THE RISE OF LINEAR TV AMID COVID-19 OUTBREAK IN UNITED ARAB EMIRATES LOCALS AND ARABS

April 2020

GAME CHANGERS

Ipsos

Since the COVID-19 pandemic has hit the MENA region, many people had to adapt and alter their lifestyles accordingly. With that, people's viewing habits and overall media consumption have also witnessed a massive shift within this period of self – isolation and quarantine…

SPECS AND TIMELINE:

Universe
2,979,700
2,319 respondents/ month
Locals and Arabs
aged 15+

Periods
Pre-Covid19 Pandemic:
1 to 14 March
During-Covid19 Pandemic:
15 to 31 March

Methodology
CATI – Through Ipsos' syndicated tool measuring audience viewership, Telemetry.

The report aims to shed light on the prominent role of **Linear TV** in these tough times we are passing through, and the increasing interest in viewing this media channel among **Local and Arab** viewers **in United Arab Emirates** after quarantine…

THE VIEWERSHIP OF LINEAR TV AMONG LOCALS AND ARABS IN UAE WITNESSED AN INCREASE SINCE QUARANTINE IN THE SECOND HALF OF MARCH, WITH A SIGNIFICANT INCREASE IN THE TIME SPENT WATCHING TV MAINLY DRIVEN BY XENNIALS (35-44 YEARS) AND LOCAL EMIRATIS

WITH AROUND **97%** OF THE POPULATION IN UAE WATCHING TV DURING THE SECOND HALF OF MARCH

THE AVERAGE TIME SPENT WATCHING TV HAS INCREASED BY 36 MINUTES SINCE THE PRE-PANDEMIC PERIOD REACHING:

4 HOURS AND 46 MINUTES

Locals and Arabs Pre-pandemic: 1 to 14 March
Locals and Arabs During-pandemic: 15 to 31 March

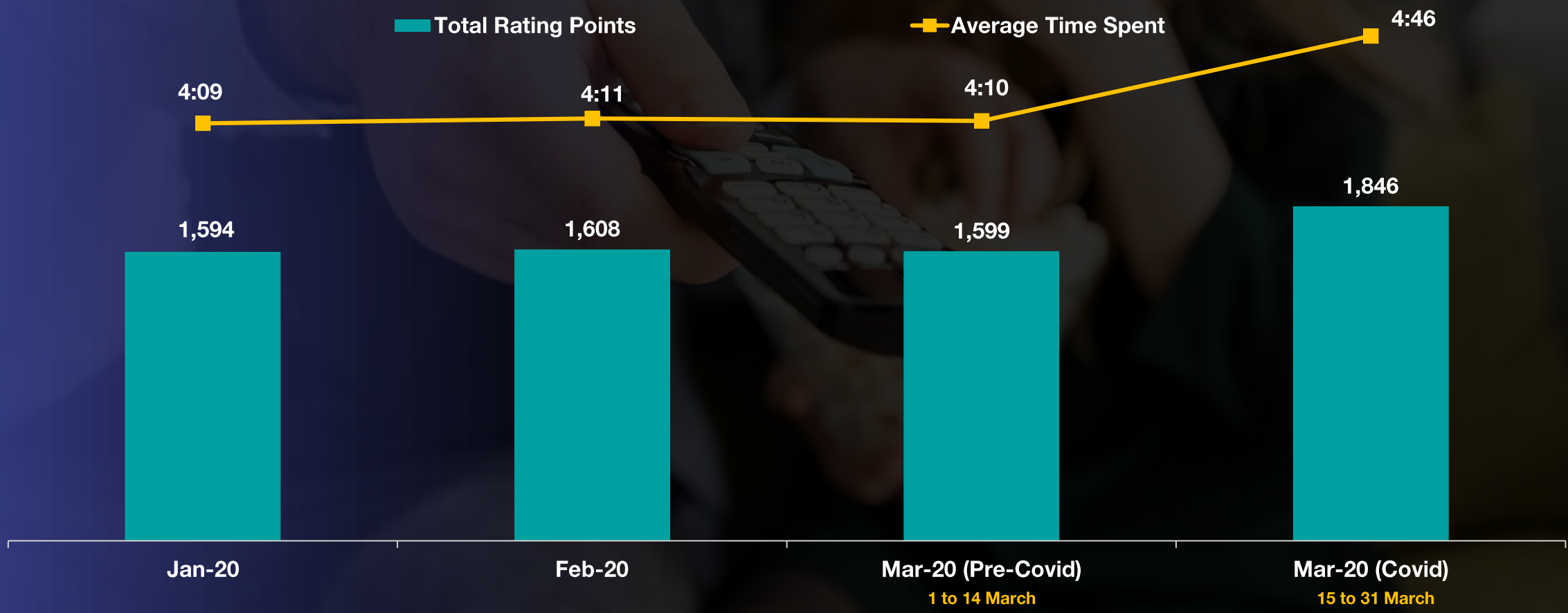
An increase of **15%** was recorded in the Total Rating Point (TRP) in the second half of March reaching 1,846, mainly driven by Xennials and Local Emiratis

27% increase during the second half of March compared to the first half in the average time spent viewing TV from the morning to afternoon period, especially among Xennnials

TV now reaches **96%** of the Local Emiratis, a **7%** jump in viewers witnessed in the second half of March compared to the first half

The thirst for news content is witnessed during the second half of March, which significantly impacted **News channels viewership**

THE INFLUX OF PEOPLE STAYING AT HOME AFTER THE SECOND HALF OF MARCH MASSIVELY IMPACTED THE TIME SPENT WATCHING TV TO REACH 4 HOURS AND 46 MINUTES



Locals and Arabs Pre-pandemic: 1 to 14 March
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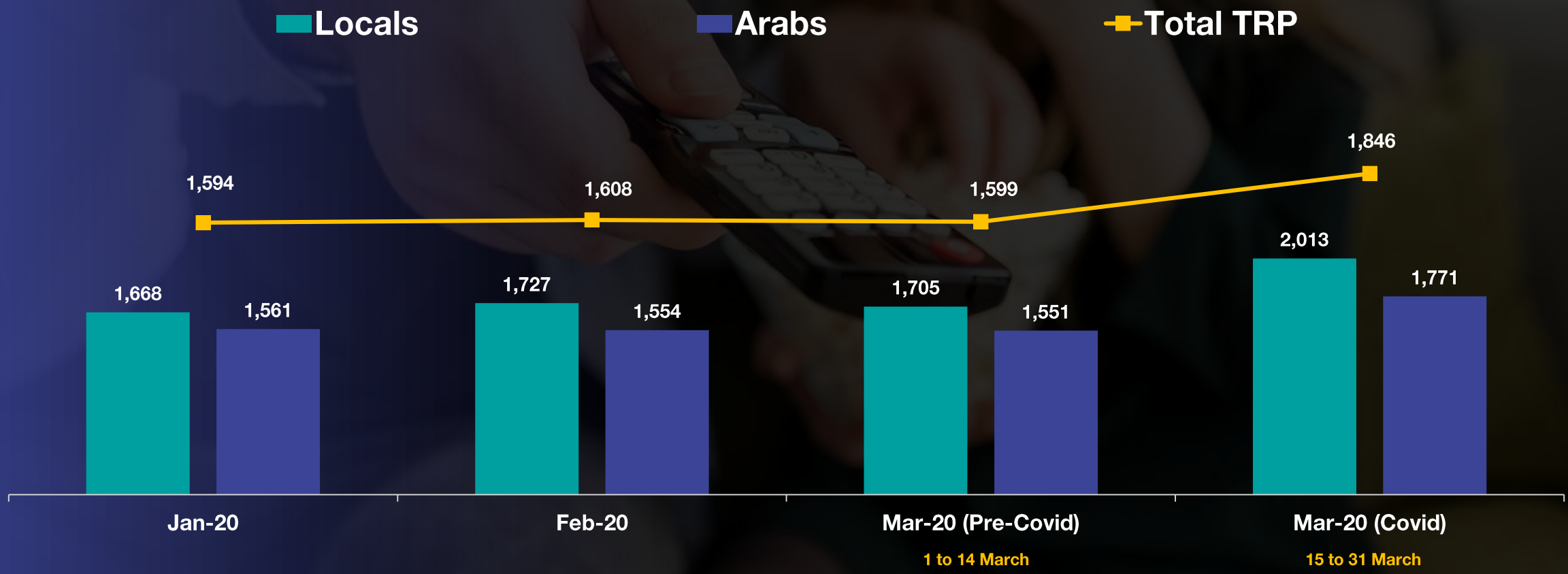
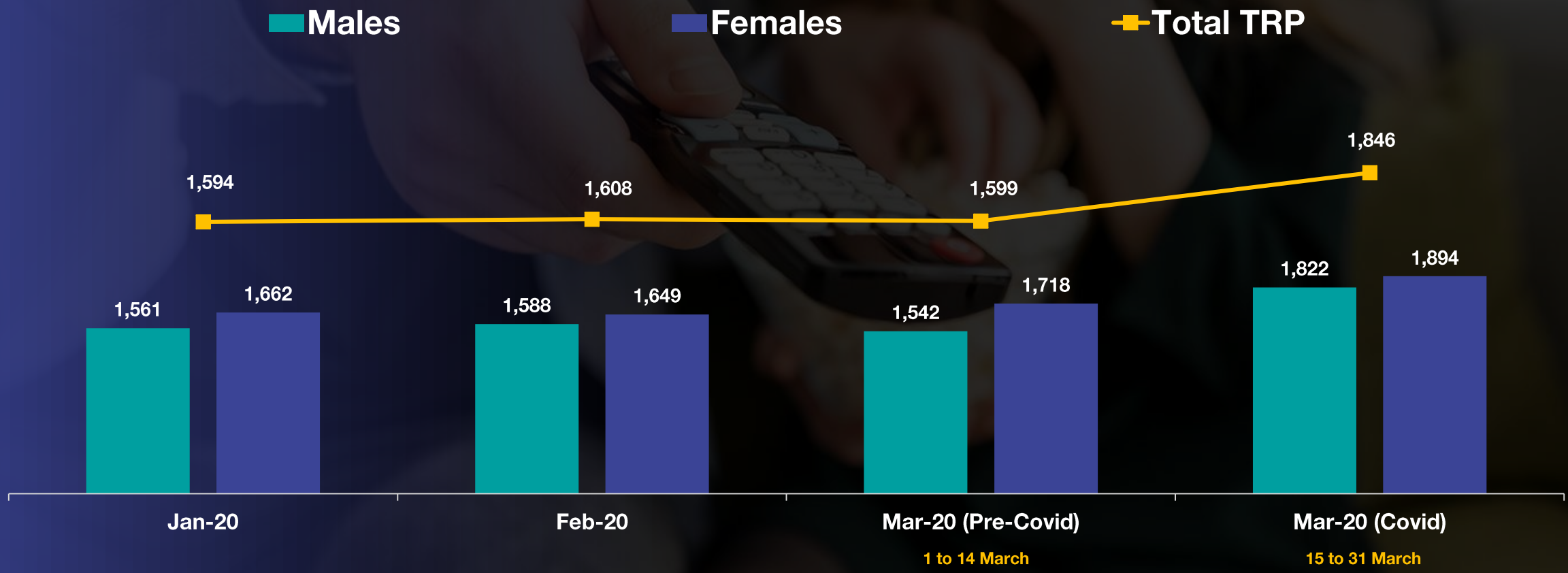
FOCUSING ON NATIONALITY, IT IS IMPORTANT TO HIGHLIGHT THE SIGNIFICANT INCREASE IN THE VIEWERSHIP AMONG LOCALS DURING THE SECONF HALF OF MARCH COMPARED TO BEFORE



Locals and Arabs Pre-pandemic: 1 to 14 March
Locals and Arabs During-pandemic: 15 to 31 March

VIEWERSHIP HAS WITNESSED A MASSIVE JUMP IN THE SECOND HALF OF MARCH ONCE THE QUARANTINE STARTED AMONG BOTH GENDERS, INDICATING THAT PEOPLE ARE SPENDING MORE TIME ON TV DURING THE PANDEMIC



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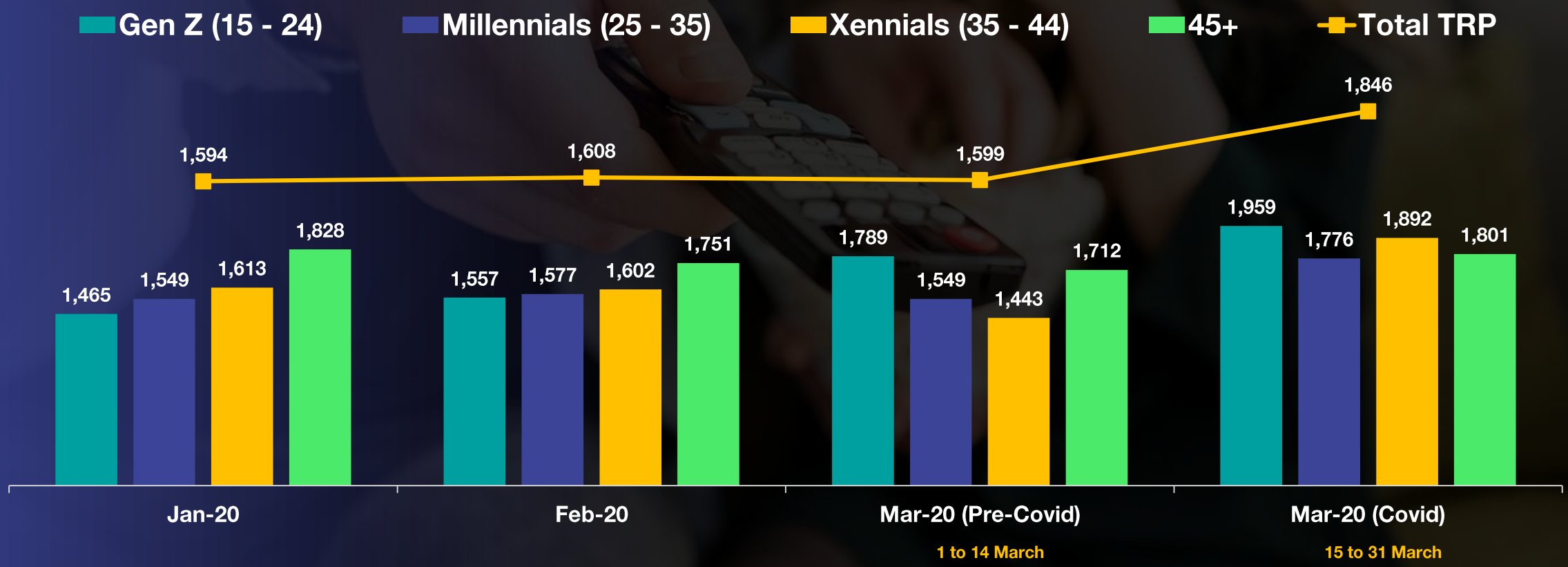
WHILE ALL AGE GROUPS WITNESSED AN INCREASE IN VIEWERSHIP, GEN Z VIEWERSHIP STARTED INCREASING AT AN EARLIER STAGE AS IT WAS DIRECTLY IMPACTED BY THE CLOSURE OF SCHOOLS/ UNIVERSITIES IN THE BEGINNING OF MARCH



Locals and Arabs Pre-pandemic: 1 to 14 March
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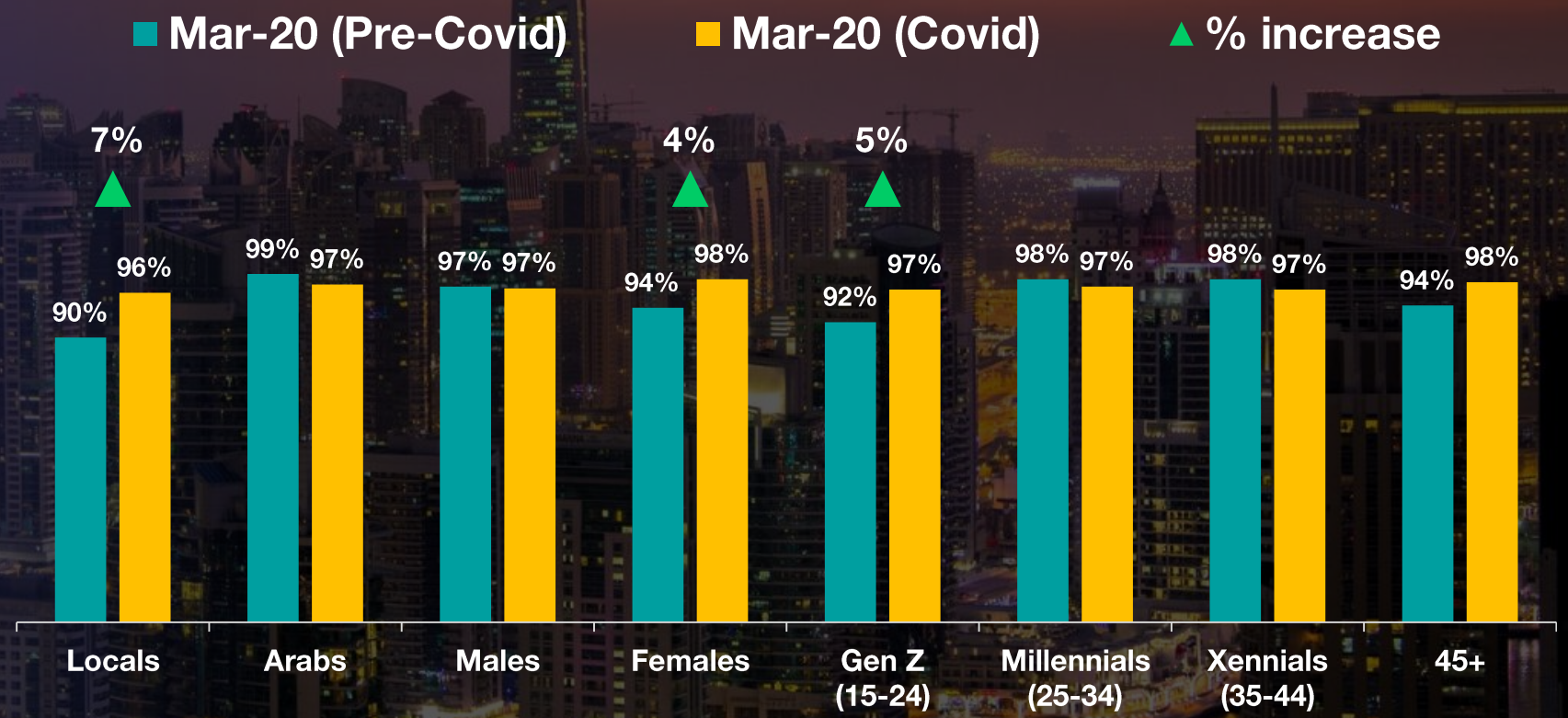
THE NUMBER OF LINEAR TV VIEWERS IN UAE HAS INCREASED IN THE SECOND HALF OF MARCH COMPARED TO THE PRE-PANDEMIC PERIOD. AN INCREASE IS WITNESSED IN THE NUMBER OF VIEWERS AMONG LOCALS, FEMALES AND GEN Z SPECIFICALLY



Locals and Arabs Pre-pandemic: 1 to 14 March
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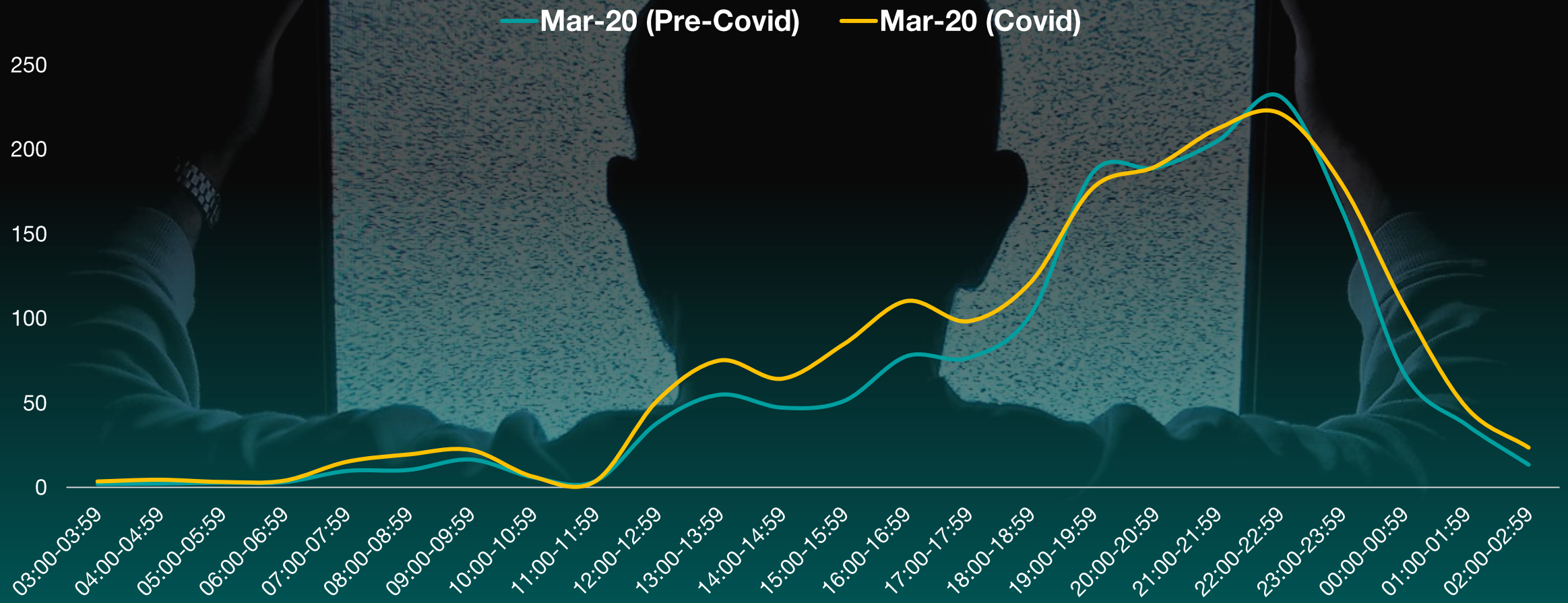
LOOKING AT THE TOTAL DAY, IT IS NOTICEABLE THAT THE VIEWERSHIP HAS INCREASED DURING THE SECOND WEEK OF MARCH MAINLY BETWEEN MORNING AND AFTERNOON HOURS AND BETWEEN 8PM AND 10PM



Locals and Arabs Pre-pandemic: 1 to 14 March
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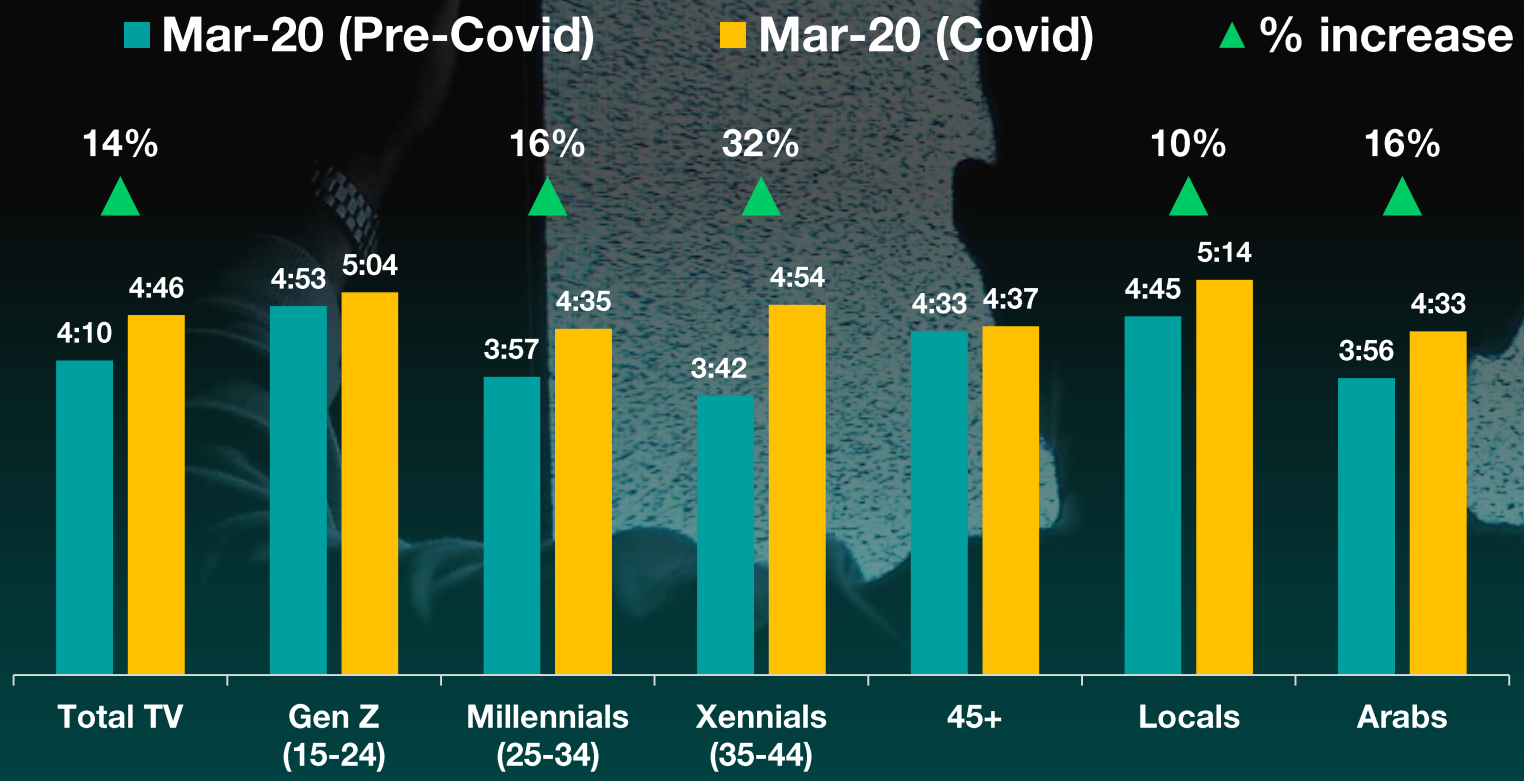
WHERE THE TIME SPENT WATCHING TV ON A TOTAL DAY WITNESSED THE HIGHEST INCREASE AMONG MILLENNIALS, XENNIALS AND LOCAL EMIRATIS

Average Time Spent



Having to self-isolate and be quarantined at home, the average time spent on TV increased by 18% among Males and 7% among Females

ATS : 4:43 4:51

Locals and Arabs Pre-pandemic: 1 to 14 March
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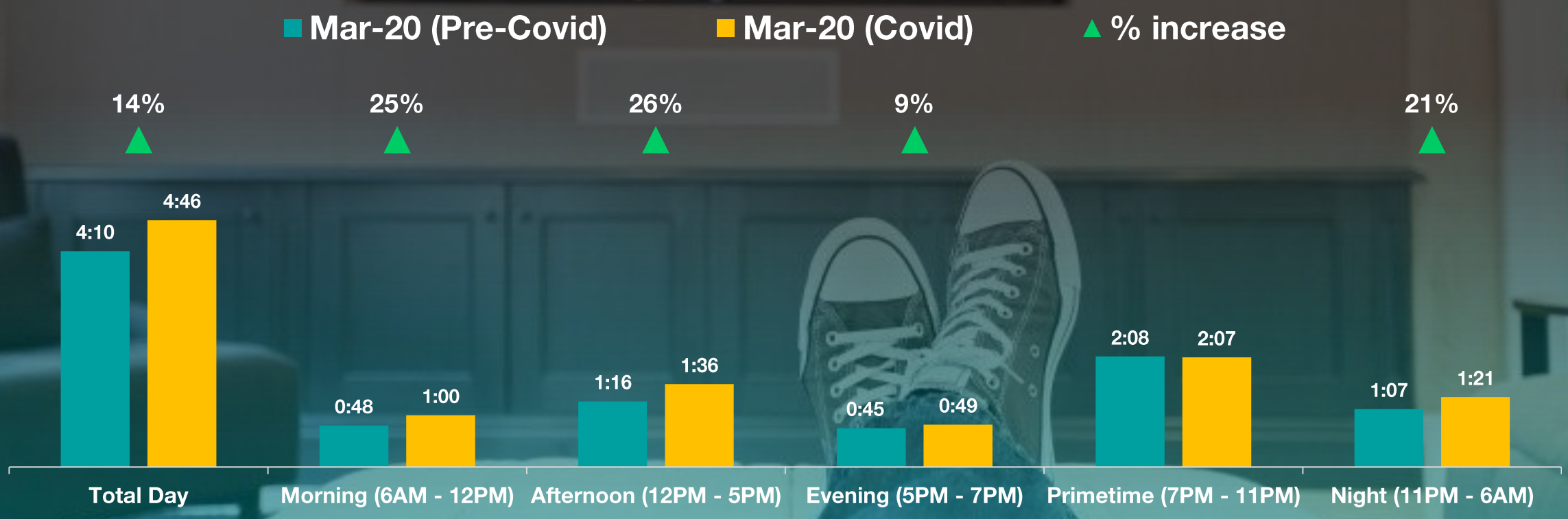
WHEN DIVING INTO THE DAY PARTS, THE TIME SPENT WATCHING TV HAS WITNESSED AN EVIDENT JUMP IN THE MORNING TO AFTERNOON PERIOD AS WELL AS DURING THE NIGHT



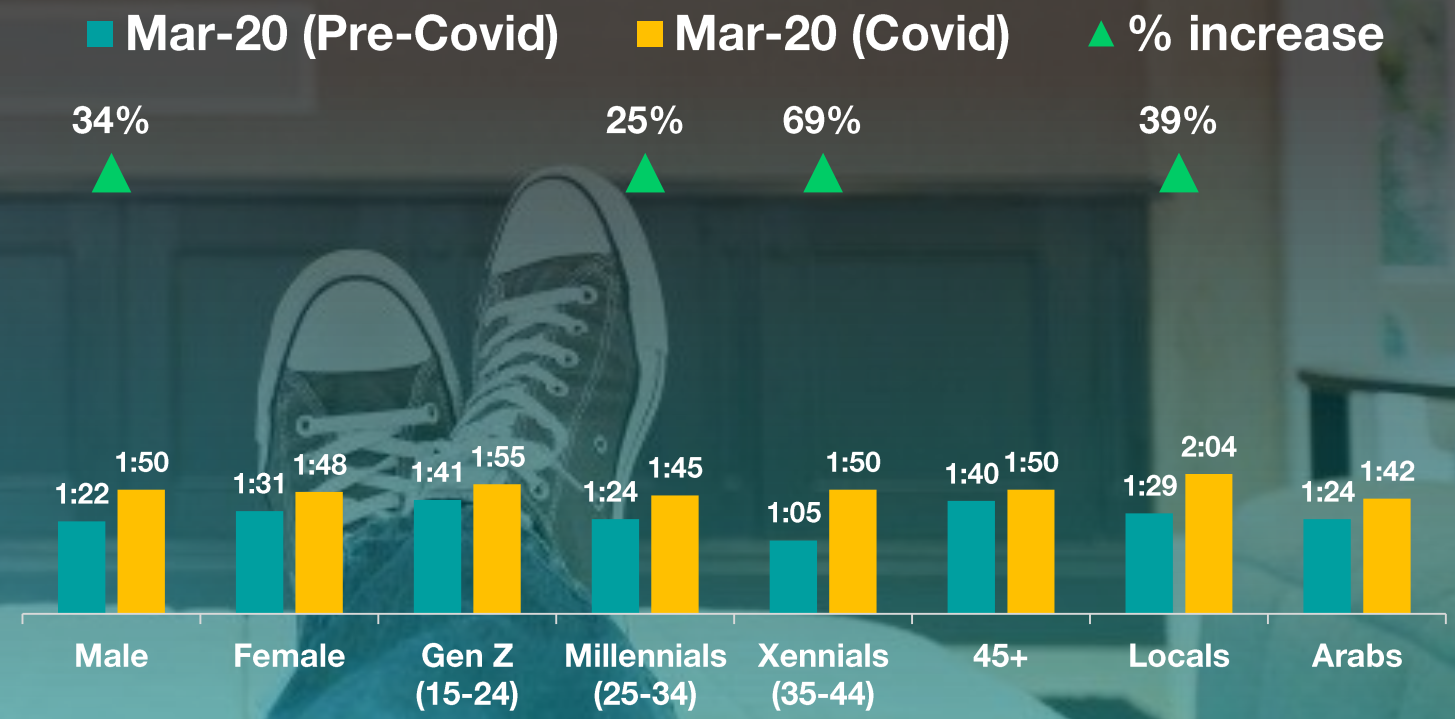
Locals and Arabs Pre-pandemic: 1 to 14 March
Locals and Arabs During-pandemic: 15 to 31 March

THE INCREASE IN TIME SPENT WATCHING TV FROM MORNING TO AFTERNOON IS JUSTIFIED BY THE INCREASE IN DOWNTIME AND THE FACT THAT LOCALS AND ARABS ARE STAYING AT HOME

27%

INCREASE IN THE AVERAGE TIME SPENT WATCHING TV FROM MORNING TO AFTERNOON PERIOD (6 AM TO 5 PM) REACHING 1 hour and 49 minutes IN THE SECOND HALF OF MARCH

Average Time Spent from Morning to Afternoon



Locals and Arabs Pre-pandemic: 1 to 14 March
Locals and Arabs During-pandemic: 15 to 31 March

WITH NEW REGULATIONS AND UPDATES ON THE PANDEMIC HAPPENING ON DAILY BASIS, PEOPLE ARE DIVERTING MORE TO NEWS CHANNELS DURNG THIS PERIOD

'NEWS CHANNELS'
An increase in Total Rating Point (TRP) of

+65%

Among
LOCALS AND ARABS

CURRENT TRP: 330

'GENERAL ENTERTAINMNT CHANNELS'
An increase in Total Rating Point (TRP) of

+14%

Among
LOCALS AND ARABS

CURRENT TRP: 811

'SERIES CHANNELS'
An increase in Total Rating Point (TRP) of

+8%

Among
LOCALS AND ARABS

CURRENT TRP: 206

▲+23%
increase in **Local Emirati Channels** Total Rating Point (TRP) is witnessed, which reflected in a 6% increase in Emirati Local Channels Share of Audience

Among
LOCALS AND ARABS

CURRENT TRP: 446

Locals and Arabs Pre-pandemic: 1 to 14 March
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WHEN IT COMES TO SPECIFIC PROGRAM TYPOLOGIES, IT IS NO SURPRISE THAT SCIENCE AND HEALTH PROGRAMS TAKE THE LEAD WITH THE HIGHEST INCREASE DUE TO THE PANDEMIC HAPPENING WORLDWIDE. THIS IS FOLLOWED BY POLITICAL PROGRAMS AND NEWS

'POLITICAL PROGRAMS'
An increase in Share of Audience of

+10%

Mainly driven by
LOCALS

CURRENT SOA: 4%

'POLITICAL NEWS'
An increase in Share of Audience of

+7%

Mainly driven by
FEMALES

CURRENT SOA: 14%

'SCIENCE AND HEALTH PROGRAMS'
An increase in Share of Audience of

+27%

Mainly driven by
FEMALES AND LOCALS

CURRENT SOA: 4%

'VARIETY TALK SHOW'
An increase in Share of Audience of

+6%

Mainly driven by
MALES

CURRENT SOA: 3%

Locals and Arabs Pre-pandemic: 1 to 14 March
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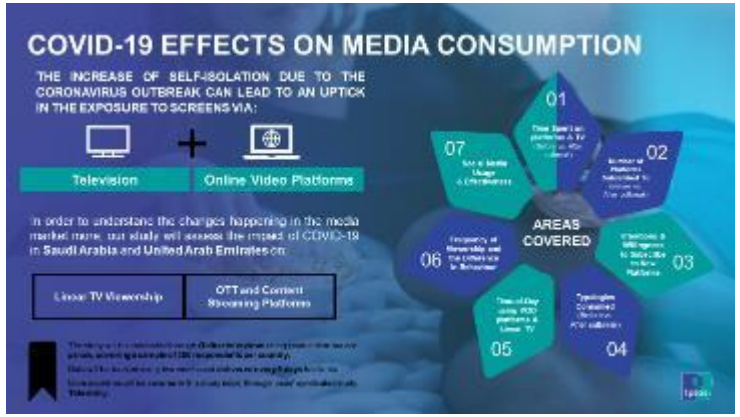
ACCESS OUR SYNDICATED RESEARCH LIBRARY IN MENA

COVID-19 MENA CONSUMER SENTIMENT TRACKER

Covering 7 markets across the region, this on-going weekly tracker measures changes in consumer sentiment, changing attitudes, shopping and purchasing behaviors, social and outing habits, the financial impact, and future expectations through the different stages of the COVID-19 Pandemic.

Markets Covered: KSA, UAE, Egypt, Morocco, Jordan, Lebanon, and Pakistan.

More details here



COVID-19 EFFECTS ON MEDIA CONSUMPTION

With people in the region get ready to spend more time at home as a result of increased health concerns and nationwide government lockdowns, media habits are certainly being affected. We are measuring these changes, in terms of time spent, screens and platforms used, and content consumed.

Markets Covered: KSA, UAE, Kuwait, Egypt, Morocco, and Lebanon.

COVID-19 CATEGORY & BRAND MONITOR

Brands are starting to react to the rapidly unfolding events, and they successful ones are being noticed. Keeping track of online conversations on a continuous basis becomes crucial, particularly those related to the impact that COVID-19 will have on category dynamics, brand expectations, and future trends and shifts in consumer behaviors and attitudes.

Markets Covered: KSA, UAE, Egypt, Morocco, Jordan, Lebanon, and Pakistan.

More details here

THANK YOU

GAME CHANGERS