

**MMS** MBC MEDIA  
SOLUTIONS



# HOME OF PREMIUM ARABIC CONTENT

The Middle East Broadcasting Center (MBC Group) the leading media and entertainment conglomerate in the Middle East and North Africa (MENA) with a diverse offering of TV channels that cater to diverse preferences, multiple top-performing radios stations, the world's leading Arabic streaming platform Shahid, and unrivaled social media and digital presence.

MBC GROUP'S OVERALL TV REACH DURING RAMADAN 80%

86B

Impressions

19%

SOA

67%

Avg Monthly Reach

(Source: ETAM, Jan – Sep 2025, Total Population 15+)





MBC1 is the Arab family's favorite entertainment channel. offering a broad mix of genres; from drama series and gameshows to international formats & local social talk shows.

**PRIME TIME**  
16:00 to 00:00 KSA

## VIEWERSHIP NUMBERS

**7M**

Average viewers' monthly reach in KSA

**52%**

Channel avg. monthly reach outside Ramadan

**8% SOA**

in KSA

**35B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

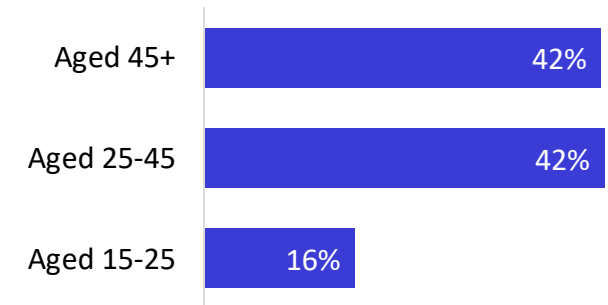
## VIEWERS DEMOGRAPHICS



**55.5%**  
Female



**44.5%**  
Male



**TOP 10 SHOWS DURING RAMADAN ARE OWNED BY MBC1 WITH 72% REACH**

## TOP CONTENT

SPORTS & NEWS	LIFESTYLE SHOWS	BIG FORMATS	DRAMA
+ MBC News	+ Sabah Al Kheir Ya Arab	+ Top Chef	+ Pan Arab Turkish Adaptation
+ Sada Al Malaeb	+ MBC In A Week	+ Arab's Got Talent	+ Saudi Turkish Adaptation
	+ Kalam Nawaem	+ Saudi Idol	+ Gulf & Pan Arab Series
			+ Turkish Dubbed
			+ Soap Opera



MBC 2 is the leading movie channel in MENA. It offers a wide range of Hollywood movies, blockbusters, and more. It is the number one destination for movies in the region.

**PRIME TIME**  
17:00 to 03:00 KSA

## VIEWERSHIP NUMBERS

**3.1M**

Average viewers' monthly reach in KSA

**24%**

Channel avg. monthly reach outside Ramadan

**1.7% SOA**

in KSA

**7.5B IMPR's**

in KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

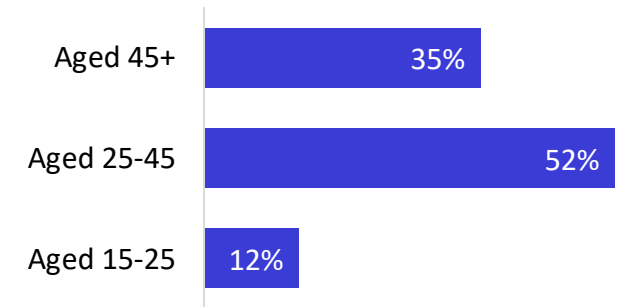
## VIEWERS DEMOGRAPHICS



**39.4%**  
Female



**60.6%**  
Male



**REACH DURING RAMADAN**  
22%

## TOP CONTENT

+ Friday Mega Movie

+ Monday Night Premiere

+ Star of the Month

+ Celebrity Entertainment (Scoop with Raya)

+ Throwback Thursdays



MBC3 is the leading kids' edutainment channel in the Middle East and North Africa (MENA) region.

PRIME TIME  
15:00 to 20:15 KSA

### VIEWERSHIP NUMBERS

**1.3M**

Average viewers' monthly reach in KSA

**32%**

Channel avg. monthly reach outside Ramadan

**4% SOA**

in KSA

**5.2B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Kids 4-14)

### VIEWERS DEMOGRAPHICS



50.5%  
Girls



49.5%  
Boys

Aged 10-14



26%

Aged 4-9



74%

REACH  
DURING  
RAMADAN  
39%

### TOP CONTENT

+ Edutainment Show (Tawasol)



MBC4 is the Arab world's first channel geared toward women's interests. The channel programming includes original Arabic dramas, reality shows, Turkish series, format adaptations and Western shows.

**PRIME TIME**  
17:00 to 00:00 KSA

## VIEWERSHIP NUMBERS

**3M**

Average viewers' monthly reach in KSA

**23%**

Channel avg. monthly reach outside Ramadan

**1.7% SOA**

in KSA

**7.5B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

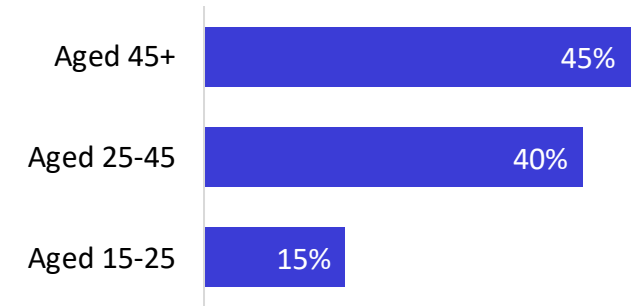
## VIEWERS DEMOGRAPHICS



**58%**  
Female



**42%**  
Male



**REACH DURING RAMADAN**  
24%

## TOP CONTENT

+ Turkish Dubbed

+ Pan Arab Series

+ Entertainment (Celebrity Scoop)

+ Turkish Adaptation



MBC Drama is a family entertainment channel dedicated to Arabic drama series 24/7.

**PRIME TIME**  
16:00 to 01:00-KSA

### VIEWERSHIP NUMBERS

**3.4M**

Average viewers' monthly reach in KSA

**27%**

Channel avg. monthly reach outside Ramadan

**2.1% SOA**

in KSA

**9.4B IMPR's**

in KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

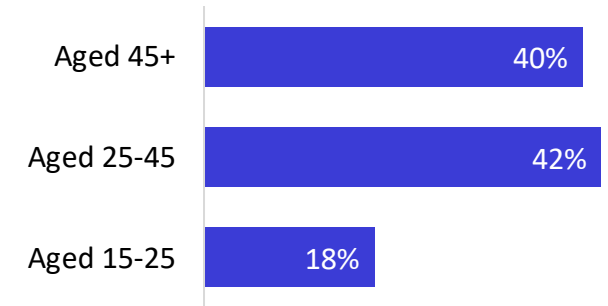
### VIEWERS DEMOGRAPHICS



**57%**  
Female



**43%**  
Male



**REACH DURING RAMADAN**  
46%

### TOP CONTENT

+ Pan Arab Series

+ Comedy Series



MBC Action is an action-packed channel, which delivers local programming from cars to trending news to lifestyle, and the best western series, sports entertainment, action movies and reality shows.

**PRIME TIME**  
17:30 to 23:45 KSA

## VIEWERSHIP NUMBERS

**3.3M**

Average viewers' monthly reach in KSA

**25.6%**

Channel avg. monthly reach outside Ramadan

**1% SOA**

in KSA

**5B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

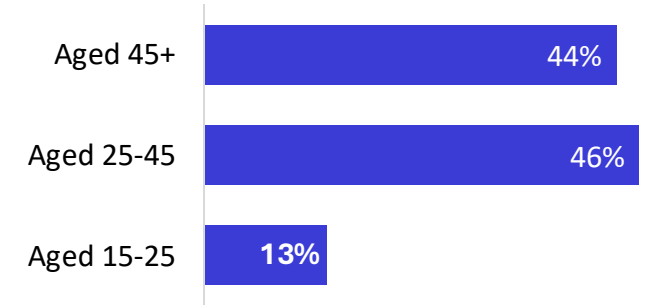
## VIEWERS DEMOGRAPHICS



**32%**  
Female



**68%**  
Male



**REACH DURING RAMADAN**  
22%

## TOP CONTENT

+ Reality Competition

+ Car Shows (Top Gear)

+ Sport Events (WWE Main Event)

+ Live Races (Extreme E & F1)

+ Action Movies



MBC Bollywood is home of the best Bollywood & Indian dramas that are geared for Arab viewers with an Arabized interface.

**PRIME TIME**  
16:30 to 01:30 KSA

### VIEWERSHIP NUMBERS

**2.1M**

Average viewers' monthly reach in KSA

**17%**

Channel avg. monthly reach outside Ramadan

**1.6% SOA**

in KSA

**7.2B IMPR's**

in KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

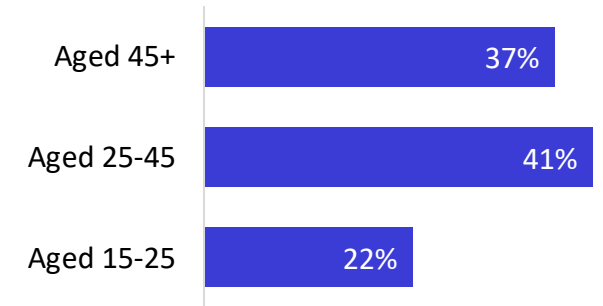
### VIEWERS DEMOGRAPHICS



**51%**  
Female



**49%**  
Male



**REACH DURING RAMADAN**  
16%

### TOP CONTENT

+ Bollywood Series

+ Bollywood Movies between 16:30-01:30-KSA

+ Home Shopping



MBC Max is the home of romcoms, comedies and dramas that audiences love but with more variety, more action and more edge-of-your-seat thrills.

**PRIME TIME**  
16:00 to 02:00 KSA

### VIEWERSHIP NUMBERS

**1.3M**

Average viewers' monthly reach in KSA

**10.1%**

Channel avg. monthly reach outside Ramadan

**0.5% SOA**

in KSA

**2B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

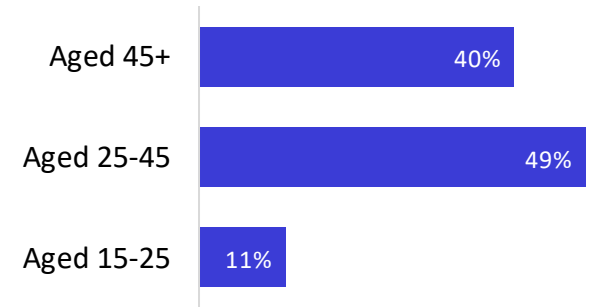
### VIEWERS DEMOGRAPHICS



**37%**  
Female



**63%**  
Male



**REACH DURING RAMADAN**  
10%

### TOP CONTENT

+ Movies between 16:00 – 02:00 KSA

+ Entertainment

Al Arabiya is the Arab world's top news source, offering 24/7 news, business, sports, current affairs and lifestyle shows.

**PRIME TIME**  
13:30 to 17:00 KSA  
18:00 to 01:00 KSA

## VIEWERSHIP NUMBERS

**3.5M**

Average viewers' monthly reach in KSA

**27%**

Channel avg. monthly reach outside Ramadan

**1.8% SOA**

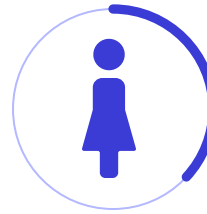
in KSA

**8B IMPR's**

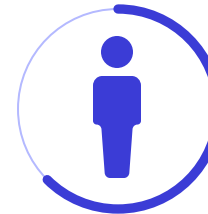
In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

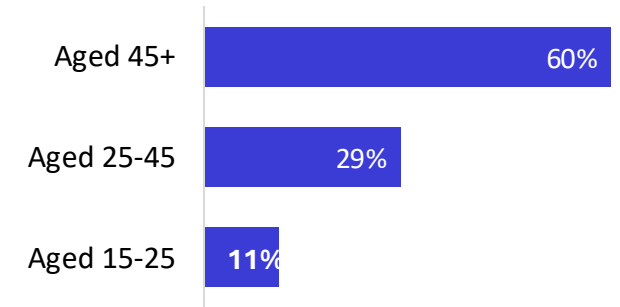
## VIEWERS DEMOGRAPHICS



**36%**  
Female



**64%**  
Male



**REACH DURING RAMADAN**  
26%

## TOP CONTENT

+ Political Shows (Political Memory)

+ Stock Market Shows (Al Aswaq Al Arabiya)

+ Social Shows (Tafalcom)

+ Documentaries (Ala Khota Ala Arab)

+ Sports News

+ Sustainability (Future of Energy)

+ News (within the Prime Time)



Al Hadath is free-to-air news channel extending Al Arabiya. It offers live coverage of events in the Arab world & beyond.

**PRIME TIME**  
**SUN-FRI: 10:30 to 11:00 KSA**  
**SUN-THU: 12:30 to 13:00 KSA**

### VIEWERSHIP NUMBERS

**2.4M**

Average viewers' monthly reach in KSA

**17%**

Channel avg. monthly reach outside Ramadan

**1.3% SOA**

in KSA

**6B IMPR's**

In KSA

(Source: ETAM, Jan-Sep 2025, Total Population 15+)

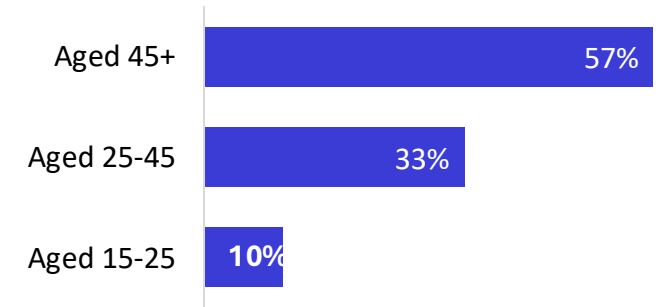
### VIEWERS DEMOGRAPHICS



**30%**  
Female



**70%**  
Male



**REACH DURING RAMADAN**  
**17%**

### TOP CONTENT

+ News Bulletin (19 GMT bulletin)

+ News Show (Al Akhbar Al Layla)

+ Political Show (Studio Al Hadath)



MBC Iraq is a premium general entertainment television channel, broadcasting a diverse selection of content suitable for the entire Iraqi family, consisting of Iraqi and regional productions.

**PRIME TIME**  
Sun-Thu: 11:00 to 13:00 KSA  
Fri/Sat: 14:00 to 16:00 KSA

### VIEWERSHIP NUMBERS

**4.7M**

Average viewers' monthly reach in Iraq

**31%**

Channel avg. monthly reach outside Ramadan

**13% SOA**

in Iraq

**150 TRP**

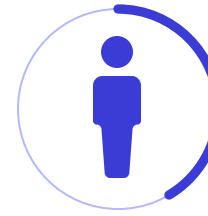
in Iraq

(Source: Ipsos Iraq, September 2025, Total Population 15+)

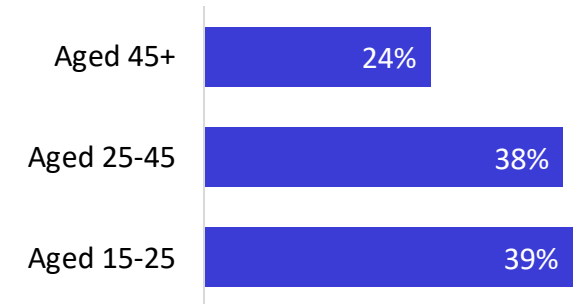
### VIEWERS DEMOGRAPHICS



**73%**  
Female



**27%**  
Male



### TOP CONTENT

+ Talk Show

+ Game Show

+ Drama Series

+ Reality Competition

**REACH DURING RAMADAN**  
**55%**



Shahid is the leading AVOD and SVOD streaming platform in the Arab World, offering premium content, including exclusive Shahid originals & premieres, live TV channels & much more.

**+45 MINUTES  
AVG TIME SPENT PER USER**

## CONSUMPTION INSIGHTS

**142M+**

Monthly average plays  
(Jan'24-Sep'24)

**246M+**

Ramadan total plays  
(93% increase from 2023)

**14M+**

Non-Ramadan  
Monthly active users  
(AVOD)

**28M+**

Ramadan 2024  
Monthly active users  
(AVOD)

(Source: Shahid Data, Monthly Avg. 2024)

## REGIONAL FOOTPRINT

**37%**

KSA

**20%**

Egypt

**29%**

Rest of MENA

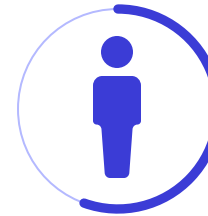
**14%**

Rest of GCC

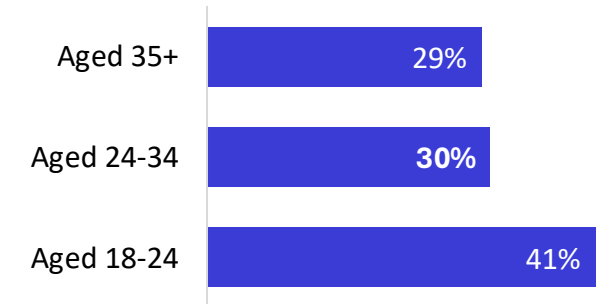
## VIEWERS DEMOGRAPHICS



**71%**  
Under  
35 years



**48%**  
Male



## CONSUMPTION BY DEVICE

**23%**

Smart TV

**77%**

Mobile + Desktop

**FIRST ARABIC  
STREAMER  
TO RECEIVE TWO  
EMMY AWARD  
NOMINATIONS**



MBC FM is the No.1 Arabic entertainment radio station in KSA, it offers a distinctive Gulf flavor with its integrated package of programs and music.

**PRIME TIME**  
6:00 to 10:00 KSA  
16:00 to 20:00 KSA

### VIEWERSHIP NUMBERS

**343**  
TRP

**32%**  
Reach

**25%**  
SOA

(Source: IPSOS, August 2025, Total Population 15+)

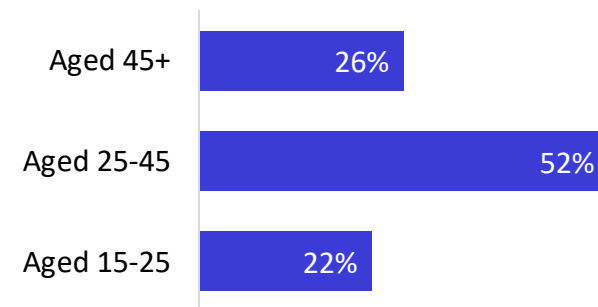
### VIEWERS DEMOGRAPHICS



**34%**  
Female



**66%**  
Male



### TOP CONTENT

+ Conversational Show

+ Sports Show

+ Morning Show (Sabahkom Saudi)

+ Social Show

+ Social Program

+ Women-Focused Show

**REACH DURING RAMADAN**  
**23%**



Panorama FM is the second leading radio station in KSA (after MBC FM) & is Saudi Arabia's primary modern radio station for Saudi & Arab youth, broadcasting contemporary Pan Arab and Khaleeji music and shows.

**PRIME TIME**  
6:00 to 10:00 KSA  
17:00 to 20:00 KSA

### VIEWERSHIP NUMBERS

**128**  
TRP

**18%**  
Reach

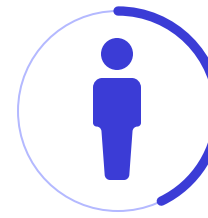
**9%**  
SOA

(Source: IPSOS, August 2025, Total Population 15+)

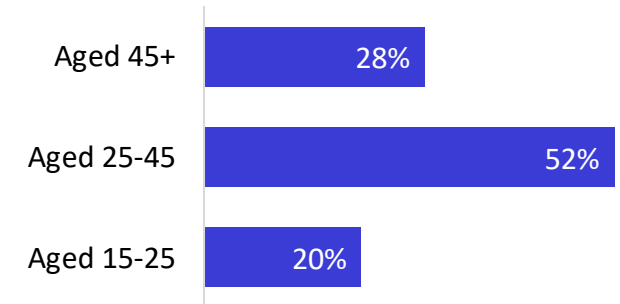
### VIEWERS DEMOGRAPHICS



**46%**  
Female



**54%**  
Male



### TOP CONTENT

- + Morning Show (Ahla Sabah)
- + Women-Focused Social Show
- + Women-Focused Show
- + Youth oriented Show
- + Talk Show
- + Drive Time Show

**REACH DURING RAMADAN**  
**12%**



MBC Loud, a one-stop shop for a live morning show from Riyadh, exclusively syndicated shows & world-class international DJs.

**PRIME TIME**  
6:00 to 10:00 KSA  
16:00 to 20:00 KSA

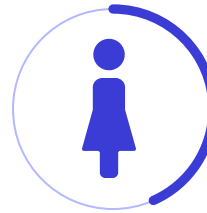
### VIEWERSHIP NUMBERS

**28** TRP      **6%** Reach

**2%** SOA

(Source: IPSOS, August 2025, Total Population 15+)

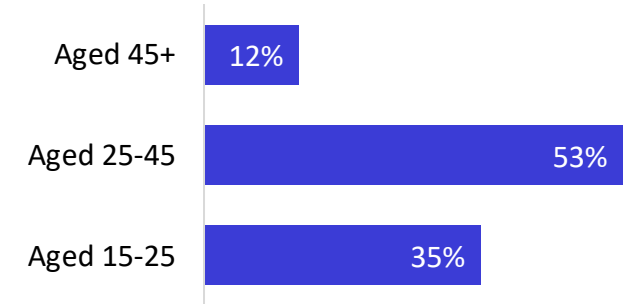
### VIEWERS DEMOGRAPHICS



**33%**  
Female



**67%**  
Male



**REACH DURING RAMADAN**  
3.4%

### TOP CONTENT

+ Morning show (The Daily Wake-Up Show!)

+ Entertainment News (On Air with Ryan Seacrest)

+ American Top 40 with Ryan Seacrest

+ Music by local & International DJs (Spin City)





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