

The MBC logo is displayed in white on a dark blue rounded rectangular background. It consists of the lowercase letters 'mbc' followed by a stylized Arabic calligraphic symbol. To the right of the logo, within the same rounded rectangle, is a small white circle containing a black upward-pointing arrow.

mbc

MMS

MBC SHAHID

2026

MMS



THE HOME OF ARABIC ENTERTAINMENT



mbc 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 relentless and greedy kin in a deadly game of survival.

Continue watching

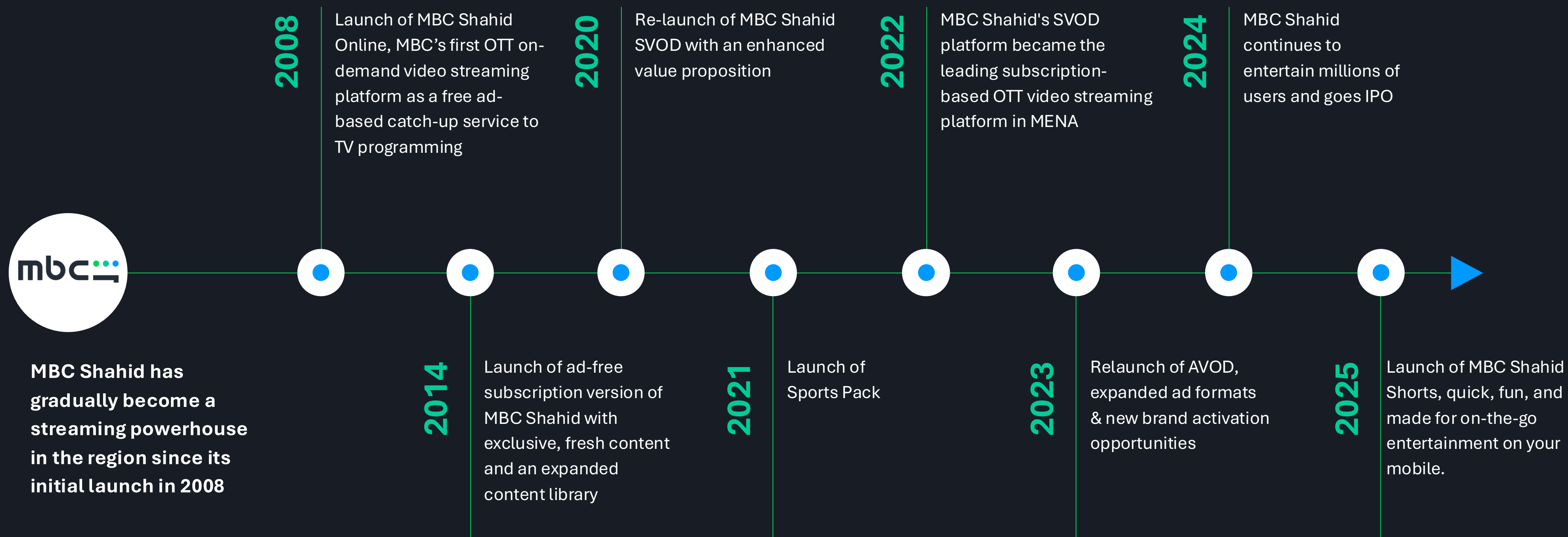


Press & hold **OK** for more options

mbc

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

18 YEARS OF INNOVATION TO BECOME THE ARAB WORLD'S #1 STREAMING PLATFORM



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



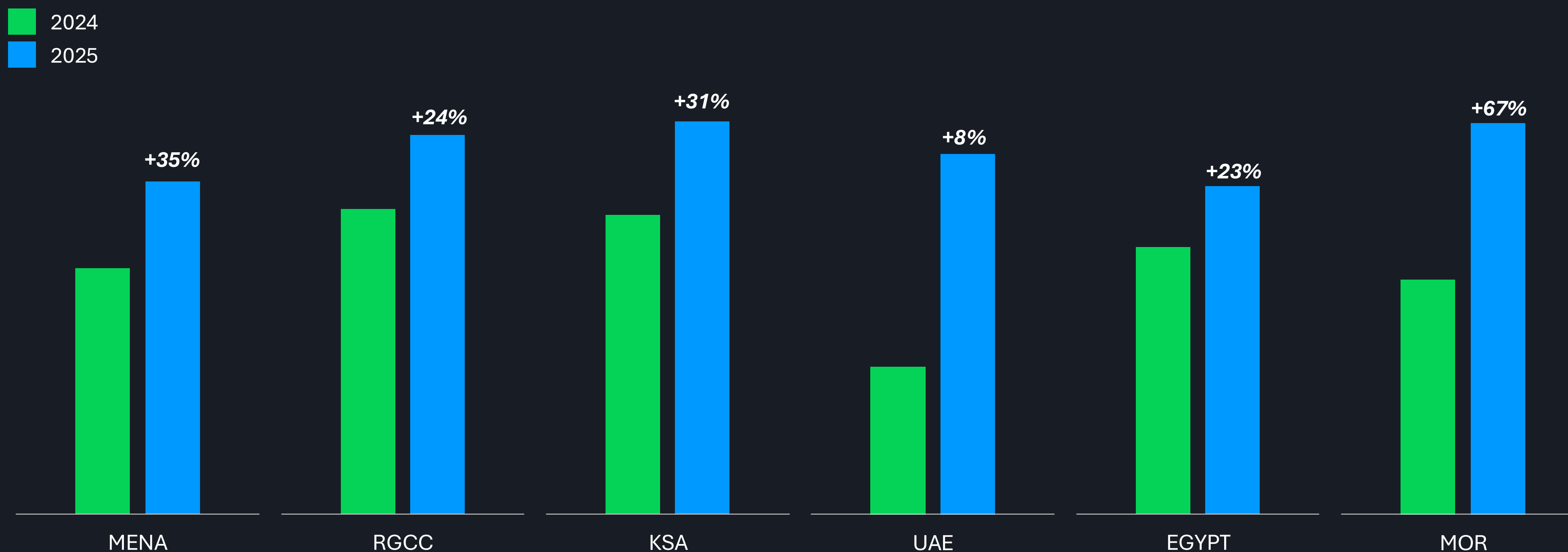
SHARED
VIEWING



CAPTIVE
AUDIENCE



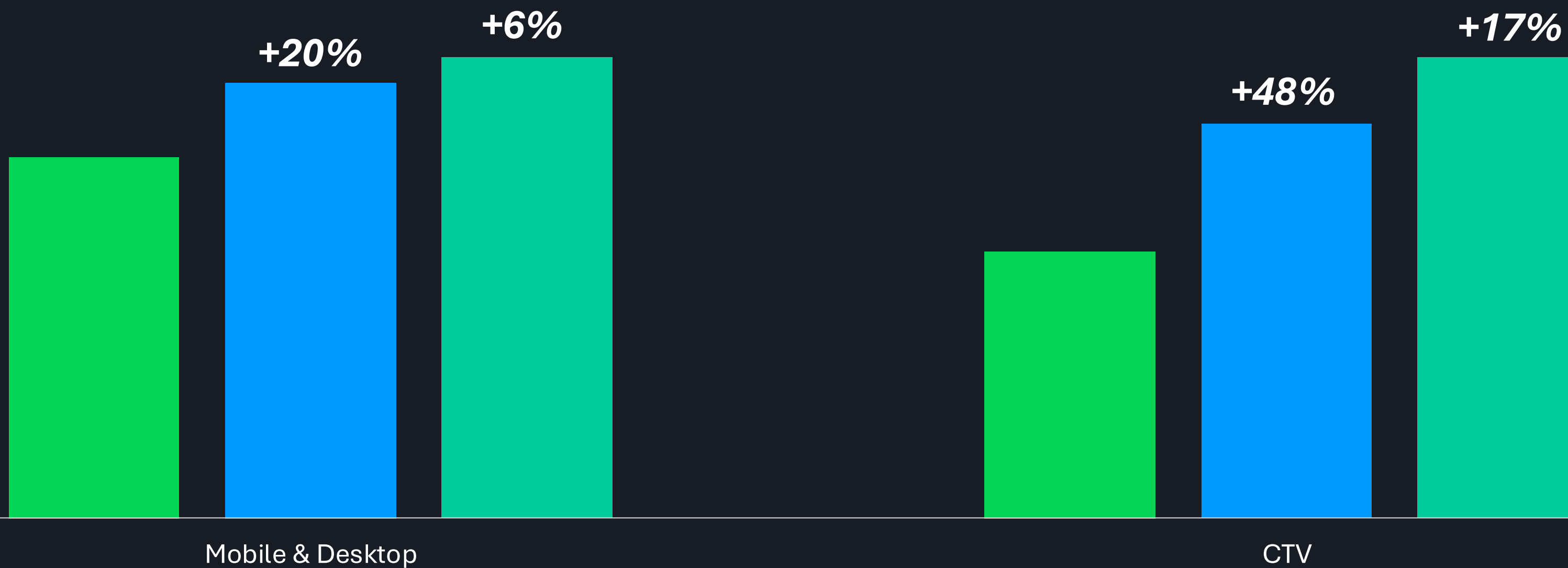
AVOD ENGAGEMENT IS GROWING YEARLY ON MBC SHAHID



CTV ADOPTION GROWING EVERY YEAR ACROSS MENA

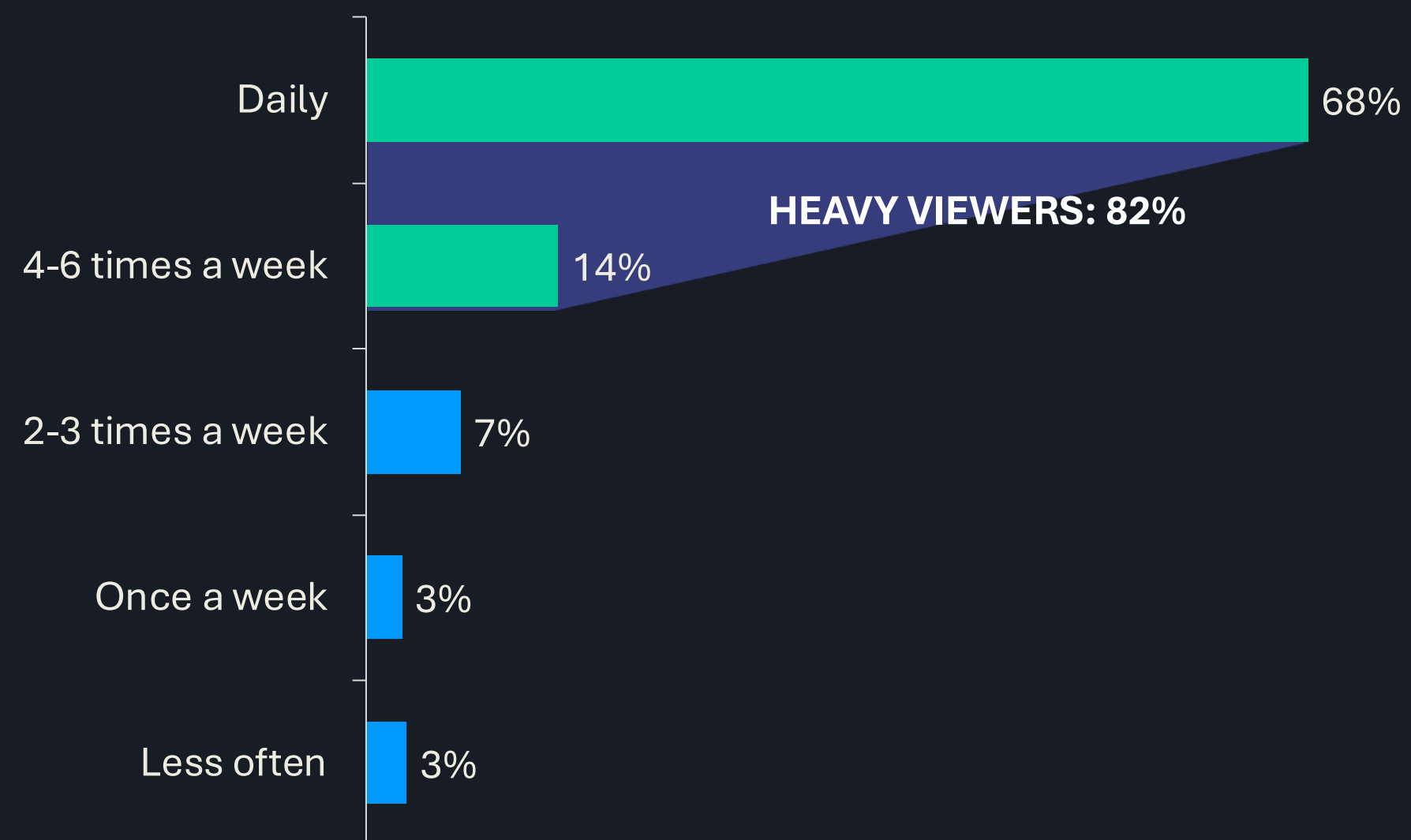
2024
2025
2026

YoY MENA Device Usage

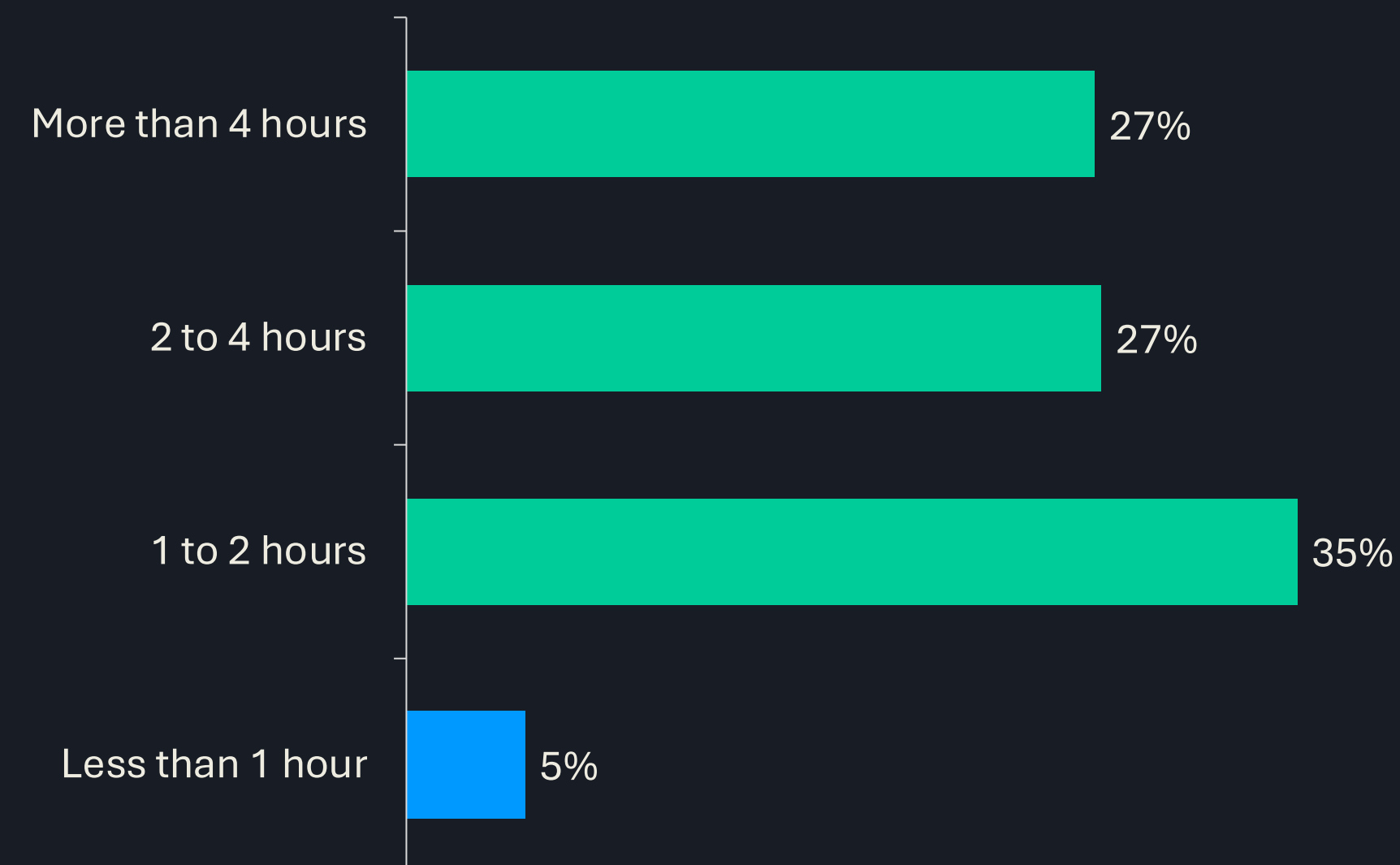


DEEP DAILY ENGAGEMENT: 2.6 HOURS PER USER, EVERY DAY

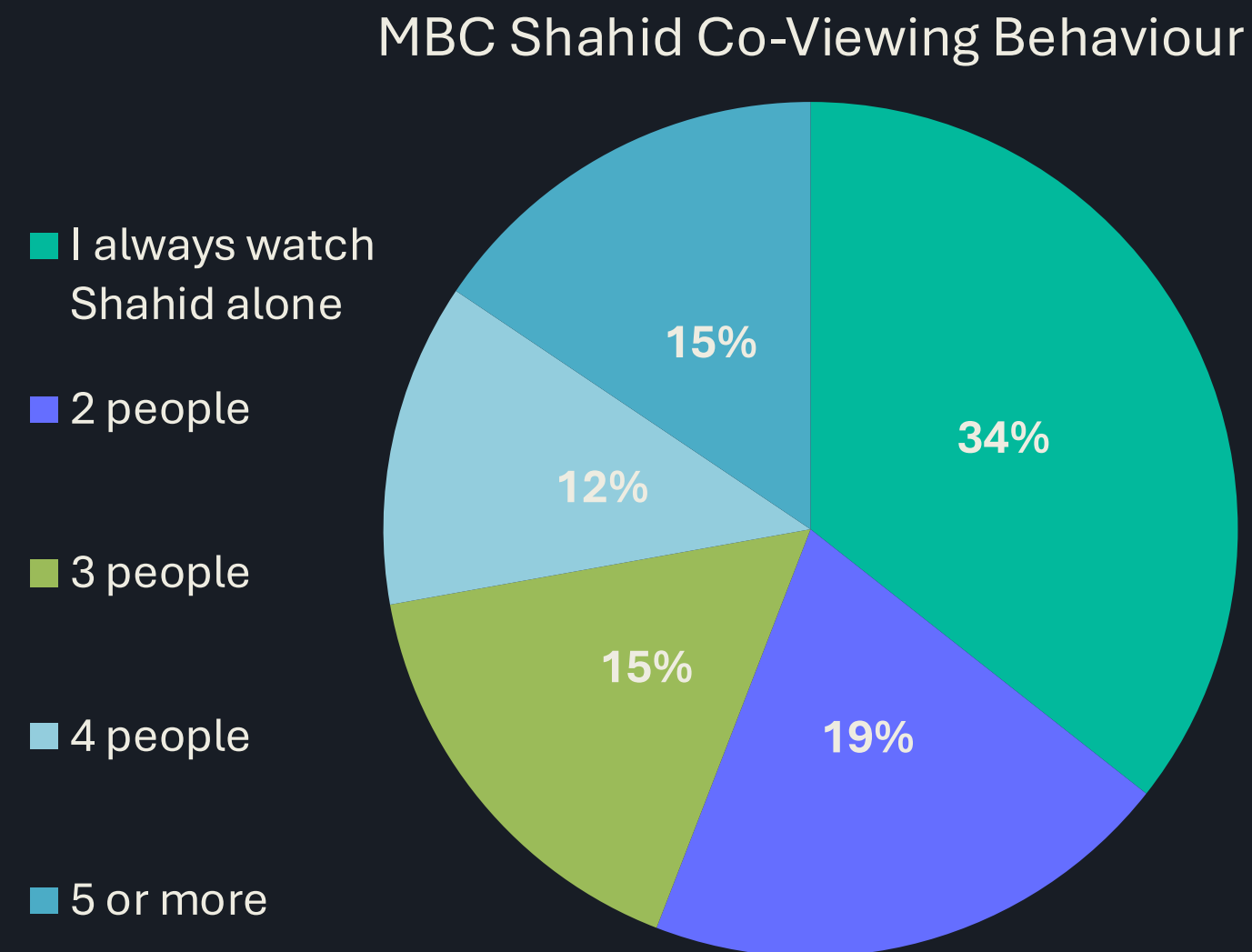
Frequency Of Consumption



Time Spent



MBC SHAHID IS A SHARED EXPERIENCE: 2.5 VIEWERS PER SESSION



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)

MBC SHAHID REACHES AUDIENCES OTHER PLATFORMS MISS

Online Video

19%

Incremental Reach

Females 25-45: 1.13 (13% higher than the total viewers)

GenX: 1.22 (22% higher than the total viewers)

Social Media

13%

Incremental Reach

X | Snapchat | TikTok | Instagram
| Facebook | etc.

VOD

58%

Incremental Reach

Netflix | Amazon Video | Disney+

GenX: 1.22 (22% higher than the total viewers)

Females: 1.05 (5% higher than the total viewers)

Linear TV

39%

Incremental Reach

GenZ: 1.33 (33% higher than the total viewers)

GenY: 1.08 (8% higher than the total viewers)

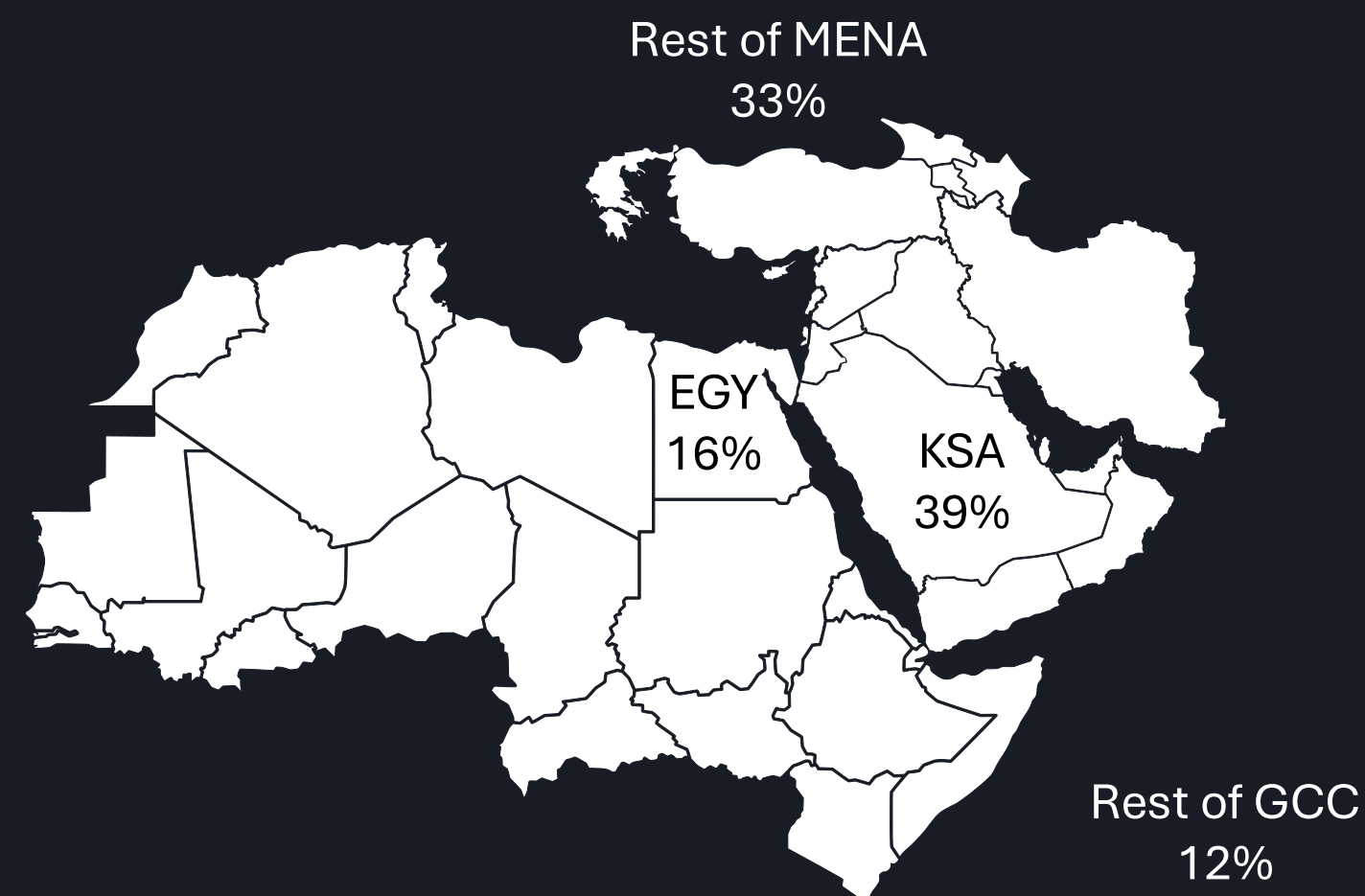
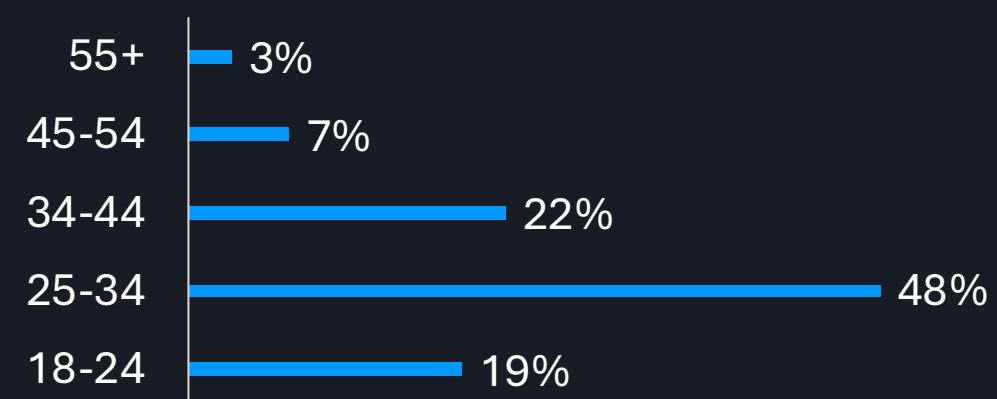
GenX: 0.7 (30% lower than the total viewers)

Females 25-45: 1.09 (9% higher than the total viewers)

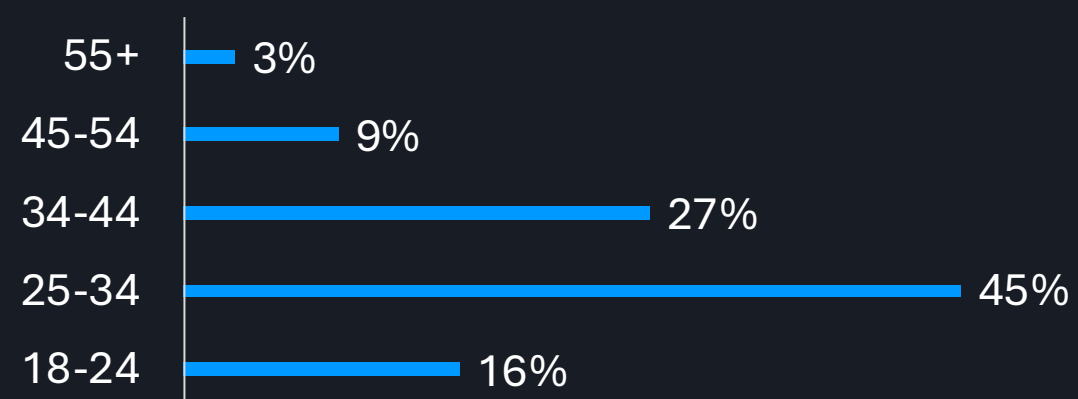
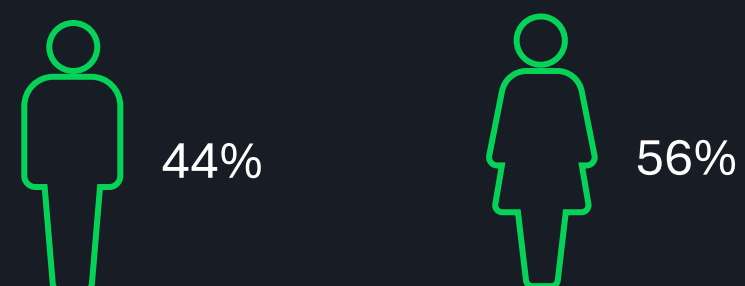
EVERY SIGNAL POINTS TO SHAHID: PLATFORM PREFERENCE ACROSS OUR KEY REGIONS

QUESTION	RESPONSE		
<i>Which of the following TV / video streaming services have you used in the past 12 months?</i>	<i>The % of respondents who watch MBC Shahid</i>	61% In KSA	33% In UAE
<i>In general, which types of movies or shows do you watch?</i>	<i>The % of respondents who watch Drama</i>	50% In KSA	44% In UAE
<i>Which of the following TV / video streaming offers have you used in the past 12 months?</i>	<i>The % of respondents who watch AVOD</i>	51% In KSA	59% In UAE
<i>Which of the following media services have you used in the past 12 months?</i>	<i>The % of respondents who watch VOD on TV</i>	91% In KSA	95% In UAE

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



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



Kuwait 30%

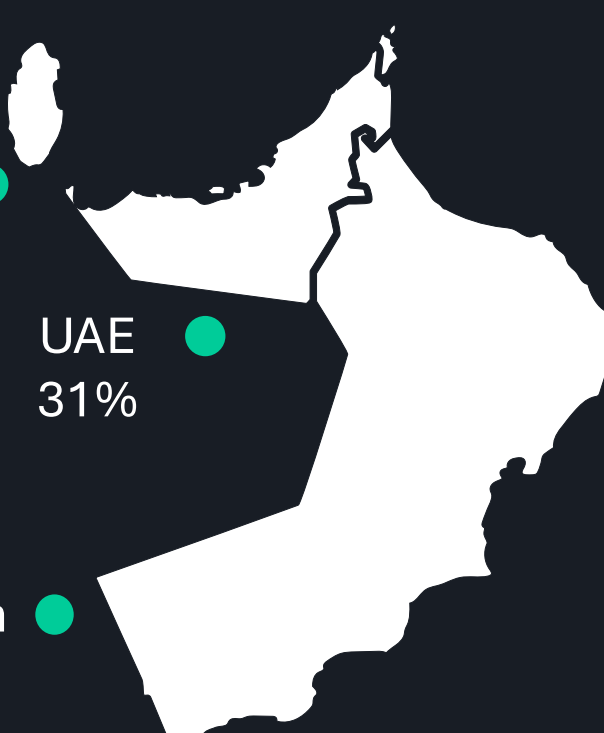


Bahrain 6%

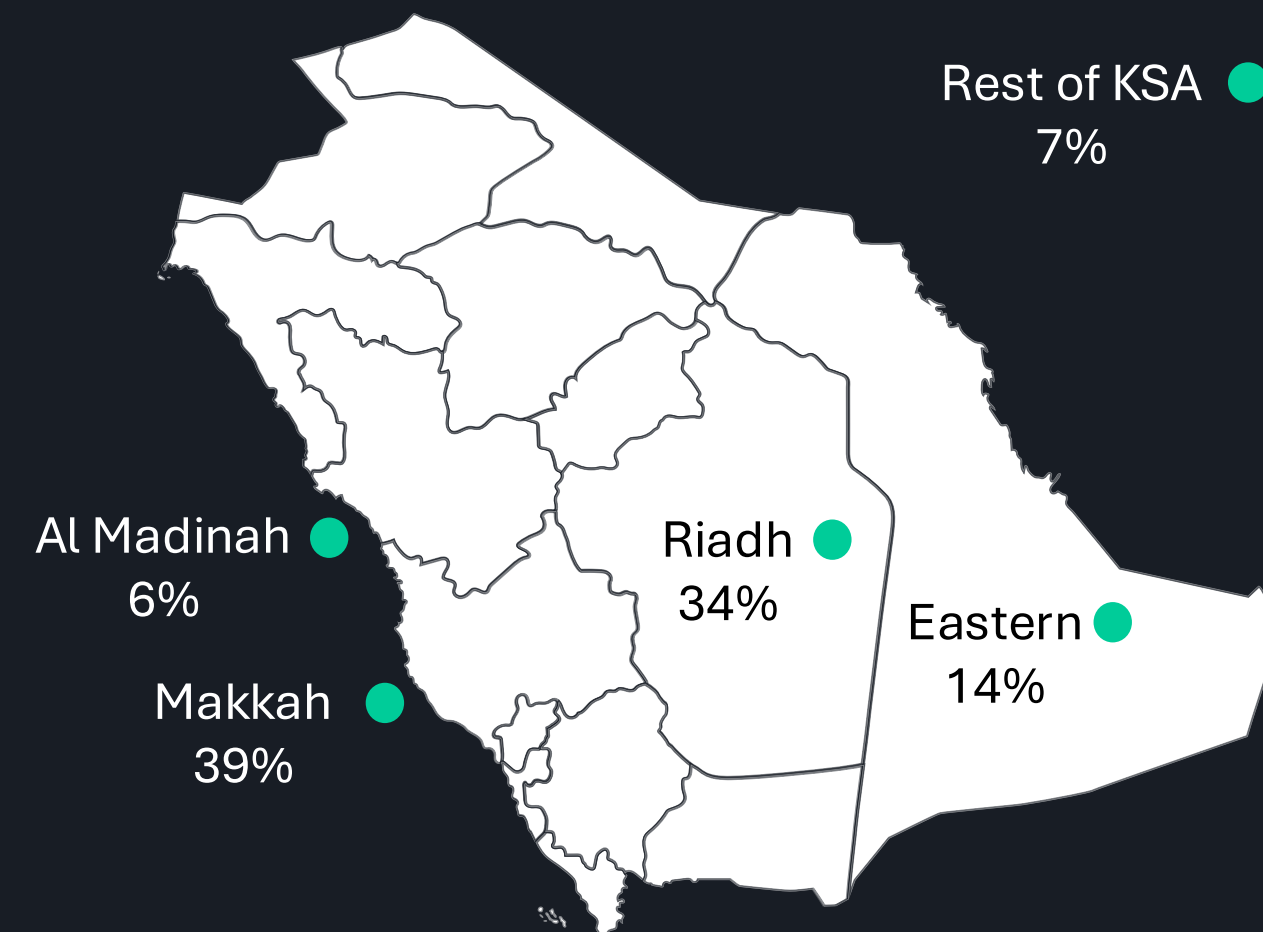
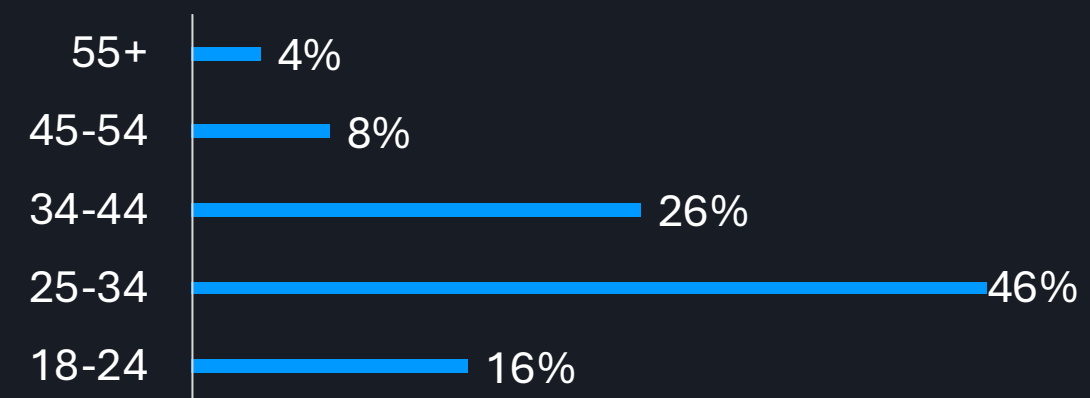
Qatar 9%

UAE 31%

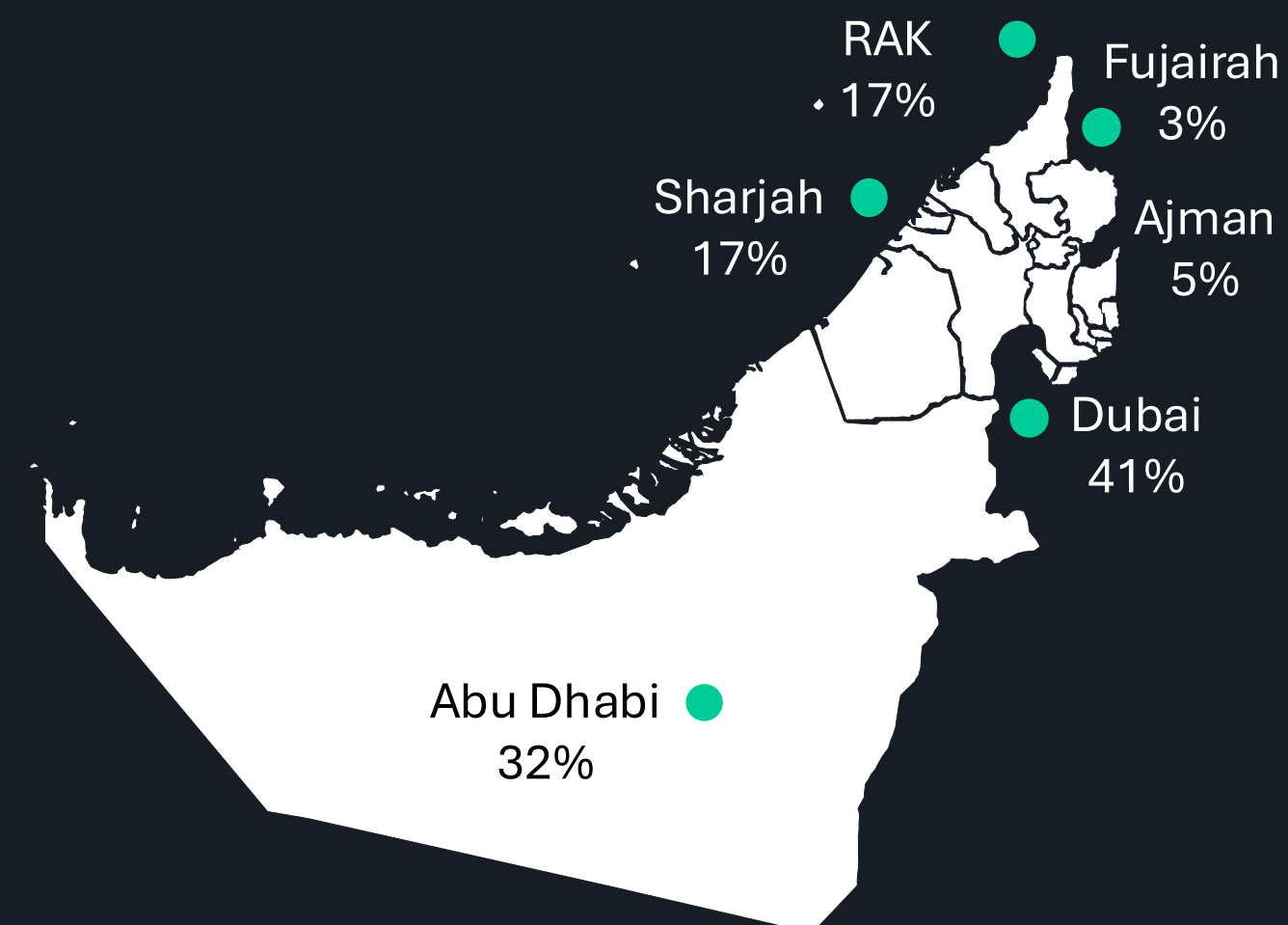
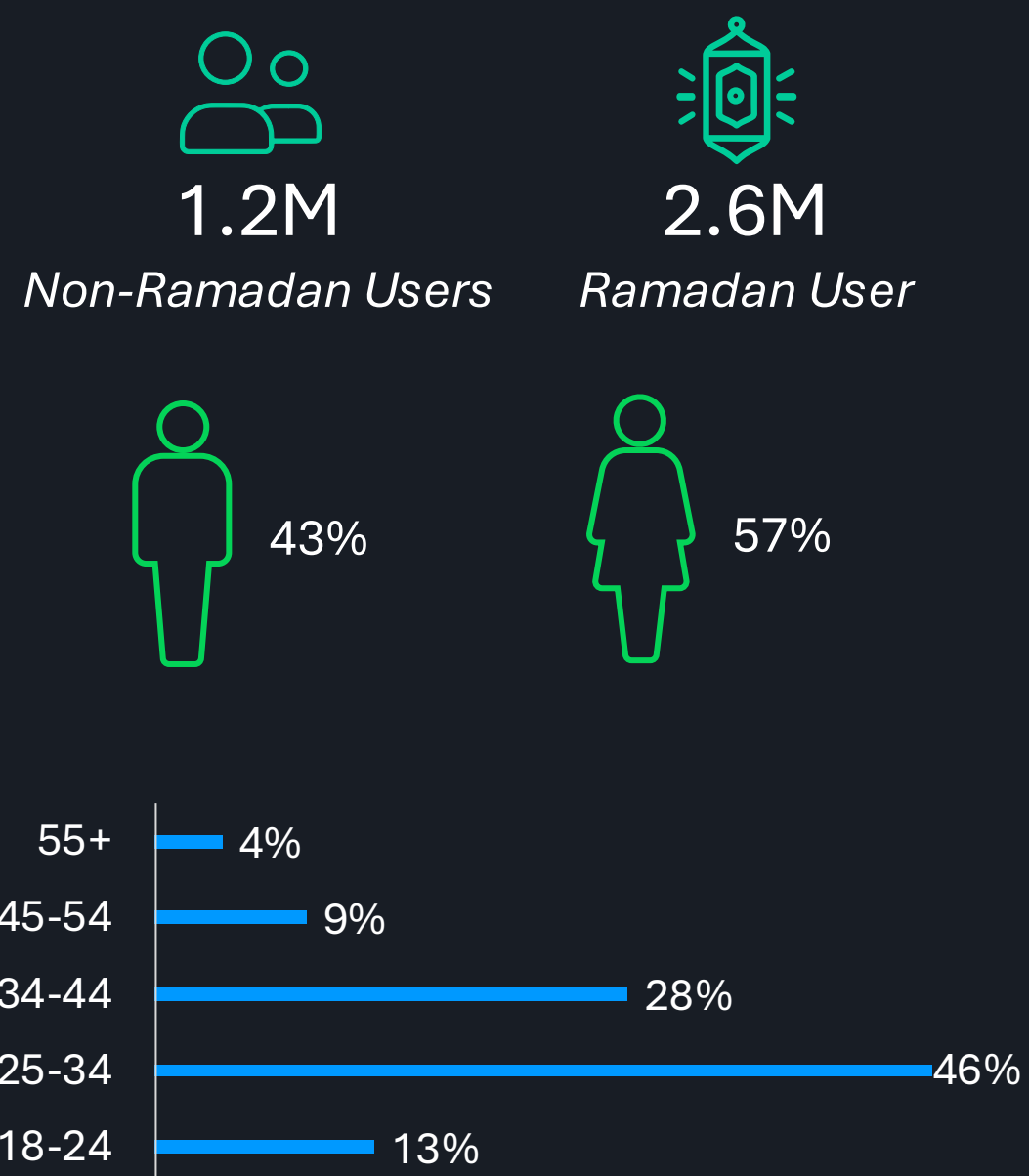
Oman 23%



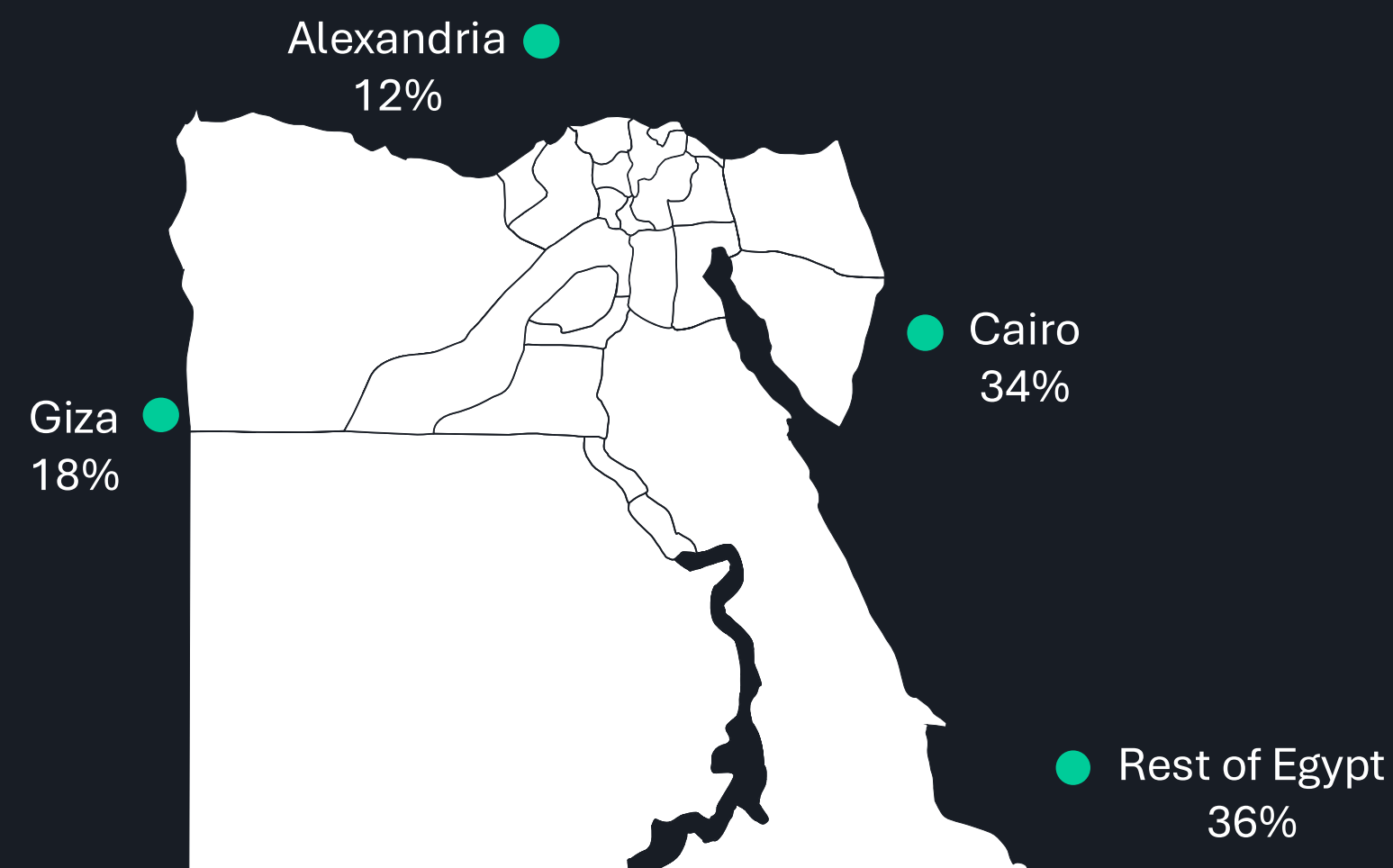
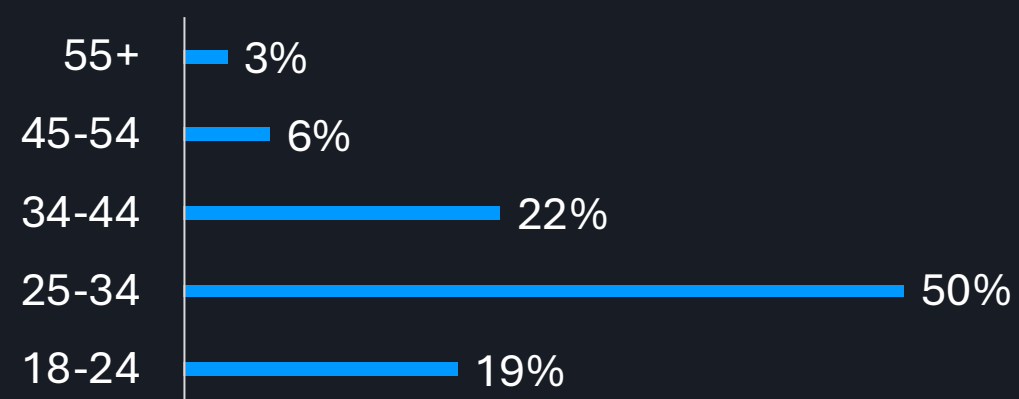
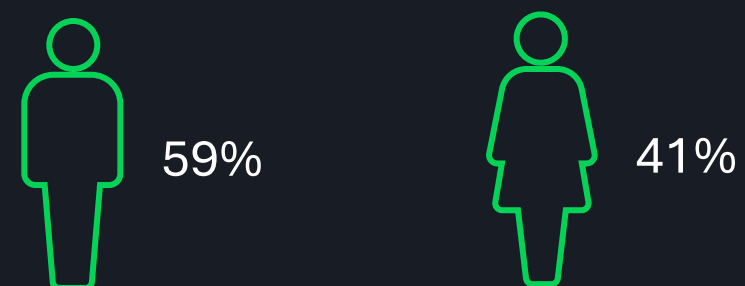
KSA IS OUR LARGEST MARKET: 9.3M USERS, 15M DURING RAMADAN



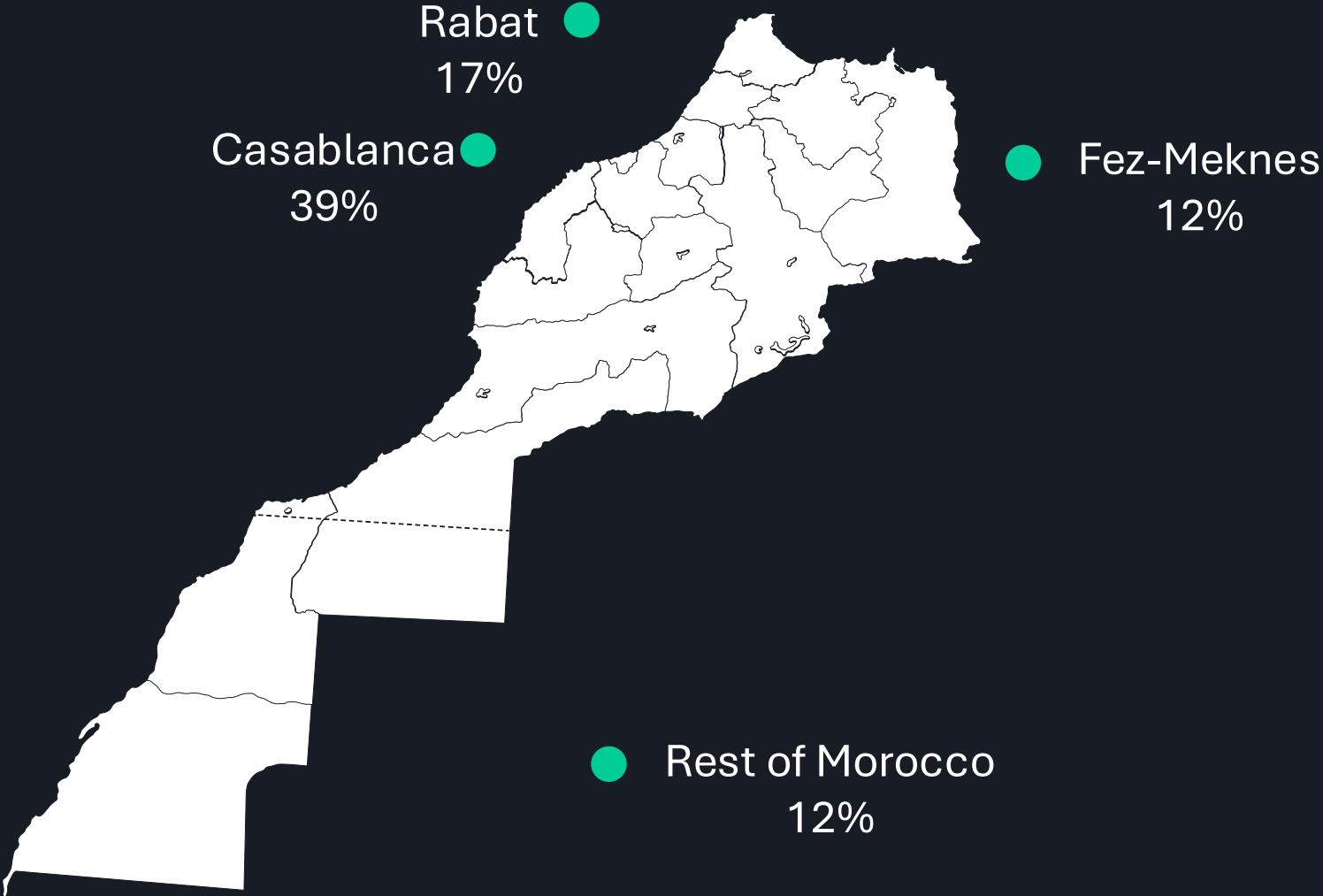
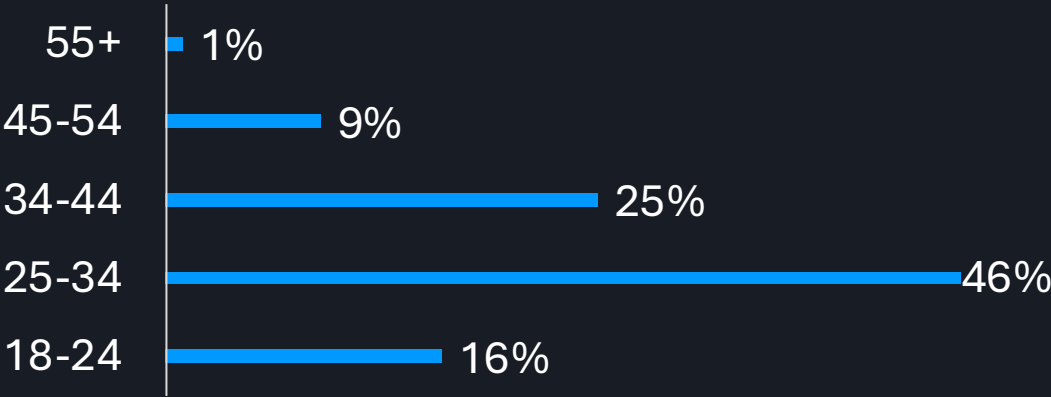
UAE A PREMIUM, HIGH-VALUE AUDIENCE OF 1.2M & 2.6M



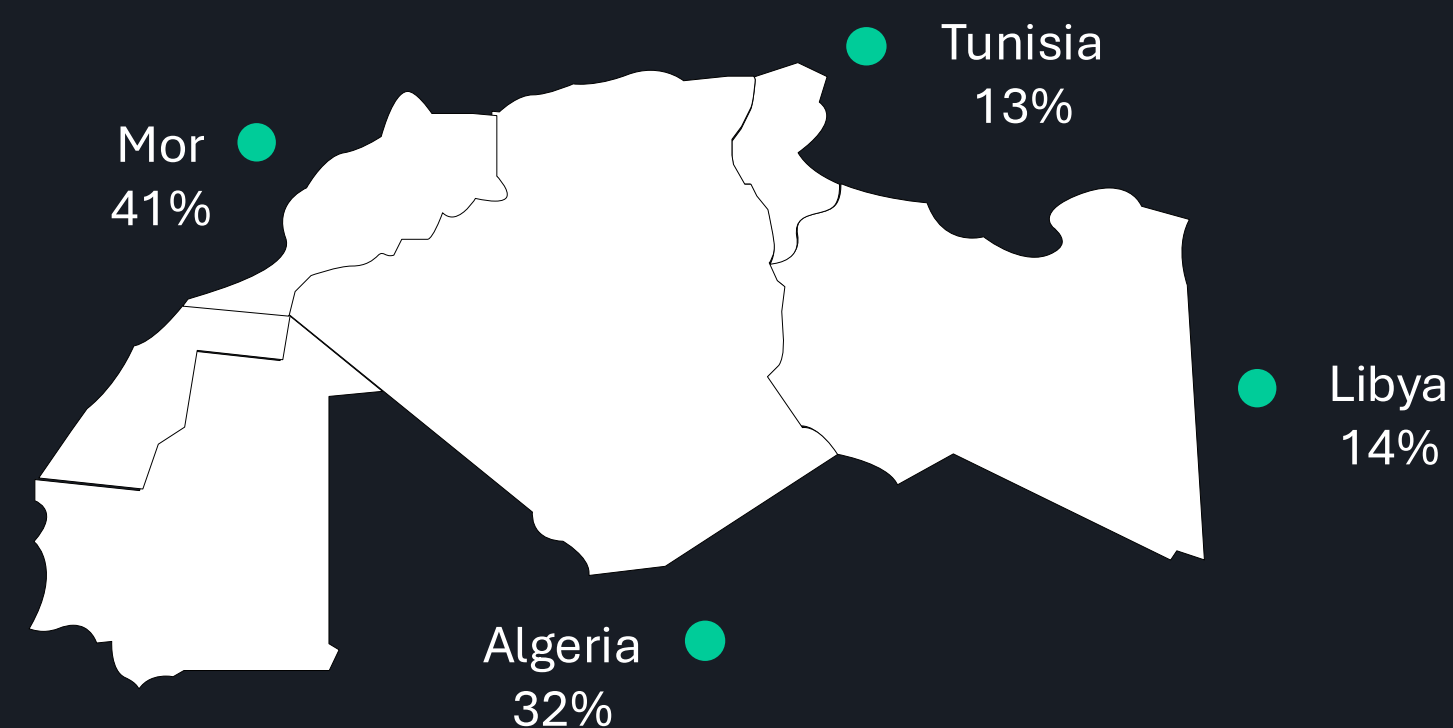
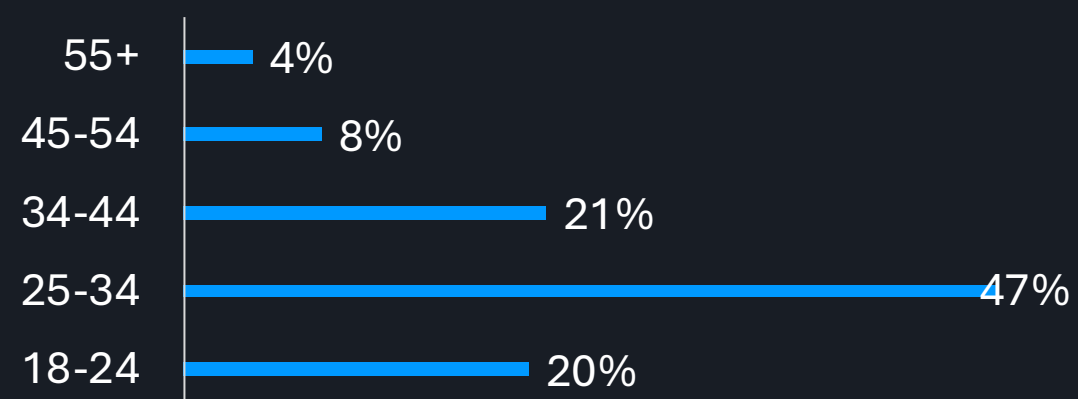
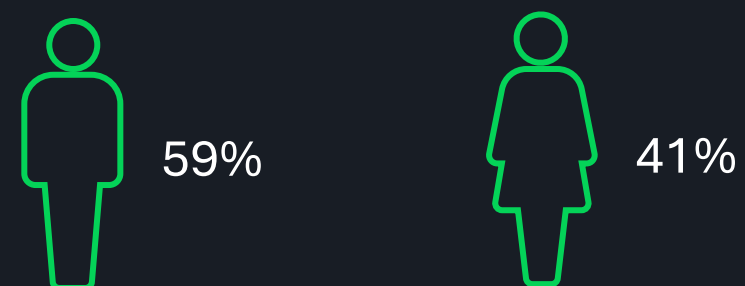
EGYPT 5M USERS, SURGING TO 7.4M DURING RAMADAN



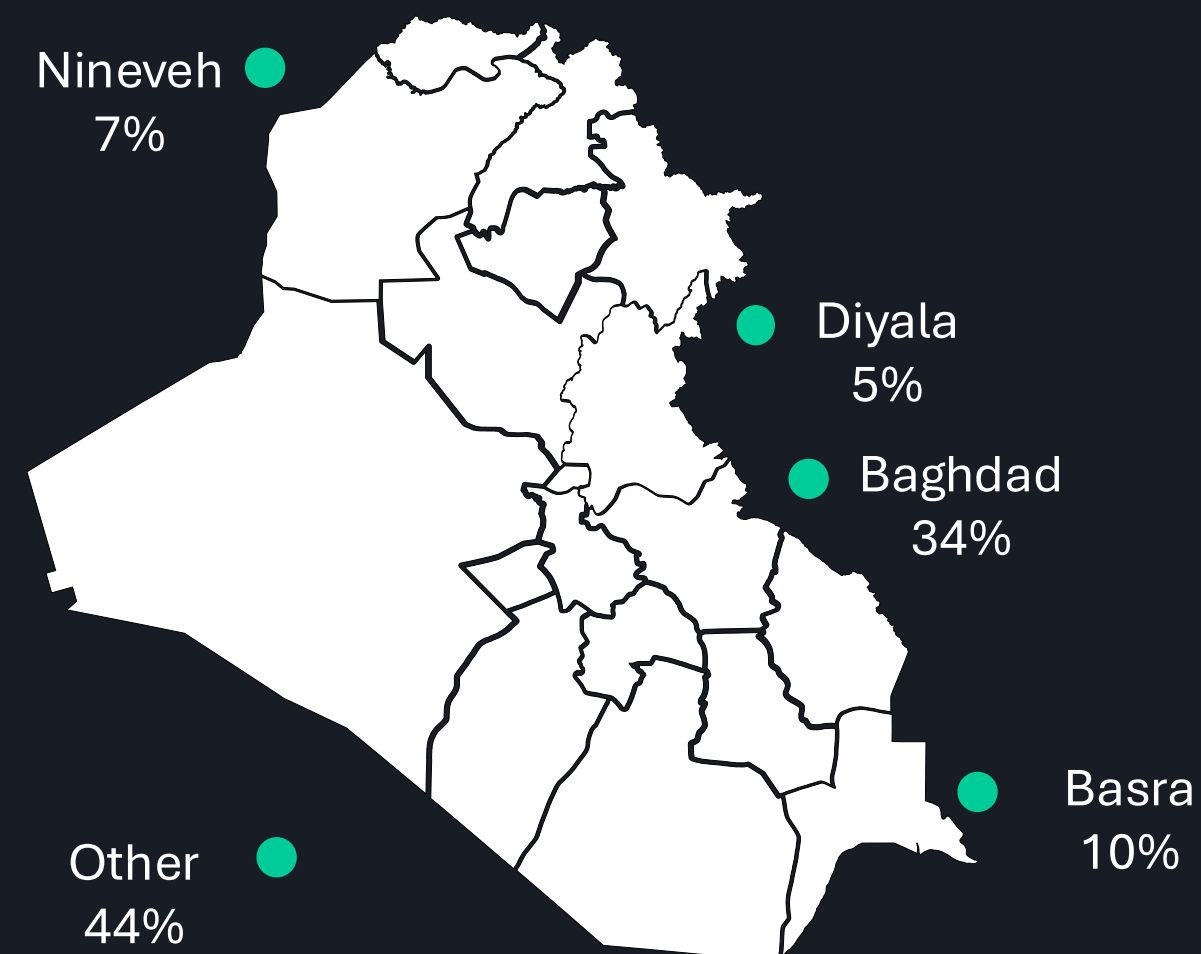
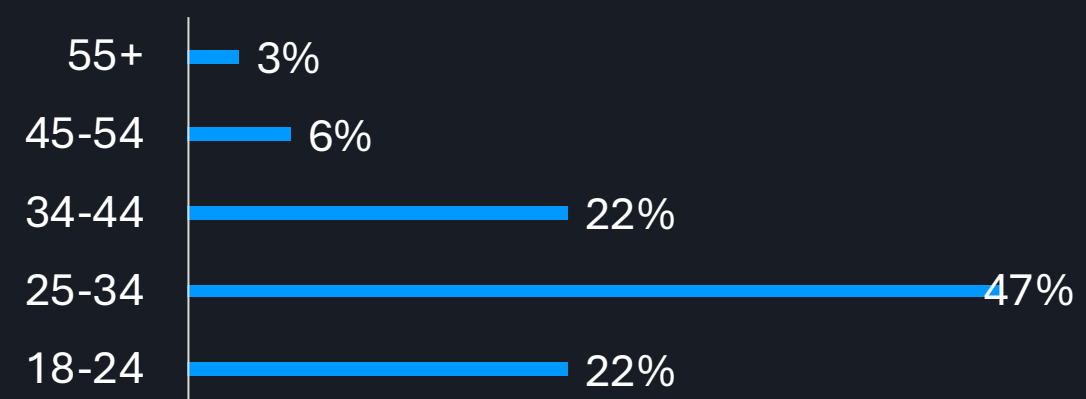
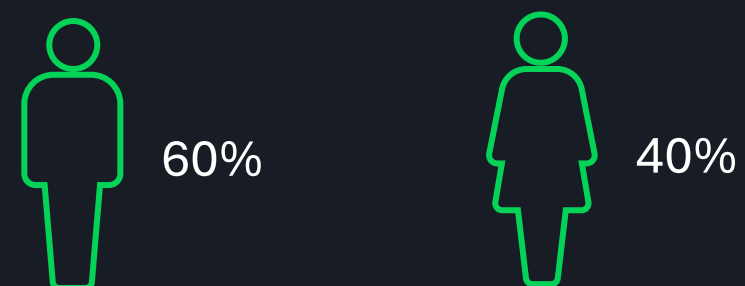
MOROCCO 1.6M USERS, RISING TO 3.5M DURING RAMADAN



REST OF NORTH AFRICA 4.1M USERS, REACHING 6.6M DURING RAMADAN



IRAQ 2.1M USERS, REACHES 7.4M DURING RAMADAN



AUDIENCE PRECISION TARGETING

FULL FUNNEL TARGETING ACROSS EVERY DIMENSION

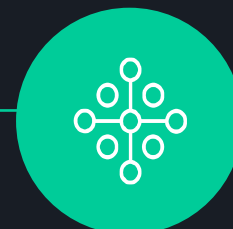
GEO  Country Region City	DEVICE  Smart Phone Desktop Smart TV	OS  Operating System iOS, Android, Windows, Mac	CARRIER  Mobile Carier	SHOW  Specific Titles
GENRE  Drama, Turkish Comedy, Sports, Egyptian, Khaleeji	LANGUAGE  Arabic English French	AGE  18-24, 25-34 35-44, 45-54 +55	GENDER  Male Female	Interests  Specific Titles

FOUR TARGETING ENGINES, ONE PLATFORM



BEHAVIORAL audiences

- Define by user's actions, interests, and viewing behavior on Shahid.
- Reflect real engagement and intent across content categories.



CONTEXTUAL audiences

- Based on real time content consumption moments,
- AI powered by IBM Watson for semantic accuracy and brand safety

Powered by  **Watson**



0-PARTY audiences

- Created from declared responses (Surveys, polls, brand interactions)
- Powered by Qualtrics and Qualtrics integrations.

Powered by  **qualtrics^{XM}**



LOOKALIKE audiences

- AI modeled expansion beyond core segments
- Identify new users who mirror high performing cohorts
- Optimized for scale without compromising relevance

AI POWERED CONTEXTUAL TARGETING IN ACTION

Behavioral Audiences



FAMILY & PARENTING

Shahid-Interest | Family & Parenting



COOKING & RECIPES

Shahid-Interest | Food & Beverages



HEALTH & NUTRITION

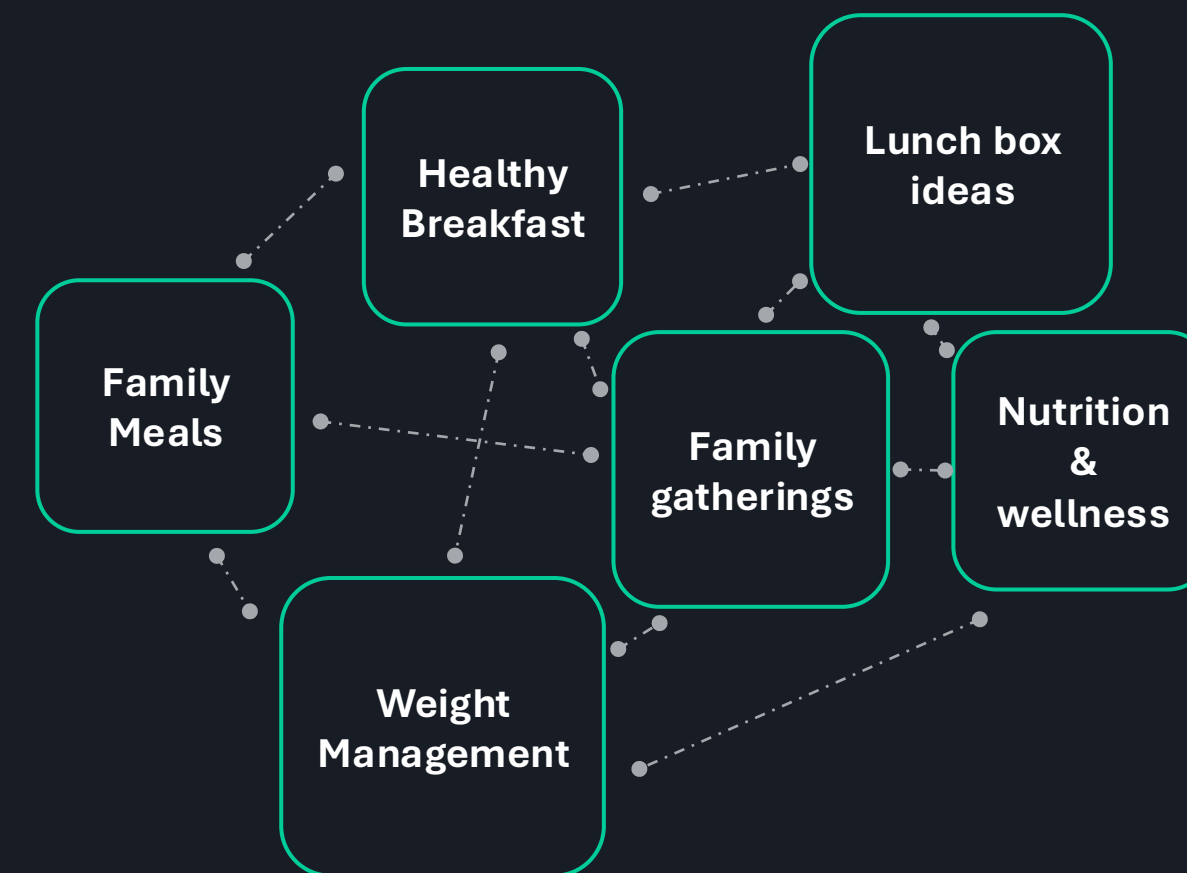
Shahid-Interest | Health & Wellness



HIGHT VALUE GROCERY – SHOPPERS

Shahid-Interest | Shopping

Contextual Targeting



*AI powered and built on NLP (Natural Language Processing) models that classify content based on semantic meaning, themes and language signals.

FROM MASS REACH TO MICRO COHORTS, YOU CHOOSE THE DEPTH

Performance Tiers

BROAD AUDIENCE

Best for: Top Funnel Campaigns

- Reach driven, designed for awareness and mass exposure
- Capture general Shahid viewing habits and content engagement

SPECIFIC AUDIENCE

Best for: Mid-funnel engagement & Consideration

- Intent driven segments with stronger behavioral signals
- Built around interest categories (e.g., Sports, Travel, Beauty)

HYPER TARGETED AUDIENCES

Best for: Lower-funnel conversations & retargeting

- Precision based, micro cohort built from behavioral + zero party data
- Focused on context and brand intent

Tier Example *Sports Fans*

Viewers who watch sports content on Shahid

Football Fans who engage with football

Fans of specific, clubs or players
e.g Al Hilal Fans who watched last match highlights

READY TO ACTIVATE AUDIENCE CATALOGUE

OFF-THE SHELF AUDIENCES

Pre-built using IAB taxonomy

Ready for instant activation

Engagement Based Audiences

Daily Active Viewers
Heavy Viewers (Top Engagement Tier)
Binge Watchers
Evening Viewers (6PM -12PM)
Night Viewers (12AM- 6AM)
Weekend Viewers
Ad Engagers (High Interaction Users)

Interest Based Audiences

Music & Audio
Banking & Finance
Arts & Entertainment
Travel Enthusiasts
Family & Parenting
Food & Beverage
Fashion & Style

Demographics & Technographic Audiences

Gender
Age Groups | 18-24, 25-34, 35-44, etc.
Language| Arabic - English
Device Type | Mobile - CTV | Web
Device Type | Mobile – CTV - Web
Subscription Status | Registered - Anonymous
Operating System | IOS – Android

BESPOKE AUDIENCES

Built for specific brand objectives & KPIs

Combine 1st Party, Behavioral, and partner data

High Value Auto Intenders

Users frequently engaging with automotive content

High income proxy signals

Beauty Shoppers

Users engaging with beauty content

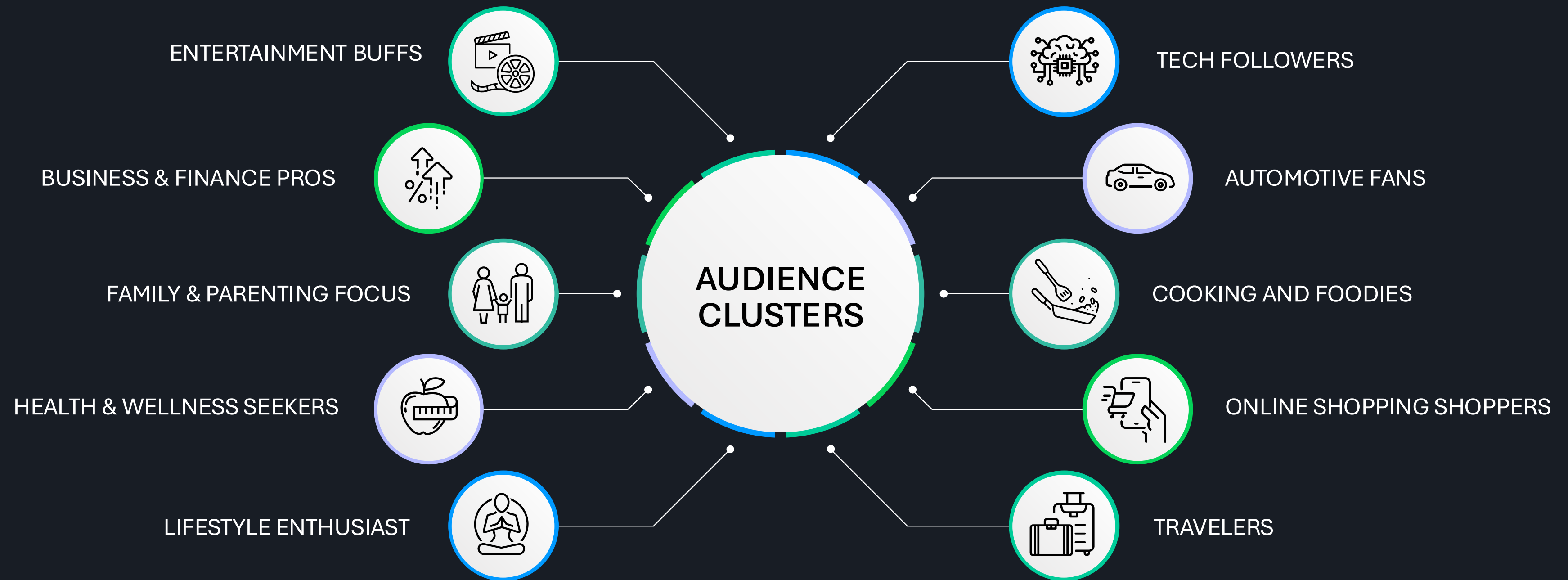
High purchase affinity signals

Sports Fans with Purchase Inten

Heavy sports viewers

Engaged with related brand campaigns

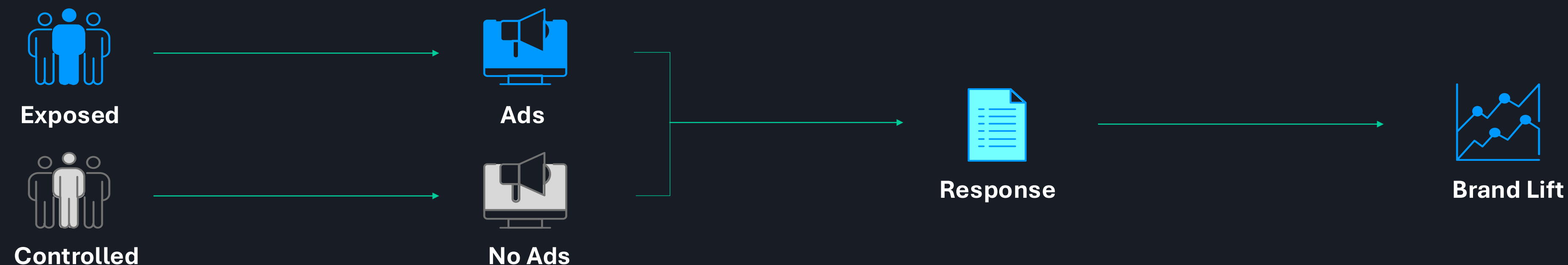
DATA-DRIVEN AUDIENCE INTEREST SEGMENTATION



BRAND MEASUREMENT

47% AD RECALL NEARLY 2X THE GLOBAL BENCHMARK

	SHAHID	GLOBAL BENCHMARK
AD RECALL	47%	29%
ATTRIBUTION RATE	46% (21pts Uplift)	45%
INTEREST RATE	63% (29pts Uplift)	45%
BRAND IMAGERY UPLIFT	31pts	26pts
CONSIDERATION UPLIFT	25pts	23pts



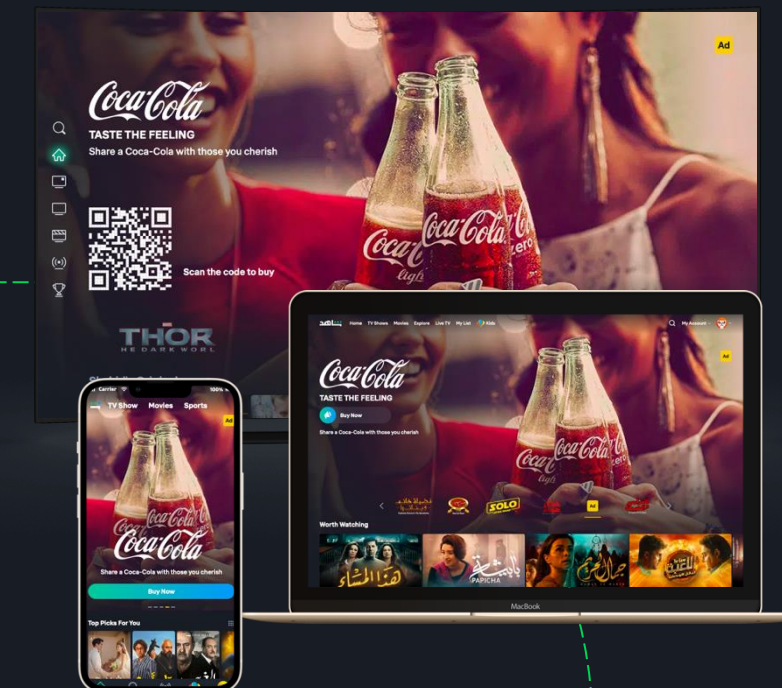
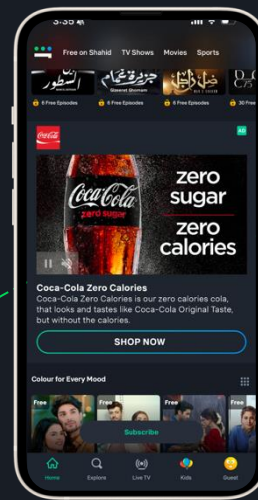
CONSISTENT UPLIFT ACROSS EVERY INDUSTRY

	F&B	FMCG	Services	Leisure & Culture	Health & Pharma	Hardware	Lifestyle & Retail
AD RECALL	47%	50%	50%	48%	51%	39%	41%
ATTRIBUTION RATE	50% 21pts Uplift	50% 25pts Uplift	50% 27pts Uplift	46% 20pts Uplift	51% 27pts Uplift	34% 18pts Uplift	26% 7pts Uplift
INTEREST RATE	63% 30pts Uplift	61% 29pts Uplift	61% 27pts Uplift	66% 31pts Uplift	64% 29pts Uplift	60% 28pts Uplift	67% 32pts Uplift
BRAND IMAGERY UPLIFT	33 pts	31 pts	32 pts	23 pts	37 pts	29 pts	28 pts
CONSIDERATION UPLIFT	25 pts	27 pts	26 pts	21 pts	26 pts	18 pts	28 pts

PLACEMENTS & PARTNERSHIPS

ONE PLATFORM. EVERY SCREEN. EVERY MINDSET.

HOMEPAGE & SHOWPAGE



MULTI DEVICE

Access cross device
Mobile, Desktop, & CTV



BRAND SAFE

Content reviewed,
owned and operated
by MBC

ENGAGED VIEWERS

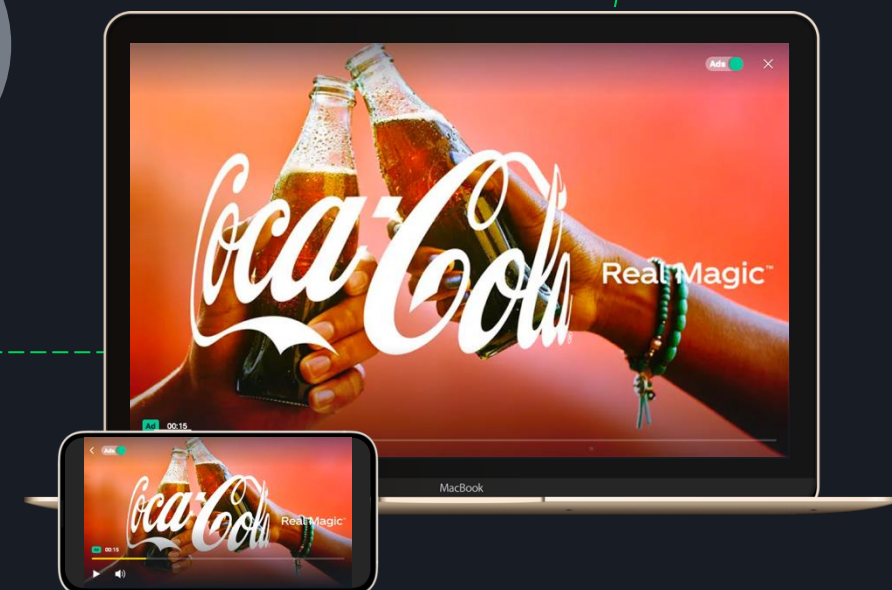
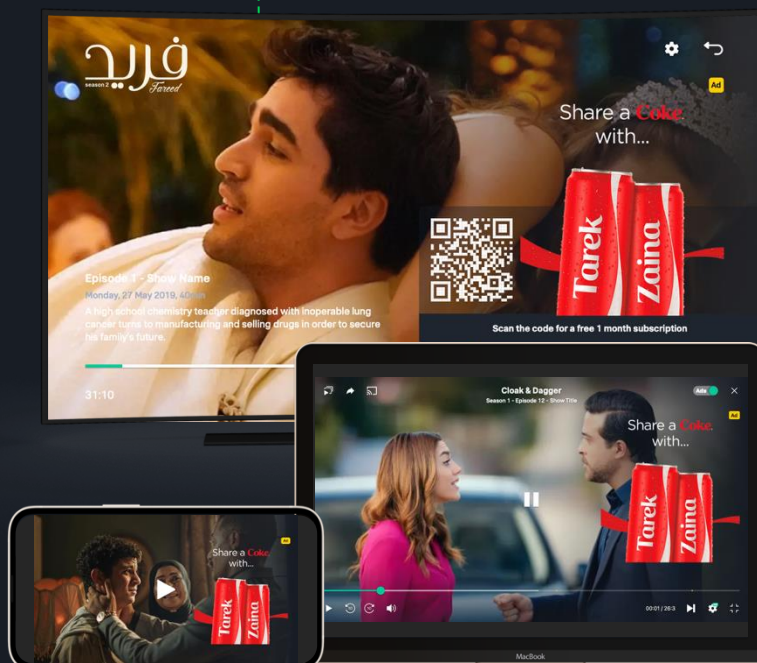
±50 minutes
average session



CAPTIVATED MINDSET

Active viewing not
passively scrolling

IN-PLAYER



HOME PAGE

HERO BANNER

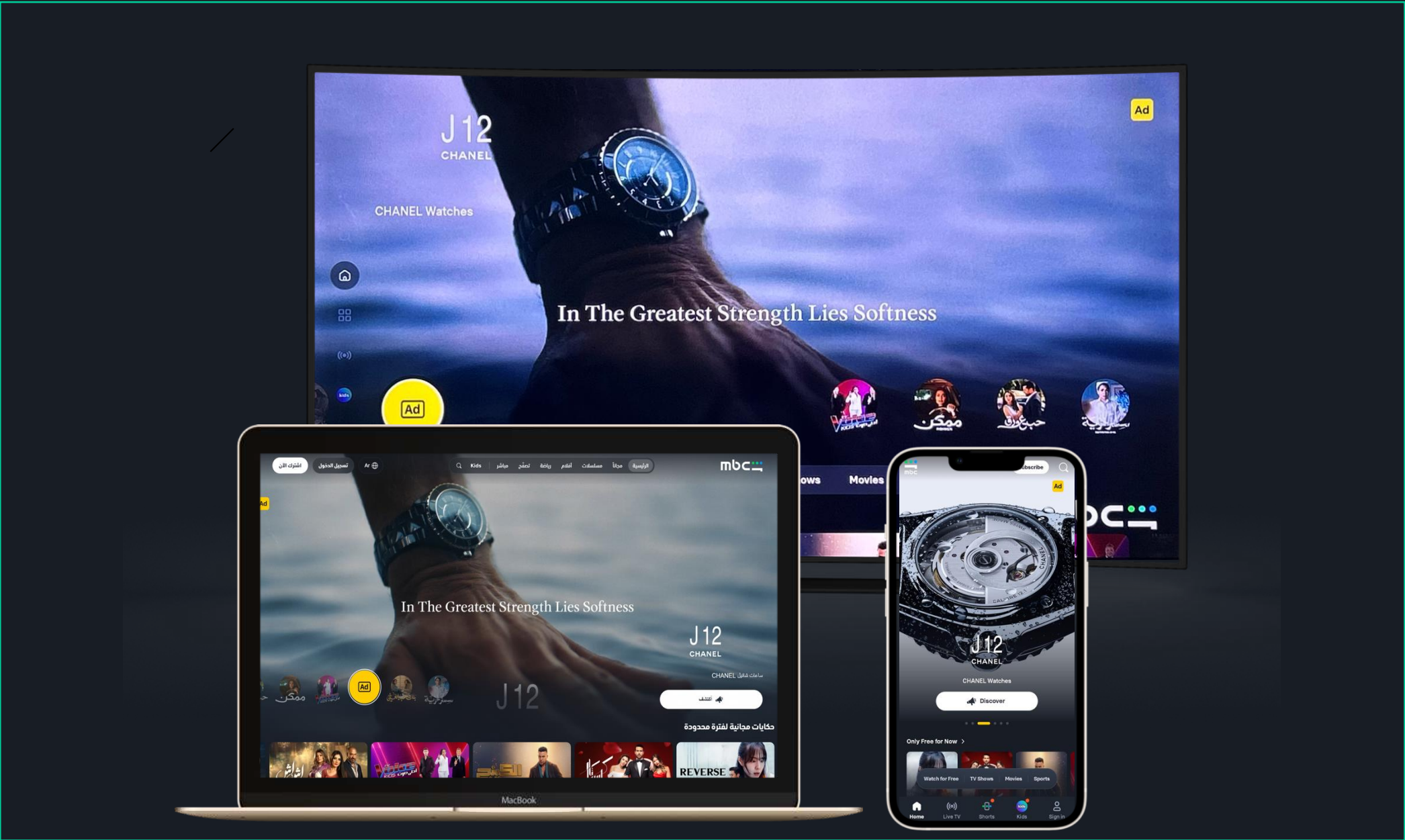
Our Home Page Hero Slider appears within the home page hero slider and takes up to 75% of the screen.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



HOME PAGE

BRANDED COLLECTION

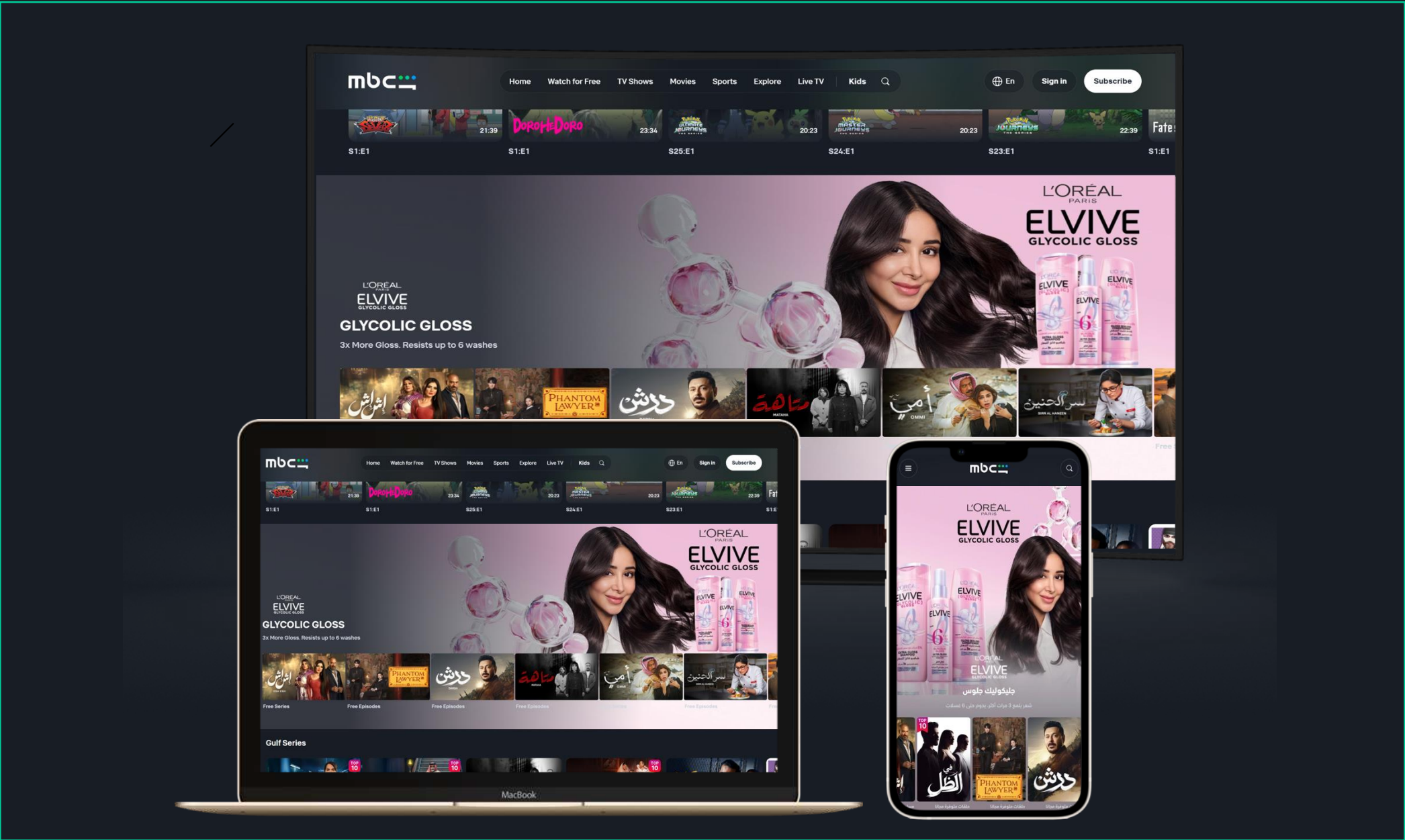
An opportunity for brands to sponsor a curated content bundle on the AVOD home page.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



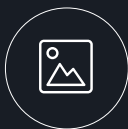
HOME PAGE

SPOTLIGHT BANNER

A banner displayed on the CTV MBC Shahid interface, appearing as a pop-up across the homepage and show pages. Includes an optional “Sponsored By” tag with the brand logo if needed.



PLATFORM: CTV

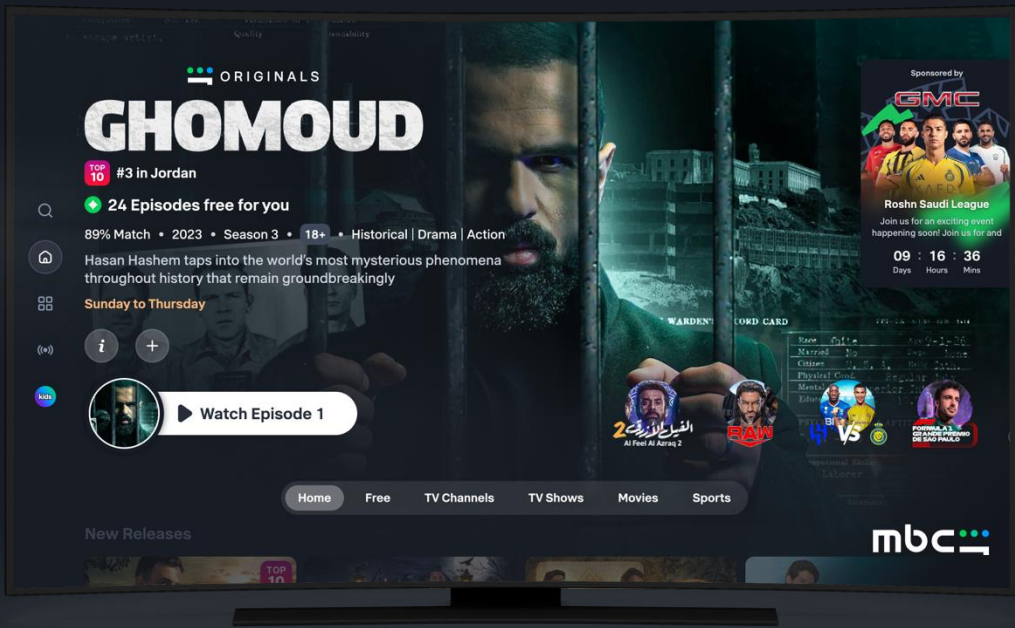


FORMAT: IMAGE

ANNOUNCEMENT



COUNTDOWN



HOME PAGE

THEMATIC BUNDLE

Seamlessly integrate brand's identity into curated Shahid content, with thematic thumbnail posters in carousels for heightened visibility on Shahid's content carousels.

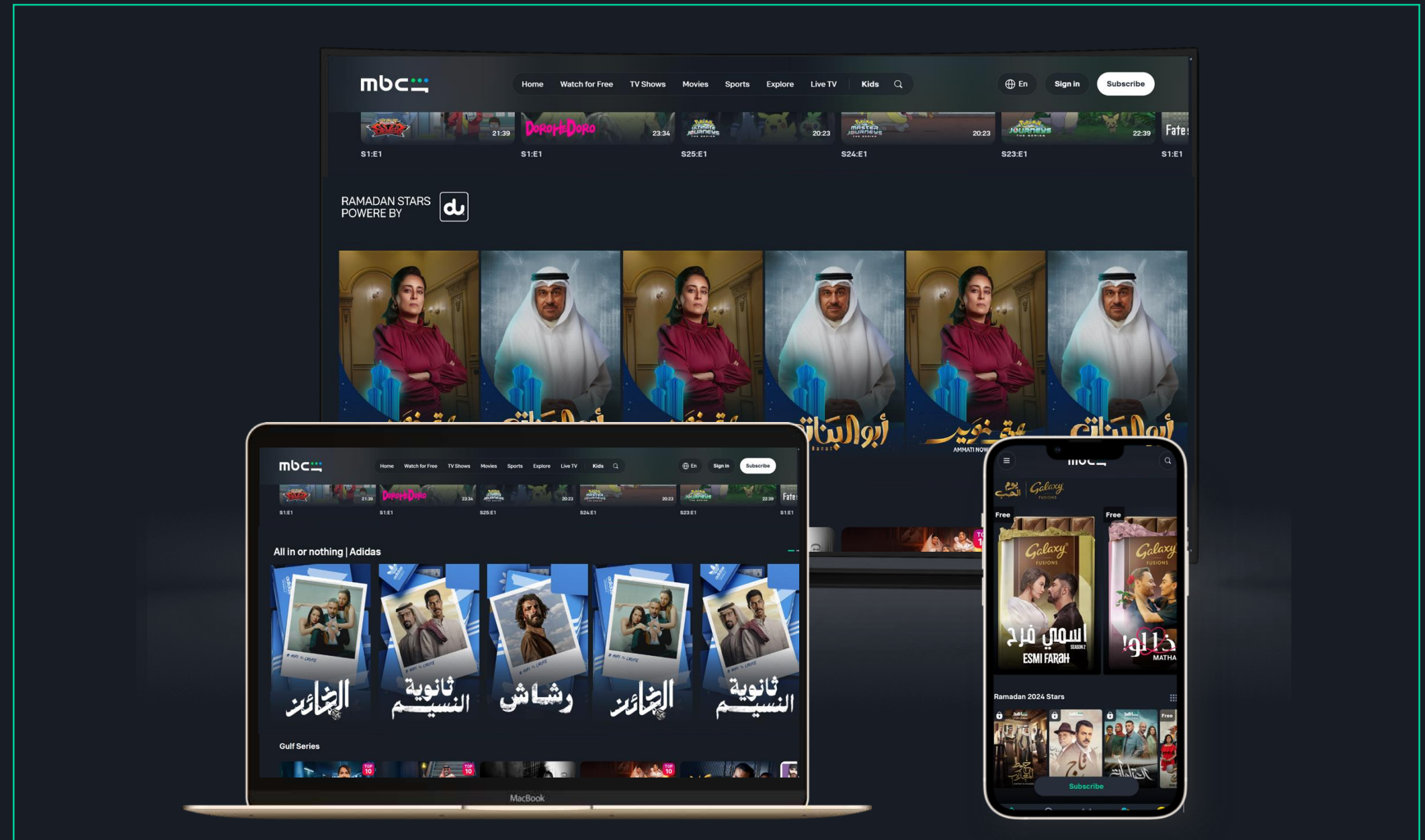
The Shahid team provides support in curating content, packaging series or movies that resonate with the brand's positioning.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



HOME PAGE & SHOWPAGE

RAMADAN TIMER

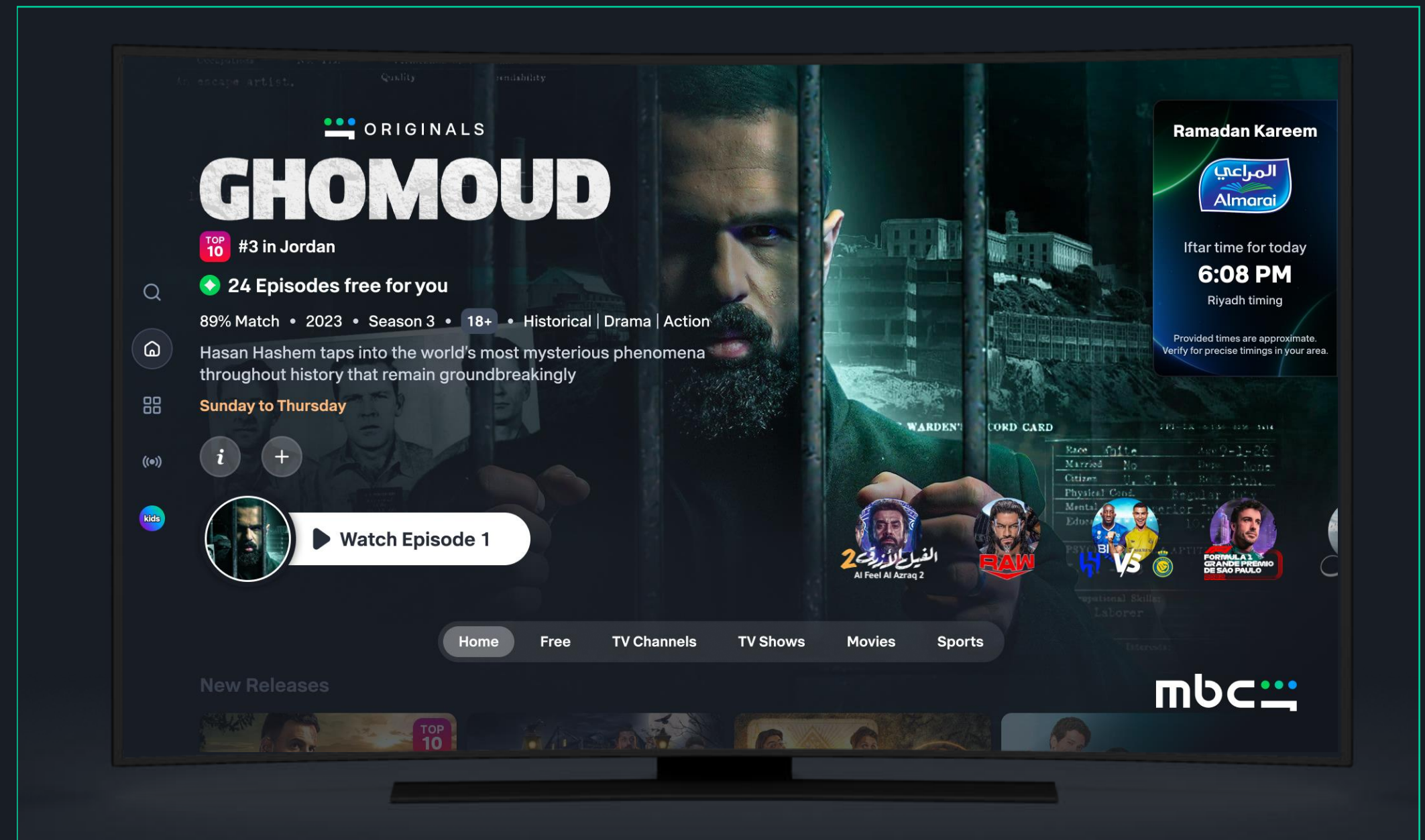
Designed for Ramadan the Sponsored timer with prime visibility on CTV home page and show pages, showing Iftar and Imsak time to begin or break fast.



PLATFORM: CTV



FORMAT: IMAGE



HOME PAGE & SHOWPAGE

NATIVE

Seamless format integrated on the homepage and shows pages

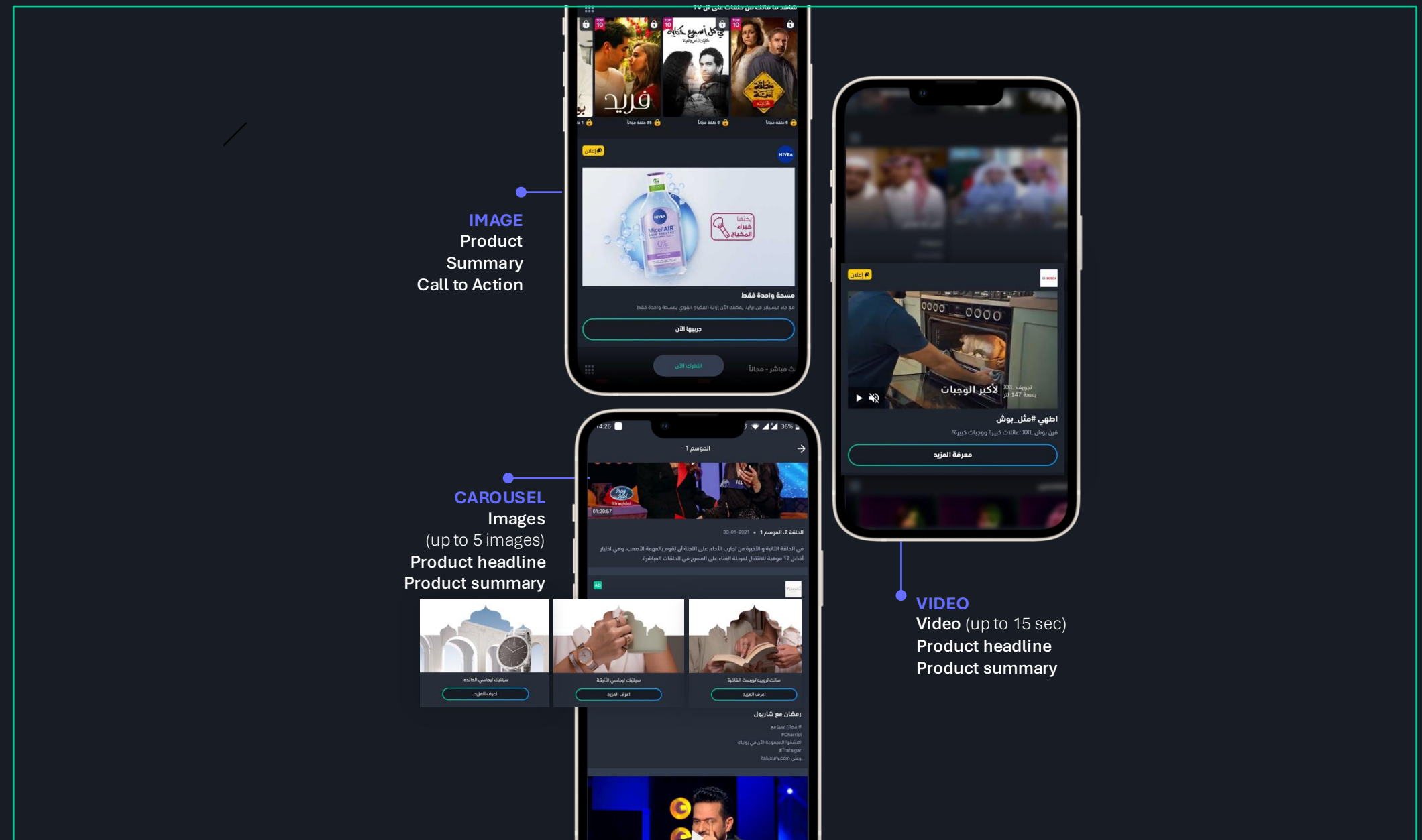
Supports with ad recall and when combined with the Hero banner forms a Homepage takeover.



PLATFORM: MOBILE



FORMAT: IMAGE,
VIDEO, CAROUSEL



IN-PLAYER

IN-STREAM VIDEO

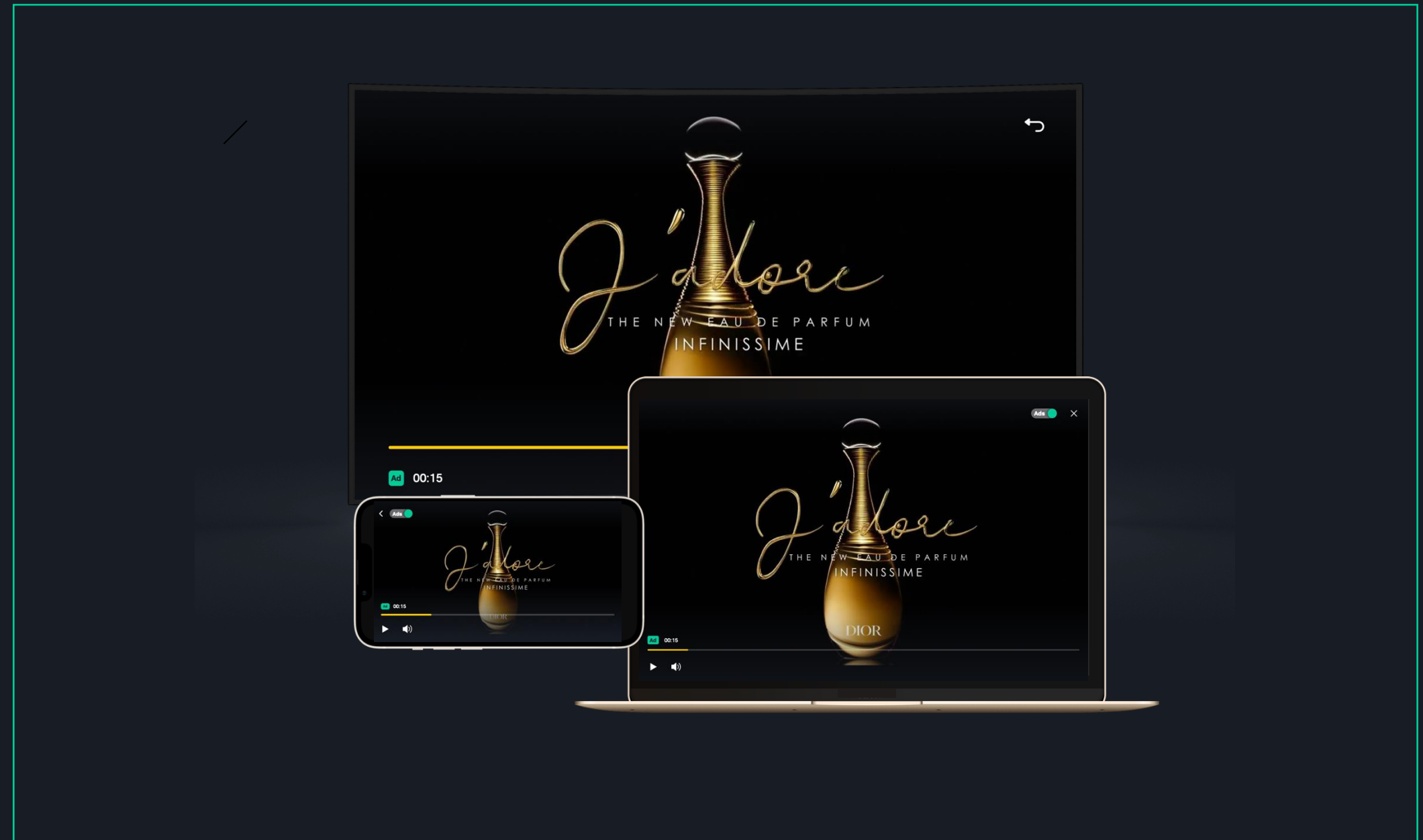
Non-skippable instream ads on Shahid are served before or during the content. With placement for one Pre-roll placement up to 30” and Mid-rolls that support up to 60”.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: VIDEO



IN-PLAYER

PAUSE AD

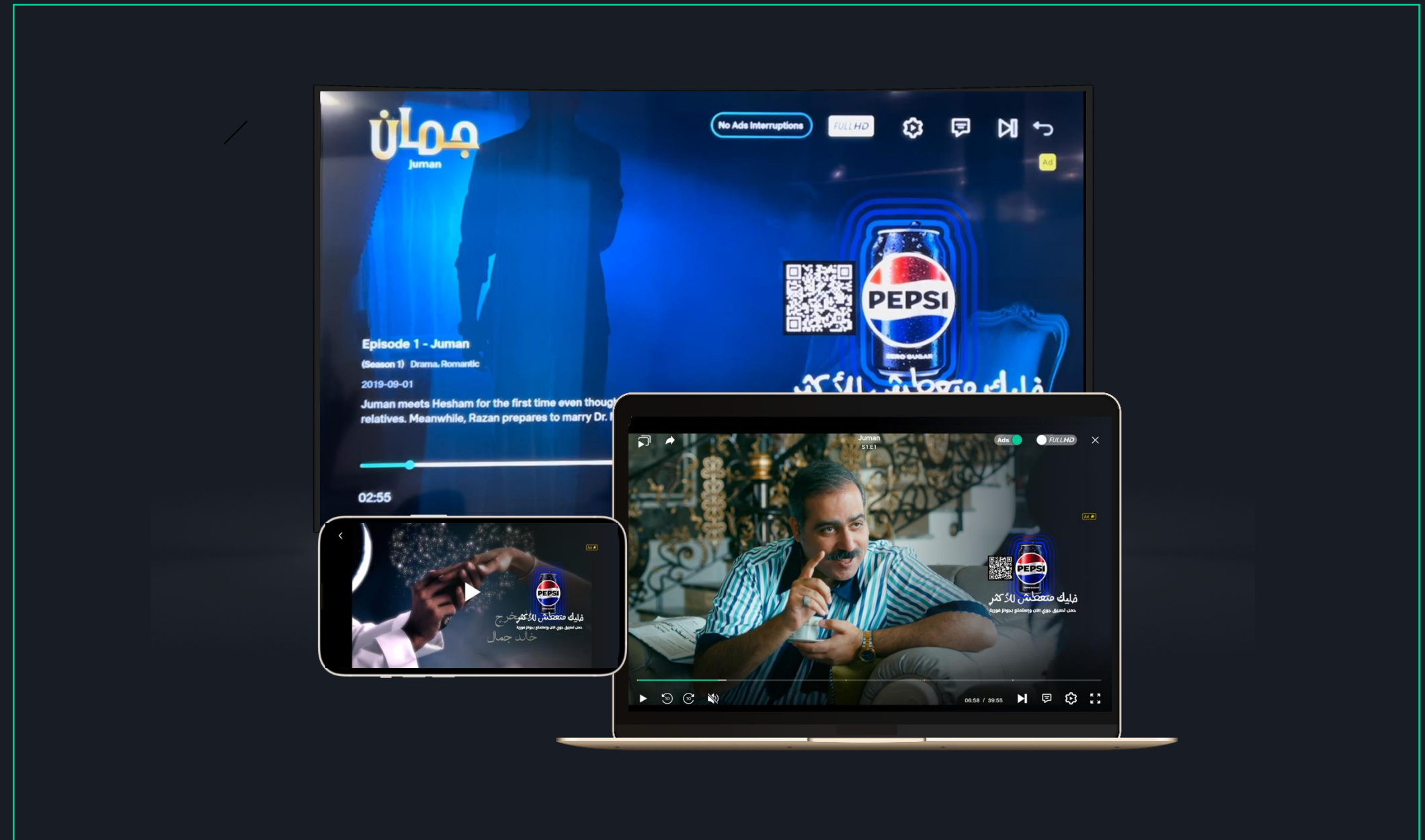
A non-disruptive yet very impactful static format, that appears 25-30% of in-player screen once a viewer presses pause when watching content and disappears when user resumes the play.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



IN-PLAYER

FULL SCREEN PAUSE AD

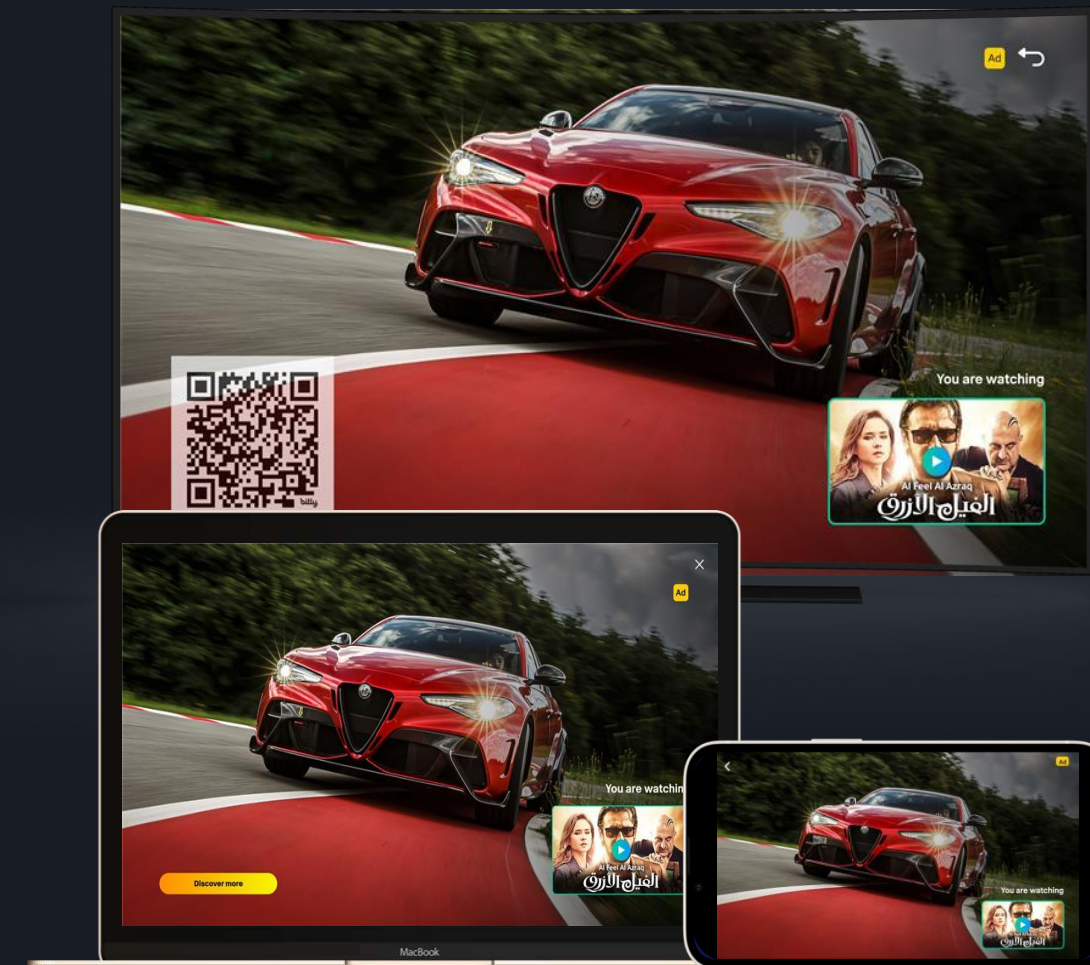
A full-screen static image appears when the viewer pauses the content. It's an engaging, non-intrusive format that disappears when playback resumes.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



IN-PLAYER

INCONTENT BANNER

A non-disruptive yet very impactful display format, served in content during the stream. Appears in-player pairing in-content integration with on-screen banner for action and recall.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: IMAGE



BRANDED CONTENT

Engage with MBC Shahid users throughout the platform while they're browsing for their favourite show. Brands can publish their high-quality productions on Shahid to reach MENA audiences and beyond.

Content hosting is supported by an impactful media campaign across MBC Group's social media ecosystem leveraging all available Ad formats to promote the content.



PLATFORM: CTV,
WEB & MOBILE



FORMAT: VIDEO

AVOD

SVOD



LIVE STREAMING

Live cast on MBC Shahid with amplified announcement on mobile push message.

Brands can live stream their big announcements and product launches on MBC Shahid with branding and amplified announcement with social media and mobile push message.



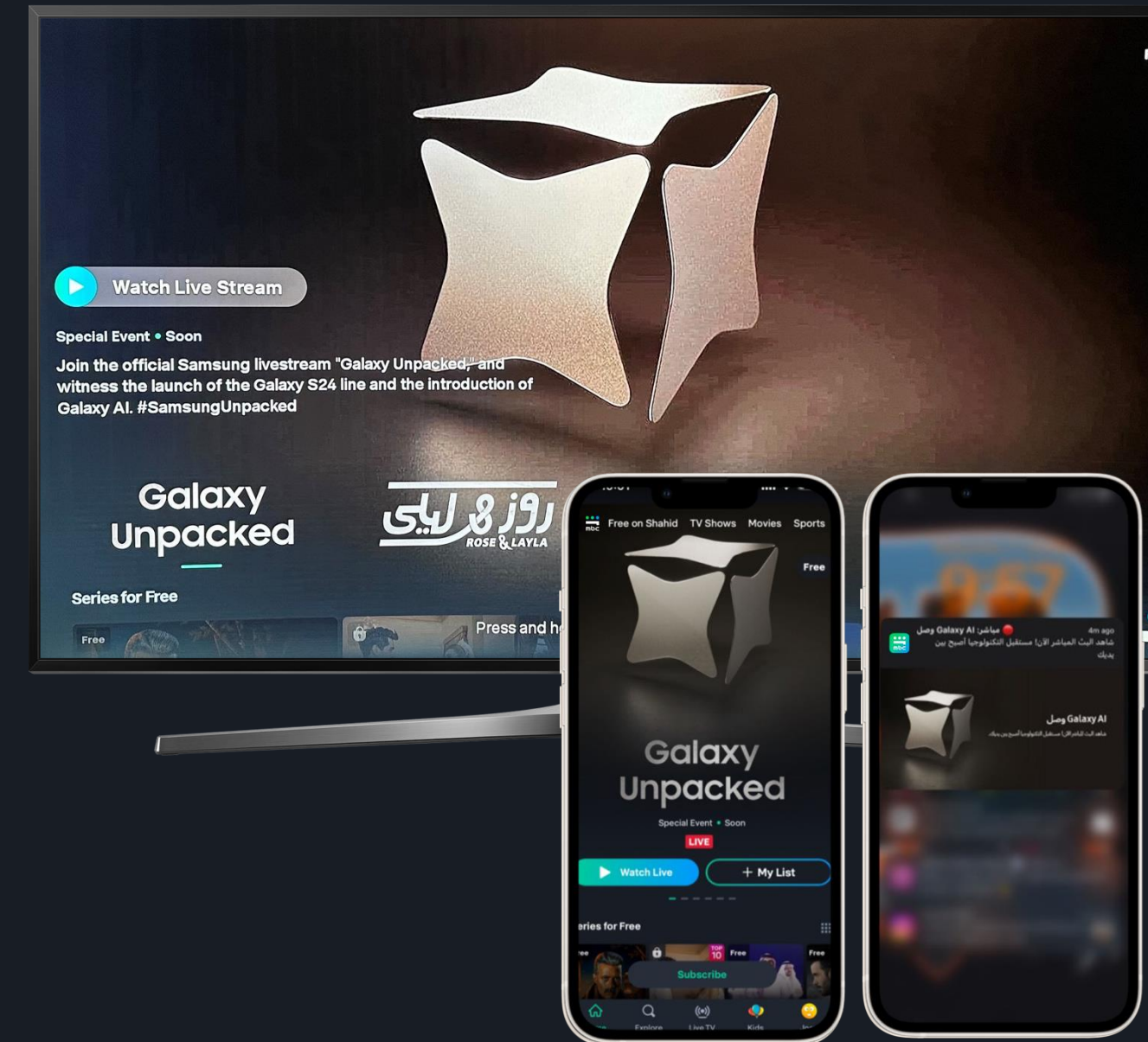
PLATFORM: CTV,
WEB & MOBILE



FORMAT: VIDEO

AVOD

SVOD



FAST CHANNELS

A branded channel experience available on AVOD and SVOD, featuring a selected content genre based on the campaign objective

The brand logo and key visual can appear in channel, and is promoted across viewer touchpoints: Homepage, Show Page, Thumbnail poster, EPG, and Mid-Roll placements, ensuring strong and continuous visibility throughout the user journey.



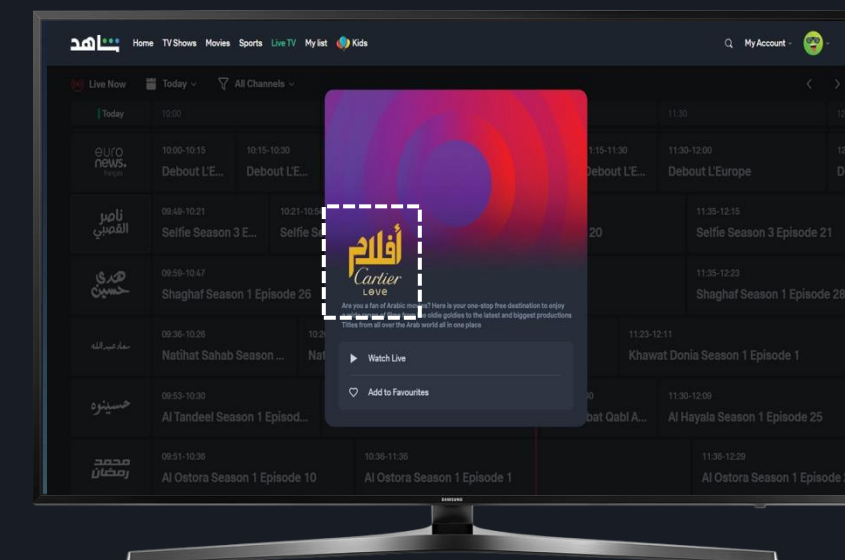
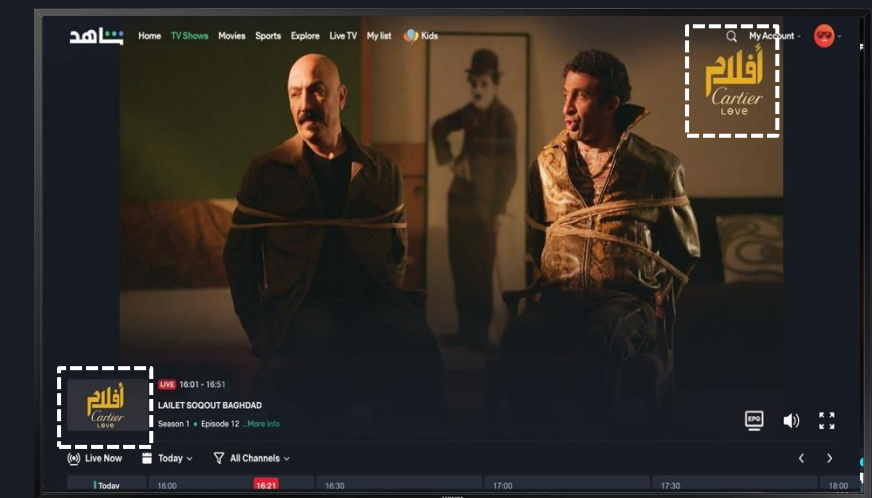
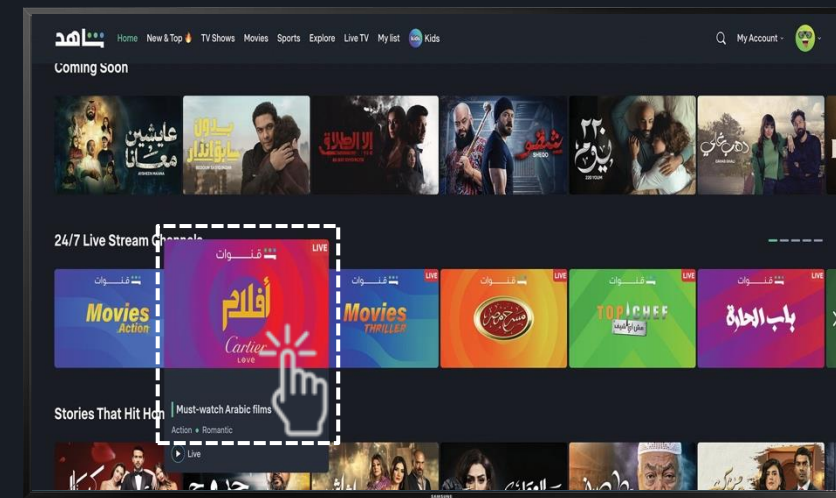
PLATFORM: CTV,
WEB & MOBILE



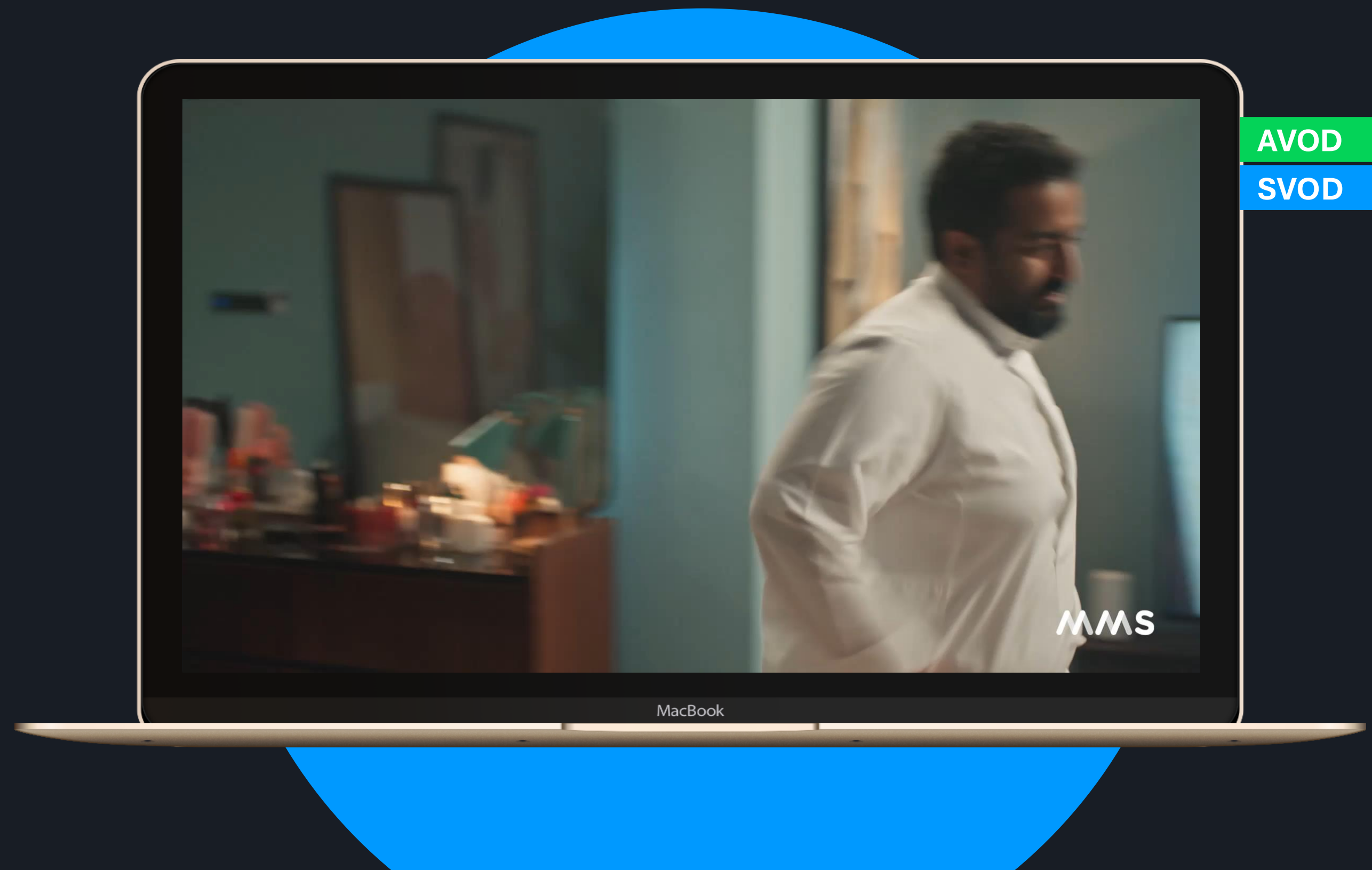
FORMAT: VIDEO

AVOD

SVOD



WHY CONTENT INTEGRATION WORKS



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



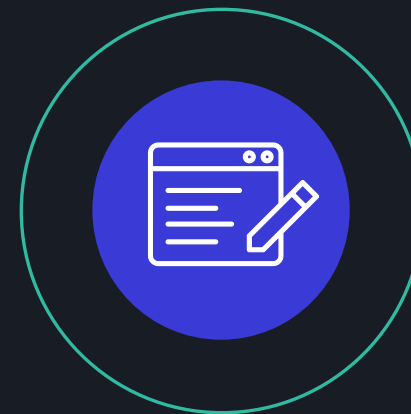
TV CHANNELS

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



Riyadh. Jeddah.
Dubai. Cairo.

Connect with us at

shahid.sales@mms.net



mbc