





FIFA World Cup Qatar 2022

In-home TV Viewership on BeIN Group channels in Saudi Arabia

20 November – 18 December



Introduction

- This World Cup Special Report provides a glimpse into the World Cup 2022 in-home viewership on **BEIN MAX 1, 2, 3, 4 channels** on the TV set measured using the KSA TAM panel

Definition of Metrics

Share of Reach	The percentage of a channel/program number of viewers out of the total TV viewers
Profile	The demographic split of viewers base of TV, channel, program
Loyalty	The proportion of individuals viewing at least a defined portion of the program. Loyalty is a good measure of how sticky the content is that keeps audiences watching for the maximum duration of an episode
Share of Audience (SOA)	The share of a channel/program Total Rating Points (TRPs) out of total TV TRPs
Exclusive Reach	Viewers who watch a game and didn't watch any other game
Co-viewership	Number of audiences of a specific demographic profile watching content/channel with other demographic profile of audience
Sole Viewership	Number of people watching content/channel alone



Key Highlights

- BeIN Max1 channels capture more than **50%** of total TV viewers, highest of any channel outside the World Cup
- Majority of top 20 games had viewers watching more than **55%** of the match time
- Games featuring Saudi Arabia and Morocco had high viewing
 - All three games featuring Saudi Arabia are among the top 6 viewed games of the World Cup
 - The 3 games featuring Saudi Arabia had higher combined viewing than the 7 games combined featuring Morocco
- More than **1/3rd** of males watched the games solo at home
- Sole viewership of World Cup games among females is **50%** less than overall sole consumption of total TV
- Final game captured **15%** exclusive viewers (507K viewers) followed Saudi Mexico game (**11%** = 330K exclusive viewers) had the highest in-home exclusive viewers who watched the respective game and not any other game

beIN World Cup Channels Performance - Arabs

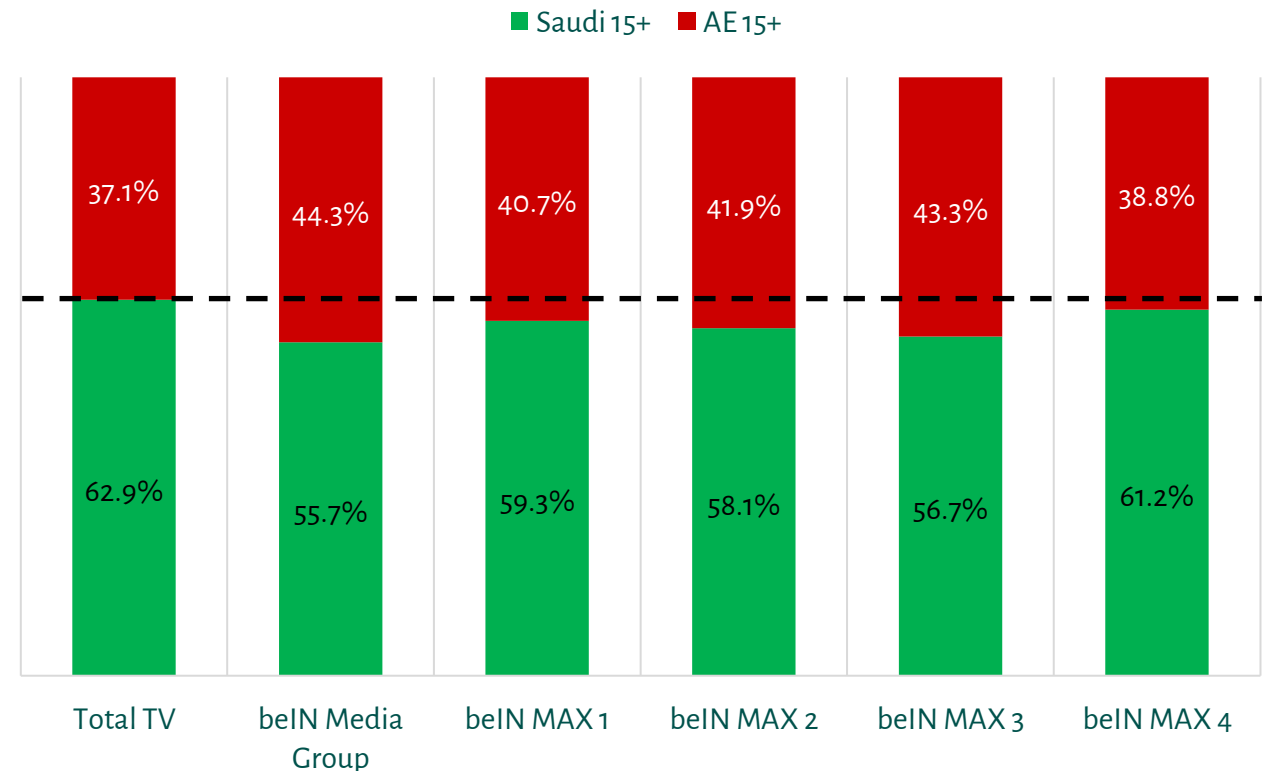
beIN MAX captures half of the total TV viewers during the World Cup

Channel	Share of Reach %	Unduplicated Reach (millions)
Total TV		17.8
beIN MAX 1	52%	9.2
beIN MAX 2	39%	6.9
beIN MAX 3	19%	3.4
beIN MAX 4	23%	4.1
beIN Media Group	61%	10.8

Share of Reach rounded off to the nearest whole number
Unduplicated Reach rounded off to 1 decimal point

In-home viewership of World Cup channels is skewed towards Arab Expats 15+ vs. Saudis 15+

Profile % based on Nationality





Top Games - Arabs

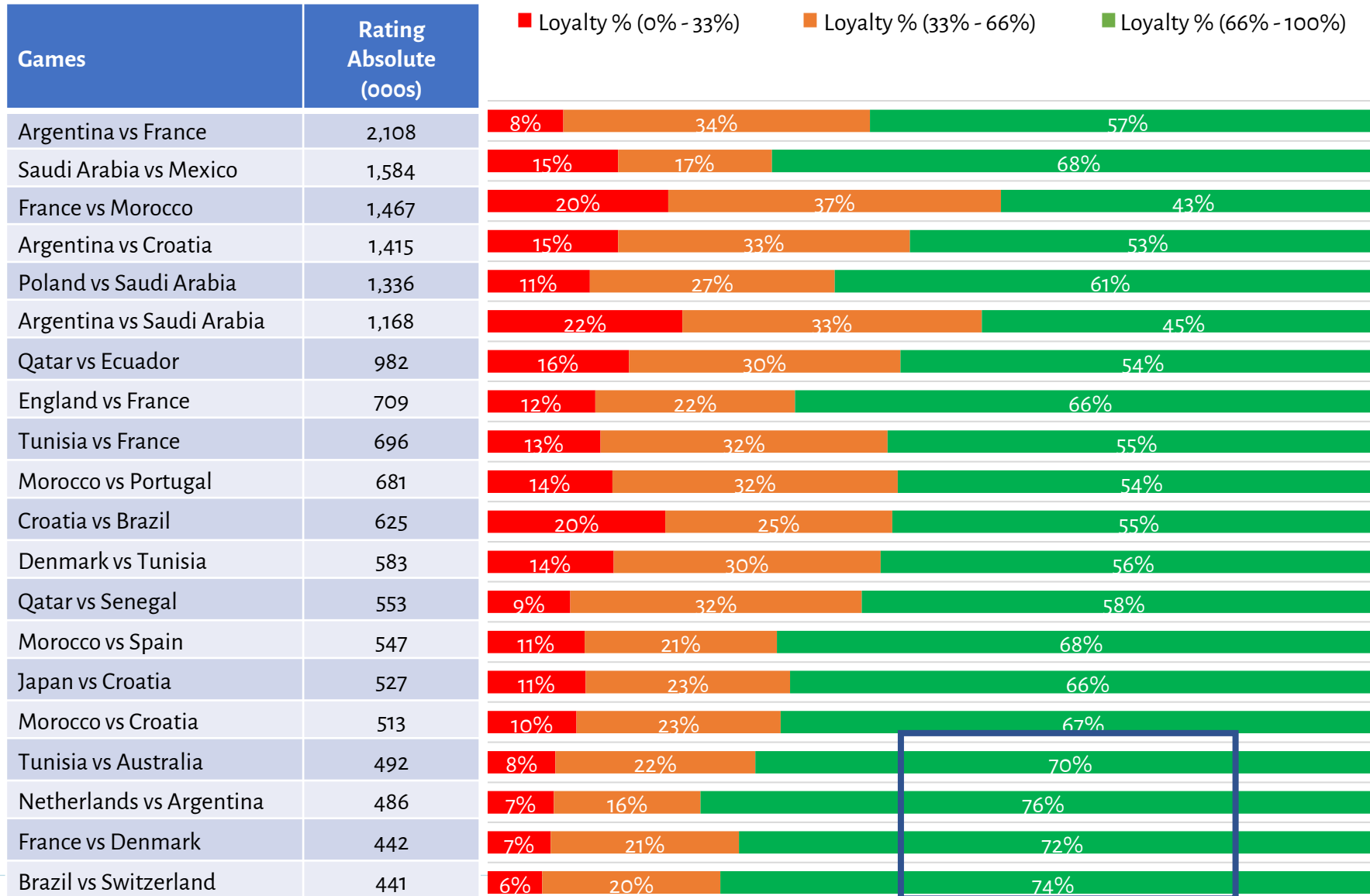
Game	Game Reach (millions)	Share of Audience%	Ranking based on Reach	Ranking based on SOA
Argentina vs France	3.6	45.1%	1	1
Saudi Arabia vs Mexico	3.0	35.4%	2	4
Poland vs Saudi Arabia	2.8	34.3%	3	5
France vs Morocco	2.6	34.3%	4	6
Argentina vs Croatia	2.6	36.8%	5	3
Argentina vs Saudi Arabia	2.4	37.0%	6	2
Qatar vs Ecuador	2.0	27.3%	7	7
Morocco vs Portugal	1.7	22.3%	8	11
Croatia vs Brazil	1.5	22.0%	9	12
Tunisia vs France	1.5	24.0%	10	8
England vs France	1.5	19.5%	11	16
Morocco vs Spain	1.4	19.2%	12	17
Japan vs Croatia	1.4	18.2%	13	18
England vs France	1.4	7.3%	14	22
Denmark vs Tunisia	1.4	20.0%	15	15
Netherlands vs Argentina	1.2	20.2%	16	14
Tunisia vs Australia	1.2	23.1%	17	9
Qatar vs Senegal	1.2	22.7%	18	10
Portugal vs Ghana	1.1	15.9%	19	20
Argentina vs Mexico	1.1	8.2%	20	21
Morocco vs Croatia	1.1	20.9%	21	13
Brazil vs Switzerland	0.9	16.2%	22	19

The final game ranked first on both Reach and SOA

Top 6 games captured more than 1/3rd share of audience - highest of all time and channels



Loyalty based on Ratings - Arabs



Games with lower reach hooked their viewers more than games with higher reach

Saudi-Mexico game ranked 2nd on ratings and 5th loyalty



Top 10 Matches based on Exclusive Reach

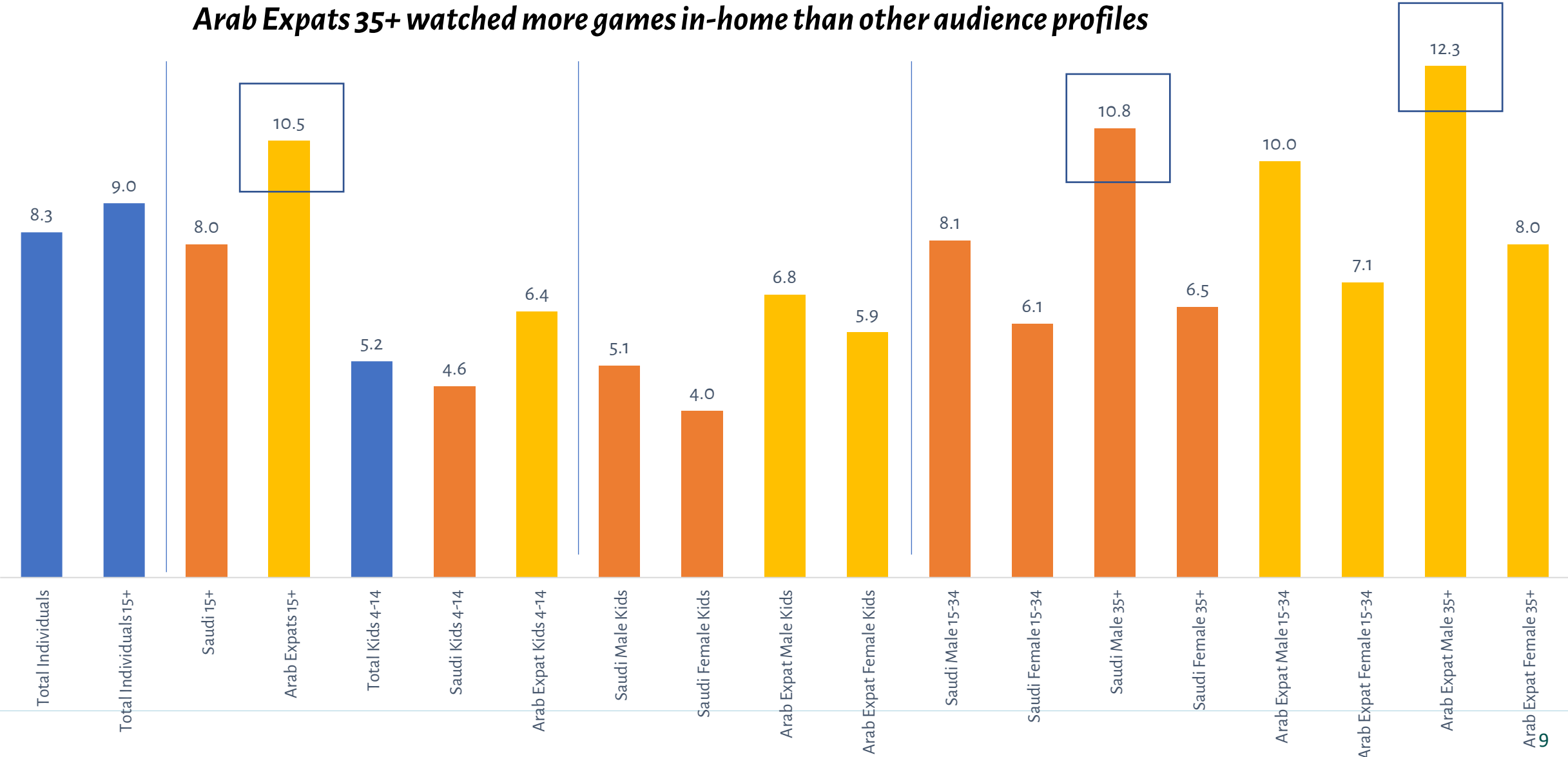
Saudi Team Games have the significantly highest number of exclusive viewers after the final game who watched the Saudi games and didn't watch any other game in-home

Game	Exclusive in-home viewers (000s)
Final - Argentina vs France	507
Saudi Arabia vs Mexico	331
Poland vs Saudi Arabia	288
Argentina vs Saudi Arabia	177
Qatar vs Ecuador	112
Semi Final - Argentina vs Croatia	106
Semi Final - France vs Morocco	69
Third Place - Croatia vs Morocco	35
England vs I R Iran	30
England vs France	30



Average Number of Games -Arabs

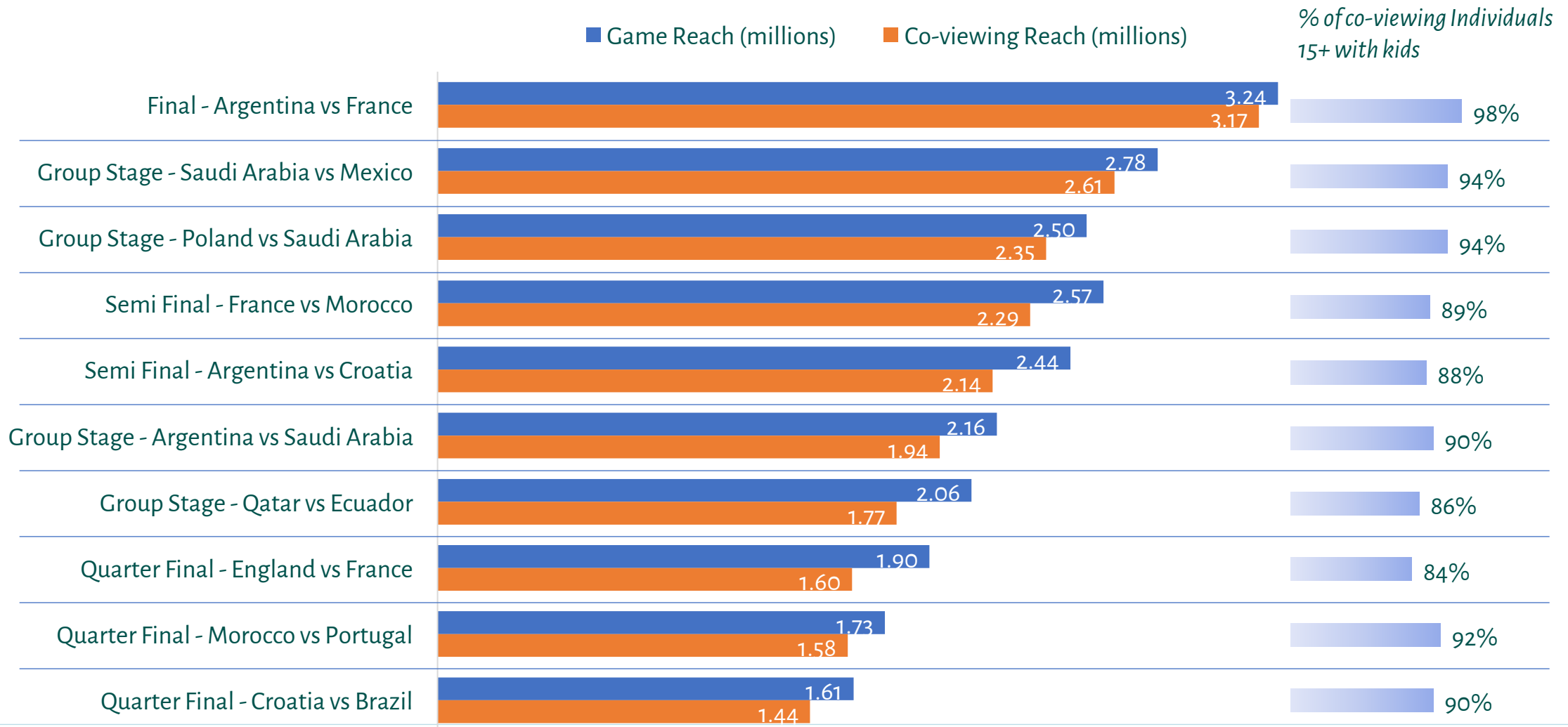
Arab Expats 35+ watched more games in-home than other audience profiles





Co-viewing Total Individuals 15+ Watching with Kids

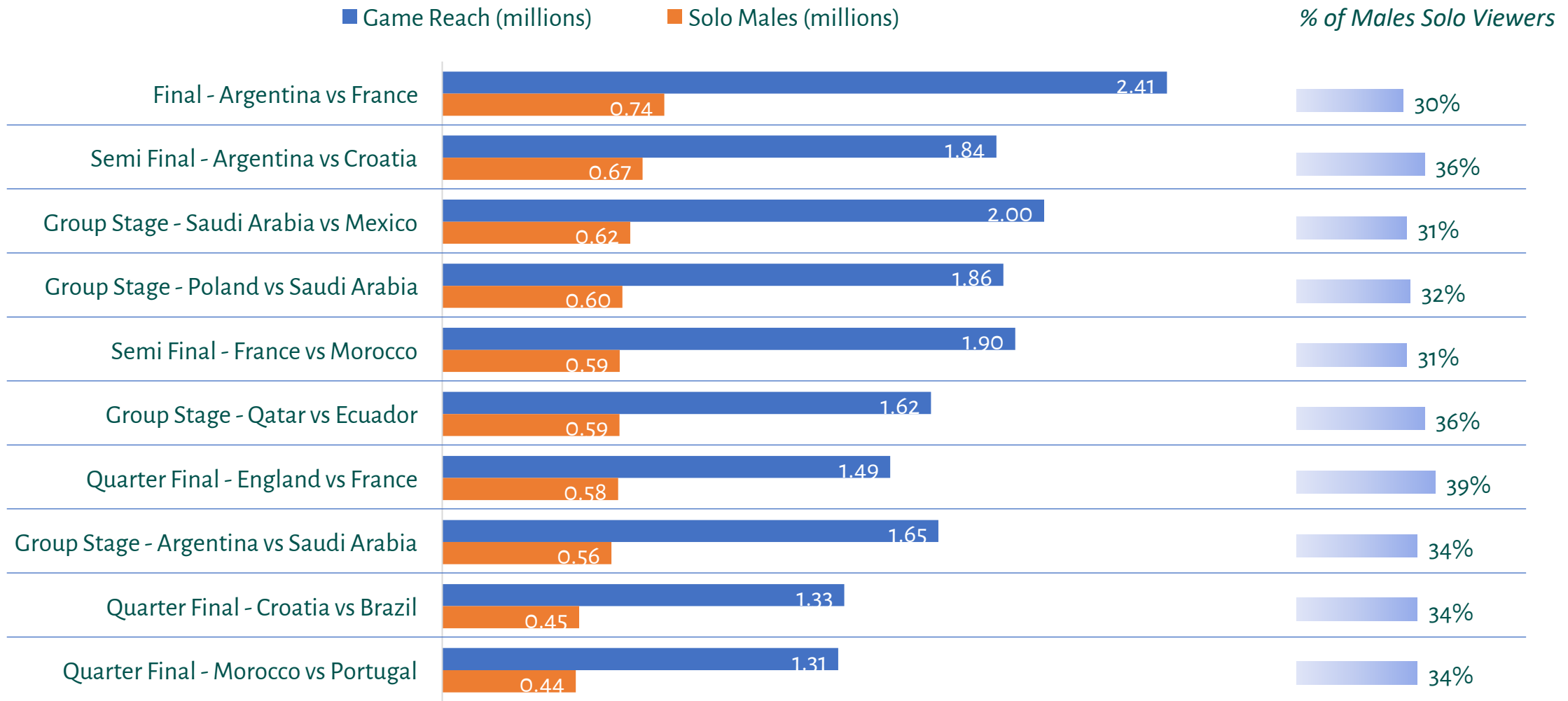
Adult co-viewership was significantly high for all games compared to usual 50% total TV co-viewership





Males 4+ Solo Viewers

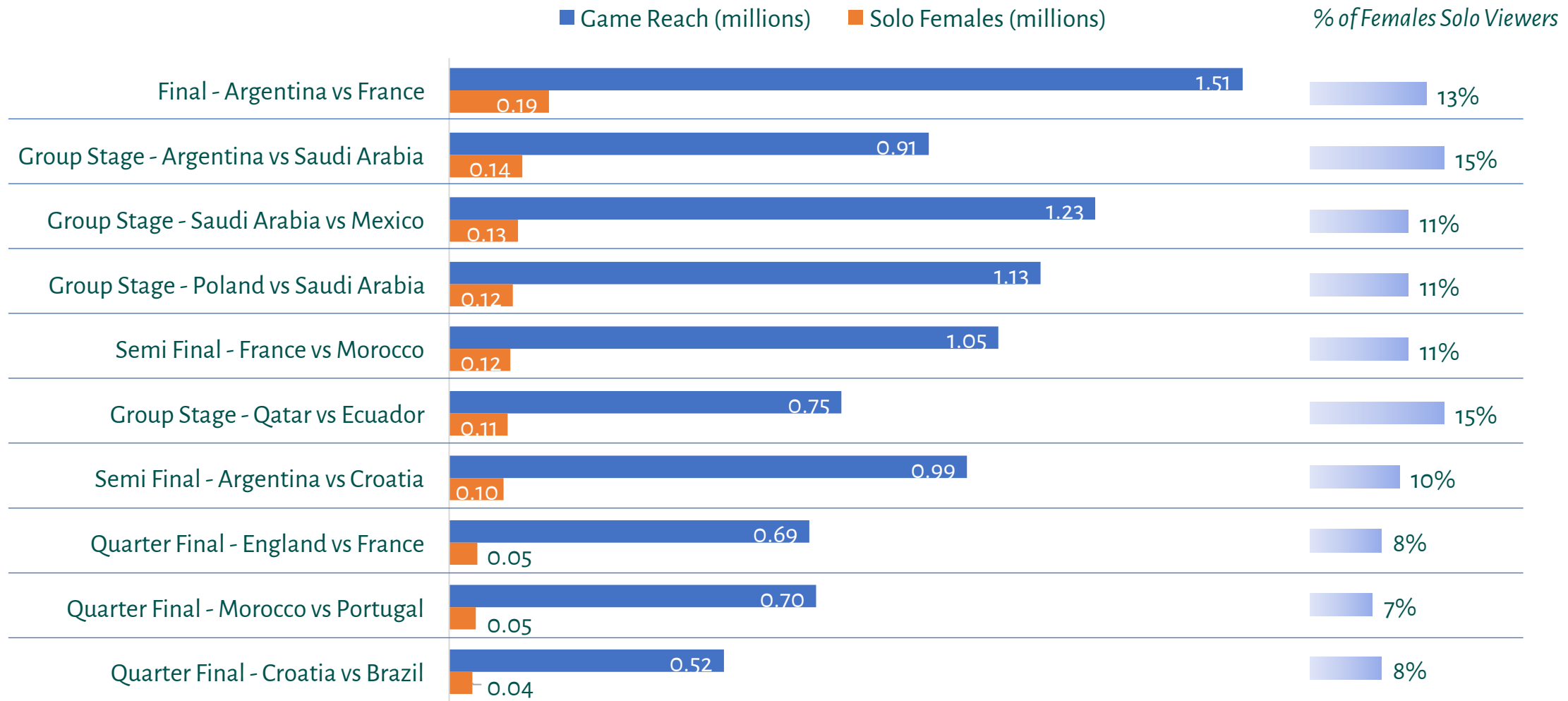
Around 1/3rd of male viewers 4+ watched the games in-home on their own similar to their overall TV consumption habits





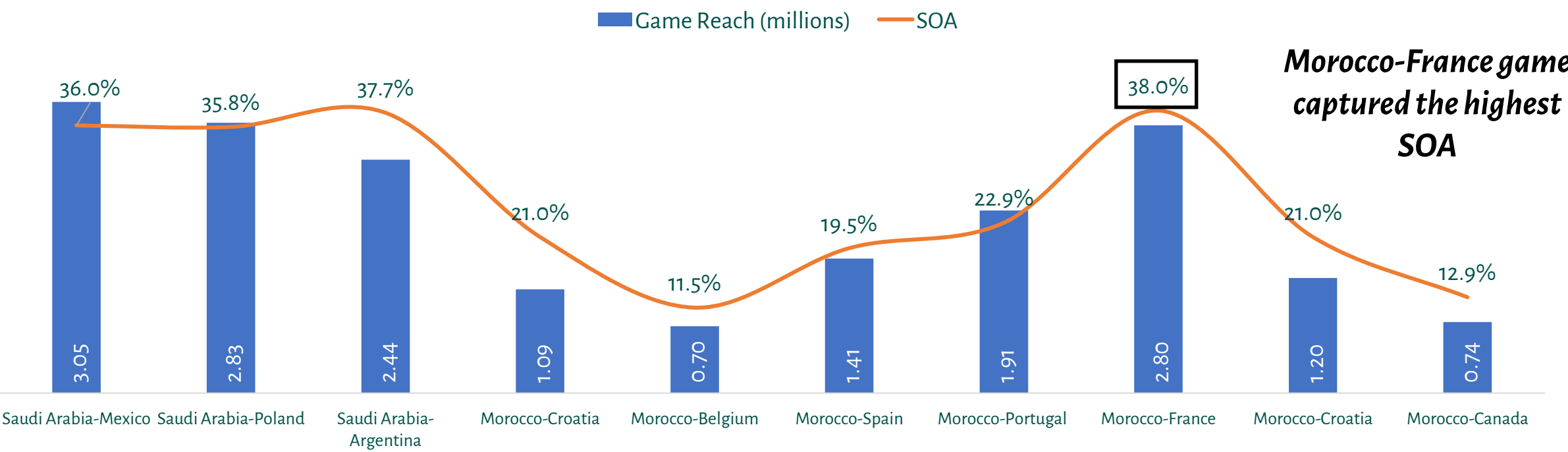
Females 4+ Solo Viewers

Solo viewership among females is significantly lower than males and their total TV consumption habits (26% solo viewership of TV)

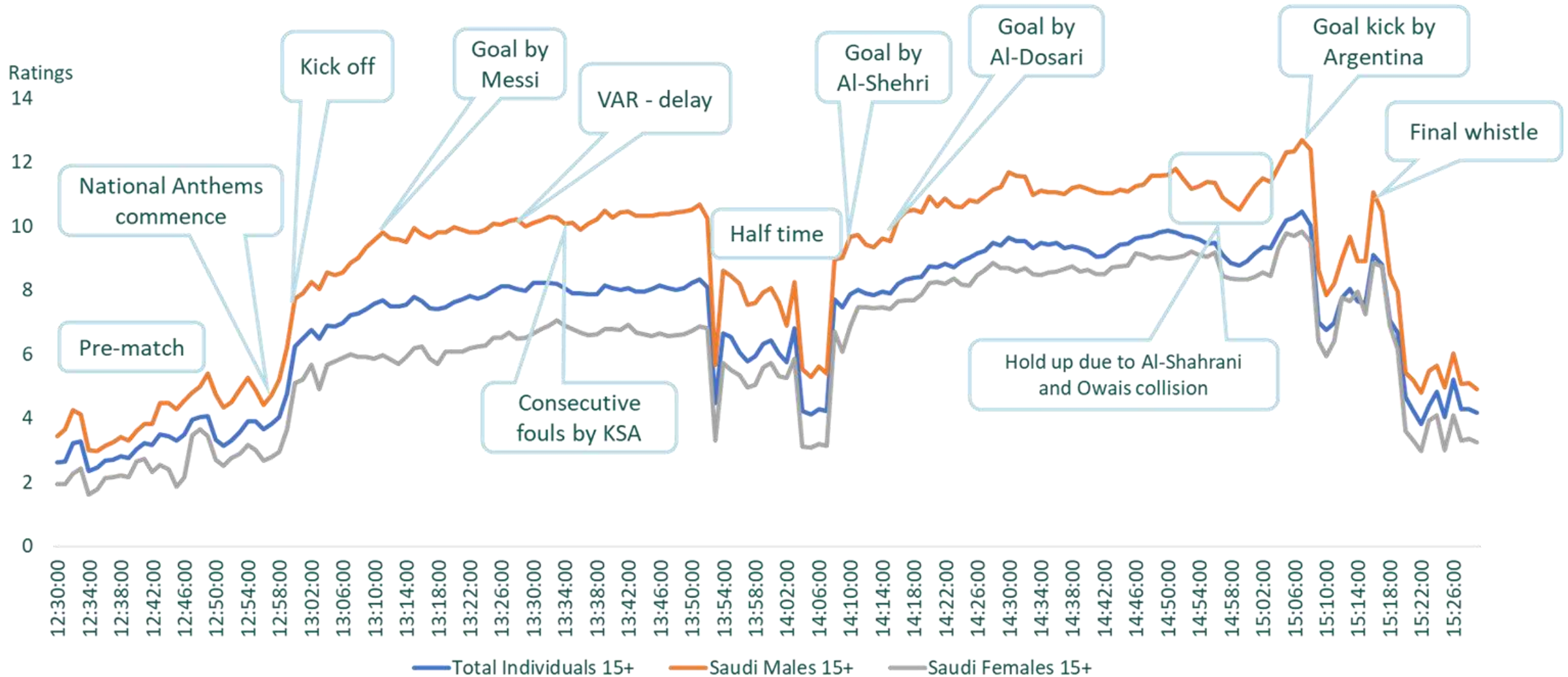


Zooming into Saudi and Morocco Games- Arabs 4+

All Viewing Live+7 across all beIN Max Channels



KSA vs. Argentina Match Heartbeat – Individuals 15+



This kind of granular analysis is possible also for entertainment content creators to identify 'remote-stoppers' for their episodes, and to FPC planners for planning commercial breaks, thereby building loyal viewers.

This data pertains only to in-Home viewing on the TV set. Out of Home viewing and viewing on other devices is not monitored.

Thank you

