

ARAB ADVISORS GROUP

A member of the
Arab Jordan Investment Bank Group

Arab Advisors Group provides reliable research, analysis and forecasts of Arab communications, media and technology markets.

Global Expertise - Regional Focus.



A Survey Analysis of how TV viewing patterns change during Ramadan in Jordan

August 2015

Analyst: Zaid Ghraith

This report has been delivered to **Client** to be used exclusively by its employees

www.arabadvisors.com

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

Executive Summary.....	4
Demographics.....	7
General TV Viewing Habits and Perceptions.....	14
Ramadan TV Viewing Habits.....	26
TV Viewing Habits in Regular Months.....	50
Comparison in TV Viewing Habits Between Ramadan and Regular Months....	66



Arab Advisors Group

A Survey Analysis of how TV viewing patterns change during Ramadan in Jordan

Analyst: Zaid Ghaith

www.arabadvisors.com

Tel: 962.6.5828849

Fax: 962.6.5828809

arabadvisors@arabadvisors.com



ARAB
ADVISORS
GROUP

A member of the Arab Jordan Investment Bank Group

www.arabadvisors.com

Global Expertise - Regional Focus

© 2015 Arab Advisors Group - Reproduction Prohibited