



RAMADAN 2026 IN EGYPT

*The series driving engagement in the first week
on TV and streaming platforms*

EARLY SIGNALS FROM RAMADAN 2026 IN EGYPT



This report is based on an integrated analysis of social intelligence insights and quantitative survey data conducted during the first week of Ramadan 2026. The study covers 20 Ramadan series (listed on page 9) and evaluates their performance across both TV and streaming platforms. The analysis tracks key indicators including awareness, anticipation, intent to watch or stream, and overall social reputation. Social reputation findings are derived from engagement levels and sentiment analysis across social media platforms. This report does not measure or reflect actual viewership or audience size. Results represent attitudes, perceptions, and social dynamics captured during Week One only and should be interpreted within this specific timeframe.

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.

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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.

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?

WEEK 1 MOST HEARD RAMADAN SERIES IN EGYPT



Ali Klay



Darsh



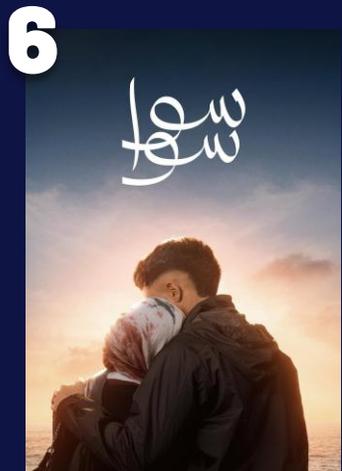
El Set Monalisa



El King



Fakhr Al Delta



Sawa Sawa



Kan Ya Makan



Ein Sehreya



Efrag



We Nensa Elly Kan

WEEK 1 MOST ANTICIPATED RAMADAN SERIES IN EGYPT



Ali Klay



El Nos Al Thany



El King



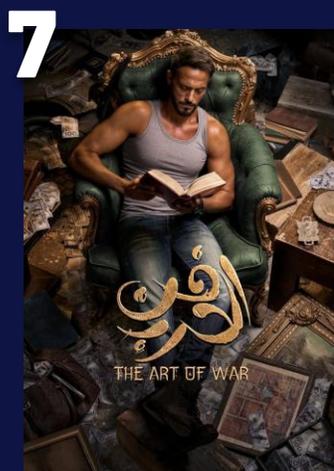
Sohab El Ard



El Set Monaliza



Darsh



Fan El Harb



Efrag



Fakhr Al Delta



We Nensa Elly Kan



WEEK 1 RAMADAN SERIES AUDIENCES PLANNED TO WATCH OR STREAM 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



WEEK 1 RAMADAN SERIES AUDIENCES EXPECTED TO BE THE BIGGEST HITS IN EGYPT



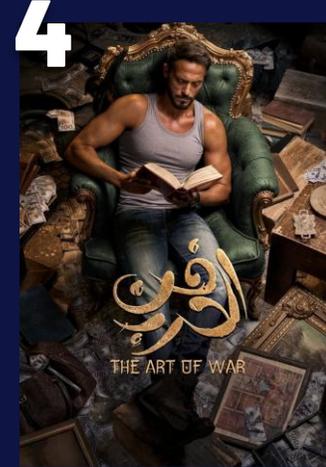
Ali Klay



El Set Monalisa



Sohab El Ard



Fan El Harb



El Nos Al Thany



El King



Fakhr Al Delta



Darsh



Efrag



We Nensa Elly Kan



WEEK 1 RAMADAN SERIES WITH THE HIGHEST SOCIAL REPUTATION SCORE (SRS)

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.

72.2

Ein Sehreya

59.5

Ala Ad El Hob

63.1

Kan Ya Makan

58.6

El King

62.6

Etnen Gherna

57.4

Fakhr Al Delta

61.3

Heya Kemia

53.0

Darsh

61.2

We Nensa Elly Kan

52.0

El Nos Al Thany



LIST OF 20 SERIES MEASURED IN THE SURVEY

By Alphabetical Order



- Abb Wa Laken
- Ala Ad El Hob
- Al Metr Samir
- Ali Klay
- Ard w Talab
- Darsh
- Efrag
- Ein Sehreya
- El King
- El Nos Al Thany
- El Set Monaliza
- Etnen Gherna
- Fan El Harb
- Fakhr Al Delta
- Heya Kemia
- Kan Ya Makan
- Manna'a
- Sawa Sawa
- Sohab El Ard
- We Nensa Elly Kan



THANK YOU