

Bringing your Business  
to the Filipino & International  
Communities.

Qabayan  
RADIO  
94.3

# About Qabayan Radio

“ Qabayan Radio 94.3 FM is the **first and only Filipino Radio station** in Qatar with commercial broadcast license under **Tagalog Channel W.L.L.** first granted on December 2018.

On March 25, 2019, Qabayan Radio first went on air, which was considered as a milestone for the Filipino Expatriates Community in Qatar. Qabayan Radio was established to engage and entertain Filipinos, local residents & other international communities in the country. It was established to promote music & entertainment with a Filipino touch that is always timely and relevant - a hybrid of western & oriental influences. The radio station's name exudes the fusion and adaptability of the Filipino culture to the rest of the world and its country of origin - Qatar. "**Qabayan**" is spelled in a way to exhibit both Qatar and Kabayan.

"**Kabayan**" is a word used by Filipinos to affectionately address their fellow countrymen abroad. In other word, 'kabayan' means '**compatriot**'.

Qabayan Radio is committed to provide music entertainment, shows, and diversified radio programs, trusted, truthful and reliable news and information. It seeks to strengthen the civic & culture of Filipinos & residents in Qatar. Furthermore, it intends to build its partnership with Qatar Government in presenting programs, advocacy and campaigns to further enrich social interaction with communities.

Qabayan Radio aims to be the most listened to and most followed FM radio station in Qatar & help the nation's broadcast industry bring to a new level gearing towards FIFA World Cup 2022 and align itself with Qatar's 2030 National Vision.

- Broadcasting in **mixed 70% English and 30% Filipino (Tagalog)**.
- **Exclusive license** from Ministry of Culture & Sports to operate as the **only Filipino Radio Station** in the country.
- **Intended Market** – Filipino Community, one of the largest communities in Qatar.
- Filipinos are generally **music lovers**. There are considerable number of Filipino musicians and icons who are well known around the world. Undeniably, here in Qatar, most of the performing bands and DJs are Filipinos.
- According to Digital 2019: Global Digital Overview, Filipinos rank at the **top in social media use** such as Facebook, YouTube and Instagram.



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## Our Platforms

In order to maximize the potential reach, following, and engagement of Qabayan Radio with its target audiences, we broadcast over tri-fold major platforms, we call as **On Air**, **Online**, and **On Ground**.



### On Air (Analog)

We broadcast over analog radios at **94.3** on the **FM** band. Analog radios are still used at large in **cars**, at **home**, in **offices**, **stores**, **malls**, and other **estbalishments**.



### Online (Digital)

We simulcast our broadcasts over digital platforms such as **Shoutcast** or **online streaming** and social media platforms especially **Facebook** and **YouTube**. In addition to audio broadcasts, we also stream digital audio-video (**teleradio**) shows over Facebook and YouTube and as usual, simulcast over analog radios. By simulcasting, we ensure all our broadcasts reach the intended and target audiences through available media & devices.



### On Ground

We organize concerts, community events, road shows, and on ground campaigns, which will gather thousands of spectators - a good footprints for sponsored advertising.



# Our Ads Deliverables

We have various deliverables and affordable advertising packages that will surely suit your budget and advertising requirements without compromise to your marketing objectives.



1

## Standard Radio Commercial

This is a radio commercial produced with the following elements: RJs Voice Over (VO), music bed and effects. The production has 'creative' elements from script-writing to audio production, hence the cost varies depending on the number of VOs and length e.g. 30s, 45s, and 60s.

2

## RJ Live Mentions

On-air Live Mention to promote the brand with 'call to action'. This type of radio advertising is influenced by the RJ onboard and the radio program/show popularity, hence considered as a direct RJ's brand endorsement. The cost also varies depending on the length of the script, e.g. 30s, 45s, and 60s.

3

## Time Check Sponsorship

This could be of two types: 1) RJ Live Time Check, and 2) Auto-Scheduled Time Announcement, both cost the same. The time check/announcement is branded to the Client by an ad line added before or after the time announcement. The cost is fixed and is applicable to both types, typically does not exceed 15s.

4

## Song Sponsorship

This is similar to Time Check Sponsorship, except that, the Client's brand is mentioned before or after the song playback. This is also of two types, 1) RJ Live Brand Announcement, and 2) Auto-Scheduled Song Playback and Brand Announcement, both have the same rate and typically does not exceed 15s excluding the length of the song.

5

## Segment Sponsorship

A radio segment is a short and definitive show within a radio program. The sponsorship ad line to be mentioned by the RJ onboard in the opening, breaks, and closing of the segment, and shall not be more than 15s.

6

## Program Sponsorship

This is similar to Segment Sponsorship, except that it is related to the entire program or show of the RJ. The radio program is branded to the Client's ads. The sponsorship ad line to be mentioned by the RJ onboard in opening, breaks, and closing, and shall not be more than 15s. The Program Sponsorship ads cost is higher than the Segment Sponsorship because once the program is sponsored, all in the program is exclusive to the sponsor including all segments within the program.

7

## Radio Live Guesting

Paid airtime by Clients to promote their brands, in forms of live and directed interviews, discussions, and the likes. The cost of this package varies depending on the length of airtime e.g. 15m, 30m, 45m, or 60m.

8

## Radio Block Timing

Technically, the Client buys the airtime and host his own program over the radio, subject to Qabayan Radio's broadcast policy and ethics.

9

## Branded On Air/Online Game

Branded On-Air Game is an interactive form of radio and social media advertising that encourages more engagement and following. This is to be done within a maximum of 2 minutes by the RJ on board, following certain mechanics.

10

## Creative Production

This covers audio and audio-video production for Clients' corporate advertising, in house video loops, presentation, and other purposes. This may include imaging (Audio or Audio-Video), video advertising, animation, advertising artworks, brand endorsement by Qabayan Radio RJs.

11

## On Ground Advertising

Community events, concerts, forum, symposium, seminars, etc. organized and conducted by Qabayan Radio, where Clients can place their sponsored advertisement/brands.

12

## Events Hosting

Qabayan Radio provides its RJ to host Clients' events or functions for a fee.

13

## Social Media Exposures

Digital marketing exposure through Qabayan Radio Facebook and other social media platforms. In most cases, this is to be provided free of cost for Clients who book for any of the items 1 to 12 listed above.





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RJ Charles

RJ Colline

RJ Icee

RJ Tasha

RJ Cody

RJ John

# Our Radio Jocks

We are the only Filipino radio station in Qatar.



Qabayan Radio 94.3 FM | [About Us](#)

[www.qabayanfm.com](http://www.qabayanfm.com) |





# Shows & Segments

**THE MORNING GRIND**  
WITH RJ JOHN

SUNDAY - THURSDAY | 6:00 - 9:00 AM

www.qabayanfm.com | [f](#) [t](#) [i](#) [y](#) [d](#) [s](#) [i](#) [n](#)

Qabayan RADIO 94.3

RJ JOHN

**THE MID-DAY JAM**  
WITH RJ CODY

SUNDAY - THURSDAY, 9:00 AM - 12:00 PM

www.qabayanfm.com | [f](#) [t](#) [i](#) [y](#) [d](#) [s](#) [i](#) [n](#)

Qabayan RADIO 94.3





# Shows & Segments

**ON Q**

SATURDAY - THURSDAY  
12:00 - 3:00 PM

*with* **RJ CHARLES**

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [t](#) [in](#)

**THE PLAYGROUND**

MONDAY & WEDNESDAY, 3:00 - 6:00 PM

*with* **RJ Tasha**

**TASHA TALKS**

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [t](#) [in](#)





# Shows & Segments

**THE PLAYGROUND**  
SUNDAY, TUESDAY, THURSDAY  
3:00 - 6:00 PM  
with RJ Icee

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [d](#) [s](#) [in](#)

Qabayan RADIO 94.3

The banner features a woman in a white shirt and denim skirt on the left. The background is a vibrant mix of purple and pink with yellow lightning bolts and a boombox illustration on the right.

*The* **AFTER** SHIFT  
with RJ COLLINE  
SUNDAY, TUESDAY, & THURSDAY  
6:00 - 9:00 PM

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [d](#) [s](#) [in](#)

Qabayan RADIO 94.3

The banner features a woman in a grey blazer on the left. The background is dark blue with yellow and light blue geometric shapes and patterns.





# Shows & Segments

*The* **AFTER** **SHIFT**

with **RJ CHARLES**

MONDAY & WEDNESDAY  
6:00 - 9:00 PM

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [d](#) [g](#) [in](#)

**WEEKEND WRAP-UP** WITH **RJ CODY**  
"The Captain"

**TOP** Most Requested Songs **WEEKLY COUNTDOWN**

Saturdays, 9:00am - 12:00pm

www.qabayanfm.com | [f](#) [x](#) [@](#) [v](#) [d](#) [g](#) [in](#)







# Analytics , as of 22 October 2024



## Web Analytics

Total Unique Users : 386,722  
 Total Sessions : 1,394,669  
 Total Page Views : 1,988,897



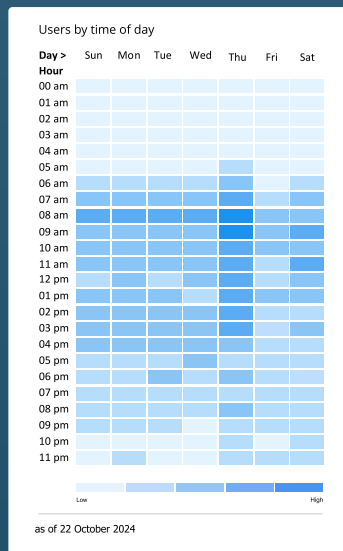
## Facebook Insights

Total Followers : 73,952  
 Total Likes : 63,247

Acquisition	Users	%
1. Social	227,359	58.79%
2. Organic Search	90,319	23.36%
3. Direct	66,939	17.31%
4. referrals/others	2,105	0.54%

Note: This analytic covers only Qabayan Radio's website after its redesign and migration to another platform in April 2020.

## Users by Time of Day (Last 90 days)



## Other Platforms



Total Followers : 7,849

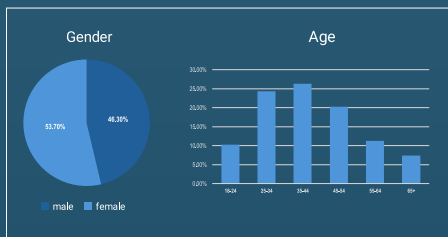


Total Followers : 706



Total Subscribers : 3.3K

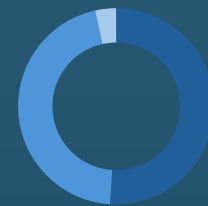
## Demographics



## Top 5 Locations

Qatar : 68.50%  
 Philippines : 12.41%  
 Kuwait : 10.84%  
 United States : 2.85%  
 UAE : 1.47%

## Session by Device



Mobile : 50.99%  
 Desktop : 45.54%  
 Tablet : 3.46%  
 Smart TV : 0.01%

**For advertising booking & appointment, please contact us:**

Sales & Marketing  
 Email

**: 6655 5943, 6668 1199, 6661 1943**  
**: info@qabayanfm.com**

