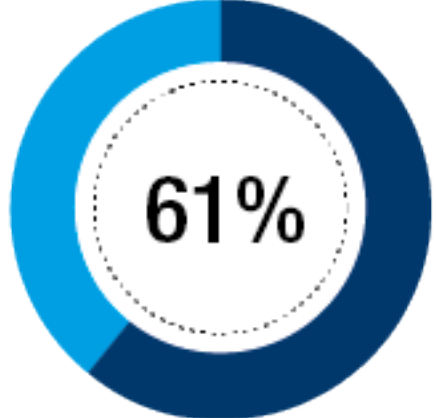
\*AGE



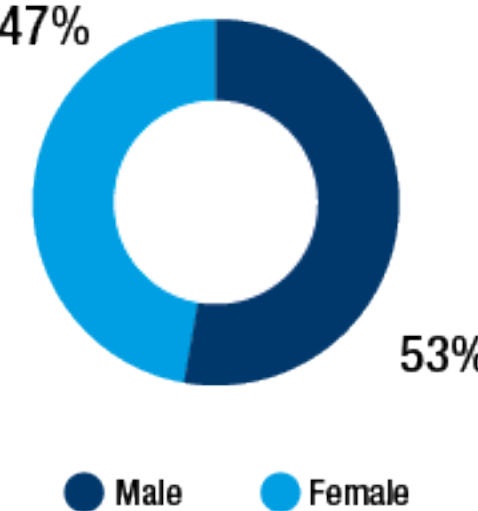
\*NATIONALITY



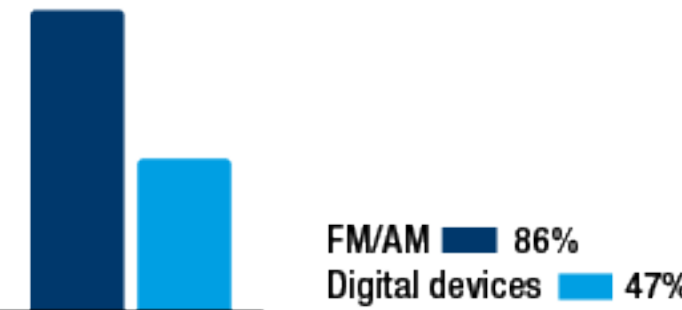
\*LIVING WITH FAMILY



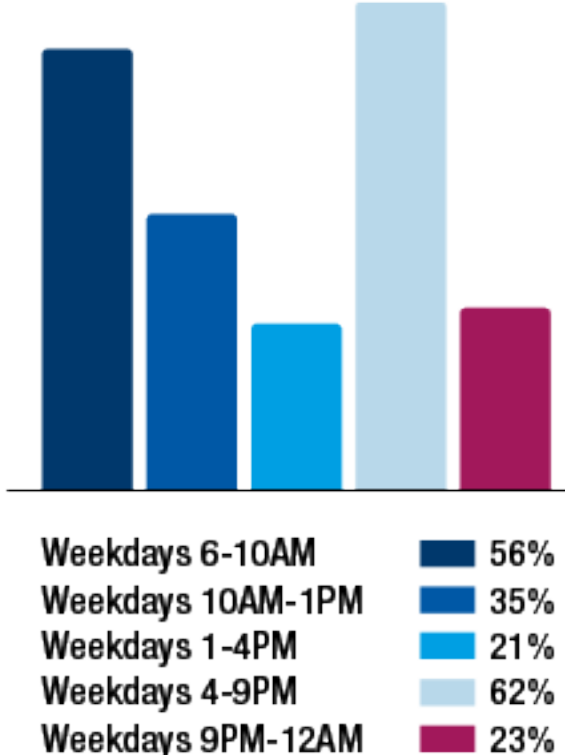
\*GENDER



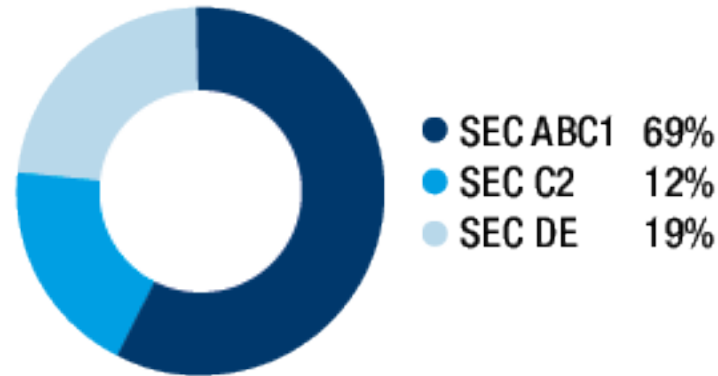
\*HOW LISTENED



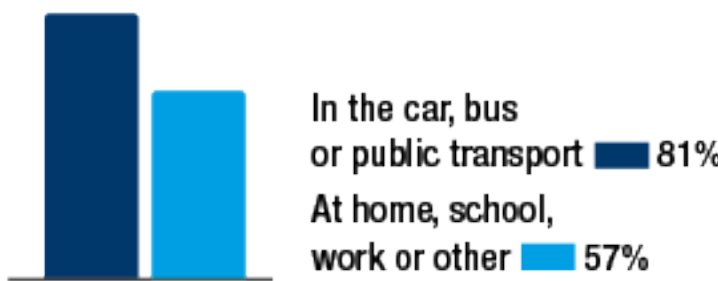
\*LISTENERSHIP BREAKDOWN



\*SOCIO ECONOMIC CLASS



\*PLACE OF LISTENING

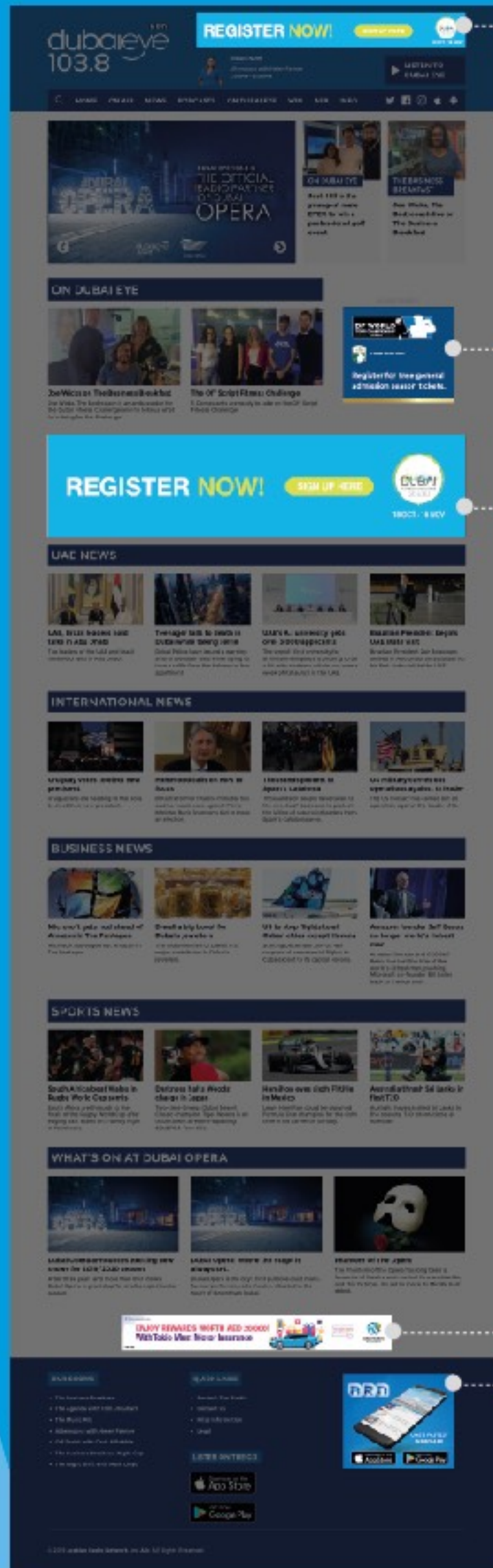


\*Source: Nielsen Q1 2020 RAM results

# ON AIR RATE CARD

	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	650	400	400	650	250	50	500	450
Weekend	75	250	325	375	250	50	225	200

		Loading % on 30s spot rate					
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%
DUBAI EYE 103.8	Live Reads	15 sec		30 sec		Creative Rates Commercial Production*30 sec 3,000	
	ROS Placement	1,500		2,000			
	Specific Placement	1,750		2,250			



## Leaderboard

Size: 720 X 90 (width X height)  
320 X 50 & 640 X 200  
320 X 100 & 640 X 200

Format: jpg, png, gif  
HTML5 (Google Ads)  
and Google Ad script

## MPU

Size: 300 X 250  
Format : jpg, png, gif  
HTML5 (Google Ads)  
Google Ad script

## Featured content

Custom made by ARN  
and requires PD approval

## Leaderboard

Size / Format  
(same as above)

## MPU

Size / Format  
(same as above)

CPM based components	Weekly based components		
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest
100	4000	5000	8000
Pre-Roll Audio*	Pre-Roll Video*	APP SMS POP-UP*	Banner*
5000	4000	3000	2000

## Online Contest

Custom made by ARN  
and requires PD approval

## Social Contest

Custom made by ARN  
and requires PD approval

## Pre-Roll Audio

Duration: 15 Seconds  
Format: MP3

## Pre-Roll Video

Duration: 15 Seconds  
Format: MP4 or AVI (H.264)

## APP SMS Pop-up

size: 320 X 250  
640 X 20  
Format: jpg, gif, HTML5