

STREAMING

360

Ramadan 2024 Edition

In collaboration with
THESTREAMINGLAB

GAME CHANGERS



Users access video streaming platforms during Ramadan:

on average

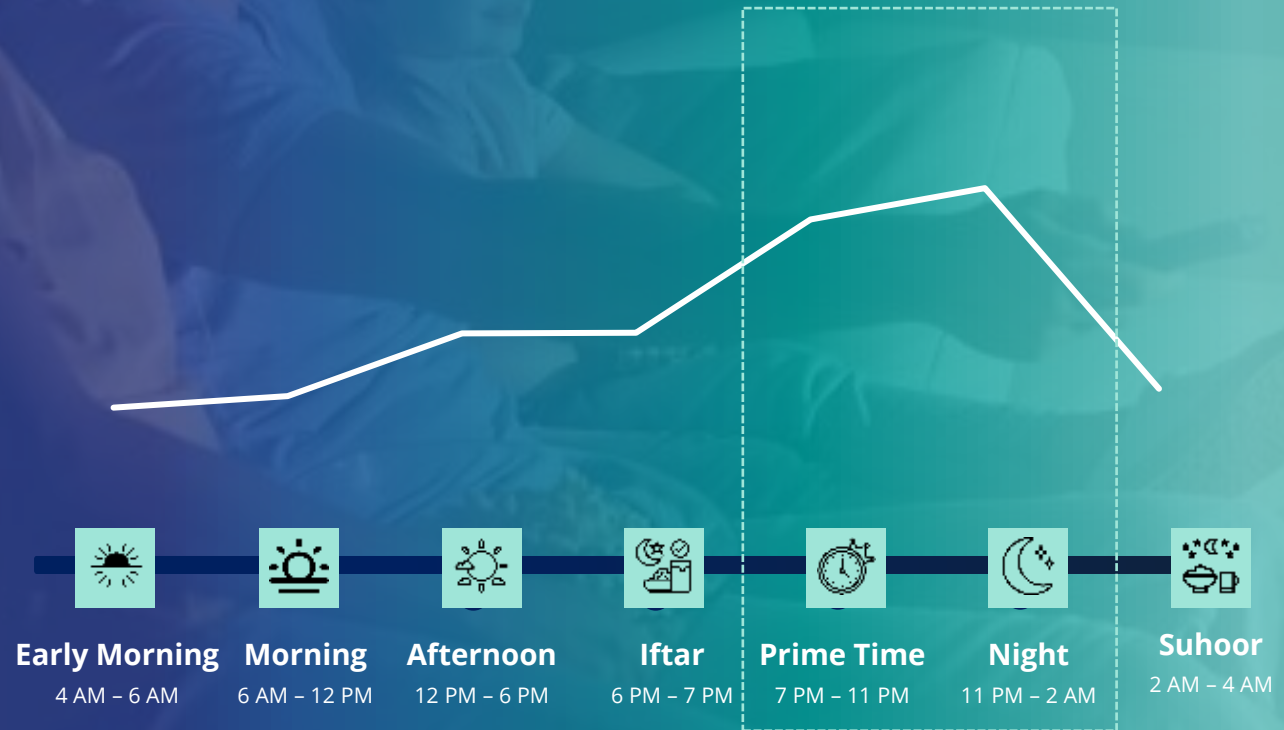
5.7 times weekly

for around

2.2 hours daily



Viewership peaks during primetime and late-night hours for video streaming in KSA



77%

Of the people in
KSA use
homegrown
video streaming
platforms



That is **1.6x** more
than international
platforms

During Ramadan, there's a preference for streaming platforms that provide **top-notch streaming quality**, **family-friendly content**, and a **wide array of exclusive options**

%Importance - Top 4 important elements (top 3 box score)



63%
High-quality streaming



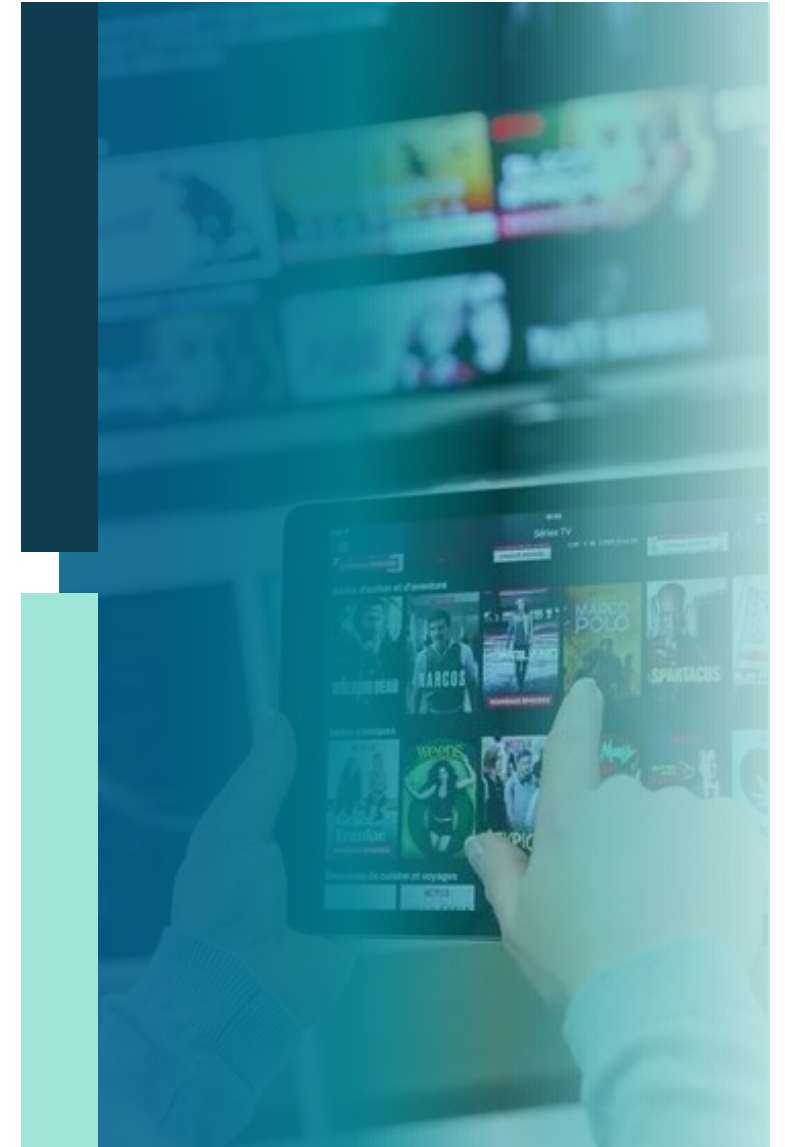
63%
Family-friendly content



63%
Variety of content

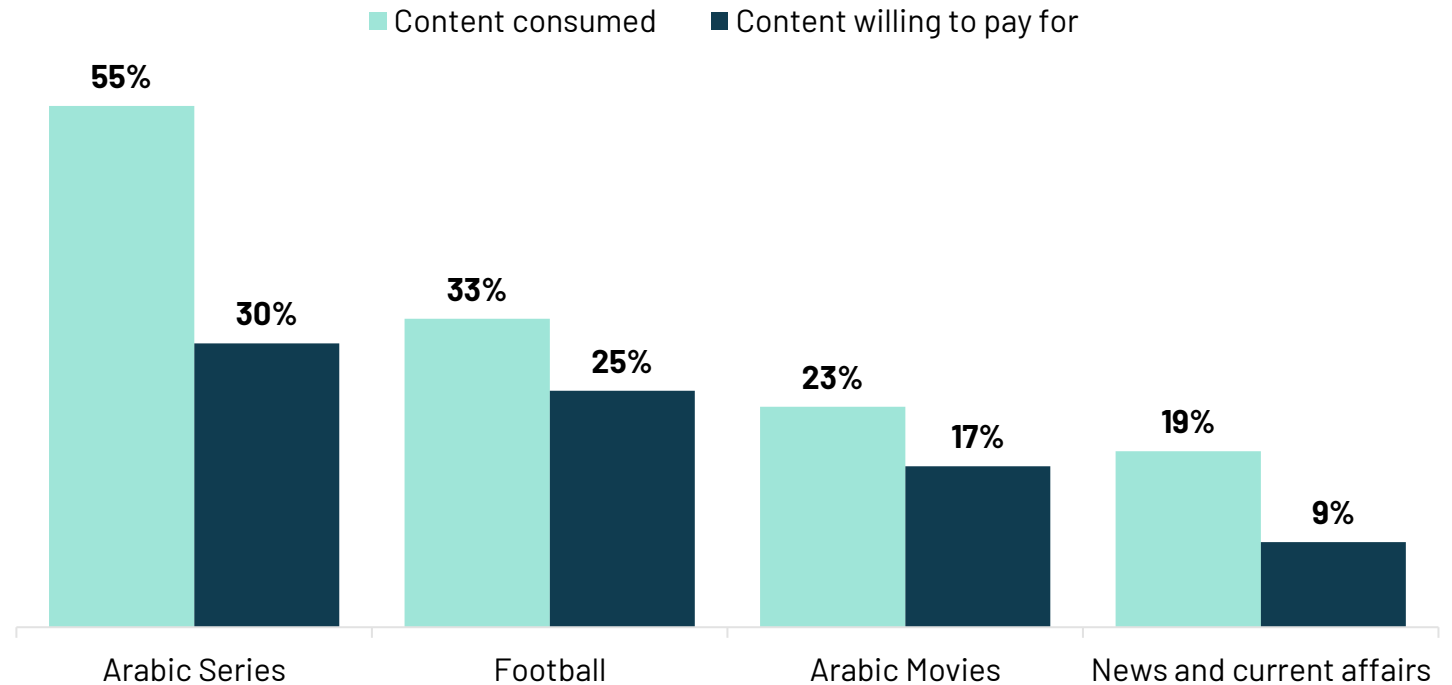


63%
Exclusive content





Arabic series take the spotlight as the most-watched content and is also the content that people are mostly willing to pay for during Ramadan



2.4

Average number of platforms subscribed to and paid for individually



People are willing to pay a monthly subscription of around 101 SAR

BE SURE. GO FURTHER.

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