

SAUDI TOWARDS SPACE performance

In-Home TV Viewing

KSA TAM; May 21, 2021 (21:00-02:00)



FACTSHEET: SAUDI TOWARDS SPACE



Reach

~1 mn

4.9% of 4+ Individuals

REACH – Total Individuals 4+

0.834 mn (6.05%) reach among Saudi 4+

90% of the viewers were Saudis

Demographic	Reach %
Total Individuals	4.88
Saudi 10-14	3.17
Saudi 15+	6.83
Saudi 15-24	3.96
Saudi 25-34	5.42
Saudi 35-44	5.91
Saudi 45+	11.46
Saudi Female 15+	6.85
Saudi Male 15+	6.81



3.3%

**SHARE OF AUDIENCE%
AMONG 4+ INDIVIDUALS**

4.7%

Among Saudis



26.2%

**AVERAGE COMPLETION RATE
AMONG 4+ INDIVIDUALS**

28%

Among Saudis

36% of Saudi 25-34 YO
watched the event on
streaming platforms in-home
on TV set

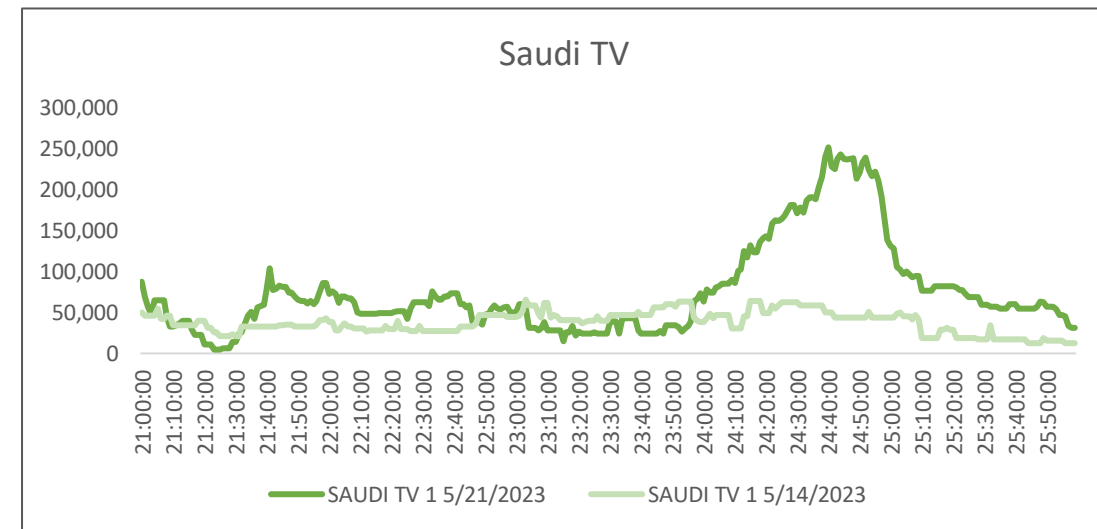
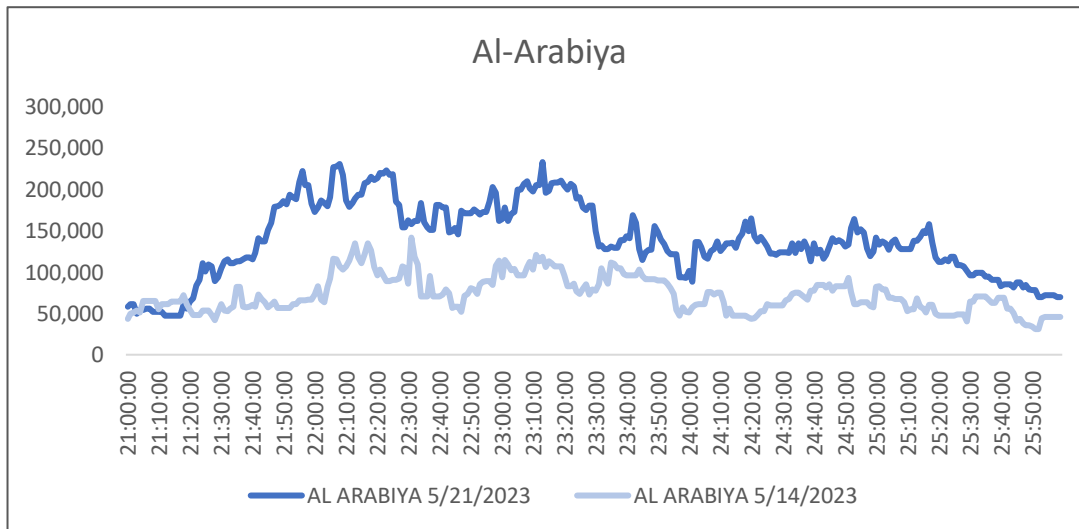
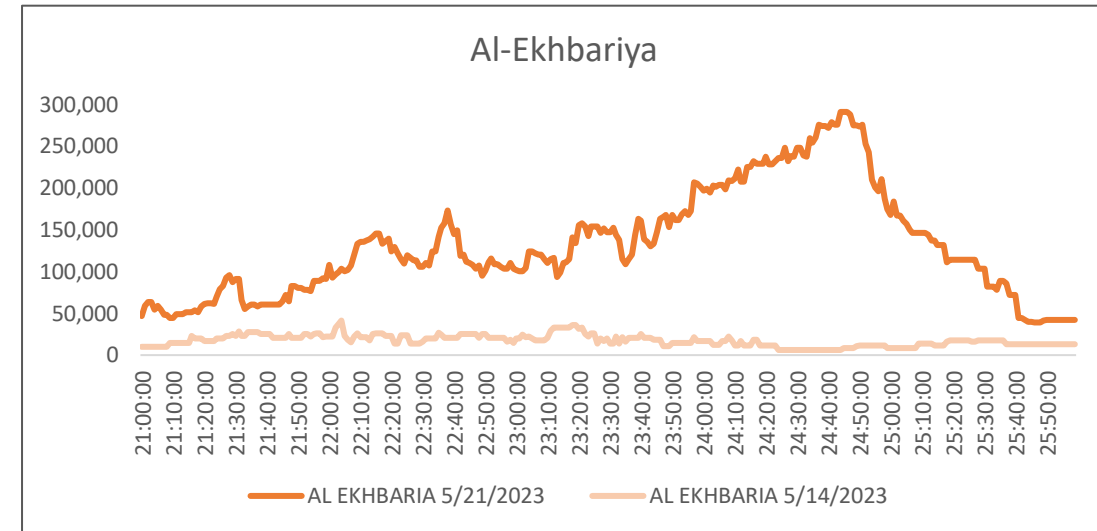
	Satellite	Streaming
Total Individuals	84%	18%
Saudi 10-14	92%	12%
Saudi 15+	84%	16%
Saudi 15-24	84%	16%
Saudi 25-34	63%	36%
Saudi 35-44	92%	8%
Saudi 45+	91%	9%
Saudi Female 15+	83%	17%
Saudi Male 15+	85%	15%

SAUDI TOWARDS SPACE viewership curve – 4+ Individuals



Significant increase in viewership during the Saudi Towards Space duration compared to same day last week:

- **93%** increase on Al-Arabiya vs. same time May 14
- **928%** increase on Al-Ekhbariya
- **111%** increase on Saudi TV 1



THANK YOU

