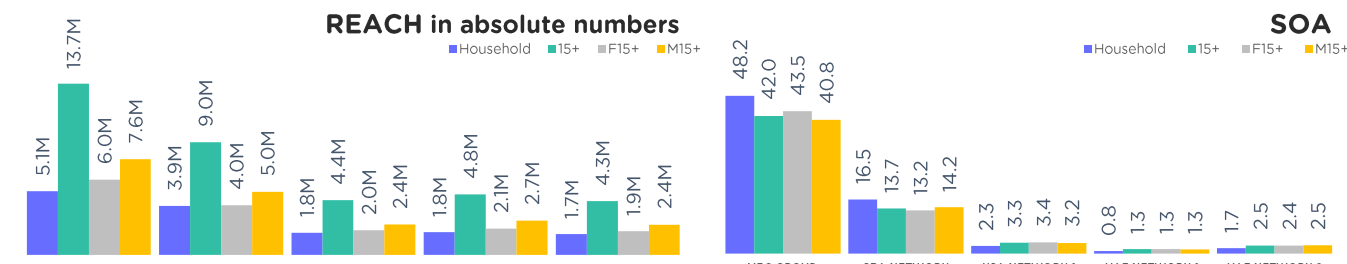


Welcome to the MMS weekly report which includes insights across TV networks, channels and programs. For any questions, please email us at hello@mms.net.

TV

	Household	15+	F 15+	M 15+
WEEKLY REACH	92.5% 5.7 M (Universe: 6.1M)	79.8% 15.4 M (Universe: 19.3M)	77.9% 6.8 M (Universe: 8.7M)	81.4% 8.6 M (Universe: 10.6)
change vs. week before	-0.1%	+0.7%	+0.2%	+1.1%
Daily Average Time Spent	7h26M	3h25m	3h22m	3h27m
change vs. week before	-0.3%	-0.0%	-0.4%	+0.3%

NETWORK



CHANNEL

Weekly Performance, KSA, individuals only

Reach 15+

VS. week before

Channel	Reach	Change
mbc	50.1% 9.7M	+0.5%
2	32.3% 6.2M	+0.7%
3	25.2% 4.9M	+1.5%
4	26.0% 5.0M	+3.4%
hollywood	12.6% 2.4M	-2.4%
دراغا	27.2% 5.3M	+0.3%
MBC ACTION	22.1% 4.3M	-1.1%
MX	20.6% 4.0M	+4.5%
العربية alarabiya	25.4% 4.9M	-1.9%
الحدث AL HADITH	14.3% 2.8M	+0.4%
OTHER MBC Chs.	31.4% 6.1M	-2.6%

SOA 15+

VS. week before

Channel	SOA	Change
mbc	14.1%	-3.2%
2	4.6%	+7.0%
3	4.1%	+7.1%
4	2.0%	-5.1%
hollywood	1.6%	+11.6%
دراغا	2.8%	-2.4%
MBC ACTION	1.5%	+4.0%
MX	1.8%	-11.3%
العربية alarabiya	3.9%	+7.0%
الحدث AL HADITH	2.0%	+15.6%
OTHER MBC Chs.	4.2%	-5.2%

Average Number Of Days 15+ (Base: Respective channels viewers)

VS. week before

Channel	Average Number Of Days 15+	Change
mbc	3.7	-0.4%
2	2.4	+1.3%
3	2.5	+0.9%
4	2.2	+2.0%
hollywood	2.4	+4.8%
دراغا	2.3	+2.6%
MBC ACTION	1.8	+4.5%
MX	2.0	-2.4%
العربية alarabiya	2.5	+3.8%
الحدث AL HADITH	2.2	+0.4%

Retention vs. Previous Week 15+ (Base: Respective channels viewers)

Channel	Retention	Change
mbc	8.1M	83.5%
2	4.3M	68.1%
3	3.2M	66.3%
4	3.1M	61.2%
hollywood	1.5M	61.6%
دراغا	3.4M	64.9%
MBC ACTION	2.4M	55.2%
MX	2.3M	58.3%
العربية alarabiya	3.4M	69.4%
الحدث AL HADITH	1.6M	57.5%

Among 4-14

Reach 4-14 years vs. week before	36.2% 2.0M +1.1%
SOA 4-14 years vs. week before	7.9% +4.6%
Average Number of Days 4-14 vs. week before (Base: Respective channel viewers)	3.0 +2.0%
Retention vs. Previous Week 4-14 (Base: Respective channel viewers)	1.6M 76.2%

TOP 20 PROGRAM IN KSA AMONG ADULTS 15+ (MBC GROUP ONLY)

Average Daily Performance, KSA, absolute numbers, individuals only, Shahid covers KSA & MENA (AVOD only)

Channel	Program	TV (KSA)				Shahid AVOD	
		Avg. Daily Reach (First Run)	Completion Rate (First Run)	Avg. Daily Reach (Re-Run)	Completion Rate (Re-Run)	Total Plays KSA	Total Plays MENA
MBC1	Addani Al Ayb	1.5M	51%	1.6M	58%	15,170	23,137
MBC1	Bisaraha Ma	1.4M	35%	0.3M	63%	2,912	8,388
MBC1	Endama Yaktamil Al Qamar	1.3M	57%	1.3M	56%	57,404	80,830
MBC1	Mbc Fi Osbo	1.3M	40%	#N/A	#N/A	239	279
MBC1	Tahaddi Al Aelat	1.3M	53%	1.3M	47%	28,862	33,548
AL ARABIYA	Al Arabiya News	1.3M	62%	#N/A	#N/A	#N/A	#N/A
MBC1	Anaqeed	1.3M	45%	1.4M	49%	4,874	5,738
MBC1	Hafalat Mawsim Al Riyadh	1.2M	27%	#N/A	#N/A	#N/A	#N/A
MBC1	Al Meerath	1.1M	77%	1.4M	68%	195,294	261,427
MBC1	Amr Ikhlaa	1.0M	58%	0.5M	56%	289,819	431,427
MBC1	Sada Al Malaeb	0.9M	46%	0.3M	47%	1,362	2,247
MBC1	Sabah Al Khair Ya Arab	0.9M	39%	#N/A	#N/A	1,177	2,362
MBC1	Livestyle	0.9M	72%	0.2M	62%	355	674
MBC2	Kingsman The Golden Circle	0.9M	32%	#N/A	#N/A	#N/A	#N/A
MBC2	King Arthur Legend Of The Sword	0.9M	28%	0.3M	26%	#N/A	#N/A
MBC1	Al Akhbar Mbc	0.8M	66%	#N/A	#N/A	473	604
MBC1	Aghani Min Hayati	0.8M	52%	0.6M	41%	1,040	8,395
MBC1	Makhraj	0.8M	58%	0.6M	67%	26,809	34,065
MBC1	Al Dunia Allamatni	0.8M	46%	0.5M	56%	1,771	2,533
MBC1	Al Sadma	0.8M	67%	0.7M	72%	413	1,237

SOCIAL MEDIA

Channel	Program	Total Views	Total Engagement
MBC1	Bisaraha Ma	2,314,890	78,024
MBC1	Endama Yaktamil Al Qamar	699,099	11,566
MBC1	Mbc Fi Osbo	1,377,234	34,130
MBC1	Tahaddi Al Aelat	703,259	13,346
AL ARABIYA	Al Arabiya News		
MBC1	Anaqeed	401,281	5,943
MBC1	Hafalat Mawsim Al Riyadh		
MBC1	Al Meerath	2,348,345	89,259
MBC1	Amr Ikhlaa	16,523,425	361,633
MBC1	Sada Al Malaeb	1,928,097	144,670
MBC1	Sabah Al Khair Ya Arab	1,363,421	45,227
MBC1	Livestyle	272,223	11,231
MBC1	Al Akhbar Mbc	846,953	9,702
MBC1	Aghani Min Hayati	1,244,087	66,846

