



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

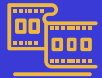
AUDIENCE SEGMENT OUT THERE!



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

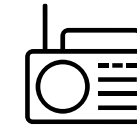
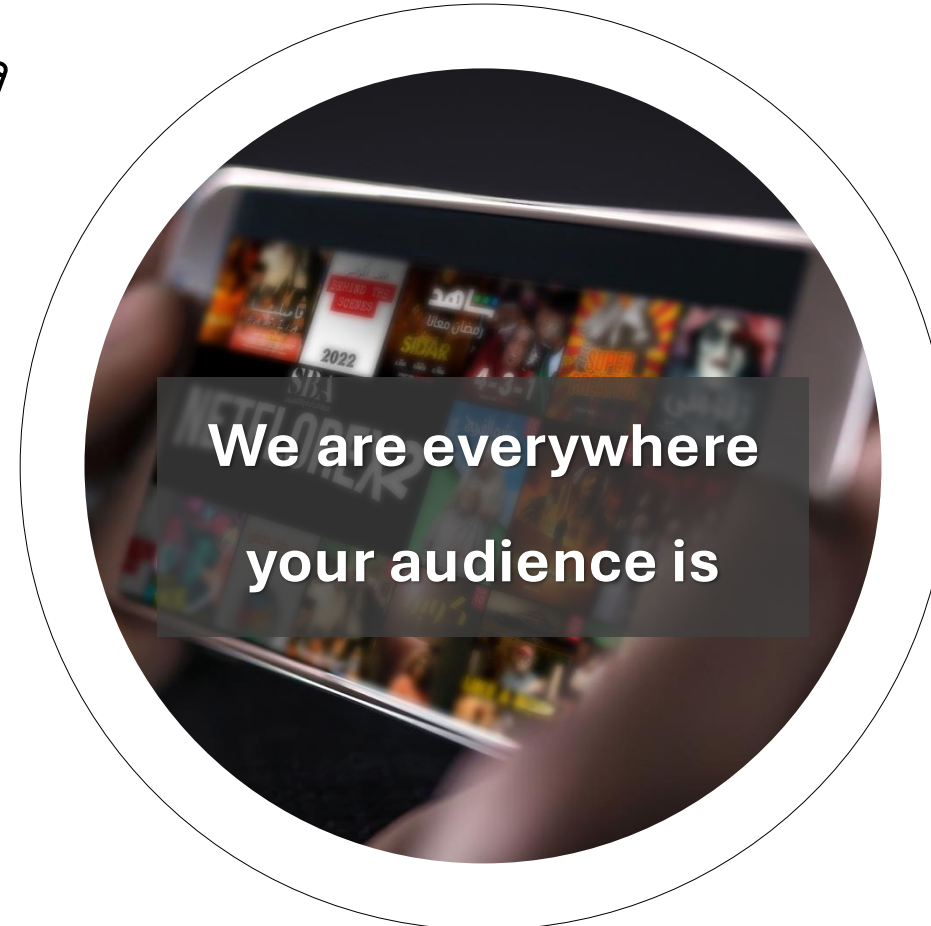


Shahid.mbc.net

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



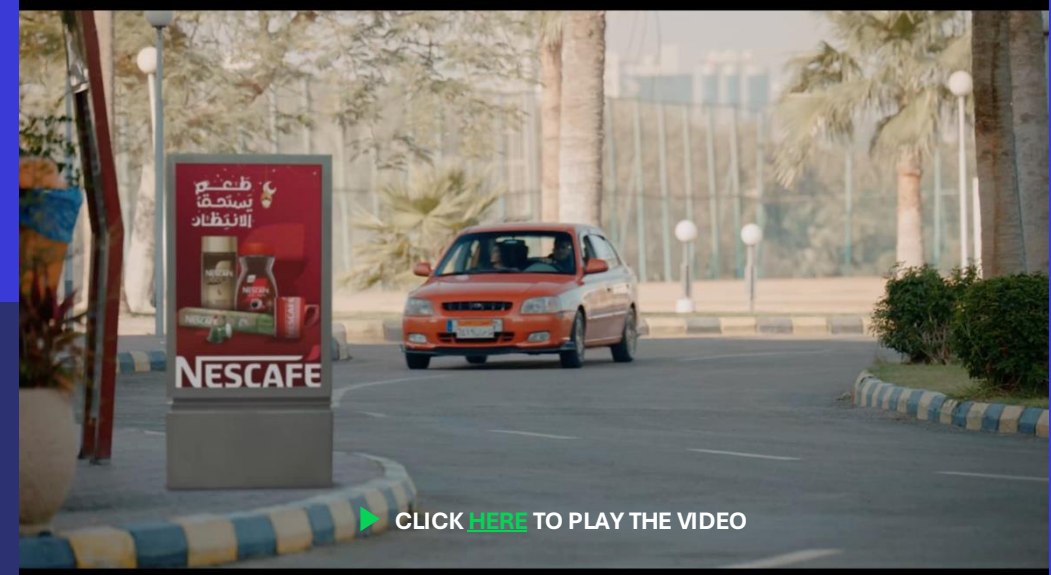
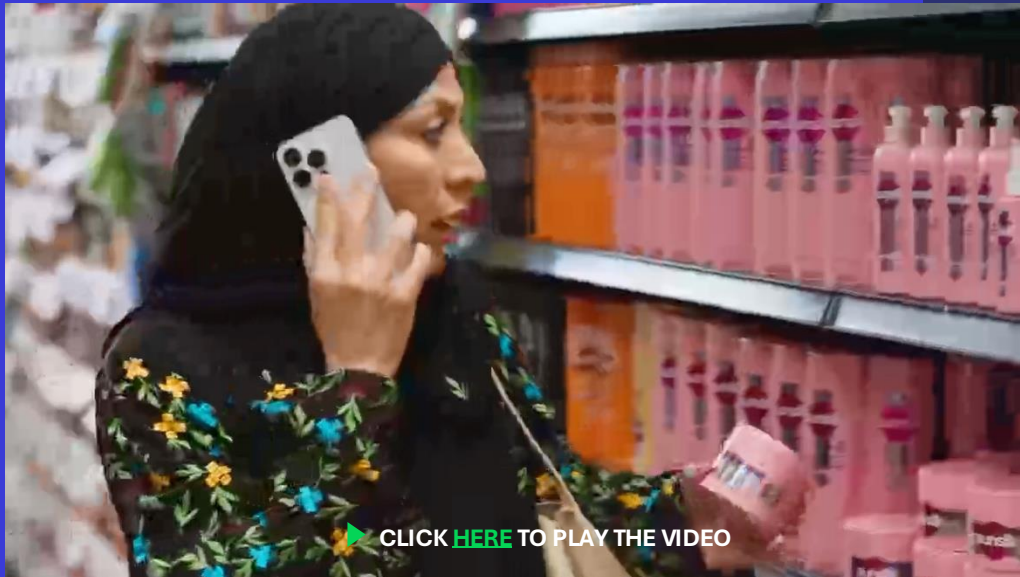
CLICK [HERE](#) TO PLAY THE VIDEO

PRE-PRODUCTION

AVOD

SVOD

Bring your brand into the heart of the story, becoming a natural part of the show's storyline while it's being produced. This can happen through strategic product placement, product utilization, or brand mentions, seamlessly woven into the content in collaboration with the show's producers.



AVOD

SVOD

IN-CONTENT

Bring your brand into existing content, even after production has wrapped. Seamlessly weave your brand into the story through static, video, or immersive 3D product placements. Making your brand part of the scene, without changing the original production.

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

MEASUREMENT CAPABILITIES

BRAND LIFT STUDIES

Measuring the impact of advertising campaigns across MBC Shahid and TV, including shifts in brand awareness, consideration, perception, and purchase intent to understand how effectively campaigns influence audiences.

ATTENTION STUDIES

Measuring viewers' engagement with ads on MBC Shahid & TV

TV ATTRIBUTION SOLUTION

Measuring TV's role in driving digital activities and lower funnel metrics

MEASUREMENT CAPABILITIES

BRAND LIFT STUDIES

Measuring how campaigns across MBC Shahid and TV impact brand awareness, perception, and consideration.

ATTENTION STUDIES

Measuring how effectively ads across MBC Shahid and TV capture and hold viewers' attention.

TV ATTRIBUTION SOLUTION

Measuring how TV advertising drives digital actions, conversions, and lower-funnel outcomes.

ADDRESSABILITY ON MBC SHAHID



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}



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



~63%

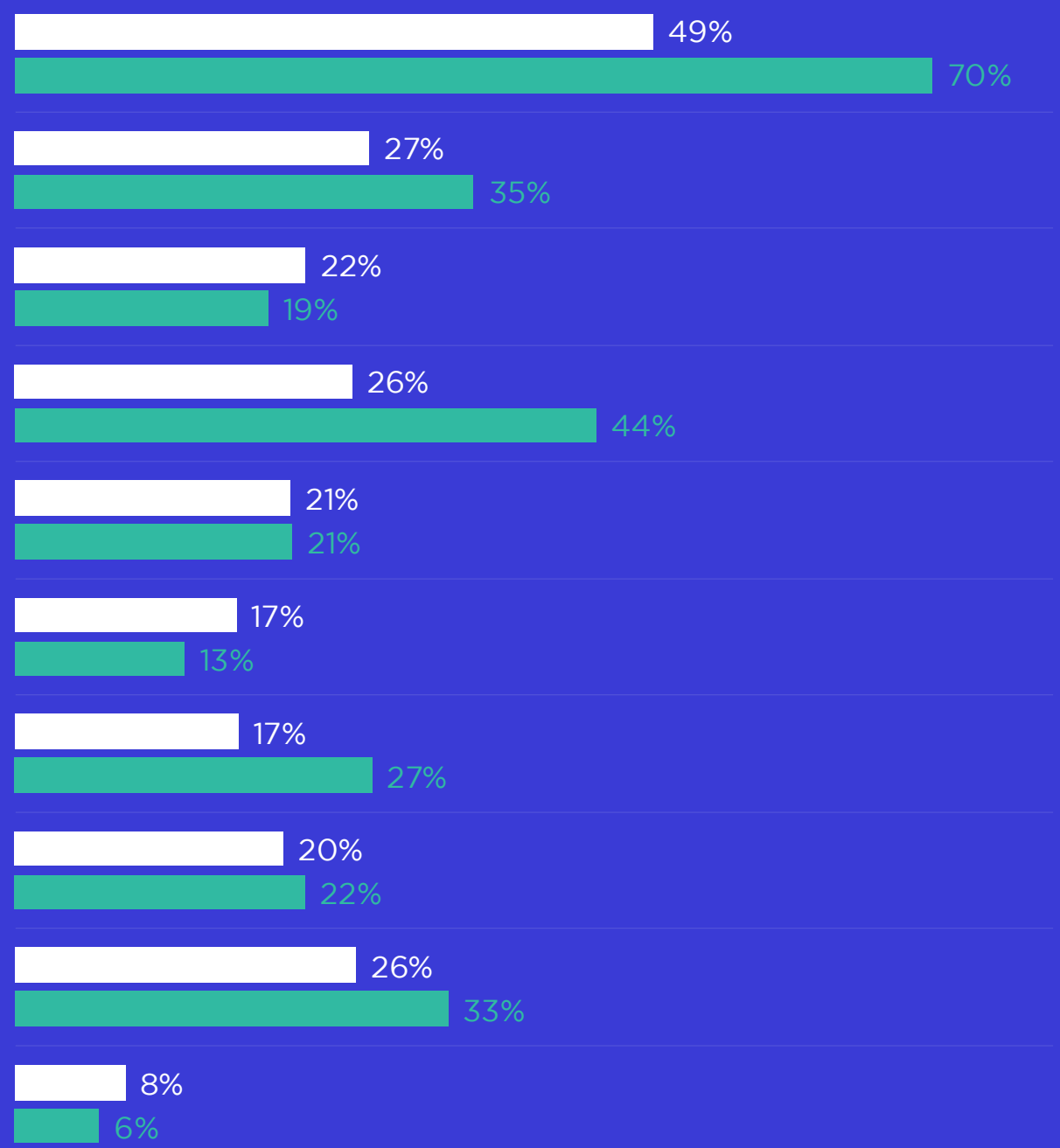
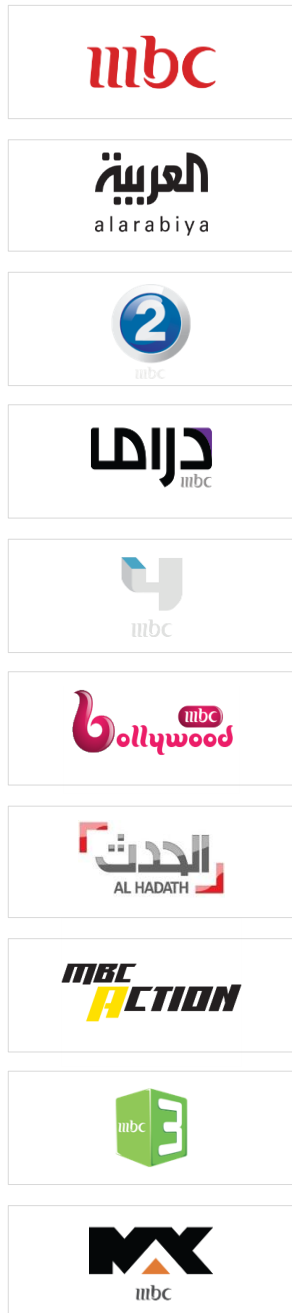
REACH IN KSA FOR ALL MBC GROUP

○ Non-Ramadan Average Monthly Reach

● Ramadan Reach

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

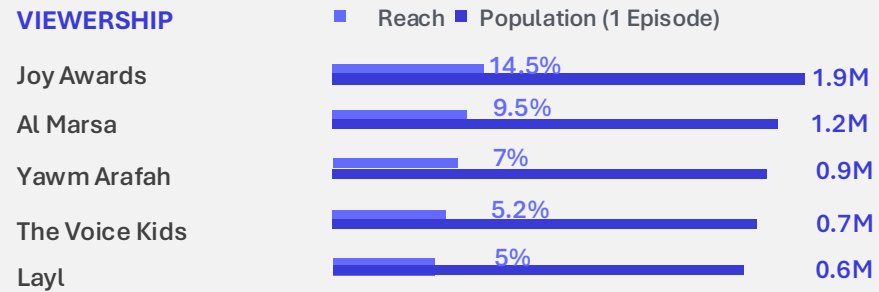
Click [here](#) to access MBC Group's entire
channel profile



& 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

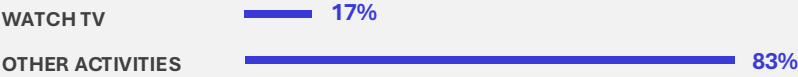


Source: ETAM, KSA, H1 2026, TP+15



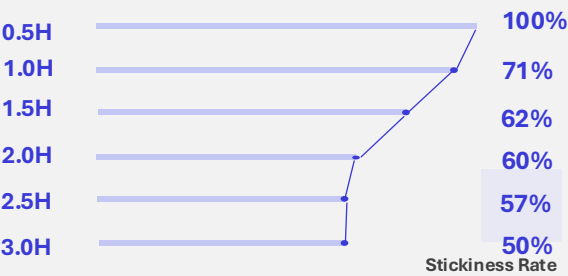
REACHING AUDIENCES THAT ARE TUNED IN
TV viewers spend 17% of their daily time “excluding sleep” watching TV. Embed your brand into the daily rituals of viewers

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 [7:00 – 10:00 P.M.]



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



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

mbc ORIGINALS

الضارية

AL DARIYA التارماضييع

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**

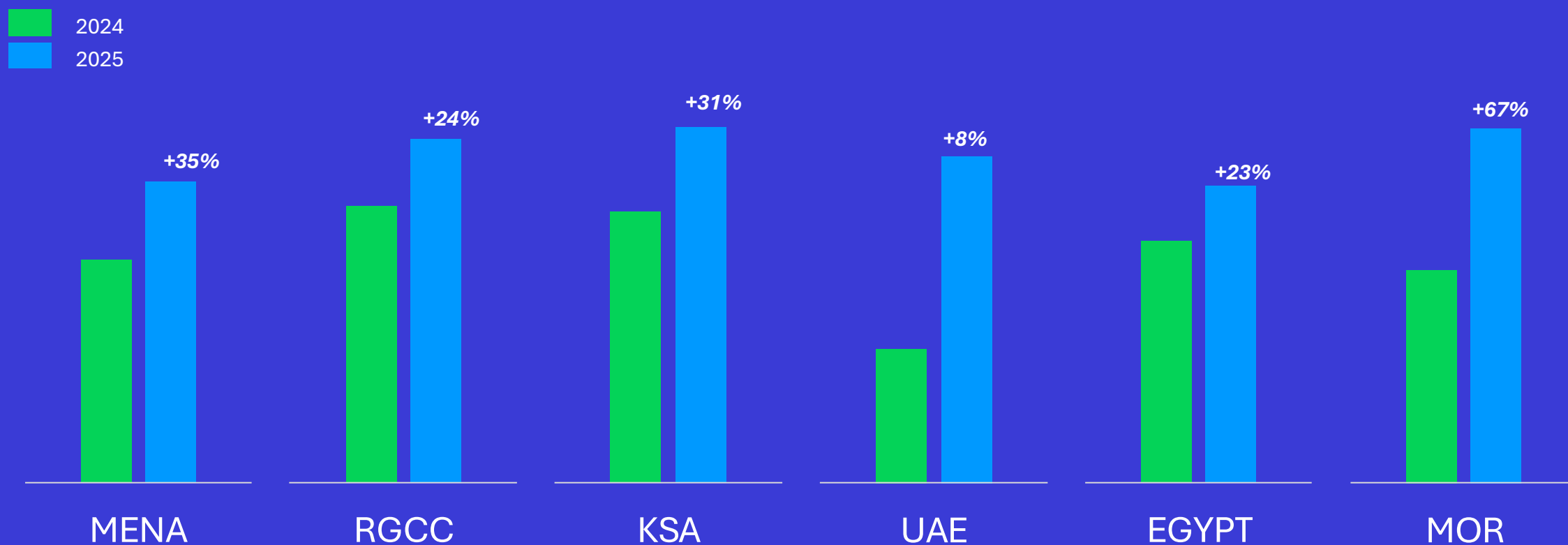


**CAPTIVE
AUDIENCE**

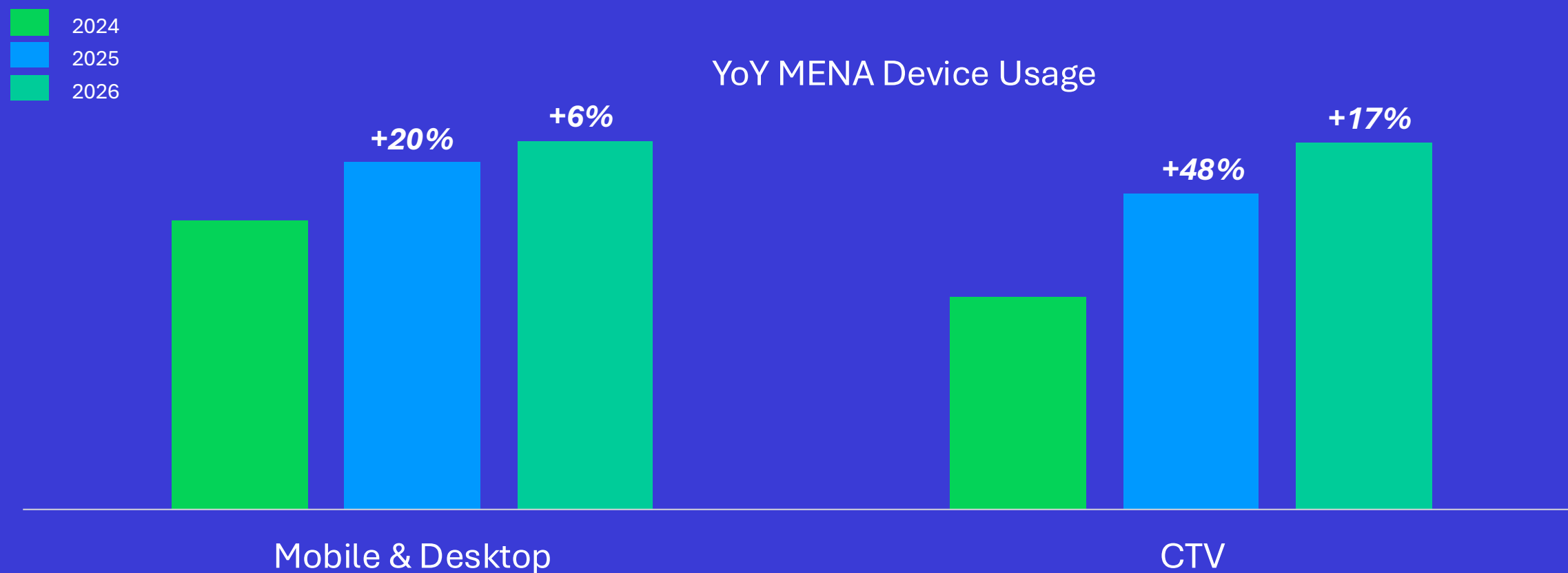


MMS

AVOD ENGAGEMENT IS GROWING YEARLY ON MBC SHAHID

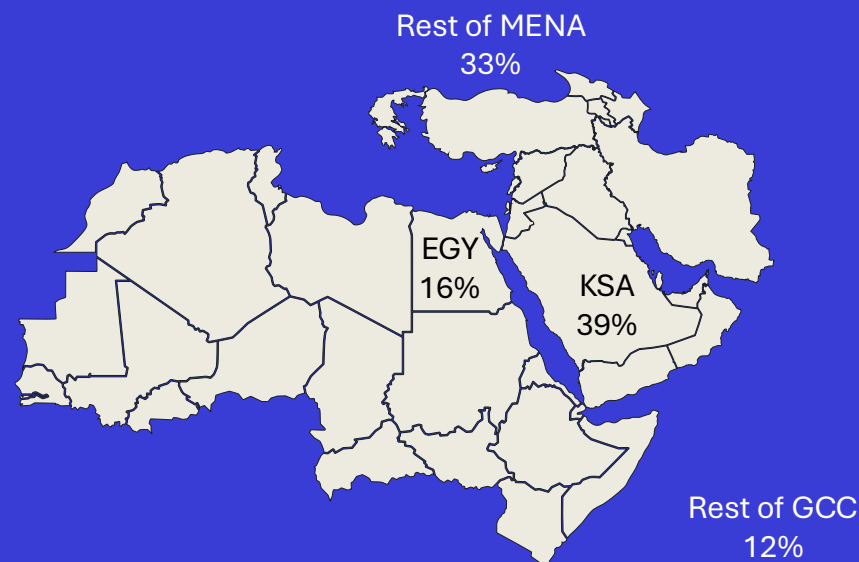
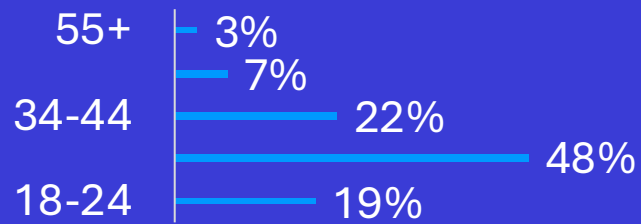


CTV ADOPTION GROWING EVERY YEAR ACROSS MENA



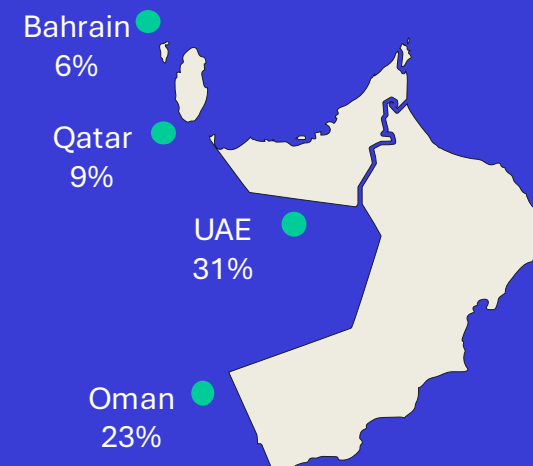
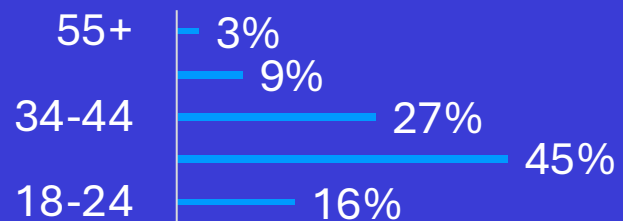
MENA WIDE REACH: 28M REGULAR USERS, 48M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



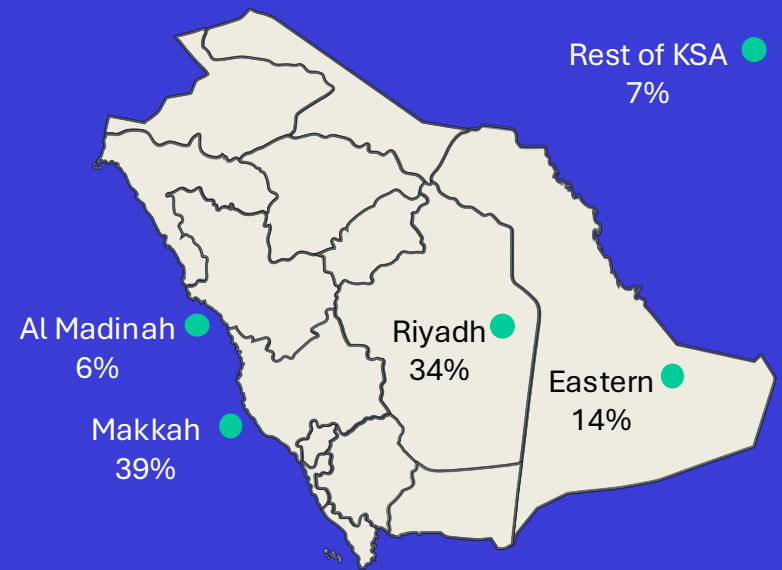
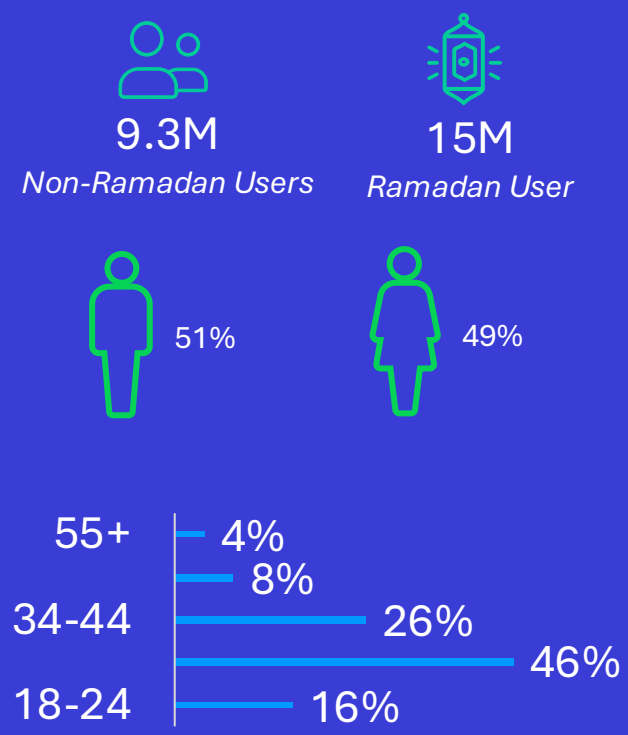
STRONG ORGANIC PENETRATION ACROSS THE GCC: 4M TO 6M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



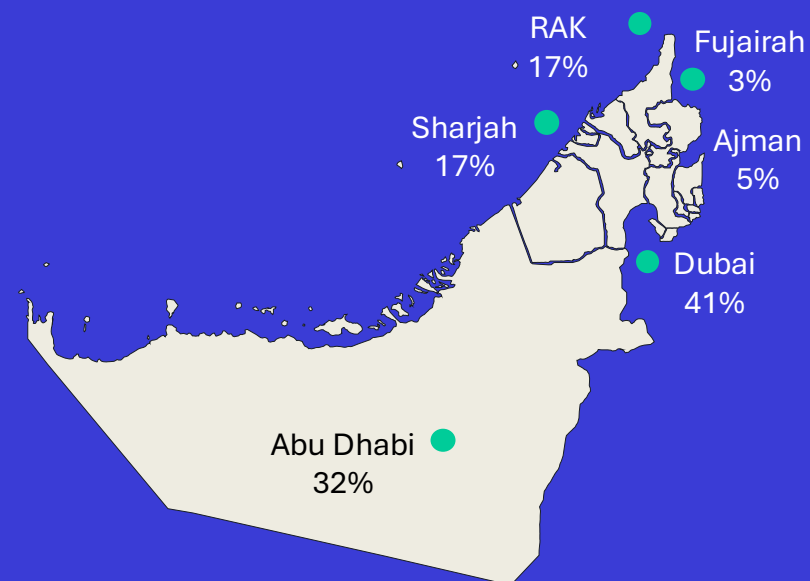
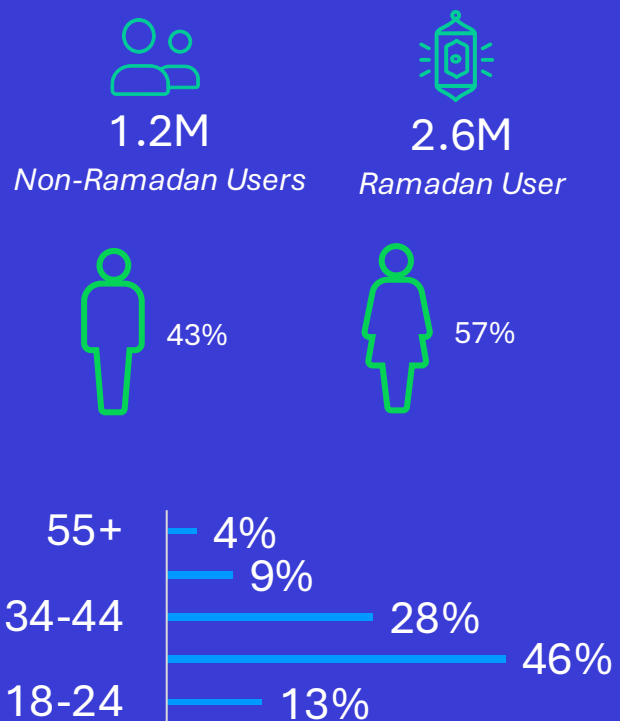
KSA IS OUR LARGEST MARKET: 9.3M USERS, 15M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



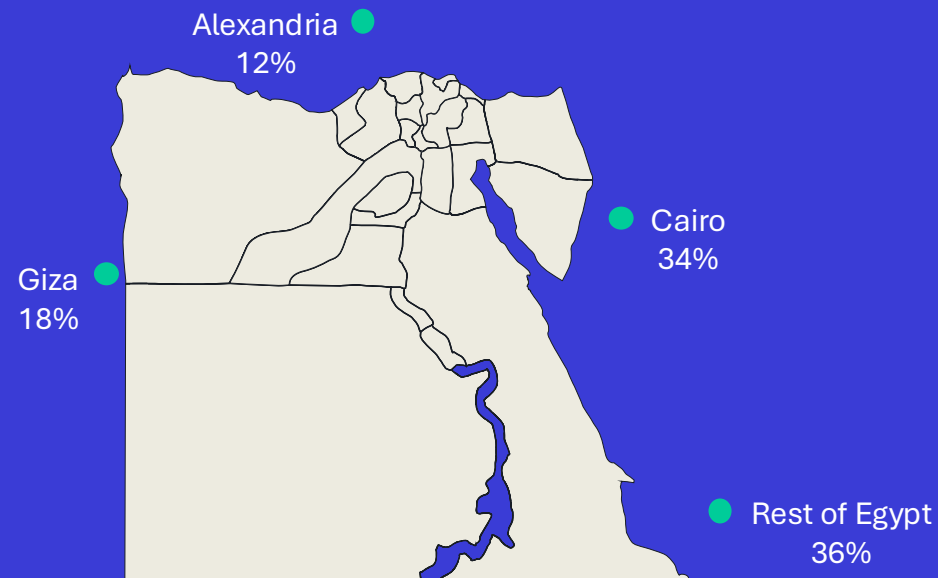
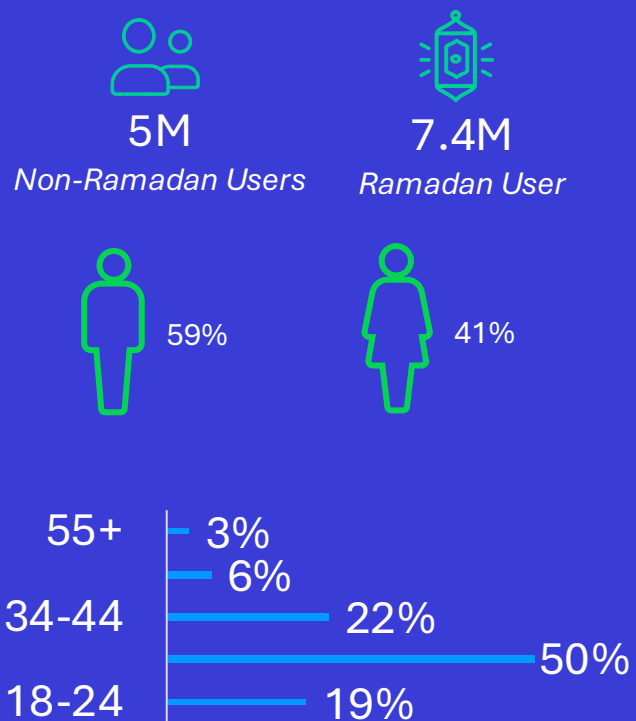
UAE A PREMIUM, HIGH-VALUE AUDIENCE OF 1.2M & 2.6M

MENA
RGCC
KSA
UAE
EGYPT



EGYPT 5M USERS, SURGING TO 7.4M DURING RAMADAN

MENA
RGCC
KSA
UAE
EGYPT



NON-DISRUPTIVE EXPERIENCE ALLOWING BRANDS TO CAPTURE VIEWERS' ATTENTION ACROSS THEIR JOURNEY



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 X MMS

MMS is the official advertising representative for Samsung TV Ads across the region & internationally.

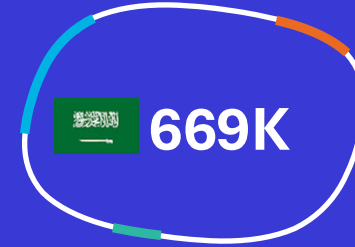


SAMSUNG TV

THE NO.1 CHOICE FOR TVS



Click [here](#) to access the
entire offering



DEVICES IN
SAUDI



DEVICES IN
UAE



DEVICES IN
EGYPT



SMART TV
GLOBALLY

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



DRIVE FURTHER AWARENESS WITH **SAMSUNG TV PLUS**



Click [here](#) to access the
entire offering



OUR SOCIAL MEDIA OFFERING MOVES AUDIENCES AND METRICS

KEEP THE CONVERSATION GOING ON SOCIALS

MMS partners with global social media giants, providing brands with unmatched access to advertise on the world's most influential platforms.

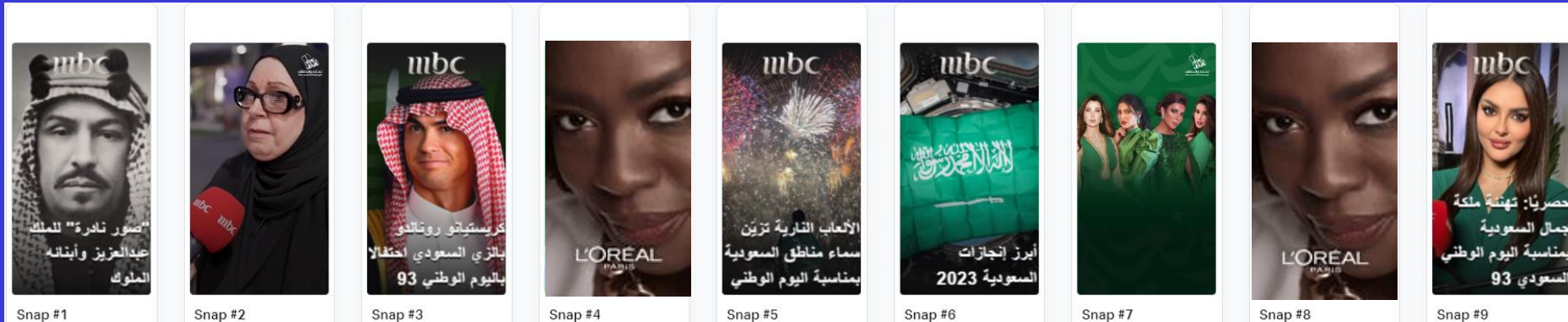
	Platform	Followers/Fans	Video Views
	YouTube	130.4 M	6.6 B
	Facebook	442.8 M	24.6 B
	X	52 M	504 M
	Instagram	75.2 M	7.9 B
	Snapchat	36 M	18.6 B
	TikTok	75.6 M	14.5 B
	Total	812 M	72.7 B



ASSOCIATE YOUR BRAND WITH PREMIUM CONTENT ON SNAPCHAT

Ad Placement Between Premium Content

Click to play video



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)



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.



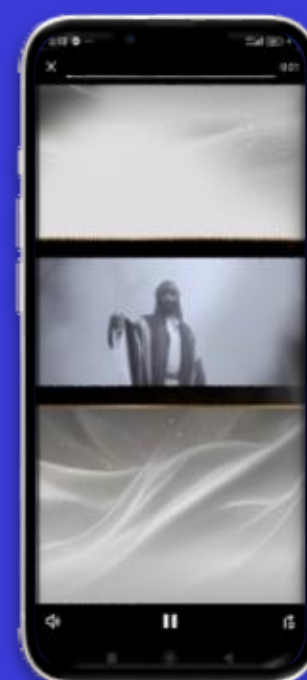
Top Snap Swipe up for
article



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: TIKTOK'S OFFICIAL AD RESELLER IN SAUDI ARABIA

Through this agreement, MMS gives advertisers access to TikTok's full suite of advertising solutions, from branded content and creator-led campaigns to performance marketing and short-form video.

As TikTok's official reseller in Saudi Arabia, MMS provides local support and strategic expertise, helping advertisers execute campaigns faster and drive greater impact on the platform.

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

A LINEUP OF SPORTS CONTENT THAT CONNECT GENDERS AND GENERATIONS

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

Shows					
Average Monthly Reach	2,357,284	1,559,294	1,444,723	2,756,546	1,630,607
Reach		SPORT SEGMENT	ABSOLUTE REACH - LISTNERS	AVERAGE MONTHLY REACH ON SOCIAL MEDIA	
Source: Etam	Source: Etam	Source: Etam	Source: Ipsos	Source: Etam	Source: Etam

NADEENA THE LEADING SPORTS MAGAZINE SHOW IN MENA

168 MILLION
TOTAL TRPS

More than any other
sports related show (4+)



16.0%

FIRST WEEK
REACH
(ARABS 15+)



41.8%

COMPLETION
RATE



NADEENA's TRP is 4.4x larger
THAN ITS NEAREST SPORTS MAGAZINE RIVAL.

TRP ABSOLUTE



1

NADEENA LEADS ON ALL FRONTS



- 168 MILLION TRPs more than any other sports related show (4+)
- 16.0 FIRST WEEK REACH (ARABS 15+)
- 41.8 COMPLETION RATE unmatched viewer retention

2

UNMATCHED VIEWER LOYALTY



Nobody stays to the end of a sports show like NADEENA viewers. The nearest competitor (beIN Max 1) is at 34.5%. KSA Sports 1's Fi Al 90 is at 13.6%.

3

#1 IN ITS TRUE CATEGORY



NADEENA is uncontested #1 in its own format category. beIN's Football Studio titles are classified as Information/Studio they are pre-match and post-match shows tied to specific fixtures, not sport magazines. The next true sport magazine competitor is Dawreena Ghair (Saudi TV 1) at rank 5.



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





THE SOUND OF ENGAGEMENT

+8M 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



Channel by Al Arabiya keeping listeners updated on top news

MARKET SHARE %

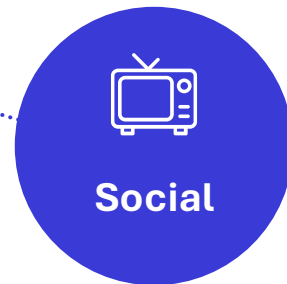
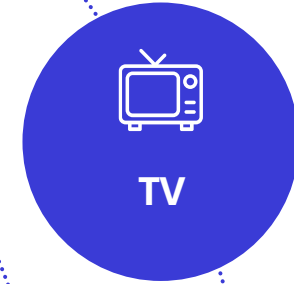
■ MBC Group Radio ■ Others



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



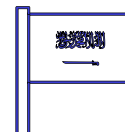
Pan-Arab
News



International
headlines



Business
& Financial
Markets



Local Saudi
News



Politics



Sports

4.77 %

Share of Audience
in KSA

16.04%

Weekly Reach

385M

Followers
on Social Media

12B

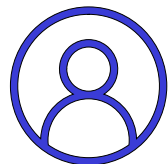
Average monthly
views H1 2026





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

14M USERS
MONTHLY



5 CONTINENTS
CORRESPONDANT
PLACEMENTS



61M
PAGE VIEWS
MONTHLY



4 Language
Arabic, English, Urdu, Farsi





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