



RAMADAN 2026 IN EGYPT

*The most engaging series across social media,
streaming, and broadcast TV*

INTEGRATED INSIGHTS ON SOCIAL, STREAMING, AND TV AUDIENCE BEHAVIOR DURING RAMADAN IN EGYPT

This report presents an integrated analysis of social intelligence insights and online survey data from the first three weeks of Ramadan 2026. Each week, we collected 1,000 respondents in Egypt and covered 22 Ramadan series selected by experts across platforms. We measured key metrics such as awareness, anticipation, and intention to watch or stream. The results reflect audience attitudes and perceptions during these three weeks only. They do not represent actual viewership or audience size.



Abb Wa Laken



Ala Ad El Hob



Al Maddah VI



Al Metr Samir



Ali Klay



Ard w Talab



Awlad Al Ra'ey



Darsh



Efrag



Ein Sehreya



El King



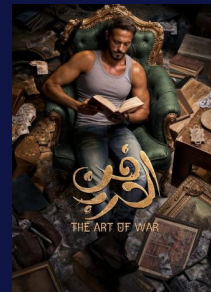
El Nos Al Thany



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 Ely Kan

EGYPT'S SERIES WITH THE HIGHEST AWARENESS IN WEEK 3

Based on claimed awareness among 22 Egyptian series in Egypt



51%



El Set Monaliza

50%



Al Maddah 6

49%



Ali Klay

49%



Heya Kemia

48%



Efrag

47%



Sohab El Ard

40%



We Nensa Ely Kan

40%



Fakhr Al Delta

39%



Ein Sehreya

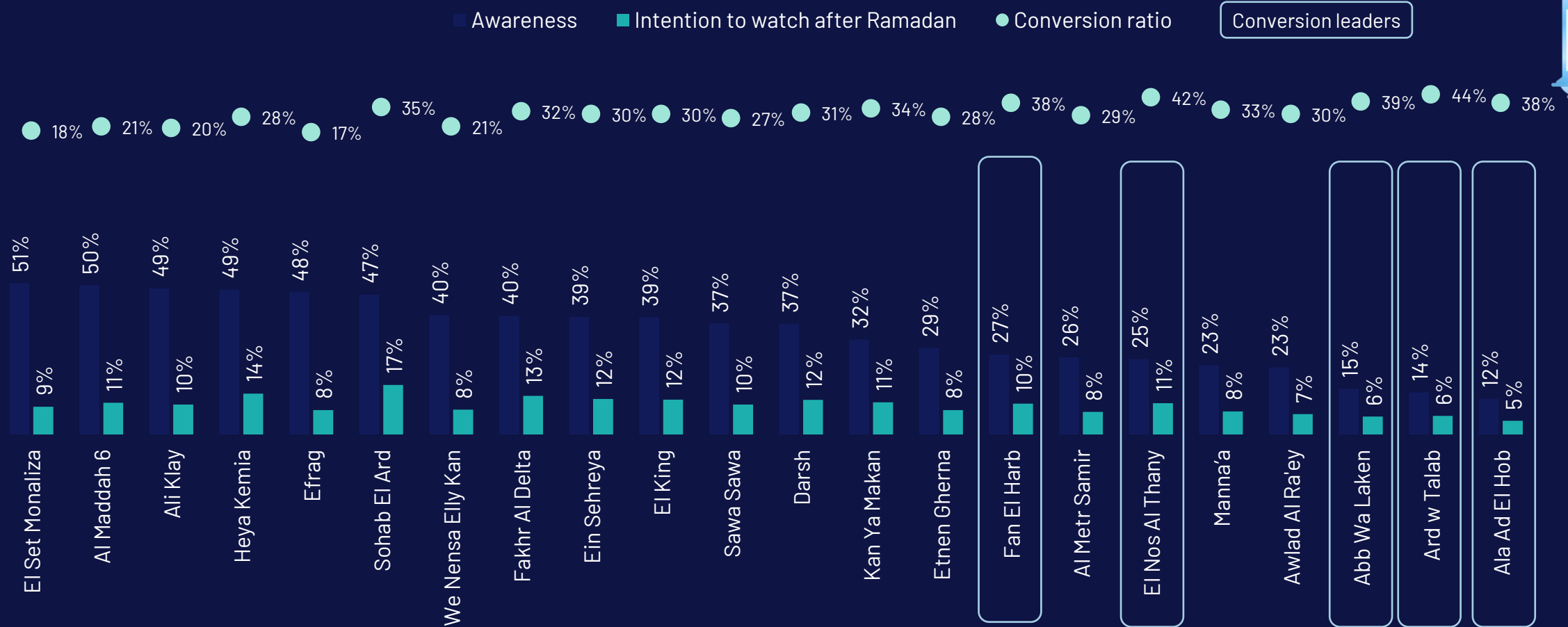
39%



El King

EGYPT'S SERIES WITH THE HIGHEST AWARENESS IN WEEK 3 & HOW THEY CONVERT INTO VIEWING INTENT AFTER RAMADAN

Based on claimed awareness & intention to watch among 22 Egyptian series in Egypt



EGYPT'S TOP SERIES ON TV DURING RAMADAN

Based on audiences who watched the series yesterday



Efrag



Al Maddah 6



El King



Ali Klay



We Nensa Elly Kan



Hikayat Narjes



Sohab El Ard



El Nos Al Thany



Awlad Al Rahi



Kan Ya Makan



EGYPT'S TOP SERIES ON STREAMING PLATFORMS IN WEEKS 2 & 3

Based on audiences who streamed at least one episode

WEEK 2



WEEK 3



EGYPT'S SERIES DOMINATING SOCIAL MEDIA IN WEEK 3

Based on claimed awareness among 22 Egyptian series in Egypt



Ali Klay



Ein Sehreya



Sohab El Ard



El Nos Al Thany



We Nensa Ely Kan



Kan Ya Makan



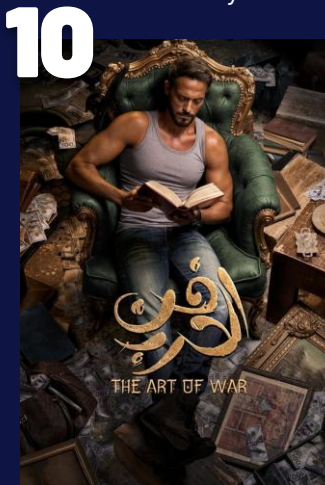
El King



Heya Kemia



El Set Monaliza



Fan El Harb



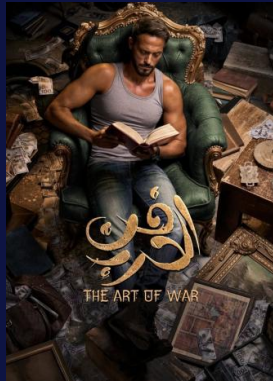
EGYPT'S MOST ANTICIPATED, VIRAL, RECOMMENDED SERIES & BIGGEST HITS DURING RAMADAN



THE MOST ANTICIPATED RAMADAN SERIES



El Nos Al Thany



Fan El Harb



Al Maddah 6



Fakhr Al Delta



Sawa Sawa



Ali Klay

THE RAMADAN SERIES MY FRIENDS OR FAMILY TALK ABOUT THE MOST



Heya Kemia



Fakhr Al Delta



Awlad Al Ra'ey



Sohab El Ard



Ein Sehreya



Efrag

THE VIRAL RAMADAN SERIES THAT IS TAKING OVER THE INTERNET

THE RAMADAN SERIES THAT WILL BE THE BIGGEST HIT THIS YEAR

EGYPT'S MOST STREAMED SERIES BY PLATFORM

Popular series among users of each platform



Efrac



El Set Monaliza



Al Maddah 6



Ein Sehreya



Kan Ya Makan



El Nos Al Thany



Ali Klay



Sohab El Ard



Etnen Gherna

EGYPT'S MOST STREAMED SERIES BY PLATFORM

MBC Shahid: Efrag



48%

Of Egyptian audiences claimed they were aware of Efrag during the third week of Ramadan.

8.2%

Of Egyptian audiences claimed intention to watch Efrag after Ramadan.

7.9/10

Average likeability score for Efrag among Egyptian audiences during Ramadan.

30%

Of Egyptian audiences would **promote** Efrag to their friends or family.

Our analysis:

From a content and storytelling perspective, Efrag stands out for its suspense-driven plot, strong dramatic escalation, and emotionally layered themes, including identity, mental health, and personal responsibility.

What people say about it:

"A salute to the boldness of the idea and its presentation in this way. #DarshSeries #MostafaShaban"

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

MBC Shahid: El Set Monaliza



51%

Of Egyptian audiences claimed they were aware of El Set Monaliza during the third week of Ramadan.

9.3%

Of Egyptian audiences claimed intention to watch El Set Monaliza after Ramadan.

8.2/10

Average likeability score for El Set Monaliza among Egyptian audiences during Ramadan.

33%

Of Egyptian audiences would **promote** El Set Monaliza to their friends or family.

Our analysis:

El Set Monaliza was consistently perceived as one of the strongest offerings of the season, with high-quality execution, compelling plot twists, and a narrative rooted in real-life inspiration enhancing its credibility.

What people say about it:

"The best series I've ever seen"

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

MBC Shahid: Al Maddah 6



50%

Of Egyptian audiences claimed they were aware of Al Maddah 6 during the third week of Ramadan.

10.6%

Of Egyptian audiences claimed intention to watch Al Maddah 6 after Ramadan.

7.7 /10

Average likeability score for Al Maddah 6 among Egyptian audiences during Ramadan.

25%

Of Egyptian audiences would **promote** Al Maddah 6 to their friends or family.

Our analysis:

Al Maddah 6 stands out for its blend of supernatural fantasy, mystery, and high-stakes drama, reinforced by strong production quality and a well-established franchise legacy.

What people say about it:

"This Al-Maddah series is something else entirely. We don't watch a series with this level of anticipation and excitement. Put it on, and the kids will gather around, and peace will fill the place."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

Yango Play: Ein Sehreya



39%

Of Egyptian audiences claimed they were aware of Ein Sehreya during the third week of Ramadan.

12%

Of Egyptian audiences claimed intention to watch Ein Sehreya after Ramadan.

8.7 /10

Average likeability score for Ein Sehreya among Egyptian audiences during Ramadan.

43%

Of Egyptian audiences would **promote** Ein Sehreya to their friends or family.

Our analysis:

Ein Sehreya stood out for its cinematic quality and sophisticated visual language, with audiences engaging in detailed discussions around symbolism and scene composition.

What people say about it:

"I don't think there's an actor in Egypt right now, or maybe for the last 10 years, like Bassem Samra. He's incredibly versatile, able to make you love and hate him in the same episode, maybe even in the same scene."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

Yango Play: Kan Ya Makan



32%

Of Egyptian audiences claimed they were aware of Kan Ya Makan during the third week of Ramadan.

11%

Of Egyptian audiences claimed intention to watch Kan Ya Makan after Ramadan.

8.0/10

Average likeability score for Kan Ya Makan among Egyptian audiences during Ramadan.

32%

Of Egyptian audiences would **promote** Kan Ya Makan to their friends or family.

Our analysis:

Kan Ya Makan stands out for its blend of comedy and social drama, creating a multifaceted viewing experience that is both entertaining and reflective of everyday Egyptian life.

What people say about it:

"Kan Ya MaKan is the first drama to talk about a husband's determination to keep his family together and his concern for his daughter's well-being, even at his own expense."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

Yango Play: El Nos Al Thany



25%

Of Egyptian audiences claimed they were aware of El Nos Al Thany during the third week of Ramadan.

11%

Of Egyptian audiences claimed intention to watch El Nos Al Thany after Ramadan.

8.7 /10

Average likeability score for El Nos Al Thany among Egyptian audiences during Ramadan.

40%

Of Egyptian audiences would **promote** El Nos Al Thany to their friends or family.

Our analysis:

People generated positive buzz around the trailers, highlighting the appeal of the series and reacting favorably to the casting choices, which helped build early interest and anticipation.

What people say about it:

"The only series I decided to watch is "El Nos Al Thany" by Ahmed Amin because I loved the first one and the entire cast, especially Michel Milad and Hamza El-Aily."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

WATCH IT: Ali Klay



49%

Of Egyptian audiences claimed they were aware of Ali Klay during the third week of Ramadan.

10%

Of Egyptian audiences claimed intention to watch Ali Klay after Ramadan.

8.2/10

Average likeability score for Ali Klay among Egyptian audiences during Ramadan.

34%

Of Egyptian audiences would **promote** Ali Klay to their friends or family.

Our analysis:

Ali Klay stands out for blending action, emotional depth, and cultural elements, combining themes of boxing, personal struggle, and traditional influences with humor and motivational messaging.

What people say about it:

"Rahma Mohsen... The voice of the first song from Ali Klay that will take the world by storm."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

WATCH IT: Sohab El Ard



47%

Of Egyptian audiences claimed they were aware of Sohab El Ard during the third week of Ramadan.

17%

Of Egyptian audiences claimed intention to watch Sohab El Ard after Ramadan.

9.0/10

Average likeability score for Sohab El Ard among Egyptian audiences during Ramadan.

52%

Of Egyptian audiences would **promote** Sohab El Ard to their friends or family.

Our analysis:

Sohab El Ard stands out for its bold political messaging and cultural relevance, addressing the Palestinian cause through a human-centered lens that blends education with drama.

What people say about it:

"There's a real effort invested in conveying thousands of real stories, as the series itself states."

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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EGYPT'S MOST STREAMED SERIES BY PLATFORM

WATCH IT: Etnen Gherna



29%

Of Egyptian audiences claimed they were aware of Etnen Gherna during the third week of Ramadan.

8%

Of Egyptian audiences claimed intention to watch Etnen Gherna after Ramadan.

7.8/10

Average likeability score for Etnen Gherna among Egyptian audiences during Ramadan.

29%

Of Egyptian audiences would **promote** Etnen Gherna to their friends or family.

Our analysis:

Etnen Gherna stands out for its blend of romance and social impact, particularly through its handling of sensitive issues such as domestic violence.

What people say about it:

#Etnen_Gherna ❤️ The duo of Asser Yassin and Dina El Sherbiny ❤️

Awareness and **intention to watch** are measured across all respondents. **Likeability** is measured among respondents who have watched the series, while **promoter score** is measured among respondents who are aware of the series. **Promoters:** Customers who give a score of 9 or 10 they are highly satisfied and likely to recommend the brand to others.

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THANK YOU