

MMS

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



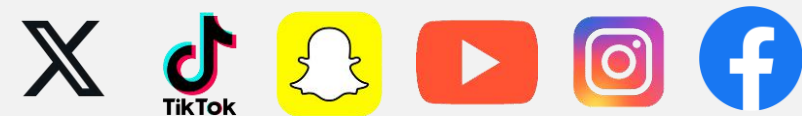
TV
CHANNELS



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



MBC SHAHID VOD PLATFORM

35M+

Unique users Ramadan

18M+

Unique users Non-Ramadan

Source: Shahid Data, MENA, 2025



RADIO

10.4M+

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

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



SOCIAL MEDIA

759.8M+

Followers across MBC Group Channels

8.4B_B+

Monthly average video views across MBC Group channels

Source: MBC Group Data, Oct 2025



TV

9M+

Viewers per month in KSA

67%

Reach in KSA

Source: ETAM KSA | Target audience: TP 15+ (all nationalities), Q3 2025

SATISFYING

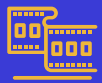
AUDIENCE SEGMENT OUT THERE!



Action



Social



Entertainment



Talent Shows



Lifestyle



Sports



Bollywood



Reality



Talk shows



Western



News



Game Shows



Comedy



Drama



Anime



Documentaries



MBC MEDIA SOLUTIONS

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



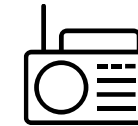
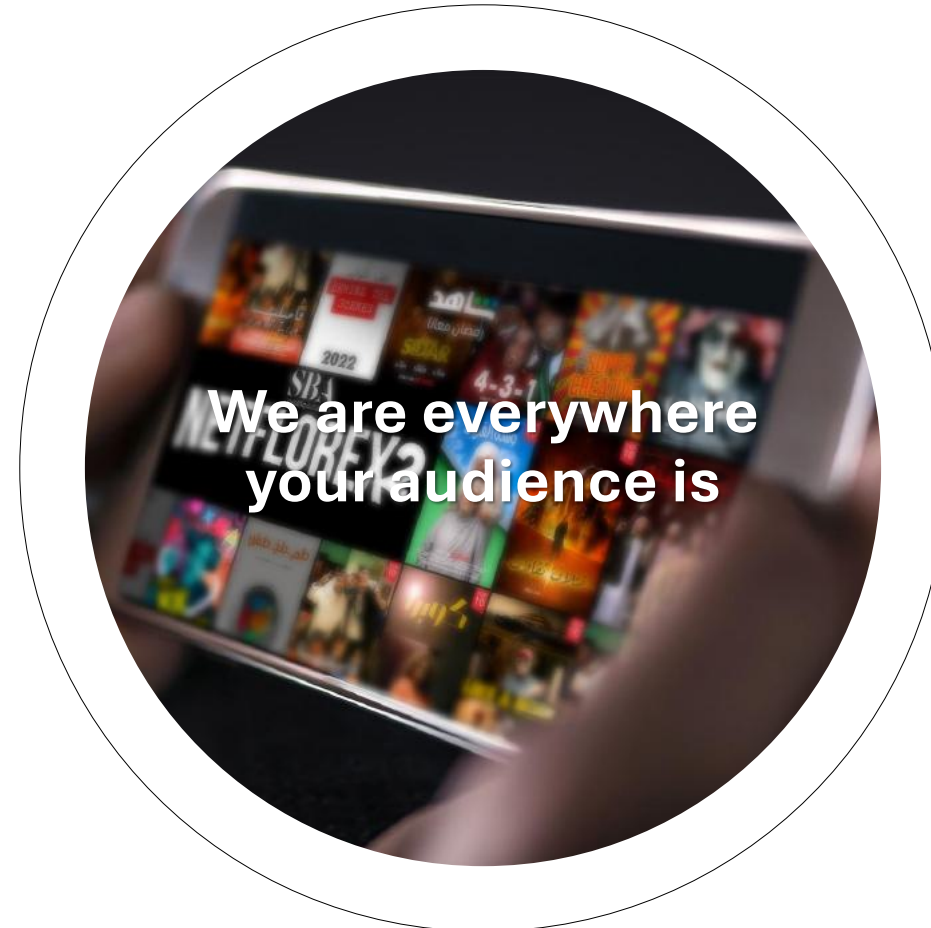
Shahid.mbc.net

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



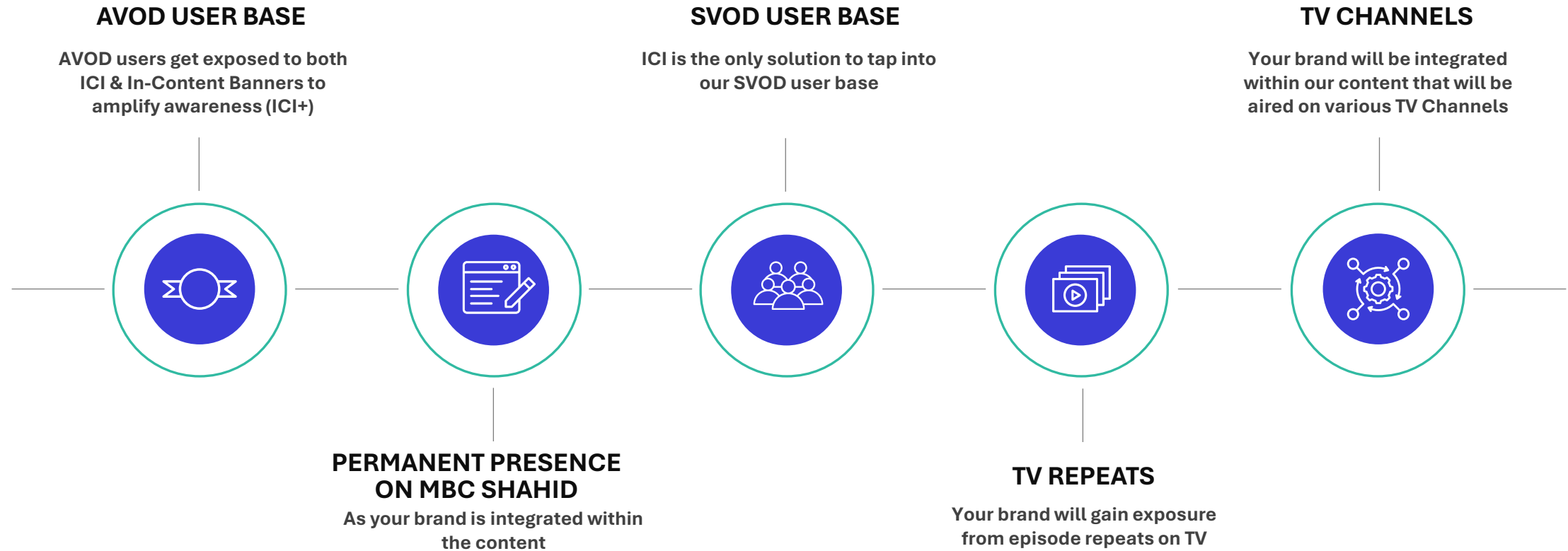
- AVOD
- SVOD
- TV

IN-CONTENT

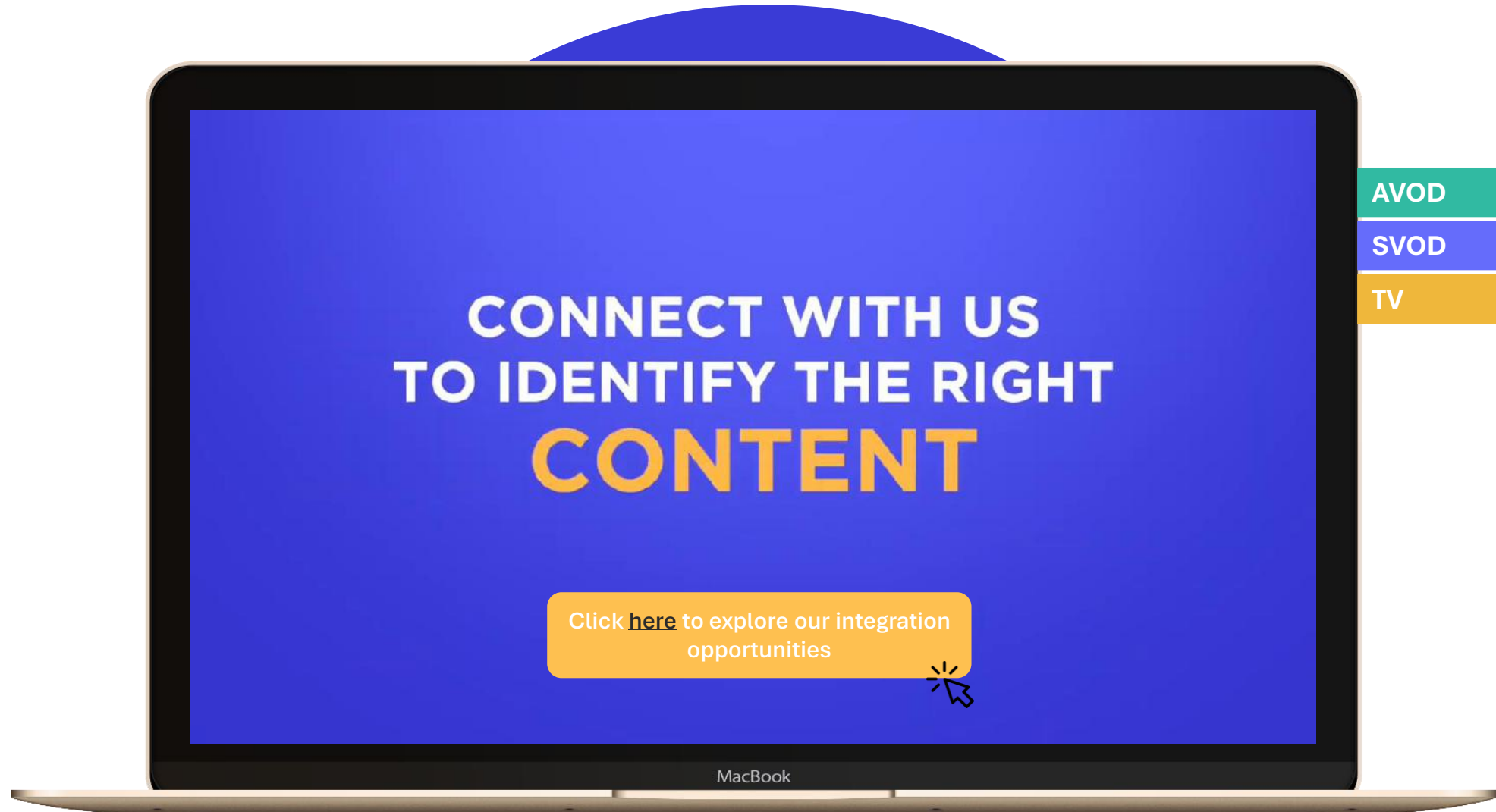
MMS's 'In-Content Integration' (ICI) offering enables brands to digitally insert their product into content after production timelines have passed. The products can be integrated as 3D models, indoor signage & outdoor billboards, to name a few. The imagery can be both in static or video formats.

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.

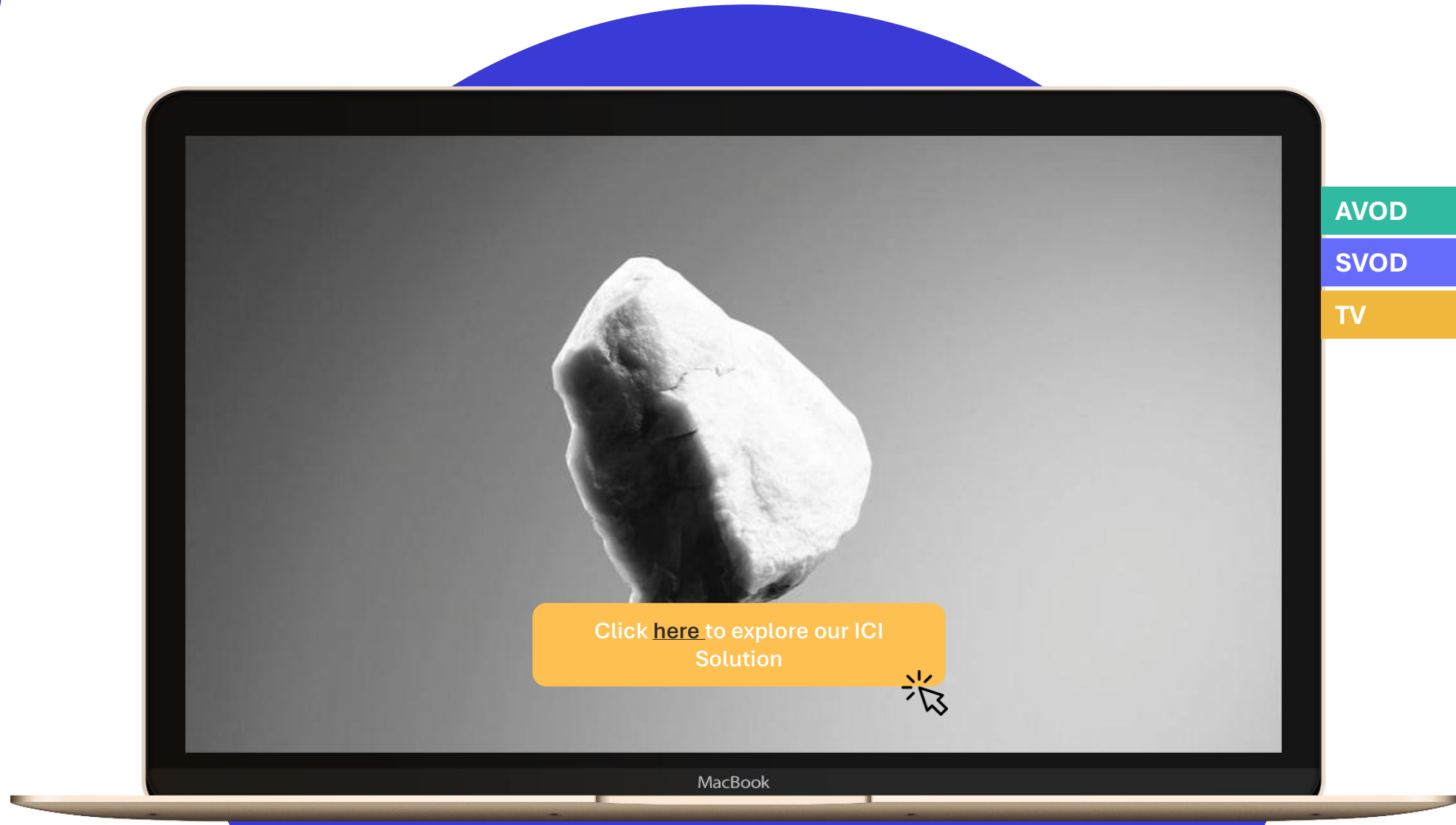
THE BENEFITS OF INTEGRATING IN CONTENT



IMPACT OF BRAND PRE-PRODUCTION IN CONTENT



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



AVOD

SVOD

TV

Click [here](#) to explore our ICI Solution

MacBook



MBC MEDIA SOLUTIONS

POWERING GROWTH WITH DATA

OUR FOUNDATIONAL INSIGHTS PROVE & IMPROVE MEDIA IMPACT

Key Capabilities:

BRAND LIFT STUDIES

Measuring brand impact across MBC 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 MBC Shahid & TV

ATTRIBUTION SOLUTIONS

TV & digital attribution




OUTCOME

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

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
INCLUDE:  Permutive



**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



BRAND 1ST PARTY AUDIENCES

Targeting the users who
already visited any of the
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

MMS

MBC MEDIA SOLUTIONS



THE IMPACT & REACH OF OUR **TV** **OFFERING**



~67%

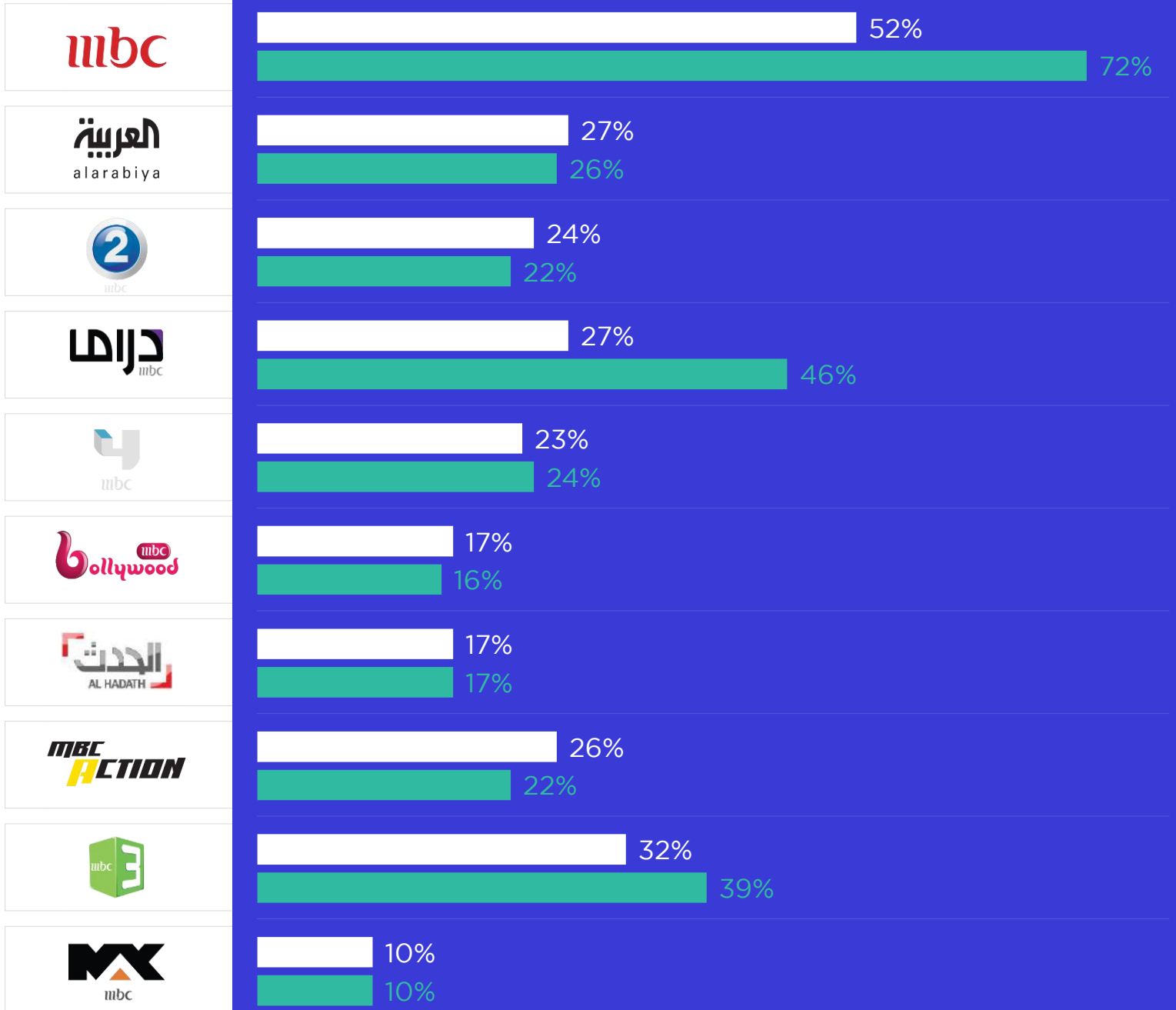
REACH IN KSA FOR ALL MBC GROUP

○ Non-Ramadan

● Ramadan

Source: ETAM, KSA, Q3 2025, TP+15

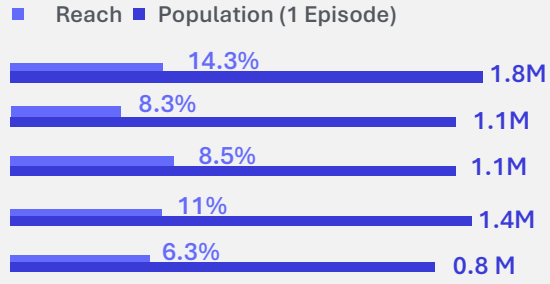
Click [here](#) to access MBC Group's entire channel profile



& SPEED TO VIEW

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

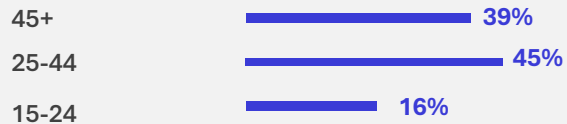
VIEWERSHIP



ACROSS ALL GENERATIONS

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

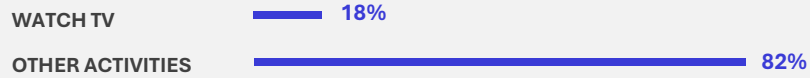
VIEWERS AGE GROUP REACH



REACHING AUDIENCES THAT ARE TUNED IN

TV viewers spend 18% of their daily time “excluding sleep” watching TV. Embed your brand into the daily rituals of viewers

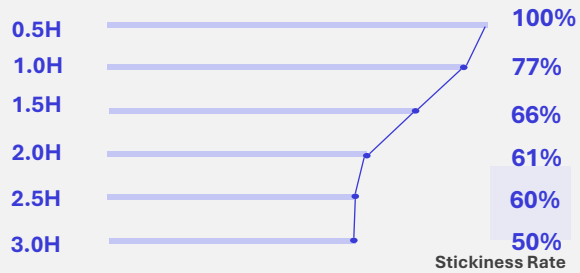
SHARE OF TIME SPENT ‘EXCLUDING SLEEPING’



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.]



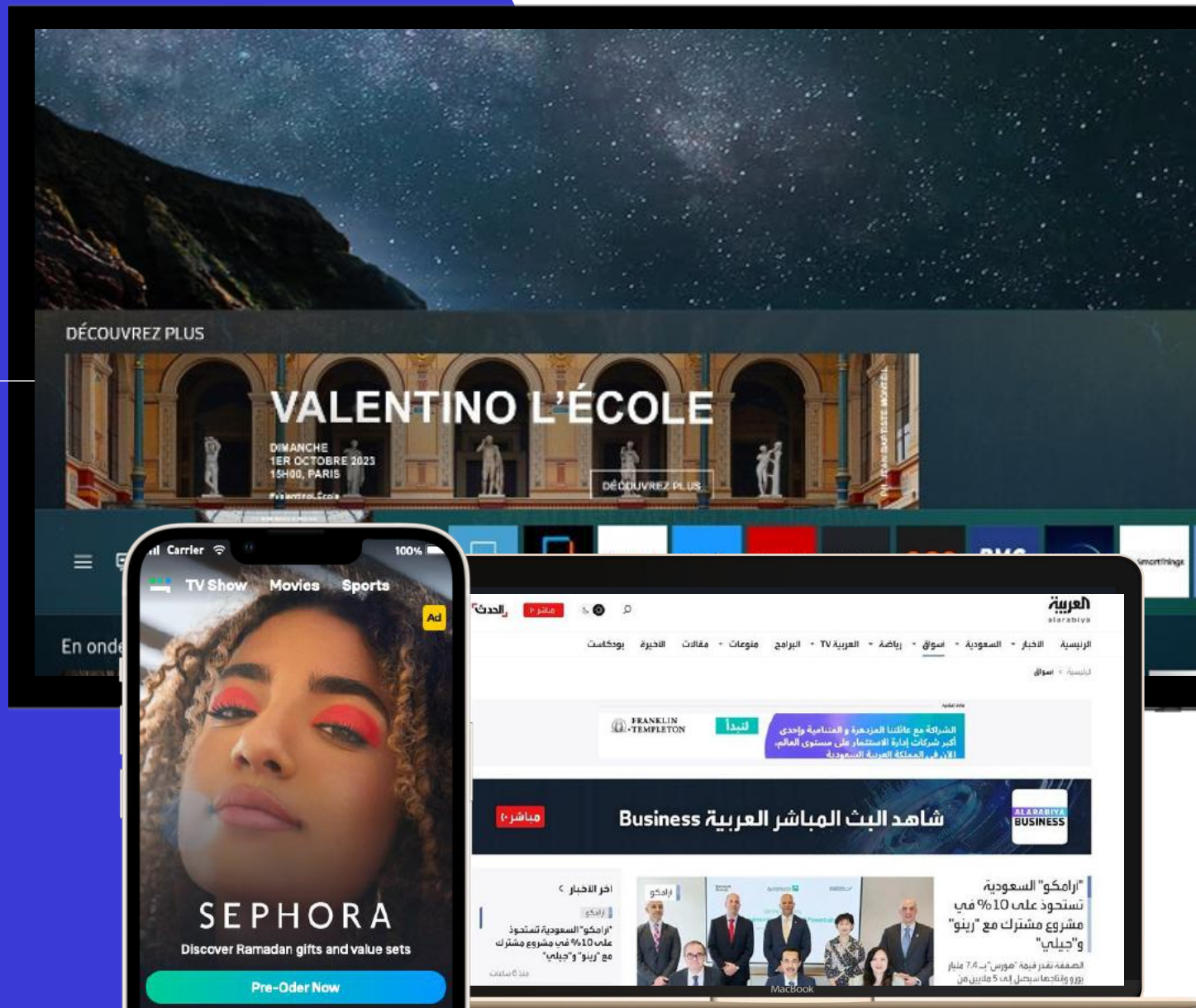
Attain peak efficiency in spend and impact, where TV's strategic CPM structure translates into tangible ROI and brand growth

OMMI	\$0.23
ASER	\$0.44
AGT	\$0.7
SALMA	\$0.46
SABAH AL KHAIR YA ARAB	\$0.26
NADEENA	\$0.37

Source: eTam KSA Nielsen Data 2025



TAILORED DIGITAL SOLUTIONS



OUR DIGITAL PORTFOLIO SPANS ACROSS SEVERAL VERTICALS AND PLATFORMS



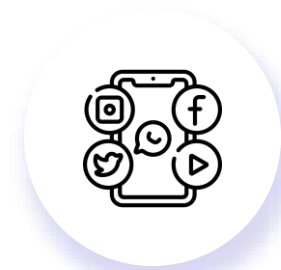
SHAHID.MBC.NET

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.

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

شاهد Home Free TV Shows Movies FCWC 25 Explore Live TV Kids Language (En) Sign in Subscribe

فهد البطل

FAHAD ALBATAL

Top 5 in United Arab Emirates

6 Episodes Free for you

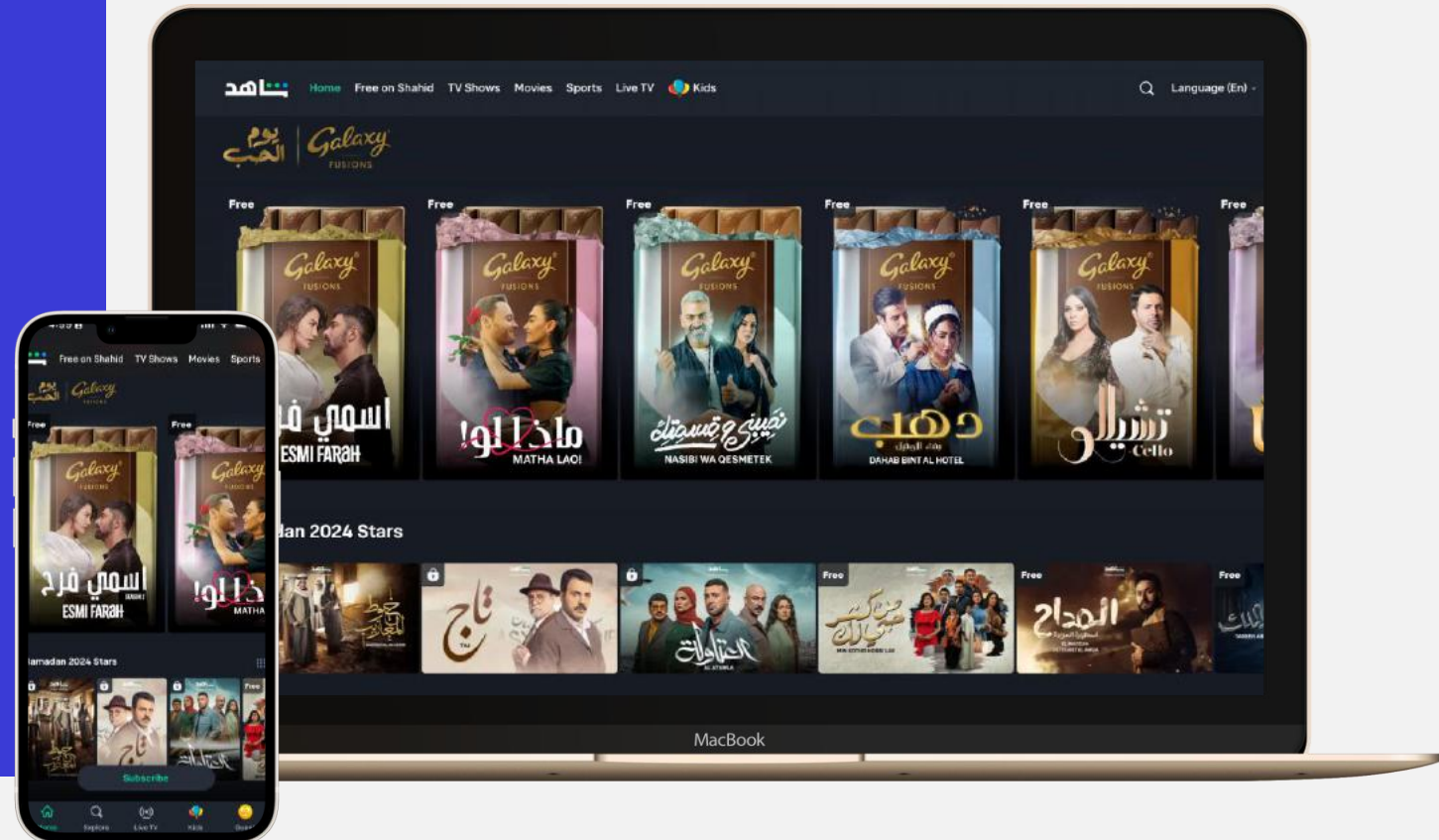
Season 1 • Social • Drama • Egyptian

Watch Now
Season 1, Episode 1

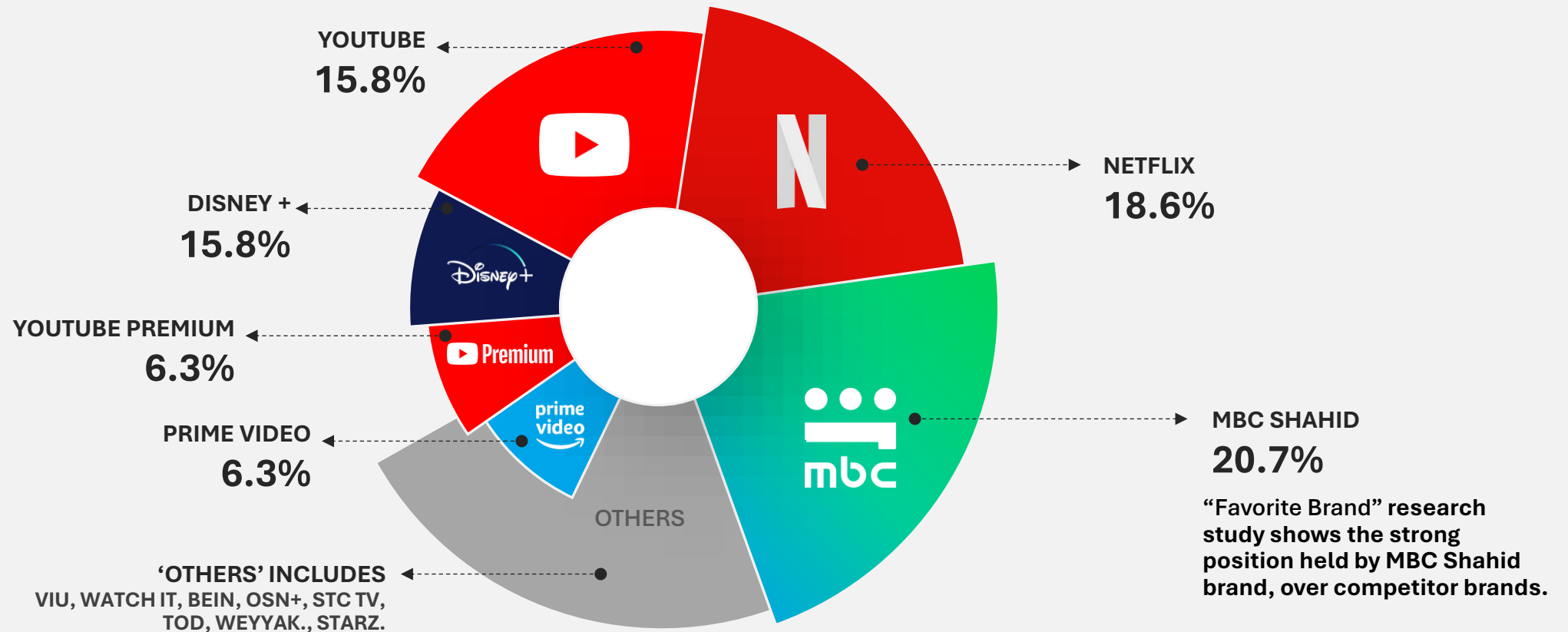
CLICK [HERE](#) FOR A GLIMPSE OF SHAHID'S PREMIUM CONTENT

Watch It For Free

AS THE WORLD'S
#1 ARABIC
STREAMING
PLATFORM
MBC SHAHID OFFERS
THOUSANDS OF CONTENT
HOURS COVERING A
DIVERSE RANGE OF
GENRES SUITABLE FOR
EVERY TASTE



MBC 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



MBC Shahid Originals



Premieres



Content preview 24 hours ahead of TV

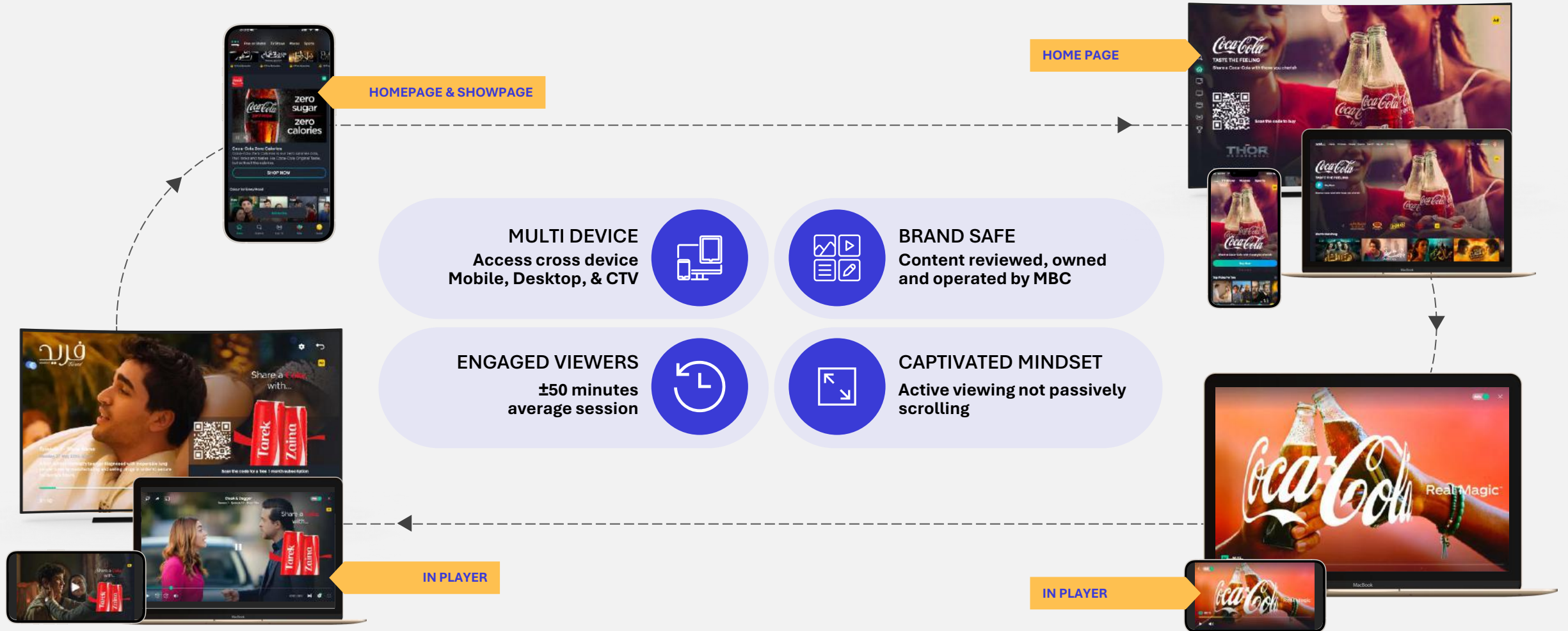


Live TV



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



MMS

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%



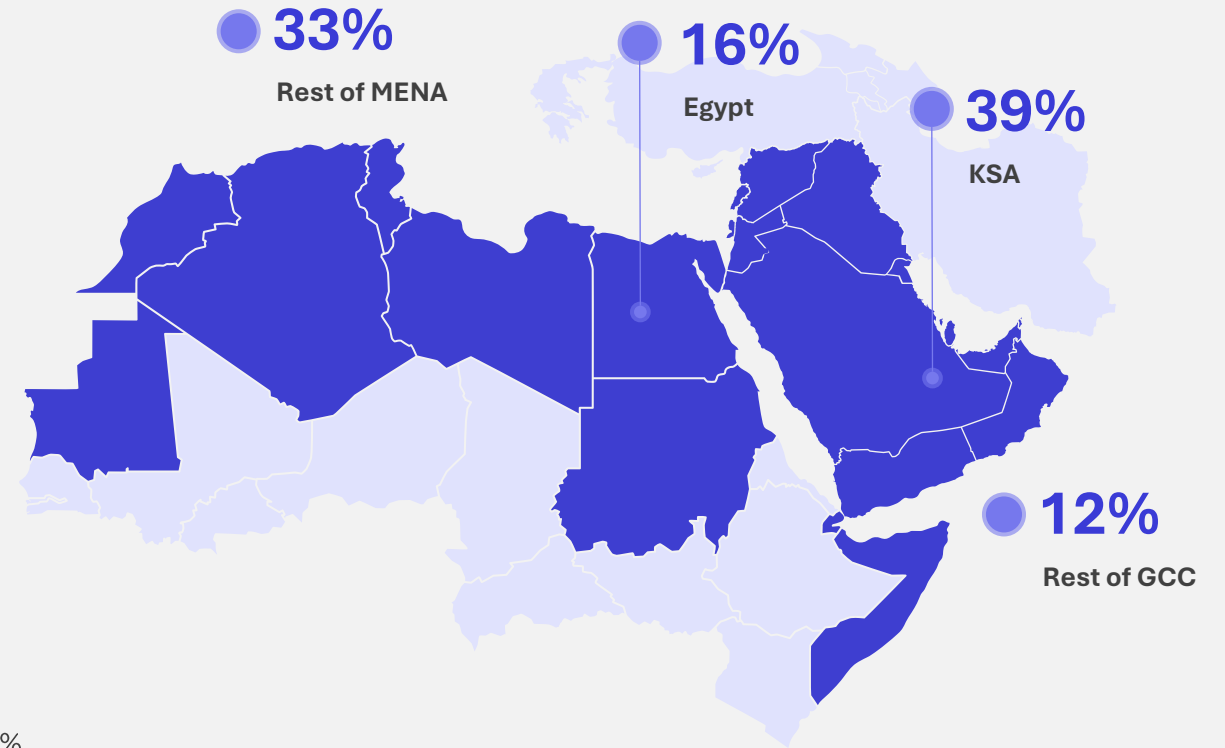
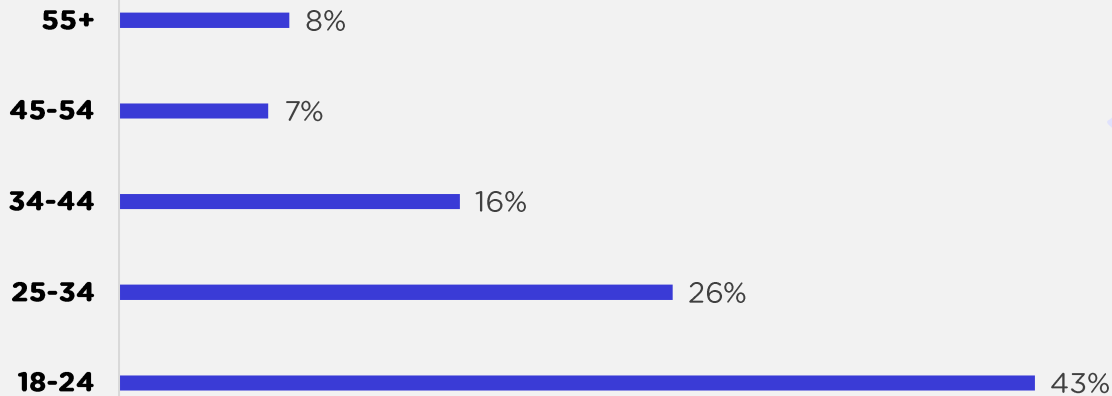
18.6M

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

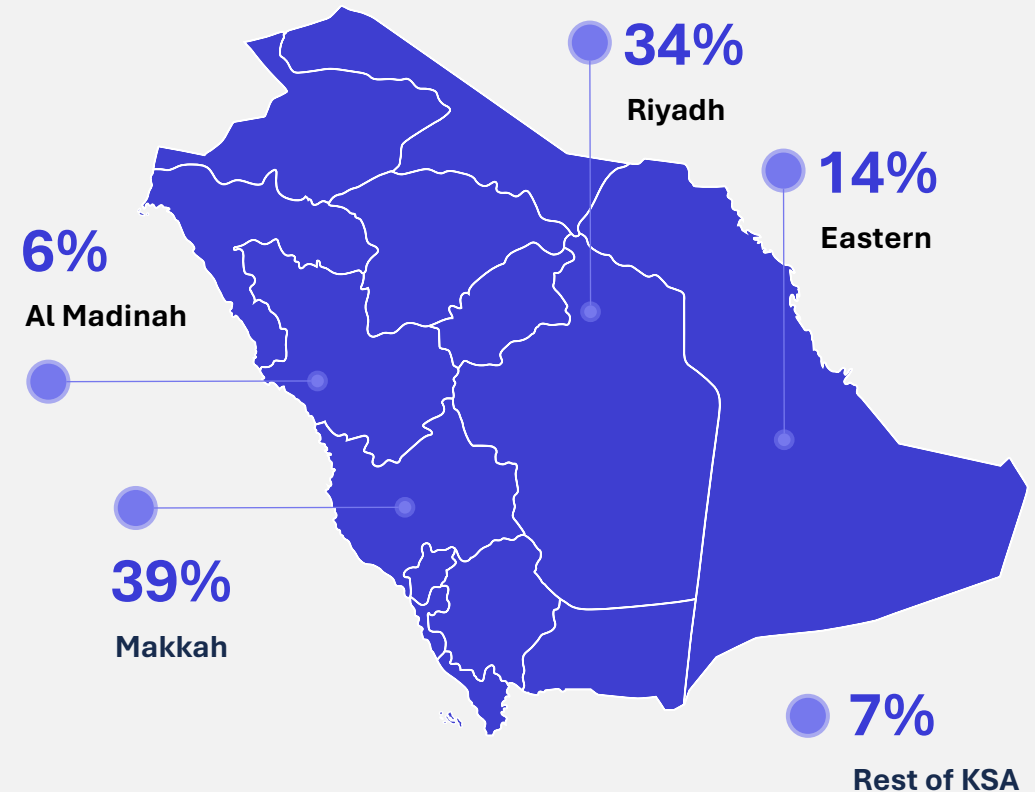
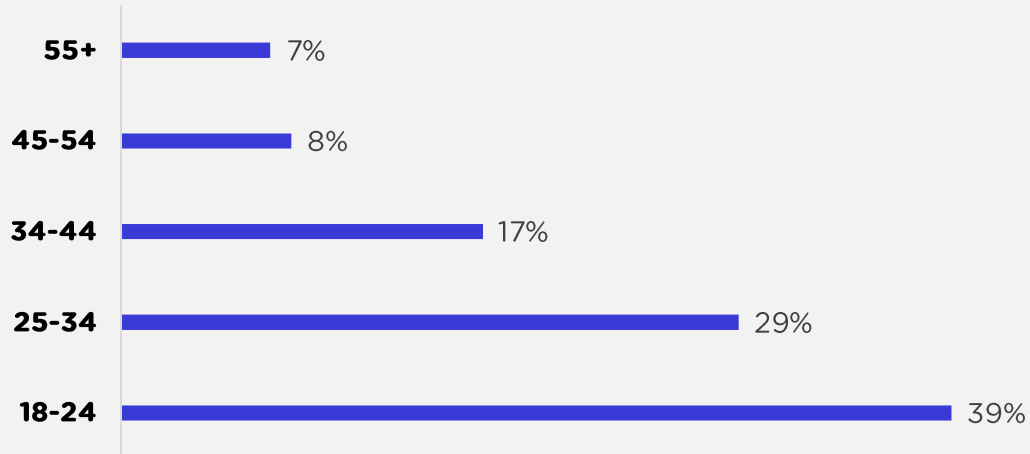
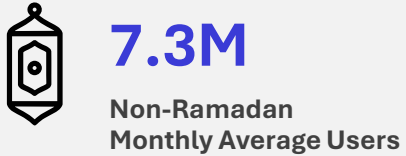
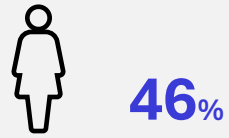
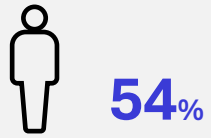
+19.6M
Hours watched on average
per month in MENA

46 min
Average watch time per
session

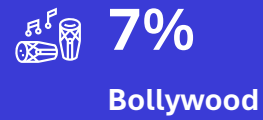
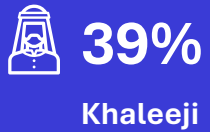
 SMART DEVICES

3.31M
Monthly Average Users

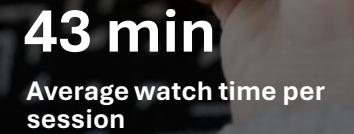
KSA IS OUR PRIMARY MARKET, OUR CONTENT IS ENJOYED ACROSS THE KINGDOM



CONTENT CONSUMPTION BEHAVIOR



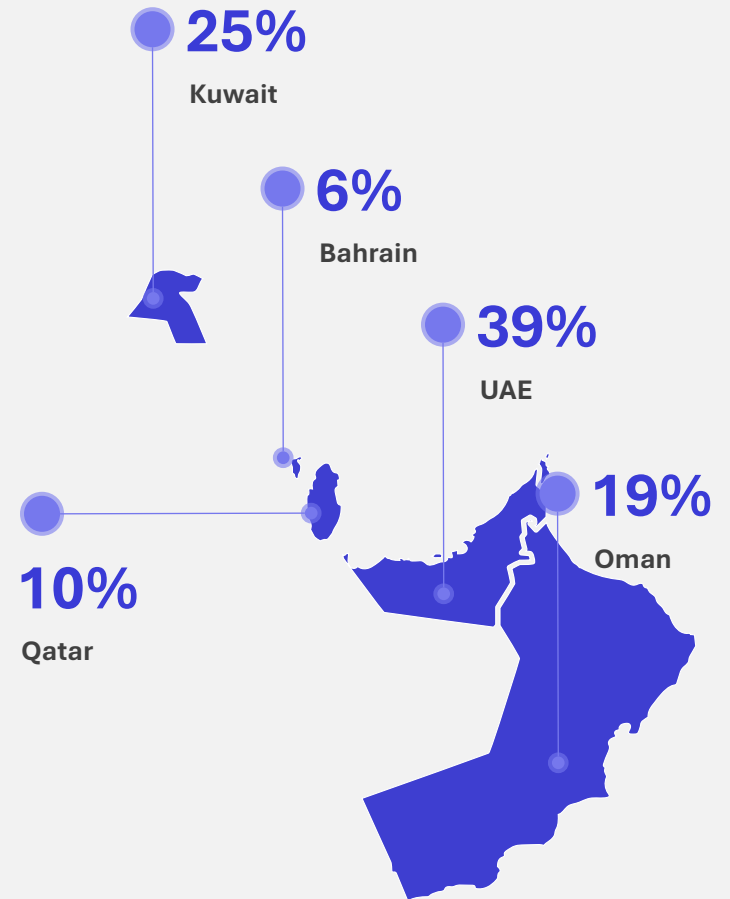
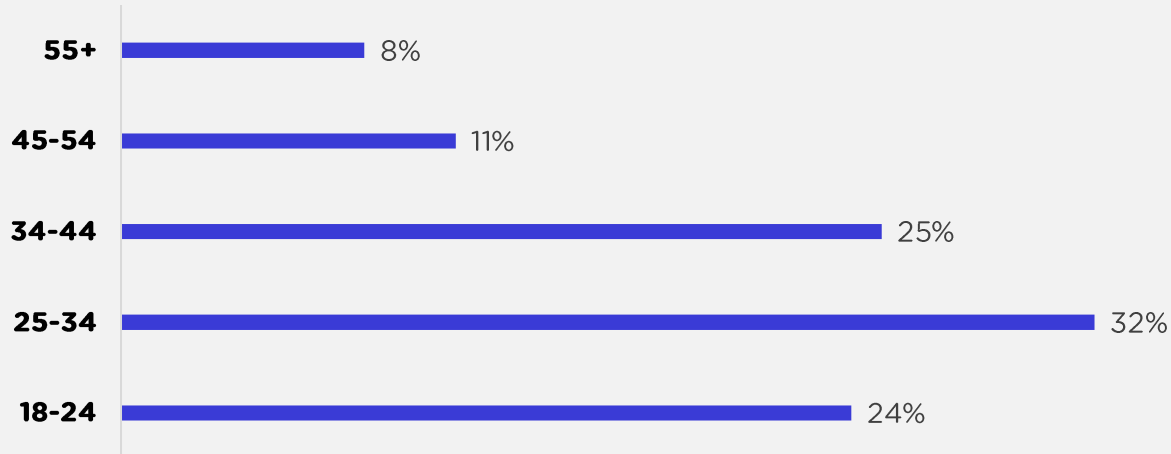
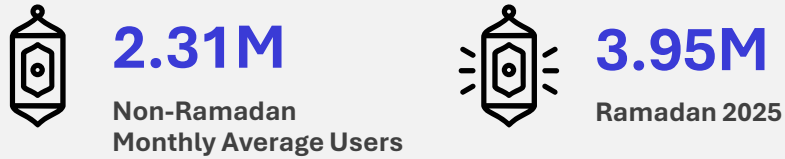
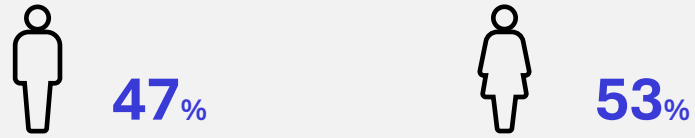
TIME



SMART DEVICES



AND ORGANICALLY CONSUMED ACROSS THE REST OF GCC




CONTENT CONSUMPTION BEHAVIOR

 **30%**
Turkish

 **30%**
Khaleeji

 **21%**
Pan Arab

 **9%**
Egyptian

 **8%**
Bollywood

 **2%**
International



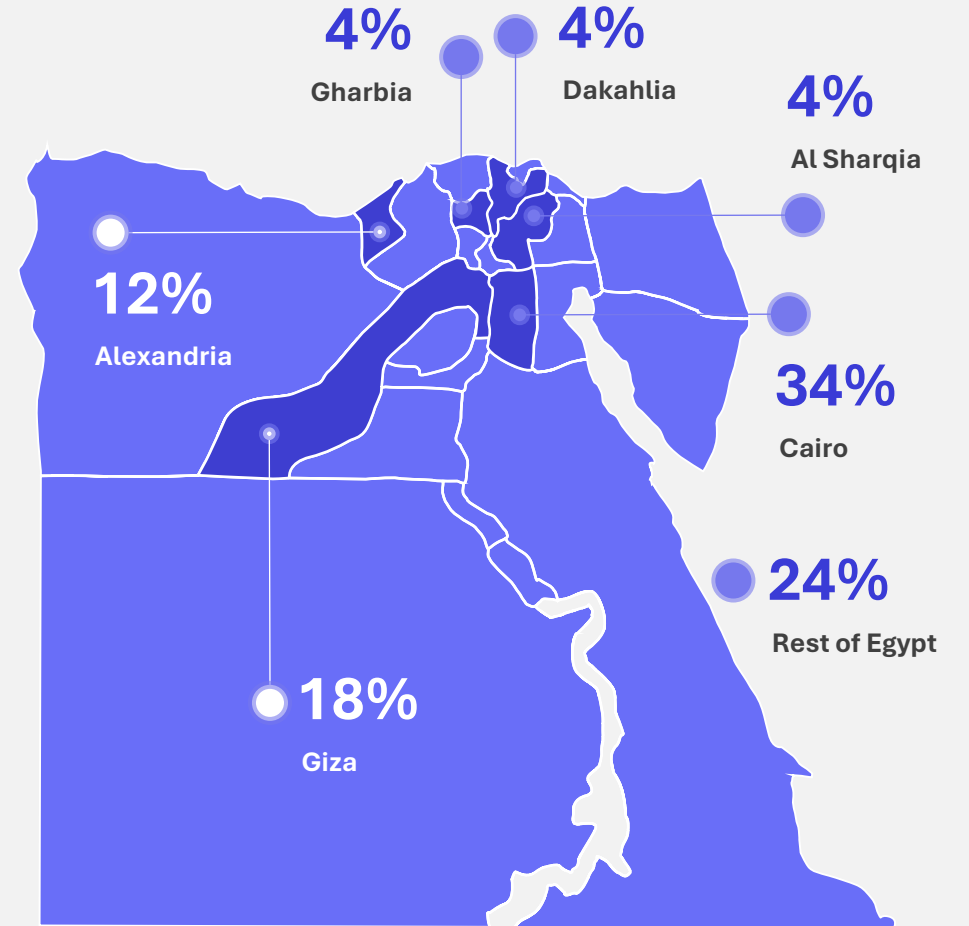
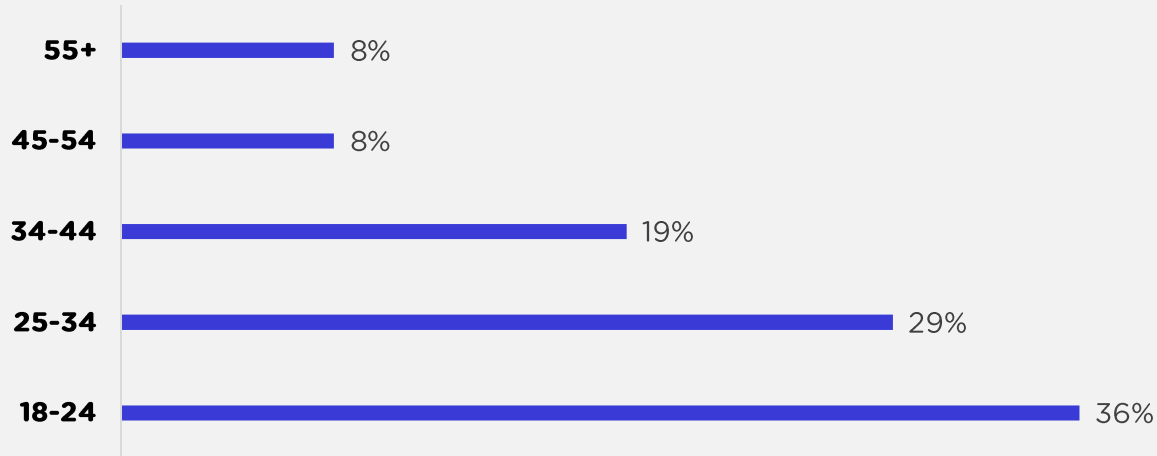
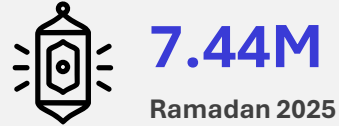
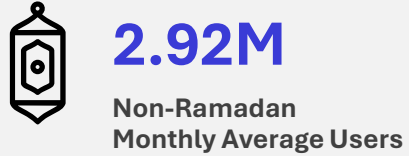
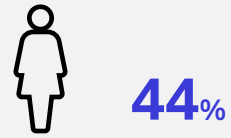
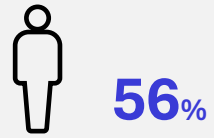
+2.4M
Hours watched on average
per month in Rest of GCC

50 min
Average watch time per
session

 SMART DEVICES

440K
Monthly Average Users

EGYPT ALSO LOVES MBC SHAHID!




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



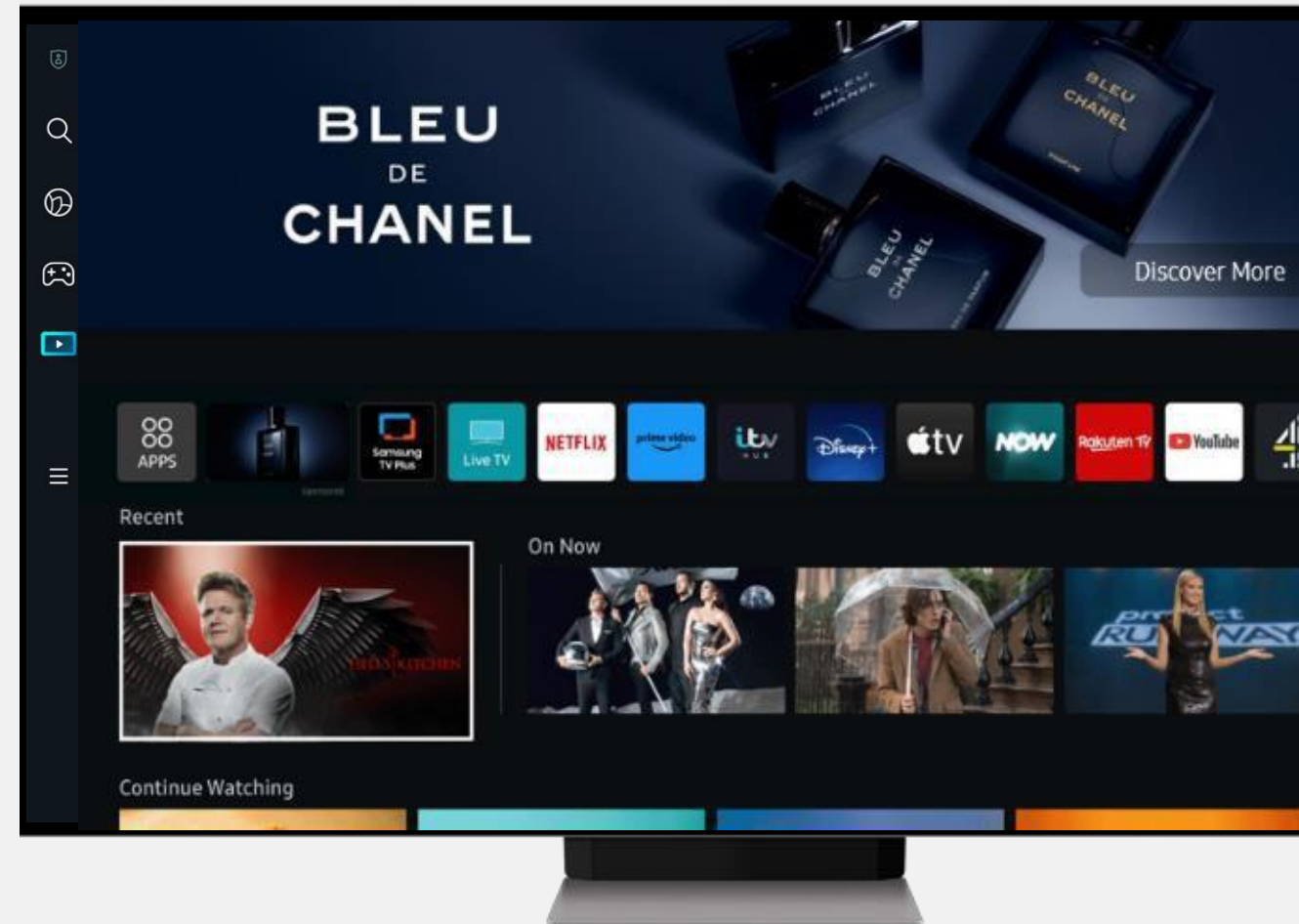
MMS PARTNERS WITH SAMSUNG

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 the entire offering



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

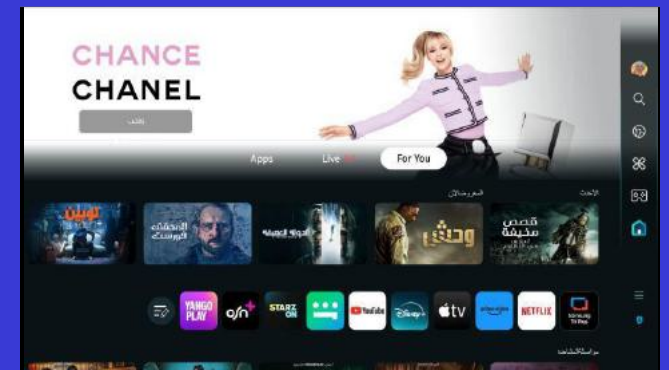
On average when layering 1st Screen Masthead to 1st Screen Plus activations



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

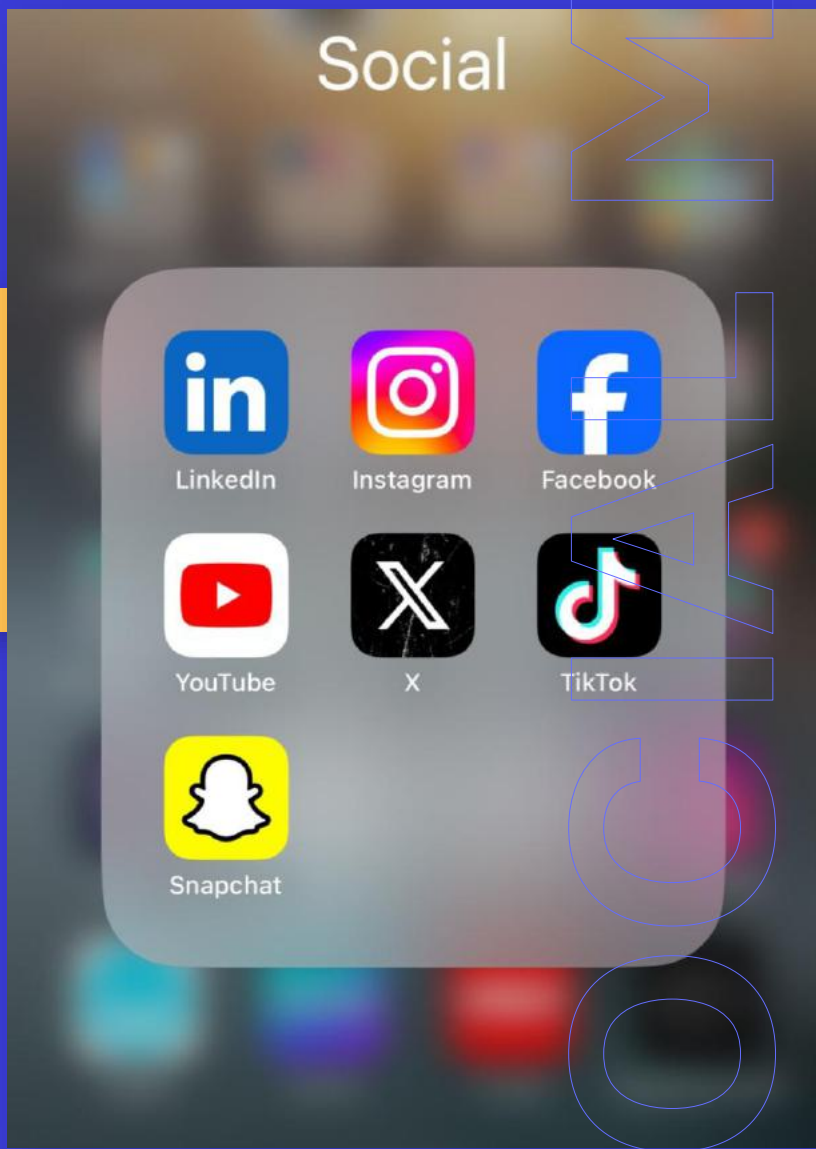


SAMSUNG Ads



**OUR SOCIAL MEDIA
OFFERING MOVES
AUDIENCES AND
METRICS**











SOCIAL 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.

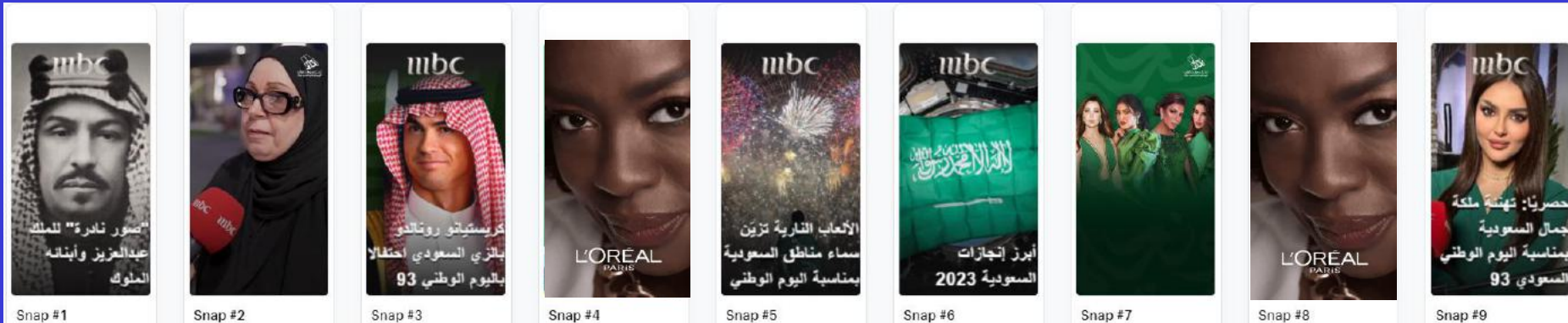
A GLIMPSE OF MBC GROUP'S SOCIAL MEDIA PRESENCE

	Platform	Followers/Fans	Video Views
	YouTube	128.2 M	4 B
	Facebook	398.8 M	14 B
	X	64.7 M	836.2 M
	Instagram	66.6 M	4.8 B
	Snapchat	29.2 M	20.5 B
	TikTok	63.2 M	10.2 B
	Total	750.7 M	54.3 B



ASSOCIATE YOUR BRAND WITH PREMIUM CONTENT ON SNAPCHAT

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

Click to play video





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





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



FOOTBALL



BASKETBALL



BOXING



RALLY



AQUATIC



GYMNASTICS



TENNIS



FORMULA E



VOLLEYBALL



HANDBALL



CYCLING



EQUESTRIAN



GOLF

MMS

MBC MEDIA SOLUTIONS



**AMPLIFYING BRANDS
THROUGH SAUDI'S
LEADING RADIO
STATIONS**



THE SOUND OF ENGAGEMENT

10.4M 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



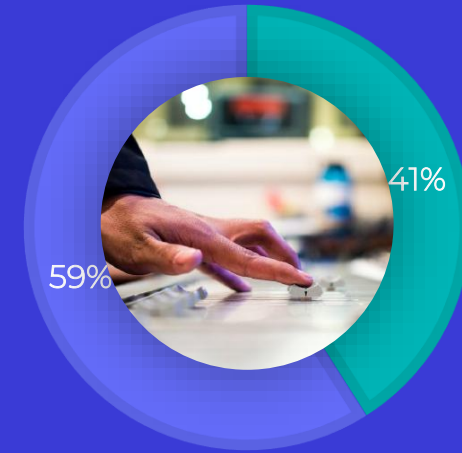
#2
 Radio station in KSA



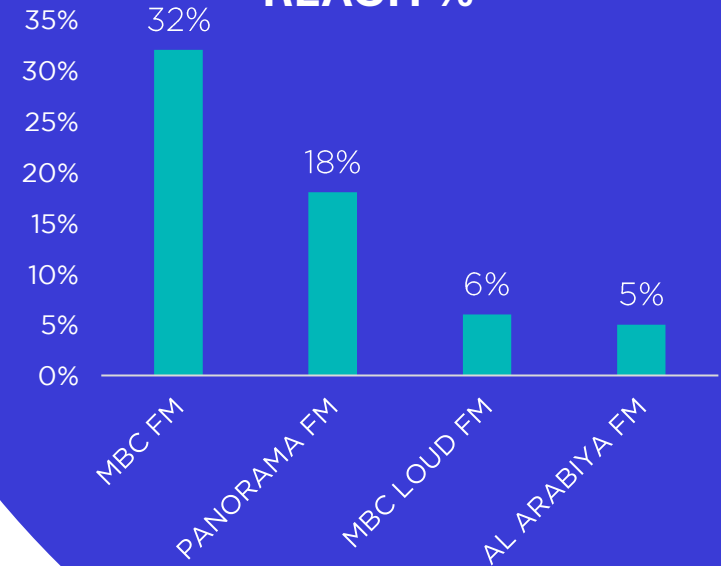
New
 Channel by Al Arabiya keeping listeners updated on top news

MARKET SHARE %

■ MBC Group Radio ■ Others



REACH %



UNRIVALED REACH ON AUDIO



Total Calls



Total Social Media Follower



549,087
Calls

2.4M
Followers



PANORAMA FM

152,305
Calls

2.5M
Followers



5,181
Calls

26.6K
Followers

العربية
alarabiya

UNMATCHED REACH.
UNRIVALED TRUST. ONLY ON
ALARABIYA





Podcast



TV



Online

العربية

alarabiya

ECOSYSTEM



Social



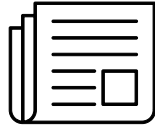
Radio



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

36%

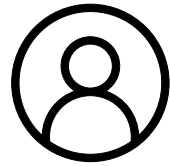
**Average Monthly
Reach outside
Ramadan**





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

**14M
USERS**
MONTHLY



5 CONTINENTS
CORRESPONDANT
PLACEMENTS

**50M
PAGE VIEWS**
MONTHLY





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