



# 5 Insights of Ramadan





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- Arabic Content: A Greater, Bolder Shift
  - Demand Insights by Dialect
  - The Travelability of Ramadan 2025 Content
  - The Reach of Indian & Turkish Titles Across MENA During Ramadan
  - The 2025 Ramadan Race
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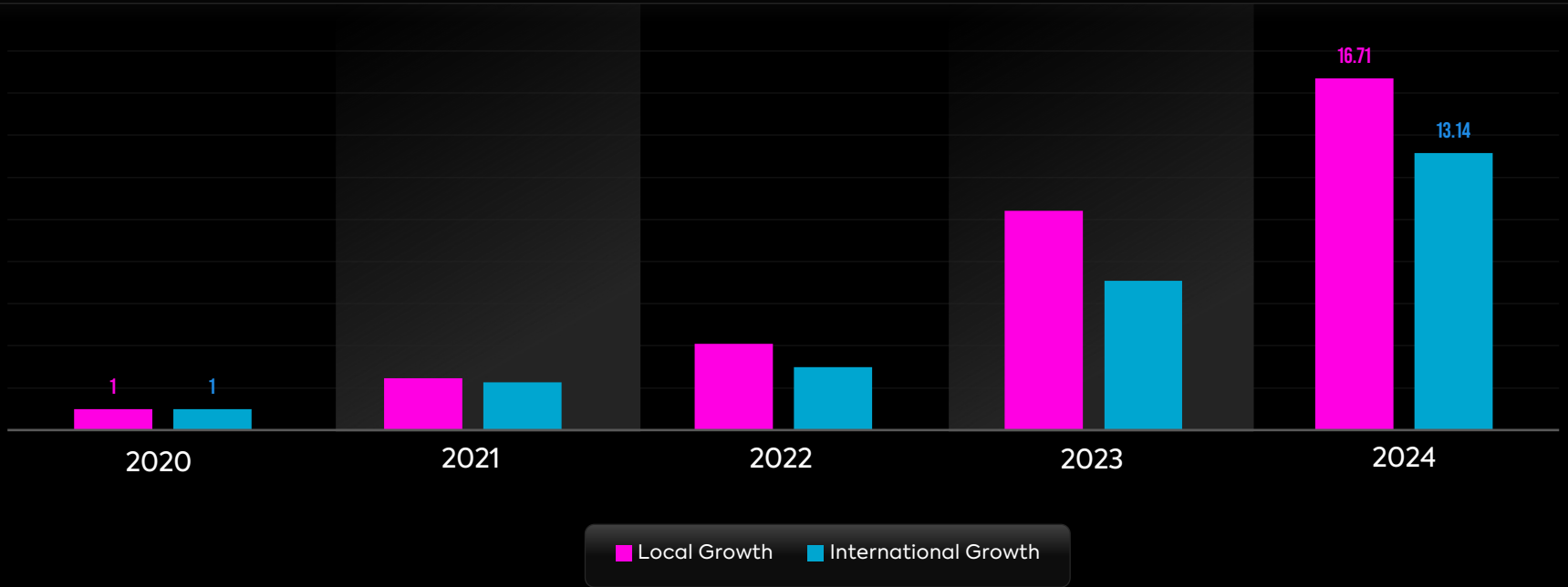
# Ramadan Arabic Content: A Greater, Bolder 2025 Shift

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# Arabic Content's Rapid Ascendance

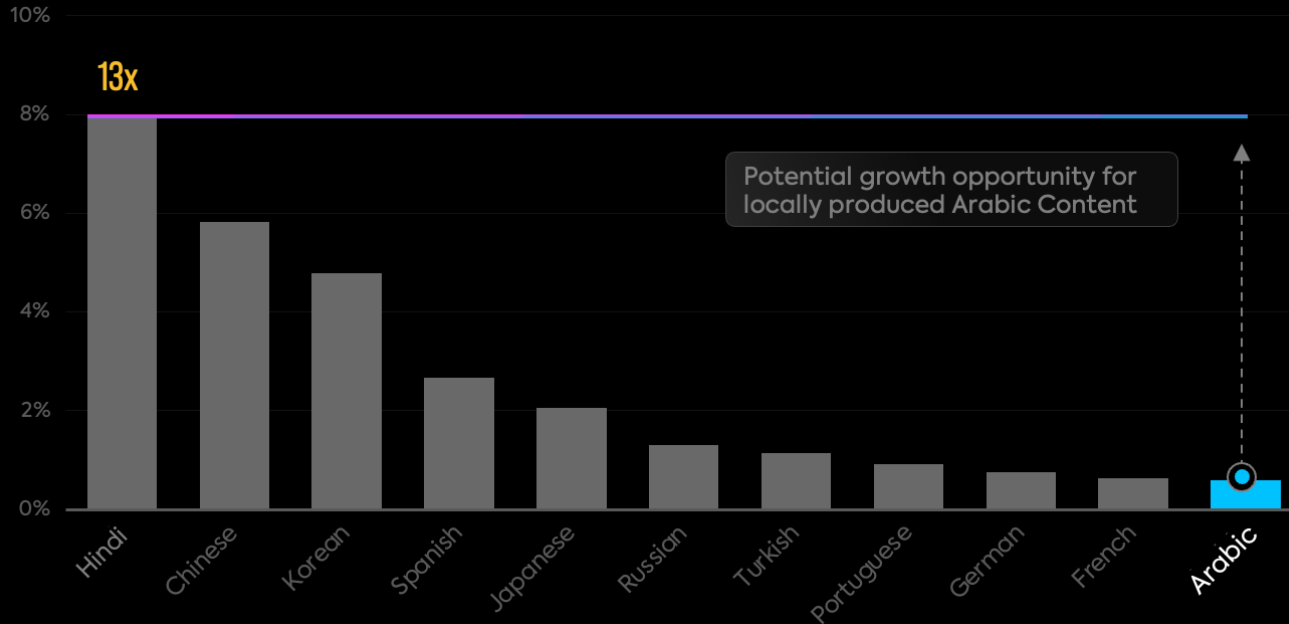
Arabic Content Demand: Growth Index  
Indexed to 2020



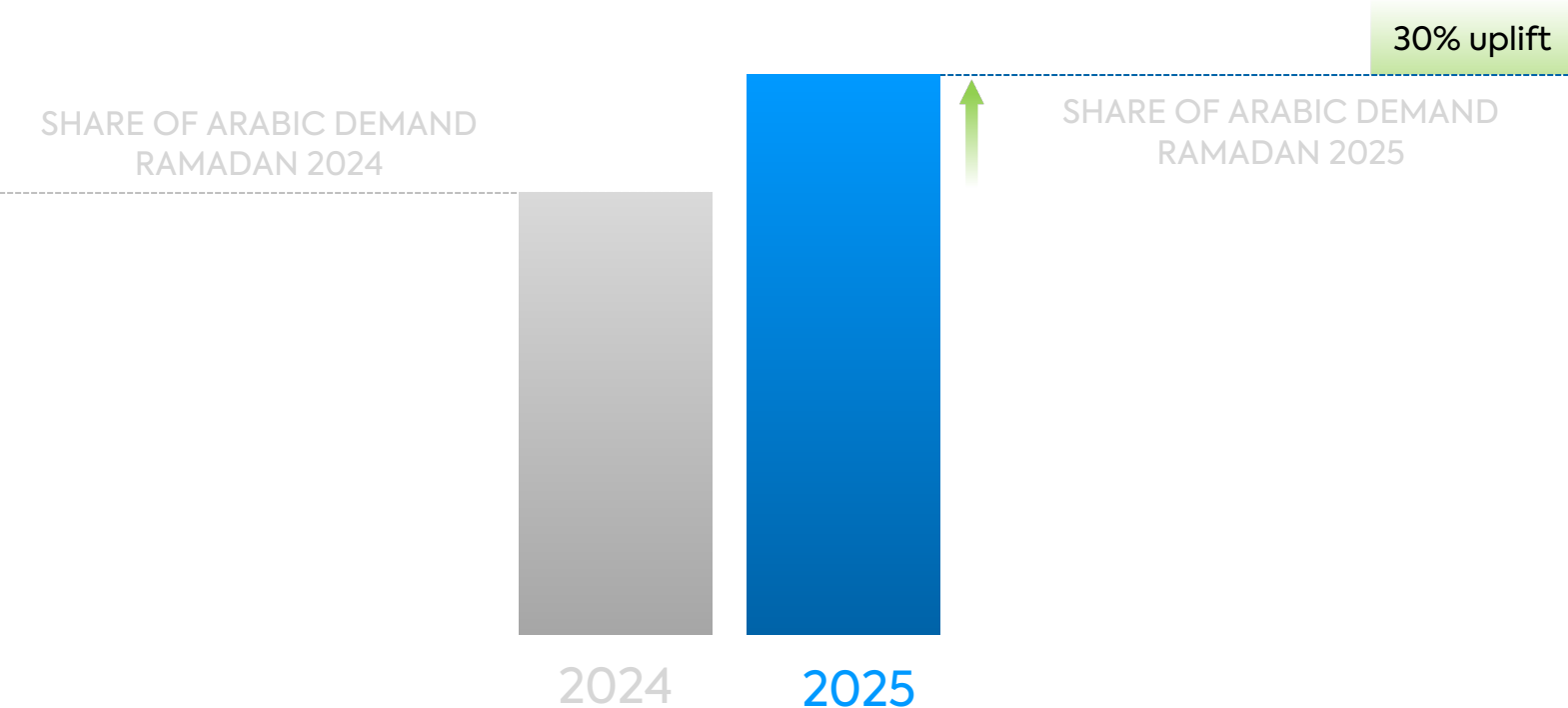
# Tapping Into Arabic Content's Global Potential

Growth opportunities and expansion ahead

Growth Potential – Indexed to Hindi Content



# 30% uplift YoY in share of Arabic demand during Ramadan







# Demand Insights by Dialect

- Egyptian
- Khaleeji
- Maghreb
- Iraqi
- Yemeni
- Mixed Dialect



# Arabic Content Demand By Dialect, During Ramadan 2025

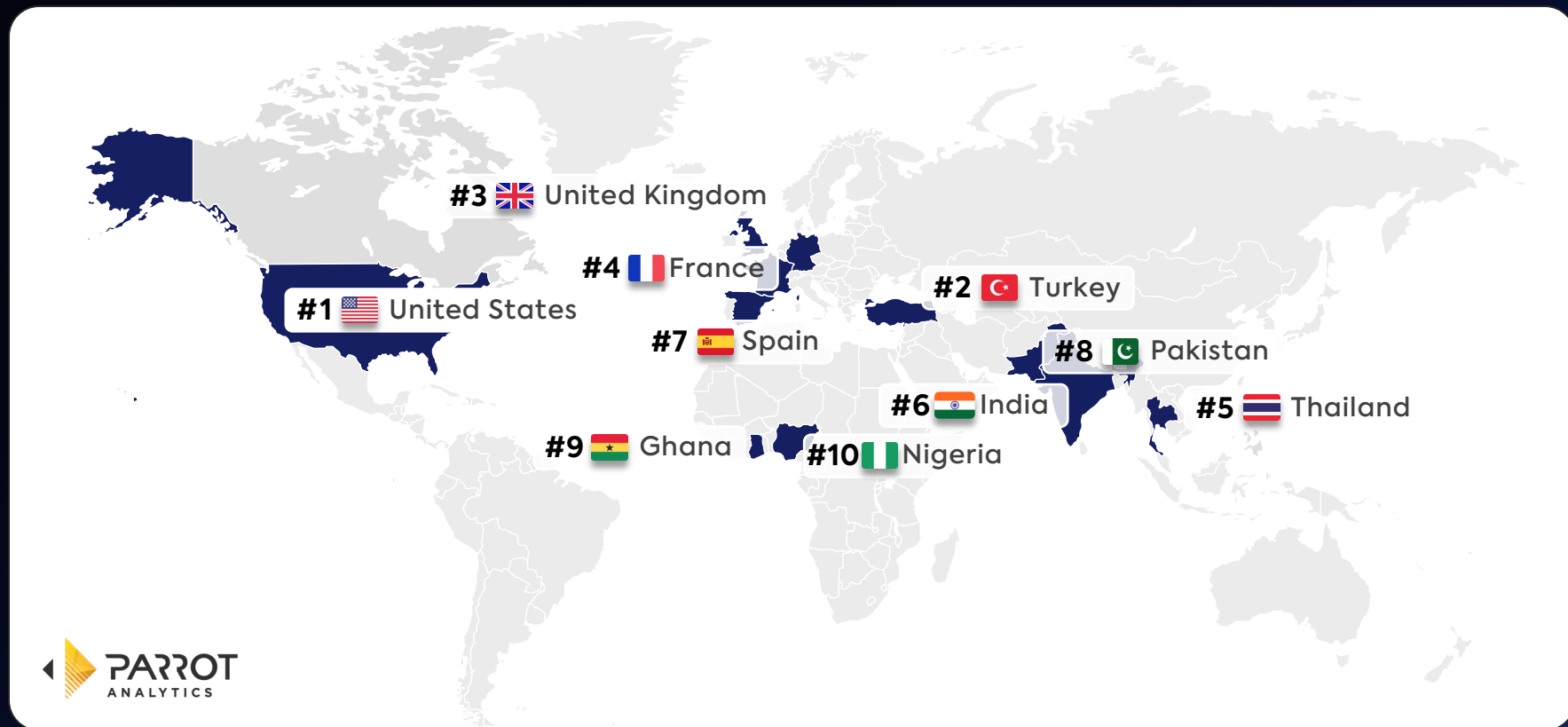
	EG 	IQ 	MA 	SA 
Dialect				
Egyptian	69%	19%	24%	24%
Khaleeji	9%	17%	15%	36%
Maghreb	8%	11%	35%	9%
Iraqi	5%	40%	8%	8%
Levant	4%	5%	5%	5%
Yemeni	3%	4%	5%	3%
Mixed Dialect	2%	3%	7%	14%

# Travelability of Ramadan 2025 Slate to Other Markets

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# Top demanding markets for Arabic content, outside of MENA

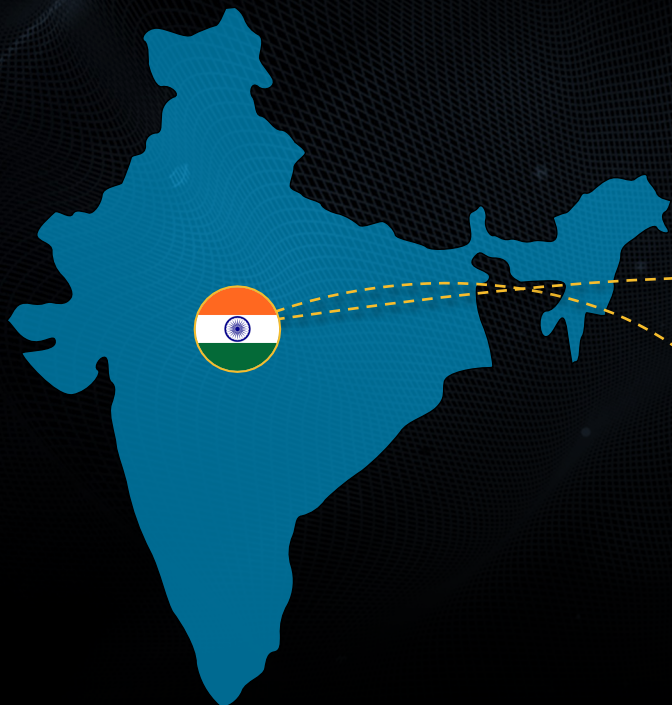


# The Reach of Indian Titles Across MENA During Ramadan



# Most Demanded Indian Titles 2025

Indian Content That Travels to MENA



TOP 5 ORIGIN: INDIA Newly Released Titles: 2025		
1	Khakee: The Bengal Chapter (खकी: बंगाल का कदम)	Netflix
2	Gram Chhikitsalay (ग्राम चिकित्सालय)	Prime
3	Dabba Cartel (दबबा कार्टेल)	Netflix
4	Khauf (खौफ)	Prime
5	Black Warrant (ब्लैक वॉरंट)	Netflix

TOP 5 ORIGIN: INDIA All Time Releases		
1	Mighty Little Bheem	Netflix
2	Beyhadh	Sony
3	Paatal Lok	Prime
4	Mirzapur	Prime
5	The Jungle Book	ZDF






# The Reach of Turkish Titles Across MENA During Ramadan








# Most Demanded Turkish Titles 2025

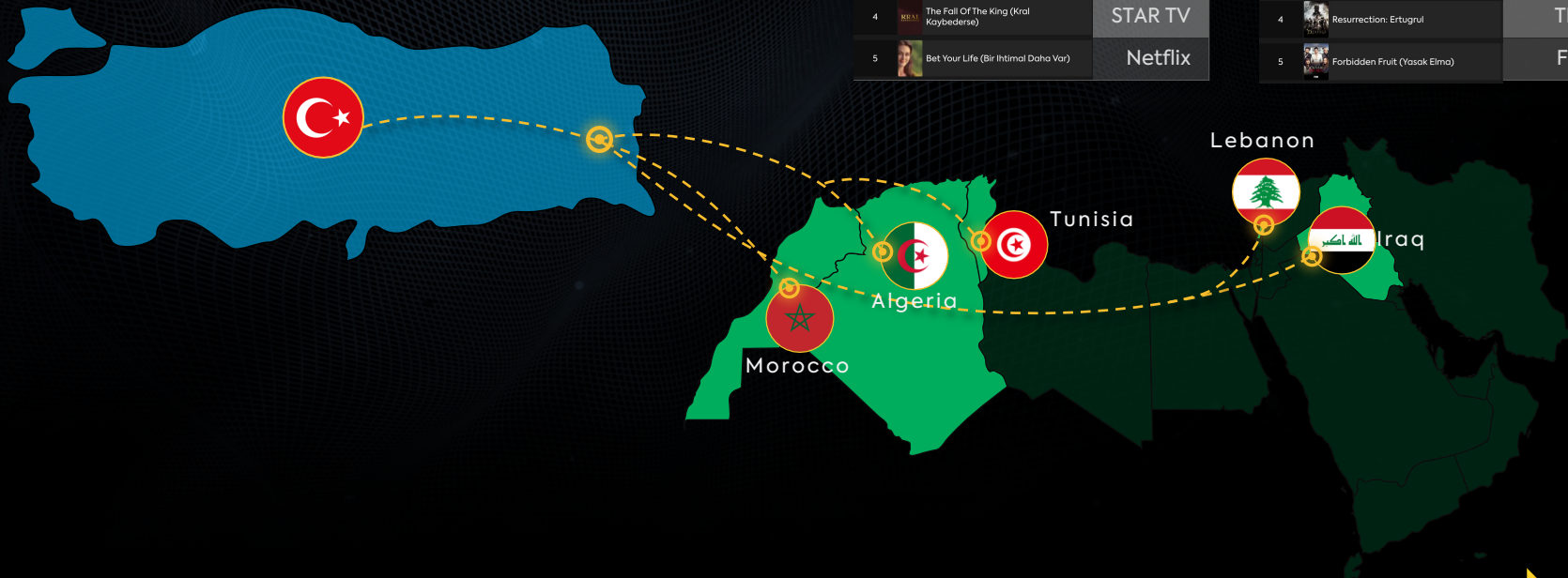
Turkish Content That Travels to MENA

## TOP 5 Language: Turkish Newly Released Titles: 2025

1	 Esref Rüya	Kanal D
2	 Sustall: Ceylan	ATV
3	 Istanbul Encyclopedia (Istanbul Ansiklopedisi)	Netflix
4	 The Fall Of The King (Kral Kaybederse)	STAR TV
5	 Bet Your Life (Bir İhtimal Daha Var)	Netflix

## TOP 5 Language: Turkish All Time Releases































1	 Kuruldu: Osman	ATV
2	 Kurtlar Vadisi	ShowTV
3	 Eşkya Dünyaya Hükümdar Olmaz	ATV
4	 Resurrection: Ertugrul	TRT1
5	 Forbidden Fruit (Yasak Elma)	FOX



And the winners of the 2025 Ramadan Race are....



# Top 10 Performing Titles During Ramadan

Egypt		Saudi Arabia		Iraq		Morocco		
1	 Fahd The Hero (فهد البطل) TV Show	24.67x OUTSTANDING	1	 Al Asha Street (شارع الأعمش) TV Show	22.03x OUTSTANDING	1	 Jarah Qadim (جرح قديم) TV Show	9.08x OUTSTANDING
2	 And You Meet Your Lover (يتقابل حبيب) TV Show	18.79x OUTSTANDING	2	 Moawiya (معاوية) TV Show	15.94x OUTSTANDING	2	 And You Meet Your Lover (يتقابل حبيب) TV Show	8.85x OUTSTANDING
3	 Esh Esh (إش إش) TV Show	18.59x OUTSTANDING	3	 Esh Esh (إش إش) TV Show	13.99x OUTSTANDING	3	 The Day I Meet You (يوم ملقاتك) TV Show	8.22x OUTSTANDING
4	 Hakim Pasha (حكيم باشا) TV Show	16.92x OUTSTANDING	4	 Om Arbaa Wa Arbaeen (أم أربعة وأربعين) TV Show	12.5x OUTSTANDING	4	 Hakim Pasha (حكيم باشا) TV Show	7.49x GOOD
5	 Children Of The Sun (ولاد الشمس) TV Show	16.68x OUTSTANDING	5	 Fahd The Hero (فهد البطل) TV Show	10.54x OUTSTANDING	5	 And You Meet Your Lover (يتقابل حبيب) TV Show	7.74x GOOD
6	 Master Of People (سيد الناس) TV Show	13.46x OUTSTANDING	6	 And You Meet Your Lover (يتقابل حبيب) TV Show	9.06x OUTSTANDING	6	 Fahd The Hero (فهد البطل) TV Show	7.12x GOOD
7	 Madfaa Ramadan (مدفع رمضان) TV Show	12.91x OUTSTANDING	7	 Yawmeyat Rajal Aanes (يوميات رجل عانس) TV Show	8.56x OUTSTANDING	7	 Tareeq Egbary (طريق إجابري) TV Show	7.01x GOOD
8	 My Heart And Its Key (قلبي ومفتاحه) TV Show	12.07x OUTSTANDING	8	 Al Zaffer (الزافر) TV Show	8.23x OUTSTANDING	8	 Son's Wife (الجنبة) TV Show	5.72x GOOD
9	 Ramez Elon Masr (رامز إيلون مصر) TV Show	11.86x OUTSTANDING	9	 Master Of People (سيد الناس) TV Show	7.83x GOOD	9	 Durra (درية) TV Show	5.17x GOOD
10	 The Captain (الكابتن) TV Show	8.42x OUTSTANDING	10	 Hakim Pasha (حكيم باشا) TV Show	7.63x GOOD	10	 Esh Esh (إش إش) TV Show	4.99x GOOD

\*2025 Season 1 Releases Only



# Unlocking the magic of content in the attention economy



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