



MBC GROUP
RAMADAN LINE-UP

TV IS A MAJOR PART OF THE FAMILY EXPERIENCE DURING THE HOLY MONTH



5.9

million households watch TV during Ramadan in KSA
(5.1 Million Daily)

TOTAL UNIVERSE:
6.1 MILLION



16.1

million individuals watch TV during Ramadan in KSA
(12.3 Million Daily)

TOTAL UNIVERSE:
19.3 MILLION



WITH A CAPTIVE AUDIENCE LED BY MBC GROUP CHANNELS



5h13

spent watching TV on a daily basis per household



57.1%

share of household audience time for MBC GROUP

MBC GROUP SOA excl. religious channels 62.5%



CONSISTENTLY PERFORMING YEAR ON YEAR ON MBC CHANNELS



HOUSEHOLD

98.3%

of households watch MBC year on year



INDIVIDUAL

97.8%

of household individuals vs. previous Ramadan



COMPLEMENTED BY SHAHID'S CORE ROLE



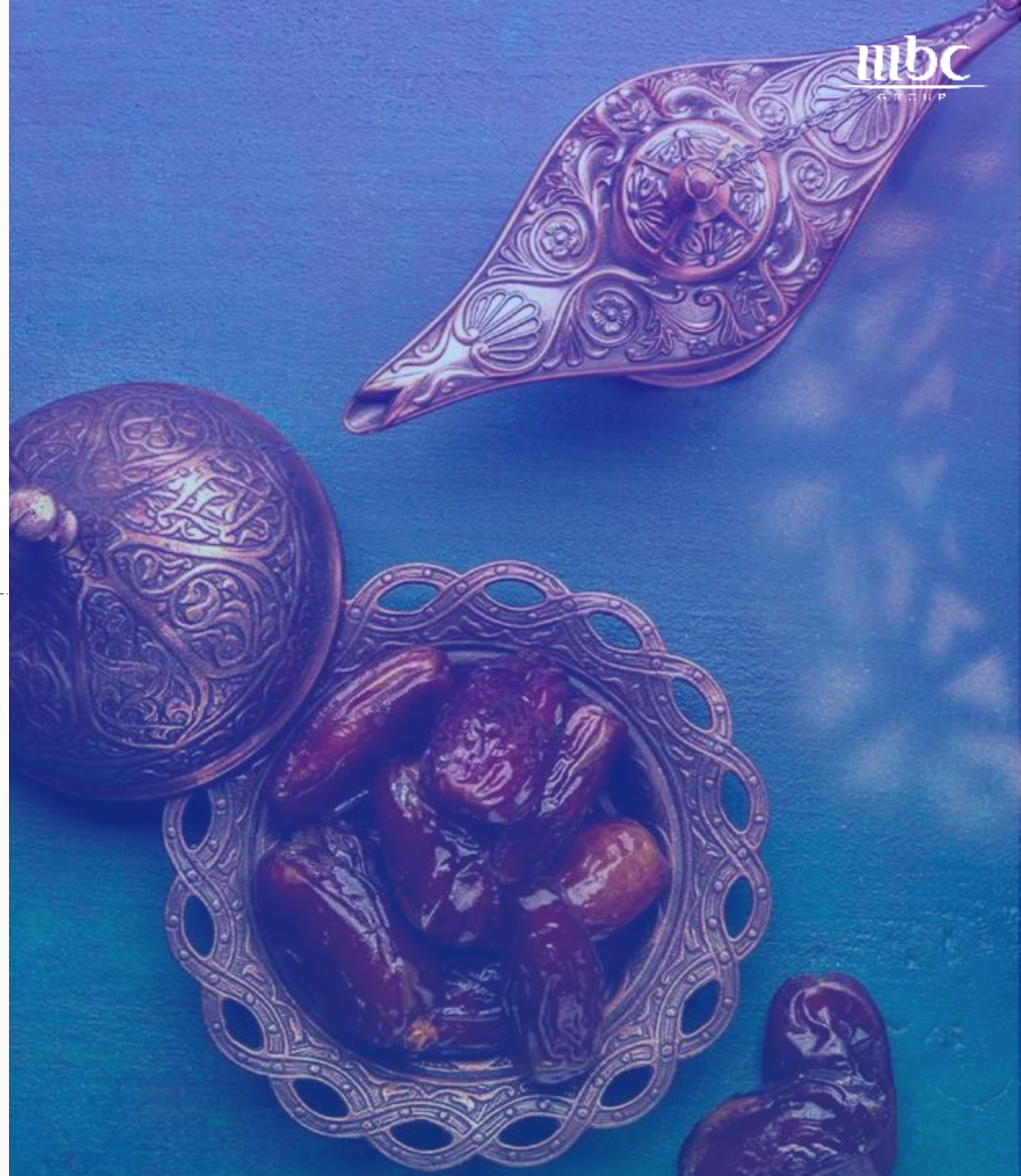
22.7

million users on
Shahid during
Ramadan



8h30

spent watching
Shahid content
during Ramadan
(per user)



EXTENDED INTO MULTI-SCREEN PLATFORMS



6.7

billion video views
during Ramadan
across social
platforms



135

million
engagements
during Ramadan
across social
platforms



CONTINUALLY BRINGING THE BIGGEST STARS TO THE SCREEN



mbc

MBC1



/ **MBC 1**
social shows



SEEN

social program

30
minutes

PRESENTED BY: AHMAD AL SHUGAIRI

In his newest show this Ramadan he aims to touch on all the positive events and changes occurring in Saudi in all sectors and present it to the audience in an entertaining yet simple way. *previously known as Houloul*

30
episodes

AHMED SHUQAIRI PREVIOUS CONTENT

11.6 MILLION VIDEO
VIEWS ACROSS
PLATFORMS

1 MILLION
ENGAGEMENTS
ON AVERAGE

SPONSORSHIP BENEFITS

TV

- 1*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 2*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RATE

SPOT
AED 70,000

SPONSORSHIP
AED 3,200,000



MALEK BEL TAWILA

social program

7
minutes

30
episodes

PRESENTED BY: MALEK ALROUQI

After an impressive run shedding the light on huge historical events and personalities that had a big impact on humanity, successful presenter Malek Al Rouqi takes the stage this season to continue the journey with his inspirational short stories.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH
ALL RUNS
Household: 3.9 Million
Individual: 7.0 Million

TRPs
ALL RUNS
Household: 218
Individual 15+: 68

COMPLETION RATE
ALL RUNS
Household: 94.1%
Individual 15+: 90.3%

RATING
FIRST RUN
Household: 12.4
Individual 15+: 3.6

SHARE OF AUDIENCE
FIRST RUN
Household: 23.9%
Individual 15+: 19.2%

RETAINED AUDIENCE
FIRST RUN
Household: 37%
Individual 15+: 28%

SPONSORSHIP BENEFITS

TV

- 1*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 2*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RATE

SPOT
AED 32,000

SPONSORSHIP
AED 1,600,000



BILATY HEYA AHSAN

social program

30
minutes

30
episodes

PRESENTED BY: ALSHEIKH DR. MOHAMMED AL ISSA

One of the most watched social shows presented by Abdelwahab Al Shehary and his permanent guest secretary general of Islamic world association and head of the Muslim scientists' panel, Sheikh Dr. Mohammed Bin Abdelkarim Al Issa. A show that presents an open stage for the audience and the guest to discuss many topics in a simple and transparent way.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 6.5 Million
Individual: 3.4 Million

TRPs

ALL RUNS

Household: 216
Individual 15+: 76

SHARE OF AUDIENCE

FIRST RUN

Household: 9.7%
Individual 15+: 7.4%

RATING

FIRST RUN

Household: 3.6
Individual 15+: 1.1

COMPLETION RATE

ALL RUNS

Household: 78.3%
Individual 15+: 68.4%

RETAINED AUDIENCE

FIRST RUN

Household: 48.9%
Individual 15+: 38.8%

RATE

SPOT

AED 32,000

SPONSORSHIP

AED 1,800,000

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RADIO (MBC FM)

- Simulcast of full show
- 2 opening & closing credits
- 2 taglines
- 2*30" radio spots
- 1 trailer

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll



MBC 1
Athar al Maghrib

ATHAN AL MAGHRIB

BRANDED STRAPS

MONTHLY REACH

Household: 3.8 Million
Individual: 5.6 Million

TRPs

Household: 150
Individual 15+: 43

SHARE OF AUDIENCE

Household: 28.5%
Individual 15+: 23.1%

RATING

Household: 15.9
Individual 15+: 4.5

CO-SPONSORSHIP BENEFITS:

- 1*3" Branded Strap
- Strap to appear 9 times per day for the duration of the month

RATE

SPONSORSHIP

AED 850,000



/ **MBC 1**
comedy series



MAMNOU3 AL TAJAWOL

comedy series

45
minutes

30
episodes

STARRING BY: NASSER ALQASSABI

COVID-19 brought a wave of cease of flights, lockdown accompanied by a lot of contradictions in people's lives and a lot of funny incidents...but what makes it even funnier is listening to those stories from the King of Gulf Comedy Nasser Alqassabi.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS
Household: 5.1 Million
Individual: 11.2 Million

TRPs

ALL RUNS
Household: 2,184
Individual 15+: 668

COMPLETION RATE

ALL RUNS
Household: 77.6%
Individual 15+: 66.5%

RATING

FIRST RUN
Household: 39.9
Individual 15+: 11.4

SHARE OF AUDIENCE

FIRST RUN
Household: 60%
Individual 15+: 51.3%

RETAINED AUDIENCE

FIRST RUN
Household: 88.3%
Individual 15+: 79.5%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 93,000

SPONSORSHIP
AED 9,000,000



FANANEES

comedy sketches

5
minutes

30
episodes

An Animation series featuring funny characters that face strange incidents. Each episode reveals new entertaining scenes through short sketches with the characters everyone loves and awaits every Ramadan.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS

Household: 8.4 Million
Individual: 15.2 Million

COMPLETION RATE

ALL RUNS

Household: 83.3%
Individual 15+: 74.9%

RATING

FIRST RUN

Household: 30.8
Individual 15+: 8.8

SHARE OF AUDIENCE

FIRST RUN

Household: 48%
Individual 15+: 41%

SPONSORSHIP BENEFITS

TV

- 1*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 2*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

COST

SPOT
AED 93,000

SPONSORSHIP
AED 9,000,000

فنانيس



RAMEZ

comedy show

25
minutes

30
episodes

PRESENTED BY: RAMEZ GALAL

Master prankster Ramez Galal unleashes his trickery in KSA this time as he catches his celebrity victims off-guard and lures them into the prank of their life.

PROGRAM PERFORMANCE(HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 5.2 Million
Individual: 10.3 Million

TRPs

ALL RUNS

Household: 1,406.7
Individual 15+: 420.8

COMPLETION RATE

ALL RUNS

Household: 79%
Individual 15+: 66.1%

RATING

FIRST RUN

Household: 40.3
Individual 15+: 11.9

SHARE OF AUDIENCE

FIRST RUN

Household: 59.6%
Individual 15+: 51.3%

RETAINED AUDIENCE

FIRST RUN

Household: 88.%
Individual 15+: 79.5%

SPONSORSHIP BENEFITS

TV

- 2*30" Spots
- 1*6 opening credits
- 3*3" break in
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 2*30" Mid-roll

RATE

SPOT

AED 93,000

SPONSORSHIP

AED 10,000,000



STUDIO 21

comedy show

30
minutes

30
episodes

STARRING: ALI EL HAMIDI, KHALID MUTHAFAR, KHALED AL FARAG

A light sitcom full of comedy sketches, songs and shows.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 5.4 Million
Individual: 12.5 Million

TRPs

ALL RUNS

Household: 1,652
Individual 15+: 497

COMPLETION RATE

ALL RUNS

Household: 82%
Individual 15+: 70.4%

RATING

FIRST RUN

Household: 34
Individual 15+: 9.8

SHARE OF AUDIENCE

FIRST RUN

Household: 52%
Individual 15+: 44.3%

RETAINED AUDIENCE

FIRST RUN

Household: 81.9%
Individual 15+: 89.5%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RATE

SPOT

AED 93,000

SPONSORSHIP

AED 9,000,000



/ **MBC 1**
drama series



MOUSSA

drama series

60
minutes

30
episodes

STARRING: MOHAMED RAMADAN AND SUMAIA ALKHASHAAB

Moussa's journey of blood, sweat and tears towards his dream of success, wealth and security starts during World War II in the Al Amin region after he takes refuge in the mountain running from justice for taking revenge for his brother.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS

Household: 5.0 Million
Individual: 9.6 Million

TRPs

ALL RUNS

Household: 1,605.5
Individual 15+: 449.7

COMPLETION RATE

ALL RUNS

Household: 79.2%
Individual 15+: 63.6%

RATING

FIRST RUN

Household: 26.6
Individual 15+: 7.2

SHARE OF AUDIENCE

FIRST RUN

Household: 41.4%
Individual 15+: 33.2%

RETAINED AUDIENCE

FIRST RUN

Household: 47.1%
Individual 15+: 40.5%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT

AED 93,000

SPONSORSHIP

AED 9,000,000



AL MEERATH

drama series

30
minutes

30
episodes

STARRING: REEM ABDALLAH & MOHAMAD ALHEJJI

The first of its kind Saudi soap opera which takes the audience on a journey of life and family struggles.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 4.1 MILLION
Individual: 7.8 Million

TRPs

ALL RUNS

Household: 472.9
Individual 15+: 156.8

COMPLETION RATE

ALL RUNS

Household: 79.5%
Individual 15+: 67.9%

RATING

FIRST RUN

Household: 10.7
Individual 15+: 3.2

SHARE OF AUDIENCE

FIRST RUN

Household: 22.2%
Individual 15+: 17.6%

RETAINED AUDIENCE

FIRST RUN

Household: 68.6%
Individual 15+: 55.5%

SPONSORSHIP BENEFITS

TV

- 1*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 2*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RATE

SPOT

AED 42,000

SPONSORSHIP

AED 2,750,000



SOUK AL HARIR(S2)

drama series

60
minutes

30
episodes

STARRING: BASSAM KOUSA, SALOOM HADAAD AND KARESS BASHAR

Season one's last episode ended on a cliffhanger and left viewers with a lot of questions concerning the Omran brothers. What happened that night? What hides behind the walls of that old city?

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 4.9 Million
Individual: 6.1 Million

TRPs

ALL RUNS

Household: 1,201
Individual 15+: 384.1

COMPLETION RATE

ALL RUNS

Household: 75.9%
Individual 15+: 63.3%

RATING

FIRST RUN

Household: 17.2
Individual 15+: 4.9

SHARE OF AUDIENCE

FIRST RUN

Household: 28.3%
Individual 15+: 21.7%

RETAINED AUDIENCE

FIRST RUN

Household: 78.8%
Individual 15+: 64.7%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT

AED 42,000

SPONSORSHIP

AED 2,750,000



NASL AL AGHRAB

drama series

60
minutes

30
episodes

STARRING: AHMED AL SAGGA AND AMEER KARARA

When actors Ahmed Al Sagga and Ameer Karara partner up for a series, the viewers know they will be treated to action, drama and plot twists. Right from the heart of Al Saeed region, a 20-year-old conflict between two families keeps reigniting.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS
Household: 3.2 Million
Individual: 6.0 Million

TRPs

ALL RUNS
Household: 1,457
Individual 15+: 414

COMPLETION RATE

ALL RUNS
Household: 77.4%
Individual 15+: 61.3%

RATING

FIRST RUN
Household: 27.8
Individual 15+: 7.7

SHARE OF AUDIENCE

FIRST RUN
Household: 42.7%
Individual 15+: 35%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 70,000

SPONSORSHIP
AED 3,200,000



MARGARET

drama series

60
minutes

30
episodes

STARRING: HAYAT AL FAHAD

They call her the first lady of Khaliji TV for a reason, Hayat al Fahad this Ramadan is Margaret from the UK and deals with an arranged marriage but tries to make her own rules.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS
Household: 5.1 Million
Individual: 11.1 Million

TRPs

ALL RUNS
Household: 1,558
Individual 15+: 452

COMPLETION RATE

ALL RUNS
Household: 76.7%
Individual 15+: 61.8%

RATING

FIRST RUN
Household: 23.9
Individual 15+: 6.3

SHARE OF AUDIENCE

FIRST RUN
Household: 38%
Individual 15+: 28%

RETAINED AUDIENCE

ALL RUNS
Household: 79.8%
Individual 15+: 68%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 70,000

SPONSORSHIP
AED 3,200,000



/ **MBC 1**
cooking shows



IFTARNA GHAYR

cooking program

45 minutes

30 episodes

PRESENTED BY: CHEF HALA AYASH

This series features Chef Hala Ayash hosting local food bloggers from all around the Arab world where they will show the kind of Iftars they prep in their own country.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH
ALL RUNS
Household: 3.4 Million
Individual: 6.9 Million

TRPs A
LL RUNS
Household: 340
Individual 15+: 126

COMPLETION RATE
ALL RUNS
Household: 66.4%
Individual 15+: 51.9%

RATING
FIRST RUN
Household: 3.2
Individual 15+: 1.1

SHARE OF AUDIENCE
FIRST RUN
Household: 10.1%
Individual 15+: 8.2%

RETAINED AUDIENCE
FIRST RUN
Household: 54.3%
Individual 15+: 45.3%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

BRAND INTEGRATION OPPORTUNITIES

- Product Placement
- Content Integrations (i.e.: recipe co-creation)

RATE

SPOT
AED 42,000

SPONSORSHIP
AED 2,750,000



MEEN EL CHEF

cooking program

30 minutes

30 episodes

A fun and humorous competition-style cooking show featuring a couples as a contestants. But the husband and wife play completely different roles. The aim of the show is to cook 1 dish proposed by the Chef. When the time is up, it's judgment time! The 2 wives taste the dishes blindfolded and grade them on a scale of 1 to 10 - including their own husband's dish.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH
ALL RUNS
Household: 3.4 Million
Individual: 6.9 Million

TRPs A
LL RUNS
Household: 340
Individual 15+: 126

COMPLETION RATE
ALL RUNS
Household: 66.4%
Individual 15+: 51.9%

RATING
FIRST RUN
Household: 3.2
Individual 15+: 1.1

SHARE OF AUDIENCE
FIRST RUN
Household: 10.1%
Individual 15+: 8.2%

RETAINED AUDIENCE
FIRST RUN
Household: 54.3%
Individual 15+: 45.3%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RATE

SPOT
AED 32,000

SPONSORSHIP
AED 1,600,000



/ **MBC 1**
talk shows



AL-LEKAA MIN AL SEFER

talk show

60
minutes

30
episodes

Over the past five seasons, media figure and writer Mufeed Al Nuwaiser introduced the audience to the stories of over 150 Royal figures, Ministers, businesswomen and leaders of some of the biggest Saudi companies who spoke about their road to success, inspiring the community both in KSA and the Arab World.

PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS

Household: 4.6 Million
Individual: 10.3 Million

TRPs

ALL RUNS

Household: 685.9
Individual 15+: 238.1

COMPLETION RATE

ALL RUNS

Household: 61%
Individual 15+: 48.2%

RATING

FIRST RUN

Household: 5.5
Individual 15+: 1.5

SHARE OF AUDIENCE

FIRST RUN

Household: 13%
Individual 15+: 9%

RETAINED AUDIENCE

FIRST RUN

Household: 75.8%
Individual 15+: 67.2%

RATE

SPOT

AED 70,000

SPONSORSHIP

AED 3,200,000

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

RADIO (MBC FM)

- Simulcast of full show
- 2 opening & closing credits
- 2 taglines
- 2*30" radio spots
- 1 trailer



/ **MBC 1**
game shows



game show

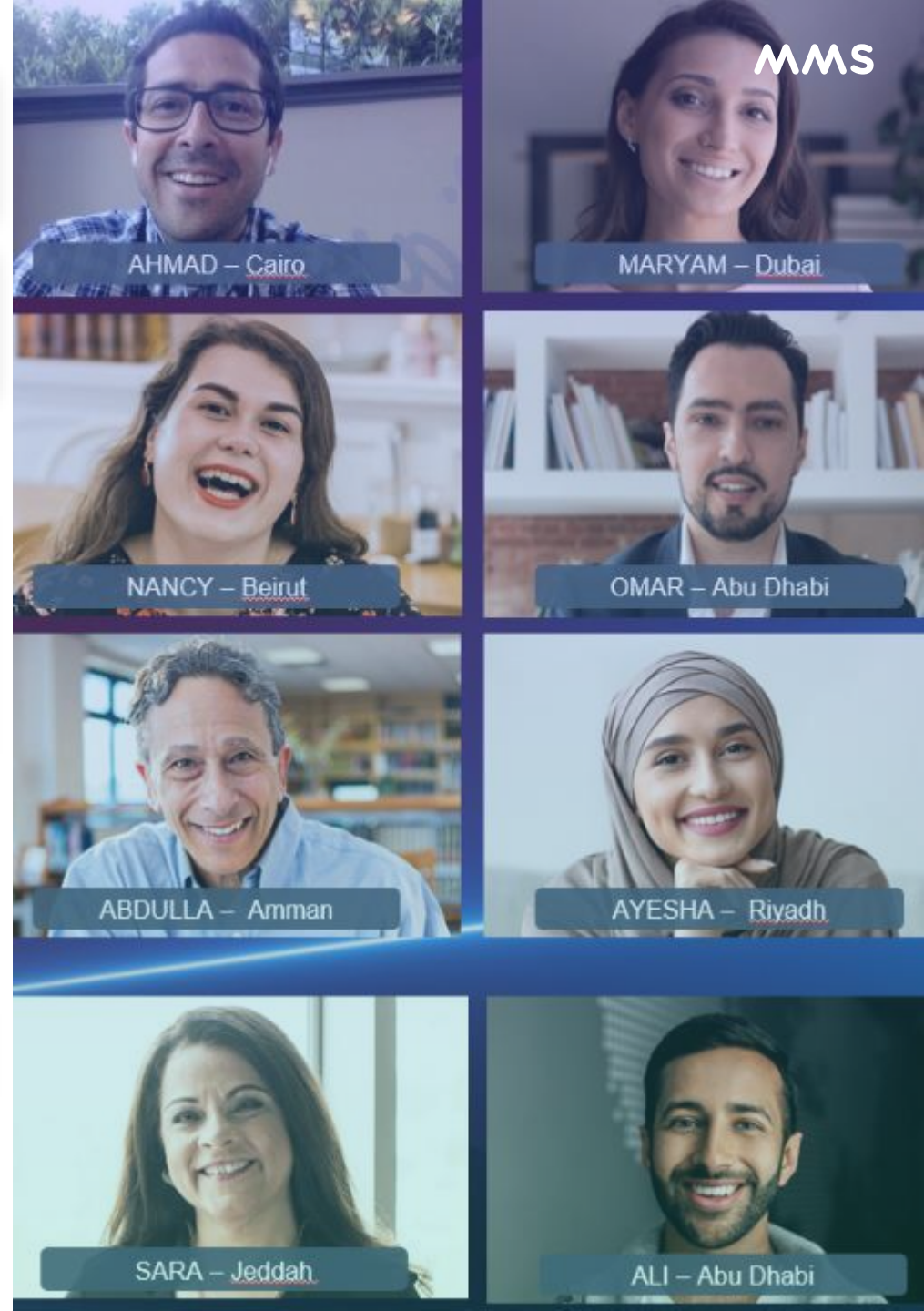
KOLNA NFOZ AL LAYILA

PRESENTED BY: MOSTAPHA AL AGHA

A fun, exciting, live game show that gathers participants from all over the Middle East together to participate via their homes on a web app.

60
minutes

33
episodes



PROGRAM PERFORMANCE (HISTORIC)

MONTHLY REACH

ALL RUNS
Household: 4.8 Million
Individual: 11 Million

TRPs

ALL RUNS
Household: 1,083
Individual 15+: 486

COMPLETION RATE

ALL RUNS
Household: 58%
Individual 15+: 48%

RATING

FIRST RUN
Household: 11.8
Individual 15+: 4.5

SHARE OF AUDIENCE

FIRST RUN
Household: 21.6%
Individual 15+: 20%

RETAINED AUDIENCE

FIRST RUN
Household: 86%
Individual 15+: 55%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

SHAHID

- 1*6" Pre-roll
- 1*30" Mid-roll

BRAND INTEGRATION OPPORTUNITIES

- Product Placement
- Content Integrations (i.e.: recipe co-creation)

RATE

SPOT
AED 42,000

SPONSORSHIP
AED 2,750,000



MBC DRAMA



MBC DRAMA
drama series

DOFAAT BEIRUT

drama series

60
minutes

30
episodes

STARRING: FATMA AL SAFI

After Cairo, it's time for Beirut! With this show, Kuwaiti writer Hiba Al Mashari achieved one of the highest viewership ratings across the GCC and Arab countries and sparked a big debate on social media.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS
Household: 3.9 Million
Individual: 8.9 Million

TRPs

ALL RUNS
Household: 1,161
Individual 15+: 451

COMPLETION RATE

ALL RUNS
Household: 67.6%
Individual 15+: 55.4%

RATING

FIRST RUN
Household: 4.3
Individual 15+: 1.9

SHARE OF AUDIENCE

FIRST RUN
Household: 14.6%
Individual 15+: 15.0%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 24,000

SPONSORSHIP
AED 950,000



AMINA HAF

drama series

60
minutes

30
episodes

STARRING: ELHAM ALFEDHALAH

When she realizes her husband has been hiding money and depriving her and her children from any form of a decent life, Amina took the money as soon as her husband dies and tries to live the life she's always dreamed of, but is money enough to buy her dreams and peace?

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS

Household: 4.1 Million
Individual: 9.7 Million

TRPs

ALL RUNS

Household: 1,690
Individual 15+: 642

COMPLETION RATE

ALL RUNS

Household: 69.9%
Individual 15+: 56.3%

RATING

FIRST RUN

Household: 6.2
Individual 15+: 2.6

SHARE OF AUDIENCE

FIRST RUN

Household: 17.4%
Individual 15+: 18.2%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT

AED 24,000

SPONSORSHIP

AED 950,000



2020

drama series

60
minutes

30
episodes

STARRING: NADINE NJEIM & KOSAI KHAULI

From a poor neighborhood in Lebanon, Qusai Kholi and Nadine Njeim face injustice and oppression - would this come between them or can they overcome challenges together?

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS
Household: 3.6 Million
Individual: 8.3 Million

TRPs

ALL RUNS
Household: 629
Individual 15+: 261

COMPLETION RATE

FIRST RUN
Household: 60.4%
Individual 15+: 50.7%

RATING

FIRST RUN
Household: 4.0
Individual 15+: 1.7

SHARE OF AUDIENCE

FIRST RUN
Household: 9.5%
Individual 15+: 10.3%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 28,000

SPONSORSHIP
AED 1,200,000



AL NAJEYA AL WAHEEDA

drama series

60
minutes

30
episodes

STARRING: HUDDA HUSSAIN

Surviving a fire when everyone else dies can sometimes backfire, that's how the story of our lonely survivor starts but what does she benefit of burning her own family to death? or did someone else do it?

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS

Household: 3.8 Million
Individual: 8.6 Million

TRPs

ALL RUNS

Household: 841
Individual 15+: 335

COMPLETION RATE

AL RUNS

Household: 61.9%
Individual 15+: 49.2%

RATING

FIRST RUN

Household: 3.8
Individual 15+: 1.7

SHARE OF AUDIENCE

FIRST RUN

Household: 13.1%
Individual 15+: 13.7%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT

AED 28,000

SPONSORSHIP

AED 1,200,000



SHLAYWI NASH

drama series

60
minutes

30
episodes

STARRING: ABDALLAH AL SADHAN

The series revolves around two friends and neighbors, Shilawih and Nashi, who are both suffering financially. One works as a security guard while the other is a truck driver and they're both living a love story full of challenges, obstacles and surprises.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS
Household: 3.1 Million
Individual: 6.9 Million

TRPs

Household: 402
Individual 15+: 158

COMPLETION RATE

AL RUNS
Household: 73%
Individual 15+: 60%

RATING

FIRST RUN
Household: 6.1
Individual 15+: 2.6

SHARE OF AUDIENCE

FIRST RUN
Household: 17.4%
Individual 15+: 18.2%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT
AED 28,000

SPONSORSHIP
AED 1,200,000



KASR AL-NILE

drama series

60
minutes

30
episodes

STARRING: DINA EL SHERBINY

Following the death of billionaire businessman Fahmi Al Syoufi, his brother Mansour takes over the distribution of his wealth and with it what's remaining of his power to unfold stories and conflicts around money, revolution, politics and the future of a legacy that was once known as one of the most powerful families in the country.

PROGRAM PERFORMANCE (ESTIMATED)

MONTHLY REACH

ALL RUNS

Household: 2.7 Million
Individual: 5.5 Million

TRPs

Household: 172
Individual 15+: 56

COMPLETION RATE

ALL RUNS

Household: 63%
Individual 15+: 54%

RATING

FIRST RUN

Household: 2.9
Individual 15+: 1.1

SHARE OF AUDIENCE

FIRST RUN

Household: 5.8%
Individual 15+: 6%

SPONSORSHIP BENEFITS

TV

- 2*30" Central TVC
- 1*6" Opening Credit (audio & visual)
- 3*3" Branded Break bumpers
- 14*3" Promos (visual)
- Same benefits in repeat

RATE

SPOT

AED 28,000

SPONSORSHIP

AED 1,200,000



شاهد

— SHAHID



SHAHID DRAWS MILLIONS OF USERS DURING RAMADAN



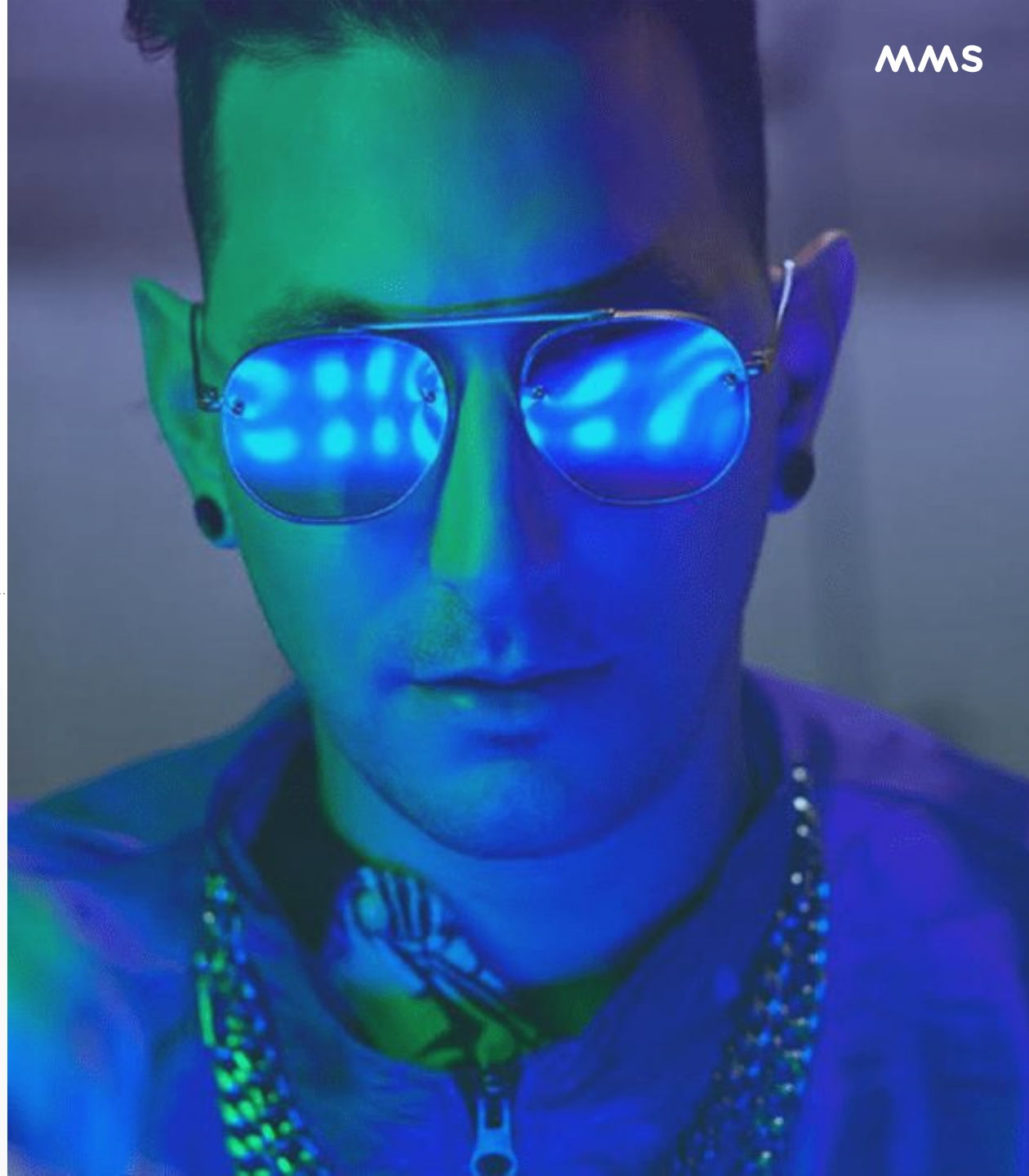
22.7

million users on Shahid during Ramadan



8h30

spent watching Shahid content during Ramadan (per user)



FEATURING YOUR BRAND ON SHAHID

Sponsorships

TV + Shahid

Shahid Only

New Ad formats

In-stream on Smart TV (for sponsors only)

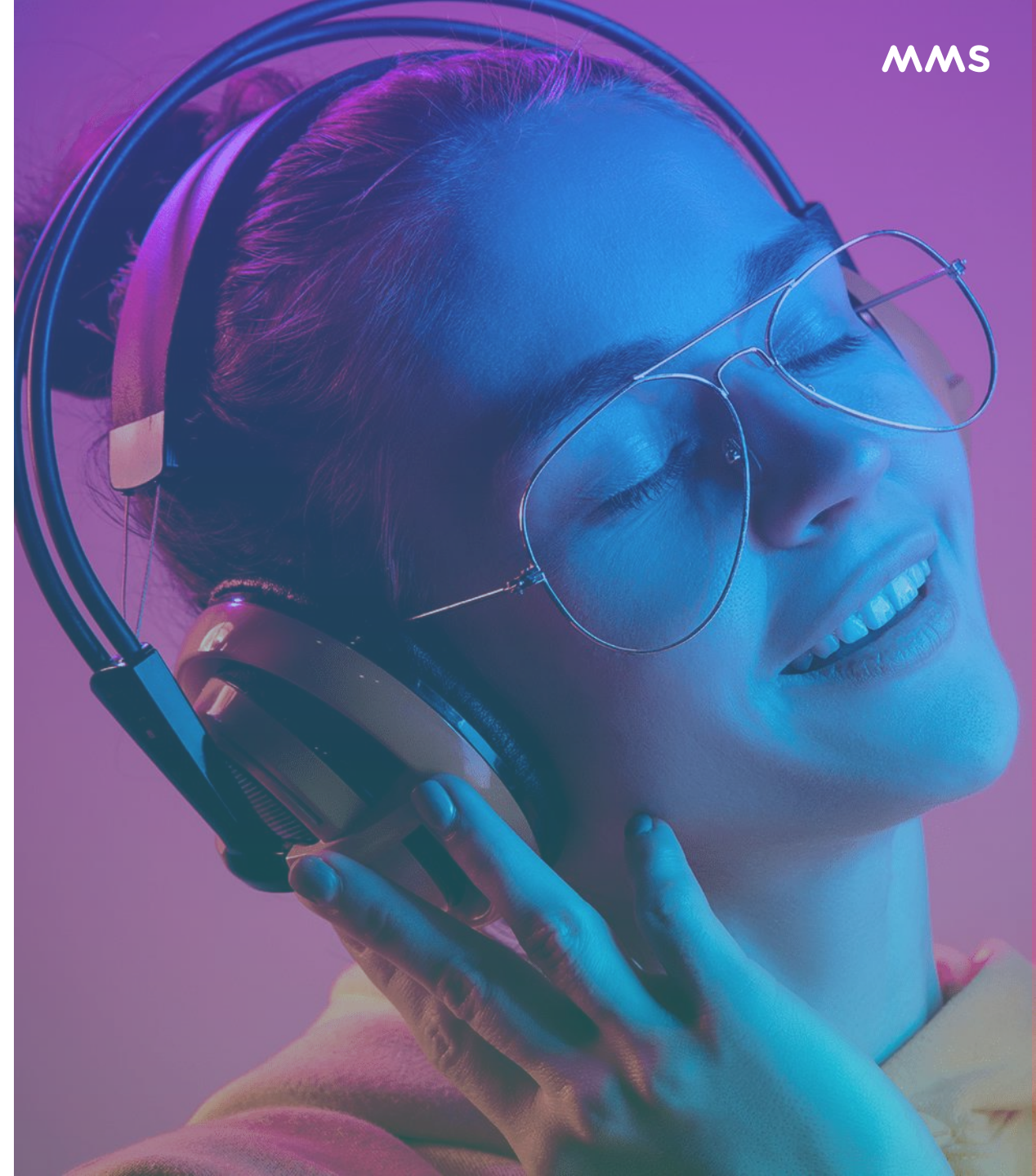
Pause Ads

Run-of-Site (ROS)

Video In-stream ads at CPV of \$0.045

Native Ads + Carousel Ads at \$14 CPM

* FOR SPONSORING CLIENTS



RAMEZ

prank show

25
minutes

30
episodes

PRESENTED BY: RAMEZ GALAL

Master prankster Ramez Galal unleashes his trickery in Dubai this time as he catches his celebrity victims off-guard and lures them into the prank of their life.

PROGRAM PERFORMANCE(HISTORIC)

VIEWS: 21M+

USERS: 4M+

SPONSORSHIP BENEFITS

- 1*6" Pre-roll
- 2*30" Mid-roll
- Sponsor Ads on Smart TV

RATE

SPONSORSHIP
AED 1,284,500



SEEN | MALEK BEL TAWILA | BILATY HIYA AHSAN | KOLNA NFOZ AL LAYILA

FORECASTED TOTAL MARKETS(BUNDLE)

VIEWS: 2.5M+

USERS: 500K+

SPONSORSHIP BENEFITS

- 1*6" Pre-roll
- 2*30" Mid-roll
- Sponsor Ads on Smart TV

RATE

BUNDLE SPONSORSHIP:

- SEEN
- MALEK BEL TAWILA
- BILATY HEYA AHSAN

AED 400,000



MEEN EL CHEF | RAHALA | AL OMARA | KEEP IT SIMPLE | TALK SOUP

Shahid originals

FORECASTED TOTAL MARKETS(BUNDLE)

VIEWS:
2M+(excluding
new show Talk
Soup)

USERS:
850K+(excluding
new show Talk
Soup)

SPONSORSHIP BENEFITS

- 1*6" Pre-roll
- 2*30" Mid-roll
- Sponsor Ads on Smart TV

RATE

**BUNDLE
SPONSORSHIP FOR
5 SHAHID
ORIGINALS:
AED 495,450**



MEEN EL CHEF

cooking show

25
minutes

30
episodes

PRESENTED BY: TBC

Meen el Chef(Previously 'My Wife Rules') is the 1st cooking competition where the contestants are guided by their wives through an earpiece to cook the dish!

PROGRAM PERFORMANCE(HISTORIC)

VIEWS: 1.1M+

USERS: 230K+

SPONSORSHIP BENEFITS

- 1*6" Pre-roll
- 2*30" Mid-roll
- Sponsor Ads on Smart TV
- Integration Opportunities

RATE

SPONSORSHIP FOR MEEN EL CHEF:
AED 275,250



SHAHID ORIGINALS SYNOPSIS

cooking show



25
minutes

30
episodes

Meen el Chef (Previously 'My Wife Rules') is the 1st cooking competition where the contestants are guided by their wives through an earpiece to cook the dish!

reality show



15
minutes

8
episodes

In each episode, a social media figure joins Inji Abou El So'oud to discover the secrets of legendary and eerie locations.

comedy show



5
minutes

30
episodes

A comedy following people from all walks of life who live in the same building as they get caught in hilarious situations every day.

cooking show

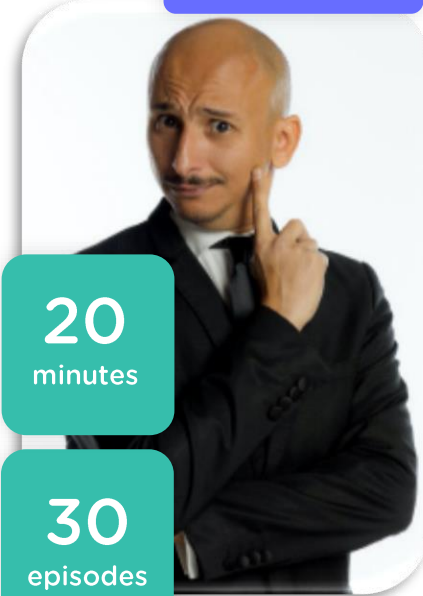


20
minutes

6
episodes

Top Chef judge Bobby Chinn will take us into his kitchen this time and shows us how he Keeps it simple!

comedy show



20
minutes

30
episodes

This new daily Ramadan Talk Show focuses on satirical review of various television moments of the day, with special emphasis on scenes from Ramadan drama series.





RADIO



RADIO IS AN INTEGRAL PART OF PEOPLE'S RAMADAN EXPERIENCE



4M

reached on MBC
FM

20.4% SOA



1.96M

reached on
PANORAMA FM

7.8% SOA



MMS



SOURCE: IPSOS Monthly Radio Report, Ramadan 2020

CONFIDENTIAL



MBC FM





MBC FM Ramadan Grid



GMT	KSA	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
2:00	5:00	QURAAN KAREEM 5:00-8:00						RELIGIOUS & SHORT PROGRAMS	
3:00	6:00								
4:00	7:00								
5:00	8:00	RELIGIOUS CONTENT 8:00-9:00							
6:00	9:00	RERUN AL NAS LEL NAS 9:00- 10:00							
7:00	10:00	SABAHKOM SAUDI (YOUR SAUDI MORNING) 10:00-12:00 LIVE							
8:00	11:00								
9:00	12:00	RERUN LIKAA MEN AL SEFER 12:00- 13:00							
10:00	13:00	HABKIBAT MBC FM 13:00-16:00							
11:00	14:00								
12:00	15:00								
13:00	16:00	IMTINAN 16:00-17:00						RELIGIOUS & SHORT PROGRAMS	
14:00	17:00	RECORDED AND RELIGIOUS CONTENT 17:00-21:00							
15:00	18:00								
16:30	19:30								
17:00	20:00	AL NAS LEL NAS 21:00-22:00 LIVE						LAYALI RAMADAN-RAMADAN NIGHTS LIVE	
18:00	21:00								
19:00	22:00	10 ALA 10 / COMPETITIONS (AHMAD AL HASHEM- ABDULAZIZ AL JAWHAR) (22:00-00:00)							
20:00	23:00								
21:00	0:00	RECORDED SHOWS (0:00-1:00)							
22:00	1:00	LIVE FROM MBC1 (1:00-2:00)							
23:00	2:00	FIRST BROADCAST LIKAA MEN AL SEFR (02:00 - 03:00)							
0:00	3:00	RELIGIOUS & SHORT PROGRAMS(03:00 - 05:00)							
1:00	4:00								

/ LIVE SHOWS



برنامج صباحكم سعودي

هو برنامج صباحي يبدأ الساعة 10 صباحاً ولمدة ساعتين من الأحد للخميس بفقرات متنوعة (اخبار الطقس - الأخبار اليومية المحلية والعالمية - الصحة - الرياضة - ضيوف بمختلف التخصصات) بالإضافة لمتابعة يومية لأبرز وأهم التطورات، تقدمه الزميلة جمانه عبدالله

SABAHKOM SAUDI

Sabahkom Saudi is a morning program that starts at 10 am for two hours from Sunday till Thursday with various segments (weather news - local and international daily news - health - sports - guests in various specialties) in addition to daily updates of the most prominent and important developments, presented by Jumana Abdullah

Transmission Day	Sunday to Thursday	10" Opening & closing credits	Two daily
Timing KSA	10:00	5" Tagline	Two daily
Duration	2 hours	30" Radio spot	Two daily
# of Episodes	20	15" Trailer	One daily
Type	Ramadan Morning Magazine Show	Total monthly rate per hour	220,000 SAR



إمتنان

برنامج يومي طيلة شهر رمضان يتناول العديد من القضايا الإجتماعية المختلفة و المؤثرة حيث هناك قضية إجتماعية جديدة كل يوم يتم من خلالها استضافة شخص يسرد قصته التي تصب أحداثها في سياق موضوع الحلقة

IMTINAN

A daily social show that highlights various social topics where each guest tells a story that is relevant to the episode's topic

Transmission Day	Daily	10" Opening & Closing credits	Twice daily
Timing KSA	16:00	5" Tagline	Twice daily
Duration	1 hour	30" Radio spot	Twice daily
# of Episodes	30	15" Trailer	Once daily
Type	Social	Total monthly rate per hour	240,000 SAR



برنامج الناس للناس

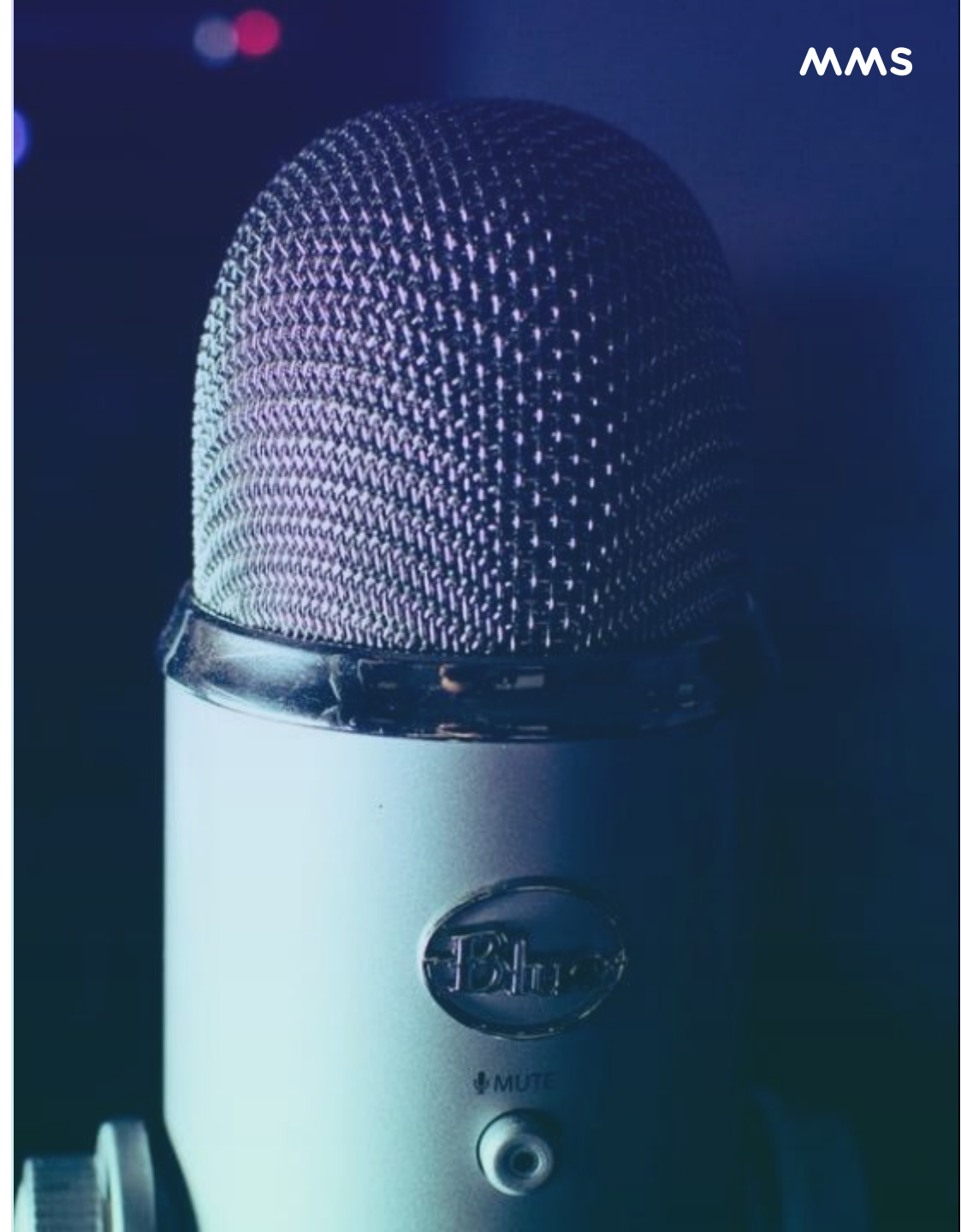
هو برنامج من الأحد للخميس الساعة 9 مساء يقدمه الزميل محمد العسيري يهتم بالأعمال التطوعية ويسلط الضوء على أبرز الجهود التي تقدمها الجمعيات الخيرية والتعاونية حيث يستضيف مدراء الجمعيات ويتم ربطهم مع الحالات الإنسانية المحتاجة.

AL NAS LEL NAS

This program is from Sunday to Thursday at 9 p.m. and is presented by Muhammad Al-Asiri, where he highlights the most prominent efforts made by charitable and cooperative societies, and hosts association directors who represent humanitarian cases.

Transmission Day	Sunday to Thursday
Timing KSA	21:00
Duration	1 hour
# of Episodes	20
Type	CSR Social show

10" Opening & Closing credits	Twice daily
5" Tagline	Twice daily
30" Radio spot	Twice daily
15" Trailer	Twice daily
Total monthly rate per hour	275,000 SAR



لقاء من الصفر

هو برنامج قصصي يقدمه الزميل مفيد النويصر حيث يستضيف شخصيات بارزة وناجحة تستعرض مسيرتها من الصفر. مباشر من قناة أم بي سي 1

AL-LEKAA MIN AL SEFER

A program presented by colleague Moufid Al-Nuwaiser, where he hosts prominent and successful personalities with successful careers. Live from MBC1

Transmission Day	7 days
Timing KSA	02:00
Duration	1 hour
# of Episodes	30
Type	Social TV show

10" Opening & closing credits	Twice daily
5" Tagline	Twice daily
30" Radio spot	Twice daily
15" Trailer	Once daily
Total monthly rate per hour	250,000 SAR





/ COMPETITIONS



حقيبة MBC FM

برنامج مسابقات ممتع ومسلي يبدأ الساعة 1 بعد الظهر وحتى 4 عصرا لمدة 7 ايام في الاسبوع. البرنامج الذي يقدم على الإذاعة على مدى 15 عام ويعتبر من الموائد الرمضانية المسموعة والمرئية عبر التطبيقات يتيح الفرصة للمستمعين بتخمين الشيء الموجود داخل الحقيبة ويقدم جوائز قيمة تصل قيمتها إلى 1000 ريال يوميا لكل فائز

MBC FM BAG

A fun and entertaining competition program that starts at 1 pm until 4 pm for a period of 7 days a week. The program has been on the radio for 15 years and is considered one of the most successful Ramadan promotions which provides the opportunity for listeners to guess what's inside the bag and win up to 1000 riyals per day.

Transmission Day	7 days
Timing KSA	13:00
Duration	(3) hours
# of Episodes	30
Type	Competition

10" Opening & Closing credits	Twice daily
5" Tagline	Twice daily
30" Radio spot	Twice daily
15" Trailer	Once daily
Total monthly rate per hour	275,000 SAR



برنامج المسابقات 10 على 10

هو برنامج يومي 7 ايام في الاسبوع من الساعة 10 مساء وحتى منتصف الليل يقدمه الزملاء عبدالعزيز الجوهر واحمد الهاشم حيث يجب علي المستمع ان تكون اجاباته 10 على 10 حتى يستحق الجائزة من خلال تقديم مجموعة من الاسئلة الثقافية والرياضية والتاريخية ويهدف البرنامج إلى اعطاء نبذة عن كل سؤال مهم يطرح للمستمعين بعد معرفة اجابته.

AL MUSABAKAT 10/10

It is a daily program, 7 days a week, from 10 pm until 12 am, presented by Abdulaziz Al-Jawhar and Ahmed Al-Hashem, where the listener must have 10 correct answers out of 10 in order to deserve the award by presenting a set of cultural, sports and historical questions.

Transmission Day	7 days
Timing KSA	22:00
Duration	(2) hours
# of Episodes	30
Type	Competition

10" Opening & closing credits	Twice daily
5" Tagline	Twice daily
30" Radio spot	Twice daily
15" Trailer	Twice daily
Total Monthly Rate per Hour	275,000 SAR





/ RAMADAN GREETINGS



تحية الإفطار

تكون مباشرة قبل الانتقال الى مكة بدقيقة واحدة و من ثم بعد الإفطار. تحية الراعي مثل:
نتمنى لكم إفطارا شهيا برعاية:

IFTAR GREETING

30 seconds tips before Maghreb Prayer and then immediately after Adhan greeting all Muslims and wishing them " Happy Feast".

Timing KSA	19:00
Duration	20 seconds
# of Episodes	30
Type	Iftar Greeting

10" Opening & Closing Credits	2 per day
5" Tagline	2 per day
30" radio commercials	1 per day
Total Monthly Rate	200,000 SAR



تهاني رمضان

البرنامج عبارة عن تهاني رمضانية تبث على إذاعة أم بي سي إف إم خلال شهر رمضان المبارك (5) مرات على مدار اليوم تهنئ المستمعين بقدوم شهر رمضان المبارك وتتمنى لهم صوما مقبولا وعملا صالحا.

RAMADAN GREETINGS

Greetings by MBC FM presenters to celebrate Ramadan . The greetings will be transmitted (5) times throughout the day

Timing KSA	5 times across the day
Duration	15 Seconds
Transmitting Days	30
# of Episodes	150
Type	Ramadan Greetings

15" Branded Greeting	Five per day
Total Monthly Cost	250,000 SAR





البث المباشر

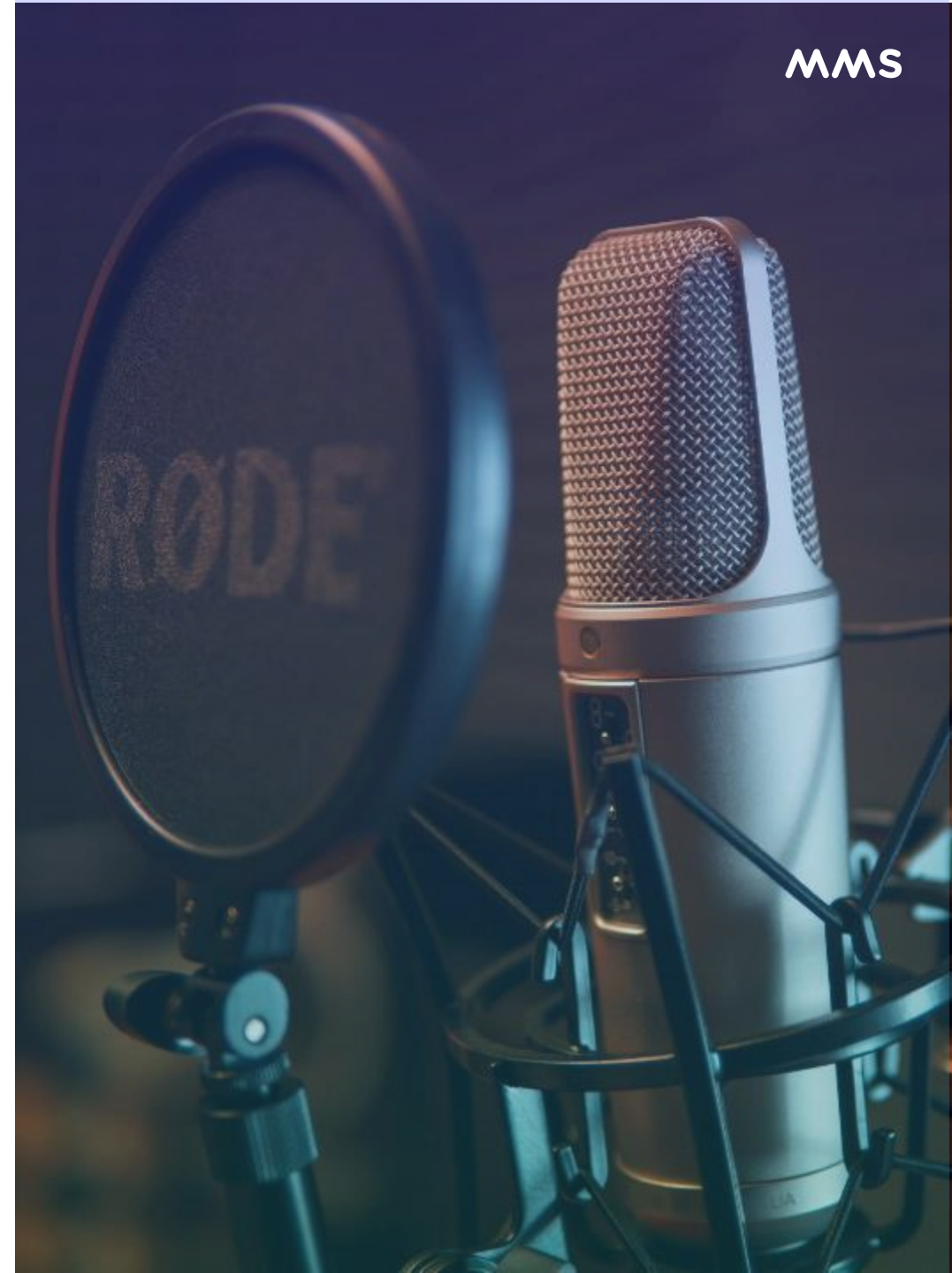
برنامج إذاعي يبث على الهواء مباشرة من أحد المراكز التجارية المتواجدة بالمملكة. بحيث يتم خلال البرنامج تسليط الضوء على أهم الفعاليات والأنشطة المقامة خلال شهر رمضان المبارك مع التنويه عن أسماء الفائزين بالجوائز والهدايا المقدمة من راعي البرنامج.

LIVE COVERAGE

A Live coverage program from different locations in KSA, tailor-made for Malls. The program will be highlighting the main activities in these locations, in addition to announcing the winner's names of the daily prizes

Timing KSA	00:20, 00:40
Duration	5 min
# of Episodes	60
Type	Live coverage

5 mins live coverage link	Twice per day
Total cost per coverage	350,000 SAR





/ RECORDED SEGMENTS



برنامج ملهم العالم

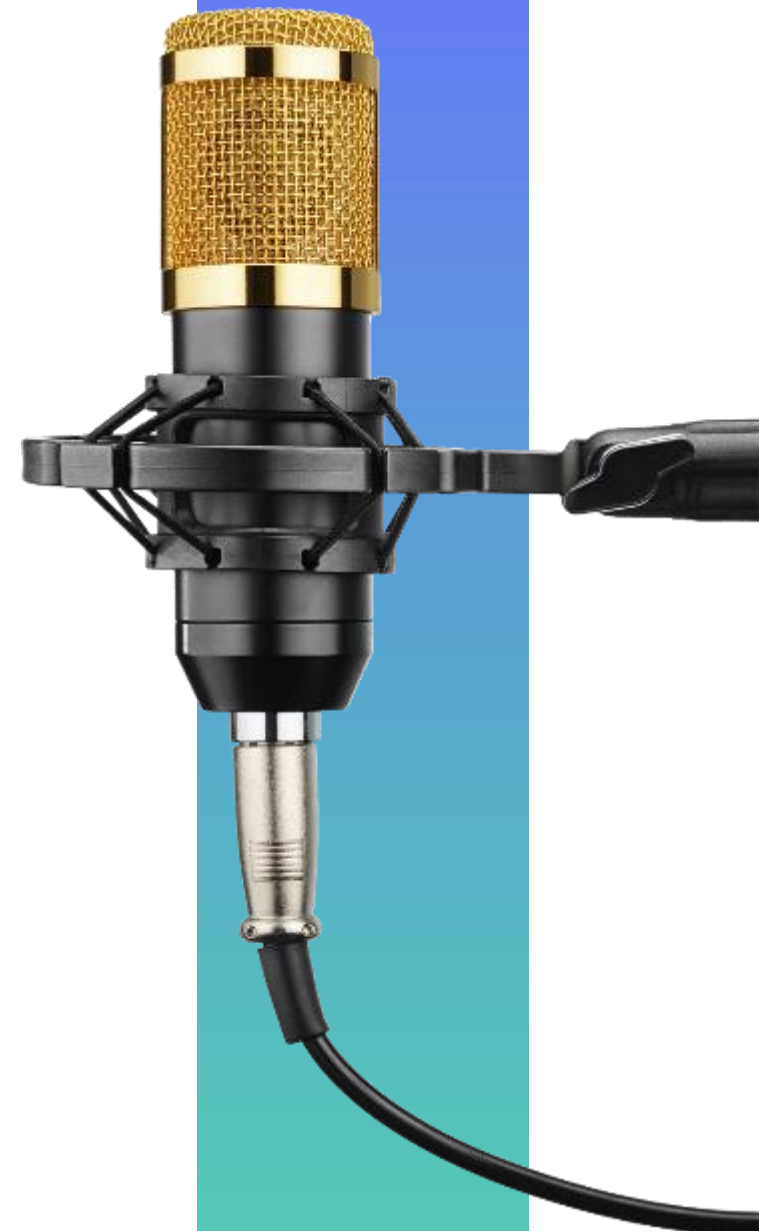
هو برنامج يقدمه الشيخ الدكتور عايض القرني من خلال رسائل قصيرة وملهمة

MULHEM AL ALAM

It is a program presented by Sheikh Dr. Ayed Al-Qarni through short and inspiring messages

Transmission Day	7 days
Timing KSA	5 times per day
Duration	4-6 min
# of Episodes	150
Type	Social

10" Opening & Closing credits	10 daily
5" Tagline	10 daily
30" Radio spot	Once daily
Total monthly rate per hour	250,000 SAR



سؤال في قصة

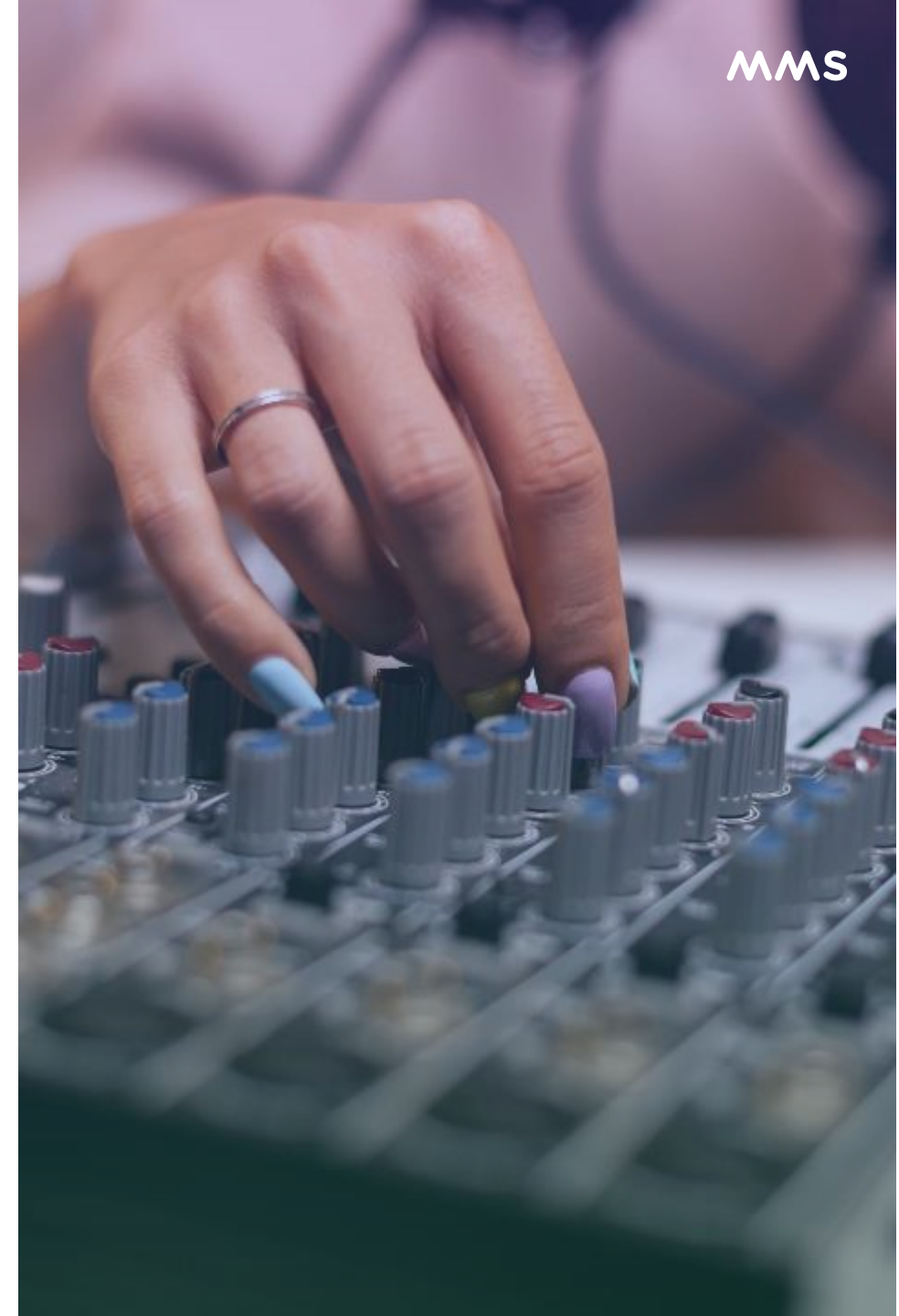
هو عبارة عن برنامج يقدم قصة قصيرة يطرح من خلالها سؤال حيث يكون الجواب بين الأسطر.

SUAAL FI QISA

It is a program that presents a short story in which a question is asked, and the listeners should read between the lines to guess the answer.

Transmission Day	7 days
Timing KSA	5 times per day
Duration	4-6 min
# of Episodes	150
Type	Social

10" Opening & Closing credits	10 daily
5" Tagline	10 daily
30" Radio spot	Once daily
Total monthly rate per hour	250,000 SAR





رسالة من القلب

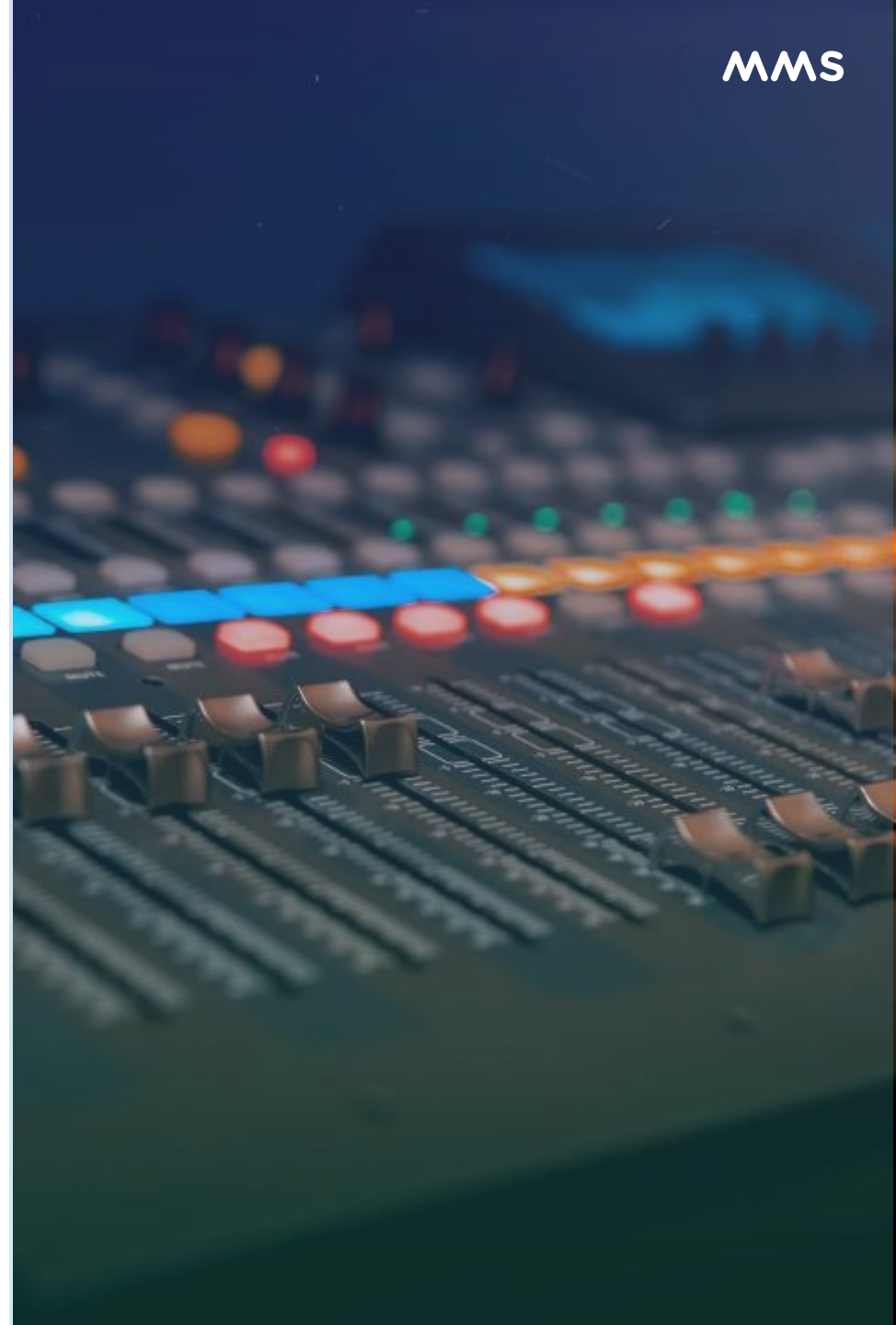
هو عبارة عن رسائل يومية قصيرة يقدمها أسامه الجامع وهو حامل ماجستير في علم النفس الكليني من كلية الطب بجامعة الإمام عبدالرحمن بن فيصل وهو نشط على تويتر و لدية متابعين أكثر من نصف مليون

RISALA MEN AL QALB

A short daily message provided by Osama Al-Jama, who has an MA in Clinical Psychology from the College of Medicine at Imam Abdulrahman Bin Faisal University, and he is active on Twitter and has more than half a million followers.

Transmission Day	7 days
Timing KSA	5 times per day
Duration	4-6 min
# of Episodes	150
Type	Social

10" Opening & closing credits	10 daily
5" Tagline	10 daily
30" Radio spot	Once daily
Total monthly rate per hour	250,000 SAR



برنامج معلومة وفكرة

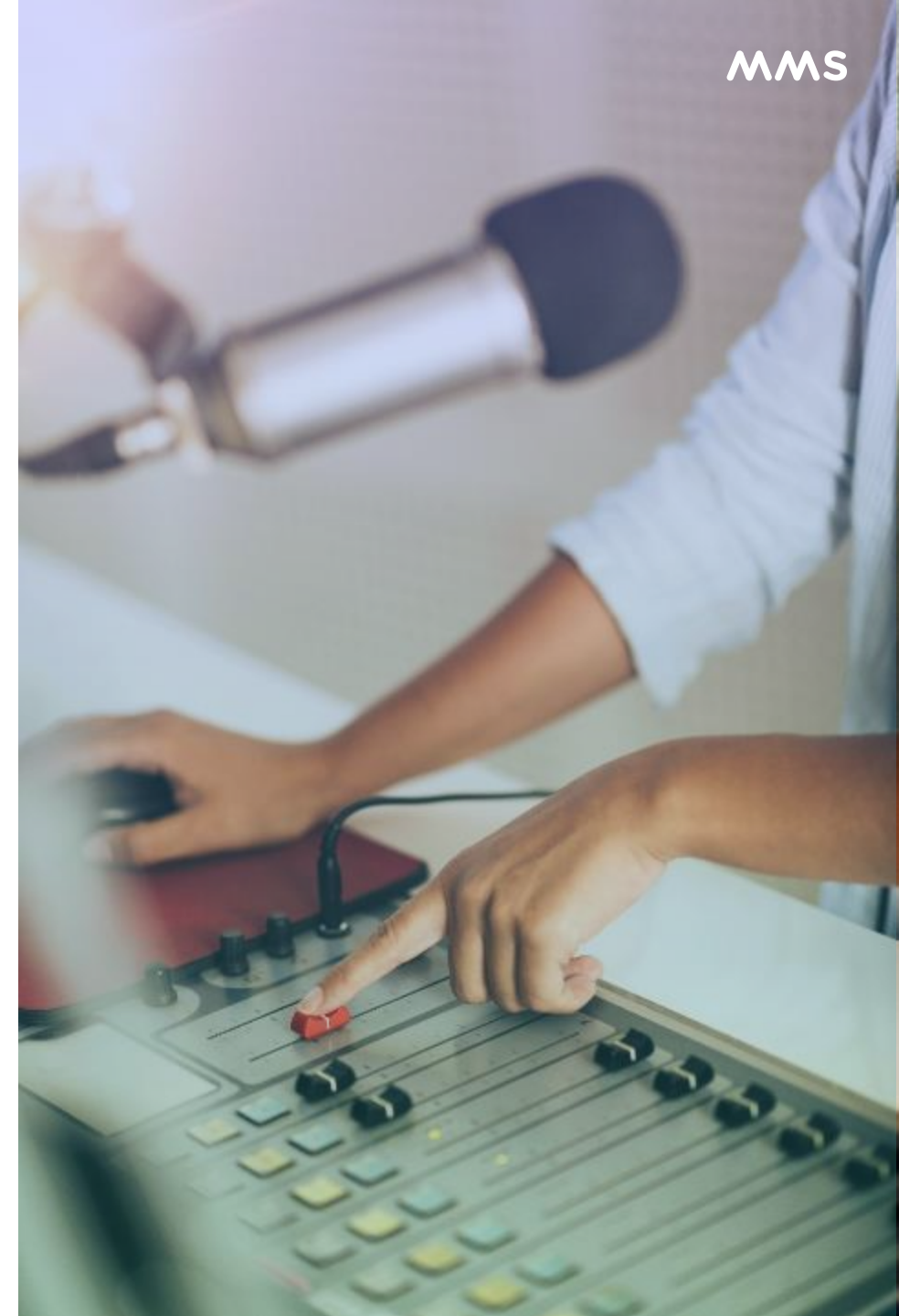
هو برنامج يقدم معلومة فريدة ويطرح فكرة من خلال هذه المعلومة مثل معلومات عن اللون الأبيض وبعد ذلك يتم تقديم افكار حول استخدام اللون الأبيض في حياتنا وتقدمه الزميلة سارة الخناني.

MAALOUMA WA FIKRA

It is a program that provides unique information and is presented by Sarah Al-Khanani.

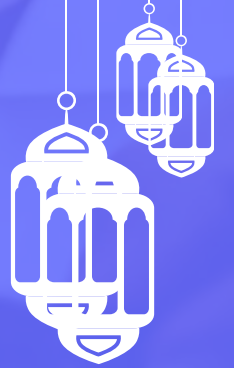
Transmission Day	7 days
Timing KSA	5 times per day
Duration	4-6 min
# of Episodes	150
Type	Social

10" Opening & closing credits	10 daily
5" Tagline	10 daily
30" Radio spot	Once daily
Total monthly rate per hour	250,000 SAR





PANORAMA





PANORAMA Ramadan Grid



GMT	KSA	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2:00	5:00	QURA'AN KAREEM (4-9)						
3:00	6:00							
4:00	7:00							
5:30	8:00							
6:00	9:00	AHLA SABAH 09:00 - 12:00						
7:00	10:00							
8:00	11:00							
9:00	12:00							
10:00	13:00	RECORDED SERIES 12:00 - 15:00						
11:00	14:00							
12:00	15:00							
13:00	16:00	SALLY SYAMAK 15:00 - 18:00						
14:00	17:00							
15:30	18:00	IFTARAK ALAINA 18:00 - 19:00						
16:00	19:00							
17:00	20:00	RECORDED SERIES (19:00 - 22:00)						
18:00	21:00							
19:00	22:00							
20:00	23:00	RAMADAN WEL NAS INCLUDING FROM 1-100 (22:00 - 01:00)						
21:00	0:00							

/ LIVE SHOWS



أحلى صباح

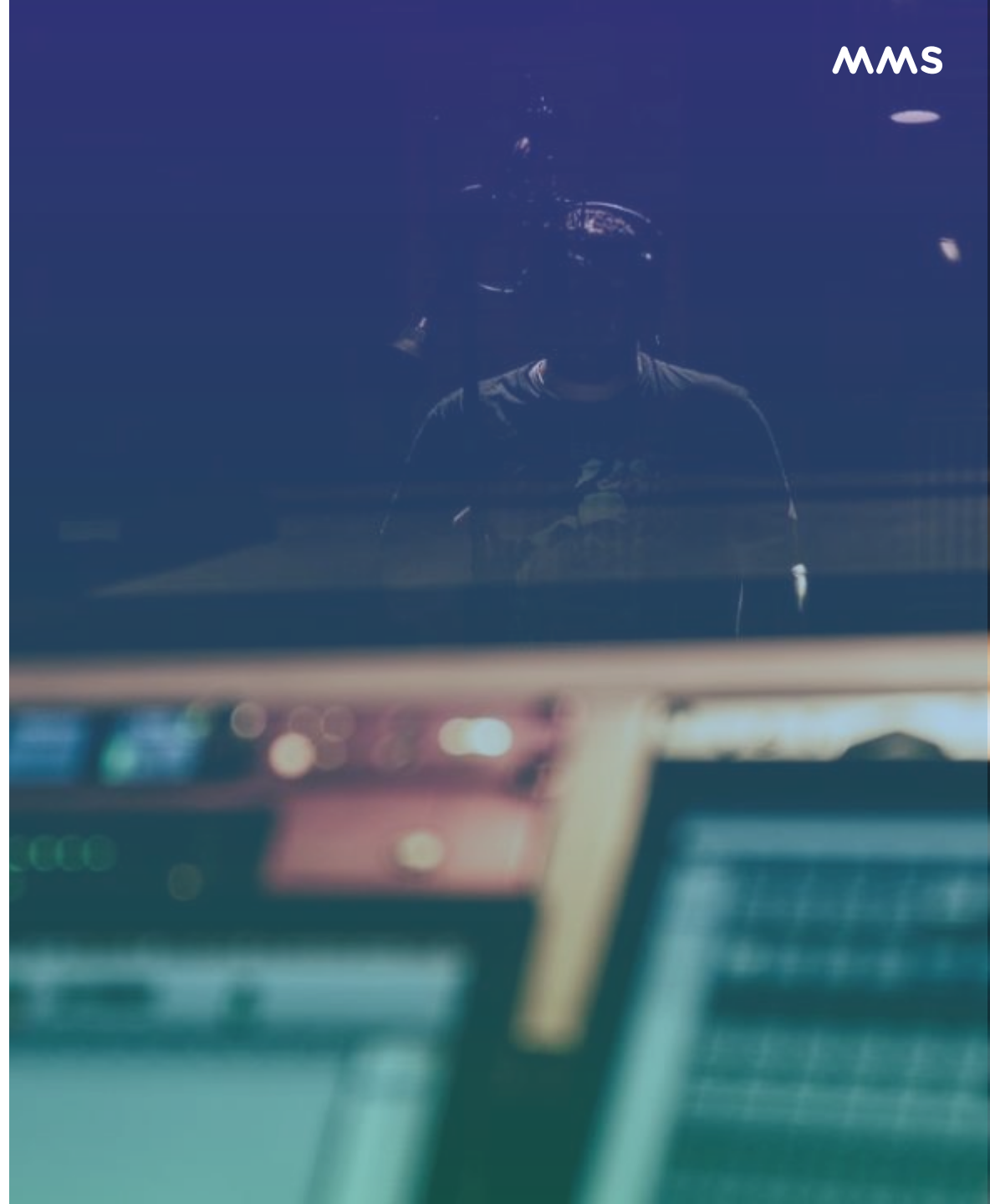
يبدأ المشوار الصباحي اليومي عبر اذاعة بانوراما بالبرنامج الشهير احلى صباح وما يتخلله من فقرات تم وضعها خصيصا للشهر الكريم . فبالإضافة الى الفقرات اليومية المعتادة كأحوال الطقس و احداث اليوم, يقدم البرنامج نصائح يومية لنبداً يومنا بنشاط و حيوية, و كيف نستطيع متابعة اعمالنا الصباحيه في الشهر الكريم. كما انه يستعرض اخر الاحداث اليوميه و الاخبار العالمية و يستضيف مختصين واكاديميين يشاركون المستمعين نصائحهم و خبراتهم العمليه

AHLA SABAH

The daily morning journey begins with the famous program Ahla Sabah and the segments that are specially developed for the holy month, in addition to the usual daily segments such as weather and trending social topics. The program offers daily tips on how to actively and dynamically start our day in Ramadan, and the show also includes academics and specialists as live guests

Transmission Day	Sunday to Thursday
Timing KSA	09:00
Duration	(3) hours
# of Episodes	20
Type	Ramadan Morning Magazine

10" opening & Closing Credits	Twice per day
5" Tagline	Twice per day
30" radio commercials	Twice per day
15" trailer	Once per day
Total Monthly Rate per hour	180,000 SAR



إفطارك علينا

البرنامج مرتبط بالحملة التي تقام في مدن المملكة العربية السعودية و التي تتضمن نزول متطوعين يوميا لتوزيع آلاف الوجبات على مدار الشهر قبل وقت الإفطار، كما تبني البرنامج حملة توعوية لحث السائقين على عدم السرعة من أجل الوصول إلى البيت موعد الإفطار لما في ذلك من خطورة كبيرة. البرنامج يشمل تكاليف تنفيذ الحملة وهي عبارة عن :- توزيع 45,000 ألف وجبة في (3) مدن رئيسية (الرياض-جدة- الدمام) . يحصل الراعي بالإضافة إلى مزايا الرعاية على الهواء - تواجد شعاره على السيارات، وجبات الإفطار و زي المتطوعين بالإضافة إلى التغطية اليومية على صفحة بانوراما الخاصة على مواقع التواصل الإجتماعي

EFTARAK ALAYNA

A massive on ground activation where thousands of daily meals are being distributed in the streets of Riyadh, Jeddah and Dammam. The message last year was to urge drivers not to drive fast in order to reach their homes for Iftar. Sponsor's benefits include beside the on-air benefits: Cars branding in 3 cities, meals boxes branding and volunteers t-shirts branding (Sponsor will have an additional daily exposure on Panorama FM social media platforms)

Timing KSA	18:00	10" Opening & Closing Credits	Twice per day
# of Episodes	30	5" Tagline	Twice per day
Type	CSR On ground show	30" radio commercials	Twice per day
		15" trailer	Once per day
		Total Monthly Rate per hour	300,000 SAR



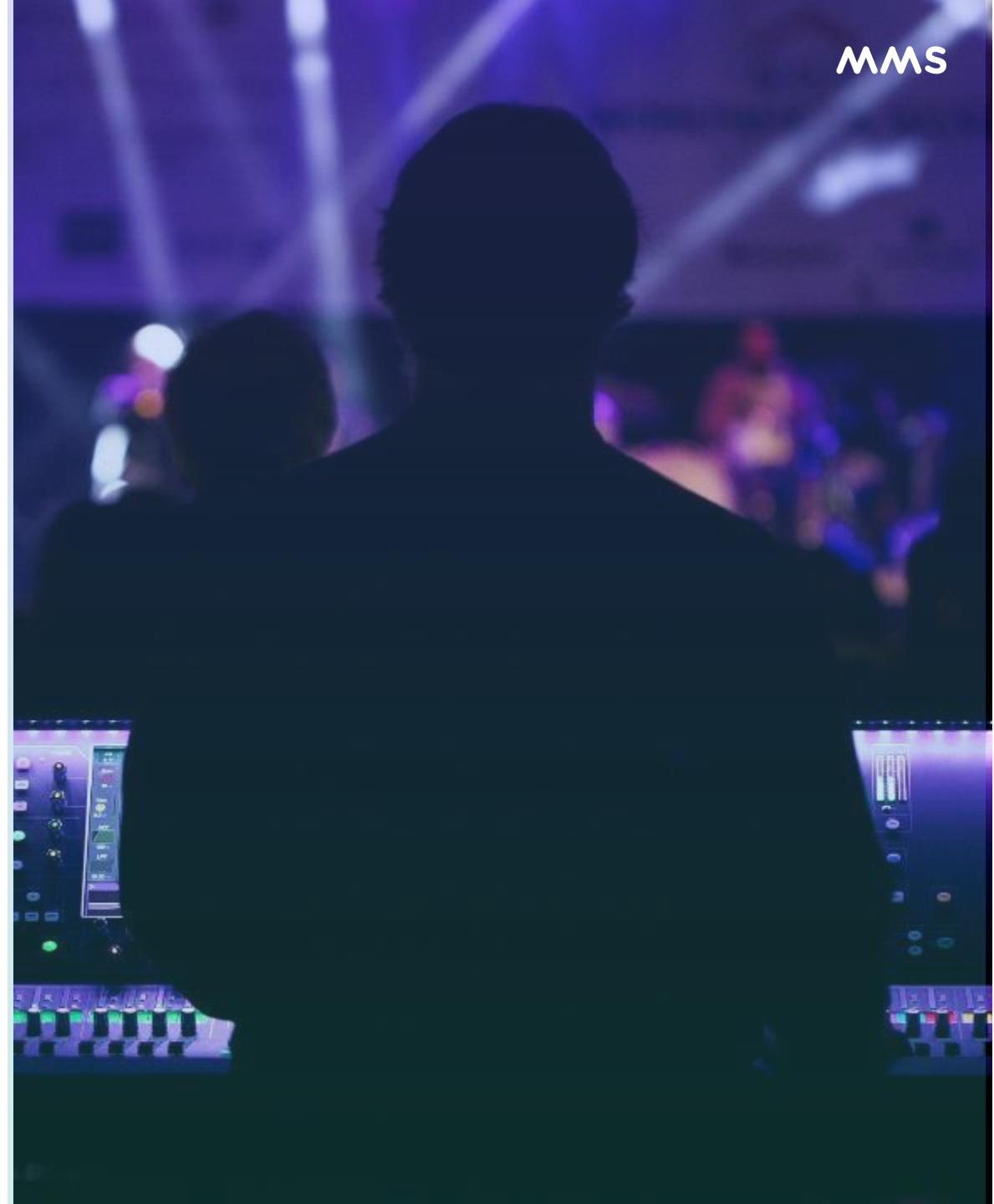
رمضان و الناس

سهرة رمضانية فنية متنوعة تتناول نجوم الفن و الغناء في الوطن العربي, حيث يستضيف مذيعو بانوراما إف إم هؤلاء النجوم ليتحدثوا عن أجواء رمضان الساحرة في حوار مباشر مع المستمعين الذين تتاح لهم فرصة المشاركة في الحديث. كما تتخلل السهرة أنواع غنائية تناسب مع أجواء الشهر الكريم

RAMADAN WEL NAS

An entertainment night show in which Panorama presenters host famous Arab stars (actors and singers) to talk about Ramadan's fascinating environment live on air. Listeners will be given the chance to participate and talk to the stars.

Timing KSA	23:00	10" Opening & Closing Credits	Twice per day
Duration	1 Hour	5" Tagline	Twice per day
# of Episodes	30 Days	30" radio commercials	Twice per day
Type	Variety - Night Show	15" trailers per month	Once per day
		Total rate per Hour	225,000 SAR



/ COMPETITIONS



مسابقة سالي صيامك

بعد يوم شاق و طويل , يسعدنا تخفيف التعب و اضاءه جو من المرح و الترفيه من خلال برنامج سالي صيامك ومسابقته اليوميه المنوعه و الترفيهيه, حيث يقوم المذيع بطرح مجموعه من الاسئلة و يشارك المستمعين ببعض الالعب من خلال الهاتف مثل معرفة طبخة معينة بعد تقديم بعض المكونات وعلى المستمعين اكتشافها, أو مسابقة أين الخطأ في معلومة أو عبارة معينة يقدمها المذيع وعلى المستمعين إكتشاف الخطأ الوارد بها. كما تتخلل المسابقة بعض الفقرات الترفيهية

SALLY SYAMAK COMPETITION

Sally Syamak is a daily competition full of games, questions, trivias and quizzes. Listener needs to guess the right answer in order to win the daily prize!

Timing KSA	15:00	10" Opening & Closing Credits	Twice per day
Duration	3 Hours	5" Tagline	Twice per day
# of Episodes	30	30" radio commercials	Twice per day
Type	Competition	15" trailer	Once per day
		Total Monthly Rate per hour	200,000 SAR + Prizes

Minimum SR. 30,000 prizes value



مسابقة من 1 الى 100

مسابقة يومية تذاع على الهواء مباشرة، ضمن السهرة (رمضان والناس) تحتوي المسابقة على 100 سؤال، كل منها يحمل رقما معيناً وفيه توجيه أو طلب معين من المستمع، وعلى المستمع أن يختار الرقم ثم يعمل بما وراءه من توجيهات، فقد يكون هناك سؤال آخر أو قد يطلب منه العودة الى نقطة البداية أو أن يغني أو أن يحل لغزا

FROM 1 TO 100 COMPETITION

A daily live competition aired during the night show Ramadan and includes 100 questions, and each number is related to a challenge: answer another question, go back to the starting point, sing, or solve a riddle.

Timing KSA	22:00	10" open/close Credits	Twice per day
Duration	1 Hour	5" Tagline	Twice per day
# of Episodes	30	30" radio commercials	Twice per day
Type	Competition	15" trailers per month	Once per day
		Total Rate	240,000 SAR + Prizes

Minimum SR. 30,000 prizes value



/ RAMADAN GREETINGS

/ / / / /

تحية الإفطار

تكون مباشرة قبل الانتقال الى مكة بدقيقة واحدة و من ثم بعد الإفطار. تحية الراعي مثل: نتمنى لكم إفطارا شهيا برعاية :

IFTAR GREETING

30 seconds tip before Maghreb Prayer and then immediately after Adhan greeting all Muslims and wishing them “ Happy Feast”.

Timing KSA	19:00	10” Opening & Closing Credits	Twice per day
Duration	20 seconds	5” Tagline	Twice per day
# of Episodes	30	30” radio commercials	Once per day
Type	Iftar Greeting	Total Monthly Rate	150,000 SAR

Minimum SR. 30,000 prizes value



تهاني رمضان

البرنامج عبارة عن تهاني رمضانية تبث على إذاعة بانوراما إف إم خلال شهر رمضان المبارك (5) مرات على مدار اليوم تهنئ المستمعين بقدوم شهر رمضان المبارك وتتمنى لهم صوما مقبولا وعملا صالحا.

RAMADAN GREETINGS

Greetings by Panorama presenters to celebrate Ramadan . The greetings will be transmitted (5) times throughout the day

Timing KSA	5 times across the day
Duration	15 Seconds
Transmitting Days	30
# of Episodes	150
Type	Ramadan Greetings

15" Branded Greeting	5 per day
Total Monthly Rate	200,000 SAR

Minimum SR. 30,000 prizes value



البث المباشر

برنامج إذاعي يبث على الهواء مباشرة من أحد المراكز التجارية المتواجدة بالمملكة. بحيث يتم خلال البرنامج تسليط الضوء على أهم الفعاليات والأنشطة المقامة خلال شهر رمضان المبارك مع التنويه عن أسماء الفائزين بالجوائز والهدايا المقدمة من راعي البرنامج.

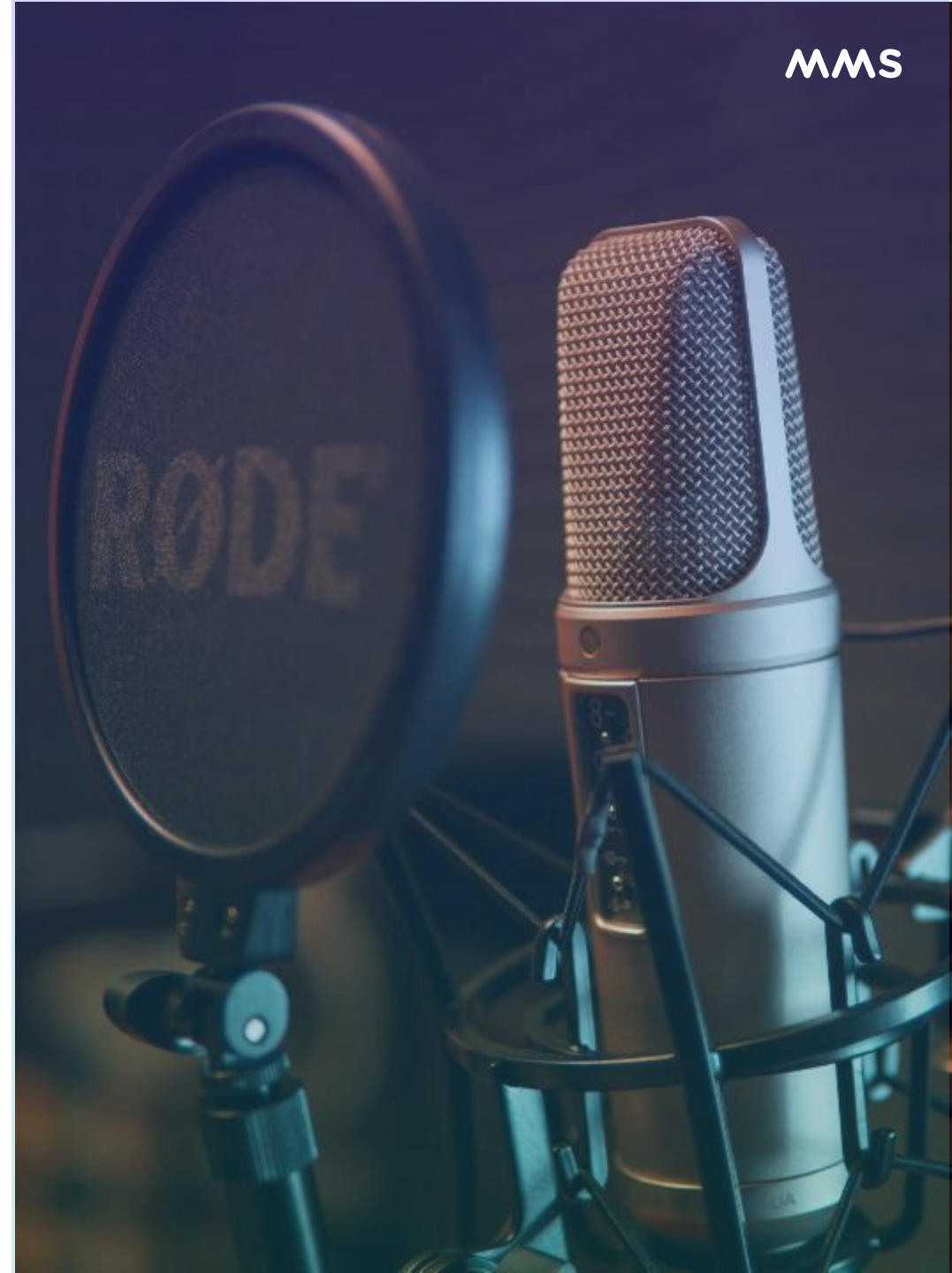
LIVE COVERAGE

A Live coverage program from different locations in KSA, tailor-made for Malls. The program will be highlighting the main activities in the locations, in addition to announcing the winner's names of the daily prizes

Timing KSA	00:20, 00:40
Duration	5 min
# of Episodes	60
Type	Live coverage

5 mins live coverage link	Twice per day
Total Rate per Coverage	300,000 SAR

Minimum SR. 30,000 prizes value



/ RECORDED SHOWS

/ / / / /

برنامج كالوري

في الشهر الكريم عادة ما تزدحم المائدة اليومية بمجموعه من اصناف الطعام المختلفة و الحلويات , برنامج كالوري يقدم معلومه عن الاكلات الشهيره في رمضان وكمية الكالوري الموجود فيها يقدمها اخصائي في مجال التغذية الصحية لتساعد المستمعين على المحافظة على صحتهم و عدم الافراط في تناول الوجبات

CALORIE PROGRAM

This segment provides information about the famous food in Ramadan and the number of calories provided by a specialist in the field of health nutrition to help listeners to maintain their health.

Timing KSA	4 times (1 main + 3 repeats)
Duration	2 min
# of Episodes	120
Type	Tips

10" Opening & Closing Credits	8 per day
5" Tagline	8 per day
30" radio commercials	Once per day
Total Rate per Hour	200,000 SAR



Minimum SR. 30,000 prizes value

انت الشيف

فقرة يومية مباشرة مع شيف يقدم وصفات اشهر الاكلات من كل بلد واشهر الاكلات الرمضانية كما انه يفتح المجال للمستمعين للاتصال على الهواء و المشاركة بطريقتهم التي يعتادون عليها في طهي الصنف الذي يقدمه الشيف والطريقة التي تحوز صاحبها على اعجاب الشيف, يحصل بها على لقب (انت الشيف)

YOU ARE THE CHEF

A daily live segment during Sally Syamak with a chef who offers recipes of the most famous food from each country as well as famous dishes in Ramadan.

Timing KSA	13:00 During Sally Syamak	10" opening & Closing Credits	Twice per day
Duration	5 min	5" Tagline	Twice per day
# of Episodes	30	30" radio commercials	Twice per day
Type	Tips	15" trailers per month	Once per day
		Total Rate per Hour	200,000 SAR

Minimum SR. 30,000 prizes value



يوم بيوم

فقرة اجتماعية تتناول كل يوم موضوع اجتماعي و سلوك يومي عن الاسره في رمضان و ظروف كورونا وكيفية الاستفادة من التجمع العائلي و نصائح للاهل مع ابنائهم كما يتناول البرنامج قضايا الحياه اليوميه من حيث تنظيم المصاريف في رمضان و وتخفيض تكاليف عملية الشراء والتسوق من خلال الاستفادة من خبرات مختصين في هذا المجال

DAY BY DAY

A social segment that deals every day with a new social topic such as issues with organizing expenses during Ramadan and ways to reduce daily grocery expenses.

Timing KSA	4 times (1 main + 3 repeats)
Duration	2 min
# of Episodes	120
Type	Tips

10" Opening & Closing Credits	8 per day
5" Tagline	8 per day
30" radio commercials	1 per day
Total Rate per Hour	200,000 SAR

Minimum SR. 30,000 prizes value





NEW PRODUCTS & BRAND EXPOSURE

WALK THROUGH

The presenter can either visit a client's location or can include the clients' videos and talk organically about their offering & promote their brand on the station's social pages and website.



Ad Length	Position	Time Band	Frequency	Net to Media	Week 1						
					S	M	T	W	T	F	S
30					23	24	25	26	27	28	29
/	Walk Through	/	1				1				
30"	Pre-recorded Promos	06:00 - 21:00	25		5	5	5	5	5		
15"	Live Reads - WT	06:00 - 21:00	5		1	1	1	1	1		
/	Swipe up - Facebook	TBC	1	100,000 SAR MBC FM	1						
/	Swipe up - Instagram	TBC	1	80,000 SAR PANORAMA FM	1						
/	Facebook Post	TBC	1		1						
/	Instagram Story	TBC	1		1						
/	RJ on ground	TBC	TBC				TBC				

TAILOR-MADE FEATURE

A customized feature with tailor-made brand content including an 8 to 10-words tagline.



Ad Length	Position	Time Band	Frequency	Net to Media	Week 1						
					S	M	T	W	T	F	S
30					23	24	25	26	27	28	29
/	Feature	/	1				1				
60"-90"	Branded content(brand name + tag line)	Min 4 weeks	8	70,000 SAR MBC FM	8	8	8	8	8		
30"	spots	ROS	8	60,000 SAR PANORAMA FM	2	2	2	2	2		

LIVE INTERVIEW:

A 3-4 minutes interview at programming discretion, which is conducted live at the station's studios or recorded and edited through the phone.



Ad Length	Position	Time Band	Frequency	Net to Media	Week 1						
					S	M	T	W	T	F	S
30					23	24	25	26	27	28	29
240"-300"	Interview	/	1				1				
30"	Pre-recorded Promos	06:00 - 21:00	10	70,000 SAR MBC FM	2	2	2	2	2		
	Interview	TBC	1	60,000 SAR PANORAMA FM			TBC				



MBC GROUP
RAMADAN LINE-UP