

# UAE RADIO AUDIENCE MEASUREMENT

TOPLINE REPORT AND METHODOLOGY  
Q4 2018

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# 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

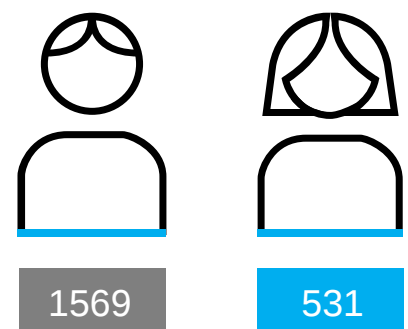
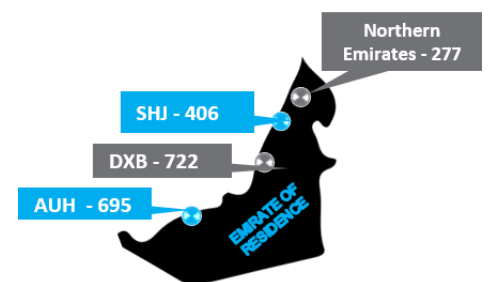
**M-diary:** The m-diary is a proprietary Nielsen device-agnostic platform that captures radio listening digitally. The diary can be used across fixed and mobile devices that have an internet connection, anytime and anywhere.

**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 10-19 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.

**+/-:** Difference between 2018 Q4 and 2018 Q3 for the statistics used (Cume, Share, TSL and Average Audience), not a ranking difference.



# UAE Radio Audience Measurement Universe: Total UAE Population

Quarter 4 2018; 1<sup>st</sup> October 2018 to 30<sup>th</sup> December 2018

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

| Sample | Universe  |
|--------|-----------|
| 2142   | 8,479,200 |

|                   | Cume. / Reach |      |         | Station Share |      |       | Time Spent Listening |      |           | Average Audience |      |         |
|-------------------|---------------|------|---------|---------------|------|-------|----------------------|------|-----------|------------------|------|---------|
|                   | 000's         | Rank | +/(000) | %             | Rank | +/(%) | hh.mm                | Rank | +/(hh.mm) | 000's            | Rank | +/(000) |
| <b>Arabic</b>     |               |      |         |               |      |       |                      |      |           |                  |      |         |
| AD QURAN          | 749           | 1    | 73      | 4.7           | 1    | 0.6   | 3.58                 | 2    | 0:38      | 18               | 1    | 5       |
| AL RABIA          | 696           | 2    | -40     | 3.3           | 2    | 0     | 3.00                 | 11   | 0:32      | 12               | 2    | 1       |
| AL ARABIYA        | 524           | 3    | -231    | 2.6           | 3    | -0.8  | 3.09                 | 5    | 0:40      | 10               | 3    | -1      |
| DUB QURAN         | 460           | 4    | -106    | 2.3           | 4    | -0.8  | 3.06                 | 6    | 0:07      | 8                | 4    | -2      |
| KHALEEJIYA        | 439           | 5    | -41     | 2.1           | 5    | 0.2   | 3.03                 | 7    | 0:49      | 8                | 4    | 2       |
| EMARAT FM         | 323           | 6    | -73     | 1.6           | 6    | -0.2  | 3.01                 | 9    | 0:29      | 6                | 6    | 0       |
| NOOR DUBAI        | 313           | 7    | 72      | 1.3           | 8    | 0.2   | 2.37                 | 18   | 0:07      | 5                | 8    | 1       |
| ABU DHABI         | 306           | 8    | 60      | 1.3           | 8    | 0.1   | 2.44                 | 17   | 0:03      | 5                | 8    | 1       |
| SHJ QURAN         | 305           | 9    | -30     | 1.5           | 7    | -0.7  | 3.03                 | 7    | -0:31     | 6                | 6    | -1      |
| DUBAI FM93        | 288           | 10   | -153    | 1.3           | 8    | -0.7  | 2.50                 | 14   | 0:19      | 5                | 8    | -2      |
| STAR FM           | 257           | 11   | 45      | 1             | 11   | 0     | 2.20                 | 20   | -0:19     | 4                | 11   | 1       |
| RADIO HALA        | 214           | 12   | 112     | 1             | 11   | 0.5   | 2.52                 | 13   | -0:03     | 4                | 11   | 2       |
| SKY NEWS          | 213           | 13   | 2       | 1             | 11   | 0.1   | 2.49                 | 15   | 0:33      | 4                | 11   | 1       |
| RADIO SAWA        | 211           | 14   | -68     | 1             | 11   | -0.2  | 3.01                 | 9    | 0:33      | 4                | 11   | 0       |
| SHARJAH FM        | 127           | 15   | -56     | 0.6           | 17   | -0.2  | 2.48                 | 16   | 0:23      | 2                | 17   | -1      |
| MONTECARLO        | 123           | 16   | -17     | 0.6           | 17   | 0.1   | 2.58                 | 12   | 0:51      | 2                | 17   | 0       |
| ZAYED FM          | 114           | 17   | 74      | 0.7           | 15   | 0.6   | 3.46                 | 3    | 2:11      | 3                | 15   | 3       |
| RAK HOLY          | 93            | 18   | 1       | 0.7           | 15   | -0.2  | 4.32                 | 1    | -0:38     | 3                | 15   | 0       |
| FUJAIRAH          | 88            | 19   | -43     | 0.3           | 20   | -0.2  | 2.05                 | 21   | -0:10     | 1                | 20   | -1      |
| AL OULA RD        | 79            | 20   | -30     | 0.4           | 19   | -0.1  | 3.28                 | 4    | 1:11      | 2                | 17   | 1       |
| RAK ARABIC        | 46            | 21   | 10      | 0.2           | 21   | 0.1   | 2.25                 | 19   | 0:19      | 1                | 20   | 1       |
| <b>English</b>    |               |      |         |               |      |       |                      |      |           |                  |      |         |
| VIRGIN RD         | 1155          | 1    | 72      | 7             | 1    | 0.3   | 3.47                 | 2    | 0:23      | 26               | 1    | 4       |
| RADIO 1           | 410           | 2    | 1       | 2.5           | 2    | 0.2   | 3.50                 | 1    | 0:45      | 9                | 2    | 1       |
| CHANNEL 4         | 298           | 3    | -27     | 1.3           | 3    | -0.1  | 2.50                 | 7    | 0:27      | 5                | 3    | 0       |
| DUBAI 92          | 245           | 4    | -85     | 1.3           | 3    | -0.6  | 3.25                 | 4    | 0:17      | 5                | 3    | -1      |
| DANCE FM          | 135           | 5    | -17     | 0.5           | 7    | -0.1  | 2.20                 | 8    | 0:03      | 2                | 5    | 0       |
| DUBAI EYE         | 125           | 6    | -63     | 0.7           | 5    | 0     | 3.18                 | 6    | 1:12      | 2                | 5    | 0       |
| HEART FM          | 106           | 7    | 52      | 0.6           | 6    | 0.2   | 3.36                 | 3    | -0:35     | 2                | 5    | 1       |
| AD CLASSIC        | 96            | 8    | -65     | 0.3           | 9    | -0.4  | 2.09                 | 10   | -0:16     | 1                | 9    | -1      |
| RADIO 2           | 84            | 9    | -50     | 0.4           | 8    | -0.2  | 3.21                 | 5    | 0:49      | 2                | 5    | 0       |
| PULSE 95          | 31            | 10   | 21      | 0.1           | 10   | 0     | 2.19                 | 9    | -2:06     | 0                | 10   | 0       |
| <b>Hindi</b>      |               |      |         |               |      |       |                      |      |           |                  |      |         |
| RD MIRCHI         | 2278          | 1    | 223     | 15.5          | 1    | 1.2   | 4.17                 | 1    | 0:27      | 58               | 1    | 11      |
| RADIO 4 FM        | 1325          | 2    | 46      | 8.7           | 2    | 0     | 4.07                 | 2    | 0:23      | 32               | 2    | 4       |
| CITY FM           | 1204          | 3    | 91      | 6.7           | 3    | 0.8   | 3.30                 | 4    | 0:33      | 25               | 3    | 5       |
| BIG FM            | 856           | 4    | 164     | 3.9           | 4    | 0.4   | 2.52                 | 6    | 0:06      | 15               | 4    | 4       |
| SUNO 102.4        | 465           | 5    | 58      | 2.9           | 5    | 0.3   | 3.51                 | 3    | 0:22      | 11               | 5    | 3       |
| RD SPICE          | 328           | 6    | 111     | 1.5           | 6    | 0.6   | 2.56                 | 5    | 0:33      | 6                | 6    | 3       |
| JIO FM            | 199           | 7    | 25      | 0.7           | 7    | -0.1  | 2.22                 | 7    | -0:03     | 3                | 7    | 1       |
| <b>Malayalam</b>  |               |      |         |               |      |       |                      |      |           |                  |      |         |
| HIT 96.7          | 377           | 1    | 26      | 2.2           | 2    | 0     | 3.37                 | 5    | 0:13      | 8                | 1    | 1       |
| GOLD FM           | 350           | 2    | -14     | 2.3           | 1    | -0.6  | 4.04                 | 4    | -0:18     | 8                | 1    | -1      |
| RD MANGO          | 179           | 3    | -65     | 1.2           | 4    | -0.5  | 4.08                 | 3    | 0:12      | 4                | 5    | -2      |
| ASIANET RD        | 155           | 4    | -83     | 0.7           | 6    | -0.7  | 2.49                 | 8    | -0:25     | 3                | 6    | -2      |
| FLOWERS FM        | 154           | 5    | 40      | 1.2           | 4    | 0.6   | 4.55                 | 2    | 2:03      | 5                | 4    | 3       |
| CLUB FM           | 133           | 6    | -79     | 1.5           | 3    | 0.6   | 7.05                 | 1    | 4:47      | 6                | 3    | 3       |
| V O KERALA        | 94            | 7    | -35     | 0.5           | 7    | -0.1  | 3.34                 | 6    | 0:54      | 2                | 7    | 0       |
| RD ASIA AM        | 49            | 8    | 20      | 0.3           | 8    | 0     | 3.22                 | 7    | -2:03     | 1                | 8    | 0       |
| PRAVASI BH        | 33            | 9    | -63     | 0.1           | 9    | -0.6  | 2.07                 | 9    | -1:57     | 0                | 9    | -2      |
| <b>Specialist</b> |               |      |         |               |      |       |                      |      |           |                  |      |         |
| TAG 91.1          | 274           | 1    | -27     | 2.4           | 1    | -0.5  | 5.23                 | 2    | -0:01     | 9                | 1    | -1      |
| RD SHOMA          | 217           | 2    | -17     | 1.7           | 2    | 0.4   | 4.48                 | 3    | 1:49      | 6                | 2    | 2       |
| TAMIL FM          | 191           | 3    | 64      | 1.1           | 3    | 0.4   | 3.43                 | 4    | 0:42      | 4                | 3    | 2       |
| GILLI FM          | 63            | 4    | 44      | 0.3           | 4    | 0.1   | 3.22                 | 5    | -1:37     | 1                | 4    | 0       |
| AUTO RADIO        | 38            | 5    | -4      | 0.3           | 4    | 0     | 5.31                 | 1    | 1:11      | 1                | 4    | 0       |
| PEARL FM          | 24            | 6    | -41     | 0             | 6    | -0.3  | 1.16                 | 6    | -0:58     | 0                | 6    | -1      |

Data verified by PwC. Full PwC report: <http://www.nielsen.com/uae-am>

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# UAE Radio Audience Measurement Universe: Abu Dhabi

Quarter 4 2018; 1<sup>st</sup> October 2018 to 30<sup>th</sup> December 2018

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

| Sample | Universe  |
|--------|-----------|
| 750    | 2,807,777 |

|                   | Cume. / Reach |      |           | Station Share |      |         | Time Spent Listening |      |             | Average Audience |      |           |
|-------------------|---------------|------|-----------|---------------|------|---------|----------------------|------|-------------|------------------|------|-----------|
|                   | 000's         | Rank | +/- (000) | %             | Rank | +/- (%) | hh.mm                | Rank | +/- (hh.mm) | 000's            | Rank | +/- (000) |
| <b>Arabic</b>     |               |      |           |               |      |         |                      |      |             |                  |      |           |
| AD QURAAN         | 440           | 1    | 8         | 10            | 1    | 0.1     | 4.10                 | 2    | 0:27        | 11               | 1    | 1         |
| ABU DHABI         | 167           | 2    | -3        | 2.4           | 2    | -0.7    | 2.37                 | 11   | -0:19       | 3                | 2    | 0         |
| EMARAT FM         | 132           | 3    | -91       | 2.4           | 2    | -1.1    | 3.20                 | 6    | 0:46        | 3                | 2    | 0         |
| SKY NEWS          | 125           | 4    | 4         | 2.1           | 4    | 0.3     | 3.02                 | 8    | 0:40        | 2                | 4    | 0         |
| STAR FM           | 104           | 5    | 48        | 1.3           | 5    | 0.7     | 2.16                 | 13   | 0:35        | 1                | 5    | 0         |
| RADIO SAWA        | 64            | 6    | -20       | 1             | 6    | -0.3    | 2.55                 | 9    | 0:28        | 1                | 5    | 0         |
| AL ARABIYA        | 52            | 7    | -28       | 0.9           | 7    | 0.2     | 3.12                 | 7    | 1:42        | 1                | 5    | 0         |
| DUB QURAN         | 35            | 8    | -6        | 0.5           | 9    | -0.6    | 2.47                 | 10   | -1:29       | 1                | 5    | 0         |
| DUBAI FM93        | 32            | 9    | -2        | 0.6           | 8    | 0.1     | 3.26                 | 4    | 1:09        | 1                | 5    | 1         |
| AL RABIA          | 31            | 10   | 1         | 0.4           | 11   | 0       | 2.29                 | 12   | 0:19        | 0                | 11   | 0         |
| KHALEEJIYA        | 29            | 11   | 8         | 0.2           | 12   | 0       | 1.25                 | 16   | 0:04        | 0                | 11   | 0         |
| AL OULA RD        | 22            | 12   | 0         | 0.5           | 9    | 0.2     | 4.25                 | 1    | 2:19        | 1                | 5    | 1         |
| MONTECARLO        | 12            | 13   | -13       | 0.1           | 15   | -0.2    | 1.54                 | 14   | -0:16       | 0                | 11   | 0         |
| RAK HOLY          | 11            | 14   | -5        | 0.2           | 12   | -0.8    | 4.01                 | 3    | -5:49       | 0                | 11   | -1        |
| SHJ QURAN         | 10            | 15   | 5         | 0.2           | 12   | 0.1     | 3.21                 | 5    | -1:24       | 0                | 11   | 0         |
| NOOR DUBAI        | 7             | 16   | 7         | 0.1           | 15   | 0.1     | 1.45                 | 15   | 1:45        | 0                | 11   | 0         |
| FUJAIH            | 3             | 17   | 3         | 0             | 17   | 0       | 0.45                 | 18   | 0:45        | 0                | 11   | 0         |
| RAK ARABIC        | 3             | 17   | 3         | 0             | 17   | 0       | 1.15                 | 17   | 1:15        | 0                | 11   | 0         |
| SHARJAH FM        | 0             | 19   | -8        | 0             | 17   | -0.1    | 0.00                 | 19   | -1:47       | 0                | 11   | 0         |
| RADIO HALA        | 0             | 19   | 0         | 0             | 17   | 0       | 0.00                 | 19   | 0:00        | 0                | 11   | 0         |
| ZAYED FM          | 0             | 19   | -9        | 0             | 17   | 0       | 0.00                 | 19   | -0:47       | 0                | 11   | 0         |
| <b>English</b>    |               |      |           |               |      |         |                      |      |             |                  |      |           |
| VIRGIN RD         | 481           | 1    | 128       | 9.9           | 1    | 2.3     | 3.48                 | 3    | 0:20        | 11               | 1    | 4         |
| RADIO 1           | 321           | 2    | 40        | 7.1           | 2    | 1.4     | 4.04                 | 2    | 0:47        | 8                | 2    | 3         |
| AD CLASSIC        | 65            | 3    | -7        | 0.8           | 6    | -0.5    | 2.20                 | 8    | -0:35       | 1                | 3    | 0         |
| CHANNEL 4         | 61            | 4    | 27        | 1.2           | 3    | 0.5     | 3.28                 | 6    | 0:11        | 1                | 3    | 0         |
| RADIO 2           | 57            | 5    | 12        | 1.2           | 3    | 0.7     | 3.41                 | 4    | 2:00        | 1                | 3    | 1         |
| HEART FM          | 53            | 6    | 17        | 1.2           | 3    | 0       | 4.08                 | 1    | -1:05       | 1                | 3    | 0         |
| DANCE FM          | 50            | 7    | 2         | 0.5           | 8    | -0.1    | 1.57                 | 10   | -0:08       | 1                | 3    | 0         |
| DUBAI 92          | 46            | 8    | -30       | 0.6           | 7    | -0.5    | 2.22                 | 7    | 0:00        | 1                | 3    | 0         |
| DUBAI EYE         | 22            | 9    | -19       | 0.4           | 9    | -0.2    | 3.34                 | 5    | 1:23        | 0                | 9    | -1        |
| PULSE 95          | 7             | 10   | 4         | 0.1           | 10   | 0.1     | 2.11                 | 9    | 1:26        | 0                | 9    | 0         |
| <b>Hindi</b>      |               |      |           |               |      |         |                      |      |             |                  |      |           |
| RD MIRCHI         | 1219          | 1    | 19        | 33.3          | 1    | 0.9     | 5.02                 | 1    | 0:41        | 36               | 1    | 5         |
| RADIO 4 FM        | 218           | 2    | -9        | 3.5           | 2    | -0.4    | 3.00                 | 4    | 0:16        | 4                | 2    | 0         |
| CITY FM           | 145           | 3    | 23        | 3             | 3    | 1.2     | 3.46                 | 2    | 1:25        | 3                | 3    | 1         |
| RD SPICE          | 47            | 4    | 19        | 0.8           | 4    | 0.3     | 3.05                 | 3    | 0:25        | 1                | 4    | 1         |
| BIG FM            | 44            | 5    | 2         | 0.4           | 5    | -0.1    | 1.45                 | 7    | -0:13       | 0                | 5    | 0         |
| SUNO 102.4        | 30            | 6    | -2        | 0.3           | 6    | -0.6    | 2.03                 | 6    | -2:19       | 0                | 5    | -1        |
| JIO FM            | 18            | 7    | 15        | 0.3           | 6    | 0.3     | 2.35                 | 5    | 0:35        | 0                | 5    | 0         |
| <b>Malayalam</b>  |               |      |           |               |      |         |                      |      |             |                  |      |           |
| GOLD FM           | 84            | 1    | 45        | 1.4           | 1    | 0.7     | 3.02                 | 5    | 0:00        | 2                | 1    | 1         |
| ASIANET RD        | 59            | 2    | -114      | 1             | 3    | -2.8    | 3.04                 | 4    | -0:28       | 1                | 2    | -3        |
| HIT 96.7          | 59            | 2    | -17       | 1.2           | 2    | 0.2     | 3.40                 | 1    | 1:27        | 1                | 2    | 0         |
| V O KERALA        | 44            | 4    | -37       | 0.6           | 5    | -0.7    | 2.37                 | 6    | 0:00        | 1                | 2    | 0         |
| RD MANGO          | 40            | 5    | -12       | 0.8           | 4    | 0.2     | 3.34                 | 2    | 1:45        | 1                | 2    | 0         |
| PRAVASI BH        | 30            | 6    | -52       | 0.3           | 6    | -1.6    | 2.00                 | 8    | -1:38       | 0                | 6    | -2        |
| CLUB FM           | 16            | 7    | -58       | 0.2           | 8    | -1.1    | 2.13                 | 7    | -0:37       | 0                | 6    | -1        |
| FLOWERS FM        | 16            | 7    | -18       | 0.3           | 6    | 0       | 3.11                 | 3    | 1:58        | 0                | 6    | 0         |
| RD ASIA AM        | 12            | 9    | -1        | 0.1           | 9    | -0.1    | 1.35                 | 9    | -0:33       | 0                | 6    | 0         |
| <b>Specialist</b> |               |      |           |               |      |         |                      |      |             |                  |      |           |
| RD SHOMA          | 103           | 1    | 40        | 3             | 1    | 1.7     | 5.26                 | 2    | 2:05        | 3                | 1    | 2         |
| TAG 91.1          | 58            | 2    | -41       | 1.8           | 2    | -0.5    | 5.41                 | 1    | 2:00        | 2                | 2    | 0         |
| TAMIL FM          | 56            | 3    | 18        | 1.2           | 3    | 0.3     | 3.56                 | 4    | 0:05        | 1                | 3    | 0         |
| GILLI FM          | 23            | 4    | 18        | 0.6           | 4    | 0.4     | 4.50                 | 3    | -0:07       | 1                | 3    | 1         |
| PEARL FM          | 4             | 5    | 0         | 0             | 5    | 0       | 1.45                 | 5    | 0:15        | 0                | 5    | 0         |
| AUTO RADIO        | 0             | 6    | -13       | 0             | 5    | -0.2    | 0.00                 | 6    | -2:43       | 0                | 5    | 0         |

# UAE Radio Audience Measurement Universe: Dubai

Quarter 4 2018; 1<sup>st</sup> October 2018 to 30<sup>th</sup> December 2018

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

| Sample | Universe  |
|--------|-----------|
| 705    | 2,914,056 |

|                   | Cume. / Reach |      |           | Station Share |      |         | Time Spent Listening |      |             | Average Audience |      |           |
|-------------------|---------------|------|-----------|---------------|------|---------|----------------------|------|-------------|------------------|------|-----------|
|                   | 000's         | Rank | +/- (000) | %             | Rank | +/- (%) | hh.mm                | Rank | +/- (hh.mm) | 000's            | Rank | +/- (000) |
| <b>Arabic</b>     |               |      |           |               |      |         |                      |      |             |                  |      |           |
| AL RABIA          | 350           | 1    | 21        | 5             | 1    | 0.6     | 3.00                 | 5    | 0:19        | 6                | 1    | 1         |
| DUB QURAN         | 338           | 2    | -66       | 4.8           | 2    | -1.5    | 2.59                 | 6    | -0:06       | 6                | 1    | -1        |
| AL ARABIYA        | 242           | 3    | -106      | 3.4           | 3    | -1.1    | 2.59                 | 6    | 0:24        | 4                | 3    | -1        |
| NOOR DUBAI        | 233           | 4    | 79        | 2.9           | 4    | 0.9     | 2.37                 | 11   | -0:01       | 4                | 3    | 2         |
| KHALEEJIYA        | 230           | 5    | 10        | 2.9           | 4    | 0.3     | 2.38                 | 10   | 0:15        | 4                | 3    | 1         |
| DUBAI FM93        | 173           | 6    | -99       | 2.4           | 7    | -1      | 2.50                 | 8    | 0:21        | 3                | 6    | -1        |
| AD QURAAAN        | 141           | 7    | 20        | 2.6           | 6    | 0.9     | 3.53                 | 1    | 1:09        | 3                | 6    | 1         |
| EMARAT FM         | 124           | 8    | 67        | 1.5           | 8    | 0.9     | 2.35                 | 13   | 0:36        | 2                | 8    | 1         |
| RADIO HALA        | 111           | 9    | 39        | 1.4           | 9    | 0.5     | 2.34                 | 14   | -0:03       | 2                | 8    | 1         |
| ABU DHABI         | 94            | 10   | 53        | 1.4           | 9    | 1       | 3.04                 | 4    | 1:04        | 2                | 8    | 2         |
| RADIO SAWA        | 70            | 11   | -45       | 1.2           | 11   | -0.2    | 3.40                 | 2    | 1:20        | 2                | 8    | 0         |
| ZAYED FM          | 68            | 12   | 52        | 1.1           | 12   | 1       | 3.30                 | 3    | 2:02        | 1                | 12   | 1         |
| MONTECARLO        | 67            | 13   | 20        | 0.9           | 13   | 0.5     | 2.43                 | 9    | 1:06        | 1                | 12   | 1         |
| SHJ QURAN         | 59            | 14   | -7        | 0.6           | 14   | -1      | 2.17                 | 16   | -2:27       | 1                | 12   | -1        |
| STAR FM           | 56            | 15   | -30       | 0.6           | 14   | -0.5    | 2.04                 | 19   | -0:26       | 1                | 12   | 0         |
| SHARJAH FM        | 50            | 16   | 33        | 0.5           | 17   | 0.3     | 2.07                 | 18   | -0:54       | 1                | 12   | 1         |
| SKY NEWS          | 49            | 17   | 8         | 0.6           | 14   | 0       | 2.37                 | 11   | -0:20       | 1                | 12   | 0         |
| RAK HOLY          | 35            | 18   | 22        | 0.4           | 18   | 0.2     | 2.10                 | 17   | -1:02       | 0                | 18   | 0         |
| AL OULA RD        | 33            | 19   | 0         | 0.4           | 18   | 0.1     | 2.21                 | 15   | 0:23        | 0                | 18   | 0         |
| FUJAIRAH          | 10            | 20   | -13       | 0             | 20   | -0.2    | 0.46                 | 21   | -1:09       | 0                | 18   | 0         |
| RAK ARABIC        | 3             | 21   | 3         | 0             | 20   | 0       | 1.00                 | 20   | 1:00        | 0                | 18   | 0         |
| <b>English</b>    |               |      |           |               |      |         |                      |      |             |                  |      |           |
| VIRGIN RD         | 428           | 1    | -107      | 7.3           | 1    | -1.6    | 3.34                 | 1    | 0:15        | 9                | 1    | -2        |
| DUBAI 92          | 125           | 2    | -55       | 1.9           | 2    | -1.2    | 3.10                 | 3    | -0:17       | 2                | 2    | -2        |
| CHANNEL 4         | 119           | 3    | -69       | 1.3           | 3    | -0.8    | 2.13                 | 9    | 0:02        | 2                | 2    | 0         |
| DUBAI EYE         | 71            | 4    | -28       | 1.2           | 4    | 0.1     | 3.27                 | 2    | 1:12        | 1                | 4    | 0         |
| RADIO 1           | 66            | 5    | -4        | 0.8           | 5    | -0.1    | 2.22                 | 7    | -0:13       | 1                | 4    | 0         |
| DANCE FM          | 53            | 6    | -25       | 0.7           | 6    | -0.3    | 2.46                 | 4    | 0:12        | 1                | 4    | 0         |
| HEART FM          | 43            | 7    | 36        | 0.5           | 7    | 0.5     | 2.31                 | 5    | 1:50        | 1                | 4    | 1         |
| AD CLASSIC        | 20            | 8    | -30       | 0.2           | 8    | -0.4    | 2.26                 | 6    | 0:04        | 0                | 8    | -1        |
| PULSE 95          | 13            | 9    | 13        | 0.1           | 9    | 0.1     | 1.58                 | 10   | 1:58        | 0                | 8    | 0         |
| RADIO 2           | 12            | 10   | -54       | 0.1           | 9    | -0.9    | 2.22                 | 7    | -0:33       | 0                | 8    | -1        |
| <b>Hindi</b>      |               |      |           |               |      |         |                      |      |             |                  |      |           |
| CITY FM           | 588           | 1    | 61        | 9             | 1    | 0.7     | 3.11                 | 2    | 0:02        | 11               | 1    | 1         |
| RD MIRCHI         | 563           | 2    | 193       | 7.9           | 3    | 1.2     | 2.56                 | 3    | -0:41       | 10               | 2    | 2         |
| RADIO 4 FM        | 472           | 3    | 21        | 8             | 2    | 0.3     | 3.32                 | 1    | 0:07        | 10               | 2    | 1         |
| BIG FM            | 404           | 4    | 73        | 5.6           | 4    | 0.9     | 2.53                 | 4    | 0:04        | 7                | 4    | 1         |
| SUNO 102.4        | 188           | 5    | -11       | 2             | 5    | -0.4    | 2.10                 | 6    | -0:12       | 2                | 5    | -1        |
| RD SPICE          | 105           | 6    | 51        | 0.9           | 7    | 0.3     | 1.48                 | 7    | -0:26       | 1                | 6    | 0         |
| JIO FM            | 105           | 6    | 13        | 1.1           | 6    | -0.1    | 2.12                 | 5    | -0:24       | 1                | 6    | 0         |
| <b>Malayalam</b>  |               |      |           |               |      |         |                      |      |             |                  |      |           |
| HIT 96.7          | 164           | 1    | 37        | 2.9           | 1    | 0.2     | 3.43                 | 3    | -0:27       | 4                | 1    | 1         |
| GOLD FM           | 87            | 2    | -46       | 1             | 3    | -1.3    | 2.17                 | 9    | -1:09       | 1                | 3    | -2        |
| CLUB FM           | 60            | 3    | -17       | 2.8           | 2    | 2.1     | 9.50                 | 1    | 8:07        | 4                | 1    | 3         |
| FLOWERS FM        | 49            | 4    | 6         | 0.5           | 6    | -0.1    | 2.19                 | 8    | -0:42       | 1                | 3    | 0         |
| RD MANGO          | 43            | 5    | -51       | 1             | 3    | -0.7    | 4.52                 | 2    | 1:17        | 1                | 3    | -1        |
| ASIANET RD        | 42            | 6    | 4         | 0.6           | 5    | 0.3     | 2.52                 | 6    | 1:18        | 1                | 3    | 1         |
| V O KERALA        | 23            | 7    | -8        | 0.3           | 7    | -0.1    | 2.20                 | 7    | 0:00        | 0                | 7    | 0         |
| RD ASIA AM        | 14            | 8    | 4         | 0.2           | 8    | 0.1     | 3.00                 | 4    | 0:23        | 0                | 7    | 0         |
| PRAVASI BH        | 4             | 9    | -1        | 0.1           | 9    | 0.1     | 3.00                 | 4    | 2:00        | 0                | 7    | 0         |
| <b>Specialist</b> |               |      |           |               |      |         |                      |      |             |                  |      |           |
| TAG 91.1          | 125           | 1    | -27       | 4             | 1    | -1      | 6.35                 | 1    | 0:03        | 5                | 1    | -1        |
| TAMIL FM          | 75            | 2    | 29        | 1.4           | 2    | 0.8     | 3.53                 | 3    | 1:09        | 2                | 2    | 1         |
| RD SHOMA          | 68            | 3    | -23       | 1.4           | 2    | 0.2     | 4.18                 | 2    | 1:42        | 2                | 2    | 1         |
| GILLI FM          | 26            | 4    | 17        | 0.3           | 5    | 0.1     | 2.37                 | 5    | -1:03       | 0                | 4    | 0         |
| AUTO RADIO        | 21            | 5    | 1         | 0.4           | 4    | -0.3    | 3.44                 | 4    | -3:02       | 0                | 4    | -1        |
| PEARL FM          | 14            | 6    | -21       | 0.1           | 6    | -0.2    | 1.35                 | 6    | -0:15       | 0                | 4    | 0         |

Data verified by PwC. Full PwC report: <http://www.nielsen.com/uae-ram>

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# UAE Radio Audience Measurement Universe: Sharjah & Northern Emirates

Quarter 4 2018; 1<sup>st</sup> October 2018 to 30<sup>th</sup> December 2018

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

| Sample | Universe  |
|--------|-----------|
| 687    | 2,757,367 |

|                   | Cume. / Reach |      |           | Station Share |      |         | Time Spent Listening |      |             | Average Audience |      |           |
|-------------------|---------------|------|-----------|---------------|------|---------|----------------------|------|-------------|------------------|------|-----------|
|                   | 000's         | Rank | +/- (000) | %             | Rank | +/- (%) | hh.mm                | Rank | +/- (hh.mm) | 000's            | Rank | +/- (000) |
| <b>Arabic</b>     |               |      |           |               |      |         |                      |      |             |                  |      |           |
| AL RABIA          | 314           | 1    | -63       | 4.1           | 1    | -0.4    | 3.04                 | 13   | 0:47        | 6                | 1    | 1         |
| SHJ QURAN         | 236           | 2    | -29       | 3.3           | 2    | -1.2    | 3.14                 | 9    | -0:02       | 5                | 2    | 0         |
| AL ARABIYA        | 231           | 3    | -96       | 3.3           | 2    | -1.2    | 3.19                 | 8    | 0:41        | 5                | 2    | 0         |
| KHALEEJIYA        | 180           | 4    | -59       | 2.9           | 4    | 0.2     | 3.50                 | 4    | 0:54        | 4                | 4    | 1         |
| AD QURAAN         | 168           | 5    | 45        | 2.5           | 5    | 0.8     | 3.31                 | 7    | 0:57        | 4                | 4    | 2         |
| RADIO HALA        | 102           | 6    | 72        | 1.4           | 6    | 0.8     | 3.11                 | 11   | -0:24       | 2                | 6    | 1         |
| STAR FM           | 97            | 7    | 27        | 1.1           | 9    | -0.2    | 2.33                 | 18   | -1:03       | 1                | 9    | -1        |
| DUB QURAN         | 86            | 8    | -35       | 1.3           | 7    | -0.1    | 3.40                 | 5    | 1:26        | 2                | 6    | 0         |
| DUBAI FM93        | 83            | 9    | -52       | 0.9           | 11   | -1      | 2.37                 | 15   | -0:01       | 1                | 9    | -1        |
| SHARJAH FM        | 77            | 10   | -81       | 1.1           | 9    | -0.9    | 3.14                 | 9    | 0:51        | 1                | 9    | -1        |
| FUJAIRAH          | 76            | 11   | -32       | 0.7           | 16   | -0.6    | 2.18                 | 21   | -0:01       | 1                | 9    | 0         |
| RADIO SAWA        | 76            | 11   | -4        | 0.8           | 14   | -0.3    | 2.31                 | 19   | -0:08       | 1                | 9    | 0         |
| NOOR DUBAI        | 73            | 13   | -13       | 0.9           | 11   | -0.1    | 2.44                 | 14   | 0:30        | 1                | 9    | 0         |
| EMARAT FM         | 67            | 14   | -49       | 0.9           | 11   | -0.8    | 3.11                 | 11   | 0:24        | 1                | 9    | -1        |
| RAK HOLY          | 47            | 15   | -17       | 1.3           | 7    | -0.2    | 6.26                 | 1    | 2:03        | 2                | 6    | 0         |
| ZAYED FM          | 47            | 15   | 31        | 0.8           | 14   | 0.6     | 4.09                 | 2    | 2:00        | 1                | 9    | 1         |
| ABU DHABI         | 45            | 17   | 10        | 0.5           | 18   | 0.1     | 2.34                 | 17   | 0:18        | 1                | 9    | 1         |
| MONTECARLO        | 43            | 18   | -25       | 0.7           | 16   | -0.2    | 3.37                 | 6    | 1:09        | 1                | 9    | 0         |
| RAK ARABIC        | 39            | 19   | 3         | 0.4           | 19   | 0       | 2.37                 | 15   | 0:31        | 1                | 9    | 1         |
| SKY NEWS          | 39            | 19   | -10       | 0.4           | 19   | 0       | 2.22                 | 20   | 0:53        | 1                | 9    | 1         |
| AL OULA RD        | 23            | 21   | -31       | 0.4           | 19   | -0.3    | 4.08                 | 3    | 1:34        | 1                | 9    | 0         |
| <b>English</b>    |               |      |           |               |      |         |                      |      |             |                  |      |           |
| VIRGIN RD         | 245           | 1    | 50        | 4.3           | 1    | 0.7     | 4.07                 | 4    | 0:37        | 6                | 1    | 2         |
| CHANNEL 4         | 117           | 2    | 14        | 1.6           | 2    | 0.3     | 3.07                 | 5    | 0:41        | 2                | 2    | 0         |
| DUBAI 92          | 75            | 3    | 1         | 1.4           | 3    | 0.2     | 4.27                 | 3    | 1:20        | 2                | 2    | 1         |
| DUBAI EYE         | 33            | 4    | -15       | 0.4           | 5    | 0       | 2.49                 | 7    | 1:06        | 1                | 4    | 1         |
| DANCE FM          | 32            | 5    | 7         | 0.3           | 6    | 0.1     | 2.11                 | 9    | 0:21        | 0                | 6    | 0         |
| RADIO 1           | 23            | 6    | -35       | 0.5           | 4    | -0.3    | 5.03                 | 2    | 2:19        | 1                | 4    | 0         |
| RADIO 2           | 14            | 7    | -9        | 0.2           | 7    | -0.2    | 2.47                 | 8    | -0:20       | 0                | 6    | 0         |
| AD CLASSIC        | 11            | 8    | -28       | 0             | 10   | -0.3    | 0.35                 | 10   | -0:57       | 0                | 6    | 0         |
| PULSE 95          | 11            | 8    | 4         | 0.1           | 9    | -0.1    | 2.50                 | 6    | -3:00       | 0                | 6    | 0         |
| HEART FM          | 10            | 10   | 0         | 0.2           | 7    | 0       | 5.16                 | 1    | 2:09        | 0                | 6    | 0         |
| <b>Hindi</b>      |               |      |           |               |      |         |                      |      |             |                  |      |           |
| RADIO 4 FM        | 636           | 1    | 35        | 13.4          | 1    | -0.2    | 4.55                 | 2    | 0:34        | 19               | 1    | 3         |
| RD MIRCHI         | 496           | 2    | 12        | 8.4           | 2    | 1.5     | 3.57                 | 3    | 1:13        | 12               | 2    | 4         |
| CITY FM           | 471           | 3    | 8         | 7.7           | 3    | 0.8     | 3.50                 | 4    | 0:12        | 11               | 3    | 3         |
| BIG FM            | 408           | 4    | 88        | 5.2           | 5    | 0.5     | 2.59                 | 6    | 0:09        | 7                | 5    | 2         |
| SUNO 102.4        | 247           | 5    | 71        | 5.6           | 4    | 1.4     | 5.20                 | 1    | 0:44        | 8                | 4    | 3         |
| RD SPICE          | 175           | 6    | 40        | 2.7           | 6    | 1       | 3.35                 | 5    | 1:13        | 4                | 6    | 2         |
| JIO FM            | 75            | 7    | -4        | 0.8           | 7    | -0.1    | 2.33                 | 7    | 0:22        | 1                | 7    | 0         |
| <b>Malayalam</b>  |               |      |           |               |      |         |                      |      |             |                  |      |           |
| GOLD FM           | 179           | 1    | -13       | 4.1           | 1    | -1.2    | 5.26                 | 4    | 0:09        | 6                | 1    | 0         |
| HIT 96.7          | 154           | 2    | 5         | 2.3           | 3    | -0.3    | 3.30                 | 7    | 0:10        | 3                | 3    | 0         |
| RD MANGO          | 96            | 3    | -2        | 1.7           | 4    | -1      | 4.02                 | 6    | -1:22       | 2                | 4    | -1        |
| FLOWERS FM        | 89            | 4    | 52        | 2.5           | 2    | 1.7     | 6.41                 | 1    | 2:28        | 4                | 2    | 3         |
| CLUB FM           | 57            | 5    | -4        | 1.3           | 5    | 0.5     | 5.31                 | 3    | 3:06        | 2                | 4    | 1         |
| ASIANET RD        | 53            | 6    | 25        | 0.6           | 7    | 0.1     | 2.29                 | 8    | -1:04       | 1                | 6    | 0         |
| V O KERALA        | 27            | 7    | 10        | 0.7           | 6    | 0.4     | 6.06                 | 2    | 2:38        | 1                | 6    | 1         |
| RD ASIA AM        | 23            | 8    | 16        | 0.4           | 8    | -0.2    | 4.31                 | 5    | -11:17      | 1                | 6    | 0         |
| PRAVASI BH        | 0             | 9    | -8        | 0             | 9    | -0.4    | 0.00                 | 9    | -10:06      | 0                | 9    | -1        |
| <b>Specialist</b> |               |      |           |               |      |         |                      |      |             |                  |      |           |
| TAG 91.1          | 90            | 1    | 40        | 1.4           | 1    | 0       | 3.32                 | 3    | -1:49       | 2                | 1    | 0         |
| TAMIL FM          | 60            | 2    | 17        | 0.9           | 2    | 0.3     | 3.20                 | 4    | 0:45        | 1                | 2    | 0         |
| RD SHOMA          | 47            | 3    | -34       | 0.8           | 3    | -0.5    | 4.07                 | 2    | 1:00        | 1                | 2    | 0         |
| AUTO RADIO        | 17            | 4    | 8         | 0.6           | 4    | 0.6     | 7.37                 | 1    | 6:35        | 1                | 2    | 1         |
| GILLI FM          | 14            | 5    | 9         | 0.1           | 5    | -0.1    | 2.23                 | 5    | -4:58       | 0                | 5    | 0         |
| PEARL FM          | 6             | 6    | -21       | 0             | 6    | -0.4    | 0.15                 | 6    | -2:37       | 0                | 5    | 0         |

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