

PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com www.arabadvisors.com

Satellite TV Advertising Rates in the Arab World 2015

Arab Advisors Group Media Strategic Research Service

June 2015

Analyst: Hiba Rabadi

Copyright notice: Copyright 2015 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, 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	1
Section :	II: Free-to-Air satellite TV channels' advertising rates.	3
Children	and Youth channels	9
	MBC3	11
	Ajiyal	12
General	channels	13
	Al Emarat	15
	Abu Dhabi	16
	Alrai TV	17
	Al Nahar	18
	Dubai TV	19
	Future TV	20
	Al Jadeed	21
	Al Hayah 1	22
	MBC4	23
	Sama Dubai	24
	Saudi's Channel 1	25
Movies a	and Series channels	26
	Nile Drama	28
	CBC Drama	29
	MBC Max	30
	MBC2	31
	Panorama Drama	32
	Nile Cinema	33
	Nile Comedy	34
	Al Hayat Series	
	Zee Aflam	36
Music ch	annels	37
	Mazzika and Zoom	39
	Wanasah	40
News an	d Current Affairs channels	41
	Al Arabiya	43
	Al Ekhbariya	44
	Al Nahar Al Yawm	45
Religiou	s channels	46
	Iqraa	48
	Noor Dubai TV	49

Sports channels	50
Al Riyadiah	52
Δl Nahar Ryada	53



List of Exhibits

Exhibit 1: FIA satellite IV channels average ad rates throughout the week 2
Exhibit 2: FTA satellite TV channels' average ad rates comparison for Alrai,
MBC3, Abu Dhabi, MBC2, Al Ekhbariyah, and Al Riyadiah (2011 - 2015)6
Exhibit 3: FTA satellite TV channels' average ad rates comparison by channel
category (January – May 2015)7
Exhibit 4: Comparison of the average advertising rates per day of the 32 FTA
satellite TV channels covered in this report8
Exhibit 5: Children and Youth channels' average ad rates throughout the week 9
Exhibit 6: Children and Youth channels' average ad rates comparison10
Exhibit 7: MBC3's average ad rates throughout the week11
Exhibit 8: Ajiyal's average ad rates throughout the week12
Exhibit 9: General channels' average ad rates throughout the week13
Exhibit 10: General channels' average ad rates comparison14
Exhibit 11: Al Emarat's average ad rates throughout the week15
Exhibit 12: Abu Dhabi's average ad rates throughout the week16
Exhibit 13: Alrai TV's average ad rates throughout the week17
Exhibit 14: Al Nahar's average ad rates throughout the week18
Exhibit 15: Dubai TV's average ad rates throughout the week19
Exhibit 16: Future TV's average ad rates throughout the week20
Exhibit 17: Al Jadeed's average ad rates throughout the week21
Exhibit 18: Al Hayah 1's average ad rates throughout the week22
Exhibit 19: MBC4's average ad rates throughout the week23
Exhibit 20: Sama Dubai's average ad rates throughout the week24
Exhibit 21: Saudi's Channel 1's average ad rates throughout the week25
Exhibit 22: Movies and Series channels' average ad rates throughout the week
26
Exhibit 23: Movies and Series channels' average ad rates comparison27
Exhibit 24: Nile Drama's average ad rates throughout the week28
Exhibit 25: CBC Drama's average ad rates throughout the week29
Exhibit 26: MBC Max's average ad rates throughout the week30
Exhibit 27: MBC2's average ad rates throughout the week31
Exhibit 28: Panorama Drama's average ad rates throughout the week32
Exhibit 29: Nile Cinema's average ad rates throughout the week33
Exhibit 30: Nile Comedy's average ad rates throughout the week34
Exhibit 31: Al Hayat Series' average ad rates throughout the week35
Exhibit 32: Zee Aflam's average ad rates throughout the week36

Exhibit 33: Music channels' average ad rates throughout the week37
Exhibit 34: Music channels' average ad rates comparison38
Exhibit 35: Mazzika and Zoom's average ad rates throughout the week39
Exhibit 36: Wanasah's average ad rates throughout the week40
Exhibit 37: News and Current Affairs channels' average ad rates throughout the
week41
Exhibit 38: News and Current Affairs channels' average ad rates comparison .42
Exhibit 39: Al Arabiya's average ad rates throughout the week43
Exhibit 40: Al Ekhbariya's average ad rates throughout the week44
Exhibit 41: Al Nahar Al Yawm's average ad rates throughout the week45
Exhibit 42: Religious channels' average ad rates throughout the week46
Exhibit 43: Religious channels' average ad rates comparison47
Exhibit 44: Iqraa's average ad rates throughout the week48
Exhibit 45: Noor Dubai TV's average ad rates throughout the week49
Exhibit 46: Sports channels' average ad rates throughout the week50
Exhibit 47: Sports channels' average ad rates comparison51
Exhibit 48: Al Riyadiah's average ad rates throughout the week52
Exhibit 49: Al Nahar Ryada's average ad rates throughout the week 53



PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com | www.arabadvisors.com