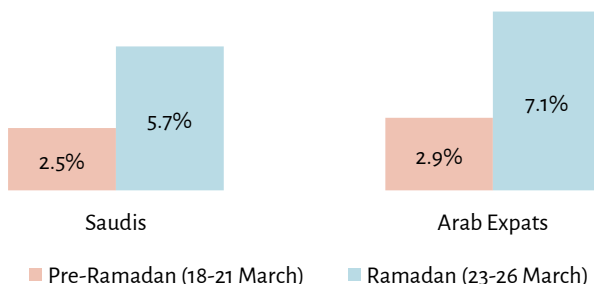




In-home TV performance on the first four days of Ramadan (among Arab audiences)

% of Time Shifted Viewing to Total Viewing
(Broadcast Video)

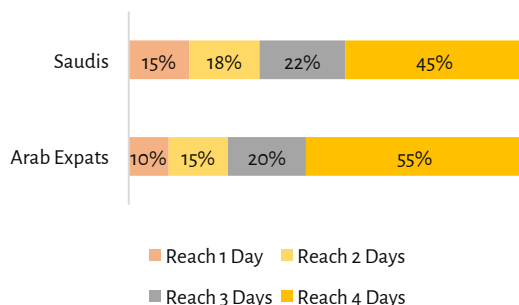


Significant increase in Time Shifted Viewing

- There has been a significant increase in Time Shifted Viewing of Broadcast Video content in Ramadan
- Live+7 for viewing for the 4 days pre-Ramadan was ~2.6% overall, while Live+4 (or lesser) days in Ramadan is at 5.7% among Saudis and 7.1% among Arab Expats

Time Shift viewing for the pre-Ramadan period ranges from Live+7 to Live+5 days, while Time Shift Viewing for the Ramadan period is lesser days – Live+3 for 23 March, Live+2 for 24 March and Live+1 for 25 March. The significant increase over lesser number of days is a pointer to a change in viewing behavior in this month.

% Viewers reached by number of Days



- 45% of Saudis and 55% of Arab Expats watched TV Live on all the first four days of Ramadan
- 15% of Saudis and 10% of Arab Expats watched TV Live on only any one of the four days