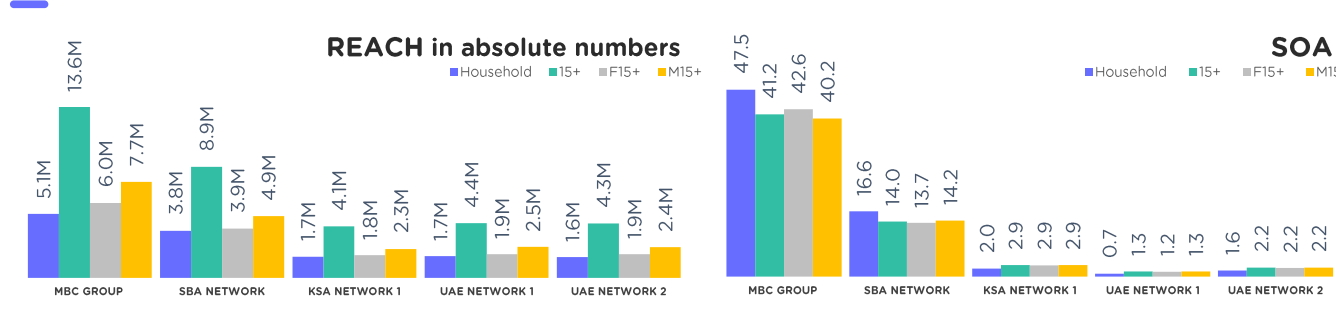


Welcome to the MMS weekly report which includes insights across TV networks, channels and programs. For any questions, please email us at hello@mms.net.

TV

	Household	15+	F 15+	M 15+
WEEKLY REACH	92.6% 5.7 M (Universe: 6.1M)	79.7% 15.4M (Universe: 19.3M)	77.6% 6.8M (Universe: 8.7M)	81.4% 8.6M (Universe: 10.6)
change vs. week before	+0.1%	-0.2%	-0.4%	+0.0%
Daily Average Time Spent	7h26M	3h23m	3h22m	3h24m
change vs. week before	+0.0%	-1.1%	-0.7%	-1.5%

NETWORK



CHANNEL

Weekly Performance, KSA, individuals only

Reach 15+

VS. week before

Channel	Reach	%	Change
	9.2M	47.4%	-5.3%
	5.9M	30.6%	-5.2%
	4.9M	25.6%	+1.7%
	4.5M	23.5%	-9.5%
	2.7M	13.8%	+9.6%
	5.0M	25.8%	-5.2%
	4.3M	22.3%	+0.5%
	4.0M	20.7%	+0.5%
	4.7M	24.5%	-3.4%
	2.9M	14.8%	+3.6%
OTHER MBC Chs.	6.0M	30.8%	-1.2%

SOA 15+

VS. week before

Channel	SOA	%	Change
	13.5%		-3.2%
	4.2%		+7.0%
	4.5%		+7.1%
	1.6%		-5.1%
	1.6%		+11.6%
	2.3%		-2.4%
	1.4%		+4.0%
	1.8%		-11.3%
	4.4%		+7.0%
	2.0%		+15.6%
OTHER MBC Chs.	4.1%		-2.4%

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

VS. week before

Channel	Average Days	%	Change
	3.5		-5.7%
	2.3		-3.6%
	2.5		1.0%
	2.0		-6.8%
	2.3		-4.2%
	2.1		-7.8%
	1.7		-4.4%
	2.0		1.6%
	2.5		-0.4%
	2.1		-5.8%

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

Channel	Retention	%
	7.7M	84.0%
	4.1M	69.0%
	3.2M	65.5%
	2.9M	64.1%
	1.6M	59.1%
	3.2M	64.8%
	2.3M	54.3%
	2.4M	59.0%
	3.3M	70.2%
	1.6M	56.1%

Among 4-14

Reach 4-14 years vs. week before	36.3% 2.1M +4.0%
SOA 4-14 years vs. week before	8.5% +7.5%
Average Number of Days 4-14 (Base: Respective channel viewers) vs. week before	3.0 +0.5%
Retention vs. Previous Week 4-14 (Base: Respective channel viewers)	1.6M 75.0%

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	Abshir Bi Al Sad	1.3M	50.7%	1.4M	58.6%	1,297	616
MBC1	Mbc Fi Osbo	1.3M	37.1%	#N/A	#N/A	220	108
MBC1	Kiram	1.3M	34.1%	0.5M	50.2%	5,778	3,884
AL ARABIYA	Al Arabiya News A	1.2M	64.9%	#N/A	#N/A	#N/A	#N/A
MBC1	Ommi Dalal Wa Al Iyal	1.1M	57.9%	1.2M	57.3%	1,294	250
MBC1	Al Meerath	1.1M	72.1%	1.3M	67.7%	9,284	7,621
MBC1	Tahaddi Al Aelat	1.1M	57.5%	1.1M	52.4%	26,059	7,310
MBC1	Aghani Min Hayati	1.1M	39.0%	0.6M	49.1%	5,002	12,116
MBC1	Hafalat Dubai Abdul Majeed Abdullah	1.0M	38.5%	#N/A	#N/A	#N/A	#N/A
MBC1	Amr Ikhlaa	1.0M	56.3%	0.4M	59.5%	417,133	76,873
MBC1	Al Dunia Allamatni	1.0M	44.8%	0.6M	56.2%	1,625	1,099
MBC1	Sada Al Malaeb	0.9M	46.2%	0.3M	49.9%	1,082	818
MBC1	Livestyle	0.9M	70.4%	0.4M	66.4%	303	205
MBC1	Mamlakat Iblis	0.9M	54.5%	1.1M	59.0%	425	970
MBC1	Sabah Al Khair Ya Arab	0.9M	38.1%	#N/A	#N/A	1,099	749
MBC2	The Bourne Legacy	0.8M	33.1%	0.3M	38.7%	#N/A	#N/A
MBC1	Al Akhbar MBC	0.8M	71.0%	#N/A	#N/A	467	237
MBC2	Gi Joe Retaliation	0.7M	36.3%	0.5M	33.7%	#N/A	#N/A
MBC2	Black Klansman	0.7M	24.4%	0.3M	36.6%	#N/A	#N/A
MBC1	Bisaraha Ma3	0.7M	45.3%	0.4M	65.5%	3,104	6,522

SOCIAL MEDIA

Channel	Program	Total Views	Total Engagement
MBC1	Abshir Bi Al Sad	803,199	23,159
MBC1	Mbc Fi Osbo	1,347,448	22,867
MBC1	Kiram	205,323	4,871
AL ARABIYA	Al Arabiya News	#N/A	#N/A
MBC1	Ommi Dalal Wa Al Iyal	1,327,517	37,020
MBC1	Al Meerath	1,540,249	53,075
MBC1	Tahaddi Al Aelat	509,976	12,022
MBC1	Aghani Min Hayati	547,468	24,987
MBC1	Hafalat Dubai Abdul Majeed Abdullah	29,488	1,439
MBC1	Amr Ikhlaa	29,834,332	679,137
MBC1	Al Dunia Allamatni	1,402,020	44,440
MBC1	Sada Al Malaeb	4,363,883	232,216
MBC1	Livestyle	341,691	10,888
MBC1	Mamlakat Iblis	282,821	12,309
MBC1	Sabah Al Khair Ya Arab	1,229,721	44,292
MBC1	Al Akhbar Mbc	592,483	11,792
MBC1	Bisaraha Ma	2,493,264	83,671