

# 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 TV viewing patterns in Egypt

June 2016

**Analysts: Hiba Al Atiyat  
Noor Al Asmar**

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

**Copyright notice:** Copyright 2016 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](mailto:arabadvisors@arabadvisors.com)



# Table of contents

---

<b>Executive Summary</b> .....	4
Demographics.....	6
General TV Viewing Habits and Perceptions.....	13
Interaction types and applications.....	27
An overview of the channels and type of series watched.....	32
Satisfaction levels of respondents who watch TV channels.....	46
Using Recording features on decoders.....	52



# Arab Advisors Group

---

## A Survey Analysis of TV viewing patterns in Egypt

Analysts: Hiba Al Atiyat  
Noor Al Asmar

**[www.arabadvisors.com](http://www.arabadvisors.com)**

Tel: 962.6.5828849

Fax: 962.6.5828809

[arabadvisors@arabadvisors.com](mailto:arabadvisors@arabadvisors.com)



**ARAB  
ADVISORS  
GROUP**

A member of the Arab Jordan Investment Bank Group