



MBC MEDIA SOLUTIONS



**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



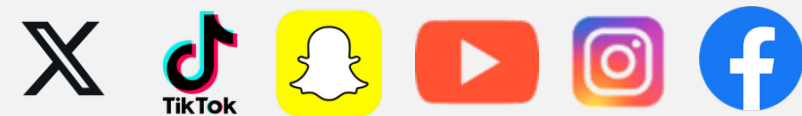
TV CHANNELS



AUDIO



PARTNERS & DISTRIBUTION PLATFORMS



REGIONAL FOOTPRINT

ALWAYS WITHIN REACH OF OUR CLIENTS

KSA

55 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**

48.3M+

Unique users
Ramadan

28M+

Unique users
Non-Ramadan

Source:
2026, first Party MMS Data



RADIO

7M+

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

Source:
Ipsos KSA | Target audience: TP 15+ (all
nationalities), H1 2026



**SOCIAL
MEDIA**

812M

Followers across MBC Group
Channels

12.1B

Monthly average video views
across MBC Group channels

Source:
MBC Group Data, H1 Jan – June 2026



TV

8.2M+

Viewers per
month in KSA

63%

Reach in KSA

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

SATISFYING EVERY

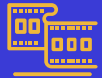
AUDIENCE SEGMENT OUT THERE!



Action



Social



Entertainment



Talent Shows



Lifestyle



Sports



Bollywood



Reality



Talk shows



Western



News



Game Shows



Comedy



Drama



Anime



Documentaries



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

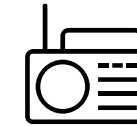
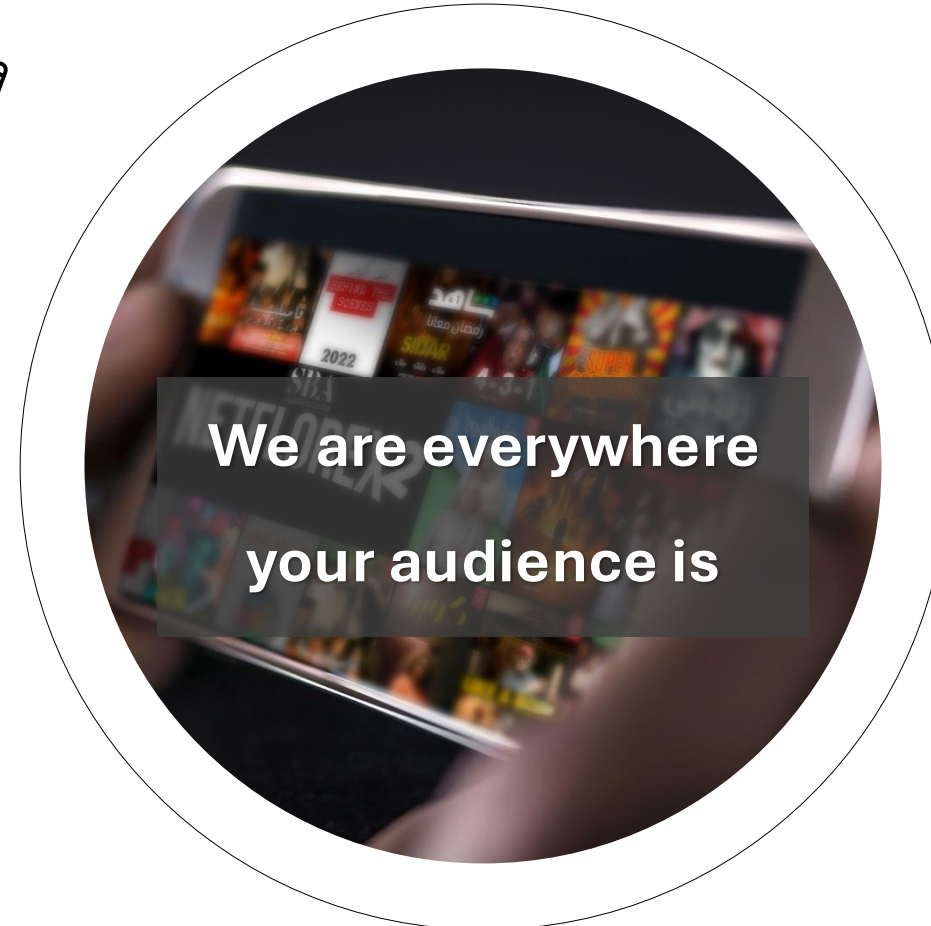


Shahid.mbc.net

AlArabiya.net

MBC Group Social Media Partnerships

Samsung TV Plus & Samsung Ad



AUDIO SOLUTIONS

Radio

Podcasts



TV SOLUTIONS

Spot buys

Sponsorships

Special Executions

WHY CONTENT INTEGRATION WORKS



CLICK [HERE](#) TO PLAY THE VIDEO

PRE-PRODUCTION

AVOD

SVOD

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

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

AVOD USER BASE

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



SVOD USER BASE

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



TV CHANNELS

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



PERMANENT PRESENCE ON MBC SHAHID

As your brand is integrated within the content



TV REPEATS

Your brand will gain exposure from episode repeats on TV





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



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



~63%

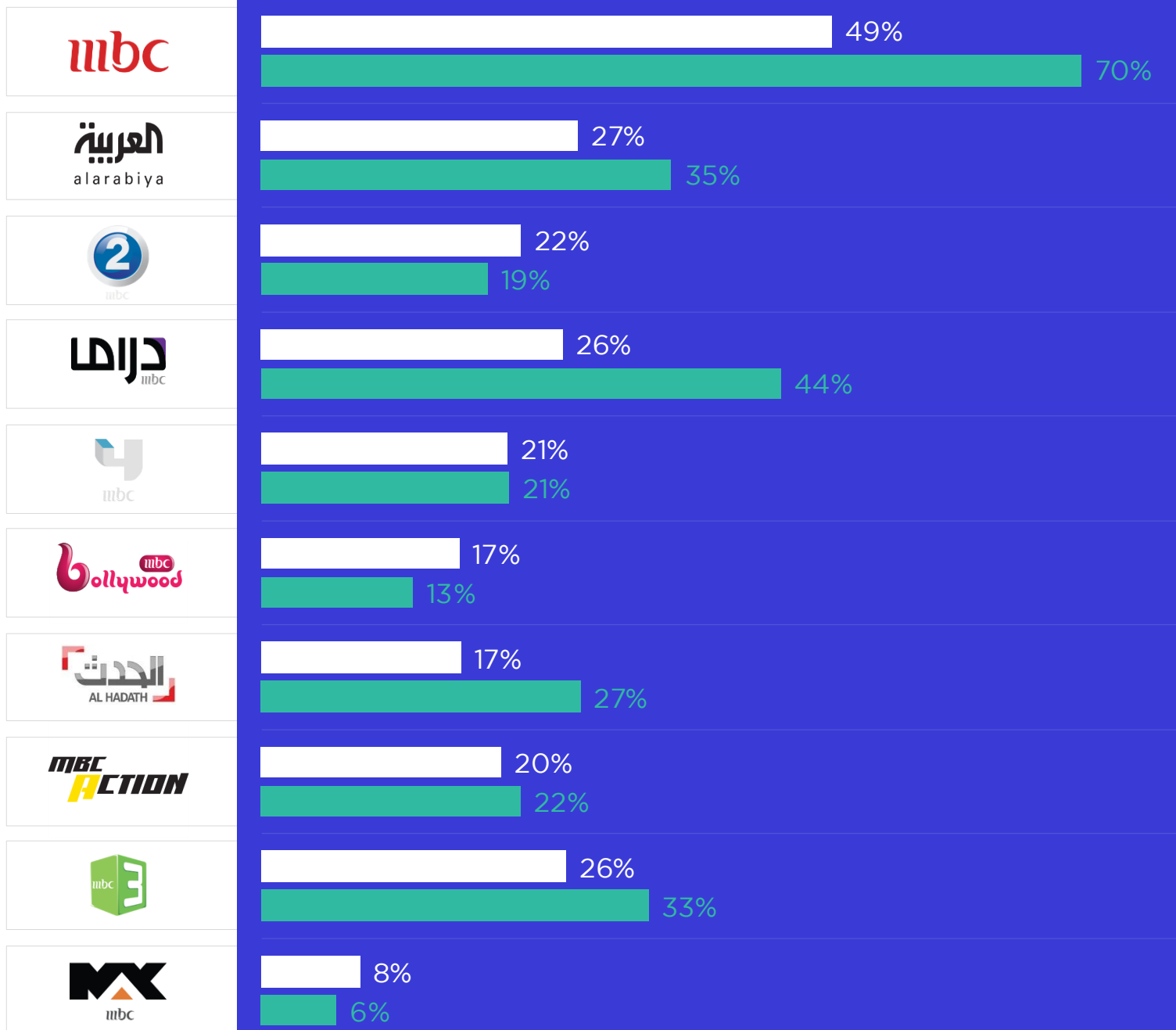
REACH IN KSA FOR ALL MBC GROUP

○ Non-Ramadan Average Monthly Reach

● Ramadan Reach

Source: ETAM, KSA, H1 2026, TP+15 (MBC 3 Kids 4-14Y)

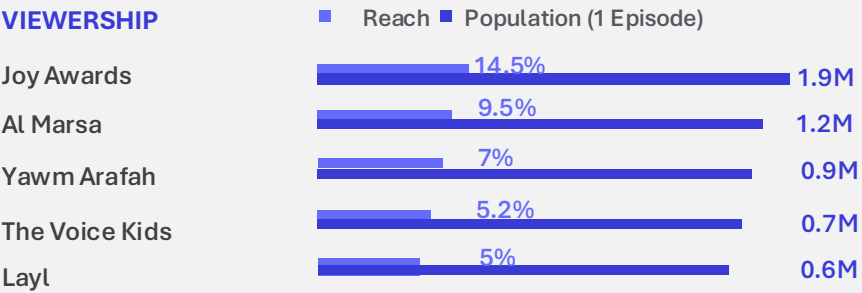
Click [here](#) to access MBC Group's entire
channel profile



& SPEED TO VIEW

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

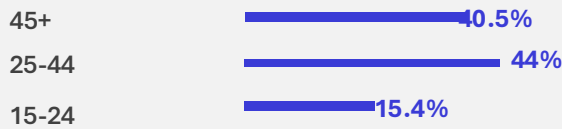
VIEWERSHIP



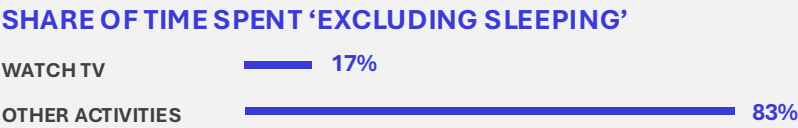
ACROSS ALL GENERATIONS

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

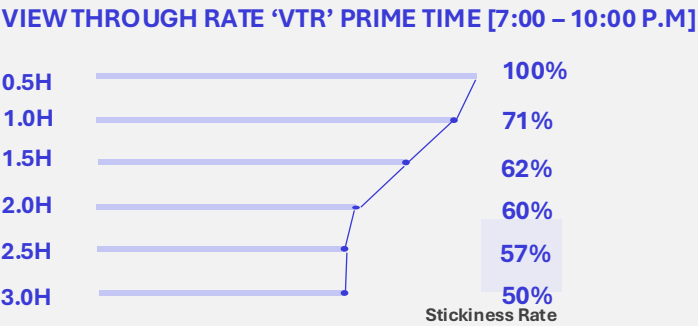
VIEWERS AGE GROUP REACH



REACHING AUDIENCES THAT ARE TUNED IN
TV viewers spend 17% of their daily time “excluding sleep” watching TV. Embed your brand into the daily rituals of viewers



HIGHLY ENGAGED
Attract almost 6 million viewers in prime time, making sure your message stands out in a captivating, uninterrupted setting



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

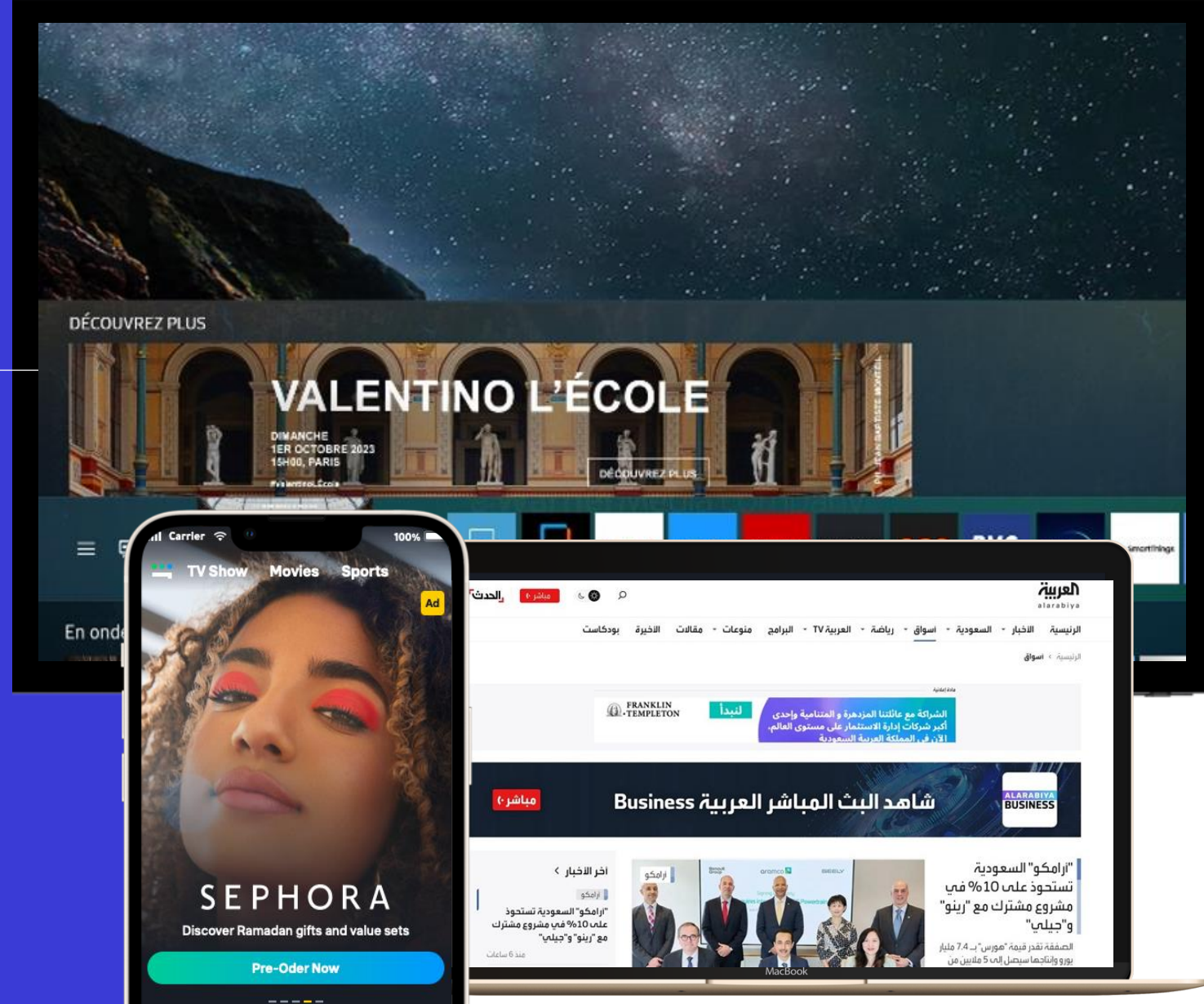
ALMARSA	\$0.23
LAYL	\$0.41
NADEENA	\$0.44
THE VOICE	\$0.7
SABAH AL KHAIR YA ARAB	\$0.31
TOP CHEF	\$0.56





MBC MEDIA SOLUTIONS

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.



SAMSUNG ADS

Samsung Ads is the free, ad-supported streaming TV (FAST) service from the world's leading TV manufacturer, Samsung. MMS provides partners access to Samsung Ads inventory in Saudi Arabia, UAE & Egypt..



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.



AL ARABIYA.NET

The Arab world's leading digital source of news for a global audience.

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

ORIGINALS
الضارية
AL DARIYA **النار ما يضيع**

TOP 03 in TV Shows in United Arab Emirates Today

Season 1 • 2025 | Saudi | Drama

To honour his father's will, Youssef turns to drug smuggling. But his success crumbles when he clashes with an arms kingpin, a and greedy kin in a deadly game of survival.

Continue watching

Press & hold **OK** for more options

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

mbc



**PREMIUM INVENTORY.
CAPTIVE AUDIENCES.
VERIFIED QUALITY.**

**HIGH
COMPLETION RATE
>94%**



**BRAND SAFE
100%**



**HIGH
VIEWABILITY
>95%**



**VIEWED BY
HUMANS
100%**



**PREMIUM ARABIC
CONTENT**



**HIGH QUALITY
PROGRAMMING**



**SHARED
VIEWING**

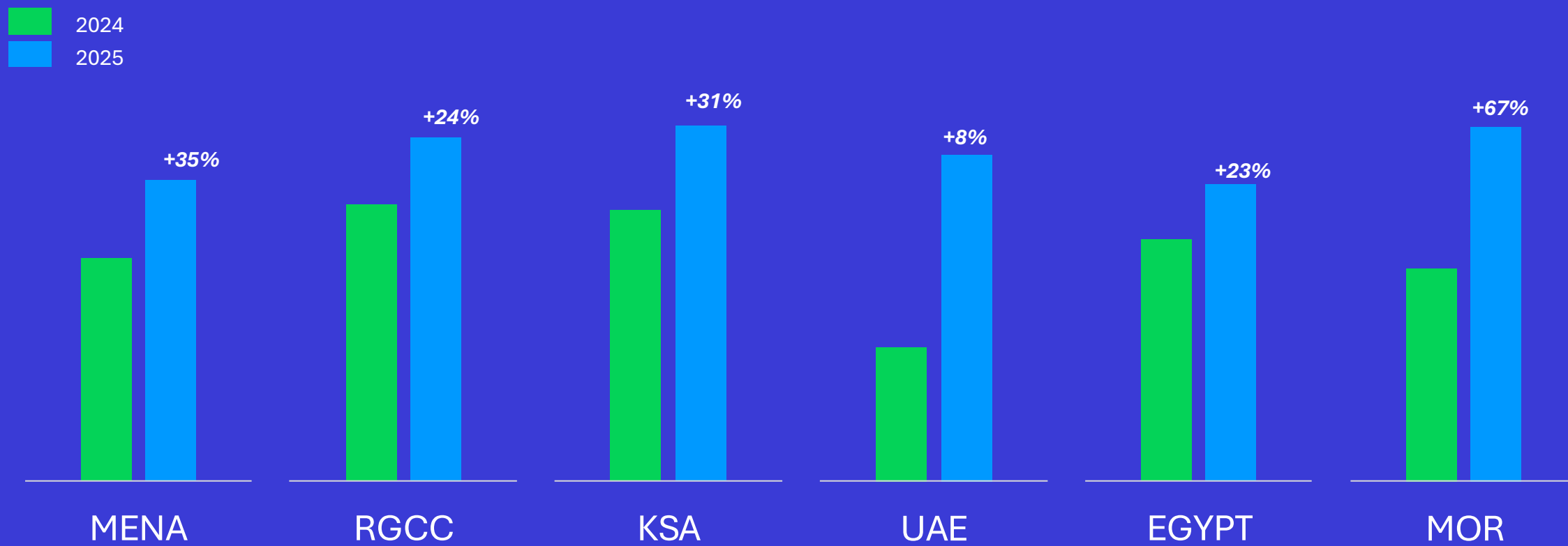


**CAPTIVE
AUDIENCE**

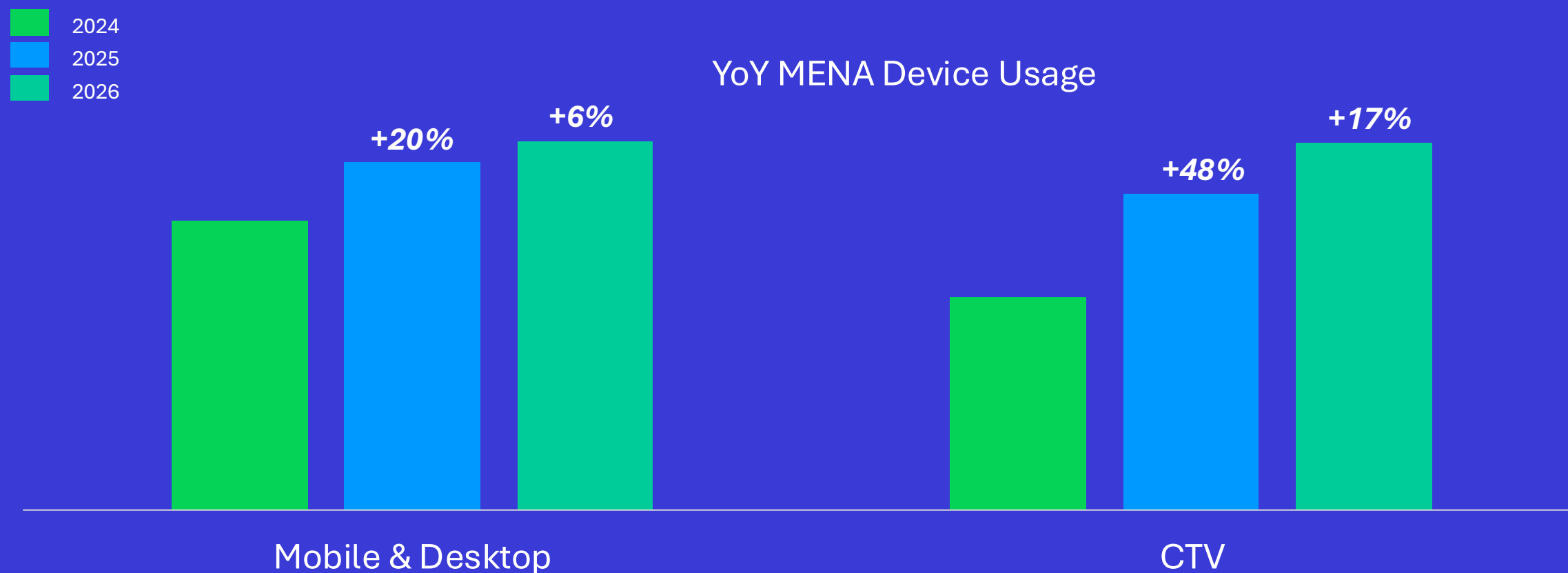


MMS

AVOD ENGAGEMENT IS GROWING YEARLY ON MBC SHAHID

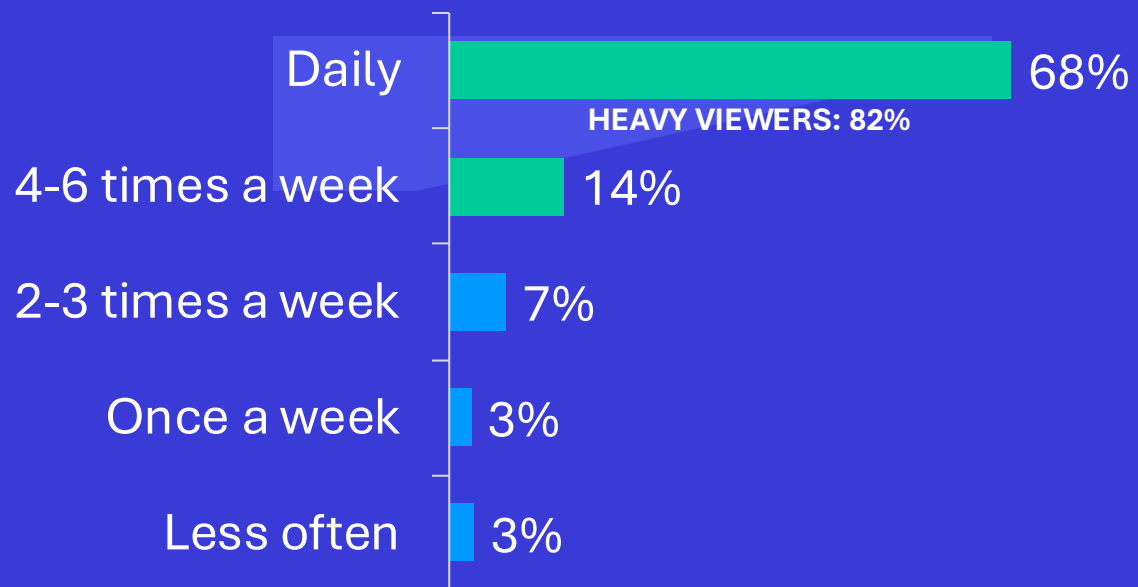


CTV ADOPTION GROWING EVERY YEAR ACROSS MENA

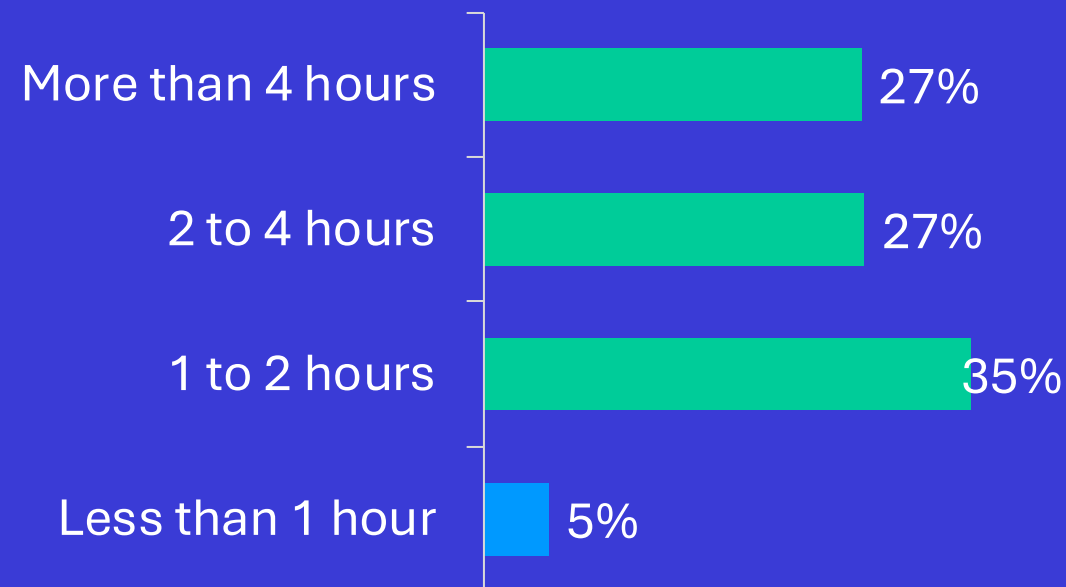


DEEP DAILY ENGAGEMENT: 2.6 HOURS PER USER, EVERY DAY

Frequency Of Consumption



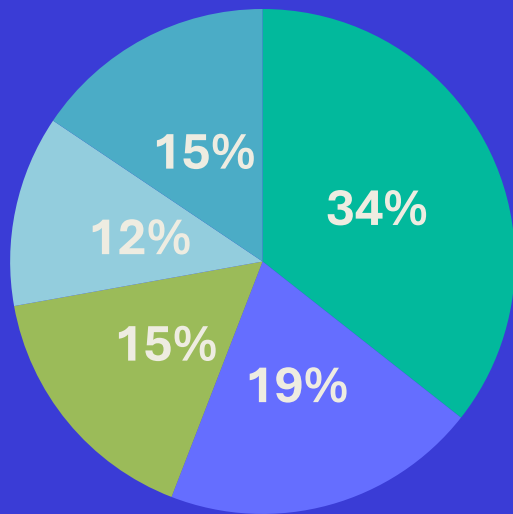
Time Spent



MBC SHAHID IS A SHARED EXPERIENCE: 2.5 VIEWERS PER SESSION

MBC Shahid Co-Viewing Behaviour

- I always watch Shahid alone
- 2 people
- 3 people
- 4 people
- 5 or more



AVG. NUMBER OF VIEWERS IN A SINGLE SESSION 'CO-VIEWING'

2.5

Co-viewing peaks among Gen Y (~2.7), followed by Gen X (~2.5) and Gen Z (~2.4), indicating stronger shared viewing in mid-age audiences. It also peaks significantly amongst Females aged 15-45 (~2.8)

MENA WIDE REACH: 28M REGULAR USERS, 48M DURING RAMADAN

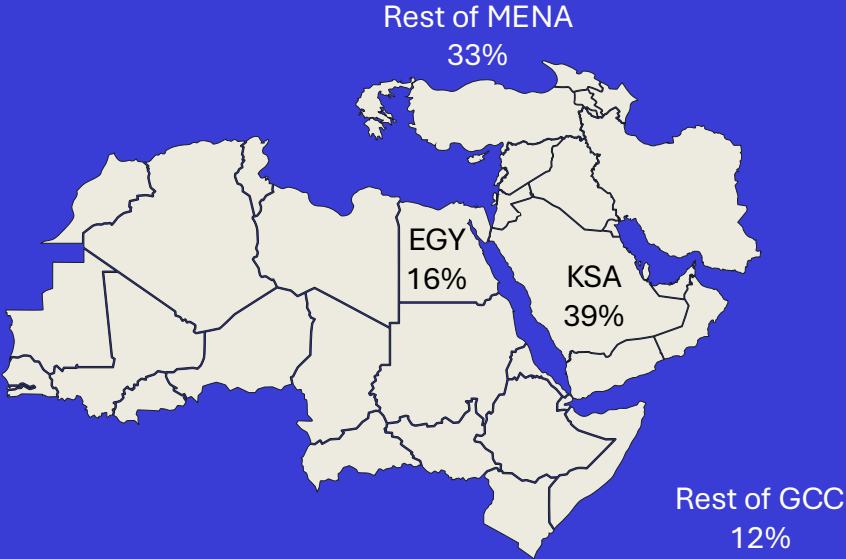
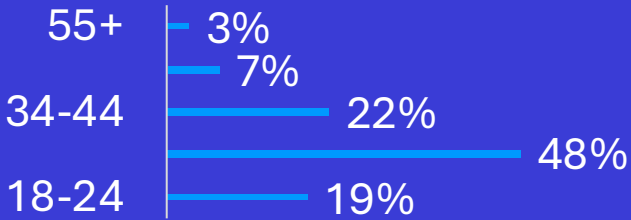
MENA

RGCC

KSA

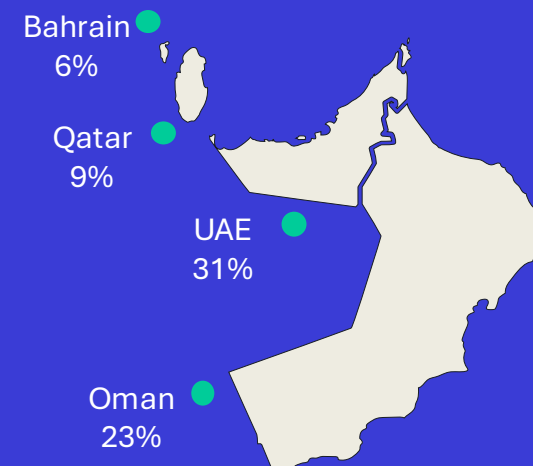
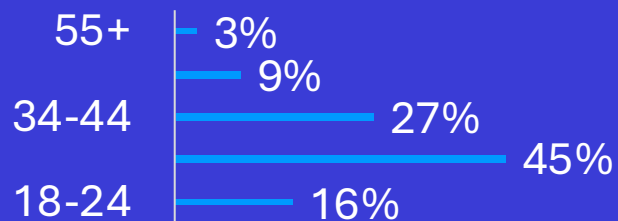
UAE

EGYPT



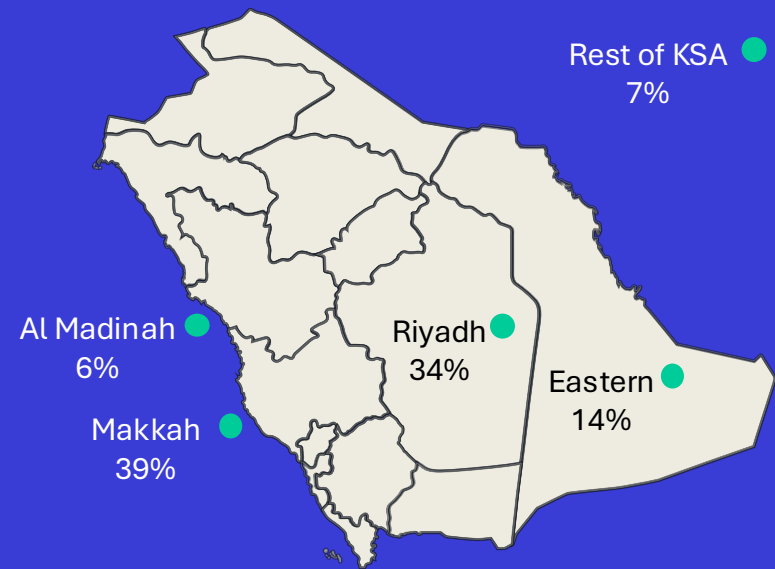
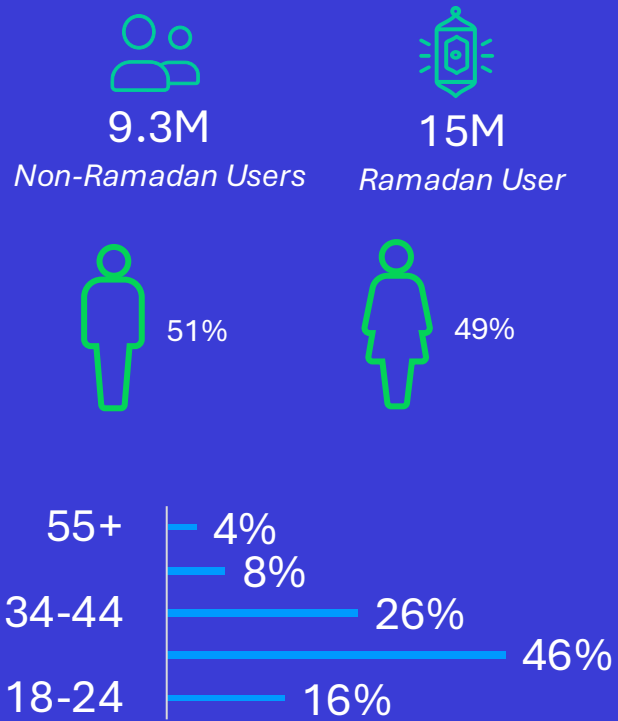
STRONG ORGANIC PENETRATION ACROSS THE GCC: 4M TO 6M DURING RAMADAN

MENA
 RGCC
 KSA
 UAE
 EGYPT



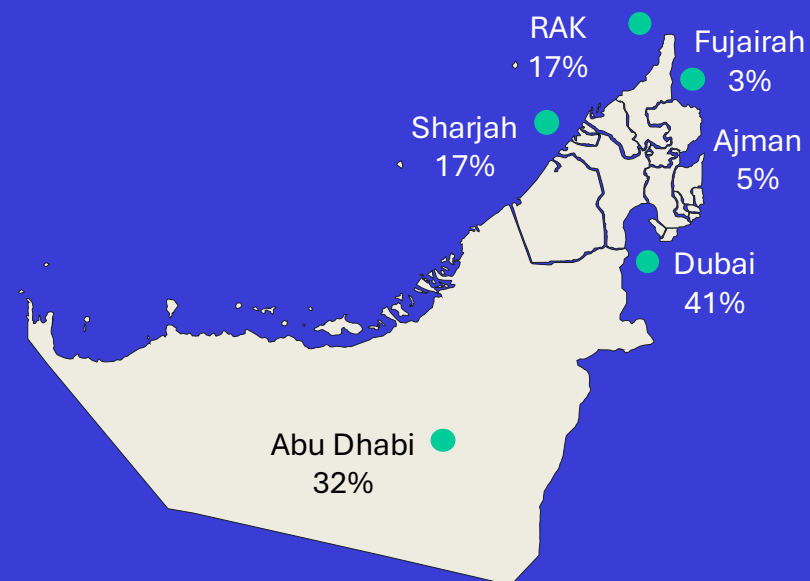
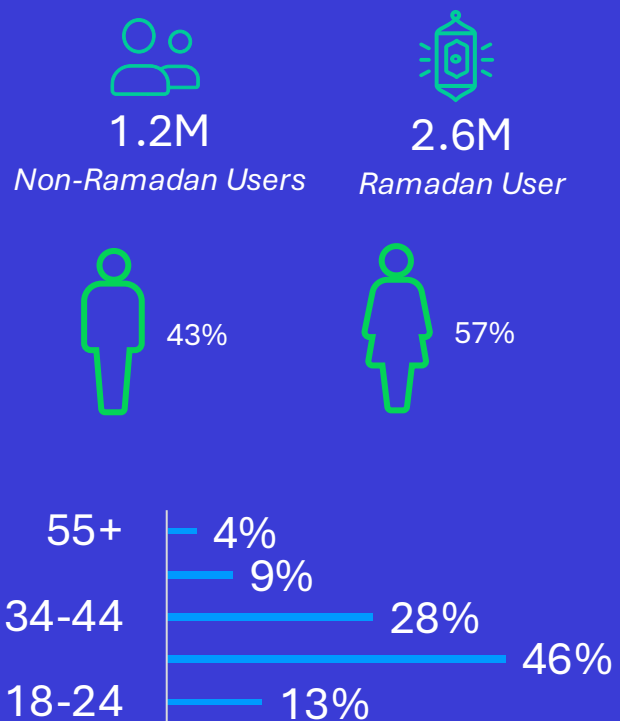
KSA IS OUR LARGEST MARKET: 9.3M USERS, 15M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



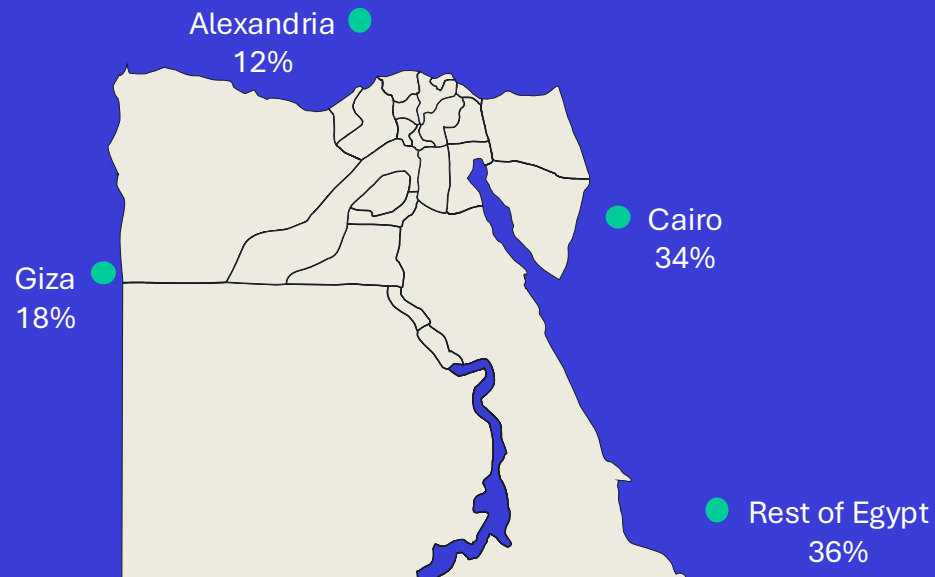
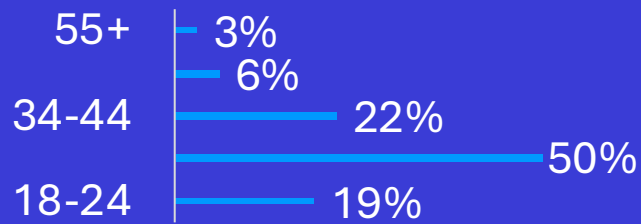
UAE A PREMIUM, HIGH-VALUE AUDIENCE OF 1.2M & 2.6M

MENA
RGCC
KSA
UAE
EGYPT



EGYPT 5M USERS, SURGING TO 7.4M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



ONE PLATFORM. EVERY SCREEN. EVERY MINDSET.



ADVERTISING FORMATS

Reaching audiences in a seamless & uninterrupted way.



HOME PAGE & SHOW PAGE

Hero Banner
Branded Collection
Timer
Native Ads
Livestream
Spotlight Banner
Thematic Bundle



IN PLAYER

In-stream Video
Pause ads
Full Screen Pause Ad
In-content banner

Click [here](#) to access MBC Shahid's entire



offering

SAMSUNG AD PARTNERSHIP



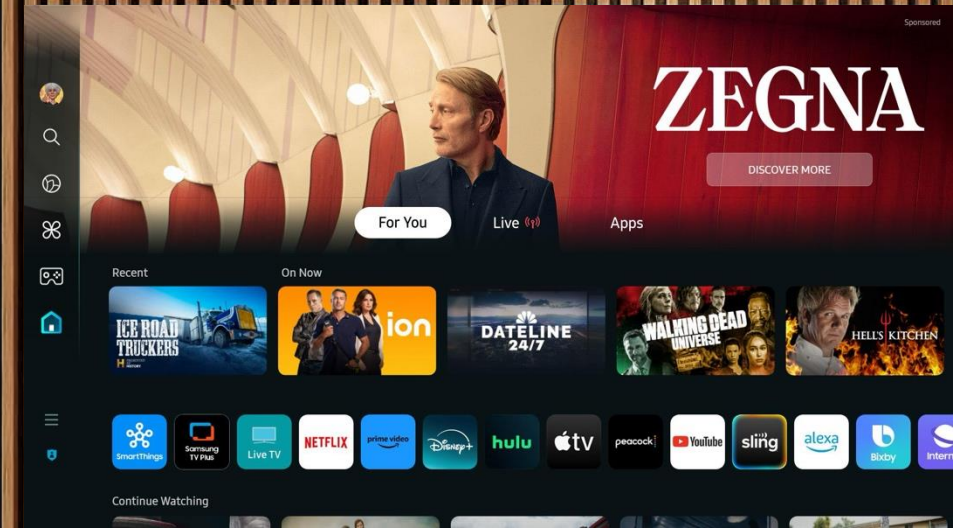
MMS PARTNERS WITH SAMSUNG

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



SAMSUNG Ads

THE NO.1 CHOICE FOR TV



200M+

ACTIVE ADS
ENABLED TVS
GLOBALLY

34%

MARKET
SHARE
GLOBALLY

#1

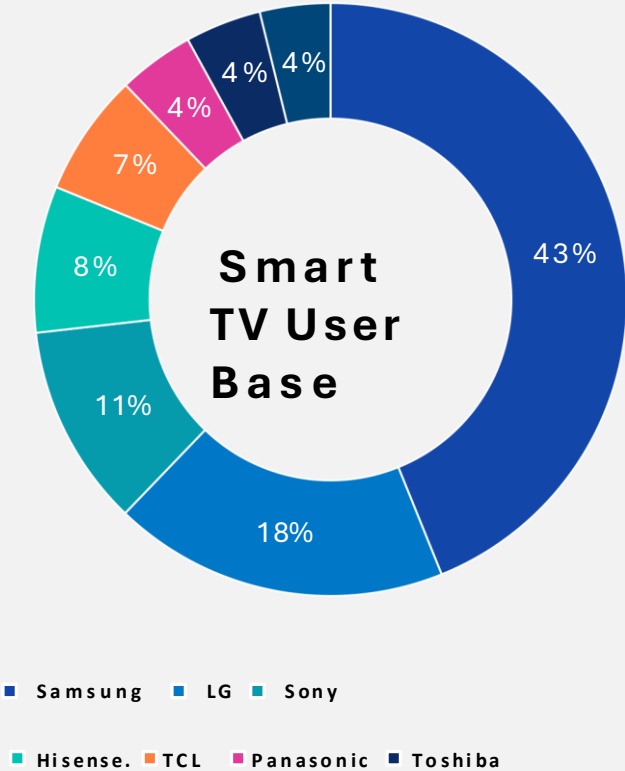
SMART TV
GLOBALLY

#1

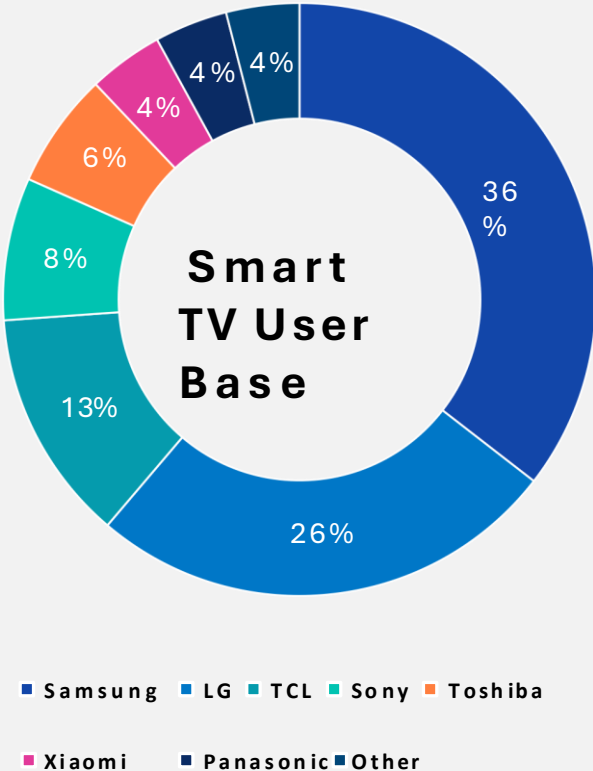
SMART TV
MENA

Samsung Dominates the Smart TV Market

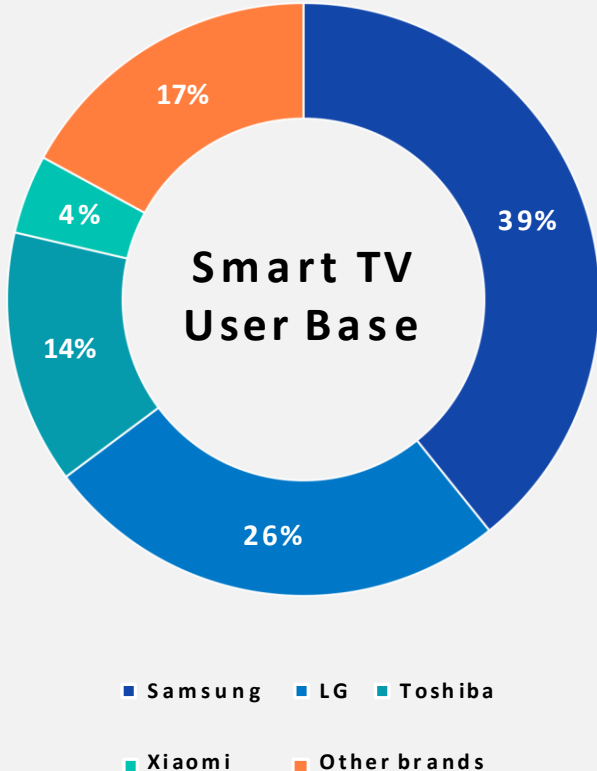
Samsung has **43%** share of the Smart TV User Base in the **UAE**



Samsung has **36%** share of the Smart TV User Base in **Saudi**



Samsung has **39%** share of the Smart TV User Base in the **Egypt**



INFLUENCE VIEWERS THE MOMENT THEY TURN ON THEIR TV WITH 1ST SCREEN **NATIVE ADS**



BIG SCREEN IMPACT, 100% SOV,
ROTATIONAL OR ROADBLOCK



ENGAGE FOR FULL SCREEN, SOUND ON, PREMIUM
VIDEO ON THE LARGEST SCREEN IN THE HOME



DRIVE TO CONTENT: CLICK TO APP OR
SAMSUNG TV PLUS

Click ~~here~~ to access the entire offering



Home Screen UI
(2024 TV Model)

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



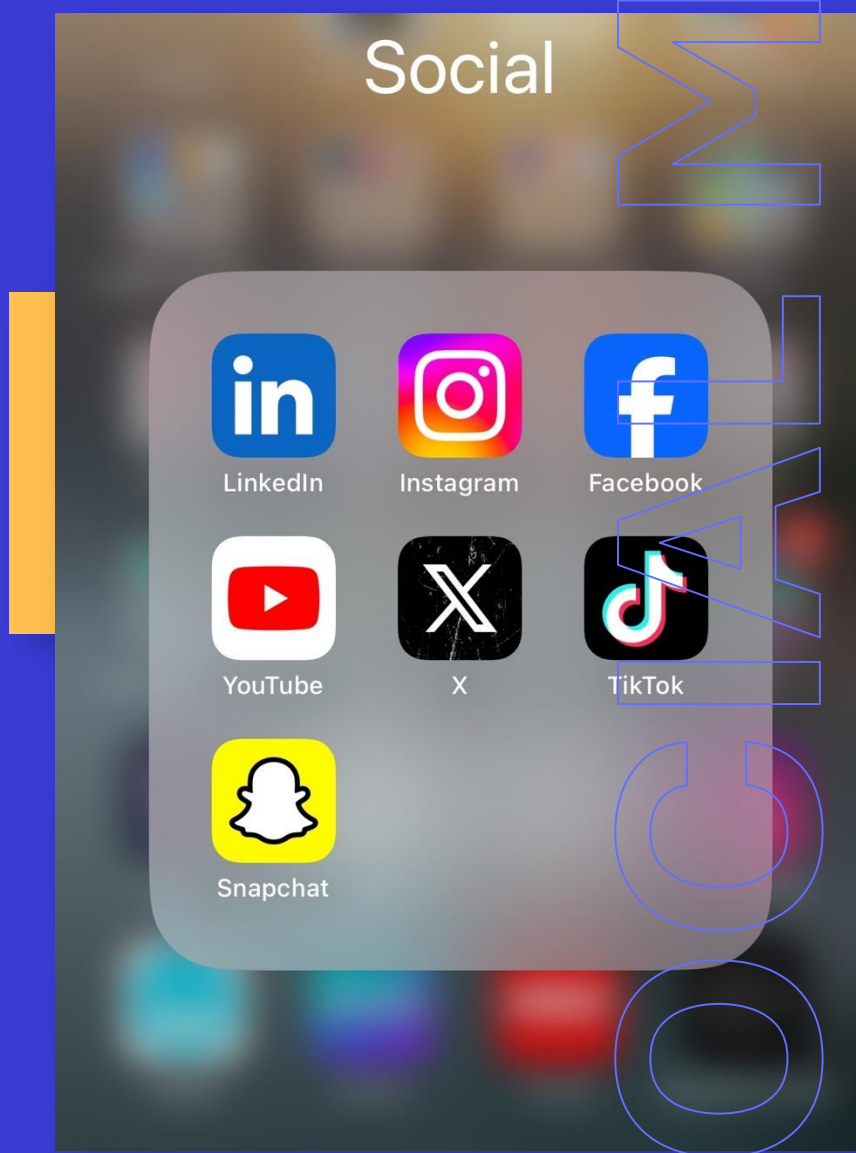
Access audiences that are harder to reach on traditional TV



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	130.4 M	6.6 B
	Facebook	442.8 M	24.6 B
	X	52 M	504 M
	Instagram	75.2 M	7.9 B
	Snapchat	36 M	18.6 B
	TikTok	75.6 M	14.5 B
	Total	812 M	72.7 B



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.



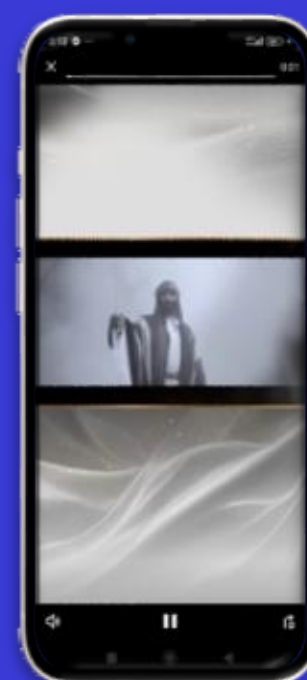
Top Snap Swipe up for
article



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

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



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



FOOTBALL



BASKETBALL



BOXING



RALLY



AQUATIC



GYMNASTICS



TENNIS



FORMULA E



VOLLEYBALL



HANDBALL



CYCLING



EQUESTRIAN



GOLF

TAILORED BRANDED SOLUTIONS

REACHING SPORTS
LOVERS AT EVERY
TOUCHPOINT

DIGITAL SOLUTIONS
MBC 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

7.5M

Sports Content TV Viewers across
MBC Group



7M+

Sports content listeners on Radio
Across MBC Group channels



SPORTS

SP

NOT EXCLUSIVE TO ANY GENDER OR AGE

VIEWERS DEMOGRAPHICS

Gender



44%
FEMALE



56%
MALE

Age

13%
15-24

42%
25-44

45%
45+

GENDER

A LINEUP OF TV SPORTS CONTENT THAT CONNECT GENDERS AND GENERATIONS

7.5M AVG INDIVIDUALS TUNED IN ON MBC'S SPORTS CONTENT

Shows			
Average Monthly Reach	1,961,072	2,778,057	1,802,753
	Source: Etam	Source: Etam	SPORT SEGMENT



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





THE SOUND OF ENGAGEMENT

+7M 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 %

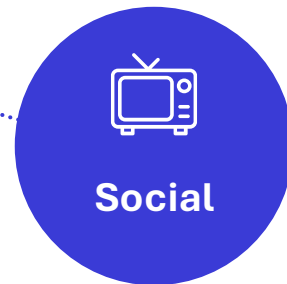
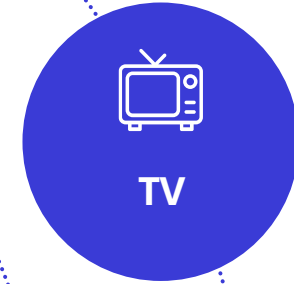
■ MBC Group Radio ■ Others



العربية
alarabiya

UNMATCHED REACH.
UNRIVALED TRUST. ONLY ON
ALARABIYA





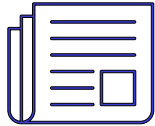
العربية
alarabiya
ECOSYSTEM



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

3.4M
TV VIEWERS
MONTHLY REACH
IN KSA

2.2%
SOA IN KSA

27%
AVERAGE MONTHLY
REACH OUTSIDE
RAMADAN

324M
FOLLOWERS
ON SOCIAL MEDIA

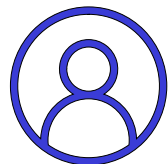
9.3B
AVERAGE MONTHLY
VIEWS IN 2025





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14M USERS
MONTHLY



5 CONTINENTS
CORRESPONDANT
PLACEMENTS

61M
PAGE VIEWS
MONTHLY



FOUR LANGUAGES
Arabic, English, Urdu, Farsi





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