

# THE RISE OF LINEAR TV AMID COVID-19 OUTBREAK IN **SAUDI ARABIA**

WEEK 15

16 April, 2020

GAME CHANGERS



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

18,384,380

1,400 respondents/ week

Locals and Arabs  
aged 15+



### Periods

**Pre-Quarantine:**

Week 10: 1 to 7 March

**Quarantine:**

Week 11: 8 to 14 March

Week 12: 15 to 21 March

Week 13: 22 to 28 March

Week 14: 29 March to 4 April

Week 15: 5 to 11 April



### 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 viewers in **Saudi Arabia** during **Week 15** compared to previous weeks...



# SINCE WEEK 10, THE VIEWERSHIP AND THE AVERAGE TIME SPENT WATCHING TV HAS BEEN STEADILY INCREASING, AND SEEMS TO BE REACHING A PERFORMANCE PLATEAU IN WEEK 15



THE REACH OF LINEAR TV HAS INCREASED BY **2%** SINCE WEEK 10, REMAINING AT **98%** SINCE WEEK 13

THE AVERAGE TIME SPENT WATCHING TV IS ON PAR WITH WEEK 14, BALANCING AT:



**6 HOURS AND 5 MINUTES** ON PAR WITH WEEK 14

Pre-Quarantine:  
Week 10: 1 to 7 March  
Quarantine:  
Week 11: 7 to 14 March  
Week 15: 5 to 11 April



The Total Rating Point (TRP) shows an identical performance as week 14 with **2,378 TRPs recorded** in week 15, witnessing an increase of **23%** compared to week 10.



**40%** increase from week 10 to week 15 in TRPs during the afternoon period (12 PM to 6 PM), reaching **889 TRPs**

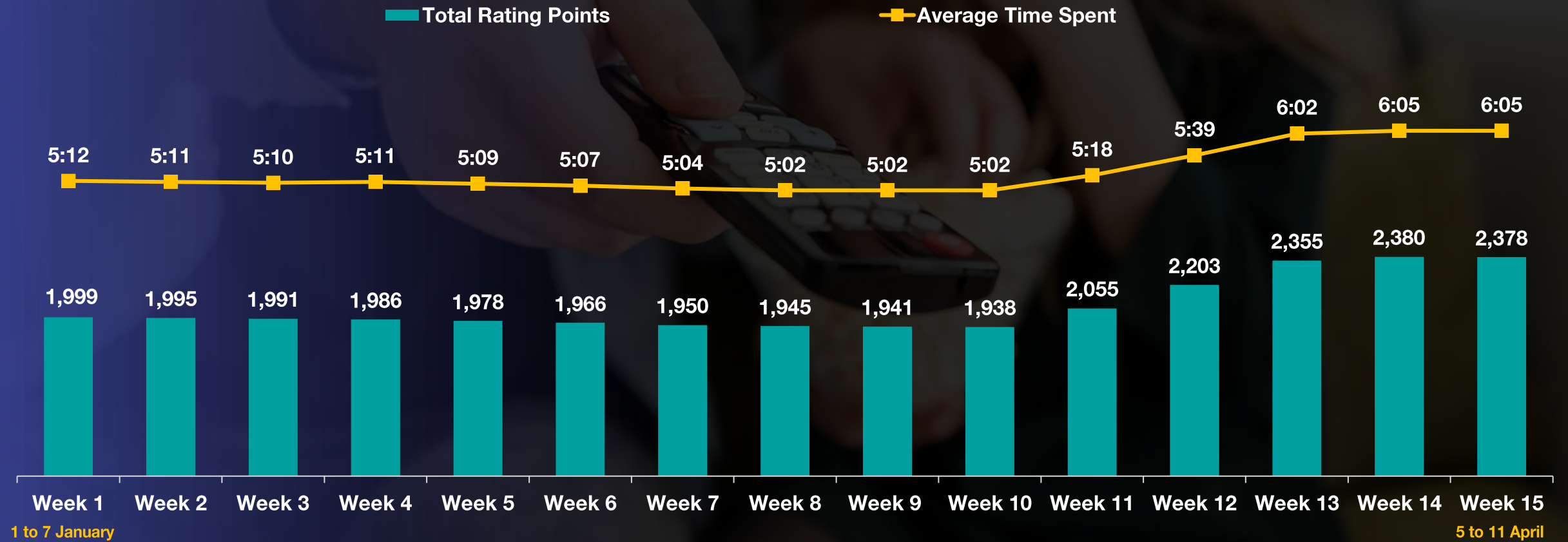


With no change in the Average Time Spent (ATS) in week 15 from the previous week, an increase of **1h 3min** is recorded since week 10



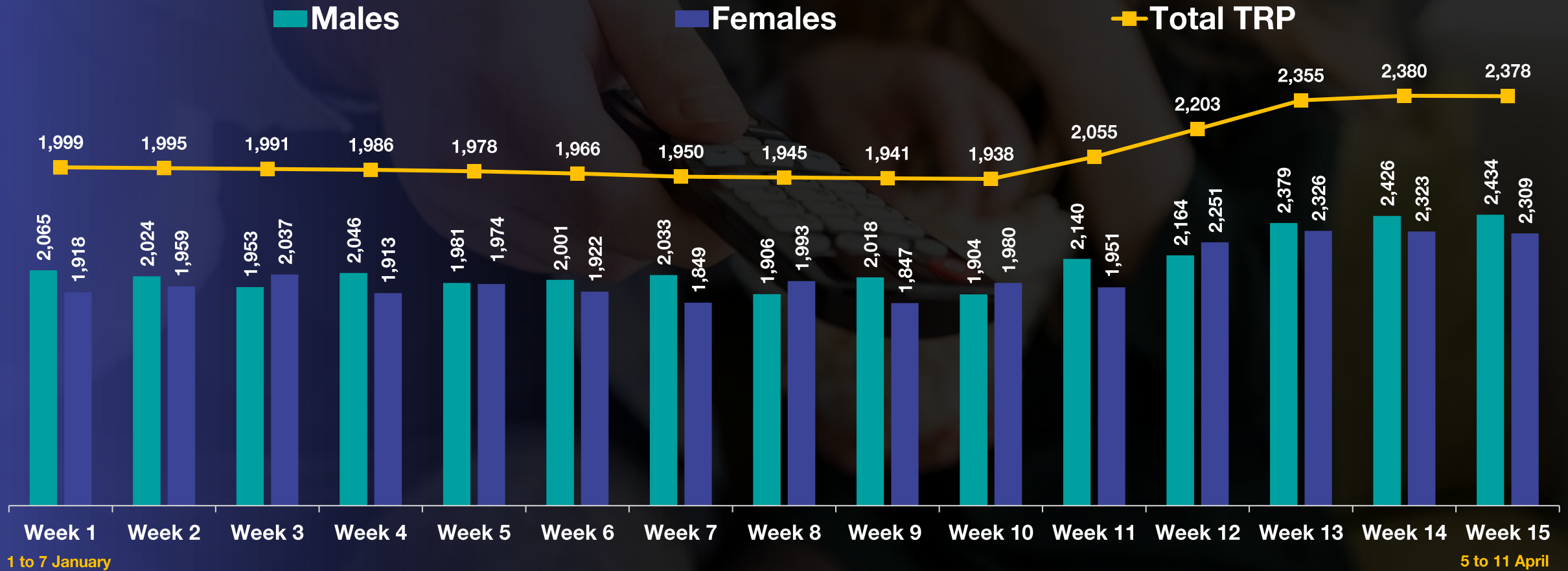
The Share of Audience (SOA) of News channels continues to grow in week 15, increasing by **64%** since week 10

# AS THE AVERAGE TIME SPENT (ATS) AND THE TOTAL RATING POINT (TRP) REACHED A PEAK IN WEEK 14, THE LINEAR TV VIEWERSHIP MAINTAINED A SIMILAR PERFORMANCE IN WEEK 15



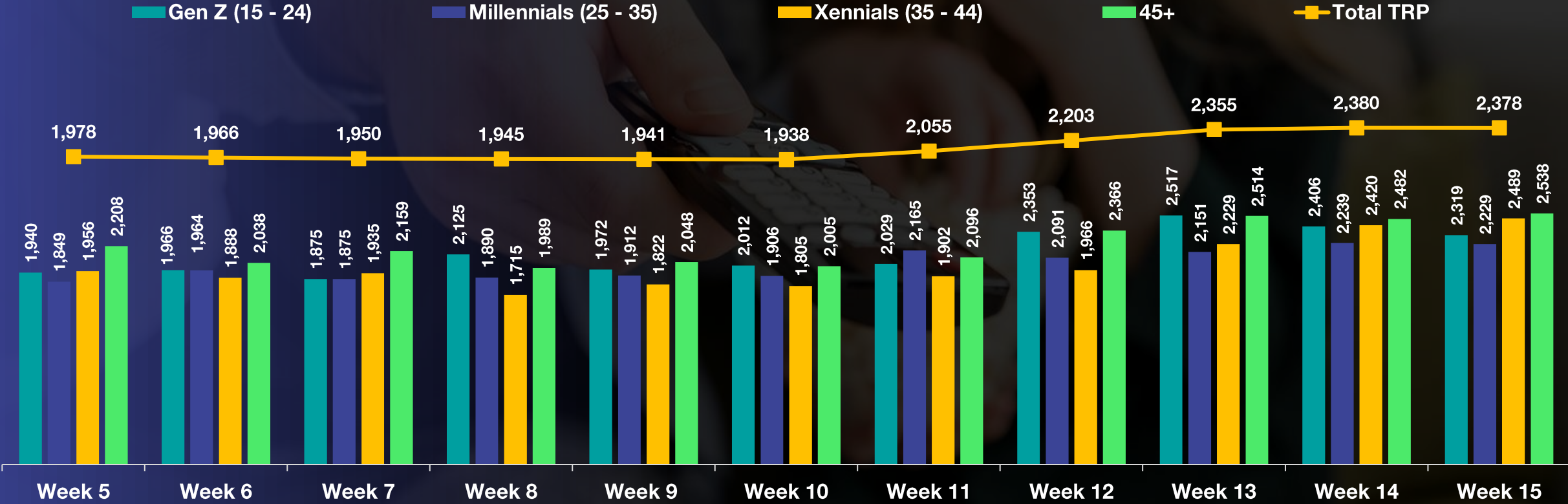
Pre-Quarantine:  
 Week 10: 1 to 7 March  
 Quarantine:  
 Week 11: 7 to 14 March  
 Week 15: 5 to 11 April

# ALTHOUGH FEMALE VIEWERSHIP HAS SHOWN A SLIGHT DROP IN TRP IN WEEK 15, MALE VIEWERSHIP HAS BEEN CONSISTENTLY INCREASING SINCE WEEK 10, REACHING ITS HIGHEST IN WEEK 15



Pre-Quarantine:  
 Week 10: 1 to 7 March  
 Quarantine:  
 Week 11: 7 to 14 March  
 Week 15: 5 to 11 April

# NOT ONLY IS THE VIEWERSHIP OF **XENNIALS AND 45+** IS STILL THE HIGHEST AMONG OTHER AGE GROUPS, THESE AGE GROUPS ARE THE ONLY ONES THAT **WITNESSED FURTHER GROWTH FROM IN WEEK 15**



26 to 1 February

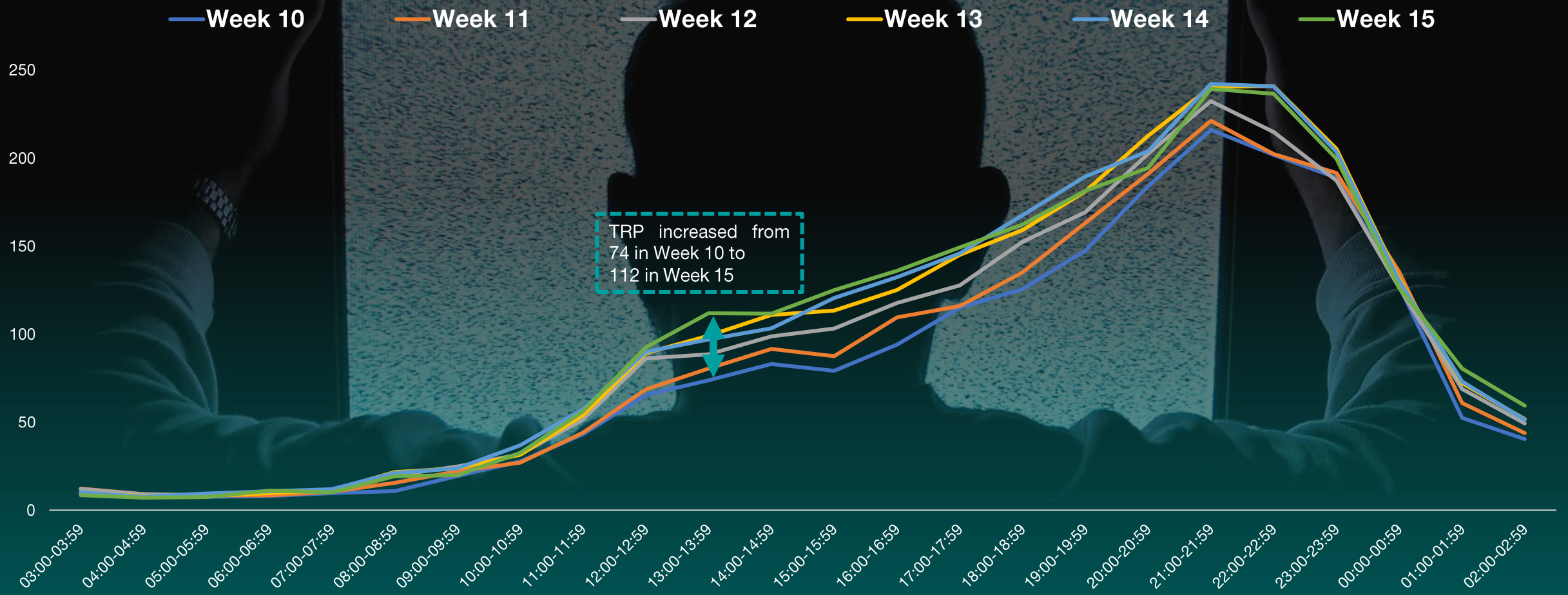
4 to 11 April

Pre-Quarantine:  
Week 10: 1 to 7 March  
Quarantine:  
Week 11: 7 to 14 March  
Week 15: 5 to 11 April





# LOOKING AT THE **TOTAL DAY**, WHILE A SLIGHT DECREASE IS WITNESSED AROUND PEAK TIME IN WEEK 15, THERE WAS A HIGHER TRP RECORDED IN THE AFTERNOON PERIOD FROM 12 PM TO 6 PM



TRP increased from 74 in Week 10 to 112 in Week 15

Pre-Quarantine:  
Week 10: 1 to 7 March  
Quarantine:  
Week 11: 7 to 14 March  
Week 15: 5 to 11 April

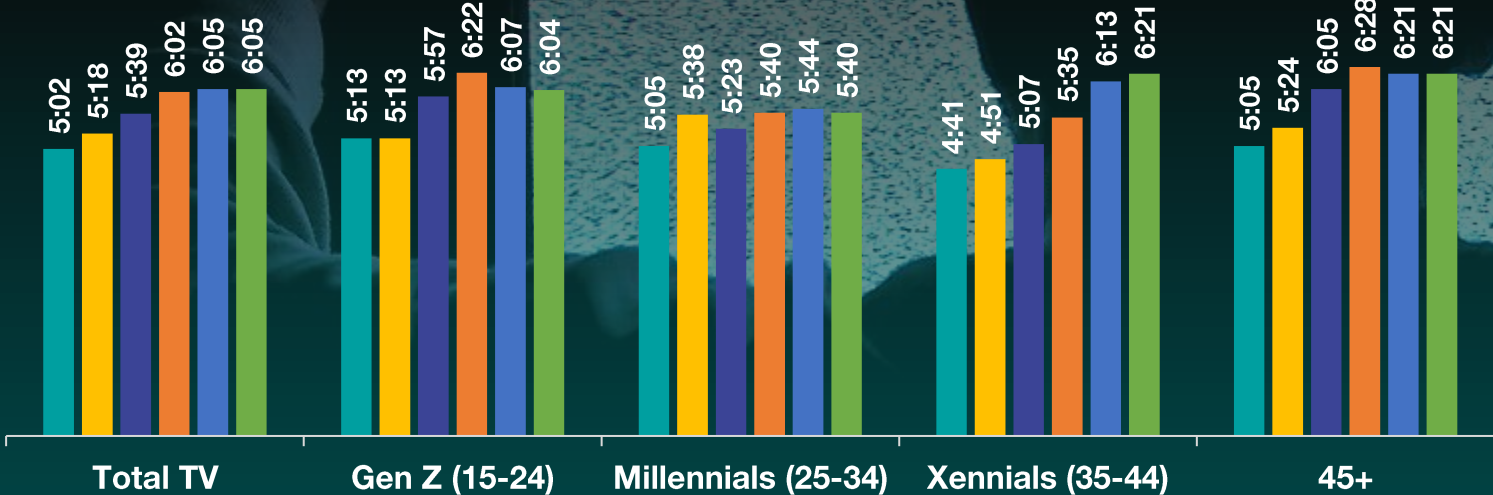


# THE AVERAGE TIME SPENT WATCHING TV AMONG XENNIALS AND MALES HAS BEEN STEADILY INCREASING SINCE WEEK 10, REACHING ITS HIGHEST IN WEEK 15

## Average Time Spent

Week 10 Week 11 Week 12 Week 13 Week 14 Week 15

▲ +2%



WHILST THE TIME SPENT WATCHING TV AMONG FEMALES REMAINS ON PAR, THE TIME SPENT AMONG MALES IS STILL INCREASING SLOWLY BUT SURELY

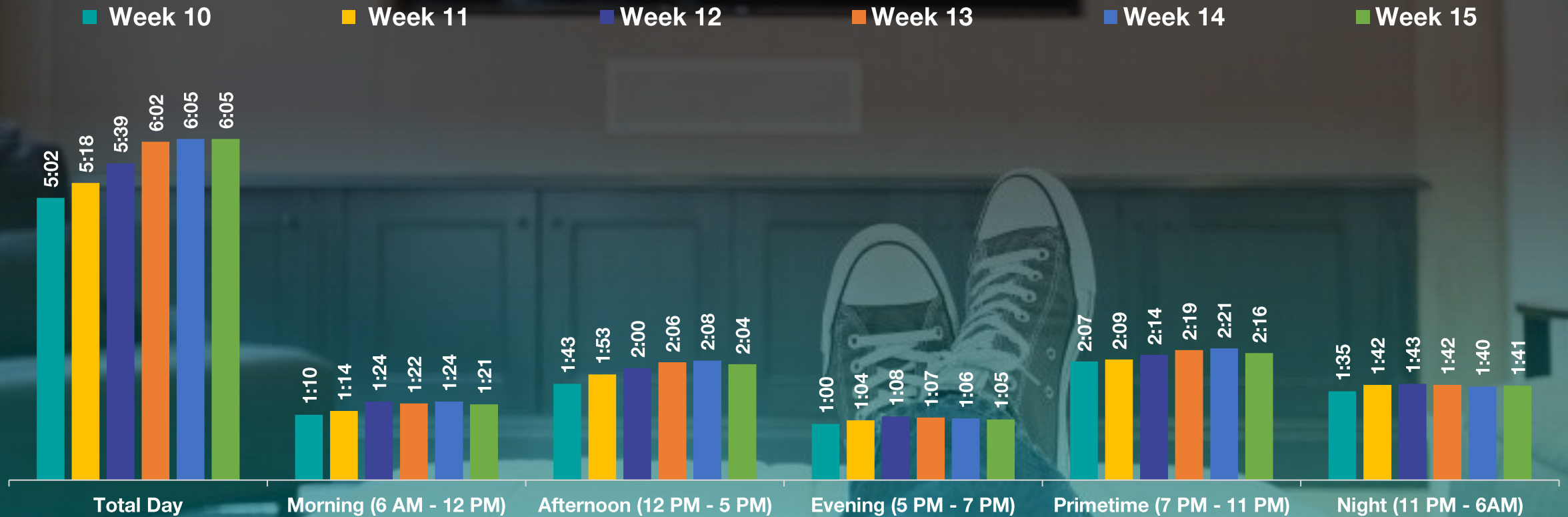


ATS WEEK 14: 6:12 (Male) 5:56 (Female)  
 ATS WEEK 13: 6:11 (Male) 5:57 (Female)

Pre-Quarantine:  
 Week 10: 1 to 7 March  
 Quarantine:  
 Week 11: 7 to 14 March  
 Week 15: 5 to 11 April



# WHEN DIVING INTO THE DAY PARTS, THE AVERAGE TIME SPENT WATCHING TV IN WEEK 15 IS WITNESSING A SMALL DECREASE WITHIN DIFFERENT DAY PARTS FROM WEEK 14 EXCEPT FOR **THE NIGHTTIME PERIOD (AFTER 11 PM)**



Pre-Quarantine:  
Week 10: 1 to 7 March  
Quarantine:  
Week 11: 7 to 14 March  
Week 15: 5 to 11 April

WITH CONTINUOUS INCREASE IN NEWS AND SERIES CHANNELS VIEWERSHIP, **THE INCREASE IN THE SOA OF NEWS CHANNELS** IN WEEK 14 WAS DRIVEN BY **MILLENNIALS AND THOSE OVER 45 YEARS**. WHILE FOR **SERIES CHANNELS** IT WAS MAINLY DRIVEN BY **XENNIALS**



**'NEWS CHANNELS'**

An increase in Share of Audience of

**+64%**

**SINCE WEEK 10**

REACHING AN SOA OF  
**17%**

3% INCREASE FROM WEEK 14



**'SERIES CHANNELS'**

An increase in Share of Audience of

**+3%**

**SINCE WEEK 11**

REACHING AN SOA OF  
**9%**

1% INCREASE FROM WEEK 14

# WHEN IT COMES TO SPECIFIC PROGRAM TYPOLOGIES, MORE PEOPLE ARE TUNING IT TO WATCH **SOCIAL AND CULTURAL PROGRAMS AND POLITICAL NEWS** IN WEEK 15, WITH THE LATTER GARNERING AN INCREASE OF ALMOST 50% IN SHARE OF AUDIENCE SINCE WEEK 10



## 'POLITICAL NEWS'

An increase in Share of Audience of

**+46%**

since  
WEEK 10

**REACHING AN SOA OF 14%**

6% INCREASE FROM WEEK 14



## 'POLITICAL PROGRAMS'

An increase in Share of Audience of

**+32%**

since  
WEEK 10

**REACHING AN SOA OF 5%**



## 'SOCIAL & CULTURAL'

An increase in Share of Audience of

**+11%**

since  
WEEK 10

**REACHING AN SOA OF 17%**

2% INCREASE FROM WEEK 14



## 'SERIES'

An increase in Share of Audience of

**+7%**

since  
WEEK 10

**REACHING AN SOA OF 27%**



# EXPLORE THE REST OF OUR SYNDICATED LIBRARY IN MENA

## Explore Our C19 Impact Series



Food & Health



Financial Services



Media & Content

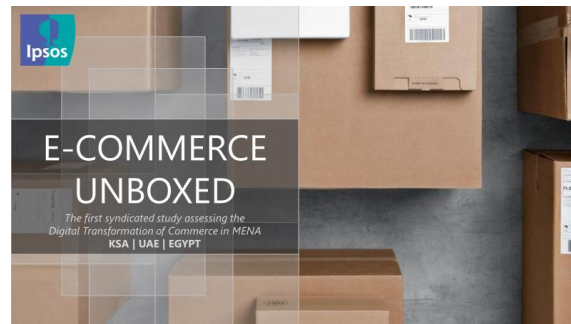


Shopper

## Explore Beyond Our C19 Impact Series



Consumer Pulse



E-Commerce Unboxed



#Millennials



Tech Tracker

**THANK  
YOU**

**GAME CHANGERS**

