



MBC MEDIA SOLUTIONS



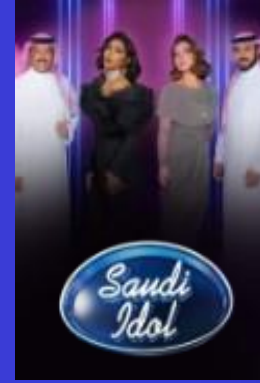


CLICK **PLAY** TO WATCH OUR CREDENTIALS

**WE CONNECT BRANDS WITH
AUDIENCES FROM ALL OVER THE MENA**



THROUGH MBC GROUP; THE HOUSE OF PREMIUM ARABIC CONTENT



NOMINATED IN TOP AWARD SHOWS



MBC group has broken records for its **International Emmy award nominations** for key programs on MBC Group

WE REPRESENT THE BIGGEST MEDIA CHANNELS IN THE MENA REGION

CLICK [HERE](#) TO ACCESS MBC GROUP'S
ENTIRE CHANNEL PROFILE

DIGITAL



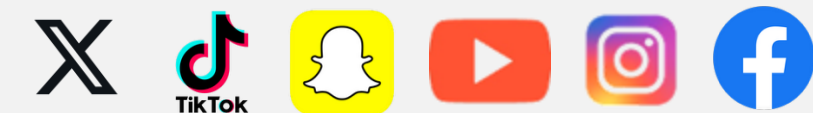
TV CHANNELS



AUDIO



PARTNERS & DISTRIBUTION PLATFORMS



REGIONAL FOOTPRINT

ALWAYS WITHIN REACH OF OUR CLIENTS

KSA

50 team members

DUBAI

83 team members

EGYPT

57 team members

REACHING MILLIONS OF ARABIC SPEAKING AUDIENCES ACROSS THE GLOBE WITH A FOCUS ON MENA



**SHAHID VOD
PLATFORM**

35M+

Unique users
Ramadan

18M+

Unique users
Non-Ramadan

Source:
Shahid Data, MENA, 2025



RADIO

9.7M+

Avg. monthly listeners on MBC
FM , panorama FM, AA FM &
MBC Loud In KSA

Source:
Ipsos KSA | Target audience: TP 15+ (all
nationalities), Jan- Feb 2025



**SOCIAL
MEDIA**

738M+

Followers across MBC
Group Channels

10.5B+

Monthly average video views
across MBC Group channels

Source:
MBC Group Data, Q1 2025



TV

9.3M+

Viewers per
month in KSA

72%

Reach in KSA

Source:
ETAM KSA | Target audience: TP 15+ (all
nationalities), Jan - March 2025

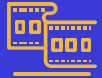
SATISFYING AUDIENCE SEGMENT OUT THERE!



Action



Social



Entertainment



Talent Shows



Lifestyle



Sports



Bollywood



Reality



Talk shows



Western



News



Game Shows



Comedy



Drama



Anime



Documentaries



DRIVING BRAND GROWTH

Through MMS's bespoke solutions

TAILORED BRANDED SOLUTIONS

REACHING AUDIENCES AT EVERY TOUCHPOINT

CONTENT SOLUTIONS



Bespoke Content Creation

Integration in scripted and unscripted shows

In-content integration

DIGITAL SOLUTIONS



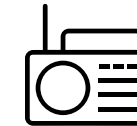
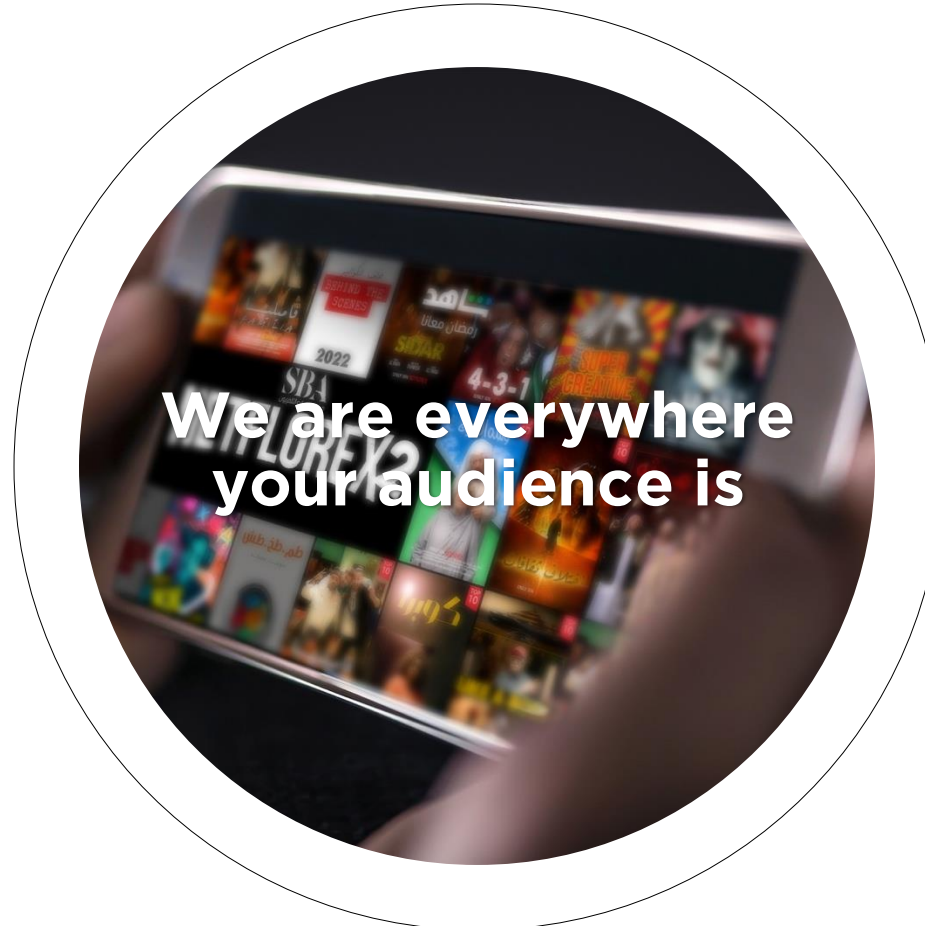
Shahid.net

AlArabiya.net

MBC Group
Social Media
Partnerships

Samsung TV Plus

Samsung Ad



AUDIO SOLUTIONS

Radio

Podcasts



TV SOLUTIONS

Spot buys

Sponsorships

Special Executions

PRE-PRODUCTION

MBC's pre-production integration allows brands to seamlessly integrate within shows at the early stages of production - be it through the storyline or product placement. The team will work closely with the producers to incorporate the brand's key messages and products if applicable.



AVOD

SVOD

TV



AVOD

SVOD

TV



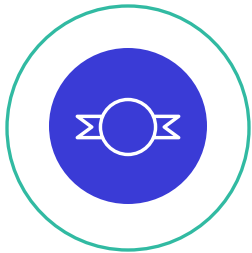
IN-CONTENT

MMS's 'In-Content Integration' (ICI) offering enables brands to digitally insert their product into content after production timelines have passed. The products can be integrated as 3D models, indoor signage & outdoor billboards, to name a few. The imagery can be both in static or video formats. ICI uses patented AI technology to analyze thousands of hours of video content to find the perfect, contextually relevant moments for brands to connect with audiences and make sure their products are seen.

THE BENEFITS OF INTEGRATING IN CONTENT

AVOD USER BASE

AVOD users get exposed to both ICI & In-Content Banners to amplify awareness (ICI+)



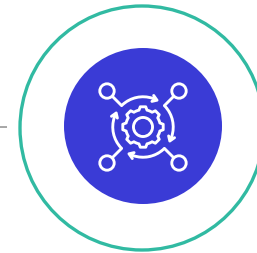
SVOD USER BASE

ICI is the only solution to tap into our SVOD user base



TV CHANNELS

Your brand will be integrated within our content that will be aired on various TV Channels



PERMANENT PRESENCE ON SHAHID

As your brand is integrated within the content

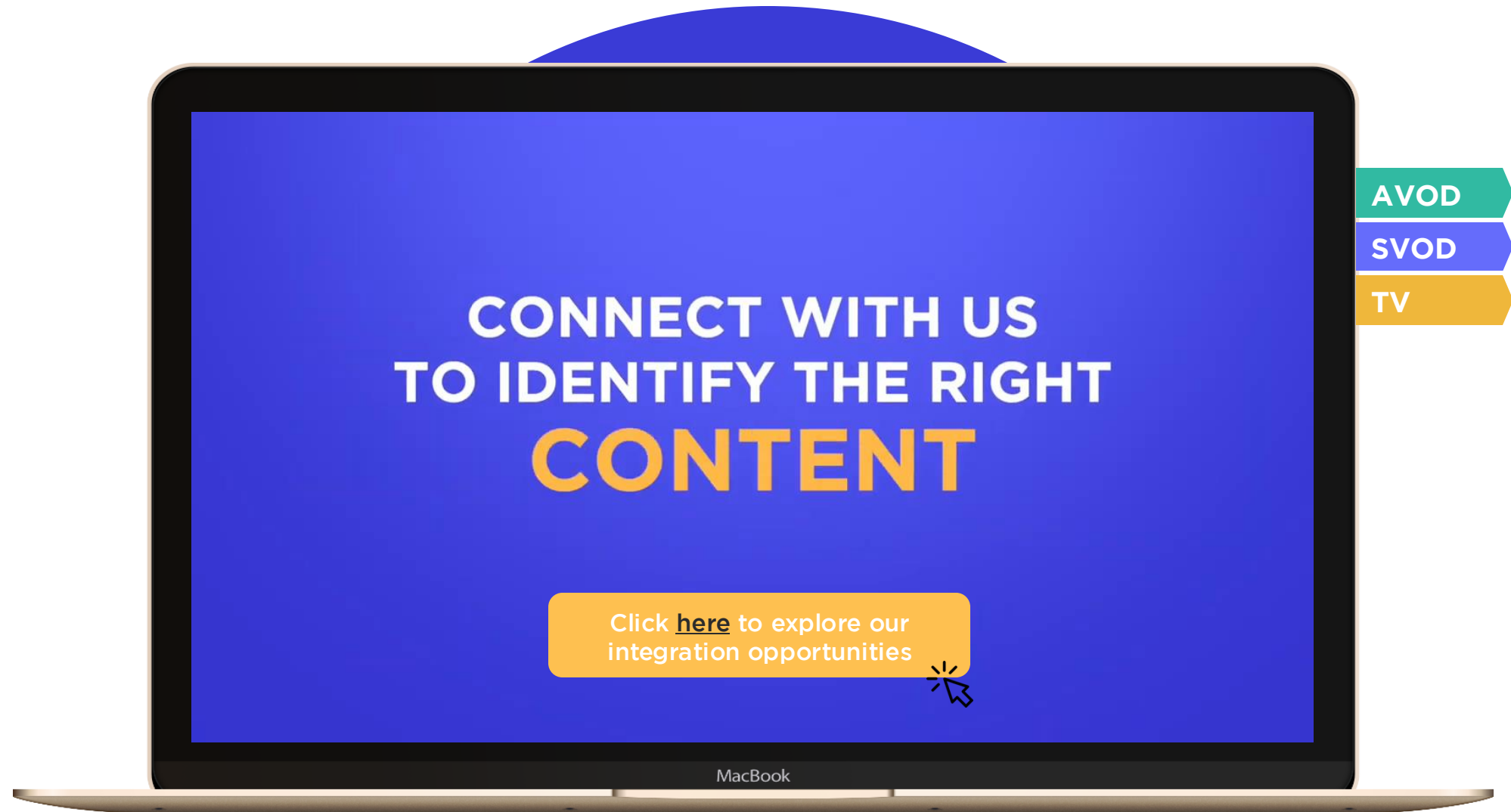


TV REPEATS

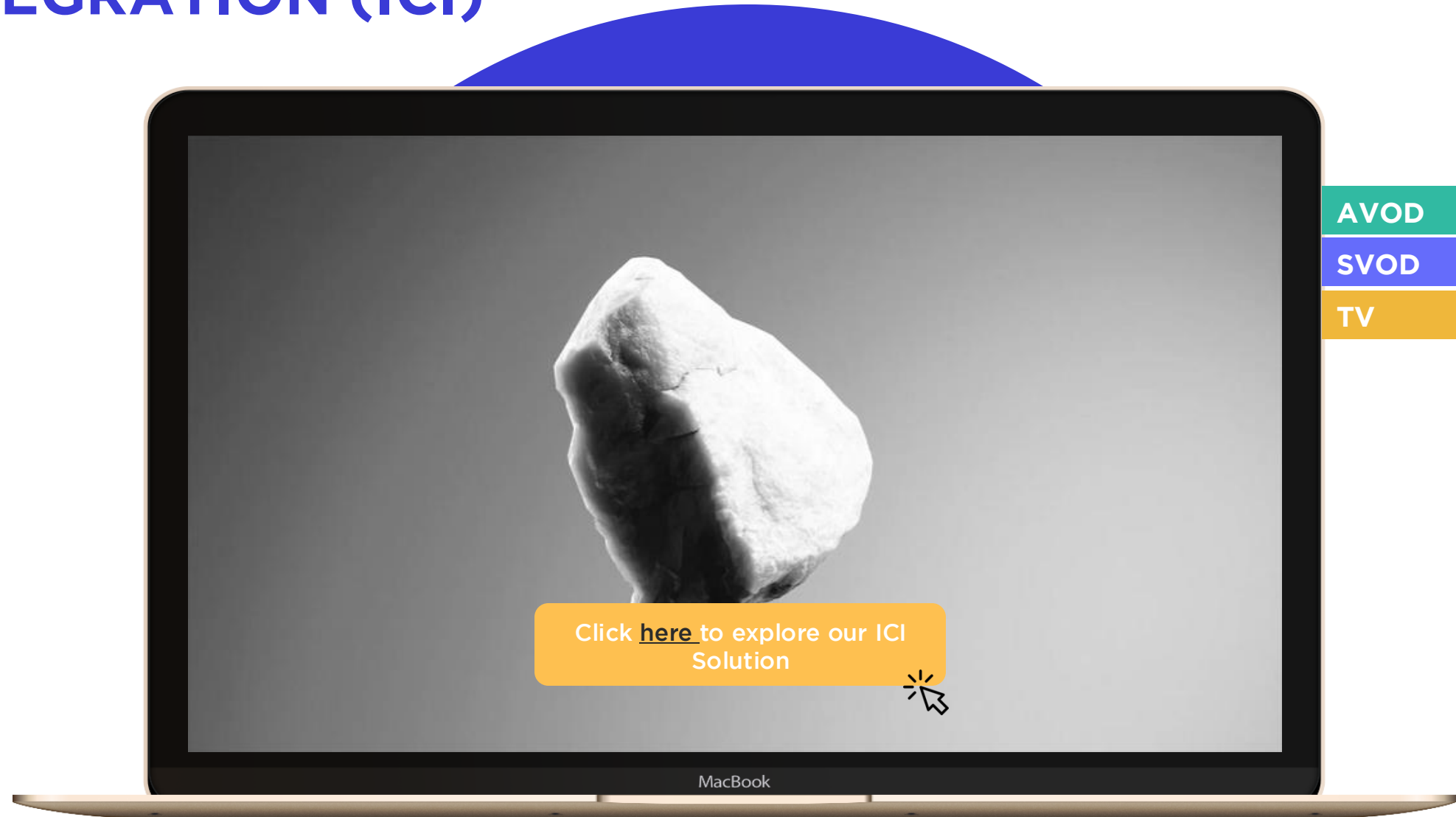
Your brand will gain exposure from episode repeats on TV



IMPACT OF BRAND PRE-PRODUCTION IN CONTENT



CAPABILITY OF POST-PRODUCTION IN-CONTENT INTEGRATION (ICI)





POWERING GROWTH WITH DATA

OUR FOUNDATIONAL INSIGHTS PROVE & IMPROVE MEDIA IMPACT

Key Capabilities:

BRAND LIFT STUDIES

Measuring brand impact across Shahid and TV

MMS VIDEO PLAYBOOK

Marketing mix modeling to build best practices when planning and buying TV and VOD.

ATTENTION MEASUREMENT

Measuring viewers' engagement with ads on Shahid & TV

ATTRIBUTION SOLUTIONS

TV footfall & digital attribution



OUTCOME

Equipping commercial and content teams with evidence-backed insights to drive performance and client value

*All the above measurement capabilities are delivered in partnership with global partners

BUILDING SMARTER CONNECTIONS THROUGH DATA

Audiences are created by each visitor's engagement across Shahid, capturing all the contextual & behavioral data signals. segments are continuously refreshed by collecting new user behaviors

OUR DATA MANAGEMENT PLATFORM CAPABILITIES ACROSS OUR MMS DIGITAL PROPERTIES THAT ARE POWERED BY
● **Permutive** INCLUDE:



**CUTTING EDGE
COMPUTING**



REAL TIME DATA
IN SESSION TRACKING &
UNLIMITED LOOKBACK



**PRIVACY
COMPLIANCE**

ACHIEVING MAXIMUM ADDRESSABILITY



BEHAVIORAL AUDIENCES

Targeting users based on
behaviors



CONTEXTUAL AUDIENCES

Targeting users when
consuming relevant content



ZERO PARTY AUDIENCES

Targeting users based on
own declared data



MARS BRANDS 1ST PARTY AUDIENCES

Targeting the users who
already visited any of the
MARS' brands sites

Powered by  IBM Watson

Powered by  qualtrics^{XM}

FROM REACH-BASED PLANNING TO PREDICTIVE & VALUE-BASED MODELS

Key Capabilities:



GRP & REVENUE FORECASTING

Predictive models using campaign performance, content variables, and seasonal data



UNIFIED TV + VOD PLANNING

Fusion of audience data and content metrics to maximize cross-platform efficiency



DYNAMIC PRICING ENGINE

AI-based pricing model integrating attention, BLS, and outcomes.



SCENARIO SIMULATION

Planning tools to model performance, optimize reach, and project outcomes



OUTCOME

Enabling smarter deals, improved efficiency, and higher returns on both inventory and investment

THE ENGINE BEHIND SCALABLE INTELLIGENCE & AI INTEGRATION

UNIFIED DATA HUB

Stitching data from
content, ad sales,
performance, and research

ADVANCED DASHBOARDS

Advanced mechanisms for
campaign planning and
optimization

AI-FORECASTING MODELS

Campaign-level prediction
tools

CUSTOM CLIENT REPORTS

On-demand performance
reports across platforms
and KPIs

AGENTIC AI

Early-stage integration of
self-learning models to
support autonomous
planning based on media,
engagement and brand
metrics



OUTCOME:

Empowering internal teams and clients with always-on intelligence, better decisions, and future-ready tools



THE IMPACT & REACH OF OUR TV OFFERING



~72%

REACH IN KSA FOR ALL MBC GROUP

☐ Non-Ramadan

☒ Ramadan

Source: ETAM, KSA, Q1 2025, TP+15

Click [here](#) to access MBC Group's entire
channel profile

mbc

العربية
alarabiya

2
mbc

درااما
mbc

4
mbc

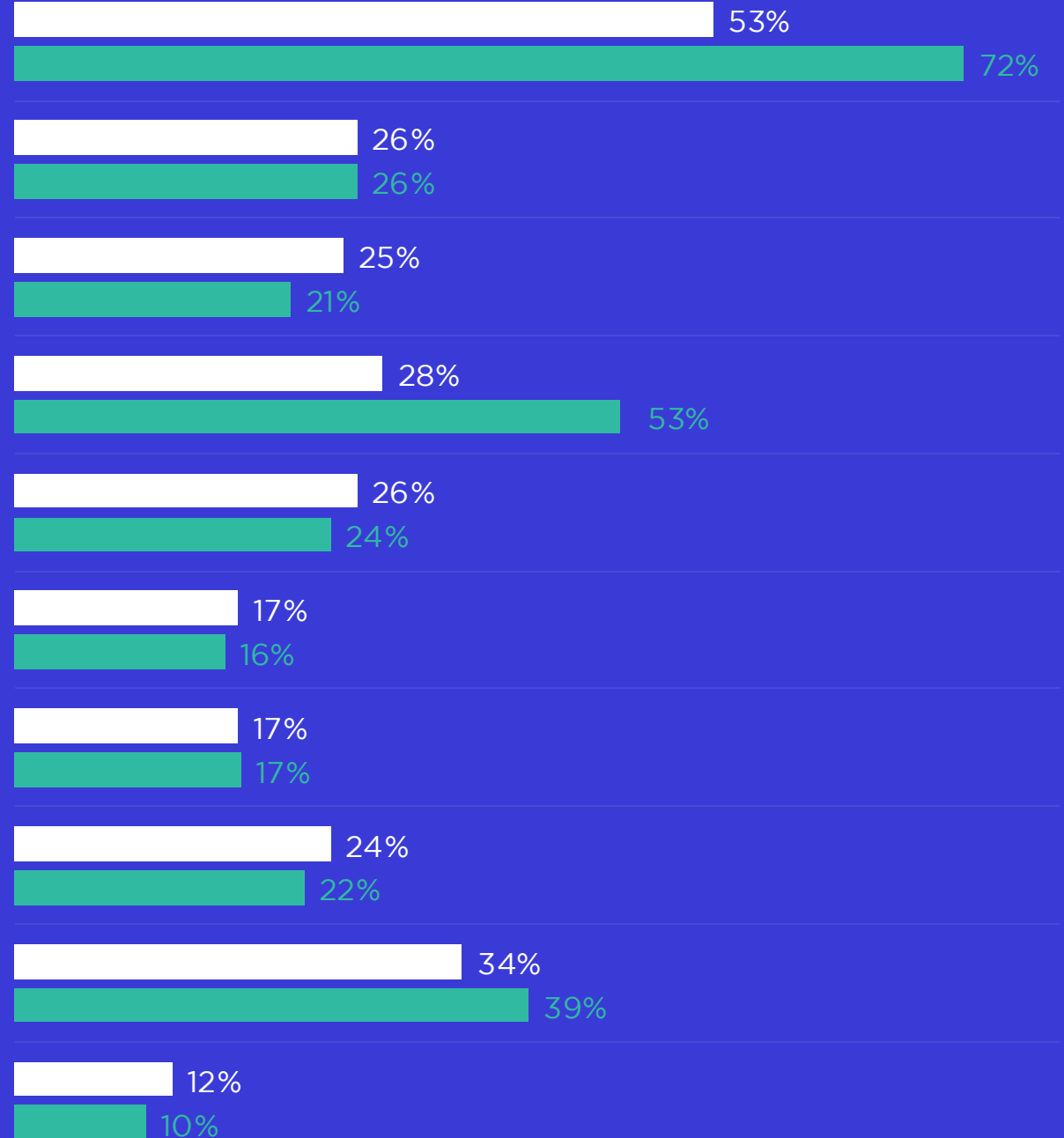
bollywood
mbc

الحدث
AL HADATH

MBC
ACTION

mbc 3

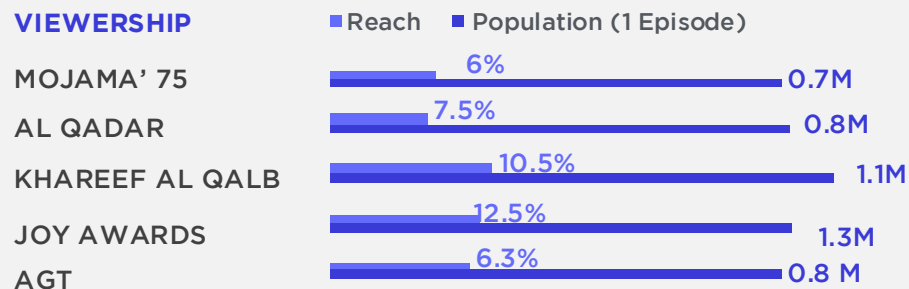
MX
mbc



& SPEED TO VIEW

Achieve instantaneity in branding, with TV's dynamic reach propelling your message to millions within the span of an hour

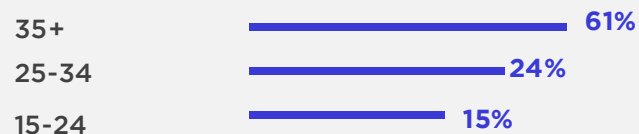
VIEWERSHIP



ACROSS ALL GENERATIONS

Directly engage the pulse of youth—Gen Z and Gen Y—transforming TV into the gateway to tomorrow's consumer base.

VIEWERS AGE GROUP REACH



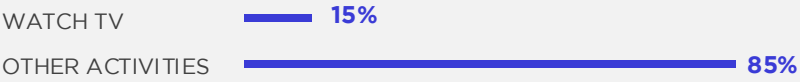
Source: Source: eTam KSA Nielsen Data 2025



REACHING AUDIENCES THAT ARE TUNED IN

TV viewers spend 16% of their daily time “excluding sleep” watching TV. Embed your brand into the daily rituals of viewers

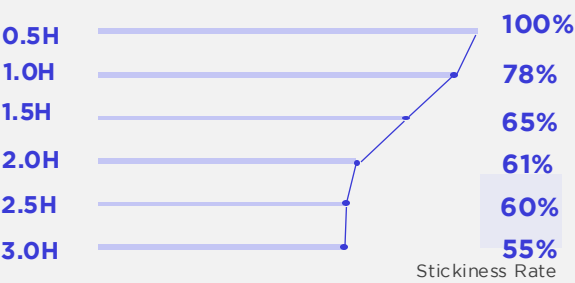
SHARE OF TIME SPENT ‘EXCLUDING SLEEPING’



HIGHLY ENGAGED

Attract almost 6 million viewers in prime time, making sure your message stands out in a captivating, uninterrupted setting

VIEW THROUGH RATE ‘VTR’ PRIME TIME [7:30 - 10:30 P.M.]

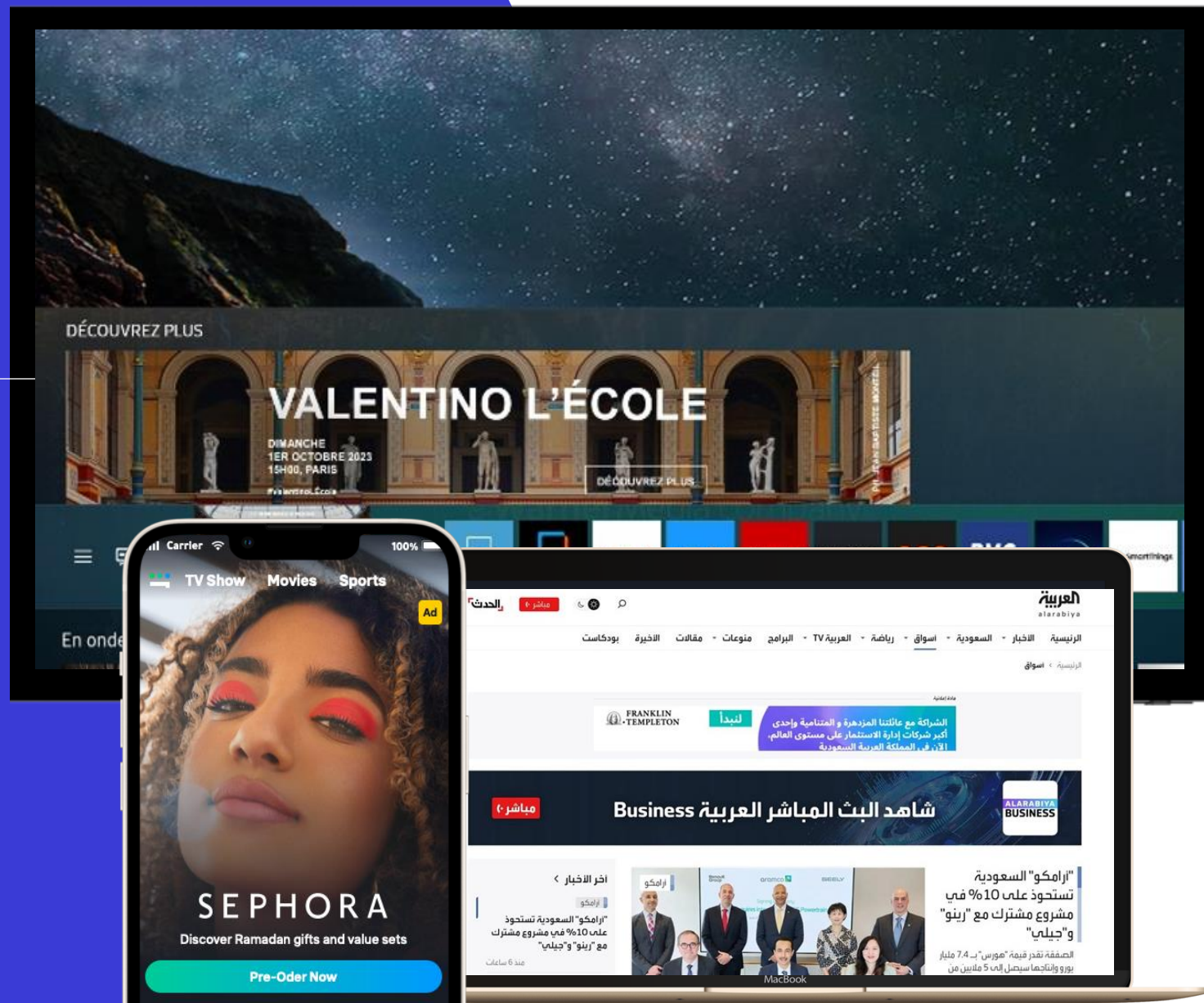


Attain peak efficiency in spend and impact, where TV’s strategic CPM structure translates into tangible ROI and brand growth

KHAREEF AL QALB	\$0.2
AL QADAR	\$0.3
AGT	\$0.7
MOJAMA3 75	\$1.43
SABAH AL KHAIR YA ARAB	\$1.46
SADA AL MALAEB	\$2.43



TAILORED DIGITAL SOLUTIONS





OUR DIGITAL PORTFOLIO SPANS ACROSS SEVERAL VERTICALS AND PLATFORMS



SHAHID.NET

MBC Group's video on demand platform & the world's leading Arabic streaming platform, offering viewers premium award-winning content.



AL ARABIYA.NET

The Arab world's leading digital source of news for a global audience.



SOCIAL MEDIA

This includes MBC Group, Al Arabiya & SSC social media channels.

MBC Group's partnership with international social media companies like Snap, X, TikTok & more.



MMSWORKS.NET

Shahid's self-serve platform, launched by MMS to enable clients to launch their own campaign on Shahid.



**UNMATCHED REACH.
UNRIVALED RESULTS.
POWERED BY SHAHID**

شاهد Home Free TV Shows Movies FCWC 25 Explore Live TV Kids

Language (En) Sign in Subscribe

فالح البطل
FAHAD ALBATAL

TOP 5 in United Arab Emirates

6 Episodes Free for you

Season 1 • Social • Drama • Egyptian

Watch Now
Season 1, Episode 1

CLICK [HERE](#) FOR A GLIMPSE OF SHAHID'S PREMIUM CONTENT

Watch It For Free

المحققون في الليل

فالح البطل

سنة حب

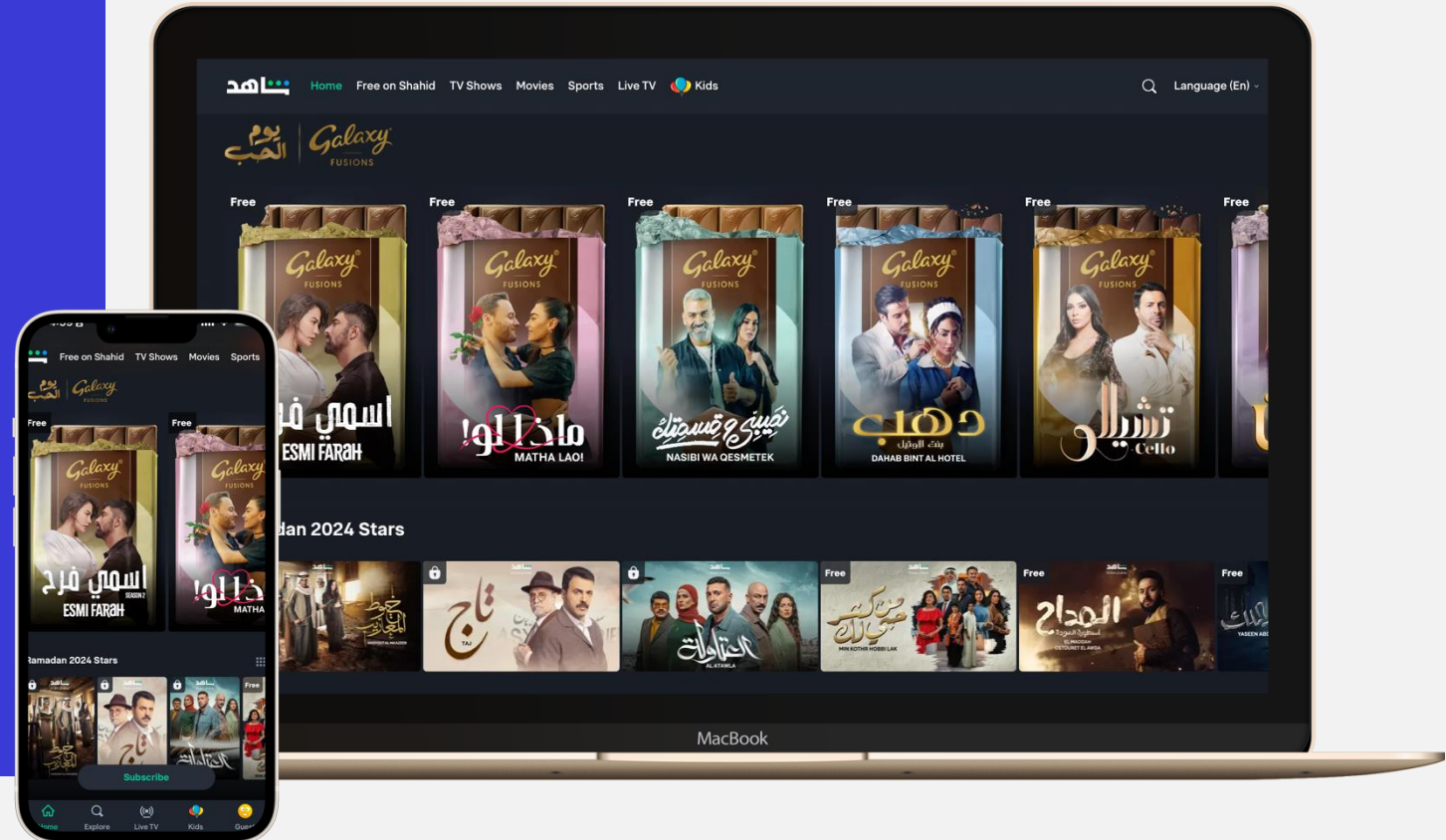
المفتونة

أنا

الحرب 20

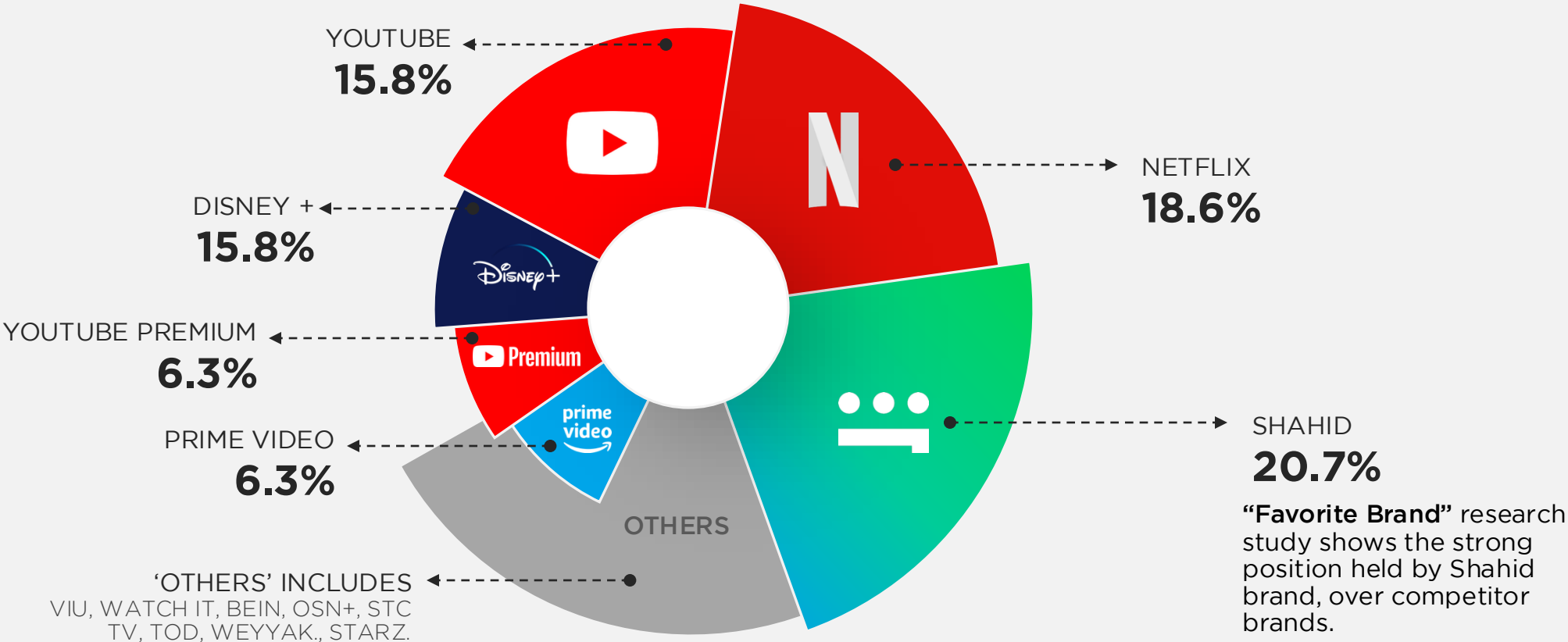
AS THE WORLD'S #1 ARABIC STREAMING PLATFORM

SHAHID OFFERS
THOUSANDS OF
CONTENT HOURS
COVERING A DIVERSE
RANGE OF GENRES
SUITABLE FOR EVERY
TASTE





SHAHID LEADS IN BRAND POWER IN KEY REGIONS DESPITE COMPETITION FROM GLOBAL PLAYERS





OFFERING A HYBRID MODEL WITH FLEXIBLE VIEWING PREFERENCES

AVOD

Advertising-based
Video on Demand



100% Ad Supported
Video & Static



MBC TV
catch-up



20 min free Live
TV preview



Fast
Channels

SVOD

Subscription
Video on Demand



Ad Free environment,
Except for live & fast,
instream available



MBC TV
catch-up



Shahid
Originals



Premieres



Content preview
24 hours ahead
of TV



Live TV



Fast
Channels



ALLOWING YOUR BRAND TO CAPTURE VIEWERS' ATTENTION WHEREVER THEY WATCH ON AVOD





A PREMIUM PROPOSITION OF UNPARALLELED QUALITY

HIGH
COMPLETION RATE
>94%



BRAND SAFE
100%



HIGH
VIEWABILITY
>95%



VIEWED BY
HUMANS
100%



PREMIUM ARABIC
CONTENT



HIGH QUALITY
PROGRAMMING



SHARED
VIEWING



CAPTIVE
AUDIENCE





WITH INSTREAM ADS CONSUMED IN AN ENGAGED MINDSET

VIEWABLE VIDEO ADS

>95%

70% industry benchmark



Ad assets impressions are visible on screen

FULL SCREEN EXPERIENCE

>97%

68% industry benchmark



Screen Real Estate measuring pixels on screen that the ad fills

AUDIO IS HEARD

92%

30% industry benchmark



Videos are heard and not just seen when played

STRONGER ATTENTION

97%



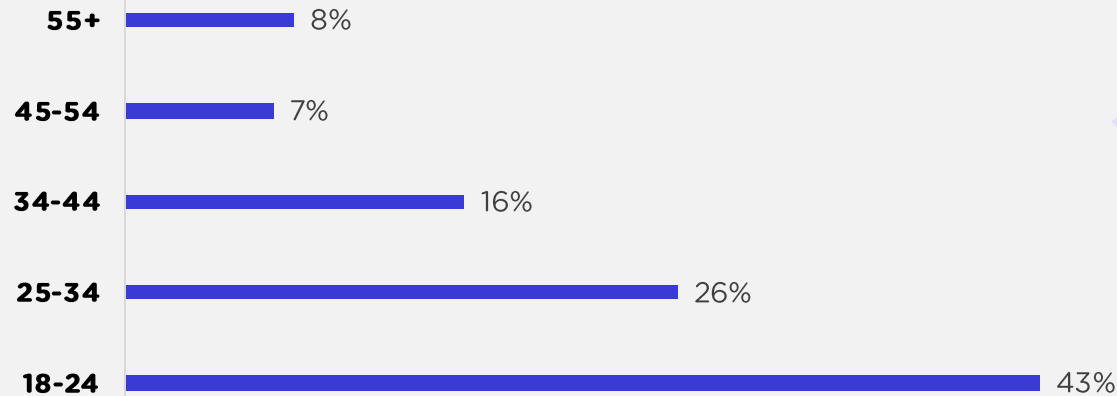
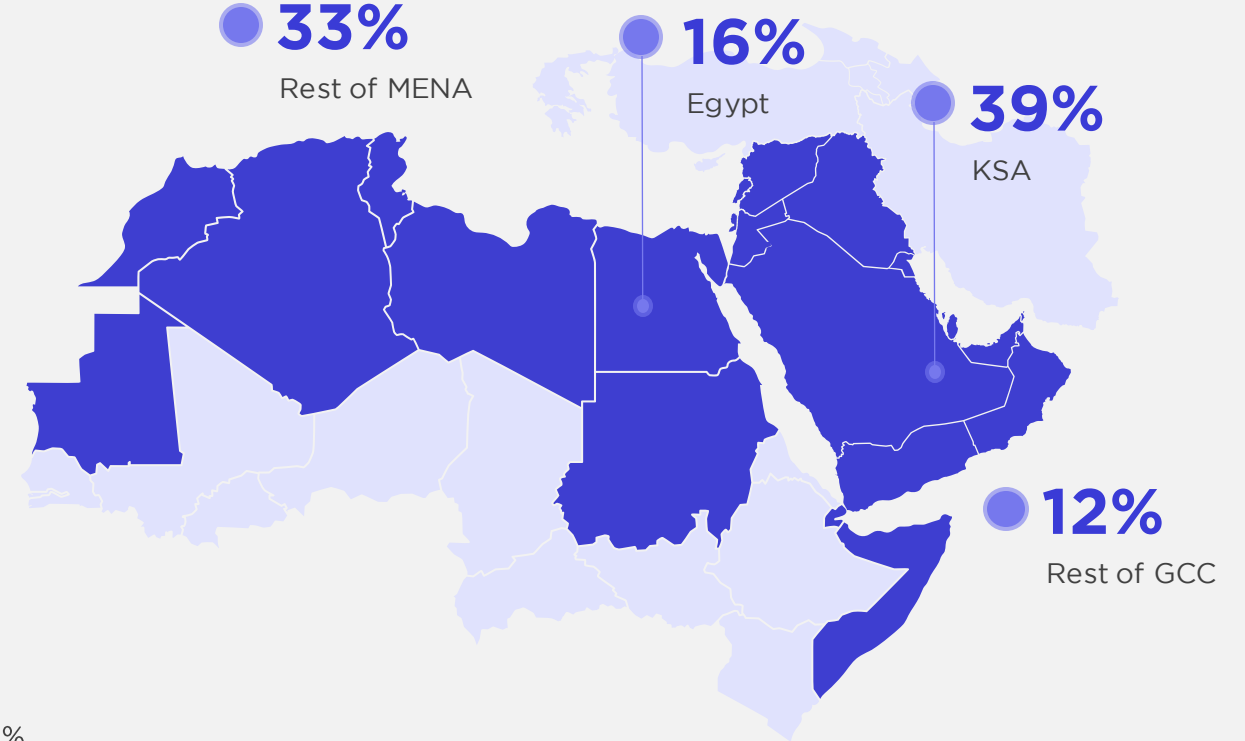
Viewer paying attention to an impression



OUR UNDERSTANDING OF THE ARAB AUDIENCES ALLOWS US TO REACH EVERY CORNER IN MENA

**48%****52%****18.6M**Non-Ramadan
Monthly Average Users**35.9M**

Ramadan 2025






CONTENT CONSUMPTION BEHAVIOR

 **35%**
Turkish

 **28%**
Pan Arab

 **18%**
Khaleeji

 **11%**
Egyptian

 **7%**
Bollywood

 **1%**
International

 TIME

+19.6M

Hours watched on
average per month in
MENA

46 min

Average watch time
per session

 SMART DEVICES

3.31M

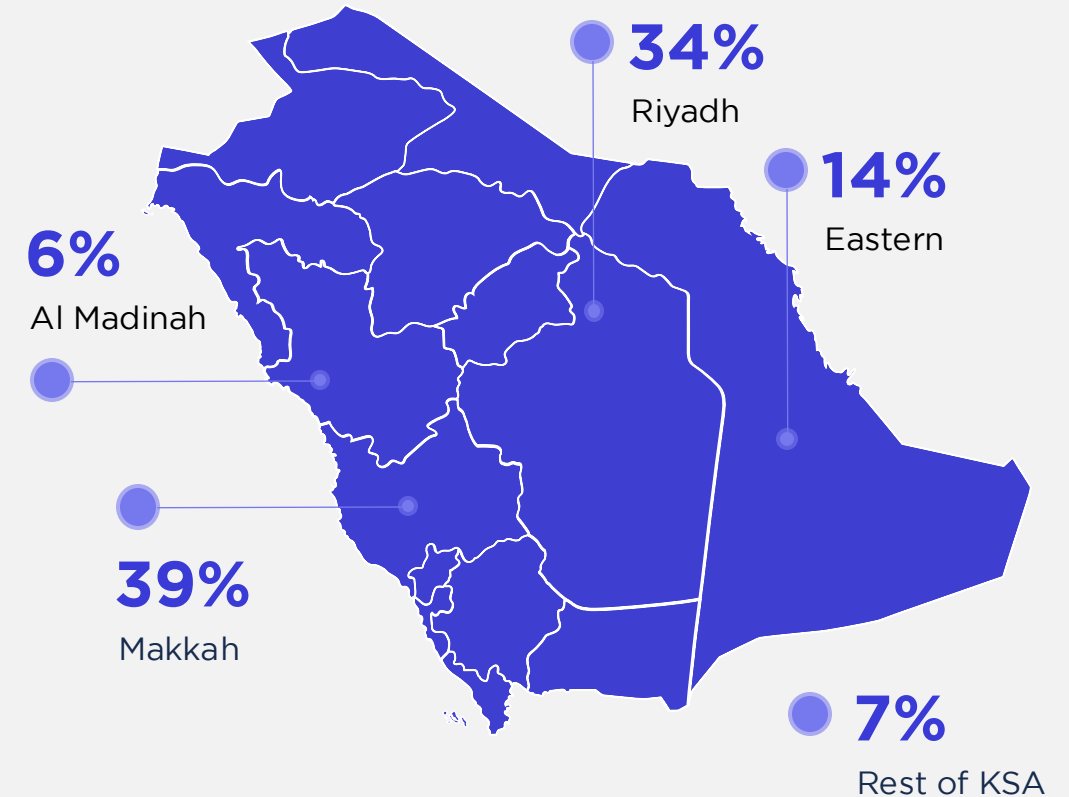
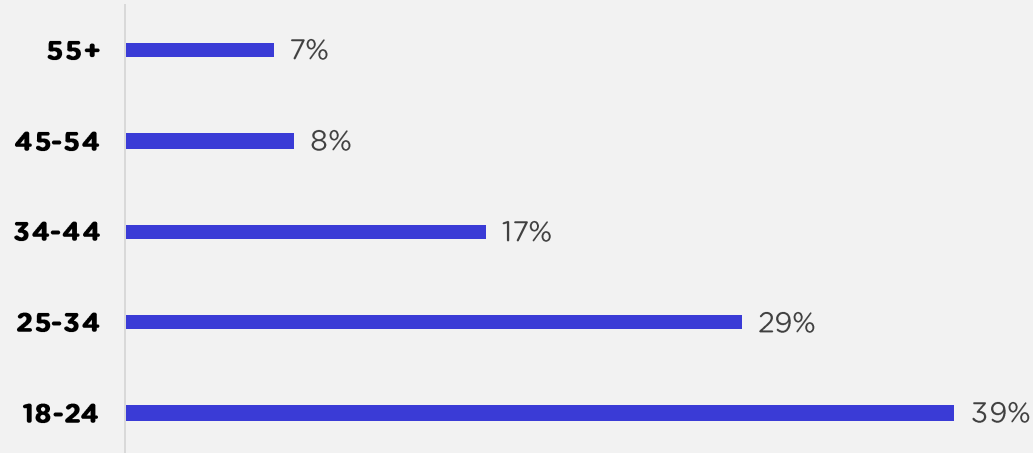
Monthly Average Users



KSA IS OUR PRIMARY MARKET, OUR CONTENT IS ENJOYED ACROSS THE KINGDOM

**54%****46%****7.3M**Non-Ramadan
Monthly Average Users**11.9M**

Ramadan 2025





KSA

MMS


CONTENT CONSUMPTION BEHAVIOR

 **39%**
Khaleeji


 **29%**
Turkish

 **16%**
Pan Arab

 **8%**
Egyptian

 **7%**
Bollywood

 **1%**
International

 TIME

+6.4M
Hours watched on
average per month in
KSA

43 min
Average watch time
per session

 SMART DEVICES

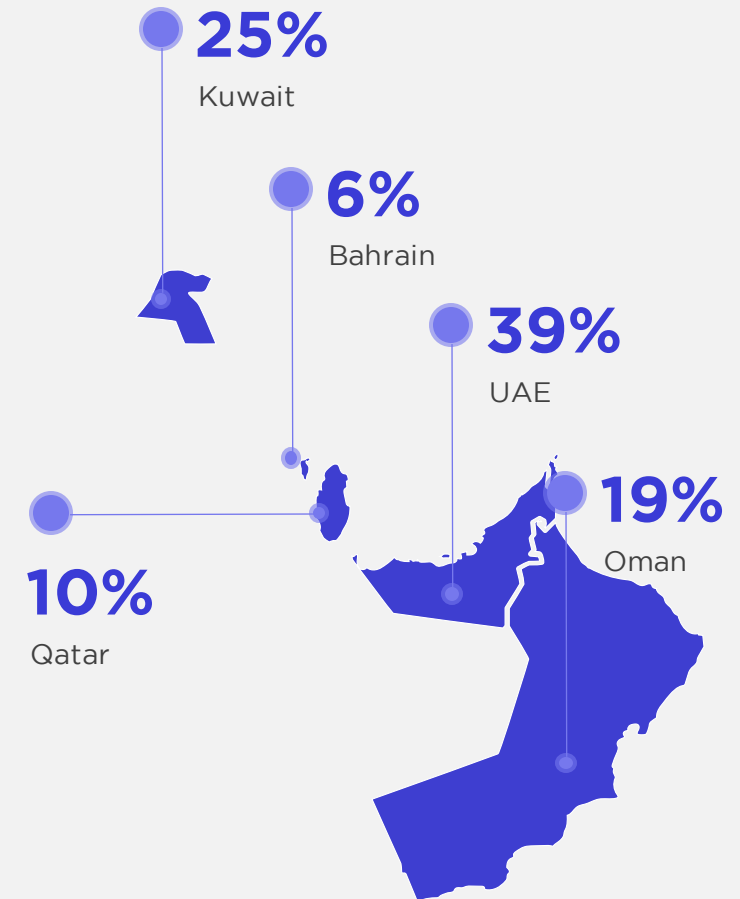
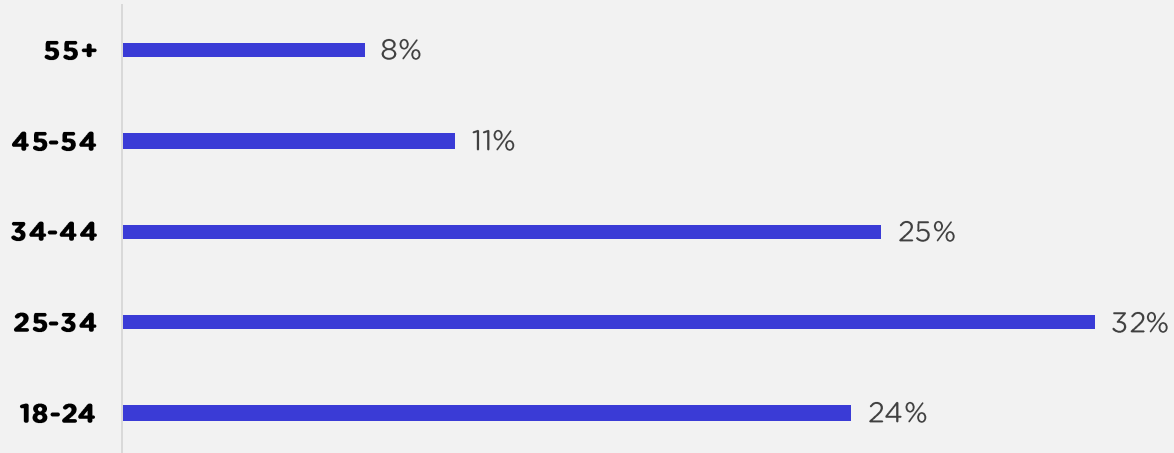
1.15M
Monthly Average Users



AND ORGANICALLY CONSUMED ACROSS THE REST OF GCC

**47%****53%****2.31M**Non-Ramadan
Monthly Average Users**3.95M**

Ramadan 2025






CONTENT CONSUMPTION BEHAVIOR

 **30%**
Turkish

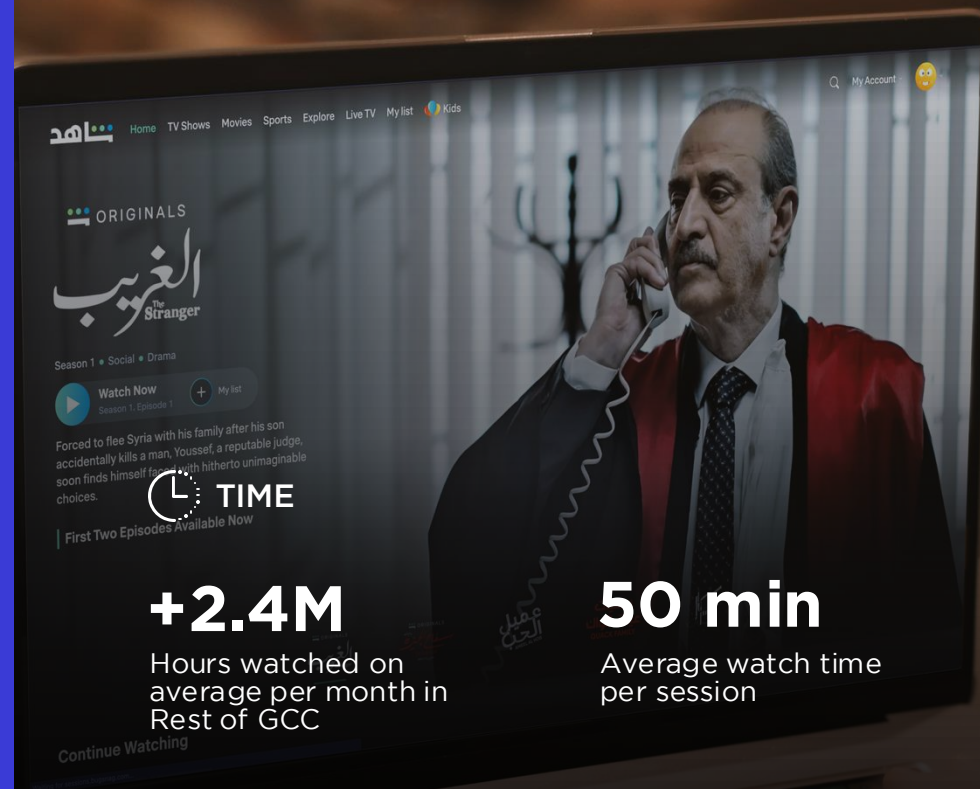
 **30%**
Khaleeji

 **21%**
Pan Arab

 **9%**
Egyptian

 **8%**
Bollywood

 **2%**
International



+2.4M
Hours watched on
average per month in
Rest of GCC

50 min
Average watch time
per session

 **SMART DEVICES**

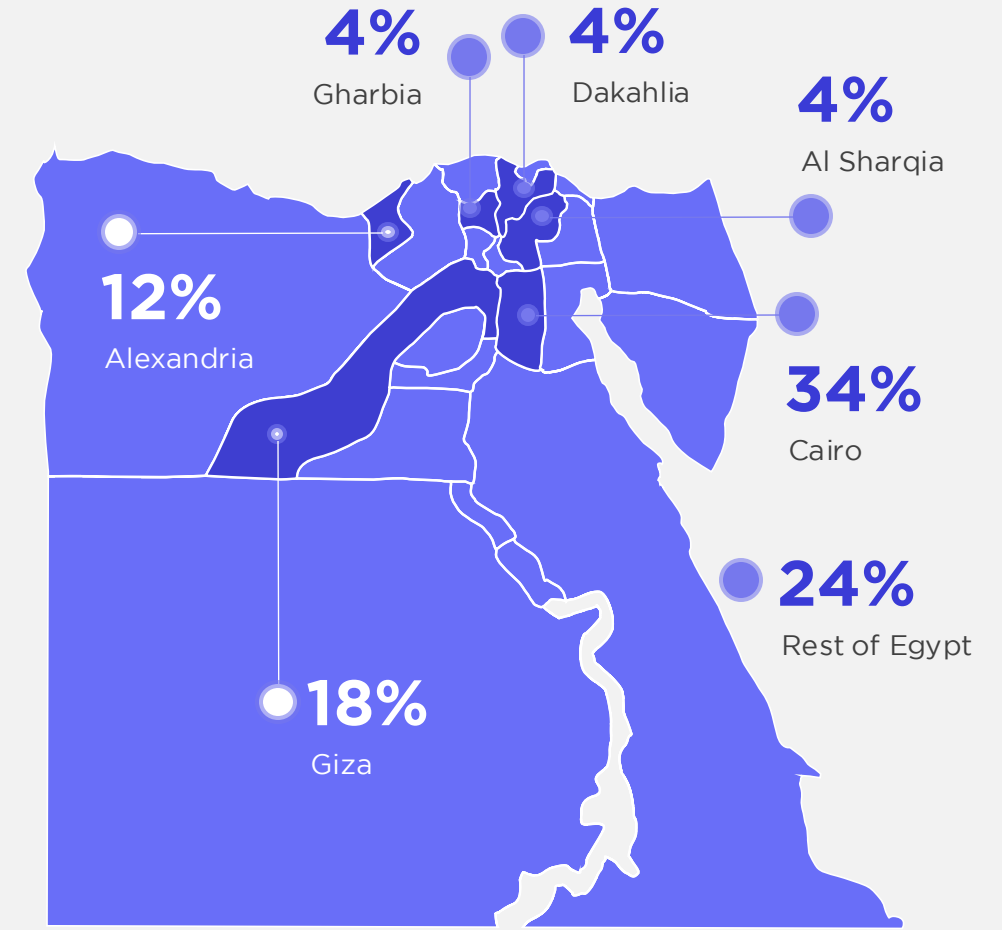
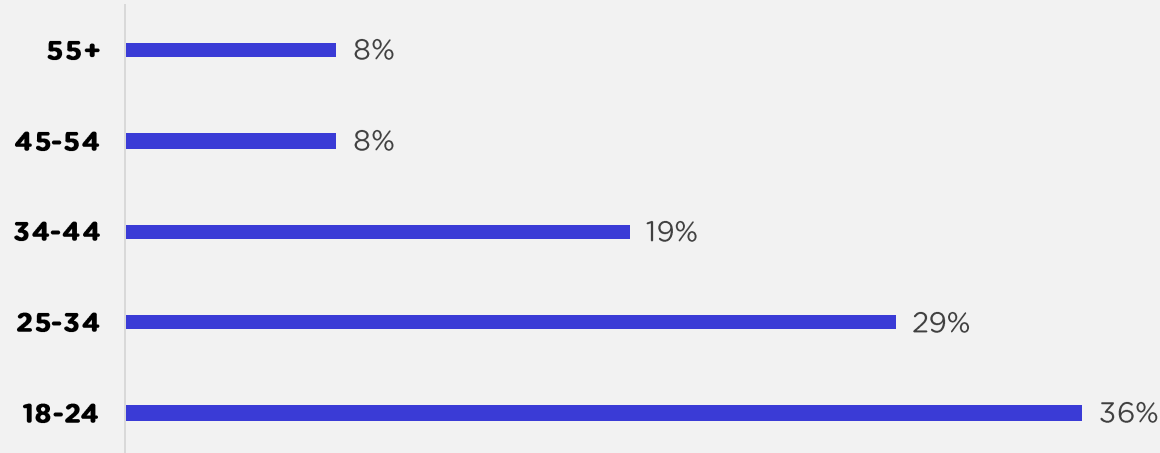
440K
Monthly Average Users



EGYPT ALSO LOVES SHAHID!

**56%****44%****2.92M**Non-Ramadan
Monthly Average Users**7.44M**

Ramadan 2025






CONTENT CONSUMPTION BEHAVIOR

 **38%**
Egyptian

 **33%**
Turkish

 **11%**
Pan Arab

 **10%**
Bollywood

 **6%**
Khaleeji

 **2%**
International

 TIME

+2.8M
Hours watched on
average per month in
Egypt

36 min
Average watch time
per session

 SMART DEVICES

490K
Monthly Average Users



ADVERTISING FORMATS

Reaching audiences in a seamless & uninterrupted way.



HOME PAGE & SHOW PAGE

Hero Banner
Branded Collection
Timer
Native ads
Livestream



IN PLAYER

Instream ads
Pause ads
In-content banner

Click [here](#) to access Shahid's entire



offering

BRANDED COLLECTIONS



CLICK **PLAY** TO EXPLORE SHAHID'S
AD FORMATS





Samsung
TV Plus

SAMSUNG AD PARTNERSHIP



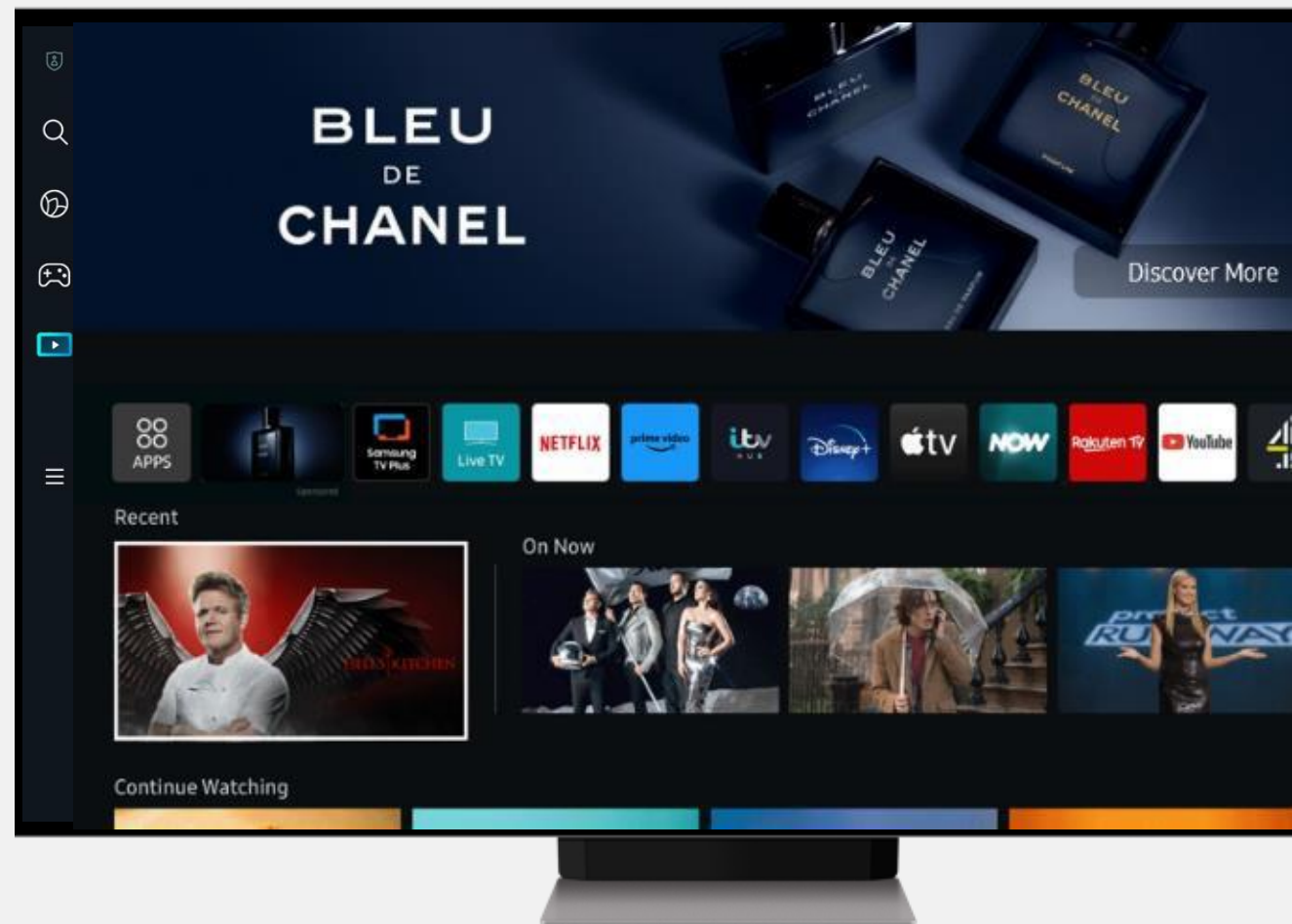
MMS PARTNERS WITH SAMSUNG

Samsung appointed MMS as the official advertising Representative for Samsung TV Ads across the Region & Internationally.

Samsung Ads is the free, ad-supported streaming TV (FAST) service from the world's leading TV manufacturer. Samsung.

As part of the partnership, advertisers and agencies will be able to access Samsung Ads inventory in Saudi Arabia, UAE, Egypt & other Global countries whilst also benefiting from MMS's expertise in helping brands achieve their marketing KPIs.

Click [here](#) to access Shahid's entire offering



SAMSUNG Ads

LEAD WITH CONTENT FIRST ACROSS ALL SAMSUNG NATIVE- 1ST SCREEN

OWN THE SCREEN, MAXIMIZE REACH AND STRENGTHEN BRAND AWARENESS WITH SAMSUNG 1ST SCREEN PLUS (19-21) AND SAMSUNG 1ST SCREEN IMMERSIVE MASTHEAD (22-24)



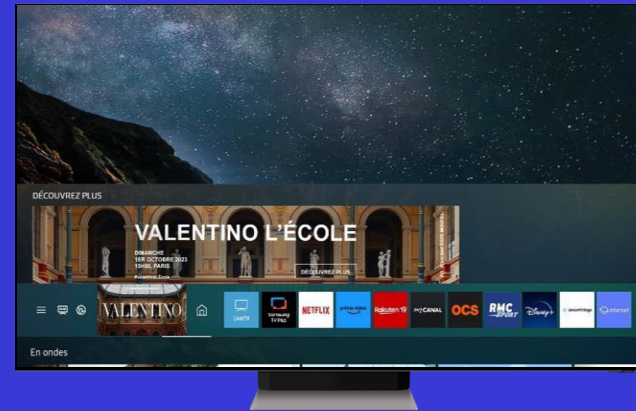
INCREASE IN VCR

On average when layering 1st Screen Masthead to 1st Screen Plus activations



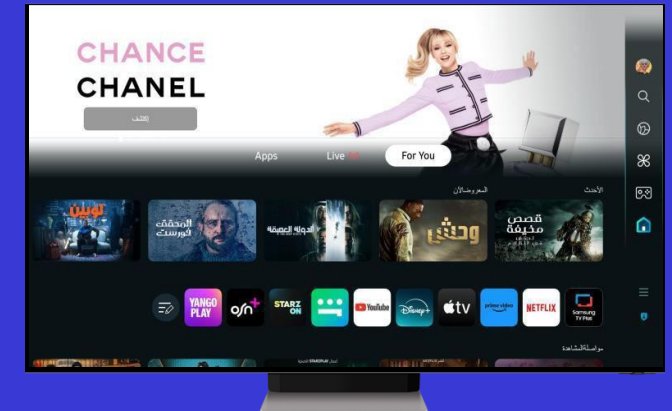
INCREASE IN UNIQUE REACH

On average when layering 1st Screen Masthead to 1st Screen Plus activations



1ST SCREEN PLUS 2019-2021

Examples of creatives



1ST SCREEN IMMERSIVE MASTHEAD 2022-2024

DRIVE FURTHER AWARENESS WITH SAMSUNG TV PLUS...

Extend your brand messages beyond the 1st Screen with premium ad experiences on Samsung TV Plus within Samsung's own FAST Service

Optimal advertising experience:

- Non-skippable instream video
- 100% CTV inventory
- 100% Viewable
- 96% average completion rate

Benefits



Broadcast quality content with exclusive O&O channels



Non-skippable ads between content in TV-like experience



Access audiences that are harder to reach on traditional TV



SAMSUNG Ads



OUR SOCIAL MEDIA OFFERING MOVES AUDIENCES AND METRICS



Social



LinkedIn



Instagram



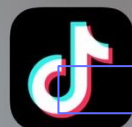
Facebook



YouTube



X



TikTok









Snapchat

SOCIAL MEDIA

SOLUTIONS

MMS partners with global social media giants such as TikTok, Snapchat, X, Instagram, YouTube, and Facebook, providing brands with unmatched access to advertise on the world's most influential platforms.

A GLIMPSE OF MBC GROUP'S SOCIAL MEDIA PRESENCE

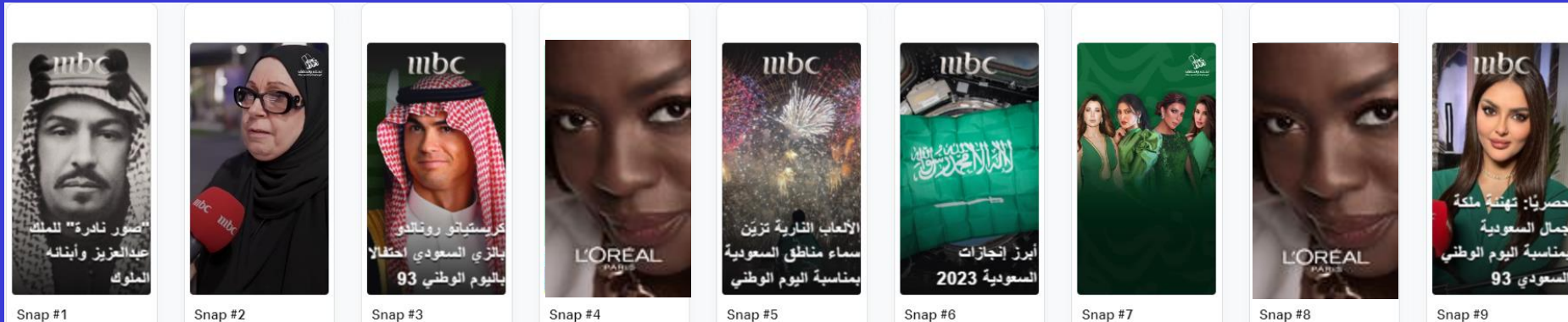
	Platform	Followers/Fans	Video Views
	YouTube	125.9 M	2 B
	Facebook	392.5 M	7.5 B
	X	66.7 M	466.5 M
	Instagram	65.5 M	3.3 B
	Snapchat	27.3 M	11.3 B
	TikTok	60.1 M	6.9 B
	Total	738 M	31.4 B



ASSOCIATE YOUR BRAND WITH PREMIUM CONTENT ON SNAPCHAT

Ad Placement Between Premium Content

[Click to play video](#)



12.2M

Unique Users for some of the
Shows during Ramadan

102M

Total views
during Ramadan

1.6M

MBC Discover Av. Monthly
unique users in MENA





ASSOCIATE YOUR BRAND WITH BESPOKE EDITORIAL CONTENT

Screenshot

1 single Top snap with 10 sec duration - No swipe up



*Estimated 100,000 Video Views per day
Estimated 500-1,000 Engagement per day*

Segment

One Main Top snap with segment title followed by 5 Top Snaps with 10 sec duration for each. Segment is an image with text on it. (Swipe-right)



Main top Snap



Second Top Snap

Estimated 200,000 Video Views per day



ASSOCIATE YOUR BRAND WITH BESPOKE EDITORIAL CONTENT

Article/Video

On Single Top Snap of 10 sec duration, with a swipe up to read the article or watch a video or photos.



Top Snap Swipe up for
article



Snap Article



Top Snap – Swipe up
for Video



Snap Video

Estimated 150,000 Video Views per day



ENABLING BRANDS TO ASSOCIATE WITH PREMIUM MBC CONTENT THROUGH X AMPLIFY

'Amplify' pairs brands with the most premium, timely published video content.



CUSTOM TARGETING CRITERIA



Location



Demo



Device



Language

ADDED BEHAVIORAL TARGETING CRITERIA



Keywords



Search



Followers



Interests



Tailored audiences



Look-a-likes



ASSOCIATE YOUR BRAND WITH PREMIUM CONTENT ON TIKTOK



First-ever TikTok partnership in MENA.
Brand Ad will appear adjacent to MBC's
content in a form of pre-roll



The exclusive ability to advertise against
MBC's Bespoke, high-affinity, high-quality
TikTok Content

Run on content

Audience targeting applies

[Click to play video](#)



MMS

MBC MEDIA SOLUTIONS



MMS SPORTS



MMS SPORTS

YOUR GATEWAY TO MENA'S BIGGEST SPORTING EVENT!

MMS Sports brings you leading sports content from leading media platforms **under one umbrella** to leverage the unrivalled reach and influence of top sports programming across



TAILORED BRANDED SOLUTIONS

REACHING SPORTS
LOVERS AT EVERY
TOUCHPOINT

DIGITAL SOLUTIONS
SHAHID
SOCIAL MEDIA



CONTENT SOLUTIONS
Bespoke content
creation
In-content integration



TV SOLUTIONS
Spot buys
Sponsorships
Special executions



**ON-SCREEN
BRANDING**
Branding on TV screen
during matches



AUDIO SOLUTIONS
Radio



SPORTS

SPORTS



**CAPTIVATING
DIVERSE SPORTS
AUDIENCES
ACROSS ALL
SPORT DIVISIONS**



FOOTBALL



BASKETBALL



BOXING



RALLY



AQUATIC



GYMNASTICS



TENNIS



FORMULA E



VOLLEYBALL



HANDBALL



CYCLING



EQUESTRIAN



GOLF

SPORTS SPOT

REACH YOUR SPORTS FAN THROUGH MMS SPORTS



7M













Sports Content TV Viewers across
MBC Group & SSC



5.1M

Sports content listeners on Radio
Across MBC Group channels

DIFFERENT FANS, ONE PASSION: A LINEUP THAT CONNECTS GENDERS AND GENERATIONS

				
Impressions				
	24.7M Avg. Impressions Reach	11.9M Avg. Impressions Reach	1.6M Avg. Impressions Reach	5.4M Avg. Impressions Reach
Gender				
	 35% FEMALE  65% MALE	 53% FEMALE  47% MALE	 34% FEMALE  47% MALE	 34% FEMALE  66% MALE
Age				
	11% 15-25 41% 25-45 49% 45+	17% 15-25 37% 25-45 46% 45+	17% 15-25 37% 25-45 46% 45+	18% 15-25 37% 25-45 45% 45+



AMPLIFYING BRANDS THROUGH SAUDI'S LEADING RADIO STATIONS





THE SOUND OF ENGAGEMENT

9.7M LISTENERS
IN SAUDI ARABIA TUNE INTO MBC FM, PANORAMA FM, MBC LOUD & AL ARABIYA FM EVERYDAY



#1
Private radio station in KSA



1st
Commercial English channel in KSA



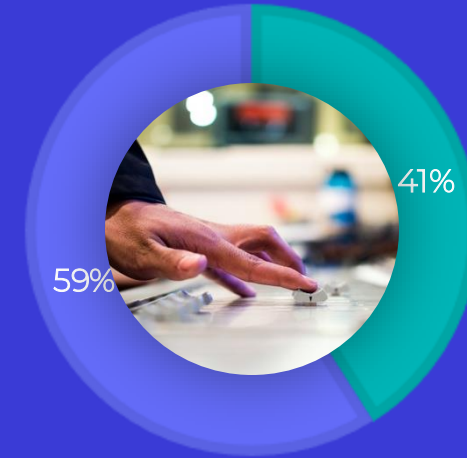
#2
Radio station in KSA



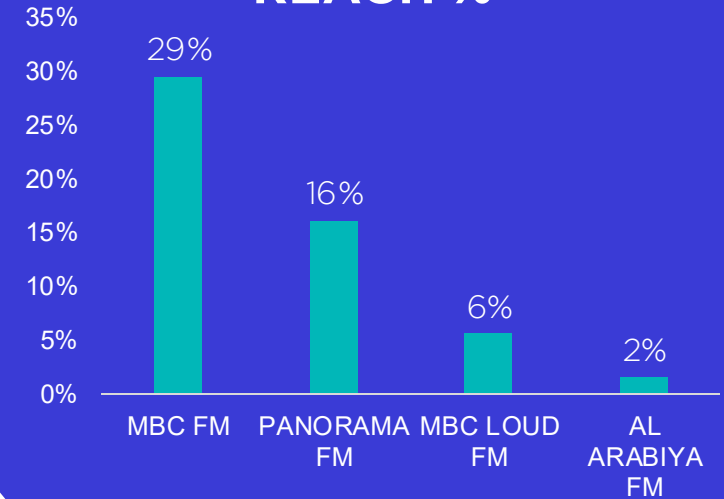
New
Channel by Al Arabiya keeping listeners updated on top news

MARKET SHARE %






MBC Group Radio Others



REACH %



UNRIVALED REACH ON AUDIO

	 Total Calls	 Total Social Media Follower
	549,087 Calls	2.4M Followers
	152,305 Calls	2.5M Followers
	5,181 Calls	26.6K Followers

العربية
alarabiya

UNMATCHED REACH.
UNRIVALED TRUST. ONLY
ON **ALARABIYA**





العربية
alarabiya

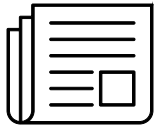
ECOSYSTEM



THE LEADING SOURCE OF **NEWS FOR A GLOBAL AUDIENCE**



A reliable 24/7
source of news
across various
platforms



Pan-Arab
News



International
headlines



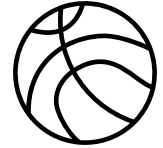
Business
& Financial
Markets



Local
Saudi
News



Politics



Sports

3.6M

TV Viewers monthly
reach in KSA

5.34%

SOA in KSA

33%

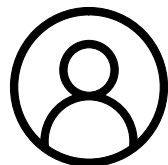
Average Monthly
Reach outside
Ramadan





AL ARABIYA.NET IS THE ARAB WORLD'S
LEADING DIGITAL SOURCE OF NEWS
FOR A GLOBAL AUDIENCE

14M
USERS
MONTHLY



60M
PAGE VIEWS
MONTHLY



5 CONTINENTS
CORRESPONDANT
PLACEMENTS





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