





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 MBC Shahid, and unrivaled social media and digital presence.

MBC
GROUP'S
OVERALL TV
REACH
DURING
RAMADAN
77%

42B

Impressions

8.2M

Avg. Monthly Reach

63%

Avg Monthly Reach

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026





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

6.4M

Average viewers’ monthly reach in KSA

49%

Channel avg. monthly reach outside Ramadan

7.4% SOA

in KSA

18B IMPR’s

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



57%
Female



43%
Male

Aged 45+



Aged 25-45



Aged 15-25



TOP 10
SHOWS
DURING
RAMADAN
ARE OWNED
BY MBC1
WITH 70%
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
		+ 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

2.9M

Average viewers' monthly reach in KSA

22%

Channel avg. monthly reach outside Ramadan

1.4% SOA

in KSA

3.3B IMPR's

in KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

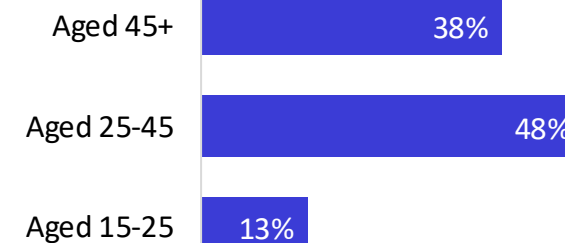
VIEWERS DEMOGRAPHICS



38%
Female



62%
Male



REACH
DURING
RAMADAN
19%

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

1M

Average viewers' monthly reach in KSA

26%

Channel avg. monthly reach outside Ramadan

3.4% SOA

in KSA

2.4B IMPR's

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



49.9%
Girls



50.1%
Boys

Aged 10-14

29%

Aged 4-9

71%

REACH
DURING
RAMADAN
33%

TOP CONTENT

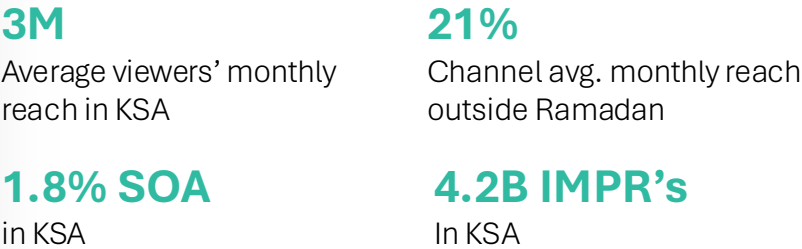
+ Edutainment Show (Tawasol)



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.

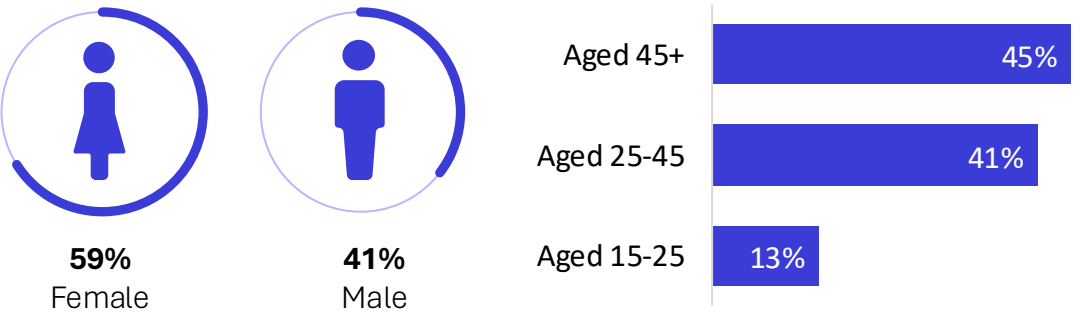
PRIME TIME
17:00 to 00:00 KSA

VIEWERSHIP NUMBERS



Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



TOP CONTENT

- + Turkish Dubbed
- + Pan Arab Series
- + Entertainment (Celebrity Scoop)
- + Turkish Adaptation

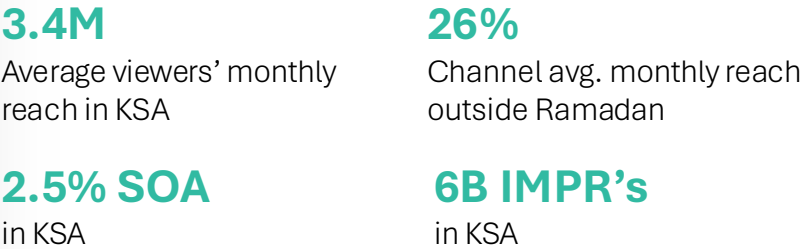
REACH
DURING
RAMADAN
21%



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

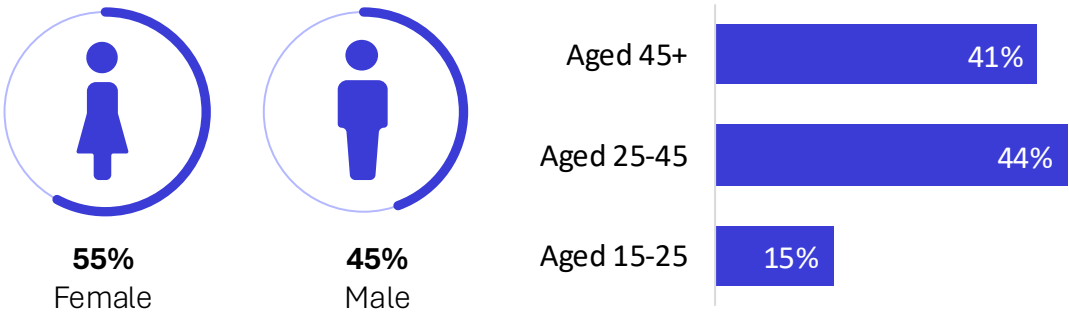
PRIME TIME
16:00 to 01:00-KSA

VIEWERSHIP NUMBERS



Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



REACH
DURING
RAMADAN
44%

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

2.6M

Average viewers' monthly reach in KSA

20%

Channel avg. monthly reach outside Ramadan

0.7% SOA

in KSA

1.7B IMPR's

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

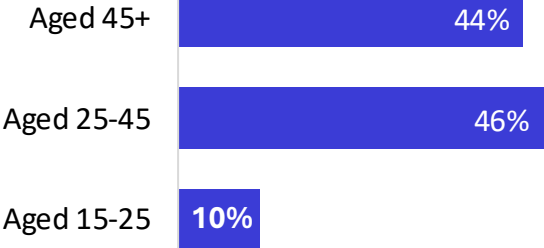
VIEWERS DEMOGRAPHICS



31%
Female



69%
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

2.2M

Average viewers' monthly reach in KSA

1.8% SOA

in KSA

17%

Channel avg. monthly reach outside Ramadan

4.2B IMPR's

in KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

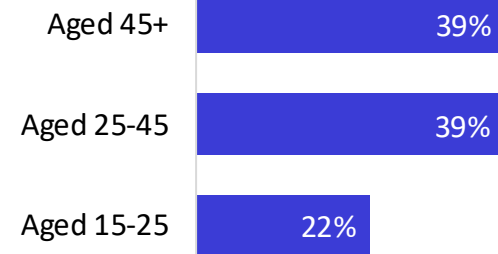
VIEWERS DEMOGRAPHICS



49%
Female



51%
Male



**REACH
DURING
RAMADAN**
13%

TOP CONTENT

+ Bollywood Series

+ Home Shopping

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



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

1.1M

Average viewers' monthly reach in KSA

8.4%

Channel avg. monthly reach outside Ramadan

0.3% SOA

in KSA

0.7B IMPR's

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



39%
Female



61%
Male

Aged 45+

38%

Aged 25-45

49%

Aged 15-25

13%

REACH
DURING
RAMADAN
6%

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

3.4M

Average viewers' monthly reach in KSA

27%

Channel avg. monthly reach outside Ramadan

2.2% SOA

in KSA

5B IMPR's

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

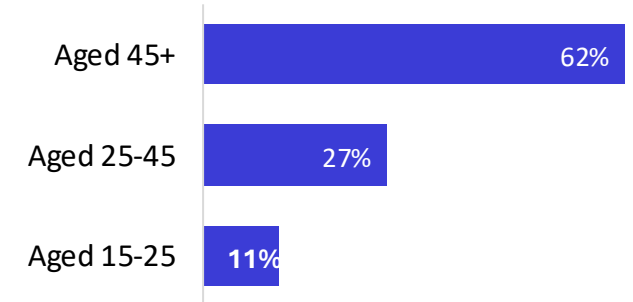
VIEWERS DEMOGRAPHICS



35%
Female



65%
Male



**REACH
DURING
RAMADAN**
35%

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

2.3M

Average viewers' monthly reach in KSA

1.1% SOA

in KSA

17%

Channel avg. monthly reach outside Ramadan

2.5B IMPR's

In KSA

Source: ETAM KSA | TP 15+ (all nationalities), H1 2026

VIEWERS DEMOGRAPHICS



35%
Female



65%
Male

Aged 45+

59%

Aged 25-45

31%

Aged 15-25

10%

REACH
DURING
RAMADAN
27%

TOP CONTENT

+ News Bulletin (19 GMT bulletin)

+ News Show (Al Akhbar Al Layla)

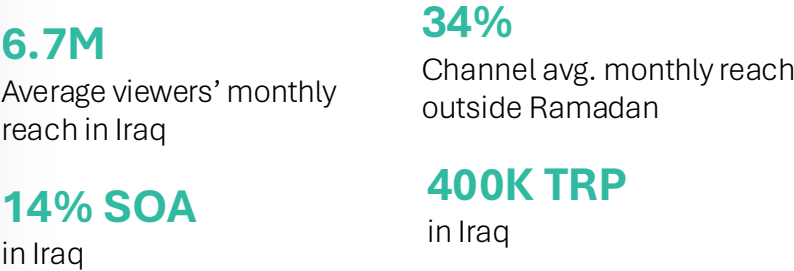
+ Political Show (Studio Al Hadath)



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.

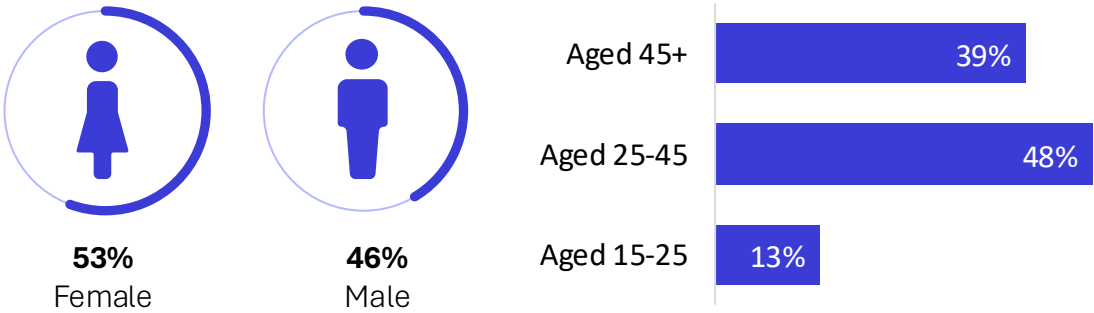
PRIME TIME
Sun-Thu: 11:00 to 13:00 KSA
Fri/Sat: 14:00 to 16:00 KSA

VIEWERSHIP NUMBERS



(Source: Ipsos Iraq, Jan 2026, Total Population Arabs 15+)

VIEWERS DEMOGRAPHICS



REACH
DURING
RAMADAN
64%

TOP CONTENT

- + Talk Show
- + Game Show
- + Drama Series
- + Reality Competition



MBC Shahid is the first and leading AVOD and SVOD streaming platform in the Arab world by MBC GROUP, offering premium content, including exclusive MBC Shahid Originals; Premieres; Arabic movies fresh off the box-office; live TV channels in true HD quality; as well as international offerings, sports, kids offering, and more than 30 FAST channels.

+46 MINUTES
AVG TIME SPENT PER USER

CONSUMPTION INSIGHTS

28M+

Non-Ramadan
Monthly active users
(AVOD)

48.3M+

Ramadan 2026
Monthly active users
(AVOD)

(Source: Shahid Data, Monthly Avg. H1 2026)

VIEWERS DEMOGRAPHICS



67%
Under
35 years



49%
Male

Aged 35+

32%

Aged 24-34

48%

Aged 18-24

20%

REGIONAL FOOTPRINT

39%

KSA

16%

Egypt

33%

Rest of MENA

12%

Rest of GCC

USERS BY DEVICE

18%

Smart TV

22%

Mobile + Desktop

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



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