

UNDERSTANDING Seas





Your research partner

PARC - SEAS

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Chapter 1: Introduction



Chapter 1: Introduction

1.1. SEAS (Schedule Evaluation and Analysis System)

SEAS is the ultimate media planning model that scientifically analyses and evaluate the efficiency of advertising media plans for all types of media research. SEAS is particularly well suited for surveys with large sample sizes.

SEAS makes the task of navigating and analyzing such a complex data set very easy and fast, allowing the user to quickly home in on important relationships and produce reports of the findings. SEAS allows the user to define complex queries of target groups thereby generating welltabulated reports, which can easily be manipulated to aid interpretation of the results.

SEAS includes the Media (i.e. TV, Press, Radio) Reach and Frequency model for performing schedule analysis of all media related data, enabling the user to interactively evaluate scenarios to aid media planning/buying.





1.2. PC Requirements For SEAS

Windows 9x/2000/XP/NT Recommended minimum hardware requirements: PII 350 Mhz or higher 64MB RAM HDD with minimum 50 MB free Disk Space Color Graphic Display Board and compatible monitor

1.3. Customer Support

For technical support call the PARC Software Support Division on +971 4 3376696 or Fax us on +971 4 33444565 with all your queries.

Please also visit our web site at: <u>www.arabresearch.com</u>







Chapter 2: Source







DEAS can integrate audience information from type of media research. The media research can be face-to-face surveys, telephonic interviews, television diaries and people meter systems.

Source

•The face-to-face and telephonic surveys are available in two formats: an average weekday format, the audience information is available for an average Monday, average Tuesday and so on; and average day format wherein; the whole week's data is accumulated and calculated for one day.

•People meter and TV diary audience information can be used in three formats: average day, average weekday and by-date. For the period during which the diary was maintained, the information can be utilized on a by-date basis.

The same audience information can be utilized as an average Monday, average Tuesday etc. The user can view the audience source information from the list of available countries. By selecting the country required, the user can select the required study to do the analysis.





Chapter 3: User Manual









Open Application by double clicking on the icon or NEWSEAS.exe



Schedule Evaluation And Analysis System Pan Arab Research Center Beta Version: 5.0.66



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start







Log into the Application:







Pan Arab Research Center









Main Screen and User Interfaces:





Explaining Interfaces

- 1. Use "Survey Tree" to open an existing survey or select the survey from survey tree and click on "Open Survey" button from the left side menu
- 2. For creating a new survey use "Create new survey" option from left side menu. Here you can define your survey as per the starting date and ending date of your desired survey type.
- 3. Database to the application is importing from the external data files provided by PARC SEAS Team. For this "**Import Data to Survey**" option will guide you.
- 4. For Exiting from any form user can use right top corner close button 🕛
- 5. Latest Application is always indentifying by the version controller displayed at the right bottom corner of the main screen.
- 6. All Dates used in the application is dd-mm-yyyy formats.







Create Survey:

SEAS Schedule Evaluation And Analysis System

			Pan Arab Research Cente
Surveys 2010 Egypt Egypt Tv Oct 2010 Egypt Tv Jun 2010 Egypt Tv Jun 2010 Egypt Tv May 2010 Egypt Tv May 2010 Egypt Tv Jan 2010 Egypt Tv Jan 2010 Egypt Tv Jan - Jul 2010 Saudi Saudi Tv - Oct 2010 Saudi Tv - Jul 2010 Saudi Tv - May 2010 Saudi Tv - Feb 2010 Saudi Tv - Jan 2010 Saudi Tv - Jan 2010 Saudi Tv - Jan 2010 Saudi Tv - Jan 2010	Survey Name: Survey Type: Survey Market: Available Population: Data Period: Starting Date: Ending Date: Available Targets	Image: Control of the contro	

•This option allows user to create custom surveys as per their requirement. When user selects a market system will display available targets under that market (*targets are for a market and it will available universally in all custom surveys*)





sea

Create Target: :: PARC - SEAS - 0 Evaluation And Analysis System Schedule Market: Saudi ~ Targets Saudi Saudi Socio Factors Male 主 🤝 Gender 🛨 🤝 Age Female Selected Group · In Education Teenagers Female - Watching Tv I Occupation + My Age Group Monthly Household Income + in the second se Nationality 25 - 34 ÷... I Region 35 Ove I Community ÷... ÷... 🧇 Marital Status ÷... In the second se ÷... Interest Week Groups 🕂 -- 🤝 Day Of Date 🖃 🧠 Television Factors 🗄 – 🧇 Number Of Tv Sets ÷. IVatch TV At Home ÷... Subscription To Pay Tv Network(s) ÷... Access To Satellite Interprotection Street, which we have a set of the set (±)--÷. Freq.of Watching Tv :06.00 - 08.59 Early 12 Target Variable: 😥 🚸 Freq.of Watching Tv. :09.00 - 11.59 Mid Morning ÷... SFreq.of Watching Tv :12.00 - 03.59 Afternoon SFreq.of Watching Tv :04.00 - 07.59 Late Aftern Group: 1 ÷. Freq.of Watching Tv :08.00 - 09.59 Evening Group: 1 Gender FFI--Freq.of Watching Tv :10.00 - 12.59 Late vears Group: 1 Age 25 SFreq.of Watching Tv :01.00 - Late Night Nationality Group: 1 Natio Group: 1 Marital Status Single Group: 2 Group: 2 Gender Female Group: 2 Ade 20 - 24 VE Group: 2 Nationality National Group: 2 Marital Status Single < A very simple procedure of drag and drop can design the target group for your survey Targets \odot Steps to create a target 🔾 Saudi Create new target Made 1.Select Market from Tree Delete the target Fema Selec Rename this barget 2. Right Click on Survey Market and choose create Survey Teenuguru

- 3.Enter Name for the new target
- 4.Select Socio Factors from the left side tree and drag drop to "Target Variable" area

For deleting simply right click on target and select delete the target from menu

You can have multiple target variable groups to create complex targets



My Age Group 15 - 24

25 - 34 35 Over



Open a Survey:





The survey you created can open by double clicking on the survey name from the main

screen of the application. This will guide you for further analysis reporting session.





Media Penetration:

- 4

15 Mins Time Segments GRP/Reach Schedule Evaluatio Pan Arab Research Center January 3, 2011 Analysis of M netration Selected Survey Channel Lis Show Zero Reach Channels Slots: 15 Mins Egypt Tv Ramadan 2010 **Media Selection** ∇ GRP nterval: 06:00 - 06:14 Channel Rea nterval: 06:15 - 06:29 Al Haya 296.49 Media: TV sive channe 35.00 erval: 06:30 - 06:44 171.98 24.27 Market: Egypt Pano Drama and Comedy val: 06:45 - 06:59 Me Arabic Serial Drama and Comedy 149.45 20.89 Population: 26,137,000 Intervs: 07:00 - 07:14 Juraan Religious Channels 122.75 12.98 Interval: 07:15 - 07:29 112.49 15.35 / Drama Arabic Serial Drama and Comedy Interval: 07:30 - 07:44 vpt Ch 1 General comprehensive channel 101.78 16.01 Target: Interval: 07:45 - 07:59 . Al Rahma OTH MAINSTREAM 101.08 12.60 Religious Channels Total Population nterval: 08:00 - 08:14 Nile Cornedy NTN Arabic Serial Drama and Comedy 84.92 13.62 nterval: 08:15 - 08:29 EGYPT 55.12 8.19 Samples: 5,352 Al Nass General comprehensive channe Interval: 08:30 - 08:44 53.27 9.65 Al Mehwa MEMAGAR AUD (%): 100 Seneral comprehensive, channe nterval: 08:45 - 08:59 51.34 Al Hayat S HAYAT Arabic Serial Drama and Comedy 8 16 nterval: 09:00 - 09:14 DREAM. 48.39 8.51 Dream General comprehensive channe nterval: 09:15 - 09:29 39.72 OTH MUSIC Arabic Serial Drama and Comedy 6.41 Analysis by: nterval: 09:30 - 09:44 ama Al Drama 2 PANORAMA Arabic Serial Drama and Comedy 38.88 6.56 G GRP nterval: 09:45 - 09:59 Al Qahara Wa Alnas TN COMMUNICATION eneral comprehensive channe 36.80 5.38 C Reach nterval: 10:00 - 10:14 Mooga Comedy OTH MAINSTREAM General comprehensive channe 35.55 5.94Egypt Ch 2 ERTU 35.02 5.30 interval: 10:15 - 10:29 General comprehensive channe edia Selection: Interval: 10:30 - 10:44 27.39 ESC ERTU 4.92 General comprehensive channe C All Media nterval: 10:45 - 10:59 ART AI Hekayat ART Arabic Serial Drama and Comedy 26.45 3.56 ROT/ 25.50 4.68 nterval: 11:00 - 11:14 C Top 10 Resala Religious Channels nterval: 11:15 - 11:29 23.56 3.29 Modern Sport Selected Only nterval: 11:30 - 11:44 20.78 lgra 3 68 **Time Selection** nterval: 11:45 - 11:59 Al saudia Llos ensive channel 18.76 1.84 me Selection: nterval: 12:00 - 12:14 18.45 3.40 By Time By Time And An nterval: 12:15 - 12:29 17.41 2.34 Other Channels C By Day Parts nterval: 12:30 - 12:44 Melody drama 2 Movies Others 17.24 2.46 C Week days nterval: 12:45 - 12:59 Melody M Movies Arabic 16.88 2.21

•The basic analysis report can be produced from this session.

Analyze

•You can have GRP wise or Reach wise analysis over selected media with the provided time selection. Time segments can be set as 15 minutes time segments, PARC day parts, weekdays and Weekday + 15

Movies Arabic

Sports Channels

minutes time segment.

Rotan

🔿 Week davs + Tim

Analyze

•You can run the analysis over the selected targets (which is available on the right side panel and even you can create target from this session)

•The out of this report can be converted in to EXCEL or into a GRAPH



nterval: 13:00 - 13:14

nterval: 13:15 - 13:29

13.00

12.72

1.76

1.62



seas™

Sample report

January 3, 2011

Analysis of Media Penetration

Selected Survey	Analysis By: GRP					🛄 Highl	light Criteria	Filter Zero	🛑 Graph	🔀 Expor	t Excel 🔍	Report Criteria	🕘 Go Back
Egypt Tv Ramadan 2010	Channels	06:00 - 06:14 06:14	5 - 06:29 06:30	- 06:44 06:4	5 - 06:59 07:00	07:14 07:1	5 - 07:29 07:3	0 - 07:44 07:45	07:59 08:00	08:14 08:1	15 - 08:29 04	8:30 - 08:44 08:45	- 08:59 09
Media: TV	Total TV	0.46	0.50	0.50	0.48	1.52	1.51	1.48	1.57	2.24	2.16	2.13	2.0710
Market: Egypt	Al Majo Guraan	0.20	0.06	0.32	0.32	0.90	0.00	0.03	0.93	0.15	0.15	0.15	0.9512
Population: 26,137,000	Annahina ISC Shorts 2	0.00	0.00	0.04	0.03	0.00	0.00	0.00	0.00	0.00	0.10	0.15	0.13 3
	Al Nass	0.02	0.02	0.02	0.01	0.00	0.00	0.11	0.00	0.06	0.06	0.08	0.0619
Target	JSC Sports +9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0010
Turyot.	Panorama Al Drama	0.00	0.00	0.00	0.00	0.04	0.04	0.04	0.04	0.06	0.07	0.07	0.09 0
Total Population	Egypt Ch 2	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)0
Samples: 5,352	Al Hayat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)4
AUD (%): 100	Rotana Cinema	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)0
Analysis by:													
© Reach													
Media Selection:													
C All Media													
C Top 10													
Selected Only													
Time Selection:													
By Time													
C By Day Parts													
C Week days													
C Week days + Time													
Analyze	•												





Program Analysis:



🗟 :: PARC - SEAS						
Schedule Evalua	ation And Analy	sis System				Pan Arab Research Center
July 11, 2010	Program Analysis					
Selected Survey	Channel List.					
Saudi Tv Apr 2010	Channel Name	lletwork	Typology	GRP	Reach	Interval: 06:00 - 06:14
Media: TV	MBC1	МВС	General comprehensive channel	530.05	35.92 🔨	Interval: 06:15 - 06:29
Market: Saudi	Other Channels	OTH MAINSTREAM	Others	284.56	23.11	Interval: 06:30 - 06:44
Population: 8,250,000	Al Bedaya	IRAQ	Religious Channels	202.40	9.56	Interval: 06:45 - 06:59
	MBC 2	MBC	Only movies (Arabic and foreign)	145.96	11.42	Interval: 07:00 - 07:14
	Al Arabia	MBC	News and Political channels	132.10	14.31	Interval: 07:15 - 07:29
Target:	Saudi Ar Ch 1	SAUDI	General comprehensive channel	122.75	8.13	Interval: 07:30 - 07:44
T. 1. 1 D	Al Jazeera Sports	JAZEERA	Sports Channels	105.57	8.24	Interval: 07:45 - 07:59
Total Population	Rotana Cinema	ROTANA	Only movies (Arabic and foreign)	97.10	7.47	Interval: 08:00 - 08:14
Samples: 5,600	Al Majd For Quraan	MAJD	Religious Channels	67.02	3.81	Interval: 00:15 - 00:29
AUD (%): 100	MBC Action	MBC	English language Entertainment	62.72	5.61	Interval. 08:45 08:50
Modia Selection:	MBC 4	MBC	English language Entertainment	61.20	5.66	Interval: 08:45 - 08:59
	Zee Aflam	DUBAI MEDIA CITY	Only movies (Arabic and foreign)	49.07	3.34	Interval: 09:00 - 09:14
	Saudi Channel 3	SAUDI	Sports Channels	47.82	5.23	Interval: 09:15 - 09:29
	Tayoor Al Janna	JORDAN	Kids and Teenagers Channels	43.64	3.77	Interval. 05:30 - 05:44
 Selected Only 	MBC Max	MBC	Only movies (Arabic and foreign)	38.56	3 40	Interval: 09:45 - 09:59

The detail program from each channel can be analyzed at this session either by date wise or by weekday wise with 15 minute time segments.

The result set will provide you

Program Name and details
Program date
Weekday
Time
Duration
Average Rating
Reach
Share %
Total TV %
ATS % (Average Time Spend)
ATS - Time Duration
GRP
Share of GRP on channel
Share of GRP on Total TV





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Program Analysis: (KSA TV APR 2010)



Schedule Evaluation And Analysis System

Pan Arab Research Center

Selected Survey	Analysis E	By: Date wise					A Z A	Sort 🛛 🏥 Gra	ph 🔀 Ex	qoort Excel	Report Crite	ria Go Ba
Egypt Tv Ramadan 2010	Channels	Program Name	Program Date	Day of Week	Starting Time	Ending Time	Duration	Avg. Rating %	Reach %	Share %	Total TV %	ATS %
Media: TV	Al Hayat	Sheekh Al Arab Hamam	05/09-2010	Sunday	18:14	19:09	00:56	21.28	24.70	30.50	80.99	86.12
Market: Eqvpt	Al Hayat	Sheekh Al Arab Hamam	06-09-2010	Monday	18:12	19:18	01:07	21.24	25.91	31.21	83.03	81.95
Population: 26.137.000	Al Hayat	Ramez Hawl Al A'alam[2] 🚽	05-09-2010	Sunday	19:11	19:48	00:38	19.67	24.15	36.48	66.20	81.43
	Al Hayat	Sheekh Al Arab Hamam 🦯	04-09-2010	Saturday	18:14	19:09	00:56	18.92	22.05	28.33	77.83	85.82
	Al Hayat	Ramez Hawl Al A'alam[2]	04-09-2010	Saturday	19:11	19:43	00:33	18.72	19.67	30.84	63.77	95.17
Target:	Al Hayat	Sheekh Al Arab Hamam	03-09-2010	Friday	18:45	19:16	00:32	18.33	20.37	29.57	68.88	89.96
	Al Hayat	Sheekh Al Arab Humam	07-09-2010	Tuesday	18:11	19:15	01:05	18.30	23.18	27.77	83.50	78.93
Total Population 💌 🕎	Al Hayat	Ramez Hawl A' A'alam[2]	06-09-2010	Monday	19:19	19:49	00:31	17.90	20.23	33.85	59.77	88.47
Samples: 5,352	Al Hayat	Ramez Haw, Al A'alam[2]	28-08-2010	Saturday	19:25	19:59	00:35	17.77	21.93	35.49	61.79	81.05
AUD (%): 100	Al Hayat	Sheekh / Arab Hamam	25-08-2010	Wednesday	18:27	19:27	01:01	17.73	20.95	24.36	85.99	84.62
Media Selection:	Al Hayat	Sheekh Al Arab Hamam	02-09-2010	Thursday	18:15	19:13	00:59	17.50	21.86	26.39	82.82	80.06
O All Media	Al Hayat	Rapiez Hawl Al A'alam[2]	25-08-2010	Wednesday	19:29	19:58	00:30	17.10	18.67	31.42	59.41	91.58
Selected Only	Al Hayat	Sheekh Al Arab Hamam	30-08-2010	Monday	18:19	19:17	00:59	16.96	21.74	28.67	75.81	78.01
Analysis by:	Al Hayat	Sheekh Al Arab Hamam	01-09-2010	Wednesday	18:17	19:19	01:03	16.58	19.46	24.67	78.88	85.20
Date wise	Al Hay at	Ramez Hawl Al A'alam[2]	07-09-2010	Tuesday	19:16	19:50	00:35	16.01	20.44	32.34	63.22	78.33
O Avg. Date Wise	Alhayat	Ramez Hawl Al A'alam[2]	30-08-2010	Monday	19:20	19:45	00:26	15.96	17.26	33.91	50.88	92.49
Veekday wise	Al Hayat	Helhom Benhom Min Al Akher	26-08-2010	Thursday	20:25	20:59	00:35	15.90	19.37	40.39	47.96	82.09
O Month wise	Al Hayat	Ramez Hawl Al A'alam[2]	01-09-2010	Wednesday	19:20	19:53	00:34	15.89	18.75	35.13	53.38	84.72
_ O Avg. Month wise	Al Hayat	Helhom Benhom Min Al Akher	14-08-20		1							

ogram Name and details = Al Hayat/ Sheek Al Arab H	lamam			🚛 Graph	📧 Export Excel 🔍	. Report Criteria 🛛 🕙
gram date = 05-09-2010	ATS %	ATS	GRP	Share of GRP on Channel	Share of GRP on Tot	al TV Typology
ekday = Sunday	86.12	00:48	85.10	27.37	4.32	Others Serial Prg
e = START TIME/END TIME (18:14/19:09)	81.03	00:55	106.19	30.43	5.43	Others Serial Prg
ation = 00 56 MINS	81.43 85.82	00:31	59.00 75.68	18.97	2.99	Local Varieties Others Serial Pro
age Pating = 21.28	95.17	00:31	56.15	15.37	2.85	Local Varieties
age Rating - 21.28	89.96	00:29	54.98	18.78	2.85	Others Serial Prg
= 24.70	78.93	00:51	91.50	26.58	5.03	Others Serial Pro
% = 30 50	88.47	00:27	53.69	15.38	2.75	Local Varieties
	81.05	00:28	53.32	14.49	2.72	Local Varieties
IIV % = 86.12	84.62	00:52	88.64	25.42	4.10	Others Serial Prg
% (Average Time Spend) = 86,12	80.06	00:47	70.00	28.67	3.91	Others Serial Prg
	91.58	00:27	34.19	9.81	1.58	Local Varieties
• Time Duration = 00.48	78.01	00:46	67.82	21.50	3.58	Others Serial Pro
= 85.10	85.20	00:54	82.90	25.52	4.27	Others Serial Prg
	78.33	00:27	48.04	13.95	2.64	Local Varieties
of GRP on channel = 27.37	92.49	00:24	31.92	10.12	1.68	Local Varieties
e of GRP on Total TV = 4.32	82.09	00:29	47.71	16.62	2.31	Local Varieties
	84.72	00:29	47.67	14.67	2.46	Local Varieties
	93.85	00.32	46.72	12.78	2 3 2	Local Varieties





Program Analysis: (KSA TV APR 2010)



January 3, 2011

Selected Survey

Egypt Tv Ramadan 2010

Media: TV Market: Egypt Population: 26,137,000

Target:



Survey Details

Media Selection

Analysis By

15 Mins Split \rightarrow If a program has an Hour duration for example, this a the best tool to segment the viewership by 15 mins





Program Grid:

January 5, 2011

Selected Survey

Egypt Tv Ramadan 2010

Media: TV Market: Egypt Population: 26,137,000

Target:

- 👸 Total Population Samples: 5,352 AUD (%): 100

Media Selection: C All Media C Top 10 Selected Only Period: Starting Date: 11-08-2010 Ending Date: 08-09-2010

Program Grid

Program grid is used to see the flow of viewership on different days. This will give you breakup of different attributes like rating, reach, share & total TV.



Al saudia Lloran tv

NTN.

MELODY

Program List: (Click here to get programs for selected medias)

OTH MAINSTREAM

Nile Drama 2

Other Channels

Melody drama 2

Melody Movie

Analyze

Channel List:			Show Zero Reach Channels	k	Slots:	k
Channel Name	V Network	Y Typology	GRP GRP	Reach	Interval: 06:00 - 06:14	_
Al Hayat	HAYAT	General comprehensive channel	296.49	35.00 🔺	Interval: 06:15 - 06:29	
Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	171.98	24.27	Interval: 06:30 - 06:44	
Melody Drama	MELODY	Arabic Serial Drama and Comedy	149.45	20.89	Interval: 06:45 - 06:59	
Al Majd Quraan	MAJD	Religious Channels	122.75	12.98	Interval: 07:00 - 07:14	
Nile TV Drama	NTN	Arabic Serial Drama and Comedy	112.49	15.35	Interval: 07:15 - 07:29	
Egypt Ch 1	ERTU	General comprehensive channel	101.78	16.01	Interval: 07:30 - 07:44	
Al Rahma	OTH MAINSTREAM	Religious Channels	101.08	12.60	Interval: 07:45 - 07:59	
Nile Cornedy	NTN	Arabic Serial Drama and Comedy	84.92	13.62	Interval: 08:00 - 08:14	
Al Nass	EGYPT	General comprehensive channel	55.12	8.19	Interval: 08:15 - 08:29	
Al Mehwar	MEHWAR	General comprehensive channel	53.27	9.65	Interval: 08:30 - 08:44	
Al Hayat Series	HAYAT	Arabic Serial Drama and Comedy	51.34	8.16	Interval: 08:45 - 08:59	
Dream 2	DREAM	General comprehensive channel	48.39	8.51	Interval: 09:00 - 09:14	
Cairo Drama	OTH MUSIC	Arabic Serial Drama and Comedy	39.72	6.41	Interval: 09:15 - 09:29	
Panorama Al Drama 2	PANORAMA	Arabic Serial Drama and Comedy	38.88	6.56	Interval: 09:30 - 09:44	
Al Qahara Wa Alnas	TN COMMUNICATION	General comprehensive channel	36.80	5.38	Interval: U9:45 - U9:59	
Mooga Cornedy	OTH MAINSTREAM	General comprehensive channel	35.55	5.94	Interval: 10:00 - 10:14	
Egypt Ch 2	ERTU	General comprehensive channel	35.02	5.30	Interval: 10:15 - 10:29	
ESC	ERTU	General comprehensive channel	27.39	4.92	Interval: 10:30 - 10:44	
ART AI Hekayat	ART	Arabic Serial Drama and Comedy	26.45	3.56	Interval: 10:45 - 10:59	
Resala	ROTANA	Religious Channels	25.50	4.68	Interval: 11:00 - 11:14	
Modern Sport	MODERN	Sports Channels	23.56	3.29	Interval: 11:15 - 11:29	
lgra	ART	Religious Channels	20.78	3.68	Interval: 11:30 - 11:44	

Analyze



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Interval: 11:45 - 11:59

Interval: 12:00 - 12:14

Interval: 12:15 - 12:29

Interval: 12:30 - 12:44

Interval: 12:45 - 12:59

Interval: 13:00 - 13:14

Interval: 13:15 - 13:29

Copyright Pan Arab Research Center

General comprehensive channel

Movies Others

Movies Others

Movies Arabic

Others



Show Program Status

18.76

18.45

17.41

17.24

16.88

1.84

3.40

2.34

2.46

2.21





FY.I.



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Evaluation And Analysis System Schedule

arch Center

October 20, 2010		Progra Analysia	am Analy : By: Date w	/sis							🔐 Graph	Pan Arab Rose	Go Back
Channels Program Name	Program Date	Week Day	Starting Time	Ending Time	Duration	Avg. Rating %	Reach %	Share %	Total TV %	ATS %	ATS GRP	Share of GRP on Channel Share of GRP on Total T	Typology
Program Name	Program broadcast date	Program broadcast day	START TIME = Program start time	END TIME = Program end time	DURATION = Difference between start and end time	AVERAGE RATING = It averages the ratings associated to all 15 minutes time intervals over which the program elapses. In case the program has more than one episode, this will be the mean ratings achieved by all these episodes.	REACH% = Reach achieved by the duration of the program, it calculates the reach accomplished during all the 15 minutes time intervals comprising the program.	SHARE% = Ratings obtained by the program*100 divided by the total ratings consolidated in the same time intervals by all viewers of all other channels	TOTAL TV% = Weighted number of individuals viewing TV during the program time *100 divided by total sample surveyed	ATS% = ATS*100/DURATION	A measure of the total amount of the advertising exposures produced by a specific media vehicle or a media schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all the ratings of the vehicles included in a media schedule. It includes any audience duplication and is equal to the reach of a media schedule multiplied by the average frequency of the schedule. ATS = Average time spend by person on watching a the respective program	Share of GRP on Channel / Share of GRP on Total TV	Program typology = Type of program (Drama/ Comedy/ Thriller)





Media Trend Analysis:

October 21, 2010

Media Trend Analysis

elected Survey	Channel List: 💿 Cl	hannels 🔿 Typologies 🔿 Netw	Diffe		Show Zero Reach Channels	k
uwait Tv Mar 2010	Channel Name	V Network		GRP GRP	Reach	
edia: TV	Total TV			2296.17	96.46	~
arket: Kuwait	MBC 1	MBC	General comprehensive channel	254.67	34,49	Ē
opulation: 2,184,000	Other Channels	OTH MAINSTREAM	Others	189.92	23.44	
2	Al Rai TV	AL RAI	General comprehensive channel	154.82	26.09	
	Al Watan	KLWVAIT	General comprehensive channel	137.00	23.06	
arget:	MBC 2	MBC	Movies Arabic	125.75	18.31	
	Rotana Cinema	ROTANA	Movies Arabic	103.35	13.60	
l otal Population 🎽 📆	Foncon	FUNCON	Arabic Serial Drama and Comedy	102.68	17.61	
Samples: 1,086	MBC /	MBC	English language Entertainment	79.47	11.26	
AUD (%): 100	Al Jazeera Sports	JAZEERA	Sports Channels	62.37	8.13	
	Kuwait TV	KUWVAIT	General comprehensive channel	59.33	10.61	
nalysis by:	NBC Action	MBC	English language Entertainment	58.09	7.94	
M GRP	Abu Dhabi TV	ABU DHABI	General comprehensive channel	55.00	10.43	
Koach Share on GPP	MBC 3	MBC	Kids and Teenagers Channels	53.61	6.13	
Variations	Al Jazeerah	JAZEERA	News and Political channels	45.65	10.82	
ompare by:	Al Mehwar	MEHWAR	General comprehensive channel	43.29	6.98	
Supers	Al Majd For Guraan	MAJD	Religious Channels	41.41	5.82	
Months	Al Arabia	MBC	News and Political channels	40.56	11.96	
Weeks	Fox Movies	ROTANA	Movies Arabic	39.99	5.25	
Õ Date	Al Hayat	HAYAT	General comprehensive channel	38.96	5.65	[
Commate	Lubai TV	DUBAI	General comprehensive channel	32.42	7.00	
compare	LÀC	ROTANA	General comprehensive channel	28.93	4.91	
Saudi Tv Dec 2008	lqra	ART	Religious Channels	28.30	3.82	
Saudi Tv Jan 2009	MBC Max	MBC	Movies Arabic	27.84	3.61	
Saudi TV 2009	Scope	OTH MAINSTREAM	General comprehensive channel	25.74	4.49	1
Saudi Tv Feb 2009	Melody Movie	MELODY	Movies Arabic	24.88	4.34	
Saudi Tv Mar 2009	Dream 2	DREAM	General comprehensive channel	24.51	3.91	
Saudi Tv Apr 2009	Syria TV 🛛 🔪	SYRIA	General comprehensive channel	24.26	3.20	
Saudi Tv May 2009	Tayoor Al Janna 🔪	JORDAN	Kids and Teenagers Channels	19.35	3.27	
Survey May 2009 - Ap	ESC	ERTU	General comprehensive channel	19.32	3.09	
Saudi Ty Jun 2009	Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	17.54	3.24	
Saudi Tv Jul 2009	Al Nass		Ocneral comprehensive channel	16.26	2.65	
Saudi IV Aug 2009	Rotana Zaman	ROTANA	Movies Arabic	13.29	2.58	
Thatidi IV Nep-ramadar	Al Anwar	IRAQ	Religious Channels	13.12	2170	
Analyze	Nadham	OTH MAINSTREAM	Others	12.66	11 51	

•Here you can view the trend of selected survey with other survey waves. User can analyze GRP and Reach variation from the selected survey.



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Sample report

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Schedule Evaluation And Analysis System

July 11, 2010

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200	2000	्याद्य	200	2000	1100	100 H	1000	100		2000	
12.1	98 C	1 1 1	6 H H		20.	100	to t	1011	2 H H		
2.4				1112			i de	28 A.C.			

Media: TV Market: Saudi Population: 8,250,000

0.00000		002000	
012020			
	100.000	1.44	
	25.11		- 1 AME
		1211	
		1244	

Total Population Samples: 5,600 AUD (%): 100

Analysis by:

~	GRE	3	
	Pos	ch:	
	1300	C11	
	0.00		. ~ mr
	Sna	re or	IURI

Variations

Compare with:

Saudi	Tv Jan 2009
Saudi	Tv 2009
Saudi	Tv Feb 2009
Saudi	Tv Mar 2009
Saudi	Tv Apr 2009
Saudi	Tv May 2009
Survey	/ May 2009 - Apr 2
Saudi	TV Jun 2009

Analyze

wedia Trend Analys	is		🕌 Graph 🛛 🛐	Export Excel 🍳 Report Crit
Channels	Saudi Tv Apr 2010 - Reach	Saudi Tv Apr 2010 - GRP	Saudi Tv Jan 2009 - Reach	Saudi Ty Jan 2009 - GRP
Total TV	80.22	2675.54	90.93	2182.63
Mbc1	35.92	530.05	44.87	439.18
Other Changels	23.11	284.56	12.97	98.71
Al Arabia	14.31	132.10	24.46	45.61
Mbc 2	11.42	145.96	12.98	101,52
Al Bedaya	9.56	202.40	5.86	48.31
Al dazeera Sports	8,24	105.57	6.52	57,99
Saudi Ar Ch 1	8.13	122.75	12.42	106.37
Rotana Cinema	7.47	97.10	6.60	57.41
Mbc 4	5.66	61.20	13.78	110.86
Mbc Action	5.61	62.72	7.04	56.82
Saudi Channel 3	5.23	47.82	9.91	75.34
Al Jazeerah	5.09	34.87	18.18	142.27
Abu Dhabi Ty	4,27	31.75	5.29	28.91
Al Majd For Guraan	3.81	67.02	4.17	39.38
Tayoor Al Janna	3.77	43.64	2.75	21,71
Mbc 3	3.59	31.68	4.87	32.61
Mbc Max	3.40	38.56	2.70	25.13
Zee Aflam	3.34	49.07	1.24	10.60
Fonoon	3.24	24.40	6.51	38.41
Lbc	2.87	23.49	2.58	16.39
Al Maid	2.78	31.13	4.94	34.96
Al Rai Tv	2.51	15.64	7.53	42.65
Malody Movie	2.24	21.55	2.57	18.91
FoxMovies	2.14	24.51	3.54	31.1
Al Ekhikariya Tv	2.11	12.28	3.79	19.88
Dubai T	1.90	10.61	4.61	27.07
Nickelodeo	1.57	16.95	0.22	2.26
Al Mehwar	1.57	16.12	1.33	9.07
Spacetoon	1.49	12.24	4.35	26.03
Al Jazeera Documenta	1.47	22.73	0.91	6.48
National Geographic Abu	. 1.33	17.38	0.00	0.00
Al Eqtisadia	1.25	12.52	1.34	8.02
Sudan Tv	112	17.66	1.32	11.31





Evaluate

October 21, 2010 Media Schedule Plan - 1 + 💐 Select Media by Time 🚮 Optimizatio 🕒 Post Evaluation 📧 Import Plan 📧 Export Excel 🥔 Clear Plan 🔚 Save Plan Selected Survey Kuwait Tv Mar 2010 Media PositionReachRatin(SpotsPrice \$(000's) AD Gross Measures [Eff_Measures (3+)] Daγ Reach (%) : Media: TV Audience ('000) Market: Kuwait Gross Impr : Population: 2,184,000 GRPs : Average Frequency Target: Total Spots : Total Population 🛛 🗸 86 Budget (\$000) Exp. per \$000 Samples: 1,086 AUD (%): 100 Cost per 000 (CPM) Cost per Impr Frequency Distribution Effective Frequency: 1 2 3 4 5 Analysis by: < Week day wise Avg Day wise My Media Plans ~ Calculate Frequency Distribution Cummulative Result < >

This form allows user to evaluate customized media plans. The evaluation is possible by week day wise and average day wise. As an input to this screen you have to select following

1.Target

Cummulative Result

2.Media - can be selected by weekday or by average day and with desired the time segments.

~

3.Week days – if the evaluation is in Week day basis

4.Effective Frequency – which will be 3 by default

5.Number of spots in each time segments

The selection can be saved to "My Media plan" for your future analysis

The selected media plan can apply to any custom surveys create by the user and even with any custom targets

created by the user.





Optimization:

July 11, 2010

Saudi Tv Apr 2010		Typologies	Network	Media	Dav	Day Part	Rating (A	Reach	-
		Ganaral comprohencive, channel	MBC	MBC 1	Thursday	16 20 Hrs	8.91	16.42	— (*
Media: T∨		General comprehensive channel	MBC	MBC 1	Thursday	20 - 22 Hrs	7.41	11.26	_
Market: Saudi		General comprehensive channel	MBC	MBC 1	Thursday	22 - 24 Hrs	8.62	11.30	_
Population: 8,250,00	0	General comprehensive channel	MBC	MBC 1	Thursday	24 - 30 Hrs	4.29	11.83	-
		Only movies (Arabic and foreign)	MBC	MBC 2	Thursday	16 - 20 Hrs	1.90	3.97	_
Target	1	Only movies (Arabic and foreign)	MBC	MBC 2	Thursday	20 - 22 Hrs	2.22	3.44	-1
rarget.		Only movies (Arabic and foreign)	MBC	MBC 2	Thursday	22 - 24 Hrs	3.86	4 77	_
Total Population	~ 锁	Only movies (Arabic and foreign)	MBC	MBC 2	Thursday	24 - 30 Hrs	3.81	8.39	-17
Samples: 5,600		English Janguage Entertainment	MBC	MBC 4	Thursday	16 - 20 Hrs	1 19	2.35	
AUD (%): 100		English language Entertainment	MBC	MBC 4	Thursday	20 - 22 Hrs	1.06	1.65	
		English language Entertainment	MBC	MBC 4	Thursday	22 - 24 Hrs	1.82	2.20	-17
Analysis by:		English language Entertainment	MBC	MBC 4	Thursday	24 - 30 Hrs	0.93	3.09	
💿 Week day wi	se	Kids and Teenagers Channels	MBC	MBC 3	Thursday	16 - 20 Hrs	0.95	1.84	
Avg Day wis	e	Kids and Teenagers Channels	MBC	MBC 3	Thursday	20 - 22 Hrs	0.82	1.04	
		Kids and Teenagers Channels	MBC	MBC 3	Thursday	22 - 24 Hrs	0.63	0.73	
GRP:	0.00	Kids and Teenagers Channels	MBC	MBC 3	Thursday	24 - 30 Hrs	0.16	0.45	
		General comprehensive channel	MBC	MBC 1	Friday	16 - 20 Hrs	7.93	18.01	
Reach:	30.00	General comprehensive channel	MBC	MBC 1	Friday	20 - 22 Hrs	7.77	13.05	
Rudget (\$):		Ceneral comprehensive channel	MBC	MBC 1	Friday	22 - 24 Hrs	8.32	12.21	
Budget (\$).	0.00	General comprehensive channel	MBC	MBC 1	Friday	24 - 30 Hrs	2.59	10.37	
		Only movies (Arabic and foreign)	MBC	MBC 2	Friday	16 - 20 Hrs	1.05	2.25	
My Entities		Only movies (Arabic and foreign)	MBC	MBC 2	Friday	20 - 22 Hrs	1.50	2.59	
Weekday - test	~	Only movies (Arabic and foreign)	MBC	MBC 2	Friday	22 - 24 Hrs	1.64	2.67	
		Only movies (Arabic and foreign)	MBC	MBC 2	Friday	24 - 30 Hrs	1.76	5.02	
		English language Entertainment	MBC	MBC 4	Friday	16 - 20 Hrs	0.26	0.77	
Ontimize		English language Entertainment	MBC	MBC 4	Friday	20 - 22 Hrs	0.87	1.80	
		English language Entertainment	MBC	MBC 4	Friday	22 - 24 Hrs	1.15	1.75	
		English language Entertainment	MBC	MBC 4	Friday	24 - 30 Hrs	0.55	1.80	
	<u> </u>	d Teenagers Channels	MBC	MBC 3	Friday	16 - 20 Hrs	0.63	1.97	
		Teenagers Channels	MBC	MBC 3	Friday	20 - 22 Hrs	0.45	1.14	
	ntimiz		MBC	MBC 3	Friday	22 24 Hrs	0.28	0.62	-

This form allows user to find most optimum media plan with the provided GRP or REACH or Budget. The optimized plan can be exported to media plan for further media evaluation. The evaluation is possible by week day wise and average day wise.

As an input to this screen you have to select following

1.Target

2.Media - can be selected by weekday or by average day and with desired the time segments.

3.Week days - if the evaluation is in Week day basis

4.Any of the following factors

a.GRP

b.REACH

c.BURGET

Optimization

The selection can be saved to "My Entities" for your future analysis

The selected media plan can apply to any custom surveys created by the user and even with any custom

targets created by the user.







Media selection:

Media selection from the media list will be easier as user can filter the media list by using typologies and networks. Multiple column filters is also available. User can sort the list in both ascending and descending order of any list item. GRP and Reach will also be visible in the selection screen itself. Multiple media can be selected by using shift key or by using control key. Or a single click on "Select All" button from the top right corner of list will select and will deselect the all listed media. Time Slots can be customized as 15 mins, 30 mins, 1 hour, 6 hours, 8 hours and 24 hours slots.

Selected Survey Selected Survey Select of Survey <th c<="" th=""><th>October 23, 2010</th><th>Analysis of Media Pe</th><th>netration</th><th></th><th></th><th></th><th></th><th></th></th>	<th>October 23, 2010</th> <th>Analysis of Media Pe</th> <th>netration</th> <th></th> <th></th> <th></th> <th></th> <th></th>	October 23, 2010	Analysis of Media Pe	netration					
Numeri Link Link <thlink< th=""> Link Link Link</thlink<>	Selected Survey	Channel List:		Show Zero	Reach Channels		Slots: 15 Mins		
Netric: TV Chambel Hame Uttwork Type Jog Corp Reach Merzet: Kuwał Providenti Social France Merzet: Kuwał Providenti Kuwał Social France Merzet: Kuwał Providenti Kuwał Social France Kuwał Merzet: Kuwał Providenti Kuwał Social France Kuwał Merzet: Kuwał Providenti Kuwał Social France Kuwał Merzet: Kuwał Merzet: Kuwał Providenti Kuwał Social France Kuwał Merzet: Kuwał Merze: Kuwał	Kuwait Tv Jun 2010						10 11110		
Nedia: TV Additional (1) Additional (1) Solution (1) Production (1)		Channel Name	Y Network	Y Typology	🝸 GRP	Reach	Interval: 06:00 - 06:14	<u>^</u>	
Market: Function FUNCON Arabic Serial Drama and Conedy S5.80 12.40 Interval 08.30 06.44 Pepulation: 2,194,000 MSX MS	Media: TV	Al Jazeerah	JAZEERA	News and Political channels	55.89	14.72 🔥	Interval: 06:15 - 06:29		
Pepulation: 2,184,000 MBC Mevice Arabic 52.38 10.57 Information 0.07.14 Target: Target: MBC Action MBC English language Intertainment 43.80 67.3 Information 0.07.14 Total Population MBC Action MBC English language Intertainment 43.80 67.3 Information 0.07.14 Total Population MBC Action MBC Action MBC C Ceneral comprehensive channel 40.02.7 9.31 Information 0.7.14 Samples: 408 AUD (%): 100 Disain 0.00 ROTANA Movies Arabic 55.37 5.02 Aub (%): 100 IBC ROTANA Arabic Comprehensive channel 30.80 8.11 Information 0.814 Aub (%): 100 IBC ROTANA Ceneral comprehensive channel 30.80 8.11 Information 0.814 Aub (%): 100 IBC ROTANA Ceneral comprehensive channel 30.80 8.11 Information 0.814 Aub (%): 100 IBC ROTANA Ceneral comprehensive channel 30.80 8.11 Information 0.814 Aub Diai (Pei Dia	Market: Kuwait	Fonoon	FUNCON	Arabic Serial Drama and Comed	y 53.60	12.40	Interval: 06:30 - 06:44		
Al Hayat HAYAT Ceneral comprehensive channel 43.68 8.95 Interval 07:00 - 07:14 Turget: Adation M20 English language Entertainment 43.68 8.73 Interval 10* (***) (****) MEHWAR Ceneral comprehensive channel 40.08 8.73 Al Mahwar MEHWAR Ceneral comprehensive channel 40.27 8.31 Herval 07:30 - 07:44 Samples: 400 (*****) Comprehensive channel 40.27 8.31 Herval 07:30 - 07:44 Samples: 400 (************************************	Population: 2,184,000	MBC Max	MBC	Movies Arabic	52.36	10.57	Interval: 06:45 - 06:59		
MBC English language Entertainment 43.40 8.72 Torot: Interval: 07:15 - 07:26 Interval: 07:15 - 07:26 Total Population Interval: 07:15 - 07:26 Interval: 07:15 - 07:26 Samples: 408 Autoria: Ceneral comprehensive channel: 40.27 9.31 Auto (%): 100 Interval: 07:45 - 07:56 F.9 Interval: 07:45 - 07:56 F.9 Samples: 408 Auto (%): 100 Solid One Solid One <td></td> <td>Al Hayat</td> <td>HAYAT</td> <td>General comprehensive channe</td> <td>el 43.68</td> <td>6.95</td> <td>Interval: 07:00 - 07:14</td> <td></td>		Al Hayat	HAYAT	General comprehensive channe	el 43.68	6.95	Interval: 07:00 - 07:14		
All Methwar MEHWAR Ceneral comprehensive channel 43.09 8.38 Interval 07.30-07.44 Total Population		MBC Action	MBC	English language Entertainment	43.40	6.73	Interval: 07:15 - 07:29		
Total Population KLW-Vall TV KLW-Vall T Ceneral comprehensive channel 40.27 9.31 Modeward 000 Modeward 0000 Modeward 00000 Modeward 0000 Modeward 0000 Modeward 00000 Modeward 000000 Modeward 000000 Mo	Target:	Al Mehwar	MEHWAR	General comprehensive channe	el 43.09	8.38	Interval: 07:30 - 07:44		
Total Population Image: Aug Ceneral comprehensive channel 36.24 7.63 Interval 08.00 - 06.14 Samples: 408 AuD (%): 100 Fox Maxies PAOrama Al Drama PAOrAMA Arabic Serial Drama and Comedy 35.07 5 02 AuD (%): 100 C RotANA General comprehensive channel 30.80 6.11 Interval 08.00 - 06.14 AuD (%): 100 Dubai One DuBAI English language Entertainment 30.80 6.11 Interval 08.00 - 06.14 Analysis by: Orep Dubai One DuBAI English language Entertainment 25.57 5.20 Interval 08.00 - 06.14 MiC 4 Jazzeera Sports Plus 1 JAZEERA Sports Channels 23.02 4.66 Interval 09.10 - 00.24 Media Selection: Organization: Notes ARI Movies Arabic Percentioner Comprehensive channel 15.57 5.20 Interval 08.00 - 00.14 Media Selection: Organization: ARI Media Organizationer Channels 23.02 4.66 Interval 0.03 - 0.04 Media Selection: Organization: Media Selection: 19.99 3.52 Interval 10.45 - 10.59 Med		Kuwait TV	KUWAIT	General comprehensive channe	el 40.27	9.31	Interval: 07:45 - 07:59	=	
Samples: 408 ALD (%): 100 Fox Movies Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA Panorama Al Drame PANORAMA Arabic Seniol Drame and Conedy Panorama Al Drame PANORAMA	Total Population 🛛 🏹	Dream 2	DREAM	General comprehensive channe	al 36.24	7.63	Interval: 08:00 - 08:14		
AUD (%): 100 AUD (%): 100 Perorama Al Drama Perorama Pe	Samples: 408	Fox Movies	ROTANA	Movies Arabic	35.37	5.02	Interval: 08:15 - 08:29		
Analysis by: Ubail One Dubail One	AUD (%): 100	Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comed	y 32.05	6.79 📃	Interval: 08:30 - 08:44		
Analysis by: Outsid One Dubai One Dubai One Dubai One Parking Entertainment 30.40 3.04 Intervit 09130 - 0914 Analysis by: MBC News and Political channels 26.53 8.95 Intervit 09130 - 092.94 • ORP MBC 4 MBC C News and Political channels 26.37 5.20 Intervit 09130 - 092.94 • MBC 4 Jazzera Sports Plus 1 JAZEERA Sports Channels 26.33 1.84 Intervit 09130 - 092.94 • Machina Selection: Rotan Zaman ROTANA Movies Arabic 22.33 4.66 Intervit 10.15 - 10.29 • Medid Media Melody Movie MELODY Movies Arabic 18.99 3.52 Intervit 10.45 - 10.59 • Time Selection: Fore ART Religious Channels 17.39 4.62 Intervit 11.45 - 11.29 • By Time By Day Parts Upol I Y DUBAI General comprehensive channel 16.37 3.55 Intervit 11.30 - 11.14 • Medid Adve days Time Selection: FAM General comprehensive channel 16.37 3.55 Intervit 11.30 - 11.24 • Medid Adve days Time Wet 11.35		LBC	ROTANA	General comprehensive channel	30.80	6.11	Interval: 08:45 - 08:59		
Analysis by:		Dubai One	DUBAI	English language Entertainment	30.40	3.04	Interval: 09:00 - 09:14		
Allages by: MBC 4 MBC English language Entertainment 25.87 5.20 Intervat 10:30 - 03.44 • ORP Reach Jazzera Sports Plus 1 Jazera Sports Plus 1 <td>An abasia han</td> <td>Al Arabia</td> <td>мвс</td> <td>News and Political channels</td> <td>26.53</td> <td>8.95</td> <td>Interval: 09:15 - 09:29</td> <td></td>	An abasia han	Al Arabia	мвс	News and Political channels	26.53	8.95	Interval: 09:15 - 09:29		
• O GRP Azzera Sports Plus 1 Azu Dhabi TV ABU DHABI Ceneral comprehensive channel 23.02 4.36 Ai Abu Dhabi TV ABU DHABI Ceneral comprehensive channel 23.02 4.36 Hervat 10.03 -10.44 Hervat 11.03 -11.44 Hervat 11.45 -11.59 Hervat 11.45 -11.59 Hervat 11.45 -11.59 Hervat 11.45 -11.59 Hervat 11.45 -11.29 Hervat 11.45 -11	Analysis by:	MBC 4	мвс	English language Entertainment	25.87	5.20	Interval: 09:30 - 09:44		
● Reach Abu Dhabi TV ABU DHABI General comprehensive channel 23.02 4.36 Interval 10.00 - 10.14 Media Selection: Abu Dhabi TV ROTANA Movies Arabic 22.33 4.06 Fitterval 10.00 - 10.14 Media Selection: All Nass ECYNT Ceneral comprehensive channel 13.99 3.52 Interval 10.30 - 10.44 Toys Toys Melody Movie MELODY Movies Arabic 18.99 3.52 Interval 10.00 - 10.14 Selection: Selection: Selection: SyrRiA General comprehensive channel 16.30 3.45 Interval 11.00 - 11:14 Op June Fit SyrRiA General comprehensive channel 15.55 3.58 Interval 11:00 - 11:14 Op June Fit SyrRiA General comprehensive channel 15.55 3.58 Interval 11:00 - 11:14 Op June Fit SyrRiA General comprehensive channel 15.55 3.58 Interval 11:00 - 11:14 Op June Fit Fit Sports Channels 14.96 4.81 Interval 11:00 - 11:14 Op June Fit Sports Channels 14.96	ORP	Jazeera Sports Plus 1	JAZEERA	Sports Channels	25.43	1.89	Interval: 09:45 - 09:59		
Media Selection: Rotana Zaman ROTANA Movies Arabic 22.23 4.06 Media Selection: General comprehensive channel 21.50 5.71 Media View Movies Arabic 21.50 5.71 Media View Movies Arabic 18.99 3.52 Media View Movies Arabic 16.47 5.26 Media View Movies Arabic General comprehensive channel 16.47 5.26 Media View Media View DuBAI General comprehensive channel 16.57 3.57 Intervat 11.35 11.29 Media Viewek days Media Media General comprehensive channel 16.55 3.57 Intervat 11.35 11.29 Media Viewek days Media Media FAM General comprehensive channel 14.56 4.81 Intervat 12.00 12.14 Media Viewek days The Media Media The Sports Channels 14.09 2.33 Intervat 12.05 12.42 Media Media The The Sports Channels 13.69 1.01 Intervat 13.00 13.14 Media Science </td <td>Reach</td> <td>Abu Dhabi TV</td> <td>ABU DHABI</td> <td>General comprehensive channe</td> <td>23.02</td> <td>4.36</td> <td>Interval: 10:00 - 10:14</td> <td></td>	Reach	Abu Dhabi TV	ABU DHABI	General comprehensive channe	23.02	4.36	Interval: 10:00 - 10:14		
Media Selection: Al Nass EGYPT General comprehensive channel 21.50 5.71 Interval: 10.30-10.44 Melody Movie MELODY Movies Arabic 18.99 3.52 Interval: 10.45-10.59 Tore ART Religious Channels 17.39 4.62 Selected Only The Selection: DUBAI General comprehensive channel 16.47 5.26 By Time By Day Parts Charles and the selection: FMM General comprehensive channel 14.55 3.57 Interval: 11.30-111.44 Week days FW Day Parts Charles and the selection: FM Comprehensive channel 14.55 3.57 Interval: 1215-1229 Week days + Time FM Dection FX DAI General comprehensive channel 13.99 4.35 Interval: 1200-12:14 Multica and Teenagers Channels 14.99 2.33 Interval: 12:15-12:29 Interval: 12:00-12:14 Multica and Teenagers Channels 13.99 4.35 Interval: 13:00-13:14 Movek days + Time Date + Time MAL General comprehensive channel 10.73 3.66 Interval: 13:00-13:14 Al Jazeera Documentary JAZEERA General		Rotana Zaman	ROTANA	Movies Arabic	22.23	4.06	Interval: 10:15 - 10:29		
• All Media Melody Movie MELODY Movies Arabic 18.99 3.52 Intervat 10.45 - 10.59 • Top Selected Only Itra ART Religious Channels 17.39 4.62 • Top Selected Only Selected Only Status 16.47 5.26 Intervat 11:00 - 11:14 • By Time Selected Only Selected Comprehensive channel 16.55 3.68 Intervat 11:00 - 11:44 Intervat 11:00 - 11:44 • By Time By Time EAM General comprehensive channel 14.55 4.81 Intervat 12:00 - 12:14 • Week days Week days Week days Sports Channels 14.09 2.33 Intervat 12:00 - 12:14 • Melodu • Al Jazzers • Al General comprehensive channel 13.99 4.35 Intervat 12:00 - 12:44 • Melodu • Al Jazzers • Al General comprehensive channel •	Media Selection:	Al Nass	EGYPT	General comprehensive channe	21.50	5.71	Interval: 10:30 - 10:44		
Itera ART Religious Channels 17.39 4.62 Selected Only Upsi TV DUBAI General comprehensive channel 16.47 5.26 Intervat 11:15 Upsi TV DUBAI General comprehensive channel 16.30 3.45 Intervat 11:15 Intervat 11:15 11:30 11:44 Intervat 11:15 Intervat 11:15 11:30 By Time By Day Parts C Kids and Teenagers Channels 14.65 3.57 Week days + Time Bal General comprehensive channel 13.99 4.35 Intervat 12:00 12:14 O Veek days + Time Bal General comprehensive channel 13.99 4.35 Intervat 12:00 12:44 O Veek days + Time Date + Time Al Jazeera Documentary JAZEERA General comprehensive channel 13.99 4.35 Intervat 13:15 13:29 Al Jazeera Documentary JAZEERA General comprehensive channel 10.73 3.36 Intervat 13:16 13:44 Intervat 11:14 Intervat 12:00 12:42 2.71 Intervat 13:15 13:29 Al Jazeera Documentary JAZEERA <td>💽 All Media</td> <td>Melody Movie</td> <td>MELODY</td> <td>Movies Arabic</td> <td>18.99</td> <td>3.52</td> <td>Interval: 10:45 - 10:59</td> <td></td>	💽 All Media	Melody Movie	MELODY	Movies Arabic	18.99	3.52	Interval: 10:45 - 10:59		
Selected Only DUBAI General comprehensive channel 16.47 5.28 Interval: 11:15-11:29 Time Selection: Sy Time Sy Time By Time By Time EAM General comprehensive channel 16.55 3.56 Interval: 11:15-11:29 Week days Week days + Time Bal Comprehensive channel 14.56 4.81 Interval: 12:00-12:14 Outek days Meedia M Sports Channels 14.99 2.33 Interval: 12:15-12:29 Outek days + Time Date + Time Selection Bal General comprehensive channel 13.69 1.01 Interval: 12:30-12:44 Al Jazeera Documentary JAZEERA General comprehensive channel 12.94 3.45 Interval: 13:10-13:14 Emirates TV JAZEERA General comprehensive channel 10.73 3.64 Interval: 13:30-13:44 Al Jazeera Documentary JAZEERA General comprehensive channel 10.73 3.64 Interval: 13:00-14:14 Emirates TV Al Jazeera Documentary JAZEERA General comprehensive channel 10.73 3.64 Interval: 13:40-14:44 Interval: 14:400-14:14 Interval: 14:400-14:14 </td <td></td> <td>lgra</td> <td>ART</td> <td>Religious Channels</td> <td>17.39</td> <td>4.62</td> <td>Interval: 11:00 - 11:14</td> <td></td>		lgra	ART	Religious Channels	17.39	4.62	Interval: 11:00 - 11:14		
Time Selection: By Time EAM General comprehensive channel 15.55 3.58 Intervat: 11:30 - 11:44 By Time By Day Parts Media C Kids and Teenagers Channels 14.65 3.57 Intervat: 12:00 - 12:14 Week days Week days + Time Date + Time Sectorian 14.09 2.33 Intervat: 12:00 - 12:14 Al Jazeera Documentary EAM General comprehensive channel 13.99 4.35 Intervat: 12:00 - 12:14 Al Jazeera Documentary FAM General comprehensive channel 13.99 4.35 Intervat: 12:00 - 12:14 Al Jazeera Documentary FAM General comprehensive channel 13.99 4.35 Intervat: 12:00 - 13:14 Al Jazeera Documentary FAM General comprehensive channel 12:94 3.45 Intervat: 13:00 - 13:14 Al Anwar IRAQ Religious Channels 12:42 3.36 Intervat: 13:00 - 13:14 Al Anwar IRAQ Religious Channels 9.77 2.64 Intervat: 14:00 - 14:14 Intervat: 14:30 - 14:14 MAJD Religious Channels 9.32 1.72 Intervat: 14:30 - 14:44 Intervat: 1		Subai TV	DUBAI	General comprehensive channe	16.47	5.26	Interval: 11:15 - 11:29		
Time Selection: By Time By Day Parts Week days Week days + Time Date + Time Function and the part of the			SYRIA	General comprehensive channe	16.30	3.45	Interval: 11:30 - 11:44		
Imme Selection:	Time Selection:		EAM	General comprehensive channe	15.55	3.58	Interval: 11:45 - 11:59		
	Time Selection.			General comprehensive channel	14.65	3.57	Interval: 12:00 - 12:14		
By Day Parts Week days N Sports Channels 14.09 2.33 Interval: 12:30 - 12:44 Week days Week days + Time Selection BAI General comprehensive channel 13.99 4.35 Interval: 12:45 - 12:59 Date + Time At Jazeera Documentary JAZEERA General comprehensive channel 12.94 3.45 Interval: 13:00 - 13:14 Emirates TV OTH UAE General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:15 - 14:29 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Interval: TV UBAI MEDIA CITY General comprehensive channel 9.29 2.05 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Interval: 14:15 - 14:29 Al Majd For Quraan MAJD	💿 By Time	Media	c	Kids and Teenagers Channels	14.56	4.81	Interval: 12:15 - 12:29		
Week days Week days + Time AI Selection BAI General comprehensive channel 13.99 4.35 Interval: 12:45 - 12:59 Date + Time Date + Time AI Jazeera Documentary JAZEERA General comprehensive channel 12.94 3.45 Interval: 13:00 - 13:14 AI Jazeera Documentary JAZEERA General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 AI Anwar IRAQ Religious Channels 9.77 2.64 Interval: 13:45 - 13:59 AI Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Anabrze OTH UAE General comprehensive channel 9.29 2.05 Interval: 14:45 - 14:59	🔵 By Day Parts	HUGGIG		Sports Channels	14.09	2.33	Interval: 12:30 - 12:44		
Week days + Time Date + Time SCIECCUON StDAN Kids and Teenagers Channels 13.69 1.01 Interval: 13:00 - 13:14 Date + Time Al Jazeera Documentary JAZEERA General comprehensive channel 12.42 2.71 Interval: 13:15 - 13:29 Al Jazeera Documentary JAZEERA General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:45 - 14:29 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 V Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:100 - 14:14 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 V Al Majd For Quraan MAJD News and Politic channels 8.34 2.78 V	🔘 Week days	Coloction	BAL	General comprehensive, channel	13.99	4.35	Interval: 12:45 - 12:59		
Date + Time TANA Religious Channels 12.94 3.45 Interval: 13:15 - 13:29 Al Jazeera Documentary JAZEERA General comprehensive channel 12.42 2.71 Interval: 13:30 - 13:44 Emirates TV OTH UAE General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:00 - 14:14 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:30 - 14:49 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.32 1.72 Interval: 14:30 - 14:44 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:30 - 14:44 Lindenar OTH LA EPOIN News and Political channels 9.32 2.05 Interval: 14:45 - 14:49 Al Maper OTH LA EPOIN News and Political channels 8.34 2.78 V	🔘 Week days + Time	Selection	RDAN	Kids and Teenagers Channels	13.69	1.01	Interval: 13:00 - 13:14		
Al Jazeera Documentary JAZEERA General comprehensive channel 12.42 2.71 Interval: 13:30 - 13:44 Emirates TV OTH UAE General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:00 - 14:14 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 Interval: 14:30 - 14:44 Al Majd For Quraan OTH LA BENON News and Political channels 9.32 1.72 Interval: 14:30 - 14:44	🔵 Date + Time 🛛 🔪		TANA	Religious Channels	12.94	3.45	Interval: 13:15 - 13:29		
Emirates TV OTH UAE General comprehensive channel 10.73 3.36 Interval: 13:45 - 13:59 Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:00 - 14:14 Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 Interval: 14:15 - 14:44 Al Majar OTH UAE News and Political channels 8.34 2.78 Interval: 14:45 - 14:45		Al Jazeera Documentary	JAZEERA	General comprehensive channel	12.42	2.71	Interval: 13:30 - 13:44		
Al Anwar IRAQ Religious Channels 9.77 2.64 Interval: 14:00 - 14:14 Al Anidi For Quraan MAJD Religious Channels 9.32 1.72 Interval: 14:15 - 14:29 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 Interval: 14:30 - 14:44 Al Major OTH L ARENON News and Political channels 8.34 2.78 V		Emirates TV	OTH UAE	General comprehensive channel	10.73	3.36	Interval: 13:45 - 13:59		
Al Majd For Quraan MAJD Religious Channels 9.32 1.72 Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 Al Major OTH L ARENON News and Political channels 8.34 2.78 V Interval: 14:45 - 14:59		ALAnwar	IRAQ	Religious Channels	9.77	2.64	Interval: 14:00 - 14:14		
Analyze Infinity Tv DUBAI MEDIA CITY General comprehensive channel 9.29 2.05 Interval: 14:30 - 14:44 Analyze OTH L ARENON News and Political channels 8.34 2.78 Interval: 14:45 - 14:59		Al Maid For Quraan	MAJD	Religious Channels	9.32	1.72	Interval: 14:15 - 14:29		
Analyze Al Manar OTH L BENON News and Politic channels 84 2 78 Minterval: 14:45 - 14:59				General comprehensive, chappe	al 9.29	2.05	Interval: 14:30 - 14:44		
Alkiy25	Analyze	Al Manar		News and Political channels	834	2.78	Interval: 14:45 - 14:59	~	







Graphs:

Most of analysis reports can be analyze in graphs also. You can select any type of charts as per your requirement. Analysis of Media Penetration







Targets and Socio composition table:

You can select targets and also can be create and

manage existing targets from any screen of analysis.

Socio demographics composition				
Factors and Options	Sample	AUD (%)	AUD (000's)	^
Gender				I
- Male	264	64.62	1411.33	
- Female	150	36.82	804.21	
Age of the respondent				
- 15 - 19 years	35	8.68	189.61	
- 20 - 24 years	41	9.94	217.18	
- 25 - 29 years	102	25.04	546.90	
- 30 - 34 years	60	14.79	322.93	
- 35 - 39 years	65	15.86	346.32	
- 40 - 44 Years	45	11.03	240.91	
- 45 - 55 Years	34	8.24	180.05	
- Over 55 Years	37	9.10	198.85	
City				
- Kuwait	35	8.61	188.10	
- Hawalli	145	35.50	//5.25	
- Al Gahraa	29	7.15	156.19	
- Al Farawanya	87	21.35	466.27	
- Ahmady	118	28.83	629.67	
- Mubarak	3	0.69	15.03	
Nationality		07.00		
- National	154	37.86	826.82	
- Expat Arabs	261	63.85	1394.49	
Monthly Household Income	40	2.02	50.00	
- Below 200 KD	12	3.03	66.07	
- 201-400 KD	50	12.34	269.50	
- 401-700 KD	95	23.18	506.32	
- 701-1000 KD	82	20.10	439.01	
- 1001-2000 KD	62	15.23	332.70	
- 2001-3000 KD	13	3.29	71.95	
- Uver 3000 KD	5	1.14	24.98	
- Unspecified	90	20.99	523.84	
Solf Employed	- 24	540	112 72	
- Serr Emproyed	21	55 30	112.73	
- Menegement	220	0.00 0.05	1207.74	~
- nanayement	51	3.05	197.09	





Factor: Interview Date 💽 🕟





In Depth- Main Screen



October 23, 2010

Schedule Evaluation And Analysis System



Pan Arab Research Center







October 23; 2010	Today's Date
Surveys	oca
Manage Survey	Includes all the Surveys and an option of creating custom surveys as per the requirement
pen Survey	Opens the selected survey
Manage Targets	To Create new Targets in addition to the default ones for any specific market
🌔 Import Raw Survey Data ———	To Import bundled Data from system
👩 Import Raw Program Logs ———	Import Raw Bundled Program Logs
🛃 Export Data	To Export Data
y Import Data	To Import Data
Exit Application	To Exit the Application
Surveys 2010 2010 Egypt Tv Aug 2010 Egypt Tv Jul 2010 Egypt Tv Jul 2010 Egypt Tv Jul 2010 Kuwait Kuwait Tv Aug 201 Kuwait Tv Aug 201	Ramadan Day 1-14 - Ramadan Day 1-16 - Ramada
Data Availability	Last 6 months Courses SAUDI UAE EGYPT JUI AUG 2010 Sep 2010 Sep 2010 Sep 2010 Sep
(Tot)	







Custom Creation

Available Targets



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In Depth – Main Screen/ Manage Surveys

Select a Market from the main screen "my surveys" which includes the loaded Surveys + your Customized Surveys→ Open Surveys. You will find

•My Surveys (Media Penetration/ Program Analysis/ Program Grid/ Media Trend Analysis/ Media Schedule / Media Schedule Version 1)

•Survey Details (Name/ Type/ Market/ Population/ Sample/ Start & End Date)

Available Targets for the particular Market

A Graphical representation of the Survey details

Survey Name: Egypt Tv Ramadan 2010
Survey Type: TV
Survey Market: Egypt
Population: 26,137,000
Sample: 5,352
Starting Date: 11-08-2010
Ending Date: 08-09-2010









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January 5, 2011

My Survey

Media Penetration
 Program Analysis
 Program Grid

Media Trend Analysis

Media Schedule

My Survey	-	→ Open Surveys/ My Surveys/ Media Penetration							
🕒 Media Penetration	ŀ	Here you will fin	d					SC	as
Date & Survey Details									
Program Analysis		Target/ Analysi	is By (GRP/Reach)/ M	ledia Selection (All Media/ To	n /Selecte	d Only)/ Ti	me		
💐 Program Grid	5	Selection (By Tin	ne/By Day Parts/ We	ek Days/ Week Days + Time/ I	Date + Tim	e)			
🐱 Media Trend Analys	is 🔒	Channel List (C	hannel Name/Netwo	rk/Typology/GRP/Reach/Sho	w Zero Rea	ch Channel	s)		
🔯 Media Schedule		Slots (15 mins/	30 mins/ 1 hr)						
🎁 Audience Flow	•	Analyze							
October 23, 2010	Analysi	s of Media Pene	etration						
Selected Survey	Channel L	ist:		Show Zero Reach Char	Inels	k	Slots	15 Mins	
Kuwait Tv May 2010	Channel	lama 🔽	Hetwork 🛛	Typology	CPP	Reach	nterva	al: 06:00 - 06:14	
Media: TV	Total TV			j Typology	1765 74	92.81	nterva	i: 06:15 - 06:29	
Market: Kuwait	MBC 1		MBC	General comprehensive channel	208 53	33.95	nterva	i: 06:30 - 06:44	
Population: 2184 000	MBC 2		MBC	Movies Arabic	170.68	22.08	nterva	il: 06:45 - 06:59	
	Rotana Cine	ema	ROTANA	Movies Arabic	124.85	17.32	nterva	l: 07:00 - 07:14	
	Al Watan		KUWAIT	General comprehensive channel	107.29	16.34	nterva	1: 07:15 - 07:29	
Target:	Al Rai TV		AL RAI	General comprehensive channel	94.82	19.45	nterva	1: 07:30 - 07:44	
	Other Chan	nels	OTH MAINSTREAM	Others	93.56	10.37	nterva	1: 07:45 - 07:59	
Total Population 🎽 🧰	Al Jazeera	Sports	JAZEERA	Sports Channels	75.55	7.31	nterva	1: 08:00 - 08:14	
Samples: 641	Fonoon		FUNCON	Arabic Serial Drama and Comedy	68.70	13.53	nterva	1: 08:15 - 08:29	
AUD (%): 100	MBC 4		MBC	English language Entertainment	65.39	10.53	nterva	1: 08:30 - 08:44	
	Al Arabia		MBC	News and Political channels	54.27	14.58	nterva	1. 08:45 - 08:59	
	Abu Dhabi	TV	ABU DHABI	General comprehensive channel	50.89	9.13	nterva	1. 03.00 - 03.14 1. 09:45 - 09:20	
Analysis by:	MBC Action	າ	MBC	English language Entertainment	49.09	6.12 -	nterva	1. 09. 10 - 09.29 I- 00-20 - 00-44	
GRP	Melody Mov	vie	MELODY	Movies Arabic	45.83	7.33	nterva	1: 09:30 - 09:44 4: 09:45 - 09:59	
OReach	MBC Max		MBC	Movies Arabic	45.52	8.66	nterva	10.00.10.14	
	Fox Movies	1	RUTANA	Movies Arabic	37.04	4.31	nterva	10:15 - 10:29	
Media Selection:	Auwait Iv			General comprehensive channel	36.13	0.24	nterva	1 10:30 - 10:44	
C All Media	Al lazaeral	h		News and Political channels	34.31	4.40	nterva	i: 10:45 - 10:59	
Ο Του	Al Mehwar		MEHA(AR	General comprehensive, channel	20.11	3.01	nterva	1: 11:00 - 11:14	
	MBC 3		MBC	Kids and Teenagers Channels	18.88	2.55	nterva	1: 11:15 - 11:29	
 Selected Unity 	Dream 1		DREAM	General comprehensive channel	16.17	2.05	nterva	i : 11:30 - 11:44	
Time Selection:	Nile TV Dra	ma	NTN	Arabic Serial Drama and Comedy	15.44	2.38	nterva	i: 11:45 - 11:59	
Time Selection.	Spacetoon		SPACETOON	Kids and Teenagers Channels	14.93	1.77	nterva	l: 12:00 - 12:14	
💽 By Time	Panorama /	Al Drama	PANORAMA	Arabic Serial Drama and Comedy	13.51	3.11	nterva	l: 12:15 - 12:29	
O By Day Parts	Dream 2		DREAM	General comprehensive channel	12.67	2.75	nterva	l: 12:30 - 12:44	
Week days	Rotana		ROTANA	Music Channels	11.37	2.89	nterva	l: 12:45 - 12:59	
Vveek days + Time	Emirates T\	/	OTHUAE	General comprehensive channel	10.82	2.13	nterva	1: 13:00 - 13:14	
ODate + Time	Show Time		OSN (ORBIT SHOWTIME NETW	General comprehensive channel	10.55	1.05	nterva	1. 13:15 - 13:29	
	Kuwait Spo	orts Ch 3	KUWAIT	Sports Channels	10.26	2.03	nterva	1. 13:30 - 13:44	le na maja and sa d
	Syria TV		SYRIA	General comprehensive channel	10.17	1.84	nterva	i: 13.45 - 13.58 i: 14:00 - 14:14	
	Al Anwar		RAQ	Religious Channels	10.01	1.27	nterve	4: 14:15 - 14:29	
	LBC			General comprehensive channel	9.28	1.80	nterve	14:30 - 14:44	
	Fatateat		DUBALMEDIA CITY	ramily and women channels	0.65	1.12	nterva	14:45 - 14:59	~
STATE ALL ALL ALL ALL ALL ALL ALL ALL ALL AL	CARDINAL COLORADOR DE LA COLORADA DE LA COLORADA		CONTRACTOR OF AN A RECENT BOOM OF AN A RECENT AND A	The second	ACCESS OF A CONTRACTOR OF A CO	COLUMN AND ADDRESS ADDR	1 I BERTHAMPION AND ADDRESS OF	And the second s	And a second sec

5



Selected Survey

Kuwait Tv May 2010

Media: TV Market: Kuwait Population: 2,184,000

Target:

Total Population 🗸

8

Samples: 641 AUD (%): 100

Analysis by:

⊙ GRP ○ Reach

Media Selection:

🔘 All Media

○ Top 10

Selected Only

Time Selection:

● By Time
 ● By Day Parts
 ● Week days

🔘 Week days + Time

🔘 Date + Time

Survey Details

Analysis by

•GRP → Gross rating point- A measure of the total amount of the advertising exposures produced by a specific media vehicle or a media schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all the ratings of the vehicles included in a media schedule. It includes any audience duplication and is equal to the reach of a media schedule multiplied by the average frequency of the schedule.

•Reach → Estimate of the total universe of individuals who may receive an advertiser's messages. It accounts for vehicle duplication

Media Selection by

All Media 🗦	All the availab	le selections in C	hannel List	
Тор –	Top channels i	n terms of GRP/	Reach	
Selected Only -	Specific Channe	ls can also be seleo	cted as per requirem	ents.

Time Selection by

- By Time
- By Day Parts

Date + Time

- Week days
- ightarrow This help you to select as per time.
- ightarrow This is Parc Daypart with 3 hours of each selection
- ightarrow This selection is as per the week days
- Week days + Time → This is as per the week days and their time interval
 - ightarrow This is as per any desired date and its time interval





seas



→ Open Surveys/ My Surveys/ Program Analysis

Here you will find

Date & Survey Details

•Target/ Media Selection (All Media/ Top.../Selected Only)/ Analysis (by Date Wise/ Avg. Date wise/ Week day wise/ Avg. Weekday wise/ Month wise/ Avg. month wise) / Period (by Start/ End date)

• Channel List (Channel Name/Network/Typology/GRP/Reach/Show Zero Reach Channels)

•Slots (15 mins/ 30 mins/ 1 hr)

Analyze

Program Analysis

October 24, 2010

Media: Market: Populati

	Channel List:		Show Zero Reach (Channels	R	Slots: 15 Mins	Ň
Kuwait Tv Jun 2010	Channel Name	V Hetwork		ST GRP	Reach	nterval: 06:00 - 06:14	
Media: TV	Al Jazeera Sports	JAZERA	Sports Channels	206.31	19.31	nterval: 06:15 - 06:29	
Market: Kuwait	MBC 1	MBC	General comprehensive channel	165 92	35.71	nterval: 06:30 - 06:44	
Population: 2184.000	Other Channels	OTH MAINSTREAM	Others	159.96	22.16	nterval: 06:45 - 06:59	
, opaidiloiti 2,, o 1,000	MBC 2	MBC	Movies Arabic	144.51	18.74	nterval: 07:00 - 07:14	
	Rotana Cinema	ROTANA	Movies Arabic	91.64	13.12	nterval: 07:15 - 07:29	
Target	Al Rai TV	AL RAI	General comprehensive channel	80.09	17.32	nterval: 07:30 - 07:44	
	Al Watan	KUWAIT	General comprehensive channel	74.77	14.74	nterval: 07:45 - 07:59	
Total Population 😽 🚺	Al Jazeerah	JAZEERA	News and Political channels	55.89	14.72	nterval: 08:00 - 08:14	
Samples: 408	Fonoon	FUNCON	Arabic Serial Drama and Comedy	53.60	12.40	nterval: 08:15 - 08:29	
AUD (%): 100	MBC Max	MBC	Movies Arabic	52.36	10.57	nterval: 08:30 - 08:44	
	Al Havat	HAYAT	General comprehensive channel	43.68	6.95	nterval: 08:45 - 08:59	
	MBC Action	MBC	English language Entertainment	43.40	6.73	nterval: 09:00 - 09:14	
	Al Mehwar	MEHWAR	General comprehensive channel	43.09	8.38	nterval: 09:15 - 09:29	
Media Selection:	Kuwait TV	KUWAIT	General comprehensive channel	40.27	9.31	nterval: 09:30 - 09:44	
🔘 All Media	Dream 2	DREAM	General comprehensive channel	36.24	7.63	nterval: 09:45 - 09:59	
ОТор	Fox Movies	ROTANA	Movies Arabic	35.37	5.02	nterval: 10:00 - 10:14	
Selected Only	Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	32.05	6.79	nterval: 10:15 - 10:29	
Analysis by:	LBC	ROTANA	General comprehensive channel	30.80	6.11	nterval: 10:30 - 10:44	
Date wise	Dubai One	DUBAI	English language Entertainment	30.40	3 04	nterval: 10:45 - 10:59	
Avg. Date Wise	Al Arabia	MBC	News and Political channels	26.53	8.95	nterval: 11:00 - 11:14	
🔿 Weekday wise	MBC 4	MBC	English language Entertainment	25.87	5.20	nterval: 11:15 - 11:29	
Q Avg. Weekday Wise	Jazeera Sports Plus 1	JAZEERA	Sports Channels	25.43	1.89	nterval: 11:30 - 11:44	
Q Month wise	Abu Dhabi TV	ABLIDHABI	General comprehensive, channel	23.02	4.36	nterval: 11:45 - 11:59	
O Avg. Month wise	Rotana Zaman	ROTANA	Movies Arabic	22.23	4.06	nterval: 12:00 - 12:14	
	Al Nass	EGYPT	General comprehensive, chappel	21.50	5.71	nterval: 12:15 - 12:29	
Period:	Melody Movie	MELODY	Movies Arabic	18.99	3.52	nterval: 12:30 - 12:44	
Starting Date:	lara	ART	Religious Chappels	17 39	4.62	nterval: 12:45 - 12:59	
04.06.0040	Dubai TV	DUBAI	General comprehensive, channel	16.47	5.26	nterval: 13:00 - 13:14	
0140042010	Surie TV	SVPIA	General comprehensive, channel	16.30	3.45	nterval: 13:15 - 13:29	
Ending Date:	Dream 1	DREAM	General comprehensive channel	15.55	3.58	nterval: 13:30 - 13:44	
30-06-2010	ESC	ERTU	General comprehensive channel	14.65	3.57	nterval: 13:45 - 13:59	
	MBC 2	MBC	Kide and Teanagers Channels	14.00	4.94	nterval: 14:00 - 14:14	
	Nilo Sporto Ch	NITH	Sporte Choppele	14.00	1.01	nterval: 14:15 - 14:29	
						nterval: 14:30 - 14:44	
Analiza	🔹 🙁 🔅 Program List: (Clici	t here to get programs for selec	ted medias)	Show Program	m Status 🏼 🦹	nterval: 14:45 - 14:59	



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Brief <u>examination</u> of some attributes <u>program</u> to analyze its <u>requirements</u> and feasibility in view of the available <u>resources</u>













Media Trend Analysis

Selected Survey	Channel List: 💿 Chann	iels 🔿 Typologies 🔿 Netw	rork		Show Zero Reach Channels	A
Kuwait Tv Jun 2010	Channel Hame	V Hetwork	Typology	GRP GRP	Reach	
Media: TV	Total TV			1935.02	94.31	×
Market: Kuwait	Al Jazeera Sports	JAZEERA	Sports Channels	206.31	19.31	
Population: 2,184,000	MBC 1	MBC	General comprehensive channel	165.92	35.71	
	Other Channels	OTH MAINSTREAM	Others	159.96	22.16	
	MBC 2	MBC	Movies Arabic	144.51	18.74	
Target:	Rotana Cinema	ROTANA	Movies Arabic	91.64	13.12	
	Al Rai TV	AL RAI	General comprehensive channel	80.09	17.32	
lotal Population 🎽 📢	Al Watan	KUWAIT	General comprehensive channel	74.77	14.74	
Samples: 408	Al Jazeerah	JAZEERA	News and Political channels	55.89	14.72	
AUD (%): 100	Fonoon	FUNCON	Arabic Serial Drama and Comedy	53.60	12.40	
	MBC Max	MBC	Movies Arabic	52.36	10.57	
Analysis by:	Al Hayat	HAYAT	General comprehensive channel	43.68	6.95	
GRP	MBC Action	MBC	English language Entertainment	43.40	6.73	
Keach	Al Mehwar	MEHVVAR	General comprehensive channel	43.09	8.38	
Variatione	Kuwait TV	KUWAIT	General comprehensive channel	40.27	9.31	
Compare by:	Dream 2	DREAM	General comprehensive channel	36.24	7.63	
Compare by:	Fox Movies	ROTANA	Movies Arabic	35.37	5.02	
Months	Pa⊓orama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	32.05	6.79	
Weeks	LBC	ROTANA	General comprehensive channel	30.80	6.11	
ODate	Dubai One	DUBAI	English language Entertainment	30.40	3.04	
	Al Arabia	MBC	News and Political channels	26.53	8.95	
Compare	MBC 4	MBC	English language Entertainment	25.87	5.20	
Saudi Tv Dec 2008	Jazeera Sports Plus 1	JAZEERA	Sports Channels	25.43	1.89	
Saudi Tv Jan 2009	Abu Dhabi TV	ABU DHABI	General comprehensive channel	23.02	4.36	
Saudi Tv 2009	Rotana Zaman	ROTANA	Movies Arabic	22.23	4.06	
Saudi Tv Feb 2009	Al Nass	EGYPT	General comprehensive channel	21.50	5.71	
Saudi Tv Mar 2009	Melody Movie	MELODY	Movies Arabic	18.99	3.52	
Saudi Tv Apr 2009	lara	ART	Religious Channels	17.39	4.62	
Saudi Tv May 2009	Dubai TV	DUBAI	General comprehensive channel	16.47	5.26	
Survey May 2009 - Ap	Syria TV	SYRIA	General comprehensive channel	16.30	3.45	
Saudi Ty Jun 2009	Dream 1	DREAM	General comprehensive channel	15.55	3.58	
Saudi Tv Jul 2009	ESC	ERTU	General comprehensive channel	14.65	3.57	
Saudi Tv Aug 2009	MBC 3	MBC	Kids and Teenagers Channels	14.56	4.81	
I Saudi Tv Sen-ramadar	Nile Sports Ch.	NTN	Sports Channels	14.09	2.33	
Analyze	Sama Nuhai TV		General comprehensive, channel	13.99	4 35	×



October 24, 2010



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My Survey	Open Surveys/ My Surveys/ Media Schedule		seac
(L) Media Penetration	Here you will find		scas
Program Analysis	•Date & Survey Details •Target		
🐧 Program Grid	•Effective Frequency 1 2 3 4 5		
🧭 Media Trend Analysis	•Analysis by (Week Day wise/ Avg. Week Day wise) •My Media Plans		
🔞 Media Schedule	Calculate by (Frequency Distribution/ Cumulative Result	s	
Mudience Flow	Media Schedule Analysis		
October 28, 2010	Media Schedule		
Selected Survey	Plan - 1 + - Select Media by Time 🔀 Optimization	Post Evaluation 😰 Import Plan 🐼 Export Excel	🥒 Clear Plan 🖬 Save Plan
Media: TV	Day Media PositionReaclRatin(SpotsPrice \$(000's) AD Type Impact	Gross Measures Eff. Measures (3+) Reach (%):	
Market: Kuwait Population: 2,184,000		Audience ('000) : Gross Impr :	
		GRPs : Average Frequency :	
Total Population 🐱 👹		Total Spots : Budget (\$000) :	
Samples: 505 AUD (%): 100		Exp. per \$000 : Cost per 000 (CPM) :	
		Cost per Impr :	·
Effective Frequency:			
Analysis by: • Week day wise			>
Avg Day wise			
My Media Plans			
Calculate Frequency Distribution			
Cummulative Result			
Evaluate	Cummulative Result (*	21	

← In Depth –Open Surveys / My Surveys/ Media Schedule →

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<u>Program</u> or <u>plan</u> that identifies the <u>media channels</u> used in an <u>advertising campaign</u>, and specifies insertion or broadcast <u>dates</u>, <u>positions</u>, and <u>duration</u> of the <u>messages</u>.

Media Schedule

Plan - 1	+ -	Select Media by Time 🖉 Optimization		Post Evaluation	Import Plan	Export Excel	🥒 Clear Plan	- Save Plan
Day	Media	PositionReachRatintSpotsPrice \$(000's) AD ype Impact		G	Fross Measures	Eff. Measures (3+)		
				Reach (%) :				
				Audience ('000) :				
			-	Gross Impr :				
			-	GRPs:				
			-	Average Frequency :				
			-	Total Spots :				
			-	Budget (\$000) :				
			-	Exp. per \$000 :				
			-	Cost per 000 (CPM) :				
				Cost per impr:				
				Frequency Distribution	on			<u>^</u>
								~
				<				>
				Coloct Modia by	(Timo			
				•Select ivieula by	y inne			
				•Optimization				
				Post Evaluation				
				•Import Plan				
				•Export Excel				
				Clear Plan				
				 Save Plan 				
1			-					
8								
Cummul	ative Resu	ilt 🚷						





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Population:

My Survey	→ Open Surveys/ My Surveys/ Audience Flow									
🕒 Media Penetration	Here you will find									
Program Analysis	Date & Survey Details									
🐧 Program Grid	•Target									
🔀 Media Trend Analysis	•Calculate by (Date Wise / Weekdays Wise / This Survey) •Show Values in (Percentage / Absolutes)									
🔯 Media Schedule										
🎁 Audience Flov	•Period •Analysis									
October 30, 2010	Audience Flow									
Selected Survey	Channel List:									
Media: TV	Channel Name Y Network Y Typology Total TV									
warket, Saudi	General comprehensive cha									



Selected Survey	Channel List:		Show Zero Reach C	Show Zero Reach Channels					
Saudi I V OGE 2010	Channel Name	7 Network	Typology	GRP GRP	Reach	Interval: 06:00 - 06:14	^		
Media: TV	Total TV	1		2016.76	82.32	Interval: 06:15 - 06:29			
Market: Saudi	MBC 1	MBC	General comprehensive channel	424.88	34.80	Interval: 06:30 - 06:44			
Population: 8,250,000	Others	OTH MAINSTREAM	Others	371.51	34.65	Interval: 06:45 - 06:59			
· · ·)	Al Arabia	MBC	News and Political channels	92.83	13.76	Interval: 07:00 - 07:14			
	MBC 2	MBC	Movies Arabic	90.31	9.83	Interval: 07:15 - 07:29			
Target:	Saudi Ar Ch 1	SAUDI	General comprehensive channel	86.66	8.03	Interval: 07:30 - 07:44			
	Al Bedaya	OTH SAUDI	General comprehensive channel	84.31	7.69	Interval: 07:45 - 07:59			
Total Population 🛛 🍟	MBC Action	MBC	English language Entertainment	46.62	5.67	Interval: 08:00 - 08:14			
Samples: 5 200	Rotana Cinema	ROTANA	Movies Arabic	45.79	5.45	Interval: 08:15 - 08:29			
AUD (%) 100	MBC 4	MBC	English language Entertainment	42.55	5.16	Interval: 08:30 - 08:44			
	Fonoon	FUNCON	Arabic Serial Drama and Comedy	41.56	6.21	Interval: 08:45 - 08:59			
Calculate by:	Abu Dhabi TV	ABU DHABI	General comprehensive channel	39.80	6.21	Interval: 09:00 - 09:14			
() Date wise	Tayoor Al Janna	JORDAN	Kids and Teenagers Channels	36.79	4.32	Interval: 09:15 - 09:29	-		
Weekdays	Al Jazeera Sport +9	JAZEERA	Sports Channels	30.54	2.47	Interval: 09:30 - 09:44			
This Survey	Al Jazeerah	JAZEERA	News and Political channels	27.94	5.31	Interval: 09:45 - 09:59			
Show Values in	MBC 3	MBC	Kids and Teenagers Channels	25.46	2.89	Interval: 10:00 - 10:14			
Show values in	Al Majd	MAJD	Religious Channels	25.38	3.48	Interval: 10:15 - 10:29			
	Spacetoon	SPACETOON	Kids and Teenagers Channels	24.66	2.73	Interval: 10:30 - 10:44			
UAusolates	Al Majd For Quraan	MAJD	Religious Channels	21.68	1.72	Interval: 10:45 - 10:59			
Show Programs	Zee Aflam	ZEE	Movies Arabic	21.64	2.29	Interval: 11:00 - 11:14			
Devicedr	Al Jazeera Sport 2	JAZEERA	Sports Channels	21.11	2.73	Interval: 11:15 - 11:29			
Period.	Melody Movie	MELODY	Movies Arabic	20.81	2.87	Interval: 11:30 - 11:44			
01-07-2010	Al Jazeera Sports	JAZEERA	Sports Channels	20.56	2.79	interval: 11:45 - 11:59			
02-07-2010	Nickelodeon	OTH MAINSTREAM	Kids and Teenagers Channels	19.48	2.11	Interval: 12:00 - 12:14			
03-07-2010	MBC Max	MBC	Movies Arabic	19,11	2.62	Interval: 12:15 - 12:29			
04-07-2010	Saudi Channel 3	SAUDI	Sports Channels	14.38	2.36	Interval: 12:30 - 12:44			
05-07-2010	Wanasah TV	MBC	Music Channels	13.80	2.22	Interval: 12:45 - 12:59			
05-07-2010	Fox Movies	ROTANA	Movies Arabic	13.70	1.79	Interval: 13:00 - 13:14			
07-07-2010	Sudan TV	SUDAN	General comprehensive channel	13.32	0.94	Interval: 13:15 - 13:29			
08-07-2010	Al Jazeera Sports World cup	JAZEERA	Sports Channels	11.57	0.81	Interval: 13:30 - 13:44			
40.07.2010	Al Jazeera Baraem	JAZEERA	Music Channels	10.62	1.00	interval: 13:45 - 13:59			
10-07-2010	Al Ekhbariya TV	SAUDI	News and Political channels	9.86	2.37	Interval: 14:00 - 14:14			
11-07-2010	National Geographic Abu Dhabi	UAE	Music Channels	9.35	1.55	Interval: 14:15 - 14:29			
LZ-UZ-ZUIU	AI Rai TV	AL RAI	General comprehensive channel	9.13	1.95	Interval: 14:30 - 14:44			
Analyze	Fatafeat		Family and Momen Channels	8 50	1 64 📉	interval: 14:45 - 14:59	×		







What is Audience Flow ???

•Gain or loss of the audience during a broadcast program through turning on or off the television or through changing channels.

•Measurement of the traffic behavior of the <u>television household</u> audience or the radio audience as reported by the rating and measurement services. Every program has an audience flow that indicates where the audience came from before the program and where they are going after the program. There are three audience options:

- •(a) the listening or viewing audience who came from a preceding program on a competing broadcast station
- •(b) the audience who came from a preceding program on the same station
- •(c) the audience who turned on their radios or televisions for a specific program.

At the conclusion of a program these audience options are reversed, becoming

- •(a) the audience who will turn off their sets
- •(b) the audience who will remain to watch or listen to the next program on the same station

•(c) the audience who will switch to another station. Audience flow data are important to the advertiser whose message is positioned in the time period between two shows. The fact that both shows have a high audience rating is not sufficient to assure that the message will be seen or heard. It is also important to know if both programs share the same audience.





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Example







Lets go through some examples!!!



PPP

Lets try to

•find the most viewed channel in Egypt, with the Demographics breakup in June 2010?

Step 1

Examples -





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SEAS Schedule Evaluation And Analysis System



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November 28, 2010

My Survey

🕒 Media Penetration

- Program Analysis
- 🐧 Program Grid
- 🐱 Media Trend Analysis
- 🔞 Media Schedule
- 👸 Audience Flow

🔶 Examples 🕇

Survey Name: Egypt Tv Jun 2010 Survey Type: TV Survey Market: Egypt Population: 26,137,000 Sample: 5,978 Starting Date: 01-06-2010 Ending Date: 30-06-2010

Available Targets

Male
Female
Age 15-24 Are 25-34
Age 25-34 Age 35+
Female 20-54
Male 15-34

Lets first get in the demographics details







*



🔶 Examples 🗦

Lets Analyze by GRP \rightarrow All Media \rightarrow By time!!!

Analysis of Media Penetration

Selected Survey	Chang al List:	ang al List: Show Zero Reach Channels							Slots:	15 Mins	~	
Egypt Tv Jun 2010												
	Ch nnel Name	Y Network	· 🔽 ·	Туроюду	∇	GRP	Reach		Interval: 06:00	- 06:14		^
Media: T∨	T tal TV		1		ľ	1829.74	99.57	~	Interval: 06:15	- 06:29		
Market: Egypt	∠gypt Ch 2	ERTU	G	eneral comprehensive channel	1	141.82	19.47		Interval: 06:30	- 06:44		
Population: 26,137,000	Al Hayat	HAYAT	G	eneral comprehensive channel	ŀ	113.75	19.49		Interval: 06:45	- 06:59		
	Rotana Cinema	ROTANA	м	lovies Arabic	-	112.68	13.59		Interval: 07:00	- 07:14		
	Panorama Al Drama	PANORAMA	A	rabic Serial Drama and Comedy	-	111.51	16.99		Interval: 07:15	- 07:29		
Target:	JSC Sports 2	JAZEERA	s	ports Channels	-	105.68	10.49		Interval: 07:30	- 07:44		
	Al Majd Quraan	MAJD	R	eligious Channels	8	33.15	10.85		Interval: 07:45	- 07:59		
Total Population 🛛 💁	JSC Sports +9	JAZEERA	s	ports Channels	8	30.05	6.46		Interval: 08:00	- 08:14		
Samples: 5.978	Al Rahma	OTH MAINSTREAM	R	eligious Channels		75.71	10.33		Interval: 08:15	- 08:29		
AUD (%): 100	Al Nass	EGYPT	G	eneral comprehensive channel	- 13	70.73	9.78		Interval: 08:30	- 08:44		
100 (70): 100	Eqypt Ch 1	ERTU	G	eneral comprehensive channel		70.66	13.71		Interval: 08:45	- 08:59		
	Nile Sports Ch.	NTN	s	ports Channels	6	36.23	9.33		Interval: 09:00	- 09:14		
	Dream 2	DREAM	G	eneral comprehensive channel	1	53.17	8.64		Interval: 09:15	- 09:29		
	Al Mehwar	MEHWAR	G	eneral comprehensive channel	1	52.11	9.80		Interval: 09:30	- 09:44		
(CRP)	Melody Movie	MELODY	м	lovies Arabic	4	44.01	5.85		Interval: 09:45	- 09:59		
Reach	Modern Sport	MODERN	s	ports Channels	-	43.19	5.56		Interval: 10:00	- 10:14		
	MBC 2	MBC	M	lovies Arabic	1	29.50	3.97		Interval: 10:15	- 10:29		
Media Selection:	Cairo Cinema	OTH MOVIES	M	lovies Arabic	1	26.59	3.51		Interval: 10:30	- 10:44		
🔵 All Media	Nile TV Drama	NTN	A	rabic Serial Drama and Comedy	1	25.45	3.75		Interval: 10:45	- 10:59		
Top 10	Al Hayat Series	HAYAT	A	rabic Serial Drama and Comedy	1	25.37	4.82		Interval: 11:00	- 11:14		
Selected Only	Melody Drama	MELODY	A	rabic Serial Drama and Comedy	1	24.18	4.22		Interval: 11:15	- 11:29		
Concerned only	Panorama Al Drama 2	PANORAMA	A	rabic Serial Drama and Comedy		22.91	4.02		Interval: 11:30	- 11:44		
Time Selection:	Al Hayat Cinema 🗆	HAYAT	M	lovies Arabic	1	21.87	2.66		Interval: 11:45	- 11:59		
	Panorama film	PANORAMA	M	lovies Arabic	1	20.69	2.62		Interval: 12:00	- 12:14		
💽 By Time	MBC Action	MBC	Er	nglish language Entertainment	ŀ	19.75	2.53		Interval: 12:15	- 12:29		
O By Day Parts	ESC	ERTU	G	eneral comprehensive channel	ŀ	19.67	3.18		Interval: 12:30	- 12:44		
OvVeek days	Nile Cornedy	NTN	A	rabic Serial Drama and Comedy	ŀ	18.66	5.18		Interval: 12:45	- 12:59		
🔘 Week days + Time	Other Channels	OTH MAINSTREAM	0	thers	ŀ	17.58	2.54		Interval: 13:00	- 13:14		
🔘 Date + Time	Mooga Comedy	OTH MAINSTREAM	G	eneral comprehensive channel	ŀ	17.19	2.55		Interval: 13:15	- 13:29		
	Nile Cinema	NTN	M	lovies Arabic	ľ	17.09	2.17		Interval: 13:30	- 13:44		
	ART AI Hekayat	ART	A	rabic Serial Drama and Comedy	ŕ	15.74	2.16		Interval: 13:45	- 13:59		
	Fox Movies	ROTANA	M	lovies Arabic	-	15.48	1.99		Interval: 14:00	- 14:14		
	Al Hayat 2	HAYAT	м	lusic Channels	-	15.19	2.61		Interval: 14:15	- 14:29		
	Nile (Life & Entertainment)	NTN	G	eneral comprehensive channel	-	14.26	2.82		Interval: 14:30	- 14:44		
Analyze	lora	ART	le.	elicious Channels	-	13.57	2 44	\sim	Interval: 14:45	- 14:59		~



November 29, 2010

November 29, 2010

Analysis of Media Penetration

Selected Survey	Analysis E	By: GRP			H	🧮 Highlight Criteria 🛛 Filter Zero 🛛 🏙 Graph			h 🛛 🔀 Exp	🔄 Export Excel 🔍 Report Criteria 🛛 🕙 🤇			
Egypt Tv Jun 2010	Channels	06:00 - 06:14	06:15 - 06:29	06:30 - 06:44	06:45 - 06:59	07:00 - 07:14	07:15 - 07:29	07:30 - 07:44	07:45 - 07:59	08:00 - 08:14	08:15 - 08:29)8:30 - 08:44 (📤	
Media: TV Market: Eαγρt	Total TV Egypt Ch 2	0.80 0.02	1.12 0.04	1.29 0.02	1.52 0.02	3.49 0.02	3.54 0.02	3.60 0.00	3.73 0.00	3.90 0.00	3.53 0.00	3.48 0.00	
Population: 26,137,000													

Media Penetration by GRP = Lets select Egypt Ch. 2 \rightarrow Analysis by GRP \rightarrow Time Selection by Time \rightarrow Analyze



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November 29, 2010

Lets Analyze by Reach \rightarrow All Media \rightarrow By time!!!

Analysis of Media Penetration

selected Survey	Channel ist:		Show Zero Reach C	hannels		ſ		Slots:	15 Mins	~ 🕨
avpt Tv Jun 2010						L	-			
	Chap lel Name	Network	Typology		GRP	Reach		Interval: 06:0	0 - 06:14	~
tedia: TV	Tota TV				1829 74	99.57	~	Interval: 06:1:	5 - 06:29	
tarket: Equat	Al davat	HAVAT	General comprehensive, channel		113 75	19.49		Interval: 06:3	0 - 06:44	
opulation: 26.137.000	Z avpt Ch 2	ERTU	General comprehensive channel		141.82	19.47		Interval: U6:4:		
	Panorama Al Drama	PANORAMA	 Arabic Serial Drama and Comedy	İ	111.51	16,99		Interval: 07:0	0 - 07:14	
	Equpt Ch 1	ERTU	General comprehensive channel		70.66	13.71		Interval: 07:1:	5 - 07:29	
farget:	Rotana Cinema	ROTANA	Movies Arabic		112.68	13.59		Interval: 07:3	0 - 07:44	
	Al Majd Quraan	MAJD	Religious Channels		83.15	10.85		Interval: 07:4	5 - 07:59	
Total Population 🛛 🍟	JSC Sports 2	JAZEERA	Sports Channels		105.68	10.49		Interval: 08:0	0 - 08:14	
Samples: 5 978	Al Rahma	OTH MAINSTREAM	Religious Channels		75.71	10.33		Interval: 08:1:	5 - 08:29	
AUD (%): 100	Al Mehvvar	MEHWAR	General comprehensive channel		52.11	9.80		Interval: 08:3	0 - 08:44	
100 (70). 100	Al Nass	EGYPT	General comprehensive channel		70.73	9.78		Interval: 08:4:	5 - 08:59	
	Nile Sports Ch.	NTN	Sports Channels		66.23	9.33		Interval: 09:0	0 - 09:14	
	Dream 2	DREAM	General comprehensive channel		53.17	8.64		Interval: 09:1:	5 - 09:29	
analysis by.	JSC Sports +9	JAZEERA	Sports Channels		80.05	6.46		Interval: 09:3	0 - 09:44	
GRP	Melody Movie	MELODY	Movies Arabic		44.01	5.85		Interval: 09:4:	5 - 09:59	
🛞 Reach	Modern Sport	MODERN	Sports Channels		43.19	5.56		Interval: 10:0	0 - 10:14	
	Nile Cornedy	NTN	Arabic Serial Drama and Comedy		18.66	5.18		Interval: 10:1:	5 - 10:29	
wedia Selection:	Al Hayat Series	HAYAT	Arabic Serial Drama and Comedy		25.37	4.82		Interval: 10:3	0 - 10:44	
🔵 All Media	Melody Drama	MELODY	Arabic Serial Drama and Comedy		24.18	4.22		Interval: 10:4:	5 - 10:59	
Top 10	Panorama Al Drama 2	PANORAMA	Arabic Serial Drama and Comedy		22.91	4.02		Interval: 11:0	9 - 11:14	
Selected Only	MBC 2	MBC	Movies Arabic		29.50	3.97		Interval: 11:1:	5 - 11:29	
0 0000000 0000,	Nile T∨ Drama	NTN	Arabic Serial Drama and Comedy		25.45	3.75		Interval: 11:3	0 - 11:44	
ime Selection:	Cairo Cinema	OTH MOVIES	Movies Arabic		26.59	3.51		Interval: 11:4	5 - 11:59	
~~ ·	ESC	ERTU	General comprehensive channel		19.67	3.18		Interval: 12:0	3 - 12:14	
• By Time	Nile (Life & Entertainment)	NTN	General comprehensive channel		14.26	2.82		Interval: 12:1	5 - 12:29	
O By Day Parts	Al Hayat Cinema 🗆	HAYAT	Movies Arabic		21.87	2.66		Interval: 12:3	3 - 12:44	
O vveek days	Panorama film	PANORAMA	Movies Arabic		20.69	2.62		Interval: 12:4	5 - 12:59	
Vveek days + Time	Al Hayat 2	HAYAT	Music Channels		15.19	2.61		Interval: 13:0	3 - 13:14	
O Date + Time	Mooga Comedy	OTH MAINSTREAM	General comprehensive channel		17.19	2.55		Interval: 13:1:	5 - 13:29	
	Other Channels	OTH MAINSTREAM	Others		17.58	2.54		Interval: 13:3	3 - 13:44	
	MBC Action	MBC	English language Entertainment		19.75	2.53		Interval: 13:4:	5 - 13:59	
	Al Jazeerah	JAZEERA	News and Political channels		10.68	2.52		Interval: 14:0	J = 14:14	
	Iqra	ART	Religious Channels		13.57	2.44		Interval: 14:1:	5 - 14:29	
	Nile Cinema	NTN	Movies Arabic		17.09	2.17	200	Interval: 14:3	5 - 14:44	
Analyze	ART AI Hekevet	IART	lArabic Serial Drama and Comedy		15 74	12.16		pinterväl: 14:4:	5 - 14:59	<u> </u>



November 29, 2010

Analysis of Media Penetration

Selected Survey	Analysis By: REACH					📕 Highlight Criteria 🛛 Filter Zero			n 💽 Export	rt Excel 🔍 Report Criteria 🛛 🕙 Go Bac		
Egypt Tv Jun 2010	Channels	06:00 - 06:14	06:15 - 06:29	06:30 - 06:44	06:45 - 06:59	07:00 - 07:14	07:15 - 07:29	07:30 - 07:44 ()7:45 - 07:59 08:	:00 - 08:14	08:15 - 08:29 08	3:30 - 08:44 (
Media: TV Marketi Smut	Total TV Equat Ch 2	0.80	1.12	1.29 0.02	1.52 0.02	3.49 0.02	3.54 0.02	3.60 0.00	3.73 0.00	3.90 0.00	3.53 0.00	3.48 0.00
Population: 26,137,000												

Media Penetration by Reach = Lets select Egypt Ch. 2 \rightarrow Analysis by Reach \rightarrow Time Selection by Time \rightarrow Analyze



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Lets Analyze by Grp \rightarrow Top 10 \rightarrow By day parts!!!

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November 29, 2010

Analysis of Media Penetration

Selected Survey					Ohan Zan Daash Oh					
Eavet Ty Jup 2010	Channel List:				Show Zero Reach Ch	lannels		Slots:	PARC Dayparts	✓ ►
Egypt 14 our 2010	Channel Name	V Network	T	Typology		GRP GRP	Reach	0600 - 0859 Hr:	3	~
Media: T∨	Total T∨					1829.74	99.57 🔨	0900 - 1159 Hr:	8	
Market: Egypt	Egypt Ch 2	ERTU		General comprehen	sive channel	141.82	19.47	1200 - 1559 Hr:	S	
Population: 26,137,000	Al Hayat	HAYAT		General comprehen	sive channel	113.75	19.49	1600 - 1959 Hr:	S -	
	Rotana Cinema	ROTANA		Movies Arabic		112.68	13.59	2000 - 2159 Hrs 2200 - 2359 Hrs	S 2	
Tourst	Panorama Al Drama			Arabic Serial Drama	and Comedy	111.51	16.99	2400 - 2959 Hr:	5	
Target:	Al Maid Quraan	MAJD		Religious Channels		83.15	10.85			
Total Population 🛛 👹	JSC Sports +9	JAZEERA		Sports Channels		80.05	6.46	Γ		
Samples: 5,978	Al Rahma	OTH MAINSTR	EAM	Religious Channels		75.71	10.33			
AUD (%): 100	Al Nass	EGYPT		General comprehen	sive channel	70.73	9.78	/		
			T							
Analysis by:			1							
O GRP			۱					/		
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Media Selection:			۱					/		
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O Selected Only								/		
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Time Selection:				\			/			
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By Day Parts										
Week days		_					/			
O Date + Time			- 4	• •				<u> </u>		
O Date - Time			lop 1	() chan	nels and	a by PA	ARCT	Jav Pa	arts	
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Analyze	L									
November 29, 2010	Applycic of Media	Benetration								
	Analysis of Media	areneuration		\checkmark						
Selected Survey	Analysis By: GRP			🧮 Highlight	Criteria 🛛 🔲 Filter Z	Zero 🛛 🏨 Grapi	n 🛛 🔯 Expo	rt Excel 🔍 Re	eport Criteria	< Go Back
Selected Sulvey										
Egypt IV Jun 2010	Channels 0600	0 - 0859 Hrs 0900	- 1159 Hrs 120	00 - 1559 Hrs 160	0 - 1959 Hrs 2000 -	2159 Hrs 2200	- 2359 Hrs 24	00 - 2959 Hrs	Total	=
Medie: TV	Total TV	33.64	72.91	204.76	480.56	376.39	470.32	191.16	1829.74	
Market: Egypt	Al Majd Quraan	18.37	28.24	16.46	6.81	4.87	5.42	2.98	83.15	
Population: 26 137 000	Al Rahma	2.25	6.52	8.19	16.53	17.11	18.34	6.76	75.71	
. epinanen zejtet joo	Al Nass	1.75	5.16	8.41	14.35	16.65	20.05	4.36	70.73	
	Al Hayat	0.28	1.28	18.48	46.67	27.78	12.22	7.05	113.75	
Target:	Rotana Cinema	0.23	1.76	15.06	21.21	25.10	32.47	16.84	112.68	
Total Deputation	Egypt Ch 2	0.16	2.93	7.28	29.84	29.61	67.21	4.78	141.82	
Total Population 🕑 😡	Panorama Al Drama	0.10	2.12	14.90	44.38	26.24	13.29	10.47	111.51	
Samples: 5,978	JSC Sports +9	0.00	0.00	8.88	24.67	13.51	32.50	0.49	80.05	
AUD (%): 100	JSC Sports 2	0.00	0.00	5.37	72.66	8.38	18.54	0.72	105.68	



Examples/ Media Penetration





November 29, 2010 Selected Survey

Egypt Tv Jun 2010 Media: T∨ Market: Egypt Population: 26,137,000

Samples: 5,978 AUD (%): 100

Media Selection: All Media Selected Only Analysis by: Date wise Avg. Date Wise Avg. Weekday Wise Month wise Avg. Month wise

Total Population 🛛 😽

Target:

Period: Starting Date: 01-06-2010 Ending Date: 30-06-2010 **Program Analysis**

Program Analysis



Sind Libe		Show Zero Reach	Channels		SIOUS:	15 Mins	~
Channel Name	V Network	Typology	GRP GRP	Reach	Interval: 06:00	- 06:14	
gypt Ch 2	ERTU	General comprehensive channel	141.82	19.47 🔨	Interval: 06:15	- 06:29	
Al Hayat	HAYAT	General comprehensive channel	113.75	19.49	Interval: 06:30	- 06:44	
Rotana Cinema	ROTANA	Movies Arabic	112.68	13.59	Interval: 06:45	- 06:59	
anorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	111.51	16.99	Interval: 07:00	- 07:14	
ISC Sports 2	JAZEERA	Sports Channels	105.68	10.49	Interval: 07:15	- 07:29	
Al Majd Quraan	MAJD	Religious Channels	83.15	10.85	Interval: 07:30	- 07:44	
JSC Sports +9	JAZEERA	Sports Channels	80.05	6.46	Interval: 07:45	- 07:59	
Al Rahma	OTH MAINSTREAM	Religious Channels	75.71	10.33	Interval: 08:00	- 08:14	
Al Nass	EGYPT	General comprehensive channel	70.73	9.78	Interval: 08:15	- 08:29	
Eqypt Ch 1	ERTU	General comprehensive channel	70.66	13.71	Interval: 08:30	- 08:44	
vile Sports Ch.	NTN	Sports Channels	66.23	9.33	Interval: 08:45	- 08:59	
Dream 2	DREAM	General comprehensive channel	53.17	8.64	Interval: 09:00	- 09:14	
Al Mehwar	MEHVVAR	General comprehensive, channel	52.11	9.80	Interval: 09:15	- 09:29	
lelody Movie	MELODY	Movies Arabic	44 01	5.85	Interval: 09:30	- 09:44	
Andern Sport	MODERN	Sports Channels	43.19	5.56	Interval: 09:45	- 09:59	
4BC 2	MBC	Moviez Arabic	29.50	3.97	Interval: 10:00	- 10:14	
airo Ciperna	OTH MOVIES	Movies Arabic	26.59	3.51	Interval: 10:15	- 10:29	
lile TV Drama	NTN	Arabic Serial Drama and Comedy	25.45	3.75	Interval: 10:30	- 10:44	
A Havat Series	HAYAT	Arabic Serial Drama and Comedy	25.37	4.82	Interval: 10:45	- 10:59	
Aelody Drama	MELODY	Arabic Serial Drama and Comedy	24.18	4.22	Interval: 11:00	- 11:14	
anorama Al Drama 2	PANORAMA	Arabic Serial Drama and Comedy	22.91	4.02	Interval: 11:15		
Al Havat Cinema 🗆	HAYAT	Movies Arabic	21.87	2.66	Interval: 11:30	- 11:44	
Paporama film	PANORAMA	Movies Arabic	20.69	2.62	Interval: 11:45	- 11:59	
dBC Action	MBC	English language Entertainment	19.75	2.53	Interval: 12:00	- 12:14	
SC	ERTU	General comprehensive, chappel	19.67	3.18	Interval: 12:15	- 12:29	
lile Corpedy	NITN	Arabic Sarial Drama and Comedy	18.66	5.18	Interval: 12:30	- 12:44	
alle Comedy Ather Channels	OTH MAINSTREAM	Others	17.58	2.54	Interval: 12:45	- 12:59	
Acore Corredu	OTH MAINSTREAM	Ceneral comprehensive, chappel	17.10	2.57	Interval: 13:00	- 13:14	
lile Ciperpe	NTN	Movies Arabic	17.10	2.55	Interval: 13:15	- 13:29	
NRT Al Hakayat	ART	Arabic Serial Drama and Comedy	15.74	2.16	Interval: 13:30	- 13:44	
ov Movies	BOTANA	Movies Arebia	15.74	1.00	Interval: 13:45	- 13:59	
U Havet 2	LOVAT	Music Chennele	15.40	0.64	Interval: 14:00	- 14:14	
sinaya∟∠ Jilo (Life % Enterteiement)	NITH	Concret comprehensive, obennet	15.19	2.01	Interval: 14:15	- 14:29	
					Interval: 14:30	4 4 4 4	



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Channels Progr	am Name	Program Date	Week Day	Starting Time	Ending Time	Duration	Avg. Rating %	Reach %	Share %	Total TV %	
Egypt Ch 2 Kaas	Alalam	18-06-2010	Friday	22:27	23:18	00:52	31.74	32.47	42.71	76.02	Т
Egypt Ch 2 Kaas	Alalam	18-06-2010	Friday	21:23	22:14	00:52	26.06	32.47	38.97	83.32	2
Egypt Ch 2 Kaas	Alalam	16-06-2010	Wednesday	17:59	18:51	00:53	22.88	22.88	43.59	52.48	1
Egypt Ch 2 Kaas	Alalam	20-06-2010	Sunday	22:29	23:20	00:52	22.57	23.67	33.85	69.93	3
Egypt Ch 2 Kaas	Alalam	19-06-2010	Saturday	22:30	23:20	00:51	21.29	22.36	29.98	74.56	5
Egypt Ch 2 Kaas	Alalam	20-06-2010	Sunday	21:24	22:14	00:51	19.01	23.67	28.46	83.17	1
Egypt Ch 2 Kaas	Alalam	24-06-2010	Thursday	22:29	23:17	00:49	18.87	18.87	29.63	63.67	1
Egypt Ch 2 Kaas	Alalam	17-06-2010	Thursday	22:30	23:19	00:50	18.79	19.39	29.34	66.10	i I
Egypt Ch 2 Stad #	Alneel	18-06-2010	Friday	20:02	00:32	04:31	18.50	34.35	38.28	89.75	5
Egypt Ch 2 Kaas	Alalam	16-06-2010	Wednesday	16:51	17:44	00:54	17.59	22.88	48.47	47.21	
Egypt Ch 2 Stad A	Alneel	16-06-2010	Wednesday	15:33	19:59	04:27	17.22	22.88	34.56	66.21	T
Egypt Ch 2 Kaas	Alalam	19-06-2010	Saturday	21:20	22:16	00:57	16.97	22.36	27.66	80.83	5
Egypt Ch 2 Kaas	Alalam	27-06-2010	Sunday	22:32	23:20	00:49	15.63	16.08	20.13	79.87	1
Egypt Ch 2 Kaas	Alalam	12-06-2010	Saturday	21:23	22:17	00:55	15.58	16.46	20.57	80.04	£.
Egypt Ch 2 Kaas	Alalam	23-06-2010	Wednesday	22:28	23:18	00:51	15.10	15.38	21.81	70.51	
Egypt Ch 2 Kaas	Alalam	24-06-2010	Thursday	21:20	22:15	00:56	14.62	18.87	25.21	74.83	5
Egypt Ch 2 Stad A	Alneel	19-06-2010	Saturday	20:00	00:26	04:27	13.45	24.06	26.77	89.85	5
Egypt Ch 2 Kaas	Alalam	14-06-2010	Monday	22:30	23:18	00:49	13.39	14.77	21.05	70.16	5
Egypt Ch 2 Kaas	Alalam	17-06-2010	Thursday	21:22	22:15	00:54	13.38	18.53	26.13	70.89	j I
Egypt Ch 2 Kaas	Alalam	25-06-2010	Friday	18:00	18:51	00:52	13.17	13.58	32.60	41.66	5
Egypt Ch 2 Stad A	Alneel	20-06-2010	Sunday	20:00	00:29	04:30	12.99	26.30	27.96	94.08	5
Egypt Ch 2 Kaas	Alalam	12-06-2010	Saturday	22:28	23:21	00:54	12.53	16.10	22.64	71.11	
Egypt Ch 2 Kaas	Alalam	14-06-2010	Monday	21:24	22:15	00:52	12.41	14.77	17.69	83.50	i I
Egypt Ch 2 Kaas	Alalam	23-06-2010	Wednesday	21:22	22:14	00:53	11.45	14.04	19.51	71.98	5
Egypt Ch 2 Kaas	Alalam	13-06-2010	Sunday	14:22	15:14	00:53	11.33	12.79	31.16	41.04	£.
Eqypt Ch 2 Kaas	Alalam	22-06-2010	Tuesday	22:31	23:19	00:49	11.27	13.60	18.60	73.11	
Egypt Ch 2 Kaas	Alalam	12-06-2010	Saturday	17:56	18:51	00:56	11.02	11.02	21.38	51.55	ŝ
Egypt Ch 2 Stad A	Aneel	17-06-2010	Thursday	20:03	00:31	04:29	10.62	21.03	26.20	80.25	5
Egypt Ch 2 Kaas	Alalam	28-06-2010	Monday	22:30	23:17	00:48	10.33	11.12	14.14	78.64	6
Egypt Ch 2 Kaas	Alalam	25-06-2010	Friday	16:53	17:44	00:52	10.19	13.27	29.97	44.28	3
Egypt Ch 2 Stad A	Alneel	24-06-2010	Thursday	20:00	00:29	04:30	9.46	19.80	24.07	82.25	5
Equat Ch 2 Stad /	Model	03-06-2010	Thursday	21.59	22:06	00:08	8.71	8 71	11.02	79.07	1

Program Analysis = Lets select Egypt Ch. 2 \rightarrow Analysis by Date Wise \rightarrow Desired Period \rightarrow Analyze



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November 29, 2010 Selected Survey Egypt Tv Jun 2010

Media: TV Market: Egypt Population: 26,137,00

Analyze

Target:

AUD (%): 100

Media Selection: All Media Top 10 Selected Only

Total Population Samples: 5,978

Analysis by: Date wise
 Avg. Date Wise
 Weekday wise
 Avg. Weekday

Month wise O Avg. Month w

Period: Starting Date: 01-06-2010 Ending Date: 30-06-2010

Analyze



November 2, 2010

sea

Program Analysis

86

Analysis By: Date wise

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Selected Survey Saudi TV Jun 2010

Media: TV Market: Saudi Population: 8,250,000

T	a	r	g	e	t	

Total Population ~ Samples: 5,793 AUD (%): 100

Media Sel	ection:
🔵 Ali M	edia
🔵 Top	10

- Selected Only
- Analysis by:

Examples/ Program Analysis

- 💿 Date wise 🖱 Avg. Date Wise 🔵 Weekday wise 🔵 Avg. Weekday Wise
- Month wise Avg. Month wise
- Period: Starting Date: 01-06-2010 Ending Date: 11-06-2010

Channels	Program Name	Program Date	Week Day	Starting Time	Ending Time	Duration	Avg. Rating %	Reach %	Share %	Total
Saudi Ar Ch 1	Songs	07-06-2010	Monday	23:08	23:23	00:16	6.33	6.82	12.66	3.88
Saudi Ar Ch 1	Al Faryah	07-06-2010	Monday	22:27	23:06	00:40	6.32	6.82	11.80	7.77
Al Arabia	News	07-06-2010	Monday	14:00	14:24	00:25	4.64	4.64	13.59	9 4.16
Al Arabia	News	06-06-2010	Sunday	15:00	15:10	00:11	4.50	4.50	16.67	7.01
Al Arabia	Al A' Alam Hazihy Al Lahza	07-06-2010	Monday	14:56	14:59	00:04	4.44	4.44	13.81	2.18
Al Arabia	Alaswaq Alarabiya	07-06-2010	Monday	14:26	14:52	00:27	4.30	4.75	14.23	3.37
Saudi Ar Ch 1	Friday Prayer	11-06-2010	Friday	12:12	12:59	00:48	4.24	4.93	20.64	3.90
Saudi Ar Ch 1	News	07-06-2010	Monday	21:29	22:22	00:54	4.13	5.85	9.86	9.31
Al Arabia	Al A' Alam Hazihy Al Lahza	06-06-2010	Sunday	14:57	14:59	00:03	4.12	4.12	14.58	8.30
Al Arabia	A'ard Albarameg	06-06-2010	Sunday	11:56	11:59	00:04	4.11	4.11	22.31	8.43
Al Arabia	Al A' Alam Hazihy Al Lahza	03-06-2010	Thursday	14:56	14:59	00:04	4.08	4.08	15.97	5.57
Saudi Ar Ch 1	Light News	04-06-2010	Friday	13:06	13:11	00:06	4.03	4.03	15.53	3 5.93
Al Arabia	Alaswaq Alarabiya	06-06-2010	Sunday	14:27	14:54	00:28	3.96	4.59	14.43	3 1.81
Saudi Ar Ch 1	Light News	11-06-2010	Friday	13:00	13:03	00:04	3.95	3.95	16.57	3.82
Al Arabia	Ebdaa'at A'asrya	03-06-2010	Thursday	14:08	14:55	00:48	3.94	4.08	13.23	3 0.87
Al Arabia	News	06-06-2010	Sunday	21:00	21:55	00:56	3.88	5.63	11.14	0.53
Al Arabia	Al A' Alam Hazihy Al Lahza	09-06-2010	Wednesday	14:56	14:59	00:04	3.87	3.87	13.68	8.29
Al Arabia	Alaswaq Alarabiya	06-06-2010	Sunday	11:27	11:54	00:28	3.84	4.11	20.33	3 0.22
Al Arabia	News	03-06-2010	Thursday	15:00	15:06	00:07	3.79	3.79	12.35	50.70
Saudi Ar Ch 1	Friday Prayer	04-06-2010	Friday	12:15	13:05	00:51	3.76	5.66	19.41	9.13
Saudi Ar Ch 1	Amn W Aman	11-06-2010	Friday	13:52	14:13	00:22	3.68	3.94	12.00	2.86
Al Arabia	News	06-06-2010	Sunday	12:00	12:25	00:26	3.66	4.11	20.47	0.06
Al Arabia	News	09-06-2010	Wednesday	13:00	13:24	00:25	3.65	4.07	12.53	3 2.51
Saudi Ar Ch 1	Adwa A'ala Khotbat Al Joma'aa	11-06-2010	Friday	13:07	13:50	00:44	3.58	4.47	14.46	0.92
Al Arabia	Al Sulta Al Raba'a	06-06-2010	Sunday	20:43	20:58	00:16	3.54	3.73	9.11	0.89
Al Arabia	News	03-06-2010	Thursday	14:00	14:04	00:05	3.51	3.51	12.89	7.26
Al Arabia	Al A' Alam Hazihy Al Lahza	03-06-2010	Thursday	13:56	13:59	00:04	3.51	3.51	13.42	26.17
Al Arabia	News	06-06-2010	Sunday	20:00	20:41	00:42	3.45	4.20	9.99	3 2.00
Saudi Ar Ch 1	Ma'a Al Atebaa	07-06-2010	Monday	20:57	21:27	00:31	3.41	4.43	8.66	61.18
Al Arabia	Al Sulta Al Raba'a	02-06-2010	Wednesday	20:43	20:59	00:17	3.40	3.64	9.20	9.60
Al Arabia	Panorama	06-06-2010	Sunday	22:00	22:55	00:56	3.38	4.88	9.13	3.52
Al Arabia	Alaswaq Alarabiya	09-06-2010	Wednesday	13:26	13:54	00:29	3.34	3.65	10.39	9 5.16 🖪

Here we can see the details of all the programs broadcasted on the channel, the break up goes like • Program Date / Week Day •Starting / Ending Time •ATS % / ATS/ GRP •Share of GRP on channel •Share of GRP on Total TV Typology We can send it to the Graph and Export to excel just by one click and also we can check what exactly we have selected in brief by clicking Report Criteria.



Analyze

Duration

• Avg. Rating %/ Reach % / Share % / Total TV %



Extracting reports – Just one Click !!!

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1	Program	m Analvsis												
2	Selected S	Survey: Egypt Tv Jun 2010	- [Media: TV]											-
3	Market: Eg	ypt - [Population: 26,137,	000]											-
4	Target: To	tal Population - [Sample:	5978, AUD (%): 100]											
5	Analysis B	y:Date wise												
6	Media : Se	lected Only												_
7	Period:01	-06-2010 to 30-06-2010												- 1
8	Channels	Program Name	Program Date Week D	ay Starting Time	Ending Time	Duration	Avg. Rating 9	Reach %	Share %	Total TV %	ATS %	ATS	GRP	SI
9	Egypt Ch 2	Kaas Alalam	6/18/2010 Friday	22:27	23:18	0:52	31.74	32.47	42.71	76.02	97.75	0:51	126.96	_
10	Egypt Ch 2	Kaas Alalam	6/18/2010 Friday	21:23	22:14	0:52	26.06	32.47	38.97	83.32	80.26	0:42	104.24	
11	Egypt Ch 2	Kaas Alalam	6/16/2010 Wednes	day 17:59	18:51	0:53	22.88	22.88	43.59	52.48	100	0:53	91.52	-
12	Egypt Ch 2	Kaas Alalam Kaas Alalam	6/20/2010 Sunday	22:29	23:20	0:52	22.57	23.67	33.85	59.93	95.36	0:50	90.28	-
14	Egypt Ch 2	Kaas Alalam Kaas Alalam	6/19/2010 Saturda	22:50	23:20	0.51	21.29	22.50	29.98	74.50	95.19	0:49	76.02	-
15	Egypt Ch 2	Kaas Alalam	6/24/2010 Sunday	21.24	22.14	0.51	18.87	18.87	20.40	63.67	100	0:41	75.03	-
16	Egypt Ch 2	Kaas Alalam	6/17/2010 Thursda	av 22:20	23:19	0:50	18.79	19 39	29.35	66.1	96.88	0:48	75.40	-
17	Egypt Ch 2	Stad Alneel	6/18/2010 Friday	20:02	0:32	4:31	18.5	34.35	38.28	89.75	53.86	2:26	314.55	-
18	Egypt Ch 2	Kaas Alalam	6/16/2010 Wednes	day 16:51	17:44	0:54	17.59	22.88	48.47	47.21	76.88	0:42	70.36	-
19	Egypt Ch 2	Stad Alneel	6/16/2010 Wednes	day 15:33	19:59	4:27	17.22	22.88	34.56	66.21	75.26	3:21	223.84	
20	Egypt Ch 2	Kaas Alalam	6/19/2010 Saturda	y 21:20	22:16	0:57	16.97	22.36	27.66	80.83	75.88	0:43	67.86	
21	Egypt Ch 2	Kaas Alalam	6/27/2010 Sunday	22:32	23:20	0:49	15.63	16.08	20.13	79.87	97.22	0:48	62.53	
22	Egypt Ch 2	Kaas Alalam	6/12/2010 Saturda	y 21:23	22:17	0:55	15.58	16.46	20.57	80.04	94.63	0:52	62.31	_
23	Egypt Ch 2	Kaas Alalam	6/23/2010 Wednes	day 22:28	23:18	0:51	15.1	15.38	21.81	70.51	98.19	0:50	60.4	1
24	Egypt Ch 2	Kaas Alalam	6/24/2010 Thursda	ay 21:20	22:15	0:56	14.62	18.87	25.21	74.83	77.44	0:43	58.46	-
25	Egypt Ch 2	Stad Alneel	6/19/2010 Saturda	y 20:00	0:26	4:27	13.45	24.06	26.77	89.85	55.91	2:29	215.23	-
26	Egypt Ch 2	Kaas Alalam	6/17/2010 Monda	y 22:30	23:18	0:54	13.39	18.53	26.13	70.16	72.24	0:39	53.54	-
28	Egypt Ch 2	Kaas Alalam	6/25/2010 Friday	18:00	18:51	0:52	13.17	13.58	32.6	41.66	96.98	0:50	52.68	-
29	Egypt Ch 2	Stad Alneel	6/20/2010 Sunday	20:00	0:29	4:30	12.99	26.3	27.96	94.08	49.39	2:13	220.8	-
30	Egypt Ch 2	Kaas Alalam	6/12/2010 Saturda	y 22:28	23:21	0:54	12.53	16.1	22.64	71.11	77.84	0:42	50.13	
31	Egypt Ch 2	Kaas Alalam	6/14/2010 Monda	/ 21:24	22:15	0:52	12.41	14.77	17.69	83.5	84.04	0:44	49.65	
32	Egypt Ch 2	Kaas Alalam	6/23/2010 Wednes	day 21:22	22:14	0:53	11.45	14.04	19.51	71.98	81.54	0:43	45.8	
33	Egypt Ch 2	Kaas Alalam	6/13/2010 Sunday	14:22	15:14	0:53	11.33	12.79	31.16	41.04	88.59	0:47	45.32	
34	Egypt Ch 2	Kaas Alalam	6/22/2010 Tuesday	22:31	23:19	0:49	11.27	13.6	18.6	73.11	82.89	0:41	45.08	
35	Egypt Ch 2	Kaas Alalam	6/12/2010 Saturda	y 17:56	18:51	0:56	11.02	11.02	21.38	51.55	100	0:56	44.08	
4 4		otal Population / Sheet	t1 / Sheet2 / Sheet3	20:03	0-31	1-20	10.62	< 21.03	26.2	90.25 	50.40	2.16	190.47	>
D <u>r</u> a	aw 🔻 😓 A	AutoShapes 🔹 🔪 🔪 🔲	○ 🖻 ᆁ 🔅 💈 🖉	🛯 🖄 + 🏒 + <u>A</u>	-≡≡		🛃 Edit Te	<u>xt 💷 🖏</u>	A Aa At	; = AV				





January 5, 2011

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Selecte

Program Grid

ţd	Media: T [\] Market: E Populatio
ច	Target:
C	Total P
้าลท	Samples AUD (%
- Examples/ Progr	Media S C A C To S Se Period: Start Endi

Selected Survey	Channel List:			Show Zero Reach Channels	k	Slots:
Egypt Tv Ramadan 2010						
	Channel Name	Y Network	Y Typology	GRP GRP	Reach	Interval: 06:00 - 06:14
Media: TV	Al Hayat	HAYAT	General comprehensive channel	296.49	35.00 🔺	Interval: 06:15 - 06:29
Market: Egypt	Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	171.98	24.27	Interval: 06:30 - 06:44
Population: 26,137,000	Melody Drama	MELODY	Arabic Serial Drama and Comedy	149.45	20.89	Interval: 06:45 - 06:59
	Al Majd Quraan	MAJD	Religious Channels	122.75	12.98	Interval: 07:00 - 07:14
	Nile TV Drama	NTN	Arabic Serial Drama and Comedy	112.49	15.35	Interval: 07:15 - 07:29
Target:	Egypt Ch 1	ERTU	General comprehensive channel	101.78	16.01	Interval: 07:30 - 07:44
	Al Rahma	OTH MAINSTREAM	Religious Channels	101.08	12.60	Interval: 07:45 - 07:59
Total Population 💌 🕎	Nile Cornedy	NTN	Arabic Serial Drama and Comedy	84.92	13.62	Interval: 08:00 - 08:14
Samples: 5,352	Al Nass	EGYPT	General comprehensive channel	55.12	8.19	Interval: 08:15 - 08:29
AUD (%): 100	Al Mehwar	MEHVVAR	General comprehensive channel	53.27	9.65	Interval: 08:30 - 08:44
, , ,	Al Hayat Series	HAYAT	Arabic Serial Drama and Comedy	51.34	8.16	Interval: 08:45 - 08:59
Media Selection:	Dream 2	DREAM	General comprehensive channel	48.39	8.51	Interval: 09:00 - 09:14
C All Media	Cairo Drama	OTH MUSIC	Arabic Serial Drama and Comedy	39.72	6.41	Interval: 09:15 - 09:29
C Top 10	Panorama Al Drama 2	PANORAMA	Arabic Serial Drama and Comedy	38.88	6.56	Interval: 09:30 - 09:44
Selected Only	Al Qahara Wa Alnas	TN COMMUNICATION	General comprehensive channel	36.80	5.38	Interval: 09:45 - 09:59
Period:	Mooga Comedy	OTH MAINSTREAM	General comprehensive channel	35.55	5.94	Interval: 10:00 - 10:14
Starting Date:	Eqypt Ch 2	ERTU	General comprehensive channel	35.02	5.30	Interval: 10:15 - 10:29
11-08-2010	ESC	ERTU	General comprehensive channel	27.39	4.92	Interval: 10:30 - 10:44
Ending Date:	ART AI Hekavat	ART	Arabic Serial Drama and Comedy	26.45	3.56	Interval: 10:45 - 10:59
08-09-2010	Resala	ROTANA	Religious Channels	25.50	4.68	Interval: 11:00 - 11:14
(dd-mm-yyyy)	Modern Sport	MODERN	Sports Channels	23.56	3.29	Interval: 11:15 - 11:29
	lara	ART	Religious Channels	20.78	3.68	Interval: 11:30 - 11:44
	Al saudia Lloran tv		General comprehensive channel	18.76	1.84	Interval: 11:45 - 11:59
	Nile Drama 2	NTN	Movies Others	18.45	3.40	Interval: 12:00 - 12:14
	Other Channels	OTH MAINSTREAM	Others	17.41	2.34	Interval: 12:15 - 12:29
	Melody drama 2		Movies Others	17.24	2.46	Interval: 12:30 - 12:44
	Melody Movie	MELODY	Movies Arabic	16.88	2.21	Interval: 12:45 - 12:59
		l				Interval: 13:00 - 13:14
	🖈 Program List: (Clic	k here to get programs for select	ted medias)	Show Progra	n Status 📘 🔪	Interval: 13:15 - 13:29
Analyze	\sim - \sim			n de la companya de l		1-4-mill 4-2:20 4-2:44

Program Analysis = Lets select Egypt Ch. 2 \rightarrow Analysis by Date Wise \rightarrow Desired Period \rightarrow Analyze





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January 5, 2011

Program Grid

Selected Survey	Analysis I	By: Date wise				Export Excel	🔍 Report Criteria 🛛 🕙	Go Bac
Egypt Tv Ramadan 2010	Time	11-08-2010 WED	12-08-2010 THU	13-08-2010 FRI	14-08-2010 SAT	15-08-2010 SUN	16-08-2010 MON	17-
Media: TV Market: Egypt Denutsting: 20.427.000	19:15							
Population: 20,137,000	19:20							
Target:								
Samples: 5,352 AUD (%): 100	19:25							[r 7. 4
Media Selection: O All Media O Top 10	19:30				[r11.6%, R13.1%, S30.6%, T42.8%] Ramez Hawl Al A'alam[2]			
Selected Only Period: Starting Date: 11-08-2010	19:35	(r6.3%, R7.2%, S19.2%, T37.5%) Ramez Hawl Al A'alam(2)	[r11.2%, R11.8%, S25.0%, T47.2%] Ramez Hawl Al A'alam[2]	(r7.2%, R8.2%, S21.4%, T38.6%) Ramez Hawl Al A'alam(2)		(r9.0%, R10.1%, S17.9%, T56.5%) Ramez Hawl Al A'alam(2)	[r12.9%, R18.9%, S34.9%, T54.0%] Ramez Hawl Al A'alam[2]	
Ending Date: 08-09-2010 (dd-mm-yyyy)	19:40							
	19:45							
	19:50							T
Analyze	•							

Here we can see the details of the programs broadcasted on the channel, on a particular Time Frame the break up goes like

• For example the program flow from 11-08-2010 to 08-09-2010 at 19:35

•We can see the Rating flow, Reach flow, Share flow and Total TV Flow

We can send it to the Graph and Export to excel just by one click and also we can check what exactly we have selected in brief by clicking Report Criteria.





November 29, 2010

Media Trend Analysis

ected Survey	Channel List: 💿 Channe	Is 🔿 Typologies 🔿 Netw	ork		Show Zero Reach Channels	
pt Tv Jun 2010					_	L. L.
	Channel Name	Metwork	Y Typology	GRP GRP	Reach	
dia: TV	Al Hayat	HAYAT	General comprehensive channel	113.75	19.49	
ket: Egypt	Rotana Cinema	ROTANA	Movies Arabic	112.68	13.59	
ulation: 26,137,000	Panorama Al Drama	PANORAMA	Arabic Serial Drama and Comedy	111.51	16.99	
	JSC Sports 2	JAZEERA	Sports Channels	105.68	10.49	
	Al Majd Quraan	MAJD	Religious Channels	83.15	10.85	
get:	JSC Sports +9	JAZEERA	Sports Channels	80.05	6.46	
	Al Rahma	OTH MAINSTREAM	Religious Channels	75.71	10.33	
tal Population 🛛 🙀	Al Nass	EGYPT	General comprehensive channel	70.73	9.78	
nples: 5,978	Egypt Ch 1	ERTU	General comprehensive channel	70.66	13.71	
D (%): 100	Nile Sports Ch.	NTN	Sports Channels	66.23	9.33	
	Dream 2	DREAM	General comprehensive channel	53.17	8.64	
alysis by:	Al Mehwar	MEHWAR	General comprehensive channel	52.11	9.80	
GRP GRP	Melody Movie	MELODY	Movies Arabic	44.01	5.85	
Reach	Modern Sport	MODERN	Sports Channels	43.19	5.56	
Share on GRP	MBC 2	мвс	Movies Arabic	29.50	3.97	
	Cairo Cinema	OTH MOVIES	Movies Arabic	26.59	3.51	
A Suprovo	Nile TV Drama	NTN	Arabic Serial Drama and Comedy	25.45	3.75	
Montho	Al Havat Series	НАУАТ	Arabic Serial Drama and Comedy	25.37	4.82	
Wooke	Melody Drama	MELODY	Arabic Serial Drama and Comedy	24.18	4.22	
Date	Panorama Al Drama 2	PANORAMA	Arabic Serial Drama and Comedy	22.91	4.02	
Dute	Al Havat Cinema⊡	HAYAT	Movies Arabic	21.87	2.66	
ompare	Panorama film	PANORAMA	Movies Arabic	20.69	2.62	
Saudi Tv - Jan 2010 🔺	MBC Action	MBC	English language Entertainment	19.75	2.53	
Saudi Tv - Jan - Jul 20	ESC	ERTU	General comprehensive channel	19.67	3.18	
Egypt Tv Jan 2010	Nile Comedy	NTN	Arabic Serial Drama and Comedy	18.66	5.18	
Egypt Tv Jan - Jul 2011 🔤	Other Channels	OTH MAINSTREAM	Others	17.58	2.54	
Saudi Tv - Feb 2010 🧧	Mooga Comedy	OTH MAINSTREAM	General comprehensive, channel	17.19	2.55	
Egypt Tv Feb 2010	Nile Cinema	NTN	Movies Arabic	17.09	217	
Saudi Tv - Mar 2010	ART Al Hekavat	ART	Arabic Serial Drama and Comedy	15.74	2.16	
Egypt Tv Mar 2010	Fox Movies	ROTANA	Movies Arabic	15.14	4 99	
Saudi Tv - Apr 2010	Al Havet 2	НАУАТ	Music Channels	15.40	2.61	
Egypt Tv Apr 2010	Nile (Life & Entertainment)	NTN	General comprehensive, channel	14.26	2.82	
Saudi Tv - May 2010		ART	Religious Chappels	13.57	2.44	
Fownt Tv May 2010	Ceiro Dreme		Arabic Serial Drama and Comedu	11.57	4.95	
A	earo brama		News and Delitical elements	40.62	0.50	

 \rightarrow Here we can see the Media Trend Analysis by comparing 2 or more surveys/ months/ Weeks or desired dates. (EGYPT Jan 2010, EGYPT Feb 2010, EGYPT March 2010, EGYPT April 2010, EGYPT May 2010, EGYPT June 2010) \rightarrow Analysis by GRP and/or Reach and/or Share on GRP and/or Variations will help us. \rightarrow We can then Export it to Excel and create a graph \leftarrow



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Examples/ Media Trend Analysis



November 6, 2010

Examples/ Audience Flow -

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🔍 Report Criteria 🛛 < Go Bac

Selected Survey	Analysis On: Al Arabia				📑 Highli	ght Criteria	🗌 Filter Zero	📧 Export E	xcel 🔍 Rep	ort Criteria	< Go Ba
Saudi TV Jun 2010	Chann e ls	10:15 - 10:29	10:30 - 10:44	10:45 - 10:59	11:00 - 11:14	11:15 - 11:29	11:30 - 11:44	11:45 - 11:59	12:00 - 12:14	12:15 - 12:29	12:30 - 1
Media: TV	Gainned from: MBC 1										
Market: Saudi	Gainned from: MBC 2										
Population: 8 250 000	Gainned from: Al Majd										
	Gainned from: Al Ekhbariya TV										
	Gainned from: Fonoon										
Target:	Gainned from: Al Bedaya										
Table David Kar	Gainned from: Qatar TV										
Total Population 🛛 🕎	Gainned from: Others										
Samples: 5,793	Gainned from: Wanasah TV										
AUD (%): 100	Gainned from: Nickelodeon										
	Gainned from: Switched New		0.47		0.51						
Calculate by:	Total Gained		0.47		0.51						
Date wise	Lost to: MBC 1										
Vveekdays	Lost to: Switched off			0.47				0.69			
O This Survey	Total Lost			0.47				0.69			
Show Values in	Continued: Al Arabia	1.22	1.22	1.22	1.22	1.73	1.73	1.04	1.04	1.04	1.04
 Percentage 	Total	1.22	1.69	1.22	1.73	1.73	1.73	1.04	1.04	1.04	1.04
	Time segment carry-forward rate	100.00	100.00	72.19	100.00	100.00	100.00	60.12	100.00	100.00	100.00
Show Programs	Time segment Gain rate		38.52	!	41.80						
Deriod:	Time segment Loss rate			27.81				39.88			
01-06-2010	Time segment Balance		38.52	!	41.80						
02-06-2010	Time segment Trend		38.52	!	41.80						
03-06-2010	Time segment Movement/change		38.52	27.81	41.80			39.88			
04-06-2010											
05-06-2010											
06-06-2010											
07-06-2010											
08-06-2010											
09-06-2010											
10-06-2010											
11-06-2010											
12-06-2010											•
Analyze	<	[111]									>

\rightarrow Here we can see the Audience Flow :

Audience Flow

Calculating by : Date Wise / Weekdays / This Surveys We can see Values in Percentage / Absolutes Percentage-In terms of Percentage Absolutes- In terms of approx. number of people With period on 04-06-2010

(Here we have taken Al Arabia for Audience Flow)





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Media Trend Analysis

Media Heria Aria	y 515		🛑 Graph 🛛 🙋	🖥 Export Excel 🛛 🔍 Report Crit	eria 🛛 🕙 Go Back
Channels	Egypt Tv Jun 2010 - Reach	Egypt Tv Jun 2010 - GRP	Egypt Tv Jan 2010 - Reach	Egypt T∨ Jan 2010 - GRP	Egypt Tv Feb 201
Total TV	99.57	1829.74	99.11	1657.18	99.05
Al Hayat	19.49	113.75	28.79	128.97	28.99
Egypt Ch 2	19.47	141.82	29.85	97.77	23.66
Panorama Al Drama	16.99	111.51	24.57	129.08	3 23.93
Egypt Ch 1	13.71	70.66	24.19	84.11	20.46
Rotana Cinema	13.59	112.68	15.97	80.98	3 15.84
Al Majd Quraan	10.85	83.15	7.15	41.11	6.78
Jsc Sports 2	10.49	105.68	13.94	126.08	3.81
Al Rahma	10.33	75.71	10.62	62.20	10.54
Al Mehwar	9.80	52.11	10.88	56.58	3 11.08
Al Nass	9.78	70.73	11.96	65.73	3 10.87
Nile Sports Ch.	9.33	66.23	8.29	24.41	7.72
Dream 2	8.64	53.17	10.63	55.33	10.93
Jsc Sports +9	6.46	80.05	0.00	0.00	0.00
Melody Movie	5.85	44.01	3.84	26.95	5.10
Modern Sport	5.56	43.19	7.05	33.53	8.82
Nile Cornedy	5.18	18.66	10.15	27.21	9.50
Al Hayat Series	4.82	25.37	7.54	44.82	8 6.92
Melody Drama	4.22	24.18	1.51	9.55	5 2.41
Panorama Al Drama 2	4.02	22.91	6.87	34.54	6.77
Mbc 2	3.97	29.50	8.66	37.68	8.36
Nile Tv Drama	3.75	25.45	6.25	33.50	5.79
Cairo Cinema	3.51	26.59	2.05	10.30	i 1.95
Esc	3.18	19.67	6.28	26.30) 6.60
Nile (life & Entertainment)	2.82	14.26	1.86	9.42	3.16
Al Hayat Cinema⊡	2.66	21.87	0.00	0.00	0.00
Panorama Film	2.62	20.69	1.39	10.29	1.71
Al Hayat 2	2.61	15.19	5.93	19.16	5.84
Mooga Comedy	2.55	17.19	2.80	17.99	5.26
Other Channels	2.54	17.58	1.43	9.80	1.92
Mbc Action	2.53	19.75	3.99	19.93	3.64
lqra	2.44	13.57	6.30	18.78	6.46
Nile Cinema	2.17	17.09	1.85	14.40	2.48
0.4 0111-14	246	4574	4.07	24.07	

\rightarrow We can then Export it to Excel \leftarrow









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A1 🔻 🏂	Media Trend Analysis			1	1	
A	В	С	D	E	F	G
1 Media Trend Ana	ysis					
2 Selected Survey: Egypt T	v Jun 2010 - [Media: TV]					
3 Market: Egypt - [Populati	ion: 26,137,000]					
4 Target: Total Population	- [Sample: 5978, AUD (%): 100]				
5 Analysis By: GRP, Reach						
6 Selected Surveys : Egypt	Tv Jun 2010, Egypt Tv Jan 20	10, Egypt Tv Feb 2010	, Egypt Tv Mar 2010, Egypt Tv A	Apr 2010, Egypt Tv May 2010		
7 Channels	Eavot Ty Jun 2010 - ReaclEav	nt Ty Jun 2010 - GRP	Egypt Ty Jan 2010 - Reach	Egypt Ty Jan 2010 - GRP	Egypt Ty Feb 2010 - Reach	Faynt Ty Feb 2010 - GRE
8 Total TV	99.57	1829.74	99.11	1657.16	99.05	Egype I I I on zolo - ola
9 Al Havat	19.49	113 75	28.79	128.97	28.99	
10 Egypt Ch 2	19.47	141.82	29.85	97.77	23.66	
11 Paporama Al Drama	16.99	111.51	24.57	129.08	23.00	
12 Found Ch 1	13.71	70.66	24.57	84.11	20.46	
13 Rotana Cinema	13.59	112.68	15.97	80.98	15.84	
14 Al Maid Ouraan	10.85	83.15	7.15	41.11	6.78	
15 Isc Sports 2	10.49	105.68	13.94	126.08	3.91	
16 Al Rahma	10.33	75 71	10.62	62.2	10.54	
17 Al Mebwar	9.8	52.11	10.82	56 58	11.08	
18 Al Nass	9.78	70.73	11.96	65.73	10.87	
19 Nile Sports Ch	933	66.23	8 29	24.41	7 72	
20 Dream 2	8.64	53.17	10.63	55.33	10.93	
21 Jsc Sports +9	6.46	80.05	0	0	0	
22 Melody Movie	5.85	44.01	3.84	26.95	5.1	
23 Modern Sport	5.56	43.19	7.05	33.53	8.82	
24 Nile Comedy	5.18	18.66	10.15	27.21	9.5	
25 Al Hayat Series	4.82	25.37	7.54	44.82	6.92	
26 Melody Drama	4.22	24.18	1.51	9.55	2.41	
27 Panorama Al Drama 2	4.02	22.91	6.87	34.54	6.77	
28 Mbc 2	3.97	29.5	8.66	37.68	8.36	
29 Nile Tv Drama	3.75	25.45	6.25	33.5	5.79	
30 Cairo Cinema	3.51	26.59	2.05	10.36	1.95	
31 Esc	3.18	19.67	6.28	26.3	6.6	
32 Nile (life & Entertainmer	2.82	14.26	1.86	9.42	3.16	
33 Al Hayat Cinema	2.66	21.87	0	0	0	
34 Panorama Film	2.62	20.69	1.39	10.29	1.71	



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November 29, 2010

Examples/ Audience Flow -

Audience Flow

elected Survey	Channel List:			Show Zero Reach (Channels		ſ	N	Slots:	15 Mins	
gypt Tv Jun 2010					_						
	Channel Name	Y Network	🝸 Ту	pology		GRP	Reach		Interval: 06:00	- 06:14	
edia: TV	Total TV				18	329.74	99.57	^	Interval: 06:15	- 06:29	
arket: Egypt	Egypt Ch 2	ERTU	Gen	eral comprehensive channel	14	1.82	19.47		Interval: 06:30	- 06:44	
opulation: 26,137,000	Al Hayat	HAYAT	Gen	eral comprehensive channel	11	3.75	19.49		Interval: 06:45	- 06:59	
	Rotana Cinema	ROTANA	Movi	ies Arabic	11	2.68	13.59		Interval: 07:00	- 07:14	
	Panorama Al Drama	PANORAMA	Arat	bic Serial Drama and Comedy	11	1.51	16.99		Interval: 07:15	- 07:29	
arget:	JSC Sports 2	JAZEERA	Spor	rts Channels	10)5.68	10.49		Interval: 07:30	- 07:44	
	Al Majd Quraan	MAJD	Relig	gious Channels	83	3.15	10.85		Interval: 07:45	- 07:59	
Total Population 🛛 👹	JSC Sports +9	JAZEERA	Spor	rts Channels	80).05	6.46		Interval: 08:00	- 08:14	
Samples: 5 978	Al Rahma	OTH MAINSTREAM	Relic	gious Channels	75	5.71	10.33		Interval: 08:15	- 08:29	
LID (%): 100	Al Nass	EGYPT	Gen	eral comprehensive channel	70).73	9.78		Interval: 08:30	- 08:44	
100 (70). 100	Egypt Ch 1	ERTU	Gen	eral comprehensive channel	70).66	13.71		Interval: 08:45	- 08:59	
alculate by:	Nile Sports Ch.	NTN	Spor	rts Channels	66	5.23	9.33		Interval: 09:00	- 09:14	
Date wise	Dream 2	DREAM	Gen	eral comprehensive channel	53	3.17	8.64		Interval: 09:15	- 09:29	
	Al Mehwar	MEHWAR	Gen	eral comprehensive channel	52	2.11	9.80		Interval: 09:30	- 09:44	
	Melody Movie	MELODY	Mov	ies Arabic	44	L N1	5.85		Interval: 09:45	- 09:59	
	Modern Sport	MODERN	Shor	rts Channels	43	319	5.56		Interval: 10:00	- 10:14	
how Values in	MBC 2	MBC	Movi	ies Arabic	20	9.50	3.97		Interval: 10:15	- 10:29	
Percentage	Cairo Ciperpa	OTH MOVIES	Movi	ies Arabic	26	359	3.51		Interval: 10:30	- 10:44	
 Absolutes 	Nile TV Drama	NTN	Arek	nic Serial Drama and Comedy	25	5.45	3.75		Interval: 10:45	- 10:59	
Show Programs	Al Hayat Sarias	HAVAT	Arat	aic Serial Drama and Comedy	20	.40 :37	4.82		Interval: 11:00	- 11:14	
	Melody Drama		Arat	pic Serial Drama and Comedy	24	 118	4.02		Interval: 11:15	- 11:29	
eriod:	Paporama Al Drama 2	PANORAMA	Arat	nic Serial Drama and Comedy	22	991	4.02		Interval: 11:30	- 11:44	
1-06-2010		HAVAT	Movi	ies Arabic	21	87	2.66		Interval: 11:45	- 11:59	
12-06-2010	Paporama film	PANORAMA	Movi	ies Arabic	20	169	2.62		Interval: 12:00	- 12:14	
3-06-2010	MBC Action	MBC	Epal	ish language Entertainment	10	175	2.52		Interval: 12:15	- 12:29	
4-06-2010	ESC	FRTU	Gen	eral comprehensive, chancel	10	9.67	3.18		Interval: 12:30	- 12:44	
15-06-2010	Nile Cornedy	NTN	Arak	aic Serial Drama and Comedu	19	2.66	5.18		Interval: 12:45	- 12:59	
/6-06-2010	Other Channels	OTH MAINSTREAM	Othe	are	17	 158	2.10		Interval: 13:00	- 13:14	
07-06-2010	Meage Corredu		Ourie Com	aral comprehensive channel		.00	2.04		Interval: 13:15	- 13:29	
8-06-2010	Nilo Cinomo		Gen	erarcomprenensive channel		.13	2.00		Interval: 13:30	- 13:44	
9-06-2010			INOVI A comb	ies ArabiC via Cavial Duaina and Camarki	17	.09	2.17		Interval: 13:45	- 13:59	
0-06-2010	Arti Al Hekayat		Arat	and Comedy	15	0.74 5.40	2.16		Interval: 14:00	. 14:14	
11-06-2010	FOX MOVIES		MOV	ies Arapic	15	0.48 140	0.99		Interval: 14:15	- 14:29	
12-06-2010 🞽	Al Hayat 2		Mus	ic unanneis	15	0.19	2.61		Interval: 14:30	. 14:44	
	Nile (Life & Entertainment)	NIN	Gen	eral comprehensive channel	14	1.26	2.82	~	Interval: 14:45	44.50	





November 29, 2010

Selected Survey

Egypt Tv Jun 2010





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Survey Details

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Audience Flow

Examples/ Audience Flow

Analysis On: Egypt Ch Z	Analysis On: Eg	aypt Ch 2	
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🧱 Highlight Criteria 🔄 Filter Zero 🕟 Export Excel 🔍 Report Criteria 📧 Go Bac

Channels	16:00 - 16:14	16:15 - 16:29	16:30 - 16:44	16:45 - 16:59	17:00 - 17:14	17:15 - 17:29	17:30 - 17:44	17:45 - 17:59	18:00 - 18:1	4 18
Gainned from: Zee Aflam										\top
Gainned from: Nickelodeon		0.09								
Gainned from: Nile (Life & Entertainment)										
Gainned from: Cairo Cinema										
Gainned from: Panorama Al Drama										
Gainned from: JSC Sports 2								0.08		
Gainned from: Al Hayat Cinema⊡										
Gainned from: Switched New				1.28	3.66	0.29			0.2	0
Total Gained		0.09		1.28	3.66	0.29		0.08	0.4/	6
Lost to: MBC 2										
Lost to: Nile TV Drama										
Lost to: Al Hayat										
Lost to: Modern Sport										
Lost to: Egypt Ch 1										
Lost to: Panorama Al Drama										
Lost to: Other Channels										
Lost to: JSC Sports 2										
Lost to: Al Hayat Cinema⊡										
Lost to: Switched off		0.08	0.18			0.09				
Total Lost		0.08	0.18			0.09				
Continued: Egypt Ch 2	0.26	0.18	0.09	0.09	1.37	4.94	5.23	5.23	5.31	1
Total	0.26	0.27	0.09	1.37	5.03	5.23	5.23	5.31	5.7	7
Time segment carry-forward rate	100.00	69.23	33.33	100.00	100.00	98.21	100.00	100.00	100.0	0
Time segment Gain rate		34.62		1422.22	267.15	5.77		1.53	8.6	6
Time segment Loss rate		30.77	66.67			1.79				
Time segment Balance		3.85		1422.22	267.15	3.98		1.53	8.6	6
Time segment Trend		3.85		1422.22	267.15	3.98		1.53	8.6	6
Time segment Movement/change		65.39	66.67	1422.22	267.15	7.56		1.53	8.6	6

Once we click Analyze, we get the breakup of audience flow depending on "shown in Value Percentage or Absolutes".

Analysis on : Egypt Ch 2 Weekday Friday



Channels

Gainned from: Zee Aflam	Viewers shifted from Zee Aflam to Egypt Ch 2
Gainned from: Nickelodeon	Viewers Shifted from Nickelodeon to Egypt Ch 2
Gainned from: Nile (Life & Entertainment)	Viewers Shifted from Nile (Life & Entertainment) to Egypt Ch 2
Gainned from: Cairo Cinema	Viewers Shifted from Cairo Cinema to Egypt Ch 2
Gainned from: Panorama Al Drama	Viewers Shifted from Panorama Al Drama to Egypt Ch 2
Gainned from: JSC Sports 2	Viewers Shifted from JSC Sports 2 to Egypt Ch 2
Gainned from: Al Hayat Cinema⊡	Viewers Shifted from Al Hayat Cinema to Egypt Ch2
Gainned from: Switched New	Viewers Switched New to Egypt Ch 2
Total Gained	Total of all the Gained Viewers
Lost to: MBC 2	Viewers Shifted from Egypt Ch 2 to MBC 2
Lost to: Nile TV Drama	Viewers Shifted from Egypt Ch 2 to Nile TV Drama
Lost to: Al Hayat	Viewers Shifted from Egypt Ch 2 to Al Hayat
Lost to: Modern Sport	Viewers Shifted from Egypt Ch 2 to Modern Sport
Lost to: Egypt Ch 1	Viewers Shifted from Egypt Ch 2 to Egypt Ch 1
Lost to: Panorama Al Drama	Viewers Shifted from Egypt Ch 2 to Panorama Al Drama
Lost to: Other Channels	Viewers Shifted from Egypt Ch 2 to Other Channels
Lost to: JSC Sports 2	Viewers Shifted from Egypt Ch 2 to JSC Sports 2
Lost to: Al Hayat Cinema⊡	Viewers Shifted from Egypt Ch 2 to Al Hayat Cinema
Lost to: Switched off	Viewers Switched off
Total Lost	Total Number of Viewers lost
Continued: Egypt Ch 2	Total viewers who continued to watched at a stretch
Total	Total Gain + Continued Viewers
Time segment carry-forward rate	The percentage or absolute total gain or loss carried forward every 15 mins
Time segment Gain rate	Gain Rate as per Time Segment
Time segment Loss rate	Loss Rate as per Time Segment
Time segment Balance	Time Segment Gain rate – Time Segment Loss Rate
Time segment Trend	
Time segment Movement/change	Time Segment Gain Rate + Time Segment Loss Rate



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:2	<u>File E</u> dit <u>V</u> iew Insert F <u>o</u> rm	nat <u>T</u> ools ļ	Data <u>W</u> indov	v <u>H</u> elp								Type a q	uestion for help	8 X	×
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	A	т	U	V	w	Х	Y	Z	AA	AB	AC	AD	AE	AF	^
7	Selected Weeks: Friday [Sample														
8	Selected Channels: Egypt Ch 2														
9	Channels	10:30 - 10:44	10:45 - 10:59	11:00 - 11:14	11:15 - 11:29	11:30 - 11:44	11:45 - 11:59	12:00 - 12:14	12:15 - 12:29	12:30 - 12:44	12:45 - 12:59	13:00 - 13:14	13:15 - 13:29	13:30 - 13:44	
10	Gainned from: ESC														_
11	Gainned from: Nile TV Drama														
12	Gainned from: Egypt Ch 1		1		1				1			2	1		
13	Gainned from: Zee Aflam														
14	Gainned from: Nickelodeon														
15	Gainned from: Nile (Life & Entert														
16	Gainned from: Cairo Cinema														
17	Gainned from: Panorama Al Dra														
18	Gainned from: JSC Sports 2														
19	Gainned from: Al Hayat Cinema®														
20	Gainned from: Switched New	2		2		1			1		1	1	1		
21	Total Gained	2	1	. 2	1	1			2		1	3	2		
22	Lost to: MBC 2														
23	Lost to: Nile TV Drama														
24	Lost to: Al Hayat														
25	Lost to: Modern Sport														
26	Lost to: Egypt Ch 1						3								
27	Lost to: Panorama Al Drama														
28	Lost to: Other Channels														
29	Lost to: Al Hayat Cinema														
30	Lost to: Switched off		1	. 3	1			5			2		1		
31	Continued Front Ch. 2		1	3	1	-	3	5			2		1		
32	Continued: Egypt Cn 2	4	5	5	4	5	5			2	1	1	3		
33	Time an annual annual an t	6	0 00 00	5	5	6	5		2	2	1	4	5		
34	Time segment carry-forward rate	100	85.55	50	80	100	85.55			100	50	100	75	4	
35	Time segment Gain rate	50	16.67	55.55	20	20	50	100			50	500	50		
27	Time segment Loss rate	50	10.67	50	20	20	50	100			100	200	25	6	
30	Time segment balance	50				20						300	25		
30	Time segment Movement/change	50	33.24	93.22	40	20	50	100			150	300	25	6	
40	rine segment wovement/change		55.54	03.33	40	20	50	100			150	300	/3	6	
40															
41															Ļ
14	Total Population / Sh	eet1 / Shee	t2 / Sheet3	1				<						>	
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We can then export it to Excel



Glossary— — — — — — — — — — — •



ATS -----

It is the average of minutes seen by each individual who has seen the event. It is only used for the 'TV by time' media vehicles

Audience_____

Number of people (000's) within the target group reading/viewing/ listening to each media

The avg. number of exposure represents the number of times on the average, that each individual member of the defined target group has an opportunity to see the ad.

Base-----

This figure gives the number of people (in 000's) available within each analysis category specified by the user.

Contribution %

The contribution % is the ratio of the audience of a given media title within the analyzed target group, in relation to its total audience in the whole universe.

Cost-per-thousand impressions (CPM) -------

Cost to achieve every thousand impressions using a particular vehicle or schedule

Effective reach

The percent of the target exposed to an advertising schedule some minimum number of times or more in order for the message to have some measurable impact on the audience

Frequency distribution

The number of times a person, household, or member of a target market is exposed to a media vehicle or an advertiser's media schedule within a given period of time. This number is usually expressed as an average frequency (the average number of exposures during the time period) or as a frequency distribution (the number of people exposed once, twice, three times, etc.

GRPs ------

A measure of the total amount of the advertising exposures produced by a specific media vehicle or a media schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all the ratings of the vehicles included in a media schedule. It includes any audience duplication and is equal to the reach of a media schedule multiplied by the average frequency of the schedule.

Н%------

Horizontal percentage



Maximum exposure limit -----

This is highest frequency level above which the user considers that his ad has attained saturation level in the mind of the consumer and its effect has become marginal.

Media weight -----

A measure of amount of advertising media used in an advertising campaign. It can be expressed in terms of dollar amounts, gross rating points, circulation data, or other means.

This is the lowest frequency level below which the user considers that his ad would have a negligible effect on the consumers.

People meter _____

A TV audience rating measurement device. It is a box attached to the TV set, accompanied by a hand-held device similar to a channel selector. Viewers push a button every time they watch TV record their actual viewing.

Programme reach

The overall 'gross' reach attained within the total duration of the programme counting the total number of people who have seen any number of segments of the programme.

Rank

The sequence position foe each media with the target group. Media are ranked on the basis of the CPM, the lower the CPM the higher the rank, or alternatively on the basis of the reach, the higher the reach the higher the rank is.

Rating ------

The audience size of a particular vehicle expressed as a percentage of a given population. One rating point is equivalent to one percent of a particular population or base.

Reach

Estimate of the total universe of individuals who may receive an advertiser's messages. It accounts for vehicle duplication

Reach %

Audience of one media or a schedule of several media expressed as % of the total target group

Target group

Size that is a part of the population (in 000's), which fulfils the target group conditions of selection

Total Budget

This represents the total cost off the proposed alternative advertising schedule of one or more media entries.





Total impressions (TTL IMP)

-----As a result of placing several ads in a single media or placing one ad in several media; in view of the overlap of their respective audience.

Unit cost

Gross cost for a single insertion expressed in US \$000's.

Universe

Size that is equivalent to the total population (in 000's)

V%

Vertical percentage

Vehicle⁻

Individual publications or broadcasting programs in each media category, such as 'Mbc' or 'Star world'

Waste %

This is the percentage of reach achieved upon using a vehicle but which is not within the required target group, say for using X magazines to reach a certain target of women. If the user inserts four spots with a total population being 600,000, with the women count at 350,000. So the wasted percentage would be the men's population i.e. 250,000/600,00 = 41.6%. It means the advertisement is used only to hit a target of 58.4% of the total population.



