



**Amman**  
Tel. 962 6 568 1608  
Fax. 962 6 568 1530  
PO Box 2374, Amman 11821  
Jordan

# Satellite Pay TV in the Arab World: KPIs and Projections

Analyst: Hiba Rabadi

Arab Advisors Group  
Strategic Research Service  
**October 2017**

This report has been delivered to **Client** as part of the subscription to the Arab Advisors Group Media Strategic Research Service to be used exclusively by its employees

**Copyright notice:** Copyright 2017 by Arab Advisors Group. All rights reserved. Arab Advisors Group owns all copyrights and proprietary rights of this report. Any and all material contained in this report are not to be reproduced or distributed in whole or in part without the prior expressed and written permission of Arab Advisors Group. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report and commentary will be prosecuted. Removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

**Feedback:** Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: [arabadvisors@arabadvisors.com](mailto:arabadvisors@arabadvisors.com)

**Table of Contents**

**Section I: Introduction.....4**

**Section II: Key Performance Indicators and Projections for the Pay TV Market in the Arab World .....5**

**Section III: Pay TV Trends in the Arab World.....13**

**Section IV: The Arab Pay TV Landscape – A Comparison .....15**

    Channels..... 15

**Section V: OSN – Orbit Showtime Network.....18**

    OSN channels ..... 18

    Section VI: Al Majd ..... 22

    Al Majd channels..... 22

    Section VIII: beIN..... 24

    beIN channels ..... 24

    Section IX: My-HD ..... 27

    My-HD channels..... 27

    Section X: GOBX..... 30

    GOBX channels..... 30

    Section XI: Seevii ..... 32

    Seevii channels..... 32

## List of Exhibits

<b>Exhibit 1: Pay TV Arab market estimated KPI's for years (2012 – 2016) .</b>	<b>7</b>
<b>Exhibit 2: Pay TV market in the Arab world projections (2017 - 2021) ..</b>	<b>10</b>
<b>Exhibit 3: Methods of watching content in Egypt.....</b>	<b>13</b>
<b>Exhibit 4: Reasons to subscribe to a pay TV provider in Egypt .....</b>	<b>14</b>
<b>Exhibit 5: Total number of channels by language (October 2016).....</b>	<b>15</b>
<b>Exhibit 6: Total numbers of channels by genre (October 2016) .....</b>	<b>17</b>
<b>Exhibit 7: OSN channels list (October 2017) .....</b>	<b>18</b>
<b>Exhibit 8: Al Majd channels list (October 2016) .....</b>	<b>22</b>
<b>Exhibit 9: beIN channels list (October 2016) .....</b>	<b>24</b>
<b>Exhibit 10: My-HD channels list (October 2016).....</b>	<b>27</b>
<b>Exhibit 11: GOBX channels list (October 2016) .....</b>	<b>30</b>
<b>Exhibit 12: Seevii Pay TV channels (October 2016).....</b>	<b>32</b>