



# RAMADAN 2026 IN EGYPT

The Series Leading The First Week

# Early Signals from Ramadan 2026 in Egypt



Ramadan 2026 is already shaping up to be a highly competitive season in Egypt, with clear series emerging. Our week one tracking highlights that momentum is not driven by one single factor. Instead, success of Ramadan series is defined by a combination of anticipation, viewing intent, conversation volume, and quality of engagement:

- **Ali Klay emerges as the perception leader.** It ranks first in awareness, anticipation, online conversation, and “expected biggest hit,” confirming strong pre-season marketing impact and digital visibility. However, the series ranks lower in planned viewing intent, indicating that perception leadership does not automatically convert into immediate viewing priority.
- In contrast, **Ein Sehreya leads in planned viewing intent and online commenting activity**, showing strong viewer commitment and active engagement. It also shows the strongest conversion from interest to action, a key indicator of sustained performance potential.
- **Darsh and El Nos Al Thany demonstrate balanced performance across metrics**, appearing consistently across awareness, anticipation, and conversation rankings. These titles benefit from both visibility and engagement, positioning them as stable contenders as the season progresses.
- **El Set Monaliza and Fakhr Al Delta are strong in buzz and anticipation**, but less dominant in declared viewing plans, suggesting attention-driven momentum that will need to convert into sustained audience behavior.

# Early Signals from Ramadan 2026 in Egypt



Three dynamics defined week one of Ramadan:

1. Perception leadership (awareness and anticipation) is concentrated around a small number of Ramadan series.
2. Planned viewing remains more fragmented, with audiences distributing their attention across multiple series.
3. Conversation volume and active commenting do not fully overlap with anticipation rankings, highlighting different stages of audience engagement.

**Overall, the strongest early positioning is achieved when anticipation, planned viewing, and meaningful engagement align, a balance currently most visible in the Ramadan series Ein Sehreya.**

With high online activity levels and multiple titles competing for attention, Ramadan 2026 remains open and highly competitive in Egypt.

The key question will be which titles convert early perception into sustained viewing loyalty?

# TOP 10 RAMADAN SERIES

## People Mostly Heard About In Egypt



Ali Klay



Darsh



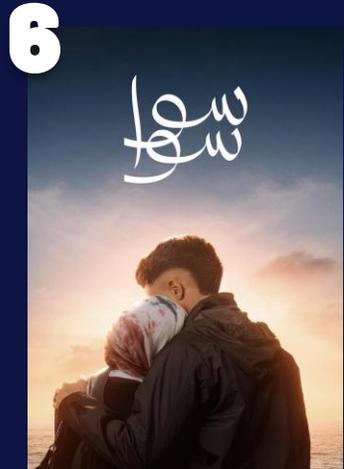
El Set Monalisa



El King



Fakhr Al Delta



Sawa Sawa



Kan Ya Makan



Ein Sehreya



Efrag



We Nensa Ely Kan

# TOP 10 RAMADAN SERIES

## People Anticipated The Most In Egypt



Ali Klay



El Nos Al Thany



El King



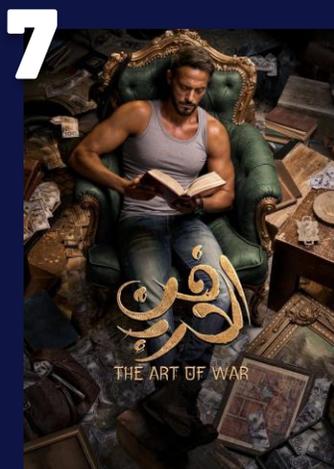
Sohab El Ard



El Set Monaliza



Darsh



Fan El Harb



Efrag



Fakhr Al Delta



We Nensa Ely Kan



# TOP 10 RAMADAN SERIES

## People Planned To Watch In Egypt



Ein Sehreya



Kan Ya Makan



Darsh



El Nos Al Thany



El King



Sohab El Ard



Heya Kemia



Fakhr Al Delta



Ali Klay



Efrag



# TOP 10 RAMADAN SERIES

People Expected To Be The Biggest Hit In Egypt



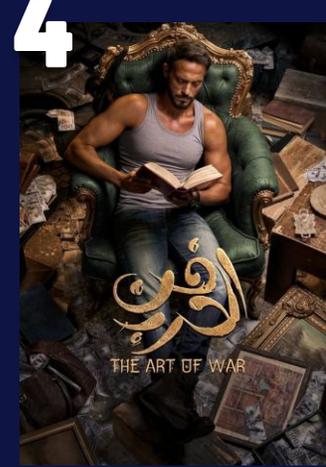
Ali Klay



El Set Monalisa



Sohab El Ard



Fan El Harb



El Nos Al Thany



El King



Fakhr Al Delta



Darsh



Efrag



We Nensa Ely Kan



# TOP 10 RAMADAN SERIES

## Social Reputation Score (SRS)



- |          |                                  |           |                                |
|----------|----------------------------------|-----------|--------------------------------|
| <b>1</b> | <b>72.2</b><br>Ein Sehreya       | <b>6</b>  | <b>59.5</b><br>Ala Ad El Hob   |
| <b>2</b> | <b>63.1</b><br>Kan Ya Makan      | <b>7</b>  | <b>58.6</b><br>El King         |
| <b>3</b> | <b>62.6</b><br>Etnen Gherna      | <b>8</b>  | <b>57.4</b><br>Fakhr Al Delta  |
| <b>4</b> | <b>61.3</b><br>Heya Kemia        | <b>9</b>  | <b>53.0</b><br>Darsh           |
| <b>5</b> | <b>61.2</b><br>We Nensa Elly Kan | <b>10</b> | <b>52.0</b><br>El Nos Al Thany |

Social Reputation Score (SRS) is an Ipsos' proprietary metric measuring the strength and quality of engagement, revealing which titles are not only discussed but meaningfully impacting audiences.

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**THANK YOU**