

RAMADAN → AT MMS ✨

YOUR BRAND'S GO-TO-GUIDE TO
STANDING OUT THIS RAMADAN




2026





ABOUT

THIS GUIDE



—→ This document brings together everything brands need to plan, shape, and execute a powerful presence for Ramadan 2026. It offers a snapshot of last year's key moments, highlights how brands came to life across different platforms, and outlines high-level considerations for planning the season ahead. The guide concludes with an overview of the upcoming Ramadan lineup across MBC, giving a first look at the stories that will shape the season.





GUIDE



OVERVIEW

Consumer Insights that Will Shape
Ramadan 2026 **01**

Looking Back at Ramadan 2025 Insights **02**

Discover Our Solutions **03**

A Focus on Brand Integration **04**

Unveiling our Ramadan 2026 Line-up **05**



OWN THE MOMENT THIS RAMADAN

→ Ramadan is a powerful and transformative season that reshapes both consumer behavior and media engagement across the Arab world. During this month, television becomes the heart of family life. With viewership reaching its annual peak as families gather to share moments of entertainment, emotion, and reflection. MBC stands as the number one destination during Ramadan, delivering the most-watched dramas, talk shows, and entertainment programs that define the cultural conversation across the region. With its unmatched reach and premium content, MBC dominates Ramadan viewership, making it the most influential platform for brands seeking to connect with audiences.



RAMADAN 2026

→ **WONDER WHAT OUR AUDIENCE IS
PLANNING TO BUY THIS RAMADAN?**



INSIDE OUR RAMADAN INTENT STUDY



STUDY OBJECTIVE

Understand our viewers' consumption intentions for the month of Ramadan & Identify category-level demand across key sectors.



STUDY PARAMETERS

- **Sample Size:** 850 respondents
- **Audience:** Verified viewers of our platforms
- **Geography:** Saudi Arabia
- **Fieldwork :** Nov 26th to Dec 4th - 2025



RESEARCH APPROACH

Online quantitative survey targeting a random sample from our audience database.



METRICS MEASURED

Category-level purchase intent Planned spending behaviors



GROCERIES AND PACKAGED GOODS



93%

Of our audience intends to take advantage of Ramadan promotions on groceries and packaged goods



BEAUTY PRODUCTS



80%

of our audience plan to purchase beauty or personal care products during Ramadan / Eid

74%

Expect to buy these products specifically because of Ramadan/Eid promotions



RETAIL STORES



82%

Of our audience plan to shop more from retail stores (clothing, household items, gifts) during Ramadan or Eid

70%

Say that Ramadan promotions will influence their decision to shop from retail stores



E-COMMERCE



70%

Of our audience plan to shop online more frequently during Ramadan/Eid

88%

Expect to take advantage of online Ramadan deals and discounts



AUTOMOTIVE



49%

Consider purchasing a car around Ramadan or Eid

58%

Expect Ramadan automotive offers or promotions influence their decision



TRAVEL



55%

Of our audience are planning to book travel, staycations, or hotel stays during Ramadan or Eid

52%

Mentioned that Ramadan offers or packages will influence their travel or staycation plans



FINANCIAL PRODUCTS



38%

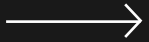
Of our audience consider applying for consumer financial products during Ramadan

48%

Mentioned that Ramadan promotions will influence their decision to apply for these products



REAL ESTATE



29%

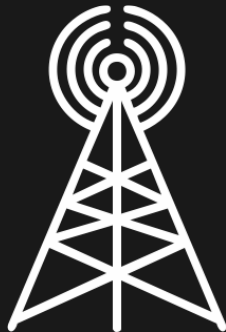
Of our audience consider buying or investing in property around Ramadan or Eid

34%

Mentioned that Ramadan real-estate offers and discounts will influence your decision



TELCO

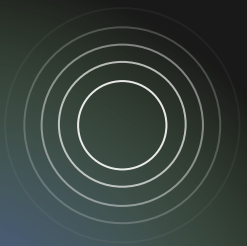


53%

Of our audience are planning to upgrade their mobile device, data plan, or broadband service during Ramadan

52%

Mentioned that Ramadan telecom offers will influence their decision to upgrade

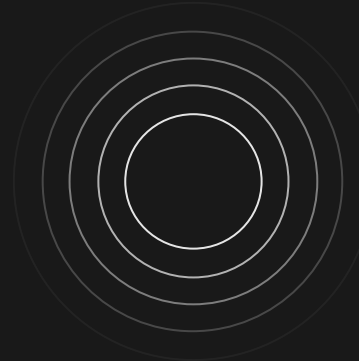




A look back at

RAMADAN 2025

→ **ACROSS MBC GROUP**





HOW MBC DELIVERS A STRATEGIC ADVANTAGE FOR ARAB AUDIENCES 15+



Leading the Comedy Slot:

“eTAM data confirms that MBC 1 is dominating the key comedy slot for the Arab 15+ audience. Our lead-in programming not only retains a loyal viewership but also effectively attracts additional viewers during the critical evening hours.”



Winning the Viewer Migration Battle:

“While viewers bounce between programs initially, they settle at MBC programs effectively migrating from other channels.”



Robust Daily Reach and Recruitment:

“Our performance isn’t just about consistent daily reach; it’s also about strong audience recruitment. While competitors may boast initial audience attractiveness, our ability to both capture and migrate viewers from competition reinforces MBC 1 as the preferred destination for the Arab 15+ demographic.”



Strategic Timing Makes the Difference:

“The data highlights how our timing and program mix across our stations are working for us as viewer retention remains within our network of channels.”



(Ramadan 2025, March 1st to 30th, KSA TAM)



RAMADAN 2025

→ TV INSIGHTS



RAMADAN 2025 INSIGHTS

→ TV is the heartbeat of Ramadan

TV
Reach



94%

TOTAL TV Reach

12.1M

Unique Viewers



(Ramadan 2025, March 1st to 30th, KSA TAM)

RAMADAN 2025 INSIGHTS

→ The Undisputed Destination

78%

MBC Group Reach

10.1M

Unique Viewers

72%

MBC 1 Reach

9.3M

Unique Viewers

46.2%

MBC Drama Reach

6M

Unique Viewers

(Ramadan 2025, March 1st to 30th, KSA TAM)

RAMADAN 2025 INSIGHTS

→ **You don't need weeks to build a brand. You need one spot.**

UNRIVALLED SPEED TO REACH



A 30-second prime-time ad
on MBC 1 reaches

2.4M
viewers

(Ramadan 2025, March 1st to 30th, KSA TAM)

Scale with MBC

One Advertiser
reached **8.3M** viewers
on MBC Group



RAMADAN 2025 INSIGHTS

→ Owning the Clock

We capture time

4H, 41mins

Viewers spend watching TV.

2H, 14mins

With **50%** of the time spent on MBC Group



(Ramadan 2025, March 1st to 30th, KSA TAM)

RAMADAN 2025 INSIGHTS

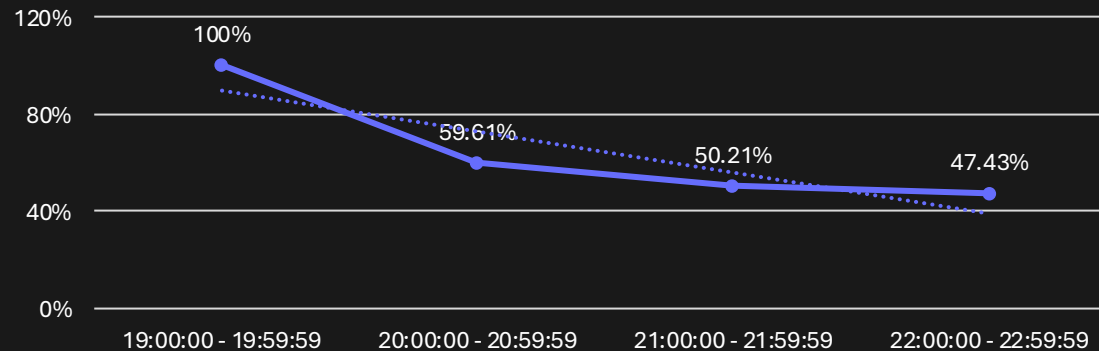
→ Prime time isn't casual; it's a commitment

STICKINESS

47.4%

Of audiences stay for 4 hours during Prime Time

Unduplicated Reach %



(Ramadan 2025, March 1st to 30th, KSA TAM)

RAMADAN 2025 INSIGHTS

→ **MBC 1 leads the market in ratings compared to other channels.
Outperforming the closest competitor across all time segments**

Overall Lead

+332%

lead vs. closest competitor
(All Day Ratings)

Prime time

+800%

dominance during
Prime Time

Ranking

#1

In TV Ratings

RAMADAN 2025 INSIGHTS

→ **Glued to the Screen**

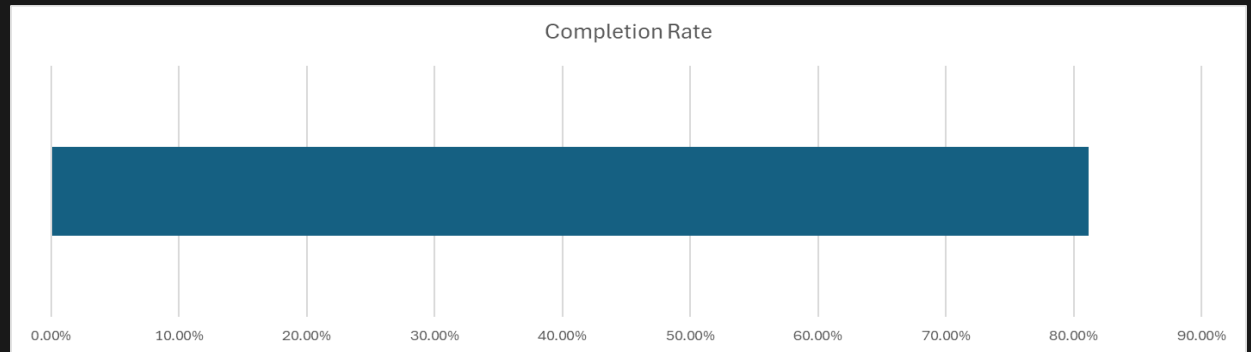
They watch content and the breaks

**EXCEPTIONAL
RETENTION &
COMPLETION RATE**

81.2%

Completion rates on MBC 1
during prime time

(Ramadan 2025, March 1st to 30th, KSA TAM)



RAMADAN 2025 INSIGHTS

→ AUDIENCES ARE FOCUSED AND ATTENTIVE

59 % ACTIVE
ATTENTION

1.33 X HIGHER THAN
GLOBAL BENCHMARK

1.8 X HIGHER THAN
SOCIAL VIDEO 20'
GLOBAL

3 X HIGHER THAN
SCROLLABLE SOCIAL



RAMADAN 2025 INSIGHTS

→ Brand Lift Study

BLSs	MBC channels Ramadan	Global TV benchmark	Shahid Ramadan	Global CTV benchmark
Ad recall Rate	46%	34%	51%	29%
Attribution (Exposed ad recallers)	54% (26 Pts uplift)	47%	55% (25 Pts uplift)	44%
Interest (Exposed ad recallers)	72% (34 Pts uplift)	49%	67% (33.5 Pts uplift)	44%
Consideration (Uplift)	29 pts	20pts	30 pts	22pts

Source : 22 Brand Lift Studies ran in collaboration with Happydemics in Ramadan 2025, across several sectors

RAMADAN 2025 → INSIGHTS

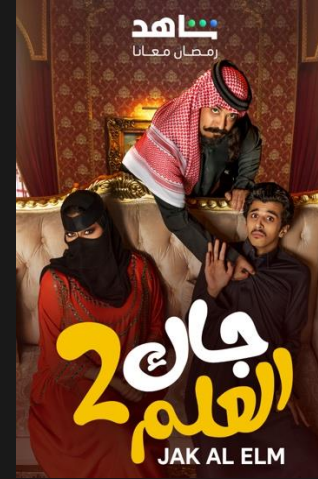
TV →
WORLD
CLASS
CONTENT

TOP SHOWS IN 2025



The success of Ramadan 2025 will carry forward into 2026. The stories that captivated millions are back! Make sure your brand is part of it this time

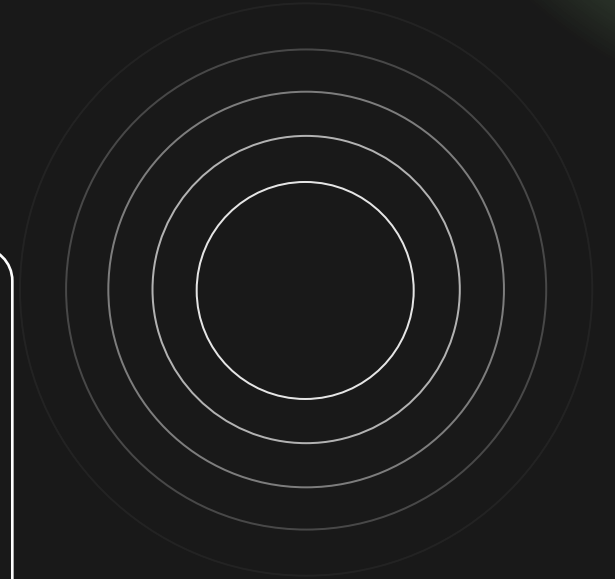
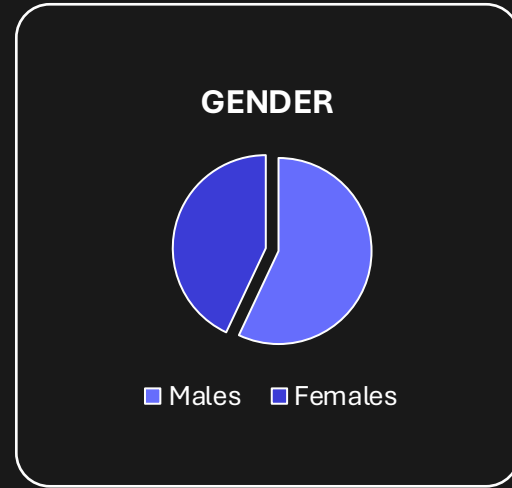
Saudi comedy 'Yawmiyyat Rajol Anis' dominated with a **8.1%** rating, outperforming the nearest competition by a staggering 182%.



RAMADAN 2025

→ INSIGHTS

RADIO →



(Ramadan 2025, March 1st to 30th, Ipsos)

RAMADAN 2025

→ INSIGHTS

**SOCIAL
MEDIA** →



17.2B

VIDEO VIEWS



250.1M

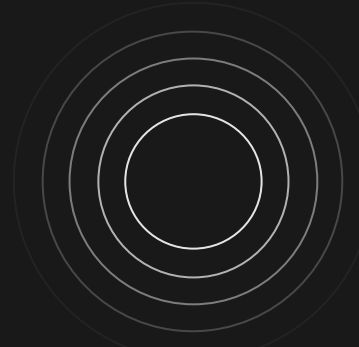
ENGAGEMENTS



17.1B

IMPRESSIONS

(Ramadan 2025, March 1st to 30th)



MBC SHAHID INSIGHTS

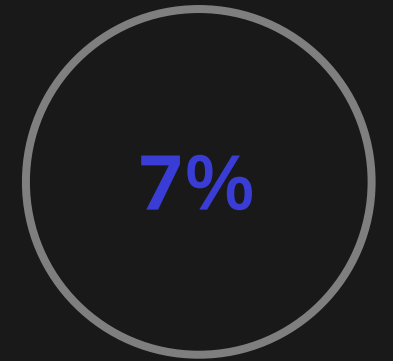
→ **RAMADAN 2025**



**RAMADAN 2025 USERS
INCREASED →
TO NEW HEIGHTS
REACHING MORE
THAN 35M UNIQUE
USERS**



2025 USERS



**YOY USER
GROWTH**

TOP 5 AVOD GENRES DURING RAMADAN

- 1 DRAMA
- 2 COMEDY
- 3 ACTION
- 4 SOCIAL
- 5 REALITY

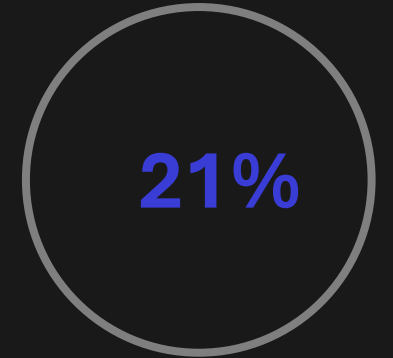
TOP 10 AVOD TITLES DURING RAMADAN



**KSA USERS
GREW →
TO 12 MILLION IN
RAMADAN 2025**



2025 USERS



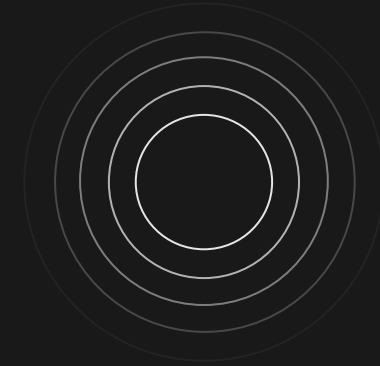
YOY USER
GROWTH

TOP 5 AVOD GENRES DURING RAMADAN

- 1 DRAMA
- 2 COMEDY
- 3 SOCIAL
- 4 ACTION
- 5 REALITY

TOP 10 AVOD TITLES DURING RAMADAN





OUR STRATEGIC SOLUTIONS

→ **FOR WINNING THIS
RAMADAN SEASON**





CLICK [HERE](#) TO WATCH



REACH AUDIENCES → AT EVERY TOUCH POINT

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

TV SOLUTIONS



- Spot buys
- Sponsorship
- Special execution

AUDIO SOLUTIONS



- Radio
- Podcasts



SEAMLESS BRAND INTEGRATION: → RAMADAN 2025 CAMPAIGN

Before diving into Ramadan 2026, let us take you through some of the successful scenes from our 2025 campaign.

We focused heavily on Pre-Production integrations that made the brand a seamless part of the story, and Post-Production strategies that ensured the visibility and presence of brands across the entire season in the most natural way.

AVOD

SVOD

TV



AVOD

SVOD

TV



- **Pre-Production Focus:** Integrating the brand as a natural element of the narrative and story development.
- **Post-Production Focus:** Utilizing natural integrations to ensure consistent brand visibility and organic presence across all content.
- **Result:** Maximizing the recognition and emotional connection between the brand and the audience.

PRE-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

In this scene from Yawmiyat Rajol Anis, Abdallah and his friends, who work at the TV station, receive a brief from Almarai to create a report about the ice cream they're launching.



- AVOD
- SVOD
- TV

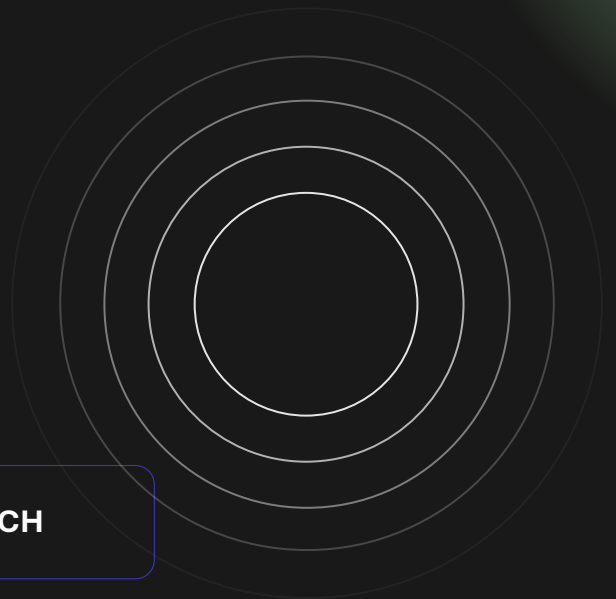


CLICK [HERE](#) TO WATCH

Meaningful Integration
Al Marai on Yawmiyat



This is where the ice cream became visible on screen, and the cast mentioned the brand's name. They also highlighted that last year the ice cream had sold out in the market, delivering exactly the message the brand wanted to convey.



PRE-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

In this comedic scene, Abdallah , who was taking care of his nephews , loses one of them. We spend more than six minutes of the episode searching for the missing child . To discover that he was happily eating ice cream, completely captivated by the taste of [Almarai Ice Cream](#) in a funny, natural, and light-hearted way.



AVOD

SVOD

TV

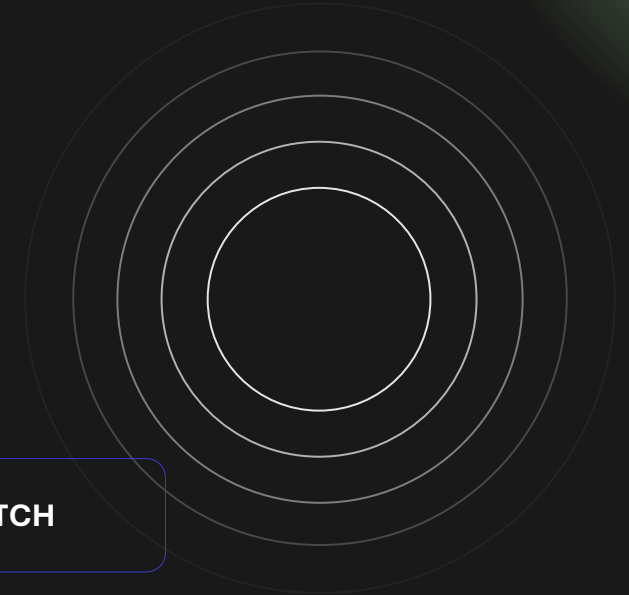


CLICK [HERE](#) TO WATCH

Meaningful Integration
Al Marai on Yawmiyat



This integration not only delivered the brand's message but also made the audience feel amused and emotionally connected to the product as part of the story's humor and charm.



PRE-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

It was a series of lighthearted, repetitive comedic scenes portraying an employee unhappy at his job until he finally lands a position at **Dunkin' Donuts**. Through witty dialogue, we witness his surprise and delight in a humorous and relatable way as he reacts to the brand's offers, effectively delivering all the key messages Dunkin' wanted to highlight.



AVOD

SVOD

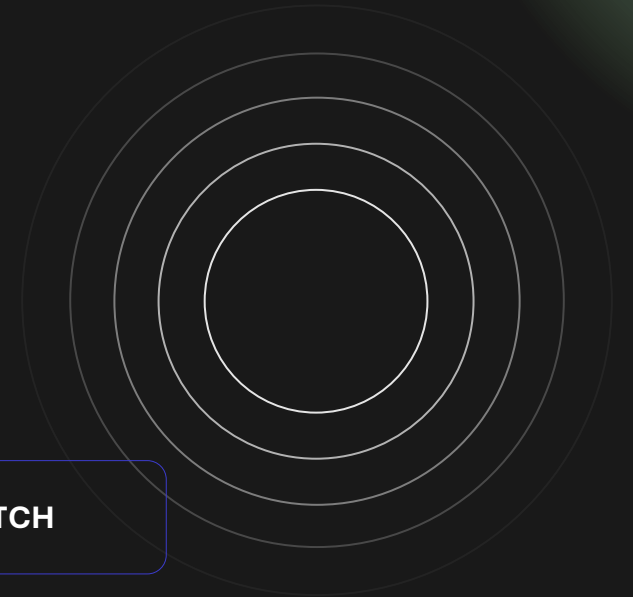
TV

[CLICK HERE TO WATCH](#)

Full Branded Scene
Dunkin on Wifi 5



Throughout this scene, we showcased **Dunkin's branding, products, and promotional offers**, emphasizing their exceptional taste. The integration seamlessly delivered the client's messaging in a smooth, natural, and entertaining manner that resonated with the audience.



MAXIMIZING EXPOSURE:

→ THE POWER OF POST-PRODUCTION

Now, let's explore the scenes where our brands truly owned the season. Our Post-Production strategy was designed not just for presence, but for complete visibility and natural integration across the full Ramadan season.

AVOD

SVOD

TV



AVOD

SVOD

TV



Our Post-Production Integration Pillars Delivered:

- **Natural Product Placement:** Seamlessly positioning the product within the frame to make it feel like an organic part of the story's environment, avoiding forced or disruptive visibility.
- **Billboards & Signages:** Strategic placement in establishing shots and road scenes, ensuring the brand effectively owned the urban landscape and delivered high-impact frequency.
- **Twisted Digital Ads:** Implementing dynamic digital overlays and effects that added a unique visual twist and engaging movement to the traditional advertisement format.

AVOD USER BASE

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

PERMANENT PRESENCE ON MBC SHAHID

As your brand is integrated within the content

SVOD USER BASE

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

TV REPEATS

Your brand will gain exposure from episode repeats on TV

TV CHANNELS

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

THE BENEFITS OF → INTEGRATING IN CONTENT

POST-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

Outdoor Billboards
Kitkat on Wifi 5

AVOD

SVOD

TV



CLICK [HERE](#) TO WATCH



POST-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

Outdoor Billboards
Mobily on Wifi 5

AVOD

SVOD

TV



CLICK [HERE](#) TO WATCH



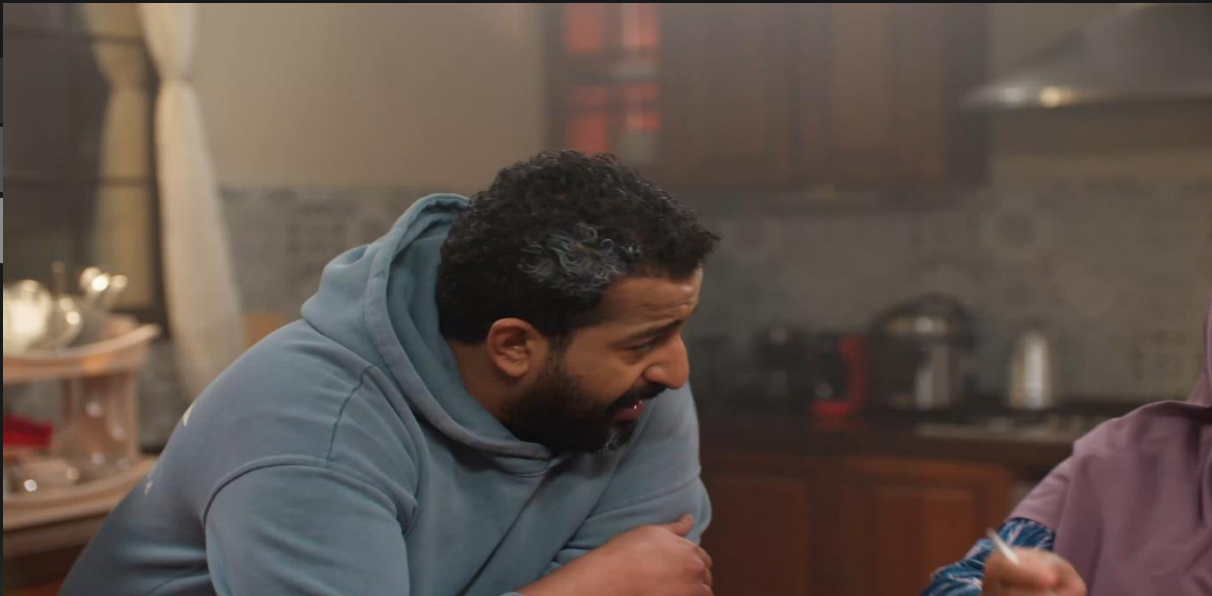
POST-PRODUCTION INTEGRATION: → THE POWER OF THE STORY

Product Placement
Nescafe on Yawmiyat

AVOD

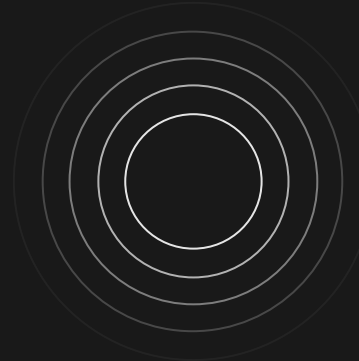
SVOD

TV



CLICK [HERE](#) TO WATCH





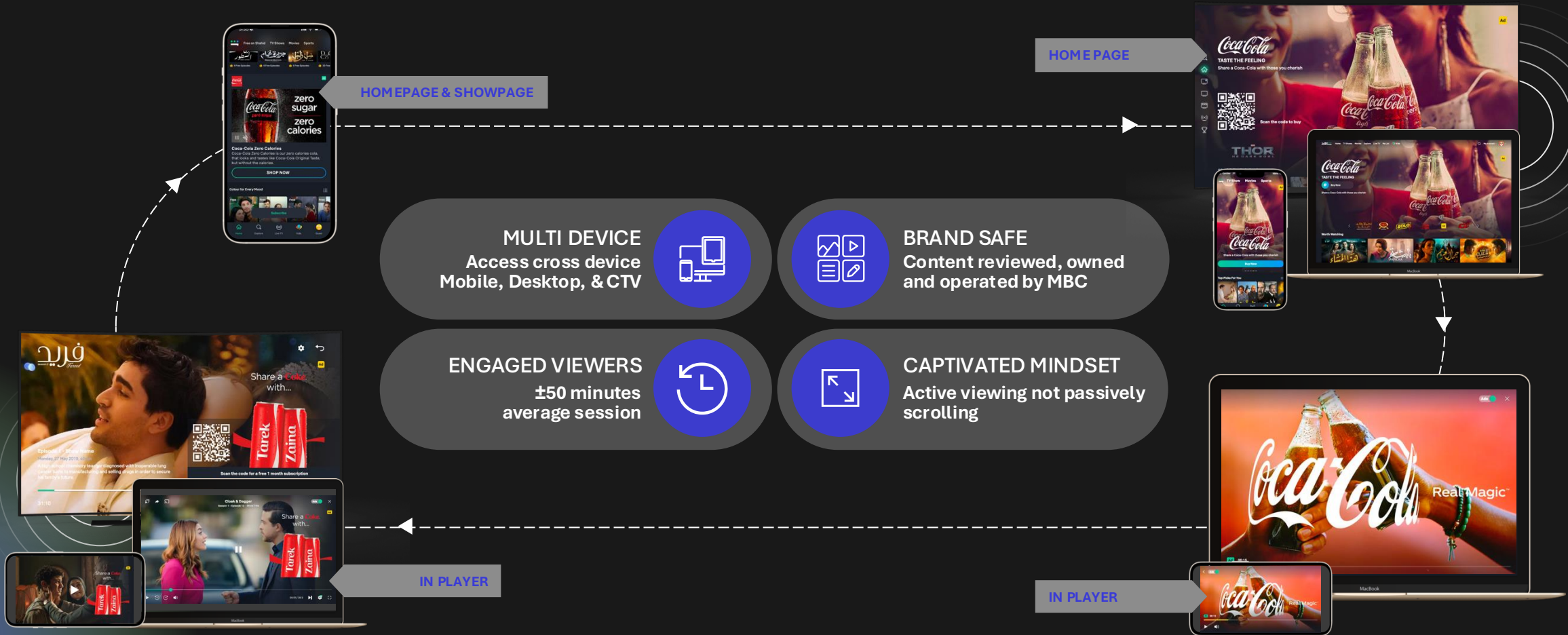
MBC SHAHID AD 

→ SOLUTIONS





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



IMPACT OF BRAND PRE-PRODUCTION IN CONTENT



AVOD

SVOD

TV

CONNECT WITH US
TO IDENTIFY THE RIGHT
CONTENT

[CLICK HERE TO EXPLORE OUR
INTEGRATION OPPORTUNITIES](#)



IMPACT OF BRAND PRE-PRODUCTION IN CONTENT



AVOD

SVOD

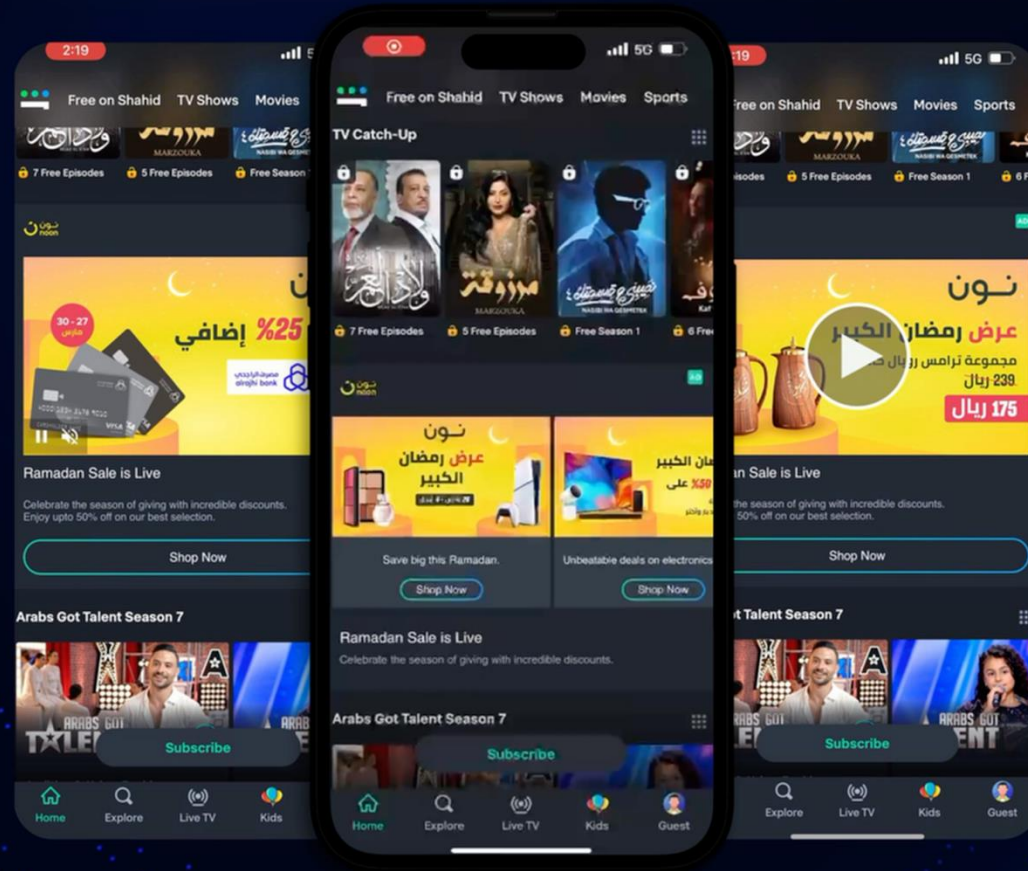
TV



CLICK HERE TO EXPLORE
OUR ICI SOLUTION

MacBook

NATIVE ADS



CLICK [HERE](#) TO WATCH



SOCIAL MEDIA AD → SOLUTIONS

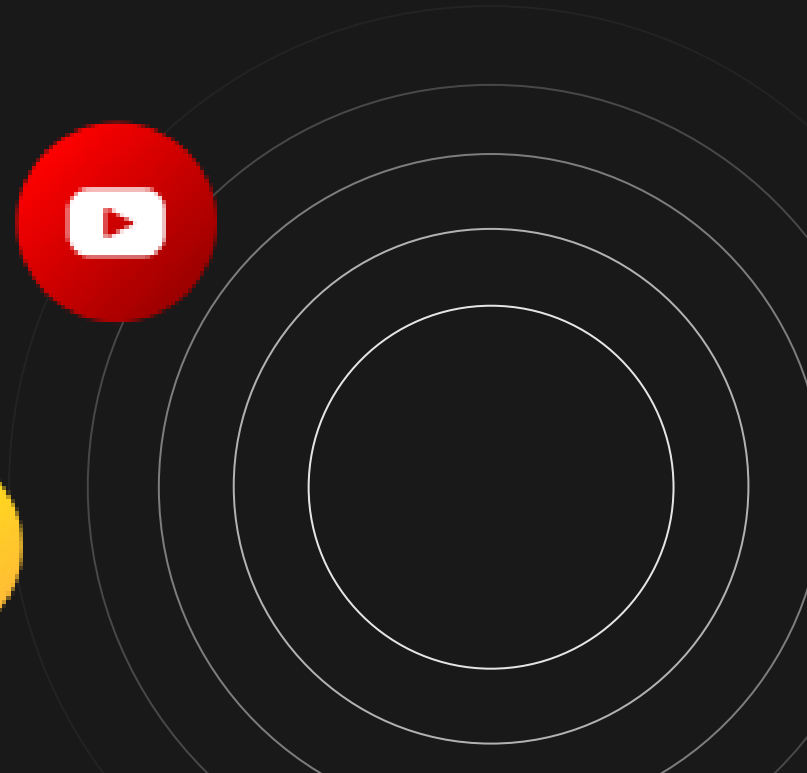
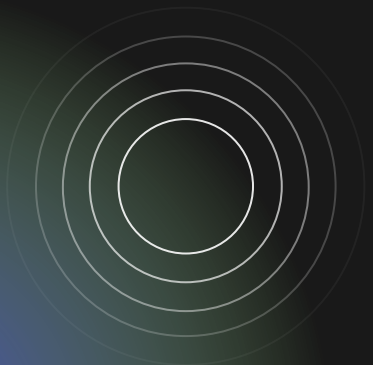
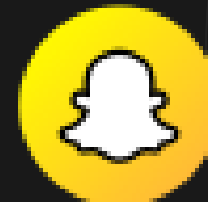




SOCIAL MEDIA

→ RAMADAN SOLUTIONS

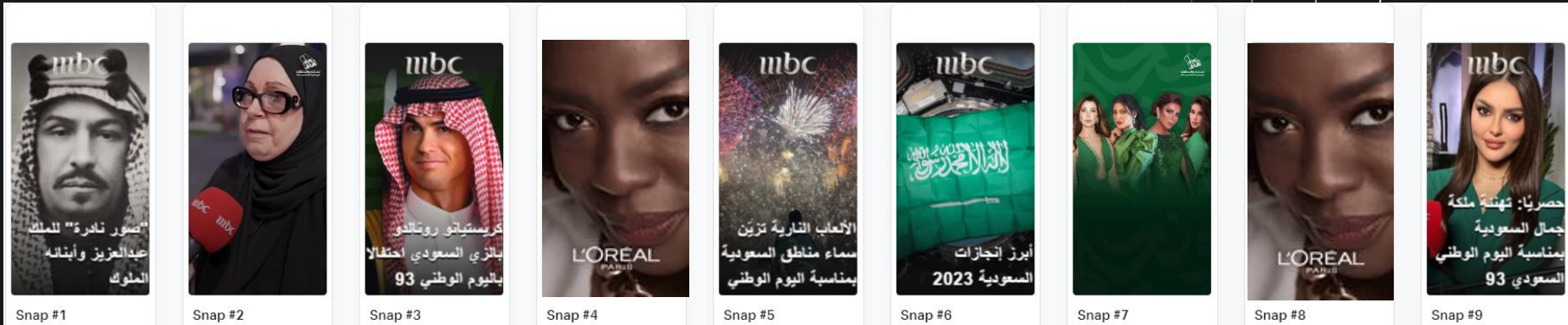
- MMS partners with global social media giants such as TikTok, Snapchat, X, Instagram, YouTube, and Facebook, providing brands with unmatched access to advertise on the world's most influential platforms.





SOCIAL MEDIA → RAMADAN SOLUTIONS

Ad Placement Between Premium Content



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)
Estimated 200,000 Video Views per day



Main top Snap



Second Top Snap

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.

Estimated 150,000 Video Views per day



Top Snap Swipe up for article



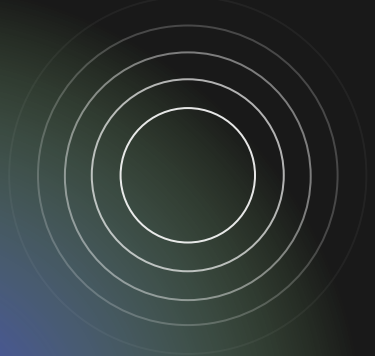
Snap Article



Top Snap – Swipe up for Video



Snap Video



ENABLING BRANDS TO ASSOCIATE WITH PREMIUM MBC CONTENT 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
- Look-a-likes
- Interests
- Tailored audiences

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

RADIO SOLUTIONS

EFFECTIVE EXPOSURE
PRECISE AUDIENCE TARGETING
MEASURABLE PERFORMANCE





RADIO

→ **SOLUTIONS**



CLICK [HERE](#) TO WATCH



TAILORED ADVERTISING SOLUTIONS → TO ELEVATE YOUR BRAND PRESENCE



**BRAND
INTERVIEWS**



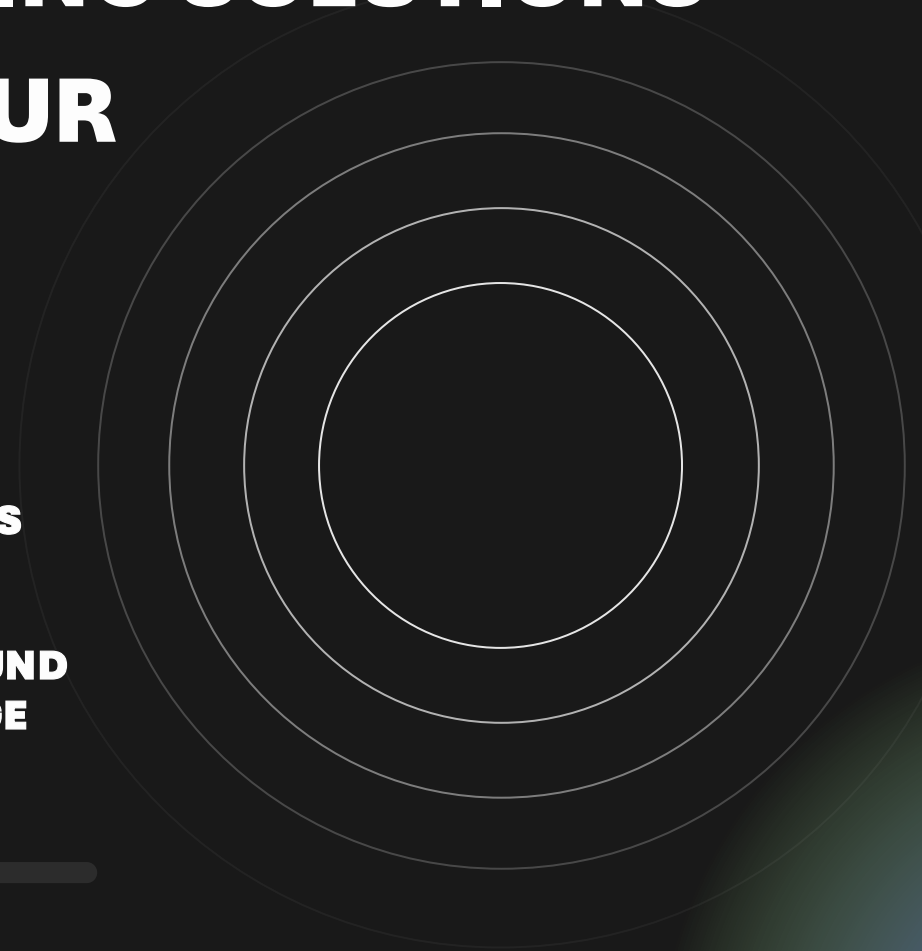
**ON-AIR
CONTESTS**



RJ MENTIONS



**ON-GROUND
COVERAGE**





OUR DATA CAPABILITIES





MEASUREMENT → SOLUTIONS

BRAND LIFT STUDIES

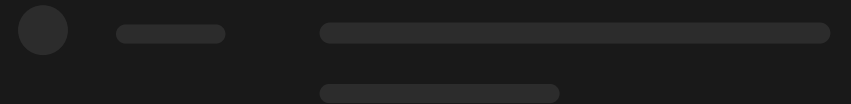
Measuring brand impact
across MBC Shahid and TV

ATTENTION MEASUREMENT

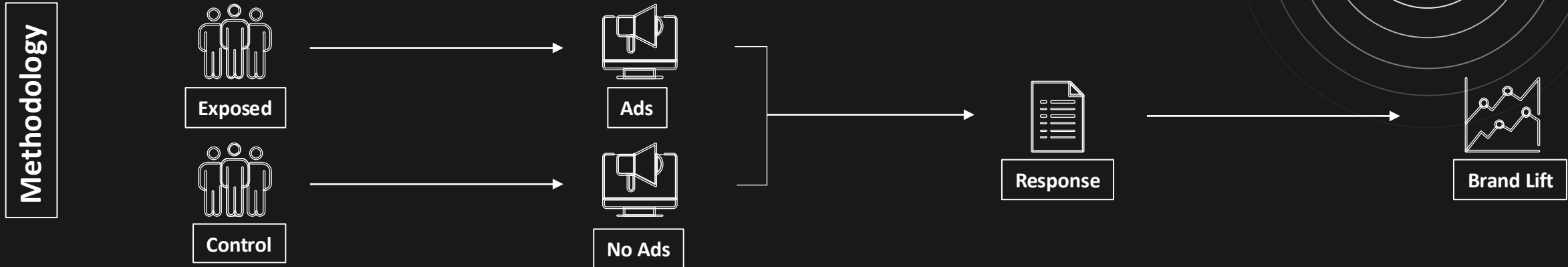
Measuring viewers'
engagement with ads on
MBC Shahid & TV



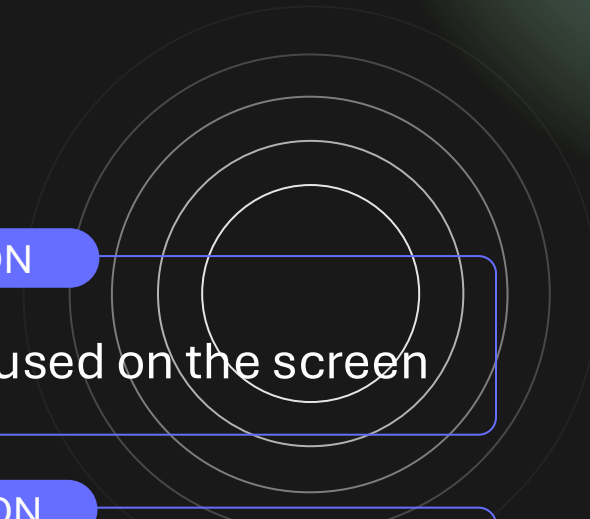
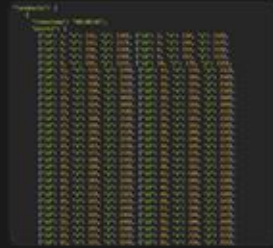
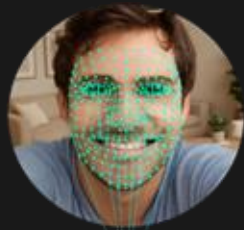
*All the above measurement capabilities are delivered in partnership with global partners



BRAND LIFT → STUDIES



ATTENTION → MEASUREMENT



ACTIVE ATTENTION

Eyes Fully focused on the screen

PASSIVE ATTENTION


Eyes Partially focused on the screen

NON-ATTENTION

No Engagement with the screen

BUILDING SMARTER CONNECTIONS → THROUGH DATA

Audiences are created by each visitor's engagement across MBC 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

OUR SUCCESS STORIES

CASE STUDIES



[CLICK HERE TO WATCH](#)



MMS X JARIR CASE STUDY

Jarir Bookstore partnered with MBC Media Solutions to launch a high-impact Ramadan campaign designed to connect with millions during one of the region's most engaged viewing seasons. Leveraging Shahid's premium environment, the campaign used a strategic blend of creative formats and smart ad placements, capturing audiences at the perfect moments of attention.

CLICK [HERE](#) TO WATCH

IN-STREAM VIDEO

+2.7M Views

+1M Reach unique users

97% Completion rate (benchmark 94%)

PAUSE AD

+1.1M Impressions

392K Reach unique users

0.4% CTR achieved (benchmark 0.4% - 0.6 %)





MMS X Roshn CASE STUDY

ROSHN partnered with MBC Media Solutions to launch a powerful, high-visibility campaign designed to strengthen brand presence and reach audiences at scale across premium MBC environments. Through a blend of impactful placements, strategic frequency, and attention-driven formats, the campaign delivered exceptional exposure and deep viewer engagement.

CLICK [HERE](#) TO WATCH



187M Impressions
6M+ Unduplicated viewers
28 Exposures per viewer



3M+ Impressions
1K+ Clicks with an average CTR of 0.03%
97.10% Completion rate (Benchmark is 94%)



مجموعة روشن
ROSHN GROUP





MMS X AL RUGAIB CASE STUDY

Al Rugaib Furniture teamed up with MMS to deliver a standout Ramadan campaign on MBC Shahid. The campaign deployed three high-performing formats Hero Banners, In-Stream Video, and Pause Ads each crafted to bring the Al Rugaib brand closer to audiences at moments of peak attention. The results spoke for themselves: impressive impressions and views, strong unique user reach, and completion and CTR that surpassed benchmarks across the board

CLICK [HERE](#) TO WATCH

IN-STREAM VIDEO

2.4M Views

HERO BANNER

+773K Impressions

PAUSE AD

521K Impressions

97%

In-stream Video
Completion Rate

Pause Ad
Click through rate

0.4% CTR (benchmark 0.4% - 0.6 %)



موجودات الرغيب
ALRUGAIB FURNITURE



MMS X HUNGERSTATION CASE STUDY

MMS & Hunger Station launched an engaging Ramadan campaign on MBC Shahid, becoming part of viewers' most special moments throughout the holy month. The campaign was seamlessly woven into top-rated shows with ads appearing at key times of the day when viewers were relaxing, gathering, and enjoying their favorite meals the campaign naturally spotlighted Hunger Station's food delivery service at moments of peak appetite and attention.

CLICK [HERE](#) TO WATCH



COMPLETED VIEWS

24M

IMPRESSIONS

38.5M

COMPLETION RATE

97.5%

VIEWABILITY RATE

96.7%

Brand Lift study Results

16% Uplift in favorability

17% Uplift in purchase intent

11% Uplift in recommendation



**HUNGER
STATION**

UNVEILING THE

RAMADAN 2026 LINE-UP

MBC 1 OVERVIEW →

COOKING SHOWS

COMEDY SHOWS

DRAMA SHOWS

SOCIAL SHOWS

TALK SHOWS

* IFTARNA
GHEIR



* JAK AL ELM 3



SHAARI' AL-
A'SHA S2



* DARB AL
MAMLAKA



* NADINA



* YAWMEYAT
RAJOL
MOTAJAWEZ



AL GHOMEIDA



* MALEK BEL
TAWEELA



* AKHER KALAM



KEHELAN



* ABY
MAWAQEF
WA A'BAR



* RAMEZ LEVEL
EL WAHSH



EFRAJ





* REHLA FE SERAT
AL NABI





MBC DRAMA OVERVIEW —→

DRAMA SHOWS

* KASRA 

* MTIR SAMEER 

* AL SET MONALISA 

* MAWLANA 
AVOD ONLY IN UAE

* MATBAKH AL MADINA 
AVOD ONLY IN UAE

* GHALAT BANAT 

* HAY AL JARADIYA 



* SHOWS AVAILABLE ON **mbc** AVOD

MBC IRAQ OVERVIEW

COOKING SHOWS

COMEDY SHOWS

DRAMA SHOWS

GAME SHOWS



IFTARNA
GHEIR



HAMED HELO S7



SHARARA



BAYN AHLNA



RAMEZ LEVEL
EL WAHSH



HAMDIYA



ERBAH AL
MALAYEEN



MAWLANA

AVOD ONLY IN UAE



EFRAJ



SHOWS AVAILABLE ON AVOD

MMS

EXCLUSIVE ON **mbc** →



AVAILABLE ON AVOD

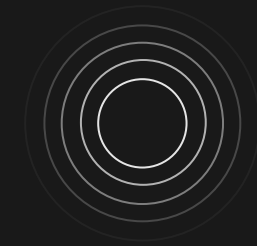


AVAILABLE ON AVOD ONLY
IN THE UAE

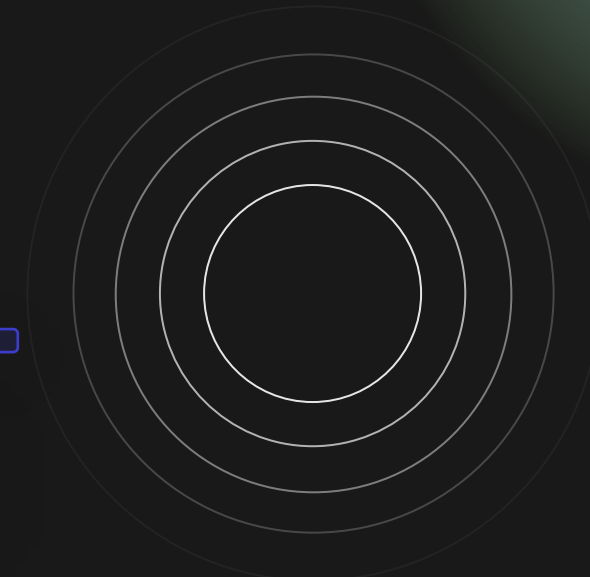
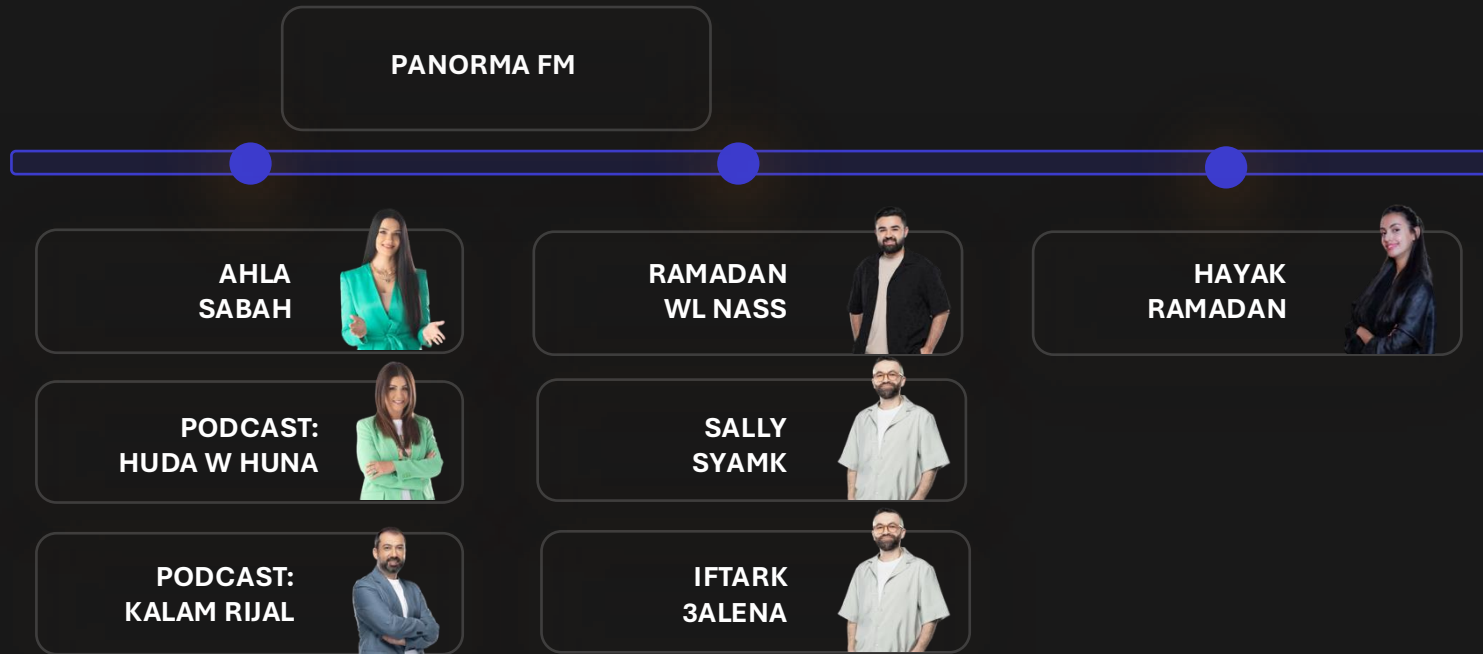
MBC FM OVERVIEW



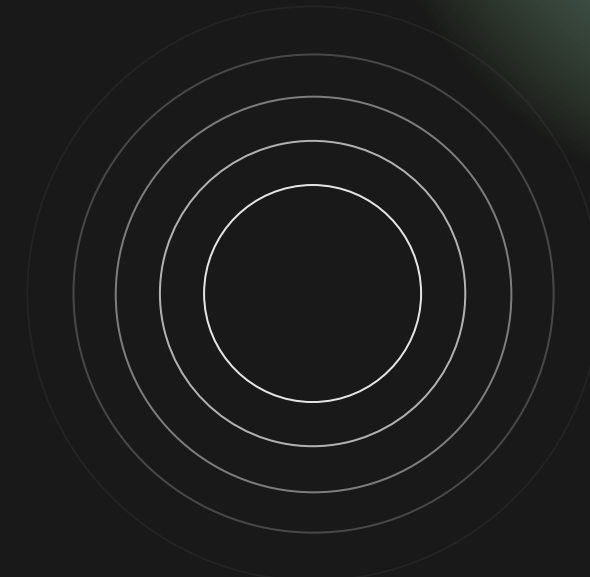
LINE-UP

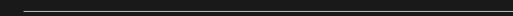


PANORMA FM OVERVIEW



MBC LOUD OVERVIEW





SPONSORSHIP & SPOT RATES



MBC 1 - SPONSORSHIP & SPOT RATES

PROGRAM TITLE	PROGRAM NAME	SPOT RATE (SAR)	SPOT RATE (AED)	SPONSORSHIP RATE (SAR)	SPONSORSHIP RATE (AED)	SPOTS
COOKING SHOW	IFTARONA GHAYR	SAR 12,000	AED 11,750	SAR 2,000,000	AED1,950,000	2
SOCIAL 1	BAB RIZK/AL ISSA	SAR 24,000	AED 23,500	SAR 2,600,000	AED2,550,000	1
SOCIAL 2	DARB AL MAMLAK	SAR 45,000	AED 44,000	SAR 3,400,000	AED3,300,000	1
SOCIAL 3	MALEK BEL Taweela	SAR 80,000	AED 78,500	SAR 5,500,000	AED5,400,000	1
SOCIAL 4	ABY MAWAQEF WA A'BAR	SAR 80,000	AED 78,500	SAR 3,400,000	AED3,300,000	-
SOCIAL 5	REHLA FE SEERAT AL..	SAR 24,000	AED 23,500	SAR 2,600,000	AED2,550,000	1
ATHAN						
POST-ATHAN	BRANDED STRIP	SAR 110,000	AED 107,500	SAR 1,500,000	AED1,450,000	-
COMEDY 1	YAWMIYAT RAJOL	SAR 182,000	AED 178,000	SAR 20,000,000	AED19,500,000	2
COMEDY 2	JAK AL ELM 3	SAR 160,000	AED 156,500	SAR 17,500,000	AED17,150,000	2
COMEDY 3	AKHER KALAM	SAR 145,000	AED 142,000	SAR 15,500,000	AED15,200,000	2
RAMEZ	RAMEZ LEVEL AL WAHSH	SAR 120,000	AED 117,500	SAR 13,000,000	AED12,750,000	2
DRAMA	GHOMIDA	SAR 85,000	AED 83,000	SAR 8,800,000	AED8,600,000	2
DRAMA	SHARE' AL A'SHA	SAR 130,000	AED 127,000	SAR 13,500,000	AED13,250,000	2
DRAMA	KE7ELAN	SAR 75,000	AED 73,500	SAR 8,000,000	AED7,850,000	2
DRAMA	EFRAJ	SAR 60,000	AED 58,750	SAR 6,300,000	AED6,150,000	2
TALK SHOW	NADINA	SAR 30,000	AED 29,500	SAR 3,300,000	AED3,200,000	2

MBC DRAMA - SPONSORSHIP & SPOT RATES

PROGRAM TYPE	PROGRAM TITLE	SPOT RATE (SAR)	SPOT RATE (AED)	SPONSORSHIP RATE (SAR)	SPONSORSHIP RATE (AED)
KUWAITI DRAMA	GHALAT BANAT	SAR 19,000	AED 18,500	SAR 2,250,000	AED 2,200,000
EGYPTIAN DRAMA	AL MITR SAMEER	SAR 19,000	AED 18,500	SAR 1,125,000	AED 1,100,000
GCC DRAMA	KASRA	SAR 19,000	AED 18,500	SAR 2,250,000	AED 2,200,000
PAN ARAB DRAMA	MAWLANA	SAR 19,000	AED 18,500	SAR 2,250,000	AED 2,200,000
EGYPTIAN DRAMA	AL SET MONALIZA	SAR 19,000	AED 18,500	SAR 1,125,000	AED 1,100,000
PAN ARAB DRAMA	MATBAKH AL MADINA	SAR 19,000	AED 18,500	SAR 2,250,000	AED 2,200,000
GCC DRAMA	HAY AL JARADIYA	SAR 19,000	AED 18,500	SAR 2,250,000	AED 2,200,000



MBC IRAQ - SPONSORSHIP & SPOT RATES

GENRE	PROGRAM	SPOT COST USD	SPONSORSHIP COST USD
COOKING	IFTARNA GHEIR	2,200	217,800
SOCIAL	BAYN AHLNA S8	2,500	247,500
COMEDY	HAMED HELO S7	7,000	693,000
COMEDY	RAMEZ LEVEL EL WAHSH	5,500	544,500
DRAMA	SHARARA	5,500	544,500
DRAMA	HAMDIYA	5,500	544,500
DRAMA	MAWLANA	4,500	445,500
DRAMA	EFRAJ	2,500	247,500
GAME SHOW	ERBAH AL MALAYEEN	2,500	247,500



RADIO - SPONSORSHIP RATES

AIRING ON	PROGRAM NAME	SPONSORSHIP RATE
MBC FM	SABAHKOM SAUDI	SAR 180,000
	AZZ ALNAHAR	SAR 200,000
	HALA RAMADAN	SAR 225,000
	EL NAS LAL NAS	SAR 225,000
	30 THANYA	SAR 250,000
	DAWREENA	SAR 250,000
PANORAMA FM	AHLA SABAH	SAR 160,000
	PODCAST KALAM RIJAL	SAR 160,000
	RAMADAN WL NASS	SAR 180,000
	SALLY SYAMIK	SAR 200,000
	IFTARAK 3ALENA	SAR 200,000
	HAKAYA RAMADAN	SAR 200,000
MBC LOUD	THE BRYON COOKE SHOW	SAR 160,000
	THE DRIVE WITH JAY R	SAR 180,000
	BENCHWARMERS	SAR 180,000
	NIGHT SHOW WITH HARRY AND DANA	SAR 200,000



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