



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

Satellite TV Advertising Rates in the Arab World 2018

Analysts: Hiba Al Atiyat
Dina Khreisha

Arab Advisors Group
Media Strategic Research Service
November 2018

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 2018 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

Table of Contents

Section I: Introduction	5
Section II: TV commercials watching patterns survey	7
Section III: Free-to-Air satellite TV channels' advertising rates	14
Children and Youth channels	19
MBC3	21
Spaceton Arabic	22
General channels	23
Al Emarat	26
Abu Dhabi	27
Aljadeed TV	28
Dubai TV	30
Future TV	31
Al Nahar	32
Al Hayat 1	33
MBC4	34
Sama Dubai	35
Saudi's Channel 1	36
MBC Masr	37
MBC Masr 2	38
CBC	39
Ro'ya	40
Movies and Series channels	41
Al Nahar Drama	43
CBC Drama	44
MBC Max	45
MBC2	46
Abu Dhabi Drama	47
Al Hayat Series	48
Zee Aflam	49
News and Current Affairs channels	50
Al Jazeera Arabic	52
Al Ekhbariya	53
Al Jazeera English	54
Music channels	55
Rotana Music	57
Wanasah	58
Sports channels	59
Al Riyadiah	61

Oman TV Sports 62

List of Exhibits

Exhibit 1: FTA satellite TV channels' average ad rates throughout the week	6
Exhibit 2: Perception towards how beneficial the TV commercials are for companies marketing their products/services (2018)	8
Exhibit 3: Perception towards how beneficial the TV commercials are for the hosting channels (2018)	9
Exhibit 4: Perception towards how beneficial the TV commercials are for viewers (2018)	10
Exhibit 5: Preferred average time span for TV commercial which influences viewers to buy the product/service (2018).....	11
Exhibit 6: Type of TV commercials which drive viewers to buy the product/service (2018).....	12
Exhibit 7: Important features when watching TV commercials (2018) ...	13
Exhibit 8: FTA satellite TV channels' average ad rates comparison for MBC3, Abu Dhabi, MBC2, Al Ekhbariyah, and Al Riyadiyah (2013 - 2018) .	16
Exhibit 9: FTA satellite TV channels' average ad rates comparison by channel category (September – October 2018).....	17
Exhibit 10: Comparison of the average advertising rates per day of the 31 FTA satellite TV channels covered in this report.....	18
Exhibit 11: Children and Youth channels' average ad rates throughout the week	19
Exhibit 12: Children and Youth channels' average ad rates comparison ..	20
Exhibit 13: MBC3's average ad rates throughout the week	21
Exhibit 14: Spaceton Arabic's average ad rates throughout the week ...	22
Exhibit 15: General channels' average ad rates throughout the week	24
Exhibit 16: General channels' average ad rates comparison.....	25
Exhibit 17: Al Emarat's average ad rates throughout the week	26
Exhibit 18: Abu Dhabi's average ad rates throughout the week	27
Exhibit 19: Aljadeed TV's average ad rates throughout the week.....	28
Exhibit 20: Dubai One's average ad rates throughout the week	29
Exhibit 21: Dubai TV's average ad rates throughout the week	30
Exhibit 22: Future TV's average ad rates throughout the week	31
Exhibit 23: Al Nahar's average ad rates throughout the week.....	32
Exhibit 24: Al Hayat 1's average ad rates throughout the week	33
Exhibit 25: MBC4's average ad rates throughout the week	34
Exhibit 26: Sama Dubai's average ad rates throughout the week.....	35

Exhibit 27: Saudi's Channel 1's average ad rates throughout the week ..	36
Exhibit 28: MBC Masr's average ad rates throughout the week	37
Exhibit 29: MBC Masr 2's average ad rates throughout the week	38
Exhibit 30: CBC's average ad rates throughout the week	39
Exhibit 31: Ro'ya's average ad rates throughout the week	40
Exhibit 32: Movies and Series channels' average ad rates throughout the week	41
Exhibit 33: Movies and Series channels' average ad rates comparison....	42
Exhibit 34: Al Nahar Drama's average ad rates throughout the week	43
Exhibit 35: CBC Drama's average ad rates throughout the week.....	44
Exhibit 36: MBC Max's average ad rates throughout the week	45
Exhibit 37: MBC2's average ad rates throughout the week	46
Exhibit 38: Abu Dhabi Drama's average ad rates throughout the week...	47
Exhibit 39: Al Hayat Series' average ad rates throughout the week	48
Exhibit 40: Zee Aflam's average ad rates throughout the week.....	49
Exhibit 41: News and Current Affairs channels' average ad rates throughout the week.....	50
Exhibit 42: News and Current Affairs channels' average ad rates comparison	51
Exhibit 43: Al Jazeera Arabic average ad rates throughout the week	52
Exhibit 44: Al Ekhbariya's average ad rates throughout the week.....	53
Exhibit 45: Al Jazeera English average ad rates throughout the week ...	54
Exhibit 46: Music channels' average ad rates throughout the week	55
Exhibit 47: Music channels' average ad rates comparison	56
Exhibit 48: Rotana Music's average ad rates throughout the week	57
Exhibit 49: Wanasah channel's average ad rates throughout the week...	58
Exhibit 50: Sports channels' average ad rates throughout the week	59
Exhibit 51: Sports channels' average ad rates comparison.....	60
Exhibit 52: Al Riyadiah's average ad rates throughout the week.....	61
Exhibit 53: Oman TV Sports' average ad rates throughout the week.....	62



PO Box 2374, Amman 11821- Jordan
Tel. 962 6 568 1608 Fax. 962 6 568 1530
arabadvisors@arabadvisors.com | www.arabadvisors.com

