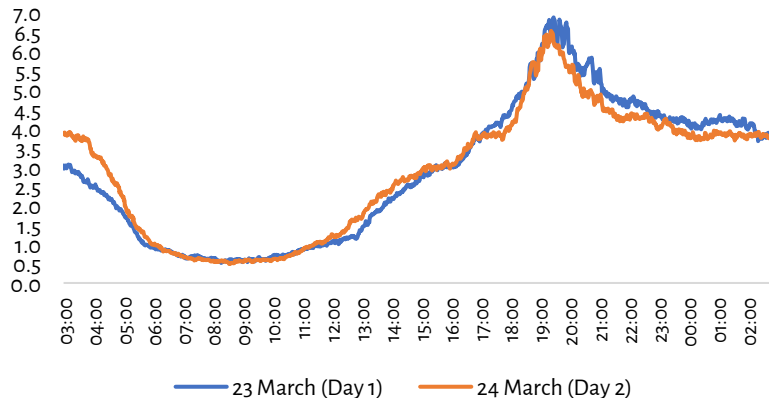




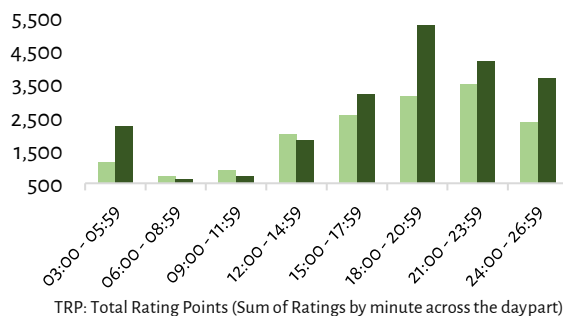
In-home TV performance on the first two days of Ramadan (among Arab audiences)

Reach in millions at every minute



- Significantly higher viewing pre-Suhoor on 2 Ramadan compared to 1 Ramadan
- No significant differences through the day
- Slight dip at Prime Time on 2 Ramadan as compared to the first day

Daily TRP % by Daypart

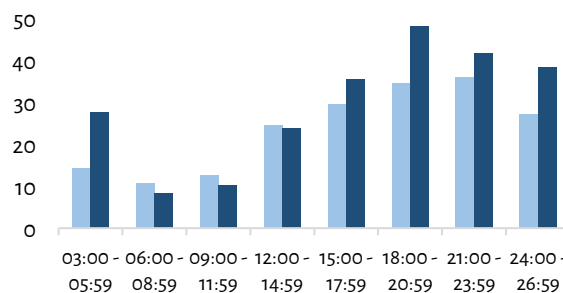


Significant increase in viewing during pre-Suhoor and Prime Time

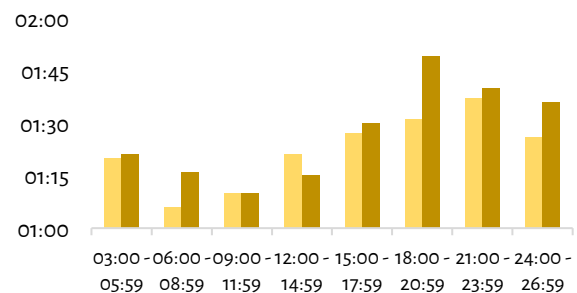
- Pre-Suhoor increase led by higher Reach
- Prime Time increase led by both Reach and Time spent, i.e. more people watched at this time, and they spent more time
- Mornings and early afternoons saw a slight dip in viewing led by reach, pointing to people resting after Suhoor

Lighter columns represent data of the last week before Ramadan beginning 15 March, while darker columns represent data of the first 2 days of Ramadan

% Reach



Time Spent Viewing (Viewers)



In-home TV viewing on 23 and 24 March 2023, corresponding to 1 and 2 Ramadan 1444, compared to the last week - 15-21 March (22 March not considered due to change in viewing because of Taraweeh)

Base: Saudis + Arab Expats, 4 yrs+

Time Band: All day (03:00:00 to 25:59:59)

MRC © MMXXIII, All rights reserved