

SPORTS



INTRODUCING

MMS

SPORTS





MMS SPORTS

YOUR GATEWAY TO SEVERAL
SPORTING EVENTS!

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



LEADING LEA

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

REACH YOUR SPORTS FAN THROUGH MMS SPORTS

7M

Sports Content TV Viewers across
MBC Group



5.1M

Sports content listeners on Radio
Across MBC Group channels



**WHEN FANS
ENGAGE
BRANDS WIN**

44% RECALL RATE

31% INCREASE VS. GLOBAL BENCHMARK

51% ATTRIBUTION RATE

9% INCREASE VS. GLOBAL BENCHMARK

62% INTEREST RATE

27% INCREASE VS. GLOBAL BENCHMARK

+22 PTS CONSIDERATION UPLIFT

9 PTS ABOVE BENCHMARK

+30 PTS IMAGERY UPLIFT

12 PTS ABOVE BENCHMARK

NOT EXCLUSIVE TO ANY GENDER OR AGE

VIEWERS DEMOGRAPHICS

Gender



Age



GENDER

SPORTS
LINEUP 2025-2026



SPORTS LINEUP 2025-2026



BUNDESLIGA

August 22, 2025 ~ May 16, 2026



COPPA ITALIA 2025~2026

August 15, 2025 ~ May 13, 2026



COPA DEL REY

October 28, 2025 ~ April 25, 2026



SAUDI WOMEN'S PREMIER LEAGUE

September 12, 2025 ~ April 23, 2026



SAUDI WOMEN'S PREMIER CHALLENGE CUP WINTER EDITION 2025

December 10~20, 2025



SAFF WOMEN'S CUP

October 10, 2025 ~ May 16, 2026



SAFF WOMEN'S SUPER CUP

August 2026



FIFA WORLD CUP 2026™ AFRICAN QUALIFIERS

Semi-Finals: November 13 – Final: November 16, 2025



KING'S CUP MENA

October 31 – November 7, 11, 15, 2025



SAUDI BASKETBALL LEAGUE

October 3, 2025 ~ March 31, 2026



WTA - TENNIS

November 1~8, 2025



NEXT GEN ATP - TENNIS

December 17-21, 2025



AWSN – ALL WOMEN SPORTS NETWORK

TBC



WORLD RALLY CHAMPIONSHIP WRC S25

November 25–29, 2025



DAKAR [TBC]

January 3~17, 2026

ROADMAP 2025-2026

NOV	DEC	JAN 2026	FEB	MAR	APR	MAY	JUNE	JUL	AUG
<p>BUNDESLIGA Quarter Finals (Late Nov–Mid Dec 2025), Semi Finals (Mar–Apr 2026), Finals (May 16, 2026)</p>									
<p>COPPA ITALIA Quarter-finals (Wed 4 Feb 2026 – Wed 11 Feb 2026), Semi-finals (First leg: Wed 4 Mar 2026 / Second leg: Wed 22), Final Championship match (Wed 13 May 2026)</p>									
<p>COPA DEL REY Semi-finals (First leg: 10-12 Feb 2026; Second leg: 3-5 Mar 2026), Final Apr 26, 2026)</p>									
<p>SAUDI WOMEN'S PREMIER LEAGUE September 12, 2025 – April 23, 2026</p>									
	<p>SAUDI WOMEN'S PREMIER CHALLENGE CUP WINTER EDITION 2025 December 10 -20</p>	<p>SAFF WOMEN'S CUP Jan 16-24</p>				<p>SAFF WOMEN'S CUP till May 16</p>			<p>SAUDI WOMEN'S SUPER CUP</p>
<p>SAUDI BASKETBALL LEAGUE October 3, 2025 to March 31, 2026</p>									
<p>FIFA WORLD CUP 2026™ AFRICAN QUALIFIERS Final: Nov 16</p>									
<p>WORLD RALLY CHAMPIONSHIP</p>	<p>NEXT GEN ATP - TENNIS</p>								



BUNDESLIGA

BUNDESLIGA

Score Big for Your Brand with
BUNDESLIGA 2025-26!

A prestigious competition that captures the hearts of millions, uniting fans from across Germany and beyond. The Bundesliga delivers thrilling matches each season as 18 teams compete for the championship title, with the top teams also earning a spot in European competitions. The season typically runs from August to May, and each team plays every other team twice—once at home and once away for a total of 34 matches per team and 306 matches for the full league.

ستاهد

MBC
ACTION

Aug 22, 2025 ~ May 16, 2026





COPPA ITALIA

FRECCIAROSSA

COPPA ITALIA

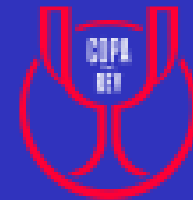
Since its inception, this prestigious competition, organized by the Italian Football Federation (FIGC), has captured the hearts of millions, uniting fans from every corner of Italy and beyond. The Coppa Italia delivers thrilling knockout matches each season, ending with a two-legged semi-final and a final in Rome's Studio

ستاهد

MBC
ACTION

August 15, 2025 – May 13, 2026





COPA DEL REY

The Copa del Rey is Spain's most prestigious annual knockout football competition. Organized by the Royal Spanish Football Federation (RFEF), it's a historic tournament that captures the hearts of millions, uniting fans from across Spain and beyond. The Copa del Rey delivers thrilling matches each season as teams from various divisions compete for the championship title and a spot in European competitions. 🏆 The tournament typically runs from September 2025 to May 2026, featuring a series of knockout rounds that culminate in a single-match final.

جهد

MBC
ACTION

October 28, 2025 – April 25, 2026





WOMEN'S
PREMIER LEAGUE
الدوري الممتاز للسيدات



SAUDI WOMEN'S PREMIER LEAGUE

The Saudi Women's Premier League (SWPL) is the top-tier women's football league in Saudi Arabia, featuring 8 teams, the league expanded to 10 in the 2024-25 season and follows a double round-robin format. Dominated by Al-Nassr Women, who have won every season since inception, the SWPL includes both local and international players and has gained increasing visibility through global broadcasts and media partnerships. It plays a key role in developing women's football in the region and strengthening Saudi Arabia's sporting profile on the international stage.

ساهد

September 12, 2025 – April 23, 2026



الدوري الممتاز للسيدات
PREMIER LEAGUE



SAUDI WOMEN'S PREMIER CHALLENGE CUP WINTER EDITION 2025

شاهد

MBC
ACTION

December 10~20, 2025



SAFF WOMEN'S CUP

The SAFF Women's Cup stands as a powerful symbol of growth, ambition, and transformation in Saudi Arabian sport. As the premier women's football competition under the Saudi Arabian Football Federation, this tournament brings together the nation's top clubs in a showcase of talent, teamwork, and determination. Held at a time when women's sports in the Kingdom are reaching new heights,

اهد MBC ACTION

October 10, 2025 ~ May 16, 2026



SAFF WOMEN'S SUPER CUP

The Saudi Women's Super Cup is a super cup tournament in Saudi women's football, contested by the winners and runners-up of the Premier League and the Women's Cup.



August 2026



AWSN

ALL WOMEN'S SPORTS NETWORK

The All Women's Sport Network (AWSN) is the world's fastest growing and largest global television network dedicated exclusively to women's sports. Co-founded by entertainment icon Whoopi Goldberg and Jungo TV, AWSN's mission is to champion and elevate female athletes at every level, from grassroots competitions to elite international leagues. The network delivers live coverage and original programming from some of the world's most prestigious sports organizations, including UEFA, Athletes Unlimited, FIBA, and the WNBL.



ت.ب.ك.

TBC



KINGS LEAGUE MENA



KING'S LEAGUE MENA

The KING'S LEAGUE MENA features 7-a-side matches, played on smaller pitches with unique and engaging rule changes — such as secret game-changing cards, live substitutions, countdown penalties, and fan-driven decisions — all designed to maximize entertainment and unpredictability. Teams are led by a mix of football legends, creators, and influencers, offering a mix of competitive play and digital-era spectacle. Matches are fast-paced and broadcast primarily for online audiences, appealing to younger fans and modern sports viewers.



October 31, 2025
November 7- 11- 15, 2025



FIFA WORLD CUP 2026™ AFRICAN QUALIFIERS

The road to the FIFA World Cup 2026™ begins with fierce passion and continental pride as Africa's top footballing nations go head-to-head in the African Qualifiers. With 54 nations vying for a place on the world's biggest stage, the competition promises high drama, unforgettable moments, and the emergence of new stars

شهد



Semi Finals: November 13, 2025

Final: November 16



SAUDI BASKETBALL LEAGUE

The Saudi Basketball League (SBL) is the highest tier of men's basketball in Saudi Arabia. Featuring top clubs like:

Al Hilal
Al Ahli
Al Ittihad
Al Nassr
Al Ula

These teams compete in a fast-evolving, increasingly competitive league that showcases local talent and international imports, with games attracting growing fan interest both in arenas and online

ساهد

MBC
ACTION

October 3, 2025 – March 31, 2026



WTA - TENNIS

The Women Tennis Association League is the powerhouse of women's professional sports, uniting athletes in fearless competition and bringing people together through the love of tennis.

ستاهد

November 1-8, 2025

A large, stylized logo for the Next Gen ATP Finals. The text "NEXT GEN" is at the top, "ATP" is in the middle in a very large, bold font, and "FINALS" is at the bottom. A silhouette of a tennis player in mid-swing is integrated into the "ATP" text. The logo is set against a dark blue background with a starry pattern.The logo for King Abdullah Sports City, featuring the Arabic word "الرياض" (Riyadh) in white with three colored dots (green, yellow, blue) to its right.

December 17, 21, 2025

NEXT GEN ATP - TENNIS

Jeddah is the host city for the innovative and award-winning Next Gen ATP Finals presented by PIF, which will feature the world's top 20-and-under singles players of the ATP Tour season. The Next Gen ATP Finals presented by PIF will take place over five days at the King Abdullah Sports City. The 2025 edition will be played from 17-21 December. Past winners include Jannik Sinner, Carlos Alcaraz and Joao Fonseca



POWERED BY JAMEEL motorsport



WORLD RALLY CHAMPIONSHIP

WRC S25 R14 - RALLY SAUDI ARABIA

Based out of the Jeddah Corniche Circuit, the event introduces a unique blend of open desert speed and rocky technicality. Rally Saudi Arabia will be all about adaptation. Crews face wide, flowing gravel roads with sweeping turns and blind crests, but also rougher, more technical sections where precision and tyre management become vital.

Changing light, shifting sand, and varying terrain make visibility and surface grip unpredictable



November 6–9, 2025 (Japan)
November 25–29, 2025 (Saudi Arabia)



DAKAR RALLY

The Dakar Rally is an annual, two-week-long endurance race for all-terrain vehicles, famous for its reputation as the "world's toughest motor race". Competitors navigate through challenging off-road terrains like deserts, mountains, and dunes, relying on navigation skills and mechanical knowledge to complete daily stages against the clock. Organized by Amaury Sport Organization (ASO), the race has been held in Saudi Arabia since 2020.

الرياض

MBC
ACTION







TBC

**SPORTS ON
MBC GROUP**

SPORTS

A LINEUP OF TV SPORTS CONTENT THAT CONNECT GENDERS AND GENERATIONS

7M AVG INDIVIDUALS TUNED IN ON MBC'S SPORTS CONTENT

Shows	 <p>Action Ma' Waleed</p>	 <p>Nadwa</p>	 <p>MBC Sports</p>	 <p>DAWREENA</p>	 <p>Malahib</p>	 <p>FIL MARMA</p>
Reach						
Average Monthly Reach	1,811,947	2,357,284	1,559,294	1,444,723	2,756,546	1,630,607
			SPORT SEGMENT	ABSOLUTE REACH - LISTNERS	Average Monthly Reach On Social Media	
Source: Etam	Source: Etam	Source: Etam	Source: Etam	Source: Ipsos	Source: Etam	Source: Etam

INTRODUCING SPORT SHOWS ON MBC GROUP

TOP SPORTS SHOWS ON MBC GROUP CHANNELS
REACH AN AVERAGE OF
7M TV VIEWERS.



**TV
LINE-UP** SPORTS



Action Ma' Waleed

Daily

23:00 KSA



ACTION MA' WALEED

A comprehensive sports show with high audience engagement. In its second season, the show will be bigger and better in terms of production, reporting and guests. It will also be streaming on Shahid AVOD.

The host, Waleed Al Farraj, is a well-known figure in Saudi Arabia's sport scene. He will host the show five times a week.

Presenter:

Waleed Al Farraj

Airing on:



ACTION MA' WALEED REACHES **+775.8 MILLION VIDEO VIEWS** ON SOCIAL PLATFORMS

	VIDEO VIEWS	FOLLOWERS
f	28.2M+	2.3M+
@	5M+	65.6K+
▶	30M+	478K+
♪	263.3M+	1.2M+
X	191M+	3.4M+
👤	258.3M+	340K+

Source: Sprinkler, May 2024 - May 2025





Daily

23:00 KSA

NADINA

The show is the ultimate destination for Saudi football fans. The daily show is fueled by passion, analysis, and authentic fan voices, offering unparalleled interaction, expert commentary, and fan-driven content. Five days a week—real opinions, real emotions, pure football.

Presenter:

Abdulrahman Alhumidi

Airing on:

ساهد

mbc

NADINA REACHES +79.5 MILLION VIDEO VIEWS ON SOCIAL PLATFORMS

	VIDEO VIEWS	FOLLOWERS
f	1.5M+	4.1K+
📷	10.1M+	4.1K+
▶	2.4M+	10.5K+
🎵	33.4M+	44.7K+
✂	29.9M+	26K+
👤	2M+	7.2K+

Source: Sprinkler, May 2024 - May 2025



MBC IN A WEEK

SPORT SEGMENT

While most sports shows speak to the fans, MBC in a Week speaks to everyone!

Recap and analysis of the week's top sports stories, delivering the biggest headlines, key moments, and upcoming matches.

Presenter:

Hazem Al-Ghamdi

Airing on:

ناهد

mbc



FRI - SAT

14:00 pm KSA



Tuesday – Thursday

00:00 CLT



AL LAEEB

Dive into the worlds of Egyptian football stars to take a closer look at their behind-the-scenes training, secrets, and personal lives.

Presenter:

Muheeb Abdulhadi

Airing on:

ناهدي



AL LAEEB REACHES 16.5M VIDEO VIEWS

	VIDEO VIEWS	FOLLOWERS
f	12.4M+	1.3M+
X	249.3K+	12.1K+
▶	3.8M+	486K+

Source: Sprinkler, May 2024 - May 2025





Friday – Tuesday

23:00 CLT



EL KOURA MA' FAYEK

Covering the Egyptian, Arab, and international scene, El Koura Ma' Fayek provides in-depth analyses of football matches with top sports analysts from the Arab world.

Presenter:

Ibrahim Fayek

Airing on:

شهد



ACTION
PODCAST



Monday to Thursday

21:00 KSA

ACTION PODCAST

Hosted by the dynamic male-female duo Rakan and Mona, Action Podcast is your daily sports fix, blending hard-hitting headlines, deep debates, and the voices of the fans into one smart, scroll-stopping hour.

Presenter:

Rakan Yousef

Mona Alansari

Airing on:



ملح الدوري

Monday - Thursday

22:00 KSA

MELH ALDWARI

Podcast Melh Al Dawry is your one stop shop for everything about the Saudi Premiere League and all the exciting news, personalities and events surrounding it. The show delivers more than just scores and stats; it blends hard hitting headlines, deep debates, and the voices of the fans into one smart, scroll stopping hour.

Presenter:

Hatem Al Bdrani -
Wassim bin Afif

Airing on:

ساهد

MBC
ACTION

SPORTS ON RADIO





SPORTS AREN'T JUST WATCHED
THEY'RE HEARD

WITH 5.1M LISTENERS

RADIO PROVES THAT THE PASSION LIVES BEYOND THE SCREEN



RADIO LINE-UP





Daily

17:00 KSA



DAWRINA

Ranked 3rd out of the top 50 programs in KSA, Dawrina covers the latest news and allows listeners to interact with the hosts of the shows.

It highlights the major sporting events and invites experts and journalists to share their ideas.

The program also focuses on daily interactive sports discussions with the audience, providing them with the opportunity to express their opinions and share their experiences on various topics.

Presenter :

Hatem Al Bdrani -
Abdelaziz Al Johar

LOUD
MBC

Daily

18:00 KSA



THE BENCH WARMERS

Tune to MBC LOUD to stay up to date with the latest sports news both locally and internationally.

Hear the latest on RSL, the Saudi national teams, road to the world cup, plus updates on all the major football leagues overseas.

We also cover boxing, UFC, cricket and all major sporting codes around the world.

Presenter:
TBA

SPORTS ON
AL ARABIYA SPORTS

INTRODUCING SPORTS ON AL ARABIYA

HOME OF SPORTS NEWS

Al Arabiya's sports offering covers key highlights of regional and global sporting event across TV & radio.





Wednesday to Saturday

00:00 KSA

FI AL MARMA

This specialized sports program provides intensive coverage of news from in and around the Saudi football clubs.

The program airs 3 times per week, often featuring interviews and profiles of famous football players, while exploring the achievements of players, clubs, and even national teams.

The show also covers goals and highlights, along with extensive analysis and up-to-date news from the local football scene.

Presenter:

Battal Al Gos

Airing on:

ساهد

العربية
alarabiya

FI AL MARMA REACHES 84M+ VIDEO VIEWS ON SOCIAL PLATFORMS

	VIDEO VIEWS	FOLLOWERS
f	6.6M+	61K+
@	2.9M+	11.3K+
▶	1.6M+	147K+
♪	41.5M+	233.6K+
X	15.8M+	1.1M+

Source: Sprinkler, May 2024 - May 2025





From Sunday to Thursday

15:00 KSA



MALAEB

The program hosts a constellation of analysts, players, referees, and sports critics to discuss the latest sports news, shedding light on the details and developments of events. Simultaneously, it engages in direct interaction with the audience by receiving calls and contributions from listeners.

Presenter:
Faisal AlJefen

**BRANDED
SOLUTIONS**
WHEN APPLICABLE

SPORTS

CAPTURING SPORTS VIEWERS' ATTENTION ACROSS SHAHID

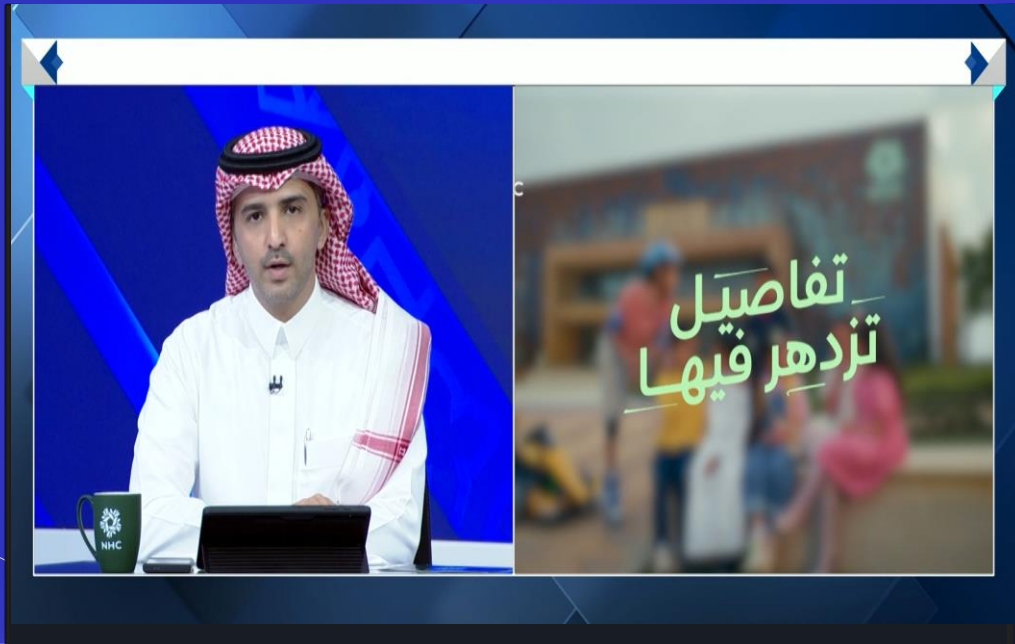


SPECIAL EXECUTIONS: L-SHAPED BANNERS



ANNALS

SPECIAL EXECUTIONS: SPONSOR SPLIT SCREEN



SPORTS



MMS
SPORTS

Connect with us
www.mms.net