

UAE RADIO AUDIENCE MEASUREMENT

TOPLINE REPORT

UAE RAM METHODOLOGY

UAE RADIO AUDIENCE MEASUREMENT (RAM) APPROACH

Nielsen has implemented a unique hybrid diary methodology, formed on a foundation of a strong Establishment Survey to determine the population characteristics.

ESTABLISHMENT SURVEY

Global Nielsen standard's have been applied to our UAE RAM Establishment Survey. Given the dynamically changing population of the UAE, we will conduct the Establishment Survey twice per year.

Key Facts:

- Methodology: face to face CAPI interview covering all areas of the UAE, in multiple languages
- Sample size: 17,330 in 2017; 10,400 in ongoing years
- Rolling database forming the foundation of the diary waves
- Information areas include household demography, income and occupation, product ownership, and chief-wage earner data

NIELSEN UAE DIARIES - A HYBRID APPROACH

Nielsen's hybrid 7-day diary approach is designed to capitalize on the UAE market nuances and offered the respondents a diary choice that best meets their individual needs and lifestyle

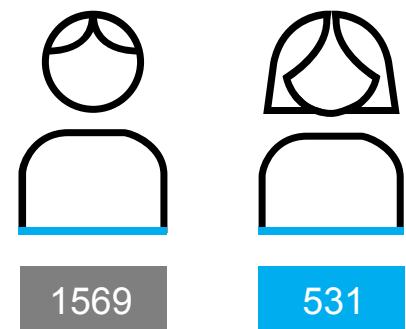
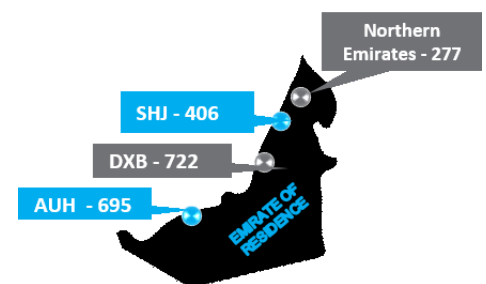
M-diary: The m-diary is a proprietary Nielsen device-agnostic platform that captures radio listening digitally. The diary can be used across fixed and mobile devices that have an internet connection, anytime and anywhere.

Paper diary: Our paper diary has been designed as a sticker diary, where respondents place stickers with the stations they have listened to at the top of the diary booklet and record their listening daily.

Key Facts:

- Quarterly diary panel size of 2,100 to represent the UAE population structure, in multiple languages
- Ages 10-14 included through household flooding techniques.
- Consistent data collection with diaries completed every day of the year.
- Listening captured for UAE radio stations
- Structured respondent engagement to ensure compliance
- Information areas include all radio listening in 15 minute time breaks, by station listened to; place of listening; device listened on
- The diaries are deployed in four different languages.
 - *Arabic and English – paper and m-diary*
 - *Hindi and Urdu - paper diary only*

FINAL DIARY SAMPLE FRAMEWORK FOR EMIRATE AND GENDER



The sample of 2100 respondents represents 10+ years individuals of the UAE population which is 8,479,200 individuals

GLOSSARY OF METRICS

CUME. / REACH: The total number of unique people (net) who listen for at least one quarter hour during the course of a selected time-period / day-part.

STATION SHARE: The percentage of the total radio listening audience in a given time period, which is tuned to a particular station.

Share is a station's audience expressed as a percentage of the total radio audience for the same time period. Share is always calculated against all stations in the market.

TIME SPENT LISTENING: The estimated length of time that a Station's listeners spend listening to that Station.

AVERAGE AUDIENCE: The average number of listeners tuned in, at any given time during the selected time period.



UAE Radio Audience Measurement Universe: Total UAE Population



Quarter 4 2017; 6th October 2017 to 31st December 2017

Report: Full week (Sunday to Saturday), 12am to 12am

Sample	Universe
2100	8,479,200

	Cume. / Reach		Station Share		Time Spent Listening		Average Audience	
	All 10+(000's)	Rank	All 10+(%)	Rank	All 10+(hh:mm)	Rank	All 10+(000's)	Rank
Arabic								
Ad Quraan	997	1	5.9	1	4:16	2	25	1
Al Arabiya	889	2	3.9	2	3:08	7	17	2
Al Rabia	798	3	2.7	3	2:28	15	12	3
Khaleejiya	555	4	1.9	4	2:29	14	8	4
Dub Quran	432	5	1.7	5	2:47	11	7	5
Emarat Fm	338	6	1.1	8	2:15	18	5	7
Radio Sawa	321	7	1.4	6	3:07	9	6	6
Star Fm	310	8	1.1	8	2:33	13	5	7
Abu Dhabi	265	9	1.2	7	3:08	7	5	7
Sharjah Fm	262	10	1.1	8	3:05	10	5	7
Dubai Fm93	219	11	0.7	13	2:19	17	3	13
Noor Dubai	219	11	0.7	13	2:24	16	3	13
Montecarlo	201	13	0.9	12	3:10	6	4	11
Rak Holy	157	14	1	11	4:22	1	4	11
Fujairah	127	15	0.6	15	3:19	4	2	15
Mix Fm90.7	117	16	0.4	17	2:44	12	2	15
Al Oula Rd	97	17	0.3	18	1:57	19	1	18
Sky News	83	18	0.5	16	4:00	3	2	15
Rak Arabic	34	19	0.2	19	3:19	4	1	18
English								
Virgin Rd	1403	1	8.6	1	4:25	1	37	1
Channel 4	600	2	2.7	2	3:12	5	11	2
Radio 1	447	3	2.4	3	3:47	2	10	3
Dubai 92	375	4	1.7	4	3:20	4	7	4
Dubai Eye	205	5	1	5	3:34	3	4	5
Dance Fm	175	6	0.6	6	2:36	7	3	6
Radio 2	146	7	0.6	6	2:47	6	2	7
Ad Classic	133	8	0.4	8	2:08	8	2	4
Hindi								
Rd Mirchi	2265	1	14.2	1	4:29	1	60	1
Radio 4 Fm	1464	2	8.5	2	4:10	2	36	2
City Fm	1392	3	6.9	3	3:34	3	30	3
Big Fm	1099	4	5.2	4	3:25	6	22	4
Rd Spice	494	5	2.4	5	3:31	4	10	5
Suno 102.4	443	6	2.1	6	3:26	5	9	6
Malayalam								
Hit 96.7	437	1	2.7	1	4:22	1	11	1
RD Mango	265	2	1.4	2	3:52	6	6	2
Asianet Rd	241	3	1	4	3:07	8	4	4
Club Fm	240	4	1	4	3:02	9	4	4
Gold Fm	234	5	1.3	3	3:53	5	5	3
V O Kerala	177	6	1	4	4:13	2	4	4
Flowers FM	130	7	0.6	8	3:34	7	3	7
Rd Asia Am	122	8	0.7	7	4:07	3	3	7
Radio Me	49	9	0.1	9	2:12	10	1	9
Pravasi Bh	14	10	0.1	9	3:57	4	0	10
Specialist								
Tag 91.1	292	1	2.2	1	5:20	1	9	1
Rd Shoma	201	2	1.3	2	4:41	2	6	2
Tamil Fm	169	3	1	3	4:13	3	4	3
Pearl Fm	85	4	0.4	4	3:40	4	2	7
Wow Fm	56	5	0.3	5	3:34	5	1	5
Auto Radio	41	6	0.1	6	2:14	6	1	5

Cumulative Audience : is the total number of unique people (net) who listen for at least one quarter hour during the course of a selected time-period / daypart.

Station Share : is the percentage of the total radio listening audience in a given time period, which is tuned to a particular station. Share is a station's audience expressed as a percentage of the total radio audience for the same time period. Share is always calculated against all stations in the market.

Time Spent Listening : is the estimated length of time that a Station's listeners spend listening to that Station.

Average Audience : Is the average number of listeners tuned in, at any given time during the selected time period.

UAE Radio Audience Measurement Universe: Abu Dhabi

Quarter 4 2017; 6th October 2017 to 31st December 2017

Report: Full week (Sunday to Saturday), 12am to 12am



	Cume. / Reach		Station Share		Time Spent Listening		Average Audience	
	All 10+(000's)	Rank	All 10+(%)	Rank	All 10+(hh:mm)	Rank	All 10+(000's)	Rank
Arabic								
Ad Quraan	478	1	14.2	1	5:27	2	16	1
Emarat Fm	155	2	1.8	3	2:10	16	2	3
Abu Dhabi	113	3	2.4	2	3:49	8	3	2
Sky News	65	4	1.6	4	4:32	6	2	3
Radio Sawa	60	5	1.6	4	4:47	5	2	3
Dub Quran	55	6	1.1	7	3:38	9	1	6
Al Rabia	48	7	0.7	9	2:34	12	1	6
Al Arabiya	44	8	1	8	4:19	7	1	6
Star Fm	43	9	0.5	10	2:12	15	1	6
Dubai Fm93	36	10	0.5	10	2:25	13	1	6
Montecarlo	24	11	1.4	6	10:10	1	1	6
Mix Fm90.7	18	12	0.3	12	3:28	10	0	12
Khaleejya	17	13	0.2	14	1:50	18	0	12
Al Oula Rd	14	14	0.2	14	3:06	11	0	12
Rak Holy	14	14	0.1	16	1:36	19	0	12
Sharjah Fm	11	16	0.1	16	2:22	14	0	12
Noor Dubai	10	17	0.3	12	5:04	3	0	12
Fujairah	5	18	0.1	16	5:00	4	0	12
Rak Arabic	4	19	0	19	2:00	17	0	12
English								
Virgin Rd	386	1	8.9	1	4:13	2	10	1
Radio 1	286	2	6.7	2	4:17	1	7	2
Ad Classic	83	3	1	3	2:05	8	1	3
Radio 2	78	4	1	3	2:28	6	1	3
Channel 4	50	5	1	3	3:45	3	1	3
Dance Fm	31	6	0.4	7	2:26	7	0	7
Dubai 92	31	6	0.5	6	2:41	5	1	3
Dubai Eye	11	8	0.2	8	2:50	4	0	7
Hindi								
Rd Mirchi	1140	1	32	1	5:08	2	35	1
Radio 4 Fm	233	2	4.9	2	3:53	3	5	2
City Fm	121	3	1.3	3	2:00	4	1	3
Big Fm	89	4	0.8	5	1:38	5	1	3
Suno 102.4	47	5	0.3	6	1:22	6	0	6
Rd Spice	28	6	1.1	4	7:08	1	1	3
Malayalam								
Asianet Rd	116	1	1.8	1	2:52	7	2	1
Hit 96.7	72	2	1.4	2	3:40	4	2	1
Rd Asia Am	26	3	0.7	3	4:43	2	1	3
Gold Fm	21	4	0.4	5	3:26	5	0	5
RD Mango	21	4	0.3	6	2:47	8	0	5
Club Fm	18	6	0.2	8	2:29	9	0	5
V O Kerala	17	7	0.6	4	6:47	1	1	3
Pravasi Bh	14	8	0.3	6	3:57	3	0	5
Flowers FM	11	9	0.2	8	3:01	6	0	5
Radio Me	9	10	0.1	10	1:45	10	0	5
Specialist								
Tag 91.1	99	1	1.6	2	2:59	5	2	2
Tamil Fm	85	2	2.3	1	5:04	2	3	1
Rd Shoma	47	3	0.9	3	3:35	4	1	3
Pearl Fm	18	4	0.4	4	3:50	3	0	4
Wow Fm	9	5	0.4	4	7:01	1	0	4
Auto Radio	8	6	0.1	6	2:09	6	0	4

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Time Spent Listening : is the estimated length of time that a Station's listeners spend listening to that Station.

Average Audience : Is the average number of listeners tuned in, at any given time during the selected time period.

UAE Radio Audience Measurement Universe: Dubai

Quarter 4 2017; 6th October 2017 to 31st December 2017

Report: Full week (Sunday to Saturday), 12am to 12am

Sample	Universe
715	2,914,056

	Cume. / Reach		Station Share		Time Spent Listening		Average Audience	
	All 10+(000's)	Rank	All 10+(%)	Rank	All 10+(hh:mm)	Rank	All 10+(000's)	Rank
Arabic								
Al Arabiya	370	1	4.3	1	3:10	4	7	1
Al Rabia	296	2	2.6	2	2:22	14	4	2
Khaleejia	220	3	2.1	5	2:33	12	3	4
Dub Quran	219	4	2.2	3	2:41	9	3	4
Ad Quraan	184	5	2.2	3	3:17	3	4	2
Radio Sawa	133	6	1.4	6	2:56	5	2	6
Star Fm	117	7	1	8	2:17	15	2	6
Dubai Fm93	115	8	1.2	7	2:50	7	2	6
Noor Dubai	106	9	1	8	2:41	9	2	6
Abu Dhabi	75	10	0.7	11	2:37	11	1	10
Emarat Fm	64	11	0.4	14	1:50	17	1	10
Rak Holy	52	12	0.8	10	4:08	1	1	10
Mix Fm90.7	51	13	0.6	12	3:28	2	1	10
Montecarlo	50	14	0.3	16	1:52	16	1	10
Sharjah Fm	50	14	0.5	13	2:51	6	1	10
Al Oula Rd	46	16	0.4	14	2:27	13	1	10
Sky News	12	17	0	17	0:57	18	0	17
Fujairah	11	18	0	17	0:56	19	0	17
Rak Arabic	3	19	0	17	2:45	8	0	17
English								
Virgin Rd	642	1	11.5	1	4:51	1	19	1
Channel 4	357	2	4.1	2	3:07	4	7	2
Dubai 92	250	3	3.2	3	3:29	2	5	3
Dubai Eye	133	4	1.7	4	3:29	2	3	4
Dance Fm	97	5	0.8	6	2:22	7	1	6
Radio 1	89	6	1	5	2:58	5	2	5
Radio 2	27	7	0.3	7	2:29	6	0	7
Ad Classic	23	8	0.1	8	1:23	8	0	7
Hindi								
City Fm	725	1	10.1	2	3:47	2	16	2
Radio 4 Fm	677	2	10.7	1	4:19	1	17	1
Rd Mirchi	574	3	7	3	3:19	5	11	3
Big Fm	507	4	6.7	4	3:35	4	11	3
Rd Spice	188	5	1.6	6	2:19	6	3	6
Suno 102.4	184	6	2.4	5	3:37	3	4	5
Malayalam								
Hit 96.7	188	1	3.5	1	5:06	1	6	1
Club Fm	141	2	1.5	4	2:59	7	3	2
Gold Fm	120	3	1.8	2	4:05	3	3	2
RD Mango	110	4	1.7	3	4:06	2	3	2
Asianet Rd	75	5	0.8	5	3:00	6	1	5
V O Kerala	66	6	0.6	7	2:40	9	1	5
Flowers FM	56	7	0.7	6	3:28	4	1	5
Radio Me	23	8	0.3	8	3:23	5	0	8
Rd Asia Am	22	9	0.2	9	2:50	8	0	8
Pravasi Bh	0	10	0	10	0	10	0	8
Specialist								
Tag 91.1	115	1	2.8	1	6:43	1	5	1
Rd Shoma	78	2	1.2	2	4:11	3	2	2
Pearl Fm	33	3	0.6	3	4:59	2	1	3
Tamil Fm	33	3	0.4	4	3:29	4	1	3
Wow Fm	31	5	0.4	4	3:08	5	1	3
Auto Radio	23	6	0.2	6	2:45	6	0	6

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Time Spent Listening : is the estimated length of time that a Station's listeners spend listening to that Station.

Average Audience : is the average number of listeners tuned in, at any given time during the selected time period.

UAE Radio Audience Measurement Universe: Sharjah & Northern Emirates



Quarter 4 2017; 6th October 2017 to 31st December 2017

Report: Full week (Sunday to Saturday), 12am to 12am

Sample	Universe
721	2,757,367

	Cume. / Reach		Station Share		Time Spent Listening		Average Audience	
	All 10+(000's)	Rank	All 10+(%)	Rank	All 10+(hh:mm)	Rank	All 10+(000's)	Rank
Arabic								
Al Arabiya	474	1	5.5	1	3:01	7	8	1
Al Rabia	455	2	4.4	2	2:31	12	7	2
Ad Quraan	334	3	4	3	3:06	6	6	3
Khaleejiya	318	4	3	4	2:29	14	5	4
Sharjah Fm	200	5	2.4	5	3:11	5	4	5
Dub Quran	158	6	1.6	7	2:38	10	2	8
Star Fm	150	7	1.6	7	2:52	8	3	6
Radio Sawa	128	8	1.2	10	2:31	12	2	8
Montecarlo	126	9	1.1	12	2:19	15	2	8
Emarat Fm	118	10	1.2	10	2:35	11	2	8
Fujairah	110	11	1.5	9	3:29	4	2	8
Noor Dubai	103	12	0.7	14	1:51	16	1	13
Rak Holy	91	13	1.7	6	4:56	1	3	6
Abu Dhabi	77	14	0.8	13	2:39	9	1	13
Dubai Fm93	67	15	0.3	16	1:22	18	1	13
Mix Fm90.7	48	16	0.3	16	1:40	17	0	17
Al Oula Rd	37	17	0.1	18	0:52	19	0	17
Rak Arabic	27	18	0.4	15	3:34	3	1	13
Sky News	7	19	0.1	18	4:10	2	0	17
English								
Virgin Rd	374	1	5.5	1	3:53	2	9	1
Channel 4	193	2	2.4	2	3:11	5	4	2
Dubai 92	93	3	1.1	3	3:08	6	2	3
Radio 1	72	4	0.8	5	2:50	8	1	4
Dubai Eye	61	5	0.9	4	3:55	1	1	4
Dance Fm	47	6	0.6	6	3:12	4	1	4
Radio 2	41	7	0.6	6	3:35	3	1	4
Ad Classic	26	8	0.3	8	2:59	7	0	8
Hindi								
Radio 4 Fm	553	1	8.7	2	4:07	2	14	1
Rd Mirchi	551	2	9.2	1	4:22	1	14	1
City Fm	546	3	7.5	3	3:36	5	12	3
Big Fm	502	4	6.8	4	3:34	6	11	4
Rd Spice	278	5	4.2	5	3:57	3	7	5
Suno 102.4	212	6	3	6	3:44	4	5	6
Malayalam								
Hit 96.7	176	1	2.6	1	3:53	4	4	1
RD Mango	134	2	2	2	3:51	5	3	2
V O Kerala	94	3	1.8	3	4:51	1	3	2
Gold Fm	93	4	1.3	4	3:44	7	2	4
Club Fm	81	5	1	6	3:16	8	2	4
Rd Asia Am	74	6	1.2	5	4:17	2	2	4
Flowers FM	63	7	0.9	7	3:46	6	1	7
Asianet Rd	50	8	0.7	8	3:54	3	1	7
Radio Me	17	9	0.1	9	0:50	9	0	9
Pravasi Bh	0	10	0	10	0	10	0	9
Specialist								
Tag 91.1	78	1	1.9	1	6:17	1	3	1
Rd Shoma	76	2	1.7	2	5:50	2	3	1
Tamil Fm	51	3	0.6	3	3:17	3	1	3
Pearl Fm	35	4	0.3	4	2:22	4	0	4
Wow Fm	16	5	0.1	5	2:22	4	0	4
Auto Radio	11	6	0	6	1:10	6	0	4

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

THE SCIENCE BEHIND WHAT'S NEXT™