















# TELEVISION MALDIVES



## **FILMY UDHARES**

"FILMY UDHARES" will give you the latest information and updates of our local film industry. This programme will focus on the work done by the directors, actors, producers etc.

לפר האיל ארשה לפר האישי בינים בינים

#### **Genre: Entertainment** No of Episode **Episode Duration** Air Time Repeat Sunday **S**TVM Tuesday 13 **55**<sub>Min</sub> 22:00 22:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 5,000 2,500 1,500 1,000 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes

# HIYFASEYHA

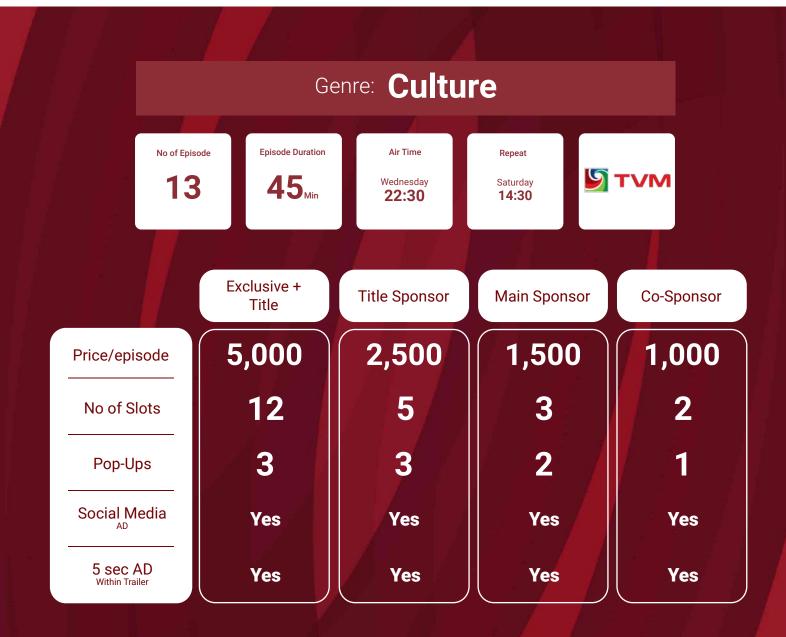
HIYFASEYHA is an infotainment program that tells stories of people, art, culture, entertainment & technology relevant to today.

קַפּנְשׁין כַ נָּאַצְּלְדֵעְ צַמִּלְּכִּ נַעְּבָּ נְעִבְּ נְעָבָ נִעְבָּ נִבְּעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבְּ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִינְבָּ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִעְבָּ נְעָבָ נִינְבָּ נְעָבָ נִינְבָּ נְעָבָ נִינְבָּ נְעָבְ נִינְבָּ נְעָבָ נִינְבָּ נְעָבָ נִינְבָּ נְעָבְ נִינְבָּ נְעָבְ נִינְבָּ נְעָבָ נִינְבָּ נְעָבְּ נְעָבְ נִינְבְּ נְעָבְּ נְעִבְּ נִינְבְּיִינְיִי נִייִים נְּעָבָ נְיִיבְ נְּעָבְּיִים נִינְיִים נִינְיִים נְיִיבְּיִים נִינְיִים נְיִיבְּיִים נִינְיִים נְיִינְיִים נְיִיבְּיִים נְיִיבְּיִים נְיִינְ נְיִיבְּיִים נְיִינְיִים נְיִינְיִים נְיִינְיִים נְיִינְיִים נְיִינְיִים נְיִינְיִים נְיִים נְיִינְיִים נְיִינְייִים נְיִינְייִים נְיִינִים נְיִינְייִים נְיִינִים נְיִינִים נְיִינִים נְיִינִים נְיִינִים נְיִינִים נְיִינִים נְיִים נְינִים נְיִינְישְׁ נְינִים נְינִים נְינִים נְיִינִים נְינִיים נְינִים נְייִים נְינִים נְינִים נְייִים נְייִים נְינִים נְייִים נְיי

#### Genre: Entertainment No of Episode Episode Duration Air Time Repeat Friday S TVM Wednesday 46 **25**<sub>Min</sub> 13:30 22:00 Exclusive + Title Sponsor Main Sponsor Co-Sponsor Title 15,000 11,500 5,000 3,000 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes

#### **SHAVIYANI**

SHAVIYANI is a talkshow that identify Maldivian Language, culture, history, stories etc. This programme will be hosted by former president of Bahuge Academy Mr. Ashraf Ali.



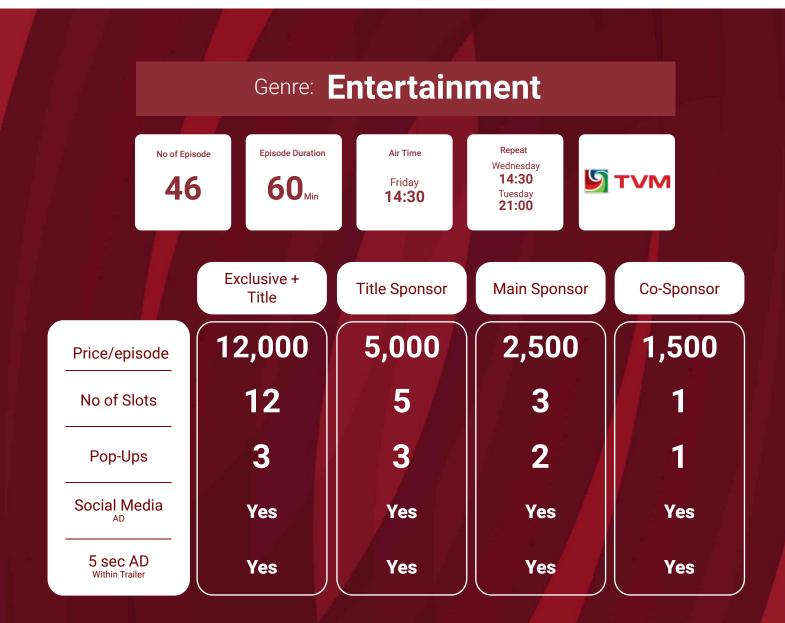
## **MENDHURUFAS**

Enjoy your lunch hour with old & new songs every weekday & Saturday! "MENDHURUFAS" will bring you the old and new songs from our archive.

#### **Genre: Entertainment** No of Episode **Episode Duration** Air Time Repeat Sat - Thurs Sat-Thurs 281 $60_{Min}$ 13:00 13:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 5,000 1,500 900 500 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes

#### **HEYAMBO**

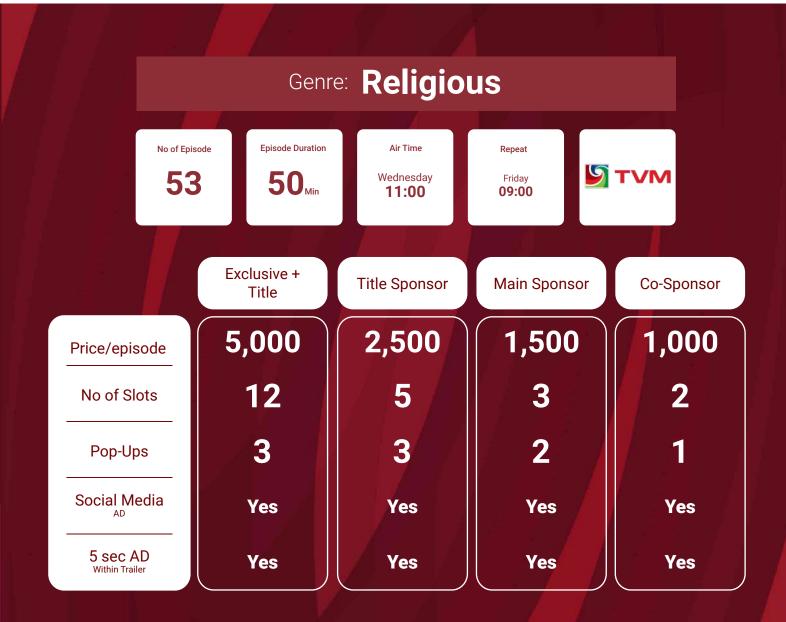
"HEYAMBO" Programme is an infotainment magazine programme which consists of several segments such as interviews, songs, reports etc. The aim of this programme is to appreciate & share the skills and talents of creative & innovative Maldivians such as musicians, educators, sport icons, social workers etc. This programme also includes the latest news that is happening around the world. This is also the longest running variety show in the country.



## **ISLAAMEE DHIRIULHUN**

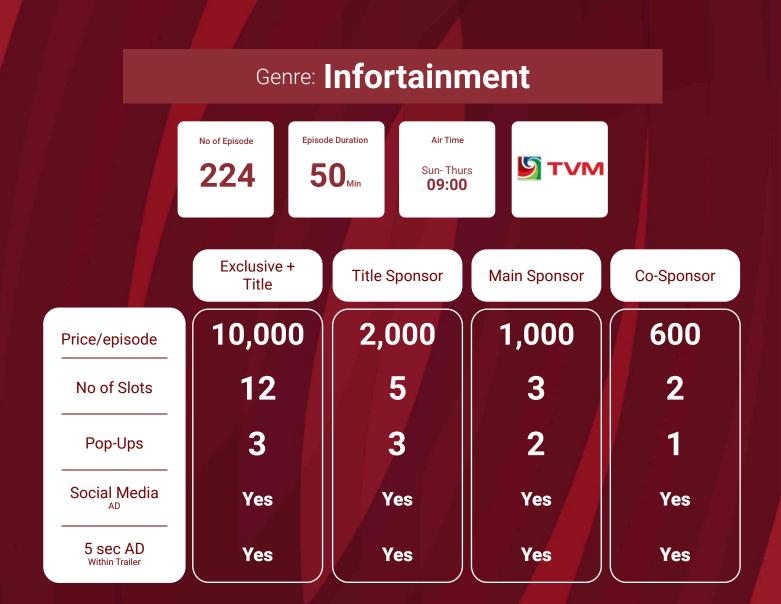
"ISLAAMEE DHIRIULHUN" is a program that creates awareness amongst the general public and usually deal with social issues in our community with the expertise of Islamic scholars.

ת של ב התמת ב בתצמבע השל הפס התמת בבל היוני בה "מיים לה" במצמבעם בהתמת הקב השלב התמת ב בתצמבע השלב הפס התמת בל היוני ושב ובמשב בנושי בבצמבעם בבל המיים או היוני השל היוני השל היוני השל ה השלחם במספח הבשתחבת ב בתצמבבת התבשת הבות הבס בחלבם בת שבפשתם. ב במצמב התשת השלח במספח במספח במצמבו התבשת ובות הבבים בחלבם במשקפשתם. ב במצמב השתת



#### **HEDHUNU HEDHUNA**

"HENDHUNU HENDHUNAA" is a morning talk show which delivers a mix of information and entertainment to start up your day. Ranging from discussing topics on social, economic and lifestyle issues, to a bit of music to brighten the day.



#### THAAREEKHI BINA

THAAREEHEE BINAA is a weekly 25 minute program designed to provide information about the endangered tangible cultural heritage in the Maldives including mosques, cemeteries, & other historical structures by historians of Maldives.

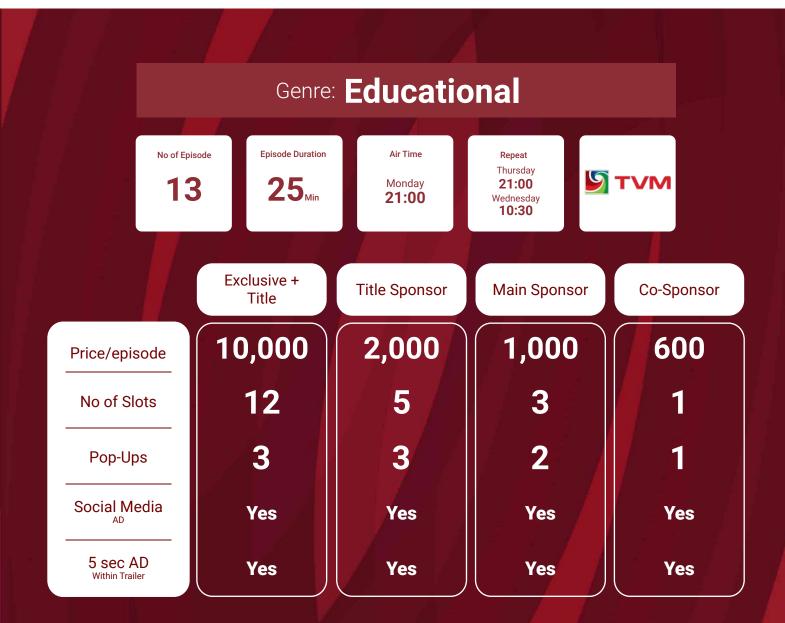
#### Genre: Culture / Informative **Episode Duration** No of Episode Air Time Repeat **25**<sub>Min</sub> Wednesday 13 Thursday 21:00 10:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 5,000 2,500 1,500 1,000 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

The future is now and technological advancement is reshaping our daily lives even in the Maldives. 010 is a program dedicated to bringing you information on technological inventions, such as new applications and giving you the lessons and tips required to connect into the future.

	Genre: Informative						
	No of Episode	Episode Duration  25 <sub>Min</sub>	Air Time Friday 14:30	Repeat Sunday 21:00 Tuesday 11:00	TVM		
	E	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/epis	sode 1	5,000	8,500	5,000	3,000		
No of Slo	ots	12	5	5,000 3	2		
No of Slo	— 📗			3 2			
	DS	12	5				

#### **SELF-DEFENSE**

SELF DEFENCE is a show that educates different Martial Arts, classes & about the benefits of such activities. This programme will feature on how to build self confidence and to be mentally strong. Experts will teach the different types of self defense in each episode.



#### **WEEKEND SHOW**

Weekend Show is a 50- minute youth entertainment weekly TV show. In this program we will bring fun interviews of talented Maldivian artists along with performances of a new music band every week.

#### Genre: Entertainment **Episode Duration** No of Episode Air Time Air Time Thursday Saturday 13 **50**<sub>Min</sub> 22:30 21:00 Sunday Monday 14:30 21:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 12,000 5,000 2,500 1,500 Price/episode **12** No of Slots 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

#### **KUDA MASSAHKATHEH**

KUDAMASAKATHEH is a interactive phone game show designed for children. Children can participate in the prog via phone & skype

#### Genre: Kids / Entertainment

No of Episode

90

**Episode Duration** 

**50**<sub>Min</sub>

Air Time

Tuesday **16:00** Saturday

16:00

Air Time



Exclusive + Title

Title Sponsor

Main Sponsor

Co-Sponsor

Price/episode

No of Slots

Pop-Ups

Social Media

5 sec AD
Within Trailer

5,000

12

3

Yes

Yes

2,000

5

3

Yes

Yes

1,500

3

2

Yes

Yes

1,000

1

1

Yes

Yes

#### **KULHIVARU VINDHU**

"KULHIVARU VINDHU" will feature Sports players, Coaches, ex-players and Fitness instructors and Association representatives. From the local sports field where they will share details on their activities during the lockdown period and their plans for the Future. At such a time, the show will give the audience a chance to indulge themselves in light humor and entertainment.

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#### Genre: Infortainment No of Episode **Episode Duration** Air Time Repeat Monday **25**<sub>Min</sub> 46 Saturday 21:00 21:00 Tuesday 11:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 2,500 1,500 1,000 5,000 Price/episode No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

## **THAHAMAL**

THAHAMMAL will provide information regarding certain diseases and stories of how people experience their medical conditions and how they cope with it.

ר למצמבע הע היק של בא להקדם בת היק בעת לה היע החתה בנהרך עמדית למסורם הירבי אל ה למנים באל הע היק של בא להקדם בת היק בעת לה העל החתה בנהרך עמדית לבל באפשעת הרקעמקפתית עתעת בת היל במצמדים ד במצמדים הל בנתרך עתונה בנים בניון הל הקרתו בפונה בל באפשעת בת היקפתהם. הק היל הלבפקעה התנבפת במשמת הגל בת היקפתהם

	Genre: Informative						
	No of Episode	Episode Duration  25 <sub>Min</sub>	Air Time Sunday 22:00	Repeat Tuesday 14:30	TVM		
	Ex	cclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/episod	e 5	5,000	2,500	1,500	1,000		
No of Slots		12	5	3	2		
Pop-Ups		3	3	2	1		
Social Media	a la	Yes	Yes	Yes	Yes		
5 sec AD Within Trailer		Yes	Yes	Yes	Yes		

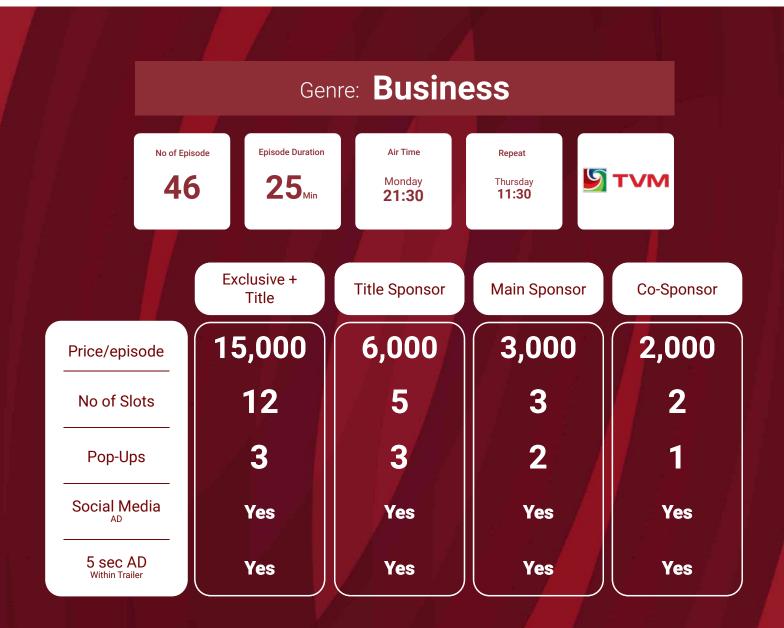
#### **RAN AKURUN**

RAN AKURUN is a programme designed to bring indepth stories of the life of legendary icons in Maldives. This programme will highlight the services they provided to the nation & the personal side of their life. Icons such as Mr. Abbas Ibrahim, Badhurudheen Naseer will feature in the episodes.



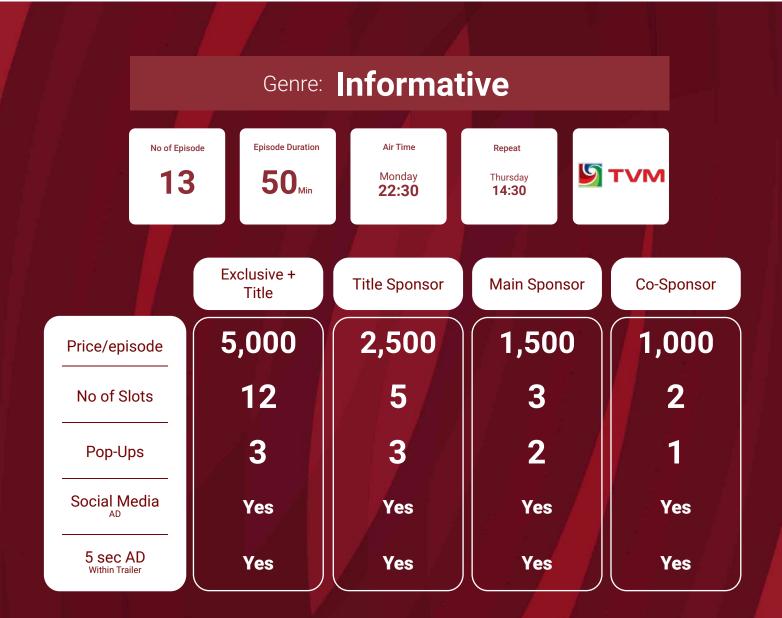
#### **ASLU VIYAFAARI VERIN**

"ASLU VIYAFAARIVERIN" is aimed at people in the business world and for those looking to venture into business startups. To acknowledge and showcase the successes of current industry leaders and specifically their service to the community, to foster a spirit of corporate social responsibility in the business landscape in Maldives.



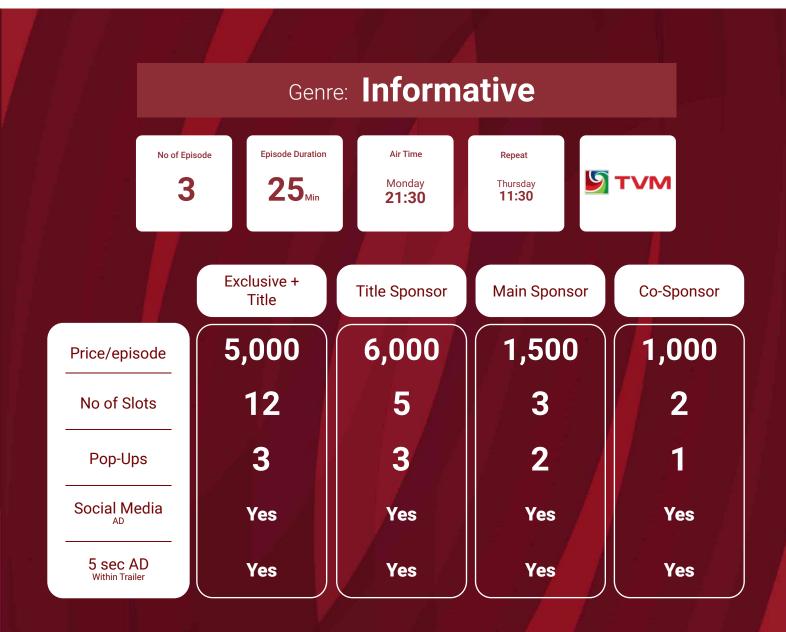
#### **EKAMAKU**

EKAMAKU A program to educate people with mental sickness & to aware people with mental health. It is a prerecorded program with varieties of segments. It includes information's from doctors, therapists and information's on how to deal with people with mental health sicknesses.



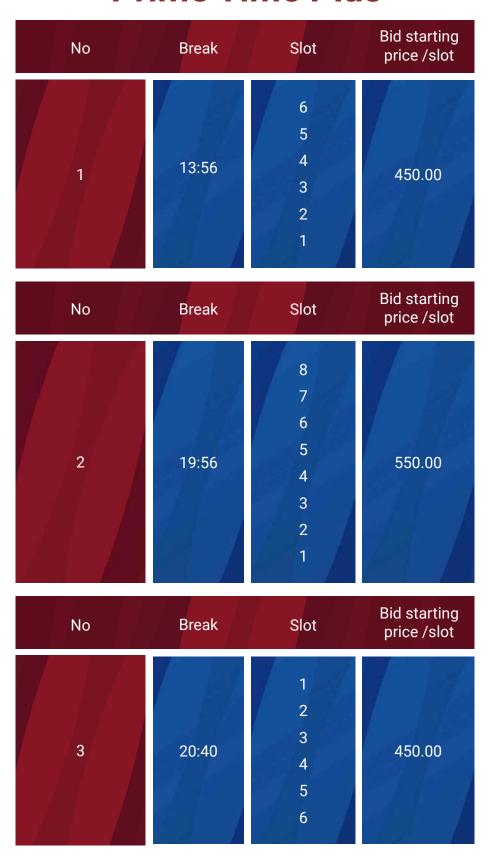
#### **TOURISM EDITION**

TOURISM EDITION will bring you the stories of successful young Maldivians who are working in the tourism industry. Our main focus will be to bring the audience their work, their responsibilities and their experience in their respective jobs. Each program will bring two different stories from the tourism industry.



# TVM (Daily 30 sec Ad Allocation)

## **Prime Time Plus**





# **Prime Time**

No	Break	Slot	Bid starting price /slot
1	20:57	1 2 3 4 5 6	450.00
No	Break	Slot	Bid starting price /slot



No	Break	Slot	Bid starting price /slot
4	23:57	6 5 4 3 2 1	450.00

# **Non Prime Time**

No	Break	Slot	Bid starting price /slot
1	09:57	6 5 4 3 2 1	375.00
No	Break	Slot	Bid starting price /slot



TVM | 25

No	Break	Slot	Bid starting price /slot
5	12:27	1 2 3 4 5 6	375.00
No	Break	Slot	Bid starting price /slot
6	13:27	1 2 3 4 5 6	375.00
No	Break	Slot	Bid starting price /slot
7	14:27	1 2 3 4 5 6	375.00



TVM | 27

# PSM NEWS

PSM NEWS

# **BAAJJAVERI FESHUMEH**

#### 

#### Genre: Informative Episode Duration No of Episode Air Time Repeat **PSM** 365 **60**<sub>Min</sub> Everyday 08:00 Exclusive + **Title Sponsor Main Sponsor** Co-Sponsor Title 950 850 650 1,500 Price/episode 12 No of Slots 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **EXCLUSIVE**

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52** $60_{\text{Min}}$ Friday Tuesday 14:30 22:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 800 650 450 1,000 Price/episode 12 No of Slots 2 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **RAAJJE MIADHU**

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52 60**<sub>Min</sub> Friday Saturday 21:00 14:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 2,500 2,000 1,000 3,000 Price/episode 12 No of Slots 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **DHUNIYEYGE KALHI**

#### Genre: Informative **Episode Duration** Air Time No of Episode Repeat **PSM** 365 **60**<sub>Min</sub> Everyday Everyday 16:30 23:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 1,000 900 500 2,000 Price/episode No of Slots 2 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **MAJLIS MIADHU**



# **VUNADHAANA**

#### و الرئير رفيمور ا ور والريمور فرو درسور وبردير

Genre: Informative						
No of Epis		Air Time Wednesday 22:30		PSM		
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/episode	1,000	800	650	450		
No of Slots	12	4	2	1		
Pop-Ups	6	3	2	1		
Social Media	Yes	Yes	Yes	Yes		
5 sec AD Within Trailer	Yes	Yes	Yes	Yes		

# **KULHIVARU VINDHU**

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52 25**<sub>Min</sub> Everyday Wednesday 22:00 11:30 Exclusive + **Title Sponsor Main Sponsor** Co-Sponsor Title 1,000 800 650 450 Price/episode No of Slots 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **DHUVELI**

#### 

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52 25**<sub>Min</sub> Sunday Monday 22:00 11:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 700 2,000 900 500 Price/episode No of Slots 3 2 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

#### **BAABU**

#### 

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52** Thursday **60**<sub>Min</sub> Tuesday 23:00 11:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 950 850 650 2,000 Price/episode 12 No of Slots 2 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

## 7 DHUVAS

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52 25**<sub>Min</sub> Saturday Sunday 22:00 11:30 Exclusive + Title Sponsor Main Sponsor Co-Sponsor Title 700 900 500 1,200 Price/episode No of Slots 3 2 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

#### **75 DEGREE**

#### ۱۵۵۱ موره و سوز پرسرس درسرس و پرهورد در مرسوسود مرمع در موره و سوز پرسرس درسرس و پرهورد در مرسوسود

#### Genre: Informative **Episode Duration** No of Episode Air Time Repeat **PSM 52 25**<sub>Min</sub> Sunday Thursday 22:30 11:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 1,000 800 650 450 Price/episode No of Slots 3 3 Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

## **KULHIFAS**

#### مؤسم مدد في فرور روس مسرى مؤوكر مدويره كسورس

	Genre:	nformati	ve	
No of Episo		Air Time Tuesday 22:30	· · · · · · ·	PSM
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	1,500	950	850	650
No of Slots	6	3	2	1
Pop-Ups	3	3	2	1
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

# PSM NEWS (PSM News & TVM 30 sec AD Slots)

Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	450.00	
10:00 News	25 min	Brk 1	Slot 2	450.00	Everydey
TU.UU News	25 IIIIII		Slot 1	450.00	Everyday
		Brk 2	Slot 2	450.00	11 1
Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	450.00	
1400 N	05.	Brk 1	Slot 2	450.00	
14:00 News	25 min		Slot 1	450.00	Everyday
		Brk 2	Slot 2	450.00	11 1
Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	1,800.00	
		Brk 1	Slot 2	1,800.00	/ 7
		Dale O	Slot 1	1,400.00	
20:00 News	40 min	Brk 2	Slot 2	1,400.00	Everyday
20.00 News	- 10 111111		Slot 1	1,200.00	_ Everyddy
		Brk 3	Slot 2	1,200.00	11 1
		Brk 4	Slot 1	1,000.00	
		- BIK T	Slot 2	1,000.00	

Details	Duration	Break	Slot	Price / Slot	Scheduled
		Brk 1	Slot 1	600.00	
00:00 News	25 min	DIK I	Slot 2	600.00	Everyday
co.co newo	20 11111		Slot 1	500.00	Lveryddy
		Brk 2	Slot 2	500.00	$\mathcal{A}$

## Additional News on News (Dhivehi News)

Details	Duration	Break	Slot	Price / Slot	Scheduled
		Dula 1	Slot 1	850.00	
		Brk 1	Slot 2	850.00	
10.00 11	05		Slot 1	675.00	
12:00 News	25 min	Brk 2	Slot 2	675.00	Everyday
	7/_		Slot 1	550.00	-H
		Brk 3	Slot 2	550.00	

Details	Duration	Break	Slot	Price / Slot	Scheduled
4 / /		Brk 1	Slot 1	850.00	
		DIK I	Slot 2	850.00	
00:00 N	0.5 main	Duly O	Slot 1	675.00	
03:00 News	25 min	Brk 2	Slot 2	675.00	Everyday
	//		Slot 1	550.00	$-H_{-1}$
		Brk 3	Slot 2	550.00	
Details	Duration	Break	Slot	Price / Slot	Scheduled
A = A			Slot 1	850.00	
		Brk 1	Slot 2	850.00	
			Slot 1	675.00	
06:00 News	25 min	Brk 2	Slot 2	675.00	Everyday
	//		Slot 1	550.00	$-H_{-1}$
	A = I	Brk 3	Slot 2	550.00	
Details	Duration	Break	Slot	Price / Slot	Scheduled
A = A			Slot 1	850.00	
		Brk 1	Slot 2	850.00	
22.22.11			Slot 1	675.00	
09:00 News	25 min	Brk 2	Slot 2	675.00	Everyday
	1/		Slot 1	550.00	-//
		Brk 3	Slot 2	550.00	111

## Additional News on News (Sports News)

Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	850.00	
		Brk 1	Slot 2	850.00	/ /
			Slot 1	675.00	
13:30 News	25 min	Brk 2	Slot 2	675.00	Everyday
	-1/1		Slot 1	550.00	$-H_{-1}$
		Brk 3	Slot 2	550.00	
				7 / 1	
Details	Duration	Break	Slot	Price / Slot	Scheduled
A = A			Slot 1	850.00	
		Brk 1	Slot 2	850.00	
45.00 N	05		Slot 1	675.00	
15:30 News	25 min	Brk 2	Slot 2	675.00	Everyday
	7/		Slot 1	550.00	$-H_{-1}$
	111	Brk 3	Slot 2	550.00	

Details	Duration	Break	Slot	Price / Slot	Scheduled
20:45 News	15 min	Brk 1 Brk 2	Slot 1 Slot 2 Slot 1 Slot 2	850.00 850.00 675.00	Everyday
	$H_{\rm d}$	Brk 3	Slot 1 Slot 2	550.00	
Details	Duration	Break	Slot	Price / Slot	Scheduled
		Brk 1	Slot 1	850.00 850.00	
01:00 News	25 min	Brk 2	Slot 1	675.00 675.00	Everyday
	1/ ,	Brk 3	Slot 1	550.00 550.00	$\mathcal{H}_{\mathcal{I}}$

#### (Business News)

Details	Duration	Break	Slot	Price / Slot	Scheduled
		Brk 1	Slot 1	850.00 850.00	
16:00 News	25 min	Brk 2	Slot 1	675.00	Everyday
	//	Brk 3	Slot 1	550.00 550.00	//

#### (English News)

Details	Duration	Break	Slot	Price / Slot	Scheduled
		Brk 1	Slot 1	850.00 850.00	
19:00 News	25 min	Brk 2	Slot 1	675.00	Everyday
	-//	7	Slot 2 Slot 1	675.00 550.00	
		Brk 3	Slot 2	550.00	11

Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	850.00	
		Brk 1	Slot 2	850.00	
			Slot 1	675.00	
01:30 News	25 min	Brk 2	Slot 2	675.00	Everyday
	//		Slot 1	550.00	11 1
		Brk 3	Slot 2	550.00	
Details	Duration	Break	Slot	Price / Slot	Scheduled
			Slot 1	850.00	
		Brk 1	Slot 2	850.00	
27.00.11			Slot 1	675.00	
07:00 News	25 min	Brk 2	Slot 2	675.00	Everyday
	-77		Slot 1	550.00	-77
		Brk 3	Slot 2	550.00	

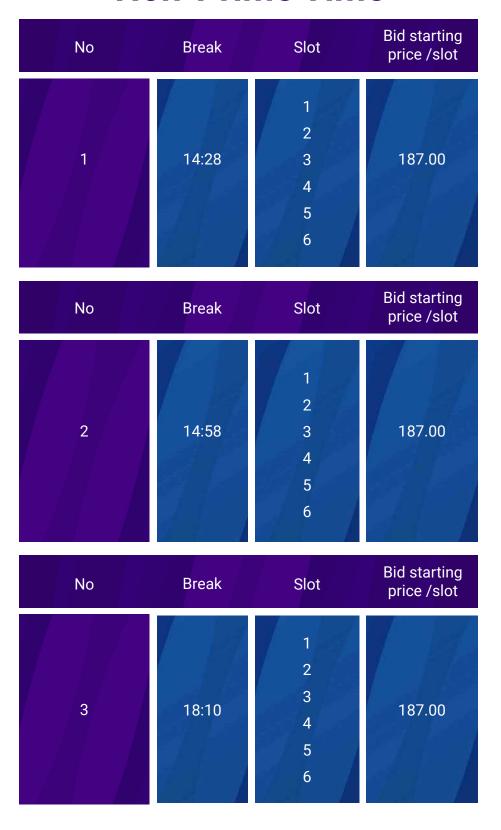
## PSM News & TVM Surukhee Ad Slot (30 Sec)

Details	Duration	Break	Slot	Price / Slot	Scheduled
10:00 News	01 min	Brk 1	Slot 1	675.00	Everyday
Details	Duration	Break	Slot	Price / Slot	Scheduled
14:00 News	01 min	Brk 1	Slot 1 Slot 2	900.00	Everyday
Details	Duration	Break	Slot	Price / Slot	Scheduled
20:00 News	01 min	Brk 1	Slot 1	2,000.00	Everyday
Details	Duration	Break	Slot	Price / Slot	Scheduled
00:00 News	01 min	Brk 1	Slot 1 Slot 2	900.00	Everyday

# YES TV

# YES TV (PSM News & TVM 30 sec AD Slots)

#### **Non-Prime Time**



#### **Prime Time**

No	Break	Slot	Bid starting price /slot
4	19:56	1 2 3 4 5 6	225.00
No	Break	Slot	Bid starting
	Dieak	Siot	price /slot

## DHIVEHI RAAJEYGE ADU



#### **BAAJAVERI HENDHUNEH**

We can proudly say that, this was the first morning show that took place in Maldives. Since then this program has become one of the most popular ongoing production. A fast-paced, lively programme which aims to give people an energetic, informative and fun start to the day

	Genre: Informative							
	No of Episod		Air Time Everyday 06:05	Repeat -	<b>ADU</b> 13 12835 <sub>3</sub> 5 <sub>3</sub>			
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episo	ode	2,500	1,000	800	600			
No of Slot	s	30	12	10	8			
Pop-Ups		777	1 - 7	+				
Social Med	lia	Yes	Yes	Yes	Yes			
5 sec AD Within Trailer		Yes	Yes	Yes	Yes			

#### **ADHUGE RAAJJE**

Adhuge Raajje is focused on the current situation in Maldives. This includes latest updates, upcoming storylines, awareness programs, training programs and many more information which relates our society. Mostly we'll raise topics about, our health area, matters of education, social issues and many more concerned matters happening in our community.

		$A \rightarrow A$		
	Genre:	Informat	ive	
No of Ep 23		Air Time Sun - Thurs 09:30	Repeat -	ADU E 1988/je
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	1,000	800	400	200
No of Slots	16	6	4	8
Pop-Ups	7 <del>/</del> / 1	/ - /	<u> </u>	-
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **EBAULHEY EBAULHEY**

Since 1980, this is the longest running kids program aired every week end. Each program is based on a kid's fictional story conveying a beautiful message. A dramatic play will be prepared with creative effects to help little growing minds. Dramatic play, also called pretend play, involves acting out real-world situations and taking on the roles of different characters.



#### **NEGI RAALHU**

This is a program presented in the format of a Drama-Story popular among listeners. Through this show, experience a love story related to different situations which suit the story.

				N T			
	Genre: Social						
	f Episode Duration  27 Min		Repeat Tuesday 22:30 Wednesday 00:30	P ADU			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	750	200	150	100			
No of Slots	12	4	3	2			
Pop-Ups		/ /-/ /	<u> </u>	-  -			
Social Media	Yes	Yes	Yes	Yes			

#### **OIVARU**

A Radio drama aiming to build a better community by spreading positive vibes. Mainly this series will focus on the everyday issues in our society



#### **BODUGE**

This is a comedy drama, about one family and their funny encounters, as they go about their daily life. Every episode is about the importance of sticking together as a family, and provides good messages.

	/ /		$A \rightarrow A$		
		Genre:	ntertain	ment	
	No of Episode	Episode Duration  27 Min	Air Time Thursday 11:15	Repeat Thursday 22:30 Friday 00:30	S ADU
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epis	ode	<b>750</b>	200	150	100
No of Slo	ts	12	4	3	2
Pop-Ups	5	- 4	1//	1	11 /- /1
Social Med	dia	Yes	Yes	Yes	Yes
5 sec AI Within Trailer		Yes	Yes	Yes	Yes

#### FIQH'U SUNNAH

"Fighu Sunnah" is a program which explains the basic practices of Islam in a comprehensive, detailed manner. This series of translations provides valuable information concretely based on Qur'an and Sunnah



#### **FILMY DHUNIYE**

"Filmy Dhuniye" is an entertainment program. It is mainly intended to entertain the audience and provide with them the latest news regarding the entertainment industries of the Maldives as well as those of Bollywood and Hollywood. Focusing on local news related to the entertainment industry.

		4.37		
	Genre	Entertair	nment	
No of Epi		Air Time Thursday <b>14:00</b>	Repeat Friday 01:00	ADU E statistic
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	800	500	400	300
No of Slots	12	4	3	2
Pop-Ups	1/4/	1/- /	-4	
		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		- 4
Social Media	Yes	Yes	Yes	Yes

#### **REETHI DHIVEHI BAS**

This is a live program, focusing on the richness of vocabulary and style of Dhivehi language. Linguists and academics will discuss a given topic.

		M - V						
	Genre: Education							
	No of Episco			Repeat Monday <b>01:00</b>	S ADU is statistical			
		Exclusive + Title	Title Sponsor	Main Sponsor	r Co-Sponsor			
Price/episo	ode	750	400	300	200			
No of Slo	ots	9	3	2	1 1			
Pop-Up	os	$J \neq J$	1/-	4	1 /- /			
Social Me	edia	Yes	Yes	Yes	Yes			
5 sec A		Yes	Yes	Yes	Yes			

#### **VEHI DHIVEHIN**

This program focuses on the customs and traditions of the Maldives, and brings forth knowledgeable discussions on how to preserve the Maldivian way of life

مری سری وسی که گور مرد مرد وسی و وسی و کرد کرد و کرد

	7 7						
	Genre: Social						
	No of Episode	Episode Duration  57 Min	Air Time Tuesday 14:00	Repeat Wednesday <b>01:00</b>	S ADU		
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/epis	sode	750	200	150	100		
No of Slo	ts	12	4	3	2		
Pop-Ups	5	+/	1/- /	<u> </u>			
Social Me	dia	Yes	Yes	Yes	Yes		
5 sec AI Within Trailer		Yes	Yes	Yes	Yes		

#### HARUDHANAA BELENIVERIYAA

This is a 57 minute live, focusing on good parenting skills. Every program focuses on a specific topic, and with expert advice, will provide information on good parenting techniques. Audience will be able to participate during the program.

		Genre: Inform	ative	
		Air Time Thursday 14:00	Repeat Friday 01:00	S ADU Es SEREÇÃO
	Exclusive Title	+ Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	85
No of Slots	12	4	3	1
Pop-Ups	- / <del>-</del> /	/	H +	
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### HAFTHAAGE VAAHAKA

We bring coming-of-age stories to interested audience. These stories will include every single emotion we go through in our real life. Most stories are written by well-known Maldivian authors.



# BEST RADIO PRESENTER COMPETITION

The 4th season of Best Radio Presenter continues this year giving the opportunity to young hopefuls with an interest in the industry. This is one of the biggest competitions to air on Dhivehiraajjeyge Adu and gives the opportunity for participants to win amazing prizes.

					Mary North
		Genre:	Entertai	nment	
	No of Episode	Episode Duration  57 Min	Air Time Saturday <b>14:00</b>	Repeat Friday 23:00 Saturday 23:00	S ADU
	Exc	clusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episod	de 1	,500	800	500	300
No of Slots		12	4	3	2
Pop-Ups		- 4	1/-/	+	
Social Media	a l	Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

#### **RAN SAFKHA**

This program will consist of books relating to Islamic history, narrated in an audiobook style.

	General: Religious							
	No of Epis			Repeat Everyday 04:00	ADU E HELL			
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
	Price/episode	500	250	150	85			
l	No of Slots	6	3	2	1			
	Pop-Ups	1/4/		1/1				
	Social Media	Yes	Yes	Yes	Yes			
	5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

#### **DHULHAHEYO**

With the success of last Three seasons, we are getting 4th season of this program. Here we intend to develop health education and awareness programs to effect positive change in public health. These initiatives focus on implementing to help lower. The risk for and consequences of various health issues, diseases and disorders in Maldives. With the help of health protection agency and health workers we will develop the program

		$A \rightarrow A$		
	Genre:	Health/II	nform	
No of Epis		Air Time Friday <b>21:00</b>	Repeat Sunday 01:00	ADU E HELL
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	800	350	250	150
No of Slots	12	4	3	2
Pop-Ups	74/	1 /- /	+40	
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

## **UFAAVERI HAVEERU**

A daily interactive program for kids with fun educational games giving children a chance to participate and learn.

	Genre: <b>Kids</b>						
No of	Episode Duration 42 <sub>Min</sub>		Repeat _	ADU C. 1933-ja			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	750	200	150	100			
No of Slots	12	4	3	2			
Pop-Ups		- 7	+4	-			
Social Media	Yes	Yes	Yes	Yes			
5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

## **EMME REETHI**

This is a live entertainment show where the audience can phone in and request for songs.

They can also chat with the RJ and dedicate the song to anyone they like.

		$A \rightarrow A$					
Genre: Entertainment							
No of Eg		Air Time Sunday 23:00	Repeat -	ADU E Harry			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	750	200	150	100			
No of Slots	12	4	3	2			
Pop-Ups		1/-	143	-			
Social Media	Yes	Yes	Yes	Yes			
5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

#### **HEYO HITHUN**

This is a 57 minute live program, discussing the importance of love and commitment towards different things. It discusses the issues relating to lack of commitment and love and how to address these issues and solve them, with relevant reports and expert views.

Audience will be given a chance to participate.

در تروی و بروی و بروی و بروی و بروی و بروی درون و بر در بردره و بر وی میرون و بروی و

Genre: Informative							
No of Epi		Air Time Monday 21:00	Repeat Tuesday 01:00 Friday 02:30	ADU E 1935,ij			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	500	250	150	85			
No of Slots	12	4	3	1			
Pop-Ups		1/- /	+	-			
Social Media	Yes	Yes	Yes	Yes			
5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

## **QAANOONEE LAFAA**

Seeking legal advice can be inaccessible and expensive.

This program aims to provide the platform for ordinary people to gain legal advice on a variety of different matters.

	-A - V							
Genre: Informative								
	f Episode Duration 57 Mil		Repeat Thursday 02:30	S ADU				
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor				
Price/episode	750	300	200	100				
No of Slots	12	4	3	2				
Pop-Ups		1/-1/	+1	-				
Social Media	Yes	Yes	Yes	Yes				
5 sec AD Within Trailer	Yes	Yes	Yes	Yes				

#### **AAHITHA SEASON 2**

This is season 2 of the widely successful dhivehi history and culture radio quiz "Aahitha". Contestants compete in a number of rounds of history and culture questions of increasing difficulty to win the grand prize, while learning key facts about dhivehi culture and history.

د "قرور هَمِرْ سَدُوْرُهُ وَهُرُو دُهُمُّهُ - هُرِمُ" و سِعُ شُرَ و دُهُمُّهُ مِرَ وَهُمُّ مَمِرُ سَدُوْرُهُ وَمُرَدُهُ وَمُرْمُ وَهُرُمُ وَمُرَدُو مُرَدُو وَمُرَدُو وَهُمُ وَمُرَدُو وَمُرَدُونُ وَمُرَدُو وَمُرَدُونُ وَمُرْدُونُ وَلَادُونُ وَمُرْدُونُ وَلَادُونُ وَالْمُونُ وَالْمُونُ وَالْمُونُ وَلَادُونُ وَالْمُونُ وَلَادُونُ وَلِمُ لَادُونُ وَلَادُونُ وَلَادُونُ وَلَادُونُ وَلَادُونُ وَلَادُونُ وَلَالْمُ لَالِكُونُ وَلَادُونُ وَلَادُونُ وَلَادُونُ وَلِلِكُونُ ولَالِكُونُ ولَالِل



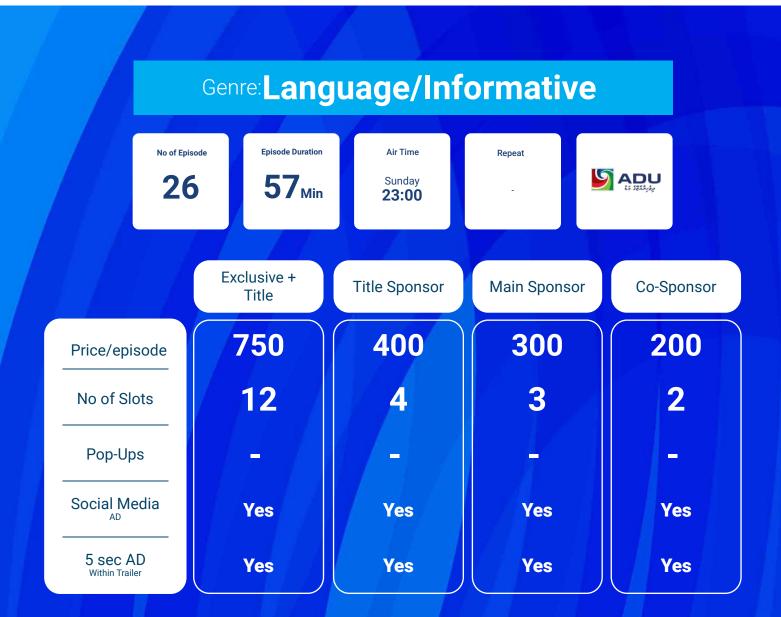
#### LAAMARUKAZEE RAAJJE

This program is specifically based on the councils and councilors. Every week the program will bring information about the council's development plan. It will also include a zoom interview of council presidents. This will be a recorded program.

Genre: Informative						
No of Eg		Air Time Saturday <b>21:00</b>	Repeat Sunday 14:00	ADU Es SELLA		
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/episode	500	250	150	100		
No of Slots	12	4	3	2		
Pop-Ups	/ <u>/</u> / /	1/-1/	14			
Social Media	Yes	Yes	Yes	Yes		
5 sec AD Within Trailer	Yes	Yes	Yes	Yes		

#### **BASMAAFAANU**

This program is an entertainment show, through the beauty of Dhivehi Language. Various questions about the grammar, vocabulary and other linguistic aspects of Dhivehi language will be asked, and if the caller answers correctly, a song of their choice will be played.



#### **HITHUN HITHAH**

This is a program consisting of song requests of the audience. Each program will have callers discussing and expressing views over a chosen topic. They will also have the opportunity to gift a song of their choice to someone special, with a heartfelt message if preferred.

		$4 \cdot 3 / 2$		
	Genre:	<b>Entertai</b> n	ment	
No of Epis		Air Time Wednesday 23:00	Repeat -	ADU G SELLIGIO
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	100
No of Slots	12	4	3	2
Pop-Ups		1/- /	14	-
Social Media	Yes	Yes	Yes	Yes
		1 1 1	7-17-7	

#### **EKUVERINGE CLUB**

Renewed for another season this beloved show gives listeners a chance to connect with each other and find friends, through friendly discussion, and beautiful song choices.

	-/				
		Genre:	Entertainr	ment	
	No of Episode	Episode Duration  57 Min	Air Time Thursday 23:00	Repeat -	ADU G Spanja
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episo	de	500	250	150	100
No of Slots		12	4	3	2
Pop-Ups		4/	1/-/	-F	
Social Medi	a a	Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

### **OPERATION 119**

In this program we will talk about different kinds of crimes committed within the Maldivian community. We will have two experts (police officers) on each episode who can provide information on these crimes and answer the questions from the audience.

	Genre: C	rime/Info	rmative	
No of E		Air Time Tuesday 21:00	Repeat Thursday 01:00 Saturday 02:30	PADU Ballaga
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	85
No of Slots	12	4	3	1
Pop-Ups	/ -/	1/-	<u> </u>	-  -
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **EKI KULA**

This is to create interest about story writing, for a young audience. This classroom style program will help teach the skills of story writing. At the end of the season, the stories of the audience will be presented and 1st 2nd 3rd will be chosen.

					100			
	Genre: Education							
	No of Epis		Air Time Thursday 08:30	Repeat Thursday 16:30 Sunday 16:30	S ADU			
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
	Price/episode	750	200	150	100			
l	No of Slots	12	4	3	2			
	Pop-Ups	74/	1/- /	$V_{i}$				
	Social Media	Yes	Yes	Yes	Yes			
	5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

#### THIHTHI THIHTHI KUJJEH

The target audience for this program is 3–4-year-olds. Children from this age category are fast learners and are keen on having different experiences. In this program, we will be teaching good manners to them at different locations that they usually go to.

	A = V			
	Ger	re: <b>Lifesty</b>	le	
No of Epis		Air Time Friday <b>08:30</b>	Repeat Friday 16:30 Monday 16:30	
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	750	200	150	100
No of Slots	12	4	3	2
Pop-Ups	<b>7</b> / /	1/-	1/ 1	
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **SAANAVEE DHIVEHI**

A classroom Style program aimed at secondary grades (8,9,10) with students and a teacher, learning different aspects of Dhivehi language

		$A \rightarrow Z$		
	Geni	re: <b>Educati</b>	on	
No of Eg		Air Time Saturday <b>08:30</b>	Repeat Saturday 16:30 Tuesday 16:30	ADU KA 1985ajaj
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	100
No of Slots	12	4	3	1
Pop-Ups		1/-1/	- 1	-
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

# FASEYHA ARABI

This is a special program for those who travel to Arab countries for various purposes.

The aim is to teach us how to communicate to a basic extent in Arabic.

جرد رُبُرُه ؛ دُرُوْرُهُ وَ مِنْ مُرْرُدُورُ وَ وَدُوْرُو وَ رُبُرُهُ وَ جُرِدُو وَ هُرُو وَ هُرُو مَا وَ وَرُ جرد رُبُرُه ؛ دُرُوْرُهُ وَ رُبُرُو وَ رُبُرُو وَ رُبُرُهُ وَ رُبُرُهُ وَ رُبُرُهُ وَ رُبُرُهِ عَلَيْهِ مِنْ ا دُسُسِ جِرُو بُرِيْرُ وَوَسِمُ وَمِنْ مُرْسِمُ وَمِنْ مُرْسِرُونُ وَ وَرُدُو وَ وَرُدُو وَ وَمُرْسِ مِنْ فَعَ سَمِمْ الْمُرْفِقِ وَالْمُواعِ سَمِمْ الْمُرْفِقِ وَالْمُواعِ سَمِمْ الْمُؤْمِدُ وَرُبُونُ وَمِنْ الْمُرْسِوعِ مِنْ الْمُرْفِعِ مِنْ الْمُؤْمِ

					100
		Genr	e: <b>Educat</b>	ion	
	o of Episode	Episode Duration 12 Min	Air Time Sunday <b>09:15</b>	Repeat Monday 16:15 Tuesday 00:15	ADU Li Hille,
		clusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	. 7	<b>750</b>	200	150	100
No of Slots		12	4	3	2
Pop-Ups		- /	1/- /	1-1-1	-
Social Media		Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

#### **KULHISAMAA**

This program brings the audience the traditional and cultural sports recreational activities enjoyed by our forefathers with interesting facts about our cultural games. The program will also shed light on the importance of preserving our culture.

	- / T						
Genre: <b>Sports</b>							
No of Epi		Air Time Monday <b>09:15</b>	Repeat Tuesday 16:15 Wednesday 00:15	ADU CS SERVING			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	750	200	150	100			
	7 0 0	200	130	100			
No of Slots	12	4	3	2			
No of Slots ————————————————————————————————————							
	12	4	3	2			

#### **VESHI RAHKAA**

This program is a short podcast about climate change, its impacts, and the urgency to act immediately to reverse its effect. Hosted by a single presenter based on their own research, the program will also feature expert analysis of the geophysical and socioeconomic impacts of climate change.

هُرُوْس وِه دُرُوس لاَ لَا لَهُوْ وَرَّكُوسُ وِرَكُوسُ وِرَكُوسُ وَلَكُونُ وَرَكُولُو وَكُولُولُو وَكُولُولُو پُرُهُ اللهُ ا

	$\sim$					
	Genre: Education					
	No of Episode	Episode Duration 12 Min	Air Time Tuesday 09:15	Repeat Wednesday 16:15 Thursday 00:15	Es agazagage	
	E	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor	
Price/episod	de	750	400	300	100	
No of Slots		9	3	2	1	
Pop-Ups		+/1	1/-/	1	11 /- 11	
Social Medi	ia	Yes	Yes	Yes	Yes	
5 sec AD Within Trailer		Yes	Yes	Yes	Yes	

#### **HOLHUASHI**

In this podcast, we will be providing various information on Maldivian culture. An expert on Maldivian cultural studies will be presenting the show. Each week, they will be accompanied by a popular personality/ celebrity from a different background (musician, actor, politician, etc.).

#### **Genre: Culture/Informative Episode Duration** No of Episode Air Time Repeat Thursday ADU **12**<sub>Min</sub> 15 Friday 16:15 00:15 Thursday 00:15 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title **750** 200 150 100 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

#### **ADHABEE BAS**

This program introduces listeners to different proverbs in different dialects from the south of Maldives. A teacher will be explaining proverbs and how to use it while speaking.

	7 1		$A \rightarrow A$		<u> </u>
	G	enre: <b>Lite</b>	rature/Ed	ducation	
	No of Episode	Episode Duration 12 <sub>Min</sub>	Air Time Thursday 09:15	Repeat Friday <b>16:15</b> Saturday <b>00:15</b>	Es seasons
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epi	sode	<b>750</b>	200	150	100
No of SI	ots	12	4	3	2
Pop-Up	os es	(+/4)	1/- /	+	11 /- 11
Social M	edia	Yes	Yes	Yes	Yes
5 sec <i>A</i>		100	/ / / /	1/3/11	

# **BASTHOORA**

A linguist will be explaining the meanings of new words added to the Dhivehi dictionary. We would also be featuring the public opinion on these new words.

				100
	Gen	re: <b>Langua</b>	ige	
No of Episo		Air Time Saturday 09:15	Repeat Sunday 13:15 Tuesday 00:15	S ADU ti SERRA
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	750	200	150	100
No of Slots	12	4	3	2
Pop-Ups	$J \neq J$	1/-1/	<u> </u>	
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **ISLAAMEE MIMBARUN**

In this series we will illustrate the detailed meaning of Hukuru Huthubaa and analyze the important parts with the writer of the Huthubaa and a ministry appointed Sheikh.



#### **FAADUVERI NAZARAKUN**

It is of paramount importance that the current generation is made aware of the unique qualities and perfection found in Dhivehi academic text and literal productions. As such, the literary techniques employed in various style and genres of Dhivehi literature will be critically evaluated. The students of secondary and higher secondary schools, and universities will find this program particularly useful in understanding the structure of each text type found in Dhivehi literature thereby creating heightened interest towards Dhivehi language.

	Genre: <b>Education</b>						
	to of Episode Du		Repeat Tuesday 13:00 Wednesday 20:30	Ex 1822/jag			
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor			
Price/episode	750	300	200	100			
No of Slots	12	4	3	2			
Pop-Ups		4//-		11 /- 11			
Social Media	Yes	Yes	Yes	Yes			
5 sec AD Within Trailer	Yes	Yes	Yes	Yes			

#### **DHIVEHI LEYNAARU**

This program is a 27-minute recorded program, featuring different individuals working in the fisheries industry. Their beginning, their current work, their interest, and the details of their work-related successes would be featured as a profile in this program.

	Gen	re: <b>Educati</b>	on	
No of E <sub>F</sub>			Repeat Wednesday 13:00 Thursday 20:30	ADU ti lättejte
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	85
No of Slots	12	4	3	1
Pop-Ups	1/-//	1 - 7		-
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **KULHIFAS**

This is sport show which will feature inspiring athletes. We will be featuring their powerful life stories and the secret to their success.

ور تووند گرمگار رنماههم و ورگ از ورگ تووند گرمگار رنماهه مو توکس توهم مورد تووندی گاریمار یسم و درگاری و سوسوی روسگا توسهر های درس و درسر رهوند موه در توکیدی گاریمار یسم و در توسی در تا توسی در در تا تا توسی درس و درسر رهوند

		$\Delta \Delta Z$		100
	G	enre: <b>Sport</b>	s	
No of Epi		Air Time Wednesday 10:30	Repeat Thursday 13:00 Friday 20:30	ADU Li statele
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	500	250	150	85
No of Slots	12	4	3	1
Pop-Ups	/ / /	1/- /	- [4]	-
Social Media	Yes	Yes	Yes	Yes
5 sec AD Within Trailer	Yes	Yes	Yes	Yes

#### **SEEDHAA MAGU**

This longest running religious program of Dhivehiraajjeyge Adu, creates a platform for audience to clear out their doubts and questions related to religion. Program will be carried in the form of questions and answers.



#### **SAQAAFEE DHATHURU**

This is a recorded program aimed at different This is a recorded program aimed at different islands, to provide information on its geography, customs and culture, historical sites and events. islands, to provide information on its geography, customs and culture, historical sites and events.

			4		
		Gei	nre: <b>Cultur</b>	е	
	o of Episode	Episode Duration  30 Min	Air Time Thursday 10:30	Repeat Saturday 10:30 Sunday 20:30	S ADU
	Ex	clusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episode	2	,500	1,000	800	600
No of Slots		30	12	10	8
Pop-Ups		- /	1/-	1	11 /- / 1
Social Media		Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

## **DHIVEHI RAAJEYGE ADU**

(News Slots)

Details	Duration	Break	Slot	Price / Slot	Scheduled	
		Brk 1	Slot 1	250.00		
07:00 News	12 min	Brk 2	Slot 1	250.00	Everyday	
Details	Duration	Break	Slot	Price / Slot	Scheduled	
00.00 M		Brk 1	Slot 1	250.00	Everydov	
09:00 News	15 min	Brk 2	Slot 1	250.00	Everyday	
Details	Duration	Break	Slot	Price / Slot	Scheduled	
11.00 \		Brk 1	Slot 1	250.00	Everyday	
11:00 News	10 min	Brk 2	Slot 1	250.00	Everyday	
Details	Duration	Break	Slot	Price / Slot	Scheduled	
			Slot 1	250.00	7 /17	
	///	Brk 1	Slot 2	250.00		
13:30 News	27 min		Slot 3	250.00	Everyday	
			Slot 1	250.00	, ,	
	V = I	Brk 2	Slot 2	250.00	V = I	
			Slot 3	250.00		
Details	Duration	Break	Slot	Price / Slot	Scheduled	
16.00		Brk 1	Slot 1	250.00	Eveniday	
16:00 News	10 min	Brk 2	Slot 1	250.00	Everyday	

Details	Duration	Break	Slot	Price / Slot	Scheduled
		Brk 1	Slot 1	170.00	Francisco
18:00 News	10 min	Brk 2	Slot 2	170.00	Everyday
Details	Duration	Break	Slot	Price / Slot	Scheduled
	7.73		Slot 1	170.00	/ //
	1//	Brk 1	Slot 2	170.00	
19:00 News	20 min		Slot 3	170.00	Everyday
19.00 Hells	20 111111		Slot 1	170.00	Everyday
	W = 1	Brk 2		170.00	W = I
	4		Slot 3	170.00	
Details	Duration	Break	Slot	Price / Slot	Scheduled
Details	Duration	Break	Slot 1	Price / Slot 170.00	Scheduled
Details	Duration	Break Brk 1			Scheduled
			Slot 1	170.00	
Details 22:00 News	Duration 27 min		Slot 1 Slot 2	170.00 170.00	Scheduled  Everyday
			Slot 1 Slot 2 Slot 3	170.00 170.00 170.00	
		Brk 1	Slot 1 Slot 2 Slot 3 Slot 1	170.00 170.00 170.00 170.00	
		Brk 1	Slot 1 Slot 2 Slot 3 Slot 1 Slot 2	170.00 170.00 170.00 170.00 170.00	
22:00 News	27 min	Brk 1 Brk 2	Slot 1 Slot 2 Slot 3 Slot 1 Slot 2 Slot 3	170.00 170.00 170.00 170.00 170.00	Everyday

# Dhivehi Rajjeyge Adu (Daily Ad Allocation)

#### **Prime Time Plus**

No	Break	Slot	Bid starting price /slot
	07:12	1 2 3 4 5 6	250.00
No	Break	Slot	Bid starting price /slot
2	10:57	1 2 3 4 5 6	250.00
No	Break	Slot	Bid starting price /slot
3	13:27	1 2 3 4 5 6	250.00

No	Break	Slot	Bid starting price /slot
4	15:57	1 2 3 4 5 6	250.00
No	Break	Slot	Bid starting price /slot
5	17:42	1 2 3 4 5 6	250.00
No	Break	Slot	Bid starting price /slot
6	18:57	1 2 3 4 5 6	250.00

No	Break	Slot	Bid starting price /slot
7	23:57	1 2 3 4 5 6	250.00

### **Prime Time**

No	Break	Slot	Bid starting price /slot
8	08:27	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot

No	Break	Slot	Bid starting price /slot
10	09:57	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot
11	10:27	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot
12	11:10	1 2 3 4 5 6	170.00

No	Break	Slot	Bid starting price /slot
10	09:57	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot
11	10:27	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot
12	11:10	1 2 3 4 5 6	170.00

No	Break	Slot	Bid starting price /slot
13	13:57	1 2 3 4 5 6	170.00
No	Break	Slot	Bid starting price /slot
14	14:57	1 2 3 4 5 6	170.00

# **Non Prime Time**

No	Break	Slot	Bid starting price /slot
	16:10	1 2 3 4 5 6 7 8 9	140.00
No	Break	Slot	Bid starting price /slot
2	17:12	1 2 3 4 5 6	140.00
No	Break	Slot	Bid starting price/slot
3	18:27	1 2 3 4 5 6	140.00

No	Break	Slot	Bid starting price /slot
4	19:57	1 2 3 4 5 6	140.00
No	Break	Slot	Bid starting price /slot
5	20:27	1 2 3 4 5 6	140.00
No	Break	Slot	Bid starting price /slot
6	20:57	1 2 3 4 5 6	140.00

No	Break	Slot	Bid starting price /slot
7	21:57	1 2 3 4 5 6	140.00
No	Break	Slot	Bid starting price /slot
8	22:27	1 2 3 4 5 6	140.00
No	Break	Slot	Bid starting price /slot
9	22:57	1 2 3 4 5 6	140.00

## **Off Peak Time**

No	Break	Slot	Bid starting price /slot
	00:27	1 2 3 4 5 6	100.00
No	Break	Slot	Bid starting price /slot
2	00:57	1 2 3 4 5 6	100.00
No	Break	Slot	Bid starting price /slot
3	01:57	1 2 3 4 5 6	100.00

No	Break	Slot	Bid starting price /slot
4	02:27	1 2 3 4 5 6	100.00
No	Break	Slot	Bid starting price /slot
5	03:27	1 2 3 4 5 6	100.00
No	Break	Slot	Bid starting price /slot
6	03:57	1 2 3 4 5 6	100.00

No	Break	Slot	Bid starting price /slot
7	04:27	1 2 3 4 5 6	100.00

# DHIVEHI FM



#### LAVAYAKAH FAHU LAVAYEH

Lavayakah fahu lavaeh, as its name suggest is a show with mix of various songs of different artists back to back. In this show we bring the latest music for total of 30 minutes. Dhivehi, Hindi and English and other countries hit numbers will be played as per our scheduled presenter accordingly daily.

چەر دەرۇپ ئەردىرى ۋى چەر دەرى ئۇرى ئۇگۇندە ئەرسەم بىردى دۇرى ئۇرى ئەردى دۇرۇپ ئۇر ئەردى ئۇر ئۇر ئەردى ئۇر ئەرد قۇر ئۇرۇپ ئۇر دەر ئۇرۇپ ئۇرىدى ئەردى ئۇرۇپىدە ئۇرۇپىدى ئۇر بۇسىغار رۇپىرۇدۇ.

#### Genre: Entertainment **Episode Duration** No of Episode Air Time Repeat 91.0 **27**<sub>Min</sub> Everyday 678 11:35 17:35 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 200 150 100 600 Price/episode No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **BALAALAN SALHI**

"Balaalan Salhi" is an infotainment show, which will throw light on critically acclaimed movies. Each episode of the show will feature 5 movies in total, from Bollywood, Hollywood and other movie industries. The show will also include notable songs from the movies. The drive of this show is to provide the listeners with information about the highly acclaimed movies of the past years.

		Genre:	Entertain	ment	
	No of Episode	Episode Duration  57 Min	Air Time  Monday  22:00	Repeat Wednesday 14:03	91.0
	Ex	clusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episo	ode	900	200	150	100
Price/episo	_ //	900 12	<b>200 5</b>	150 4	100
l —	ts				
No of Slot	ts	12	5	4	3

### HAFTHAA BANDHU KHAASSA

Game shows have been most fun and reliable Entertaining shows for weekends. So here in this game show we'll focus on our mother tongue language Dhivehi. The highest scorer will get RF200. Therefore this weekend show will rock with fun games and best of the best songs.



# **SUNDAY NIGHT WITH FM**

This is a game show where celebrities/ listeners and Dhivehi Fm gather. Listeners can participate via sms and surprises every other week with celebrity guests.

ئۆۋەنچە ھەرەپىنىڭ ئۆرگەنگە ئىگەرى ئۇرۇپىرى ئۇرۇپىرى ئۇرۇپىرى ئۇرۇپىرى ئۇرۇپىرى ئۇرگەردى دەرىھىچىڭ دۇرۇپىر دېرىدىدۇدى دۇرىيىرىدۇرۇدۇدى دۇرىي ئۇرۇپىدى كۆرۈپىدىدى كۆرۈپىرىدۇدۇ.

		Genre	Entertair	nment	
	No of Epis		Air Time Sunday <b>22:00</b>	Repeat	91.0
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epi	sode	900	200	150	100
No of SI	ots	12	5	4	3
Pop-Up	os	//- /-	A- 7	1-1	
Social M	edia	Yes	Yes	Yes	Yes

# **STYLE GUIDE**

This show is based on providing the latest fashion talks, information of various beauty trends and styling up for events, with the help of a fashion artist.

		ment			
	No of Episode	Episode Duration  57 Min	Air Time Wednesday 23:00	Repeat Friday 14:03	91.0
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epis	sode	900	200	150	100
Price/epis		900 12	200 5	150 4	100 3
	ots	1 1			
No of Slo	ots s	12	5	4	3

# **DHIVEHI LAVAIGE BAGEECHAA**

This is a garden of rhythm, garden of Maldivian music. The original tunes of Maldivian music has been a huge demand among our listeners. Therefore this show has been one of the best shows filled only with Maldivian music. Listeners can also request their favorite Maldivian songs



# **KHABARU PLUS**

This show is based on the weekly local and international news, with current affairs updates. During this one-hour current affairs program, news will be brought in conversation style with some music. With Khabaru plus our listeners will be able to get an update of the weekly news along with the latest music.



# **DAN DAN**

This is a weekly game show, broadcast live from the studio. The quiz consists of a featured artist for every show, and audience will be asked short trivia questions about the artist. The contestant who scores most points in the quiz at the end of each show will win a prize.

		Genre:	Entertain	ment	
	No of Episode	Episode Duration  57 Min	Air Time Tuesday 22:30	Repeat	<sup>fm</sup> / <sub>2</sub> .0
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episo	ode	900	200	150	100
No of Slot	s	12	5	4	3
Pop-Ups		/- /-/	<i>A</i> - <i>A</i>	1-4	-
Social Med	lia	Yes	Yes	Yes	Yes

# **LOABI LOABIN**

This is a 1-hour selection of romantic songs which includes all Dhivehi, English and Hindhi songs specially for the love birds listening late at night.

ל מפן הפתרת התיתפים ביתי בנו ל באבארטם. כן קפן הפינה באפים להפינה לפינ הפינה לפינ הבינה בינה באפים באפים בינה ב הרשו בינה ל בינה באור באור באור באור באור הבורית שיתים באפינים הבינה באורים באורים באורים באורים בינה באורים ב באורים בינה באורים באורים באורים באינה באורים באורי

		Genre:	ment		
	No of Episoo	<i>y</i>	Air Time Everyday 02:00	Repeat	91.0
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/e	episode	200	200	150	100
No of	Slots	12	5	4	3
Pop-	Ups	77 A	1 -	1 -	I - II
Social I		Yes	Yes	Yes	Yes
5 sec		Yes	Yes	Yes	Yes

# **BEYNUMEY ISHQA**

"Beynumey Ishqaa" is a drama about two different people fighting through their lives for two different issues.

They meet and get entangled between the norms and beliefs of families as well as their past.

Iyan is a divorced father who is left by his wife with their 6-year-old child facing issues with his personal life as his child is brought up in every relationship he starts. Finally giving up hope on starting a new relationship or life he meets Maahy who is in a steady relationship for 4 years and on the verge of getting married. Yet she falls out of love and starts having feelings for Iyan. As Iyan is a single father, Maahy has to go through a lot of hardships and Iyan too faces backlash from Maahy's family. This drama revolves around the issues single parents have to face.

\$\frac{1}{2}\frac{1}{2

#### Genre: Informative No of Episode **Episode Duration** Air Time Repeat 91.0 13 **57**<sub>Min</sub> Saturday Sunday 23:00 14:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 150 200 100 900 Price/episode **12** No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **LUNCH BREAK**

Lunch Break Show has been one of the longest running show of Dhivehi Fm. Every day we take a lunch break with dedication to keep our listeners more entertained. This show includes some informative segments together with listeners request songs.

### Genre: Informative No of Episode **Episode Duration** Air Time Repeat 91.0 239 **87**<sub>Min</sub> Sun - Thurs 12:30 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 600 300 150 100 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **MAAZEEGE THEREYN**

Old is gold and so is Maazeegetherein. Another 1-hour block of songs from the past which will give a blast. Includes Hindhi Dhivehi and English songs from the years before 2005



# **EMME FAS**

Emme fass is exclusively based on entertainment news from both local and global entertainment industries. With fresh interviews, reports & charts, this program keeps our audience updated on the celeb news & new productions of the entertainment industry.



### **HIY AVASVAA GOIY VEY**

"Hiy Avas Vaa Goi Veyey" is a Story based on 2 people with different personalities. The story will highlight how they meet and how their relationship changes. Nafiz is a Silent Strict boss however his Personal Assistant Hayaa is a kind hearted talkative, friendly girl who suffers from mental illness (depression). They have a very distress relationship from the beginning itself. They hated each other, however as the story evolves, the hatred for each other dissolves slowly. Hence, this story will tell our listeners how their relationship changes and how Hayaa deals with her personal and professional life with depression.

ور رئور و سور و مورد و



# **MUSIC MIX**

Music mix, as its name suggest is a show with mix of various songs of different artists. In this show we bring the latest music for total of 60 minutes. Dhivehi, Hindi and English hit numbers will be played as per our scheduled presenter accordingly.

### **Genre: Entertainment** No of Episode **Episode Duration** Air Time Repeat 91.0 239 Sun - Thurs **57**<sub>Min</sub> 09:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 100 600 200 150 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **RAAJJE HENDHUNAA**

Raajje Hendhunaa is our morning show, where we greet and get them ready for the day with segments which includes the recaps of the current affairs, including weather and related events. They get to participate and share their schedule and request their choice of songs.

This show runs for two hours.

\$\$\hat{\alpha} \\ \alpha \

### Genre: Informative No of Episode **Episode Duration** Air Time Repeat 91.0 335 110<sub>Min</sub> Everyday 07:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 300 250 100 600 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **DHIVEHI FM TOP 10**

This is a garden of rhythm, garden of Maldivian music. The original tunes of Maldivian music has been a huge demand among our listeners. Therefore this show has been one of the best shows filled only with Maldivian music. Listeners can also request their favorite Maldivian songs



# REETHI ABADHUVES REETHI

This is a selection of Old songs (from and before 2005) especially for the folks who love the golden beats. It's a 60-minute show which consists of Dhivehi, Hindi and English songs with the relative information about the number being played.

		Genre:	Entertain	ment	
	No of Episode	Episode Duration  57 Min	Air Time Everyday 01:00	Repeat	91.0
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epis	sode	2,000	200	150	100
No of Slo	ots	12	5	4	3
Pop-Up	S	7 - / - /		I I I	1 - 1
Pop-Up  Social Me		- Yes	Yes	Yes	Yes

# **REQUEST**

This program is especially dedicated to all our listeners who enjoy listening to their own choice on-air. Request based shows are the most on demand shows of Dhivehi FM. A conversation with the RJ followed by a song of the listener's choice.

		Genre:	intertaini	ment	
	No of Episode	Episode Duration  87 Min	Air Time Everyday 10:00	Repeat	91.0
	Ex	cclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epis	sode	600	150	100	<b>75</b>
No of Slo	ots	12	6	3	2
Pop-Up	s	7 A	1 🗕 🤈		-
Social Me	dia	Yes	Yes	Yes	Yes
5 sec Al		Yes	Yes	Yes	Yes

### VIHI GADI FANARA

Every week Sunday to Wednesday 20:15pm DhivehiFM presents another interesting live show. The Participants of this show needs to complete 3 challenging tasks to get the highest scores. The top scorer will be selected weekly, among the participants in 4 live shows.

קר ה' היינו בעל הלחל היי היינו להיינו לי היינו לי היינו



# **SLOW SONGS**

This is an automated selection of songs brought to our listeners every day. The main purpose is to broadcast slow-paced music since it is after the Fajr Praye.

### Genre: Entertainment No of Episode **Episode Duration** Air Time Repeat 91.0 **57**<sub>Min</sub> 365 Everyday 05:00 Exclusive + Title Sponsor Main Sponsor Co-Sponsor Title 2,000 200 150 100 Price/episode 12 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# **TEA TIME REQUEST**

This is a light chit chat show where our listeners get to call or request a song via SMS. The show is aired daily at 1600hrs.

		Genre:	Entertain	ment	
	No of Episodo	1	Air Time Everyday 16:00	Repeat -	91.0
		Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/epis	sode	600	150	100	<b>75</b>
No of SI	ots	12	6	3	2
No of SI ————————————————————————————————————	—	12 -	<b>6</b>	<b>3</b>	2 -
7	 os			-1/4	

# **BEYRAH DHATHUREH**

This is a special program intended to be introduced to those persons wanting to travel abroad, for the purpose of enlightening them on their travel options. This weekly program will focus on a particular country every week. In addition this program will bring forth information on must visit sites of that country popular shopping destinations, famous cuisine, and how that country may be visited from the Maldives.

		Genre	Informat	ive	
	No of Episode	Episode Duration  57 Min	Air Time Tuesday 23:00	Repeat Saturday 10:00	91.0
	E	exclusive + Title	Title Sponsor	Main Sponso	r Co-Sponsor
Price/episo	de	900	200	150	100
No of Slots		12	5	4	3
Pop-Ups		/ <del>/</del> /	1 -		11 - 1
Social Medi	a	Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

# **COFFEE HOUR**

This show will give our listeners guidance for their future careers, along with information about the careers through people who are already in the field. The guests will get to choose 5 songs of their choice and why those songs are special to them.



# **WAKING UP WITH DFM**

This is an automated selection of songs brought to our listeners every morning to greet our listeners with some upbeat songs. The main purpose is to broadcast fast track music to lighten up the mood & kick start the day!



# **DFM KARAOKE CHALLEMGE 2022**

This is a karaoke competition for our listeners to participate via an open audition. Winners will be selected with the votes of public SMS and a judging panel.

בר מצי לפישים ל ביל מו מו מו מצר ל מת מצי ל מצי ל ביל ל מו מו מצי ל ביל ל מו מו מצי ל מצי



# **DHOLHAHI**

The show is all about health and things you should know to be in good health with Songs that will put you in a good mood.



# **PLAY BEAT**

The show is all about Remix and Cover versions of classic songs we all loved years before. Listeners not only can enjoy the modern versions of their favorite songs but will learn different information's related to the songs.

		Genre:	Entertain	ment	
	No of Episode	Episode Duration  57 Min	Air Time Thursday 23:00	Repeat Friday 09:00	91.0
	E	xclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor
Price/episo	de 2	2,000	200	150	100
No of Slots	6	12	5	3	3
Pop-Ups		/- / /	4	-F	
Social Med	ia	Yes	Yes	Yes	Yes
5 sec AD Within Trailer		Yes	Yes	Yes	Yes

# **DHIVEHI FM**

(News Slots)

No	Duration	Break	Slot	Bid starting price /slot	Scheduled	Duration of Ad
08:00	10 min	Brk 1 Slot 1 10 min 70.00	Everyday	30 Secs		
06.00	10 111111	Brk 2	Slot 1	70.00	Lveryday	30 3603
No	Duration	Break	Slot	Bid starting price /slot	Scheduled	Duration of Ad
11:30	3 min	Brk 1	Slot 1	70.00	Everyday	30 Secs
			//	Bid starting		Duration of
No	Duration	Break	Slot	price /slot	Scheduled	Ad
14:00	3 min	Brk 1	Slot 1	70.00	Everyday	30 Secs
No	Duration	Break	Slot	Bid starting price /slot	Scheduled	Duration of Ad
16:00	10 min	Brk 1	Slot 1	90.00	Everyday	30 Secs
10.00	10 111111	Brk 2	Slot 1	90.00	Lveryday	30 Secs
No	Duration	Break	Slot	Bid starting price /slot	Scheduled	Duration of Ad
16:00	10 min	Brk 1	Slot 1	90.00	Everyday	30 Secs
- 10.00	10 111111		Slot 2	70.00	Everyday	30 3003

# Dhivehi FM (Daily Ad Allocation)

# **Prime Time**

No	Break	Slot	Bid starting price /slot	Scheduled
1	18:00	1 2 3 4 5 6	90:00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
2	19:57	1 2 3 4 5 6	90:00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
3	21:27	6 5 4 3 2 1	90:00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
4	00:00	1 2 3 4 5 6	90:00	Everyday

# **Non-Prime Time**

No	Break	Slot	Bid starting price /slot	Scheduled
5	08:57	1 2 3 4 5 6	70:00	Everyday
No	Break		Pid starting	
	Бгеак	Slot	Bid starting price /slot	Scheduled

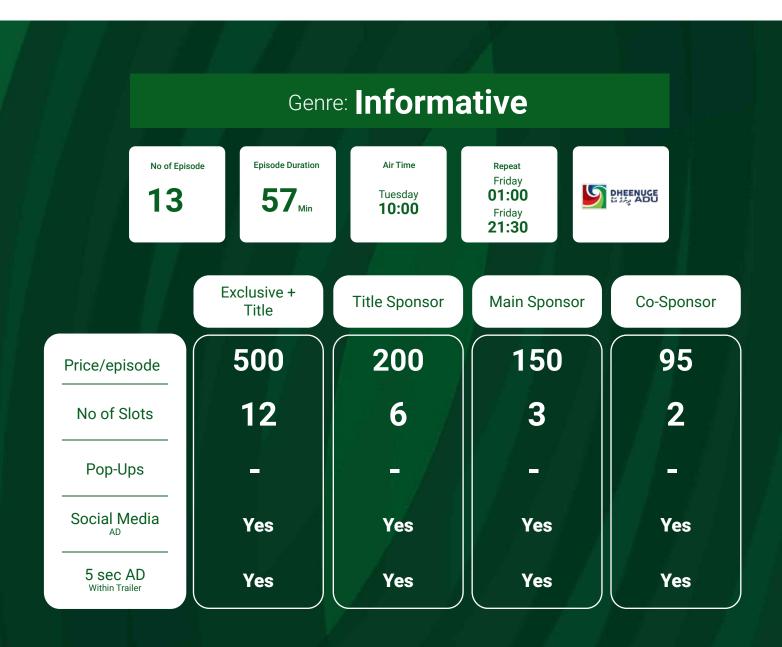
No	Break	Slot	Bid starting price /slot	Scheduled
7	15:40	1 2 3 2 5 6 9 10	70:00	Everyday

# DHEENUGE ADU



# **THAHUZEEBUGE AGU**

This program is aimed to build a generation of youth to teach manners, conduct and good deeds. In every program we would be discussing issues with the help of religious scholars or a person specialized in sociology and we would discuss a topic. Program will include auld bring a drama, a talk or a scenario. In the program the listeners would be given the chance to ask questions they have. The program will end by summarizing what was discussed in the program.



# **RANTHAAJU**

This program is based on Hafiz's and Haafiza's the program will include short profiles about them and interviews of the family members, friends and teachers. The 27 minutes recorded program will also shed light on what inspired them to start the journey and the difficulties they faced

#### **Genre: Entertainment** No of Episode **Episode Duration** Air Time Repeat Saturday 13 **27**<sub>Min</sub> Saturday 23:15 11:00 Tuesday 17:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 500 200 150 95 Price/episode 6 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes

# NABAVEE SEERATHUGE SUVAALU MUBAARAIH

Quiz contest for Dheenuge Adu listeners on Life of prophet Muhammad. This quiz competition will be the first quiz competition for the listeners of Dheenuge Adu. Cash prizes ranging from 5000 to 500 MRF will be presented to the first three winners every month.

#### Genre: Religious/Game Show No of Episode **Episode Duration** Air Time Repeat Monday 13 **27**<sub>Min</sub> Monday 23:15 11:00 Thursday 17:00 Exclusive + **Title Sponsor** Main Sponsor Co-Sponsor Title 200 500 150 95 Price/episode 12 6 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes

# **ALIVILUN**

This program is built upon to remind people of good manners. In every drama episode it would touch upon good manners and good habits.

	Genre: Informative					
No of Ep			Repeat Friday 17:00 Tuesday 23:15	DHEENUGE Esta ADU		
	Exclusive + Title	Title Sponsor	Main Sponsor	Co-Sponsor		
Price/episode	500	200	150	95		
No of Slots	12	6	3	2		
Pop-Ups	-	- /	1 / <del>1</del> / 1	<i> </i> -		
Social Media	Yes	Yes	Yes	Yes		
5 sec AD Within Trailer	Yes	Yes	Yes	Yes		

### **NAARES**

This is a recorded program consisting of stories from Islamic history and Islamic knowledge.

#### Genre: Religious/History **Episode Duration** No of Episode Air Time Repeat Thursday **12**<sub>Min</sub> DHEENUGE 13 Thursday 23:15 11:00 Sunday 17:00 Exclusive + Title Sponsor Main Sponsor Co-Sponsor Title 150 200 500 95 Price/episode **12** 6 No of Slots Pop-Ups Social Media Yes Yes Yes Yes 5 sec AD Yes Yes Yes Yes Within Trailer

# Dheenuge ADU (Daily 30 sec Ad Allocation)

# **Non - Prime Time**

No	Break	Slot	Bid starting price /slot	Scheduled
1	16:27	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
2	16:57	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
3	17:12	1 2 3 4 5 6	70.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
4	20:27	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
5	20:57	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
6	21:57	1 2 3 4 5 6	70.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
7	22:27	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
8	23:12	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
9	23:27	1 2 3 4 5 6	70.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
10	23:57	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
11	00:27	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
12	01:57	1 2 3 4 5 6	70.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
13	02:12	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
14	02:57	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
15	03:12	1 2 3 4 5 6	70.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
16	05:57	1 2 3 4 5 6	70.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
17	06:57	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
18	07:27	1 2 3 4 5 6	90.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
19	07:57	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
20	08:27	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
21	08:57	1 2 3 4 5 6	90.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
22	09:57	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
23	10:57	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
24	11:27	1 2 3 4 5 6	90.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
25	11:42	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
26	13:27	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
27	13:57	1 2 3 4 5 6	90.00	Everyday

No	Break	Slot	Bid starting price /slot	Scheduled
28	14:27	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
29	14:57	1 2 3 4 5 6	90.00	Everyday
No	Break	Slot	Bid starting price /slot	Scheduled
30	15:57	1 2 3 4 5 6	90.00	Everyday