

**RADIO
ITALIA**

DUBAI

95.3 90.3



**RADIO ITALIA DUBAI
FOR ITALIAN LOVERS**

RADIO ITALIA DUBAI

MADE IN ITALY IS OUR TRADE MARK IN THE WORLD

HERITAGE MISSION

Radio Italia Dubai is the first FM Radio Platform in the UAE with an exclusive Multichannel Broadcasting focused on the Beauty & the Power of the Italian Excellence, in terms of Music, Fashion, Lifestyle, Tradition & Culture Heritage.

HEART-CATCHING ATTITUDE

Radio Italia Dubai is the new Heart Catching Platform-to-Be in UAE, for Italian & International Power Players in a wide Business perspective, based on smart & emotional communication, to get the best Target, Audience, Partners & Sponsors.

MATCHMAKING POWER

Radio Italia Dubai is the perfect link between MADE IN ITALY and Italian Lovers in UAE, with a Successful Matchmaking Power between different categories Luxury Brands, for a strong co-marketing initiative and an impactful Italian Culture engagement in the World.

THE NEXT LEVEL GOAL

Radio Italia Dubai is ready to bring Italian Excellence to the Next Level, melting Music, Glamour, Fashion, Lifestyle, Events, Business & Success as key features for a Made in Italy point of view in the United Arab Emirates.



PARTNERSHIP & INSTITUTIONAL SUPPORT





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BUSINESS SOUNDS BETTER THAN MUSIC



FOR ITALIAN LOVERS



The #1 ITALIAN HITS MUSIC STATION in UAE

ADS & RADIO MARKET IN UAE

TARGET ANALYSIS FOR THE BEST BUSINESS STRATEGY

Radio Insights

42 YEARS EXPERTISE IN ITALY



ICONIC ITALIAN BRANDS & SINGERS

DEEP KNOWLEDGE OF CUSTOMERS BEHAVIOR

ARPL (Average Revenue per Radio Listener)

Stickiness (minutes spent on Radio properties)

Engagement (number of interactions)

BUSINESS ORIENTED



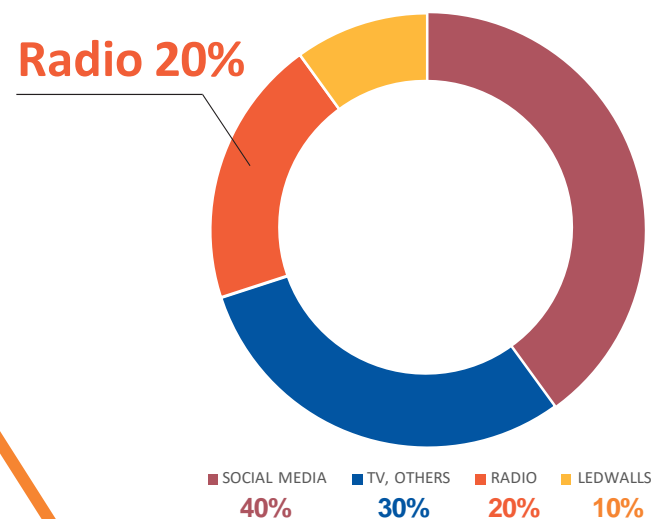
MAIN TARGET: ITALIAN LOVERS

4,1 mln Potential Listeners*

representing the primary demographic segment.

*Source: Average of Nielsen UAE RAM 2018 - Arabian Media Group

*MAIN ADS TYPE

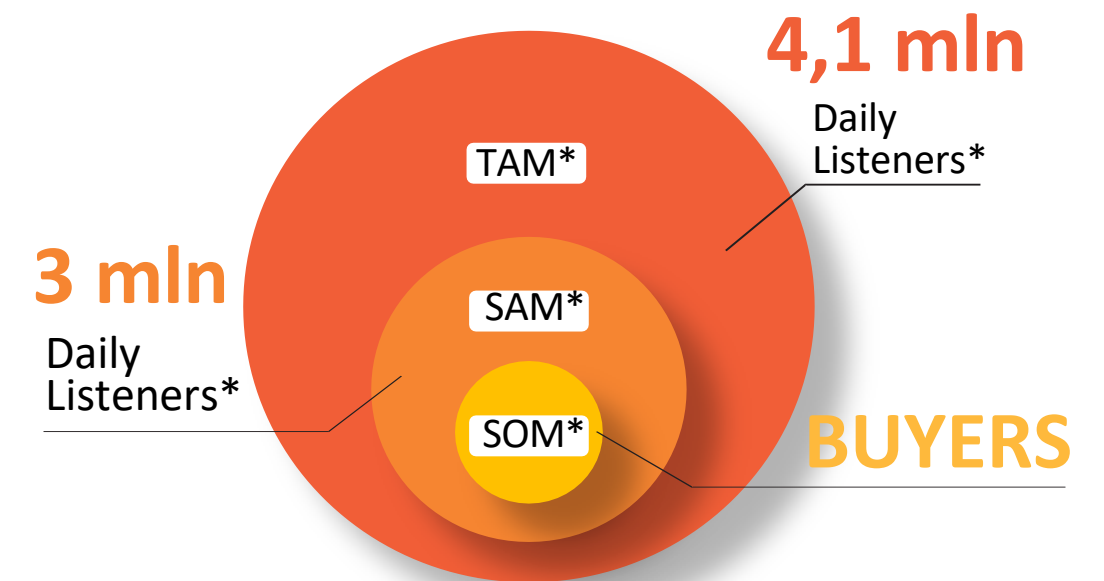


*RADIO LISTENERSHIP

8 hours and 25 minutes person/week

66.2 million cumulative hours of weekly listening across the Country

*MAIN RADIO AUDIENCE TYPE



TAM Total Addressable Market: total market demand for our products and services
 SAM Serviceable Addressable Market: portion of TAM that we can realistically target
 SOM Serviceable Obtainable Market: segment of SAM that we can successfully reach

5 mln *Daily Listeners in Italy



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RADIO ITALIA DUBAI TARGET



LUXURY



FASHION



BEAUTY



EDITORIAL



FOOD & BEVERAGE



EVENTS & LOCATIONS



ENERGY & INNOVATION



REAL ESTATE



FURNITURE



TECHNOLOGY



AUTOMOTIVE



EDUCATION

The #1 ITALIAN HITS MUSIC STATION in UAE

Audience Insights

Weekly Reach
IN JUST 5 MONTHS
74,000

unique listeners
positioning Radio Italia Dubai as the No. 1 music station in the UAE in terms of impact on the expat community.

Main Target Audience Expats

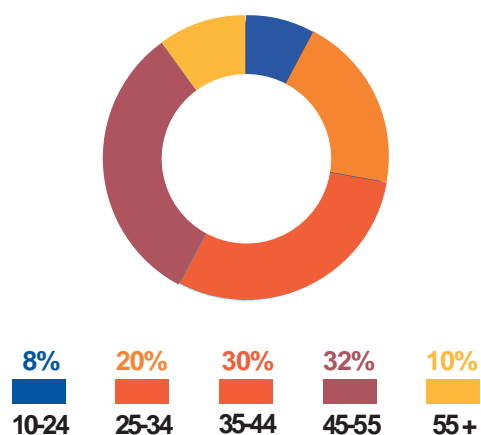
6 - 55 years

representing the primary demographic segment.

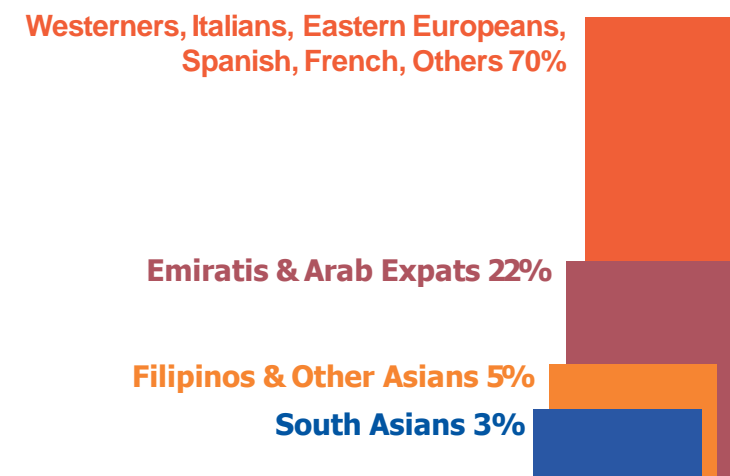
*Source: Average of Nielsen UAE RAM 2018 - Arabian Media Group

AUDIENCE INSIGHTS - DATA OVERVIEW

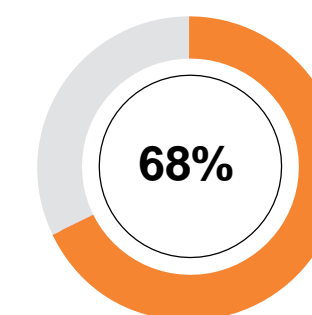
*AGE



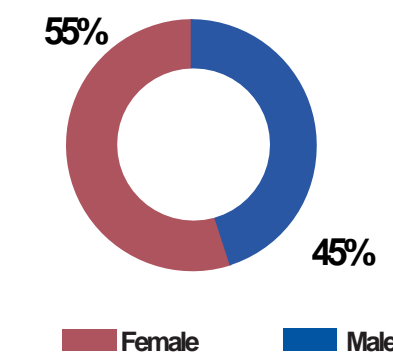
*NATIONALITY



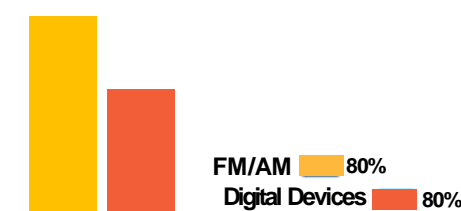
*LIVING WITH FAMILY



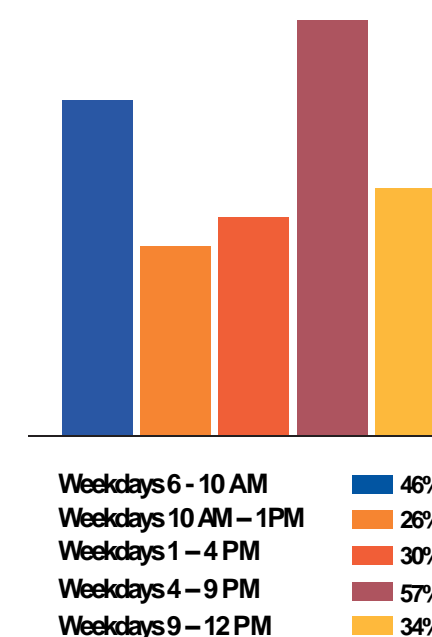
*GENDER



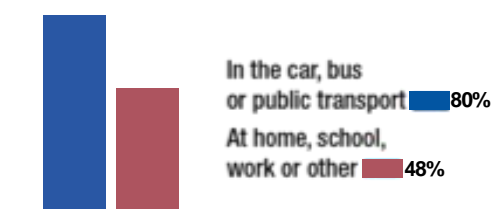
*HOW LISTENED



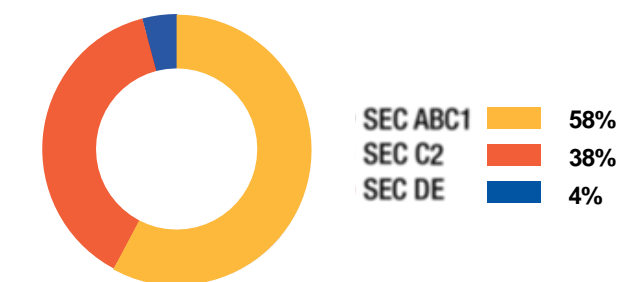
*LISTENERSHIP BREAKDOWN



*PLACE OF LISTENING



*SOCIO ECONOMIC CLASS



*Source: Nielsen

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



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