

شبكة أبوظبي للإعلام

ABU DHABI MEDIA NETWORK

# TELEVISION





# الإمارات

AL EMARAT TV

Emarat TV, part of Abu Dhabi Media, serves as the UAE's state broadcaster, promoting Emirati culture and values through diverse programming. Established in 2000 under 'Al Bayt Mitwahid', it features content spanning family, culture, science, and news, emphasizing tolerance and quality. With a relaunched strategy in 2020, it offers digital channels and applications like ADTV for broader viewer accessibility.





الإمارات  
AL EMARAT TV

شبكة أبوظبي للإعلام  
ABU DHABI MEDIA NETWORK

# OUR DEMOGRAPHICS IN UAE

100,800 Avg. Daily Viewers among local target audience

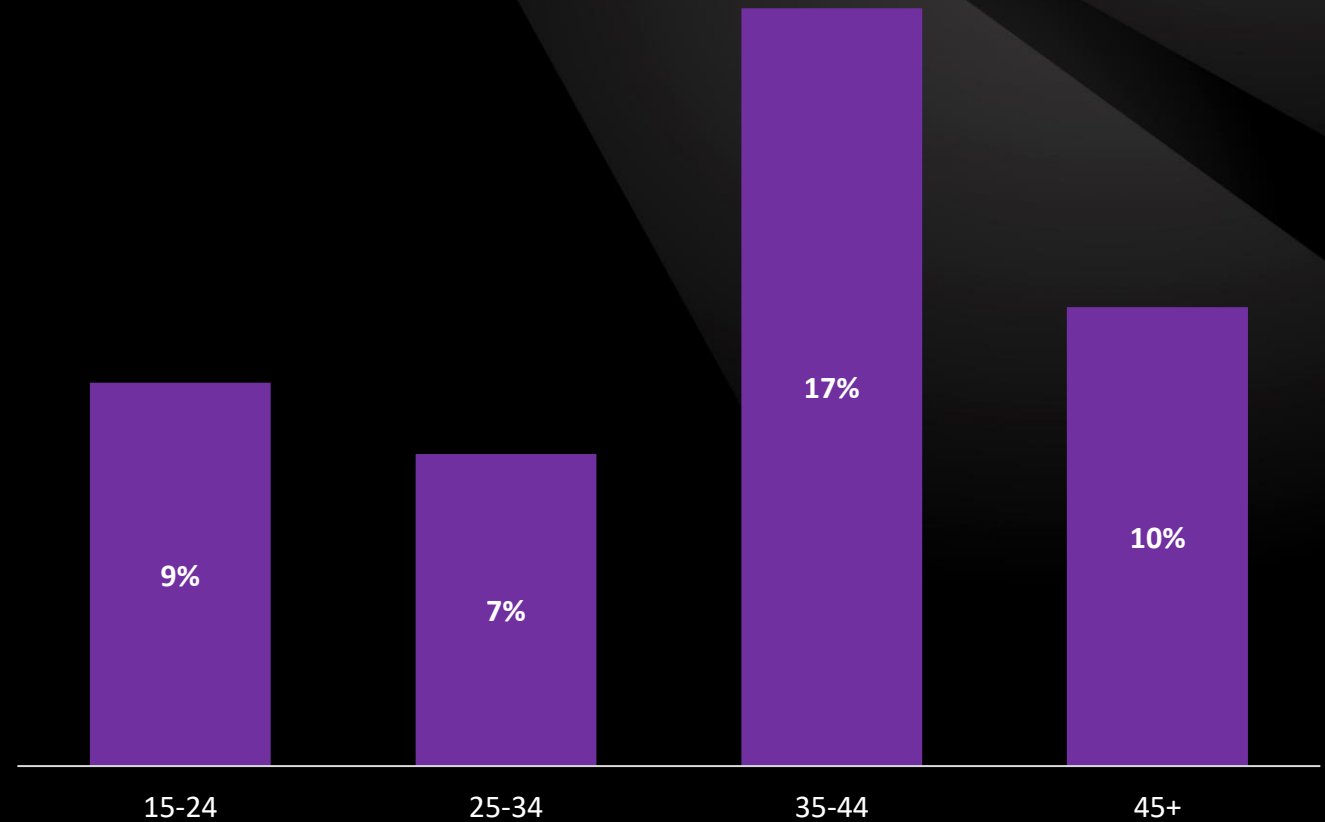
Locals



69% Females



31% Males



# أبوظبي

ABU DHABI TV

Abu Dhabi TV, one of Abu Dhabi Media Network's leading television channels, is a public entertainment channel that appeals to the preferences of Arab youth and families in the MENA region.

The channel showcases a diverse selection of series including drama, entertainment and premiere TV shows that address different tastes in an innovative, interactive, family safe and reliable manner along with a wide range of programs that tackle women's interests and lifestyle trends.





# OUR DEMOGRAPHICS IN UAE

523,000 Avg. Daily viewers among Local and Arabs target audience

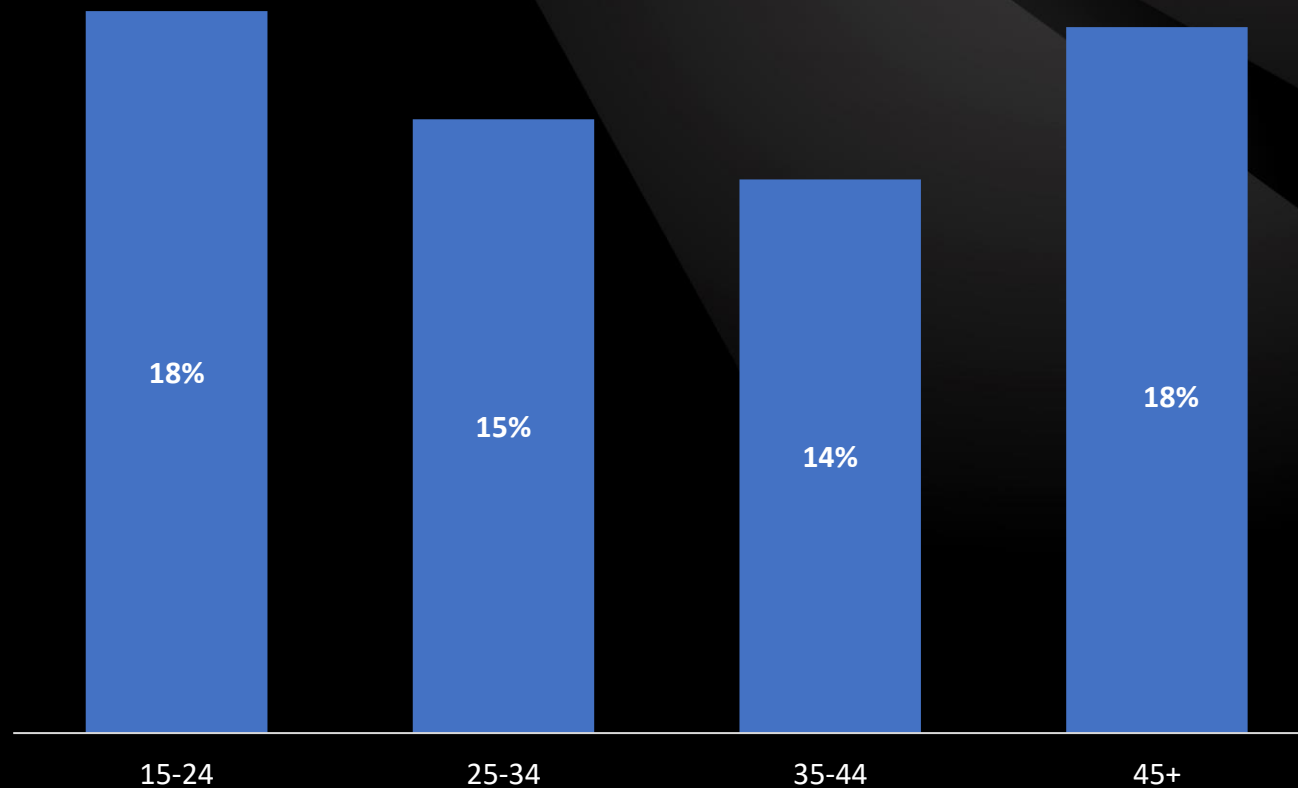
Locals & Arabs



43% Females



57% Males



ABU DHABI SPORTS IS ONE OF THE MOST-WATCHED SPORTS CHANNELS IN THE ARAB WORLD, COVERING WORLD-CLASS SPORT AND COMPETITION ACROSS ITS FOUR-CHANNEL NETWORK.

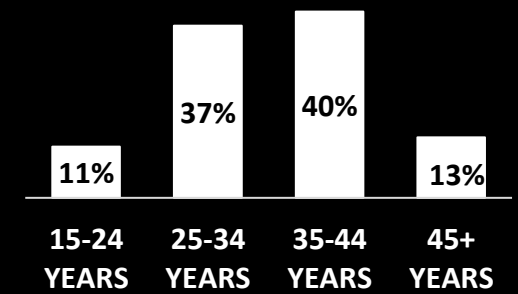
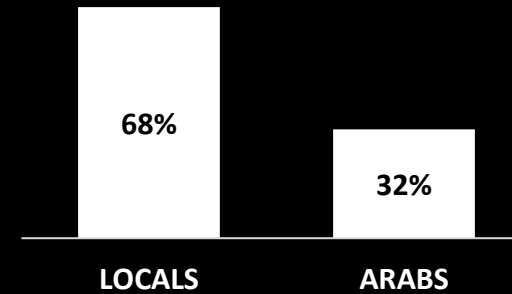
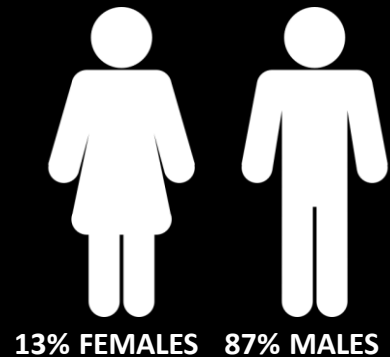
ESTABLISHED IN 1998, AND CHARACTERIZED BY ITS INNOVATIVE AND HIGH-QUALITY COVERAGE, ABU DHABI SPORTS COVERS INTERNATIONAL SPORT AND EVENTS.

THE CHANNEL PLAYS A PIVOTAL ROLE IN PROMOTING LOCAL SPORTING EVENTS INCLUDING THE ADNCO PRO LEAGUE AND UAE PRESIDENT'S CUP, DUTCH EREDIVISIE AND THE EGYPTIAN SUPER CUP, IN ADDITION TO IMPORTANT COVERAGE OF GROWING SPORTS INCLUDING JIU-JITSU AND SPECIALIZED PROGRAMMING.



## OUR DEMOGRAPHICS

+3.5M AVG. VIEWERS AMONG  
LOCALS AND ARABS





# RADIO



# ABU DHABI RADIO NETWORK TOP FACTS

8

RADIO  
CHANNELS

Consisting of some of the  
biggest stations in the region

50

YEARS

Stations such as Quran Kareem have  
been here in the region  
for over 50 years



Reaching diverse audiences  
across UAE



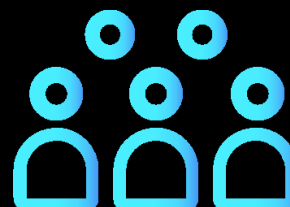
National coverage  
across all Emirates

# ABU DHABI RADIO NETWORK TOP FACTS



## REACH

Major Brand awareness  
and recall driver



## AUDIENCE RELEVANCY

Ability to target specific audiences  
with relevant content

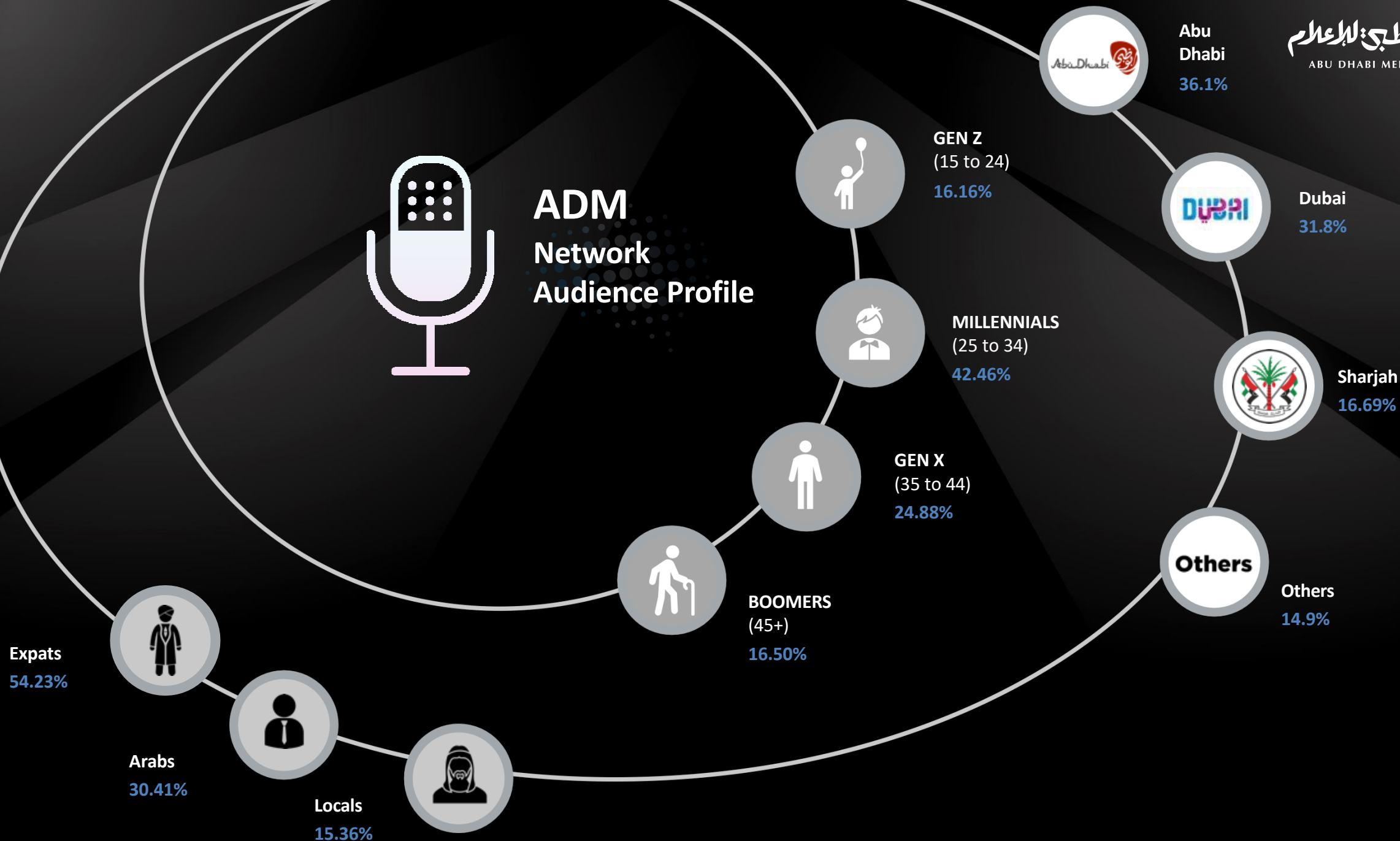


## ENGAGEMENT

Opportunity to create innovative  
solutions beyond the traditional spot



## ADM Network Audience Profile



# OUR RADIO PROFILES

إذاعة القرآن  
FM

- Established in 1979
- Specializing in live and recorded recitals of the Holy Quran, as well as social and religious programming.  
[www.adradio.ae/quran-kareem](http://www.adradio.ae/quran-kareem)

إمارات  
FM

- Launched in 1995
- Attracts local GCC listeners from across the UAE and the Gulf with its interactive programming, music, and live news  
[www.adradio.ae/emarat.fm](http://www.adradio.ae/emarat.fm)

Star  
FM

- Launched in 2009
- Arabic & Western Music
- Fast-paced programs (celebrity interviews and news)  
[www.adradio.ae/.fm](http://www.adradio.ae/.fm)

أبوظبي  
FM

- Established in 1969
- The oldest Arabic radio station in the Gulf
- The largest recording and data libraries  
[www.adradio.ae/star.fm](http://www.adradio.ae/star.fm)

Radio.1  
FM

- Relaunched in 2017
- Aimed at younger audiences
- Western music, news, trends and celebrities
- UAE's best competitions and giveaways  
[www.adradio.ae/radio-1](http://www.adradio.ae/radio-1)

Kadak  
FM

- Relaunched in July 2020 (Formerly known as Radio Mirchi)
- Bollywood connection for UAE's South Asian diaspora
- Streaming and digital applications  
[www.adradio.ae/radio-kadak](http://www.adradio.ae/radio-kadak)

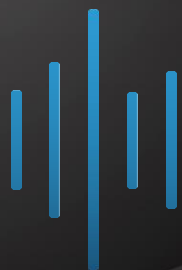
Radio.2  
FM

- Launched in April 2017
- The best feel good music from the 80's, 90's, and 2000's
- Coverage of outdoor events, festivals, concerts.
- Solid on-air and social media interaction with its listeners.  
[www.adradio.ae/radio-2](http://www.adradio.ae/radio-2)

Classic  
FM

- Launched in 23<sup>rd</sup> of October 2009
- The first radio station dedicated to classical music in the UAE Coverage of outdoor events, festivals, concerts.
- Target Decision maker, Business owner and highly educated Groups (Doctors, professors, PHD and master)  
[www.adradio.ae/classic-fm](http://www.adradio.ae/classic-fm)

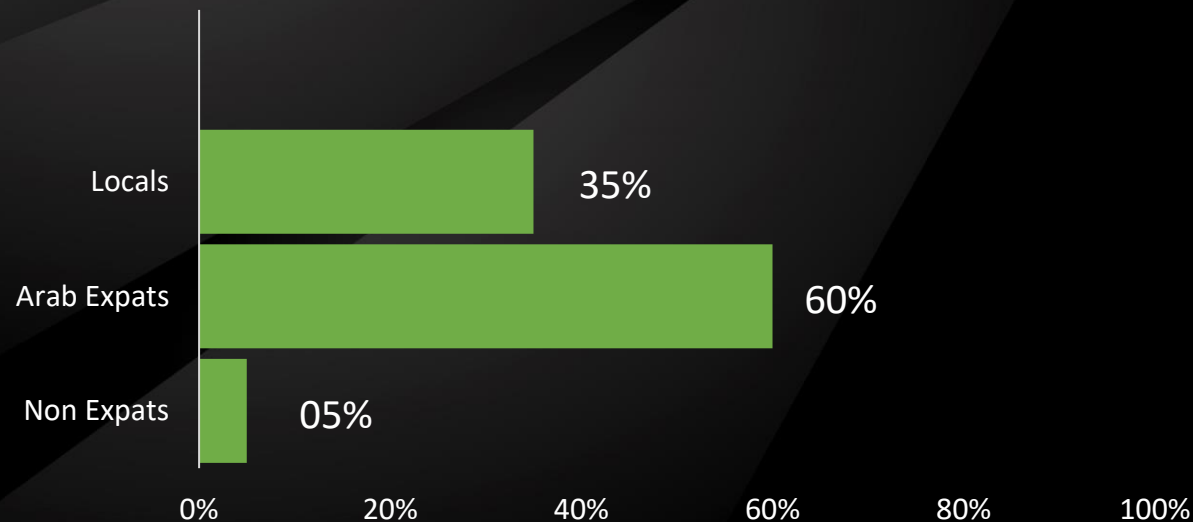




إذاعة القرآن  
FM

## OUR DEMOGRAPHICS

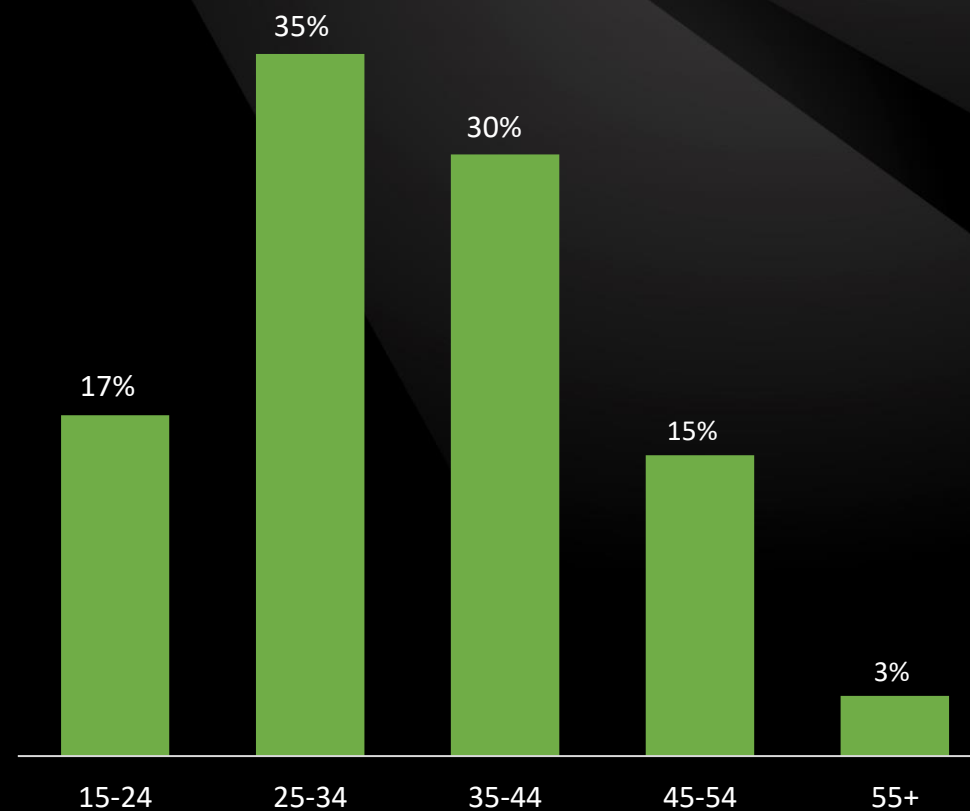
1,297,000 Avg. Daily Listeners

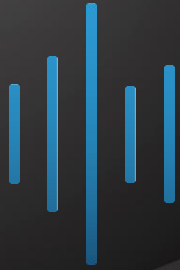


32% Females



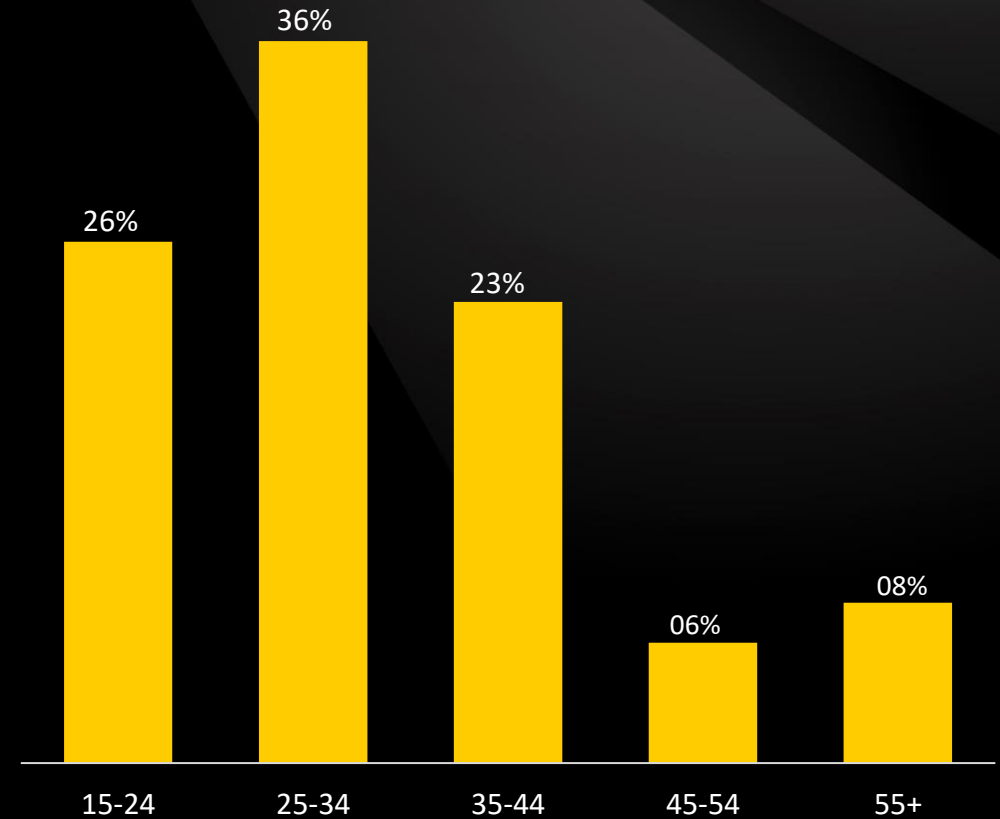
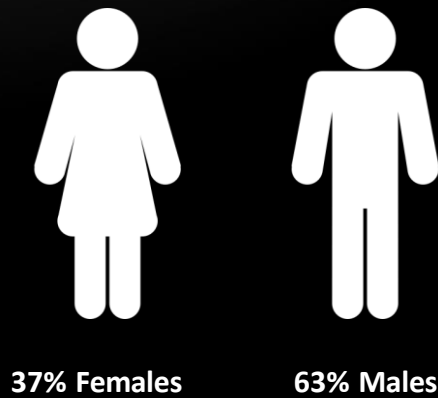
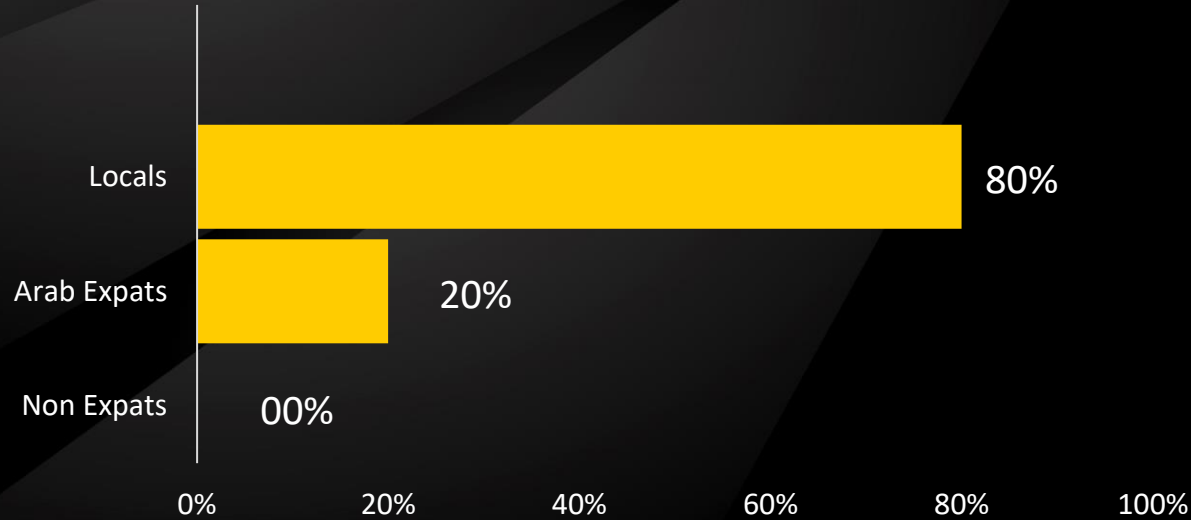
68% Males

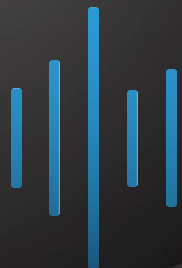




# OUR DEMOGRAPHICS

659,000 Avg. Daily Listeners



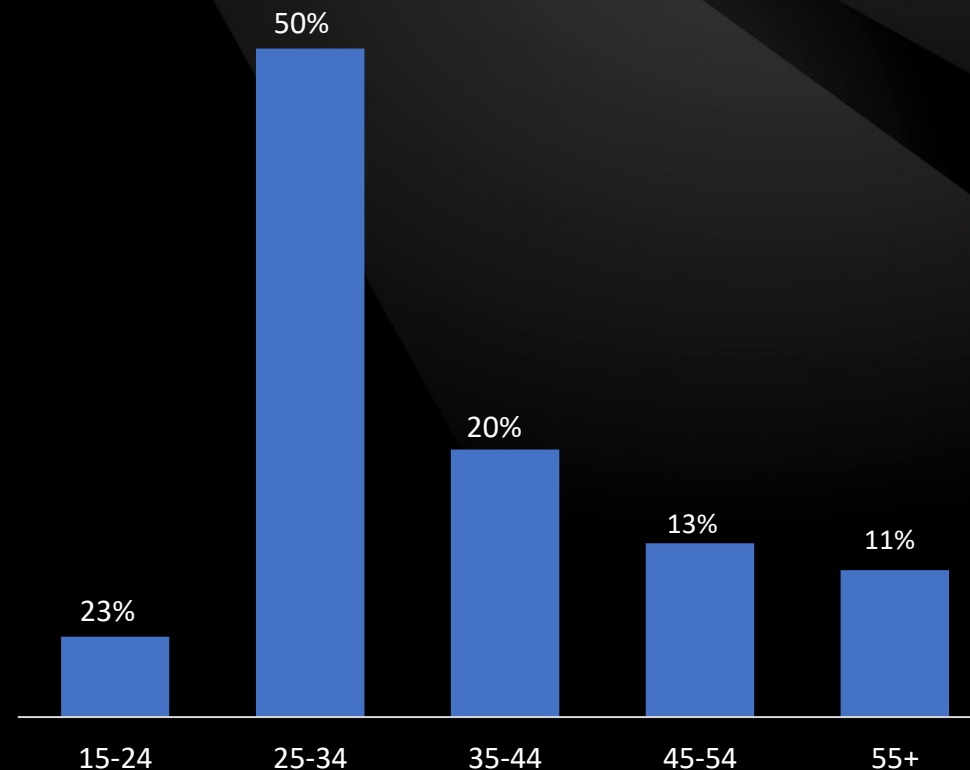
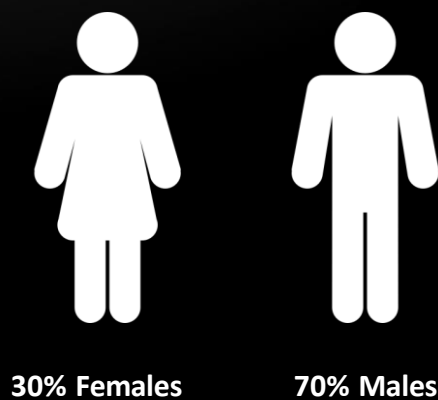
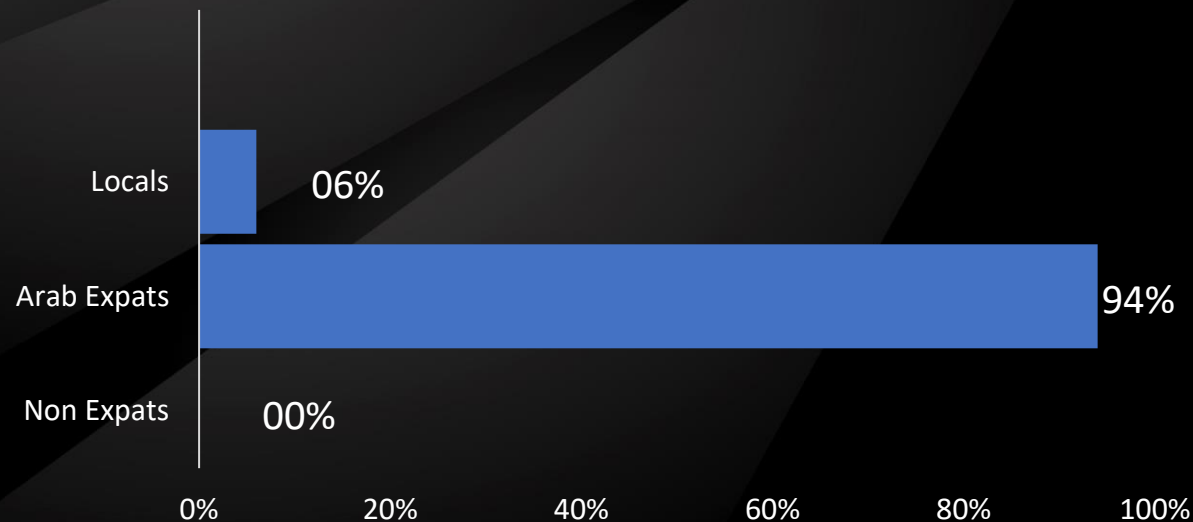


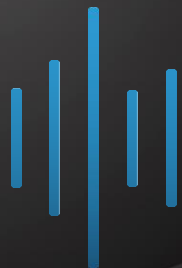
**Star**  
FM

شبكة أبوظبي للإعلام  
ABU DHABI MEDIA NETWORK

# OUR DEMOGRAPHICS

573,000 Avg. Daily Listeners



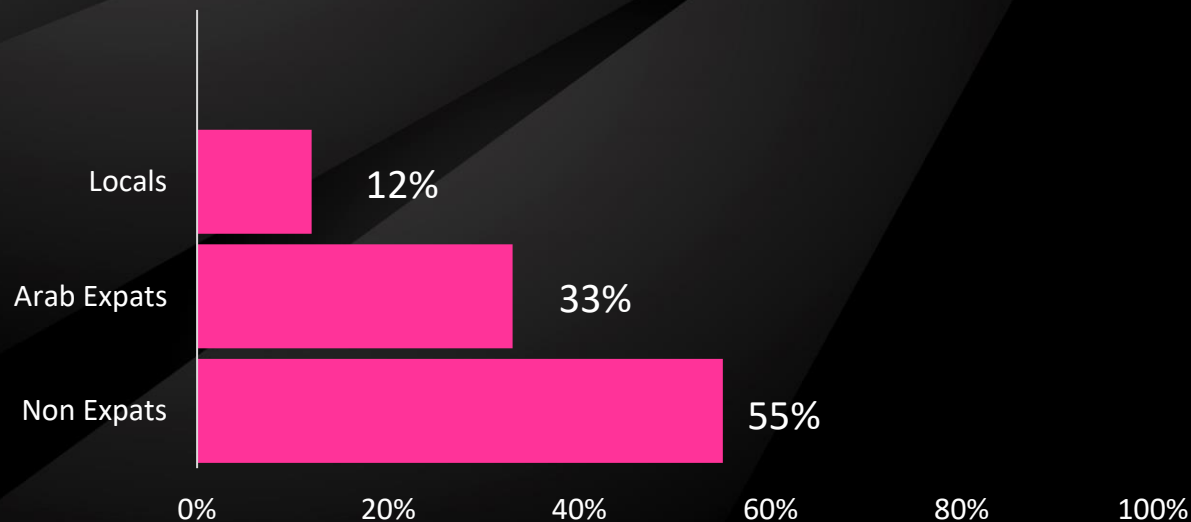


**Radio.1**  
FM

شبكة أبوظبي للإعلام  
ABU DHABI MEDIA NETWORK

## OUR DEMOGRAPHICS

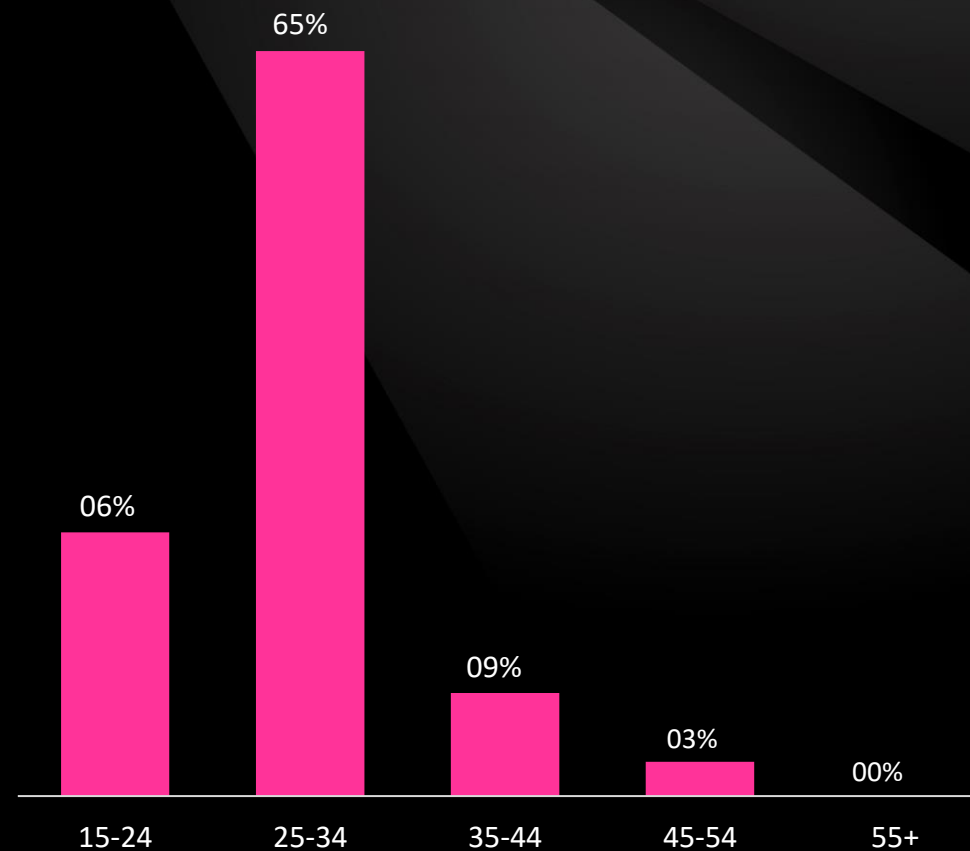
684,000 Avg. Daily Listeners



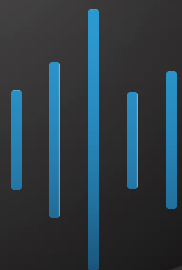
34% Females



66% Males



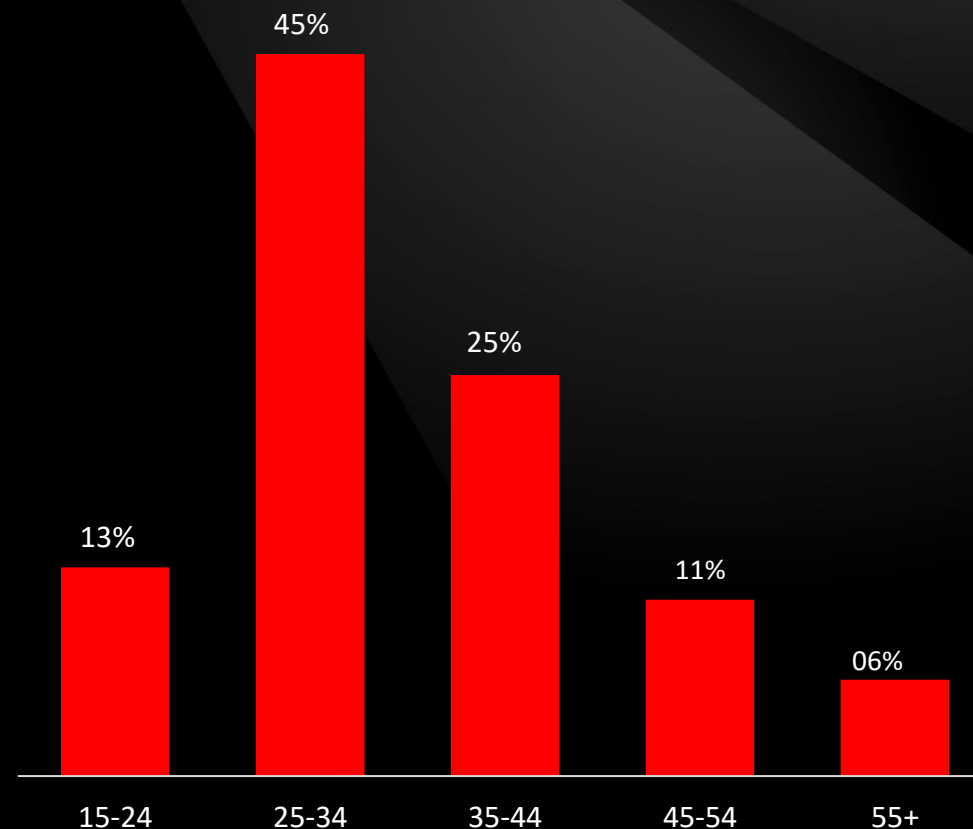
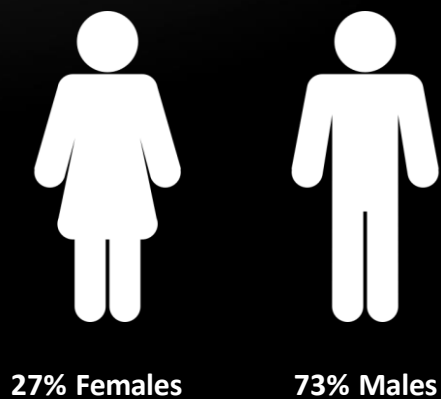
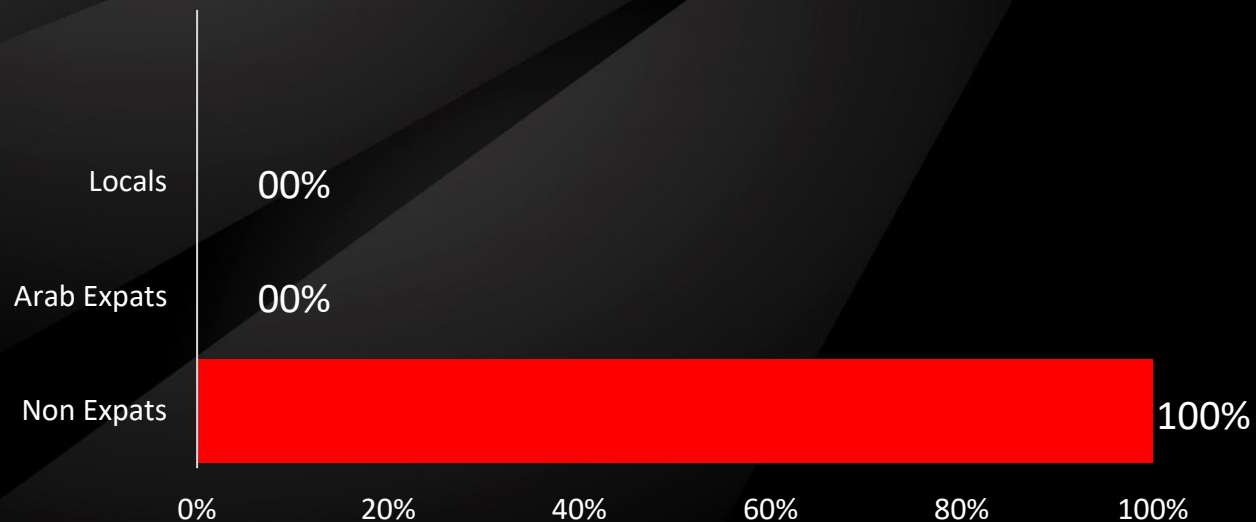


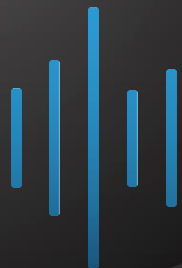


**Kadak**  
FM

## OUR DEMOGRAPHICS

1,850,000 Avg. Daily Listeners



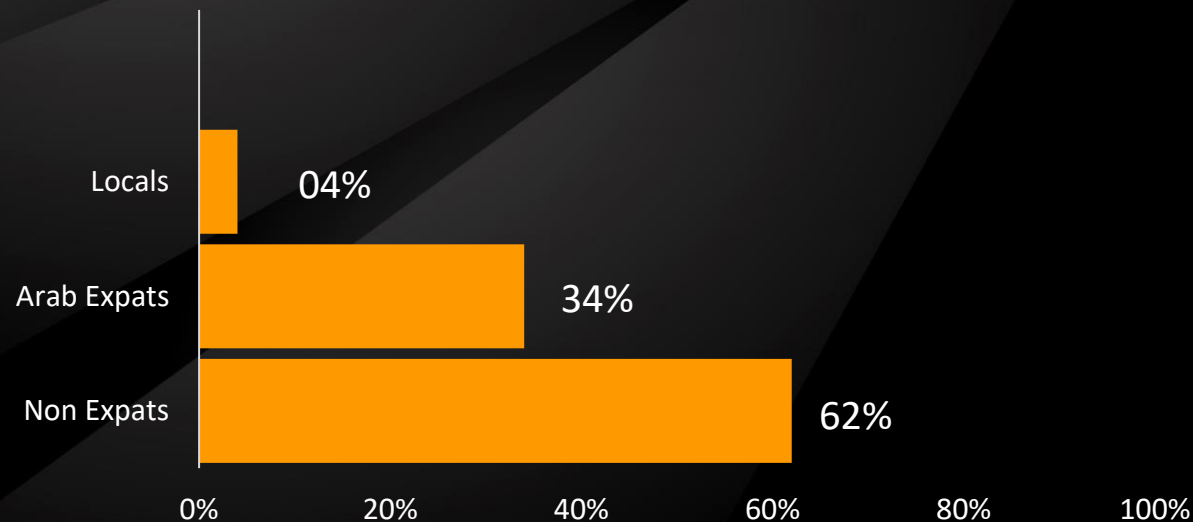


**Radio.2**  
FM

شبكة أبوظبي للإعلام  
ABU DHABI MEDIA NETWORK

## OUR DEMOGRAPHICS

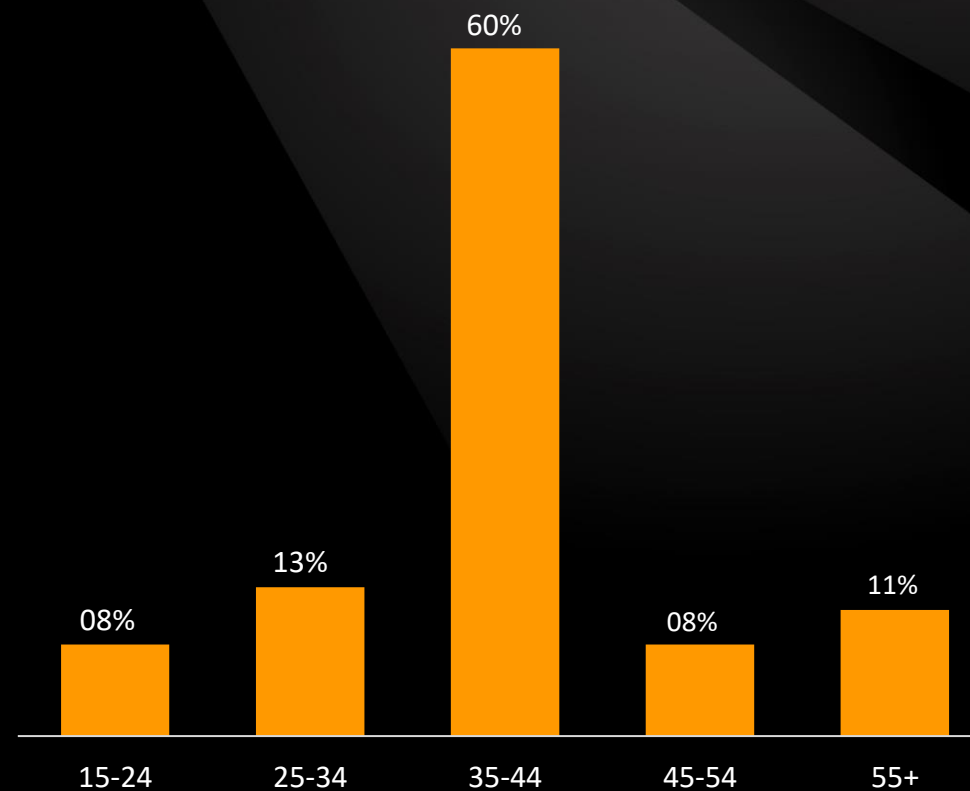
425,000 Avg. Daily Listeners

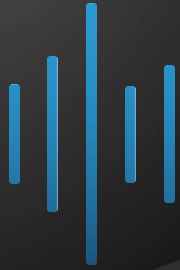


36% Females



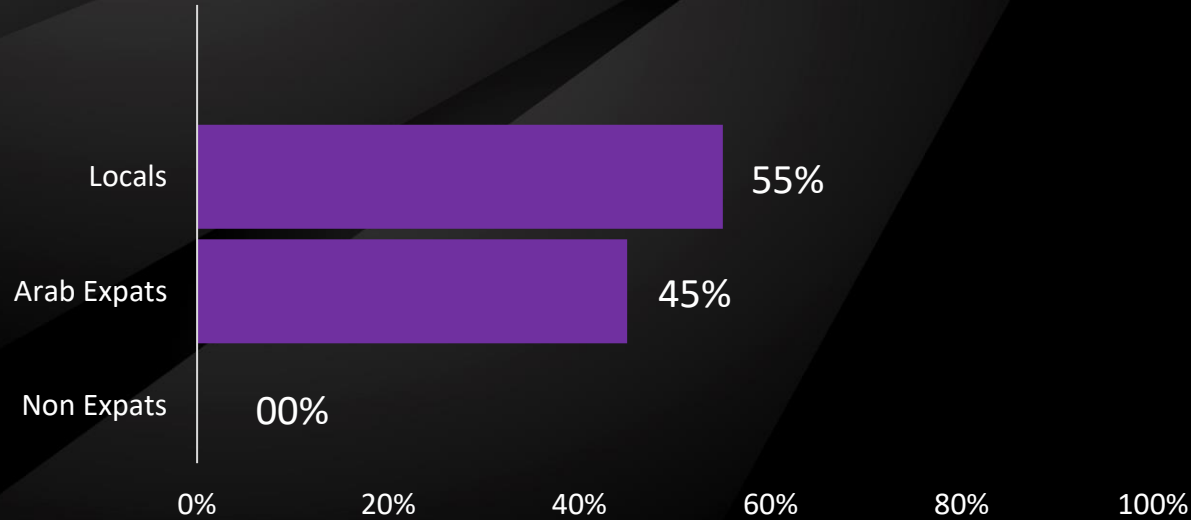
64% Males





# OUR DEMOGRAPHICS

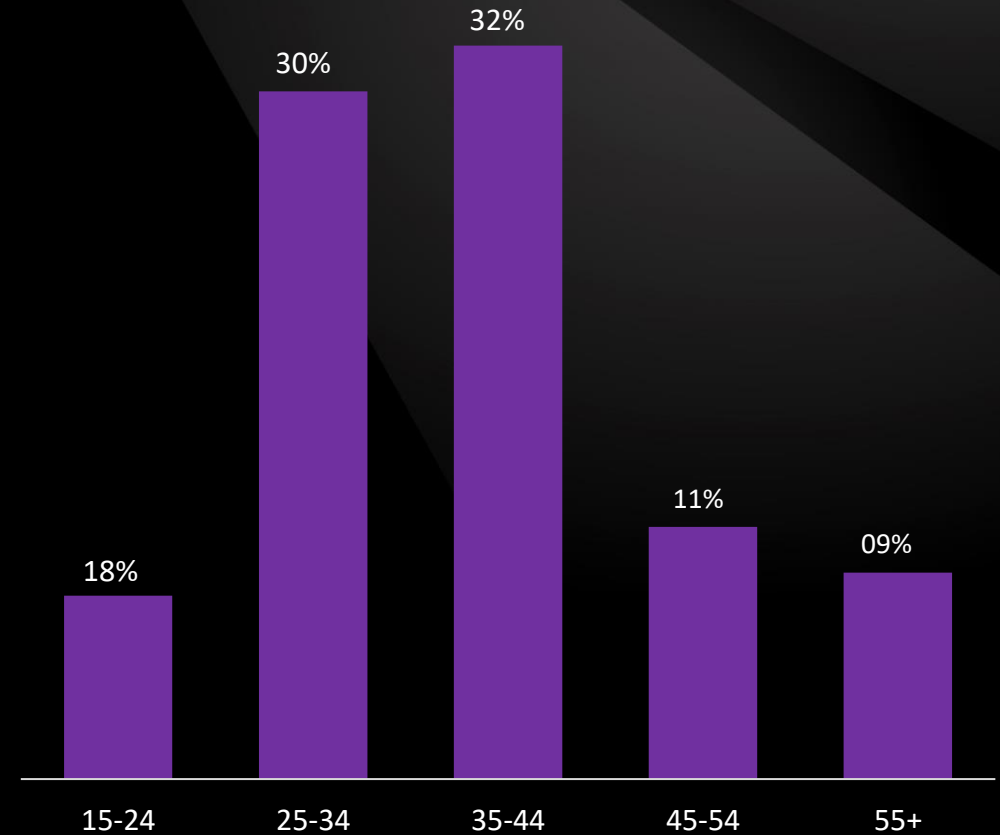
318,000 Avg. Daily Listeners



29% Females



71% Males



PRINT



# الاتحاد

First published in 1969, Al Ittihad newspaper is the ultimate authority on governmental, economic and societal affairs in the UAE. The Arabic language daily publication is essential reading for business leaders and politicians alike, both in the UAE and globally, generating a prestigious readership that is unrivalled in the region and highly attractive to a lucrative ad-vertiser base.

ALETIHAD.AE



# CIRCULATION CONTENT

109,640  
DAILY COPIES PRINTED

40,215  
ABU DHABI

24,470  
DUBAI

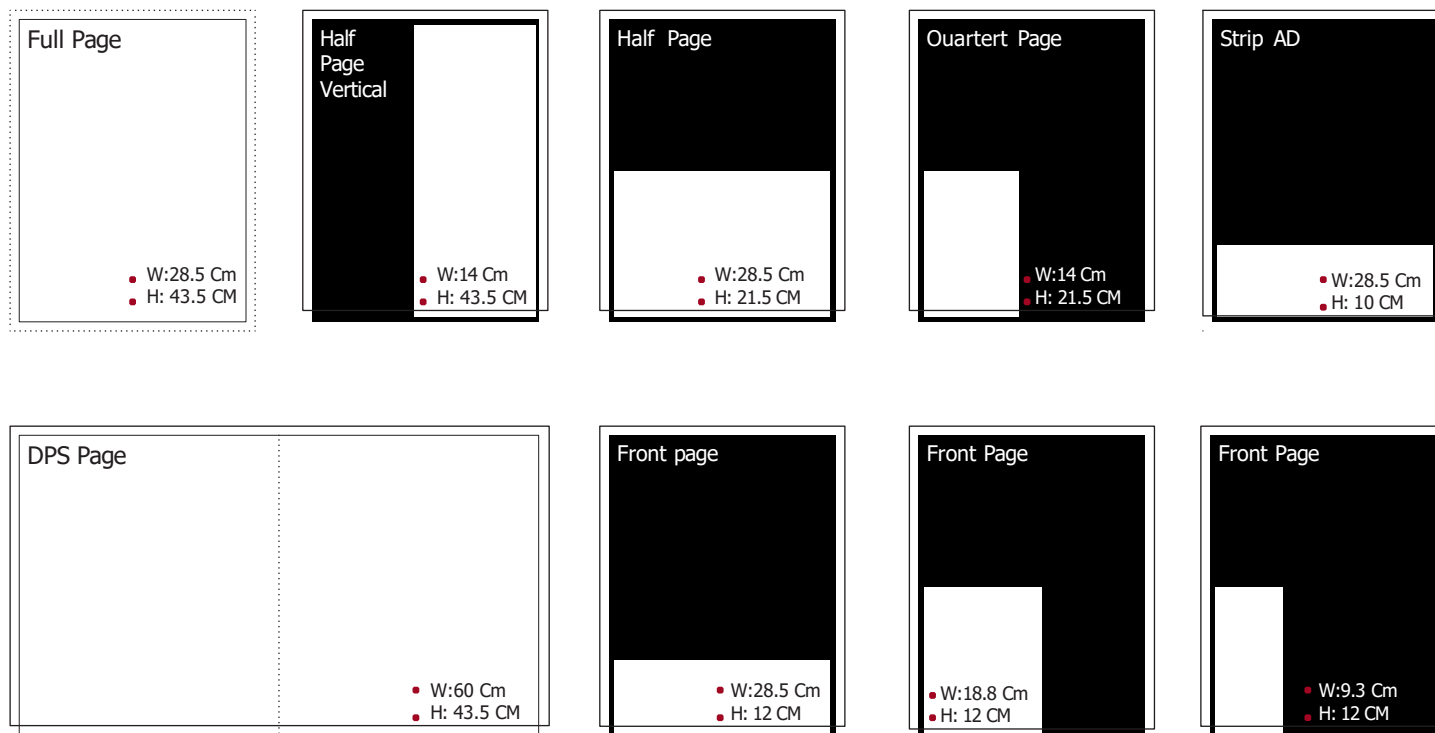
14,030  
AL AIN

12,375  
SHARJAH

12,910  
NORTHERN EMIRATES

5,640  
OVERSEAS

# MATERIAL SPECIFICATIONS



## COLUMN WIDTH

1	04.33 CM
2	09.30 CM
3	14.00 CM
4	18.80 CM
5	23.50 CM
6	28.50 CM
12	60.00 CM

## Material Requirements Accepted

Formats: Photoshop, JPG and PDF  
Minimum Resolution: 300 DPI  
Deadline: 48 hours before publishing date.



DIGITAL



Abu Dhabi Media has revamped its digital offering by relaunching **adtv.ae** into an OTT platform that includes movies, shows, sports, live programs, children's entertainment, and live radio, among other things. In addition, we have dedicated websites for news and lifestyle.

## ENTERTAINMENT



<https://www.adtv.ae>

## NEWS



<https://www.aletihad.ae>

## LIFESTYLE



<https://www.zahratakhaleej.ae>

- . OTT Platform
- . Movies + Series + Sports+ Live
- . High traffic in UAE & KSA
- . Large local audience
- . Video Inventory
- . High CTR

- . UAE government's local newspaper
- . Very premium and affluent audience
- . Major news is first reported on Al Ittihad.
- . High traffic in UAE
- . Has an English Edition as well

- . Premium Lifestyle Magazine & Website
- . In tune with the latest fashion and trends
- . Skewed to Females
- . Very popular with the top fashion brands

أبو ظبي

ABU DHABI TV

# Why Advertise on ADTV?

## 1 | HIGH CTR/VTR

ADTV delivers a very high CTR of around 2% on all campaigns with a VTR of 80-90%.

## 2 | OTT PLATFORM

Movies, Series, Sports, Kids Entertainment, and live programming all under one roof.

## 3 | DIVERSE AUDIENCE

It has a large and diverse audience, providing brands with the opportunity to reach a wide range of potential customers.

## 4 | PREMIUM CONTENT

It has a large and diverse audience, providing brands with the opportunity to reach a wide range of potential customers.

## 5 | LOCAL AUDIENCE

More than 90% of the audience that comes on the Sports section are locals.

## 6 | NON-SKIPPABLE

Ads running on ADTV are non-skippable thus ensuring a higher chance of the ad been seen by the user and interact with it.

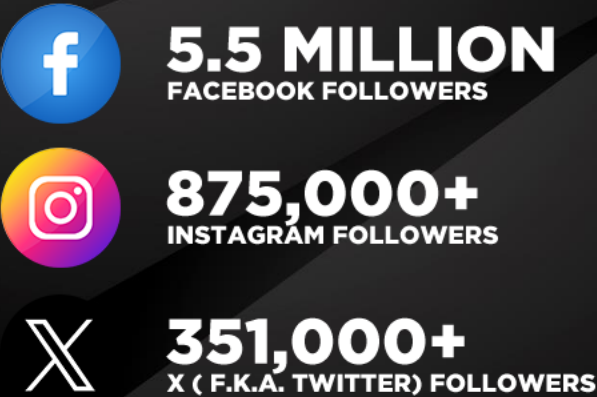
## 7 | ENGAGED USERS

The platform includes AI-based recommendations to engage users and deliver exceptional, relevant content to audiences.

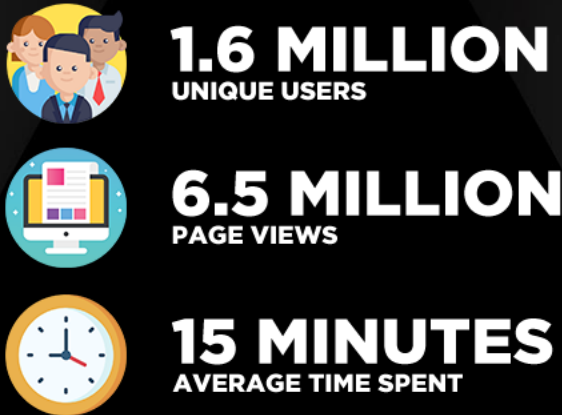
## 8 | BRAND EXPOSURE

Advertising on ADTV provides exposure for your brand to a highly targeted and engaged audience, increasing brand recognition and awareness.

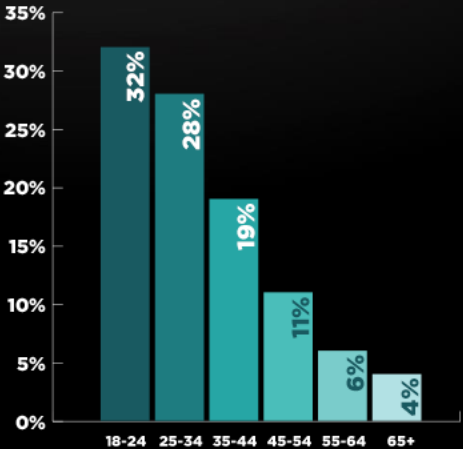
SOCIAL MEDIA PRESENCE



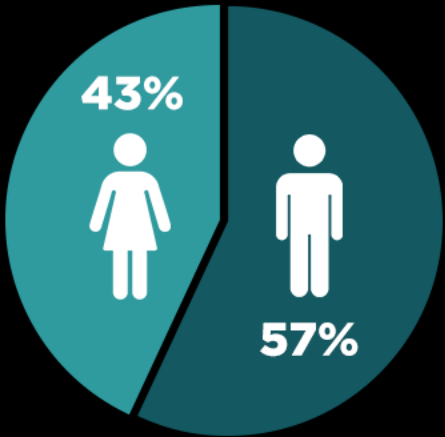
WEB METRICS



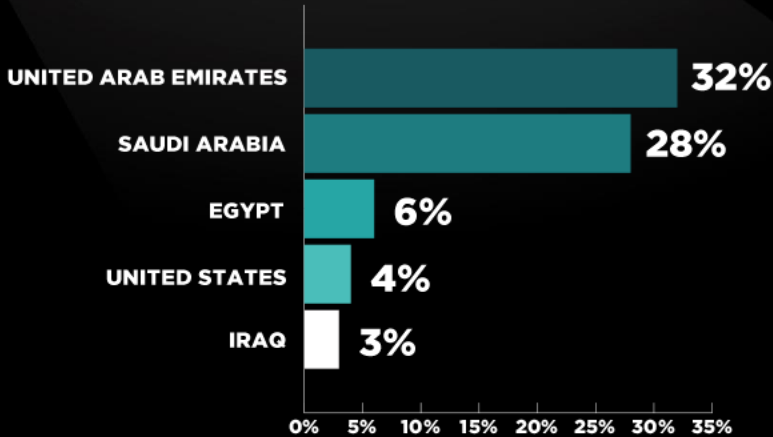
APP DATA



YOUNG ADULTS FORM THE MAJORITY OF VISITORS



MORE MALE VISITORS THAN FEMALE



SAUDI ARABIA AND UAE HAVE HIGHER NUMBER OF VISITORS



مركز  
الاتحاد  
للأخبار

ALETIHAD NEWS CENTER



# Why Advertise on Al Etihad?

## 1 | WIDE REACH

Alitehad.ae is one of the most popular news websites in the UAE, with a large and diverse audience that includes both locals and expats.

## 2 | TRUSTED BRAND

It is a well-established and respected news source in the UAE, which means that advertising on the site can help to build brand credibility and trust.

## 3 | REGIONAL REACH

If your brand is looking to target audiences in the Middle East or Arabic-speaking regions, advertising on Al ittihad can be a strategic choice due to its regional focus.

## 4 | ENGAGEMENT

News websites often attract engaged and active users who are more likely to interact with ads thus resulting in higher clicks

## SOCIAL MEDIA PRESENCE



**330,000+**  
FACEBOOK FOLLOWERS



**580,000+**  
INSTAGRAM FOLLOWERS



**1.3 MILLION**  
X ( F.K.A. TWITTER) FOLLOWERS

## WEB METRICS



**1.5 MILLION**  
UNIQUE USERS



**2.1 MILLION**  
PAGE VIEWS



**2.4 MINUTES**  
AVERAGE TIME SPENT

## APP DATA



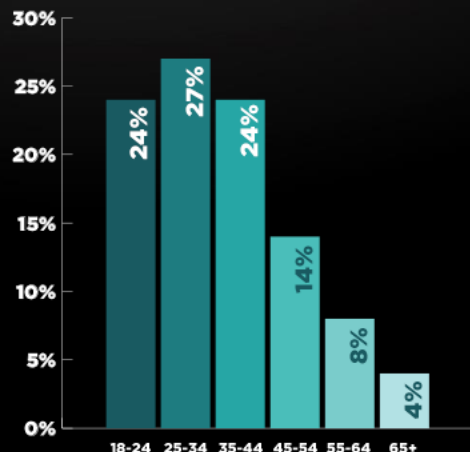
**300,000+**  
SCREEN VIEWS



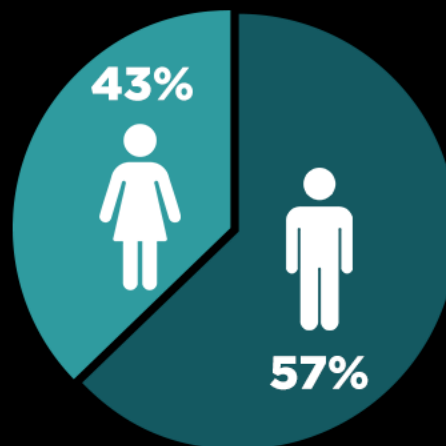
**60,000+**  
VIDEO VIEWS



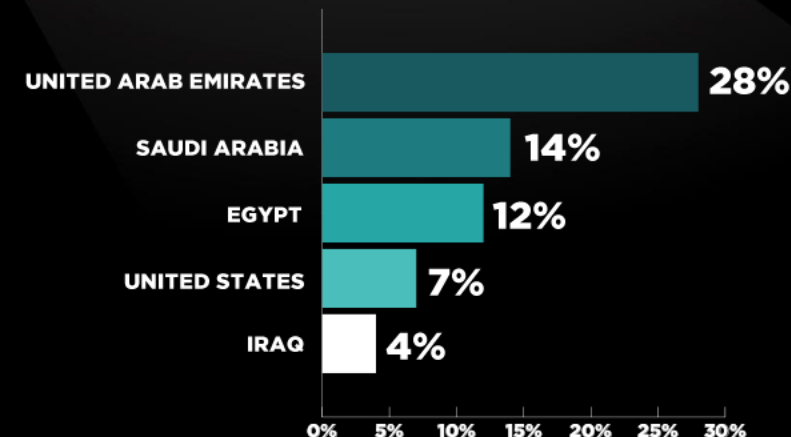
**03 MINUTES**  
AVERAGE ENGAGEMENT



**MILLENNIALS FORM THE MAJORITY OF VISITORS**



**MALES COMPRISE 2/3<sup>RD</sup> OF THE TOTAL VISITS**



**UNITED ARAB EMIRATES HAS A HIGHER NUMBER OF VISITORS**

# زهوة الفليج

# Why Advertise on ZAK?

## 1 | TARGET AUDIENCE

ZAK targets women in the Middle East region who are interested in fashion, beauty, and lifestyle topics. The website has a strong following among women aged 18-34 who are tech-savvy and socially engaged.

## 2 | HIGH ENGAGEMENT

It has a high engagement rate, with users spending a significant amount of time on the platform. This provides brands with ample opportunity to showcase their products and services to an attentive audience.

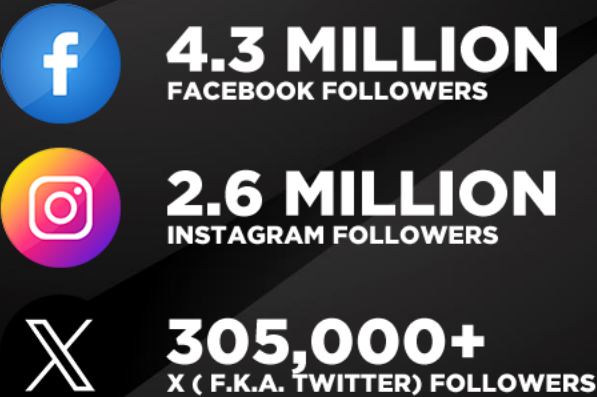
## 3 | BRAND SAFETY

ZAK has a strict editorial policy and content moderation process, ensuring that brands are associated with safe and appropriate content.

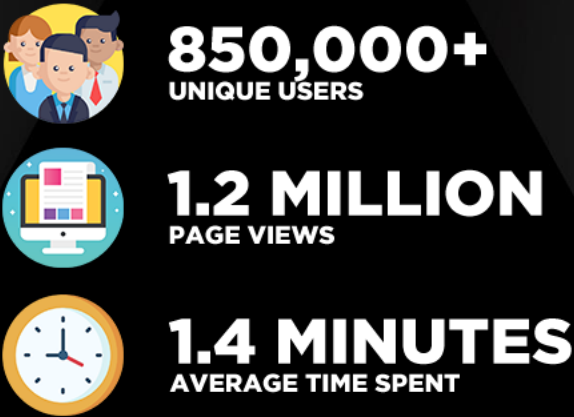
## 4 | RELEVANT CONTENT

The website's content aligns with fashion, beauty, and lifestyle brands, making it an ideal platform for product launches, promotions, and brand awareness campaigns.

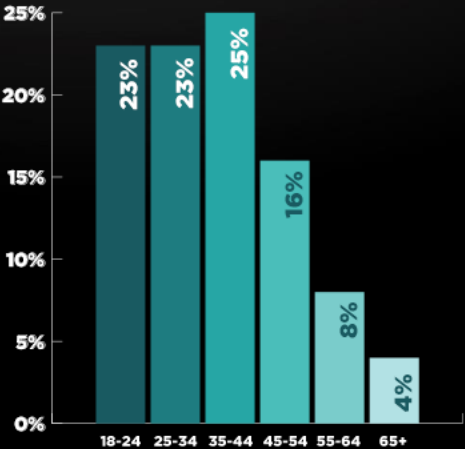
SOCIAL MEDIA PRESENCE



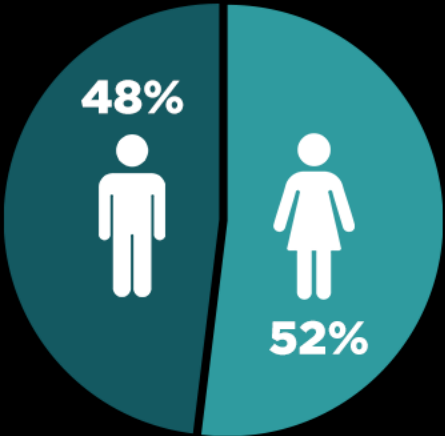
WEB METRICS



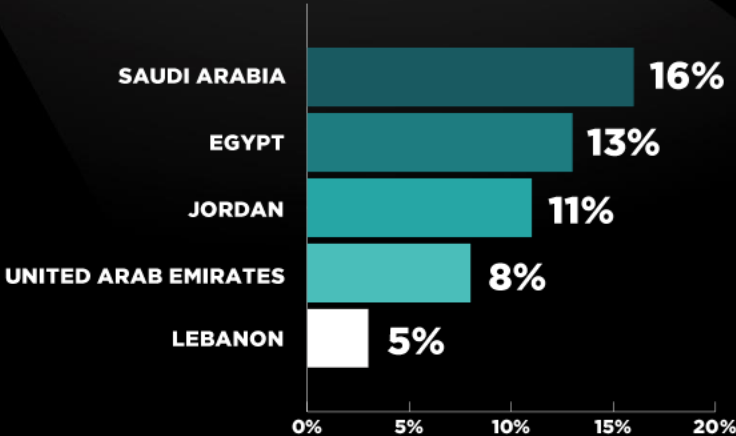
APP DATA



MILLENNIALS FORM THE MAJORITY OF VISITORS



FEMALE VISITORS ARE HIGHER



SAUDI ARABIA AND EGYPT HAVE THE HIGHEST NUMBER OF VISITORS



THANK YOU