

The Happy Sound Of

# CAPITAL RADIO

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



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



**Capital Radio in the UK** was first launched in London (UK) in 1973. Since Capital's launch, and with over 48 years of radio and broadcasting history and experience to draw on, the 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. Each station is totally independent from Capital Radio in the UK. Capital Radio UAE is both widely and instantly recognised as one of UAE's radios most respected brand names. Capital Radio UAE 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 from where it broadcasts.

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 two years from launch, has achieved a staggering 610,000+ unique confirmed online listeners, who listen for an average of 8.5 hours each day.

A quality English language radio station, targeting the UAE'S key decision makers, in the 30+ mass-affluent demographic, Capital 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 their products and services and to deliver important messages across the UAE.

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



### Our USPs are:

- Our audience currently exceeds 610,000 unique online listeners. This has been achieved within the first two years from launch in 2018. As a result, your key brand messages will now be heard by this growing UAE audience, of key decision makers.
- We can offer you a unique blend of entertainment, music and quality presenters. All programming is aimed at the UAE's mass affluent and above, key decision makers, aged between 35-60, both male and female of all nationalities across the UAE.
- Our music is different and is currently not heard on any UAE radio station as we do not have fixed playlists. Capital Radio UAE plays the top 20 chart hits from the 1960s, 1970s and 1980s (as its base music), as well as music from today's popular artists and current chart hits.
- Our listeners listen for longer, for up to 8.5 hours each day. 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 as Podcasts for up to 28 days, to either listen again, or download. Downloads of some segments average 25,000 a week and are often much higher.



## National Audience & Age Demographics:

*(Source: Nielsen's UAE RAM report March 2020):*

- **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:** 8.5 hours. That equals 56.2 million hours per week.



## UAE Listener Age Demographics:

**Ages 35-44 – 93%** reach - time spent listening = 7.2 hours per week

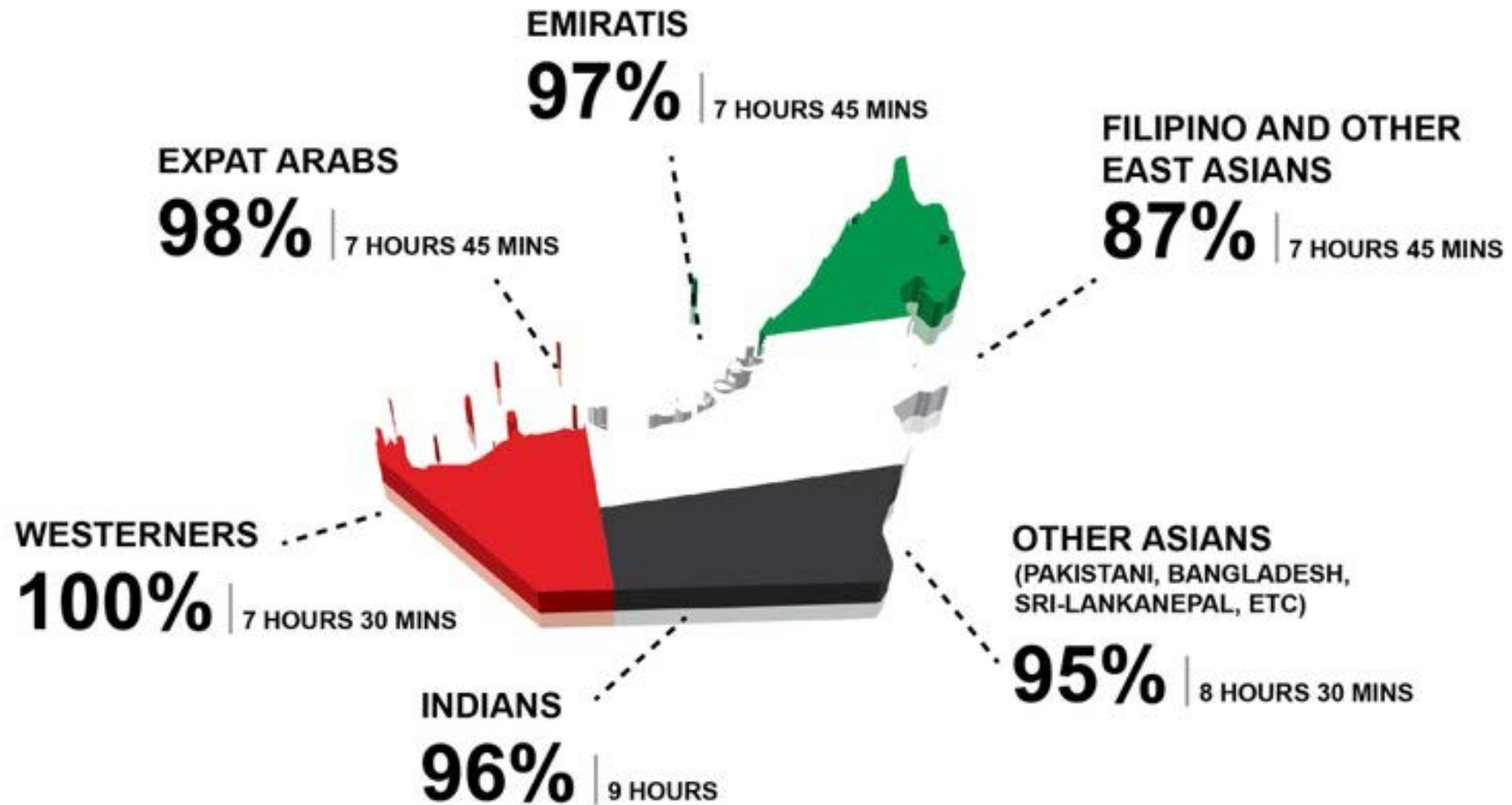
**Ages 44-54 – 92%** reach - time spent listening = 7.2 hours per week

**Age 55 and over – 87%** reach- time spent listening = 8 hours per week





## Nationalities of Listeners:

(Source: Nielsen's UAE RAM report March 2020):



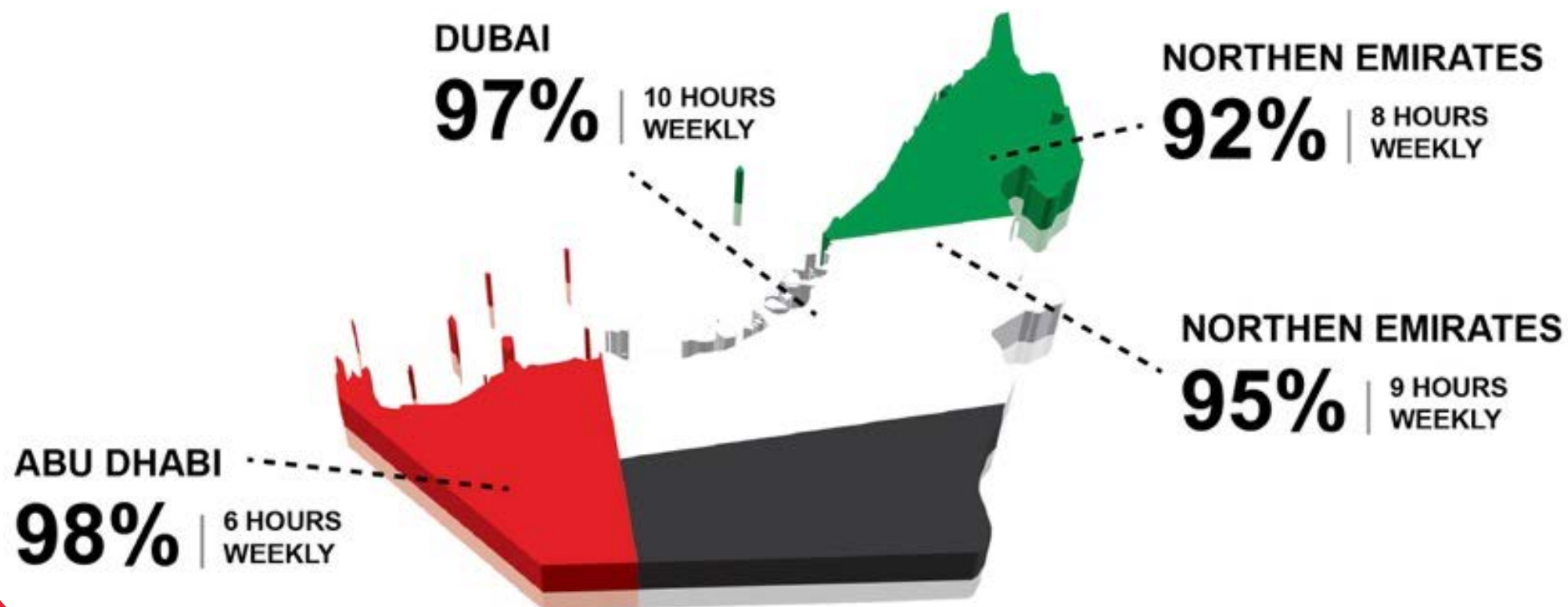
## UAE Audience Statistics:

(Source: Nielsen's UAE RAM report March 2020):

Online/Internet Listening:	Income Categories	UAE Radio listening peaks (daily) There are 3 daily listening peaks:
<p>Nielsen's (RAM Q1 – 2020) radio audience measurement reports state the following online listening in the UAE:</p> <ul style="list-style-type: none"> <li>Over 35s+ Native English speaking - 890,000 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 7pm – Drivetime &amp; Evening</p> <p>60% - Listen between 7am- 9am – Breakfast</p> <p>63% - Listen between 7pm – 11pm Early Evening</p> 






## Reach and time spent listening by Emirate:

Source: Nielsen's UAE RAM report March 2020):



“Online radio is the most popular form of listening since COVID-19 and is accessible in every household and in all vehicles. With the vast majority of people working from home, online radio is the first choice of how to listen to UAE radio.

*(Source: Nielsen’s UAE RAM report March 2020):*

How UAE radio is listened to	Where we listen to the Radio
<p><b>15%</b> On FM</p> 	<p><b>20%</b> While traveling</p> 
<p><b>85%</b> On mobiles and the Internet</p> 	<p><b>70%</b> At home</p>  <p><b>10%</b> 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. All campaigns can be tailored to your requirements over an agreed period of time with a great deal of flexibility.

Sponsorship	Description	Shows
Key Feature	Sponsorship of a key programme feature, such as the UAEs daily International currency exchange rates, Everything UAE, Foody Thursday, 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 Capital Radio UAE

Our specialist programmes and features are available as podcasts for up to 28 days after transmission. These are

- **Everything UAE** – (Recommences 28<sup>th</sup> March 2021) From 6-6.30pm. Every Sunday, Financial, Debt, Property & Employment matters in the UAE, with resident UAE lawyer from a leading International law firm.
- **Foody Thursday** – From 6-6.30pm. Every Thursday join Chef Jason Pettit for a weekly quick, easy, cost-effective local recipe cooked live in the Capital studio. Recipes are available on the website.
- **Wish You Were Here** – Every Saturday 2-5pm. Phil Blizzard travels around the UAE. All the local and international travel news, focus on UAE hotels, resorts, airlines news, views and interviews.
- **UAE Music Talent** – Every Sunday to Thursday at 6.10pm, we feature one local UAE music artist. We showcase and play there music, while discovering what inspires there music choice, while living and working in the UAE.

## Advertising and Sponsorship Benefits

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



## How you can listen to Capital Radio UAE

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



Via our website  
[listen.cruae.com](http://listen.cruae.com)



Free Mobile App – MyTuner Radio  
[MyTuner Radio - Capital Radio UAE](#)

FM/DAB: In the summer of 2021 we will commence National UAE FM and DAB broadcasting. Frequency details to follow.

### Contact Us:



E-Mail: [sales@cruae.ae](mailto:sales@cruae.ae)



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