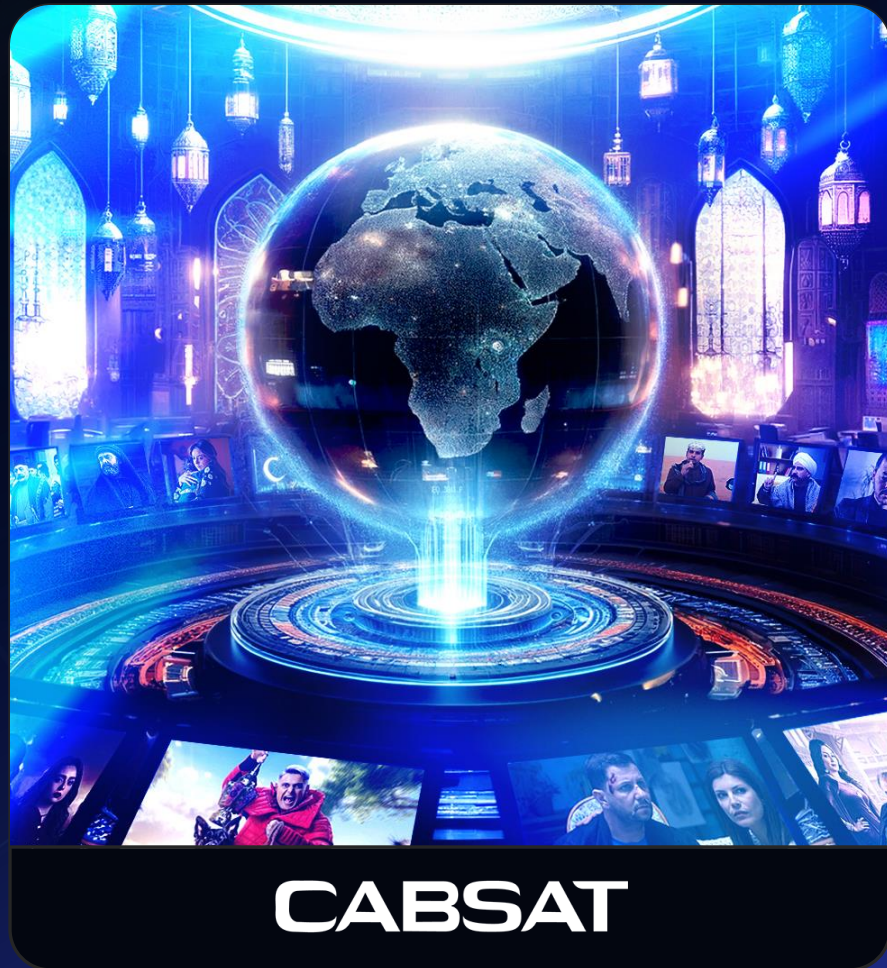




# 5 Insights of Ramadan

May 2024





## 5 Insights Of Ramadan

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- Importance of Local Content
  - Non-Local language content that resonates?
  - Supply and demand
  - Travelability of local content
  - The Ramadan Race
-

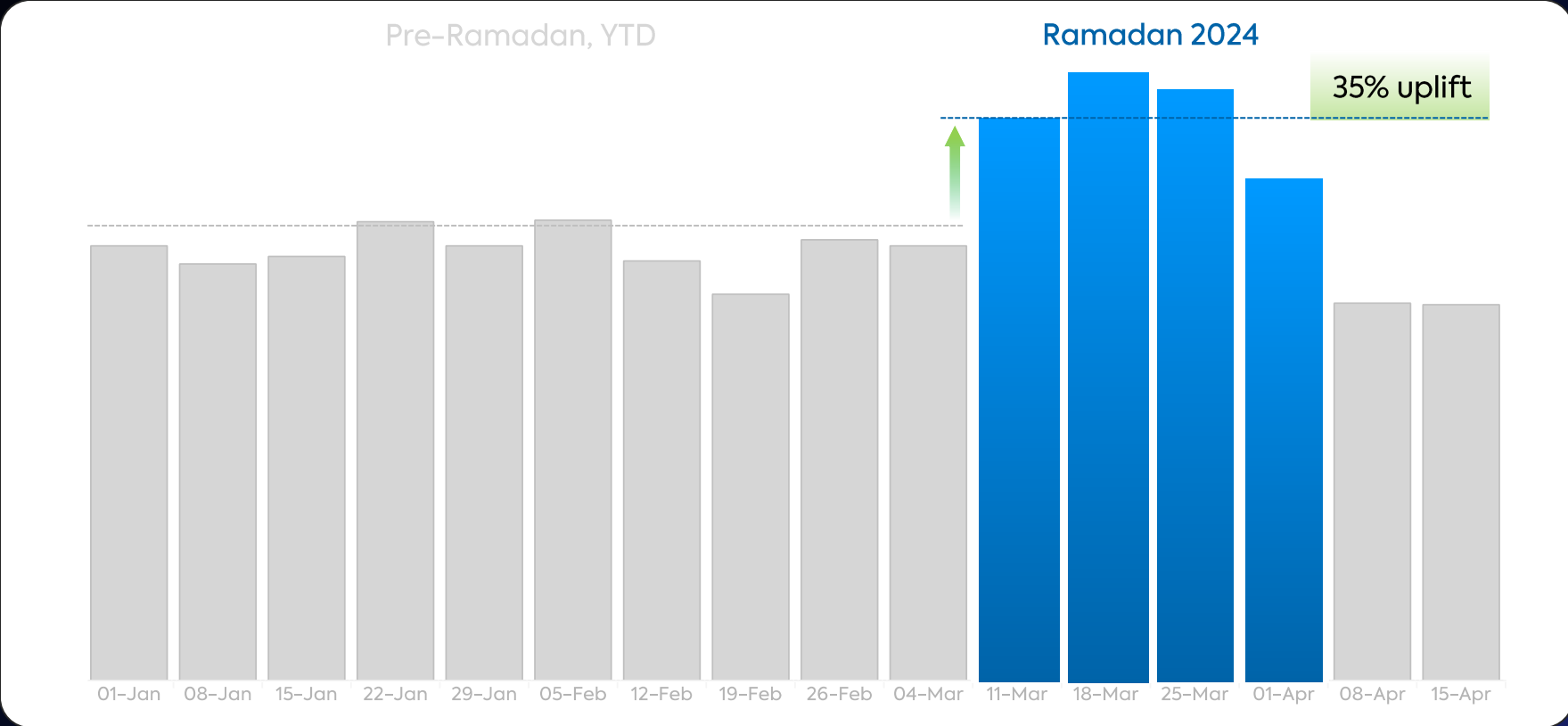


# Importance of new local content

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# Demand for local Arabic content grew 35% during Ramadan 2024



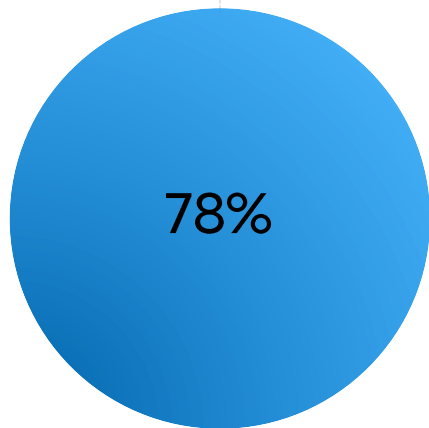
# Zooming in on new Arabic releases this year, by priority market

---

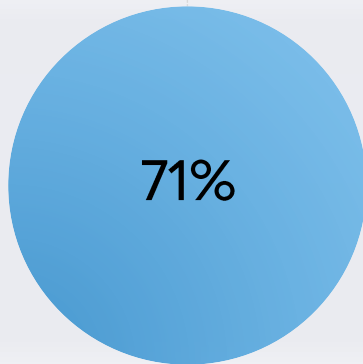


# The importance of newly released Arabic content...

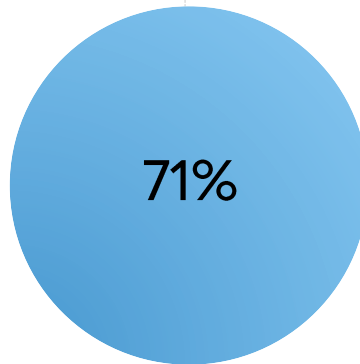
Egypt



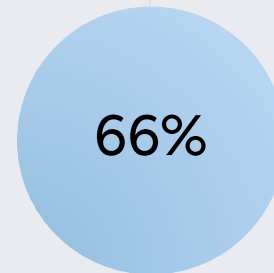
Saudi Arabia



Iraq



Morocco



E.g. Arabic originals accounted for 78% of total demand expressed for new content launched this year...












# How does non-local language content resonate during Ramadan?

---



# Non-Local language demand share, by market

					
		Egypt	Saudi Arabia	Iraq	Morocco
	Turkish	4.0%	5.2%	9.2%	7.0%
	Korean	1.9%	1.6%	2.3%	2.0%
	Hindi	1.8%	1.5%	1.5%	0.7%
	Spanish	1.8%	0.8%	1.5%	5.4%
	French	1.0%	0.8%	0.7%	4.4%

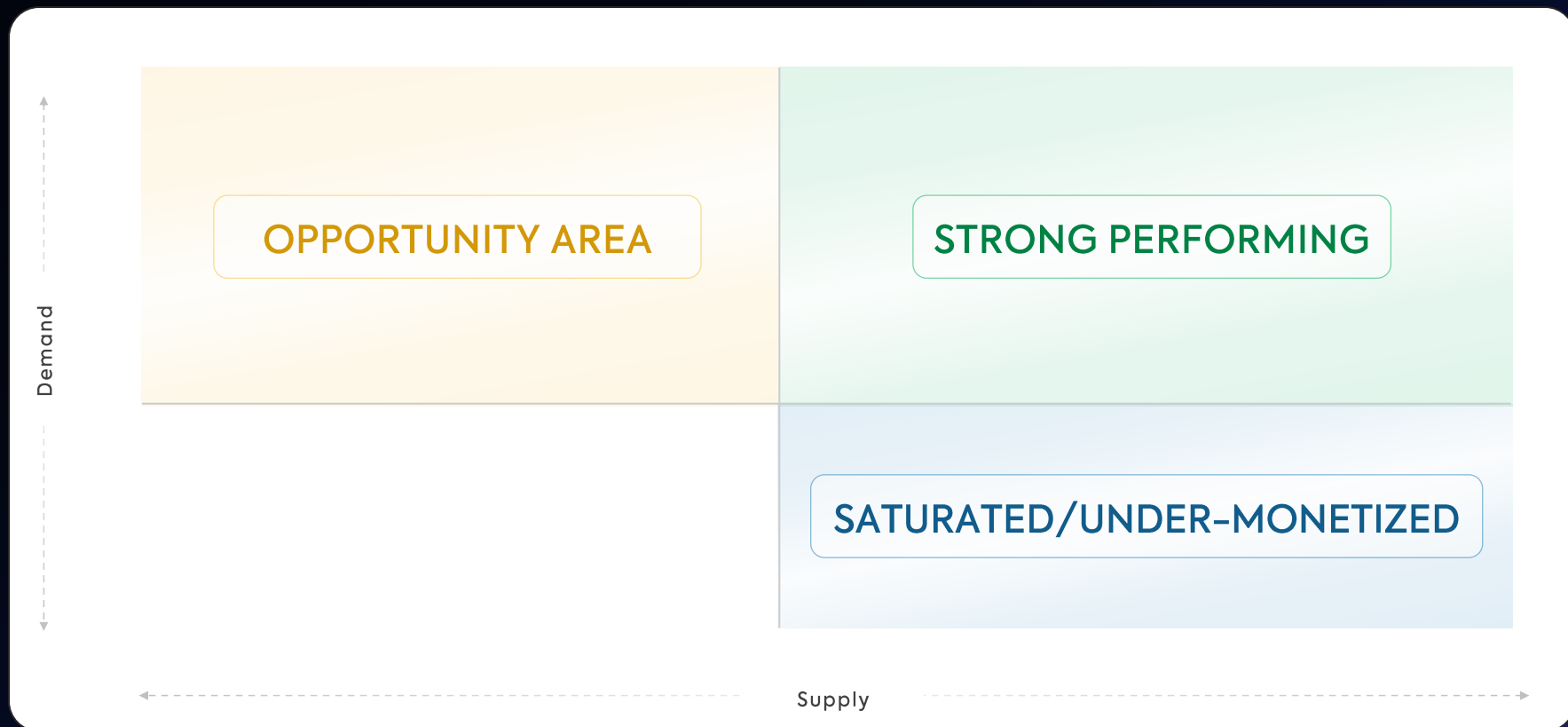


# Supply & Demand Trends

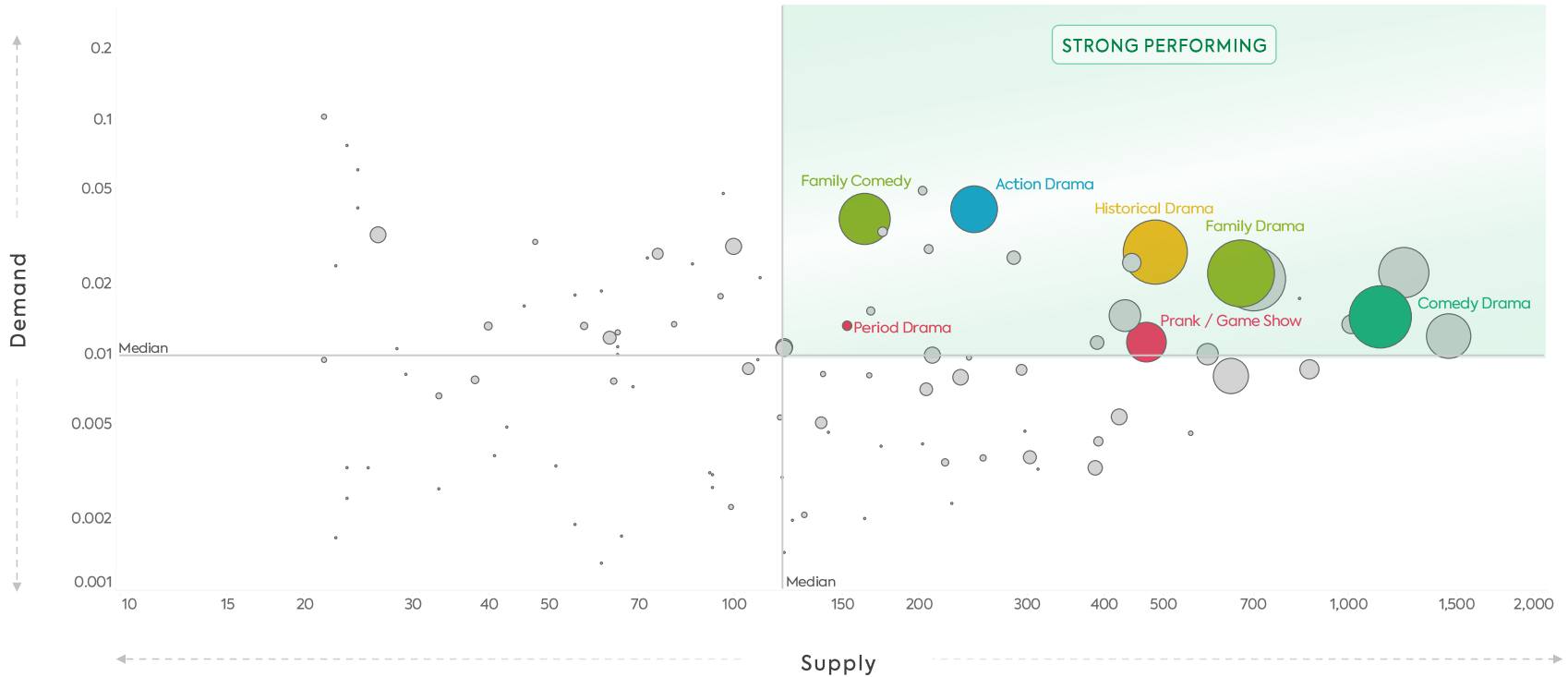
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# Supply vs. Demand – Ramadan 2024 – All Content



# Supply vs. Demand – Ramadan 2024 – All Content

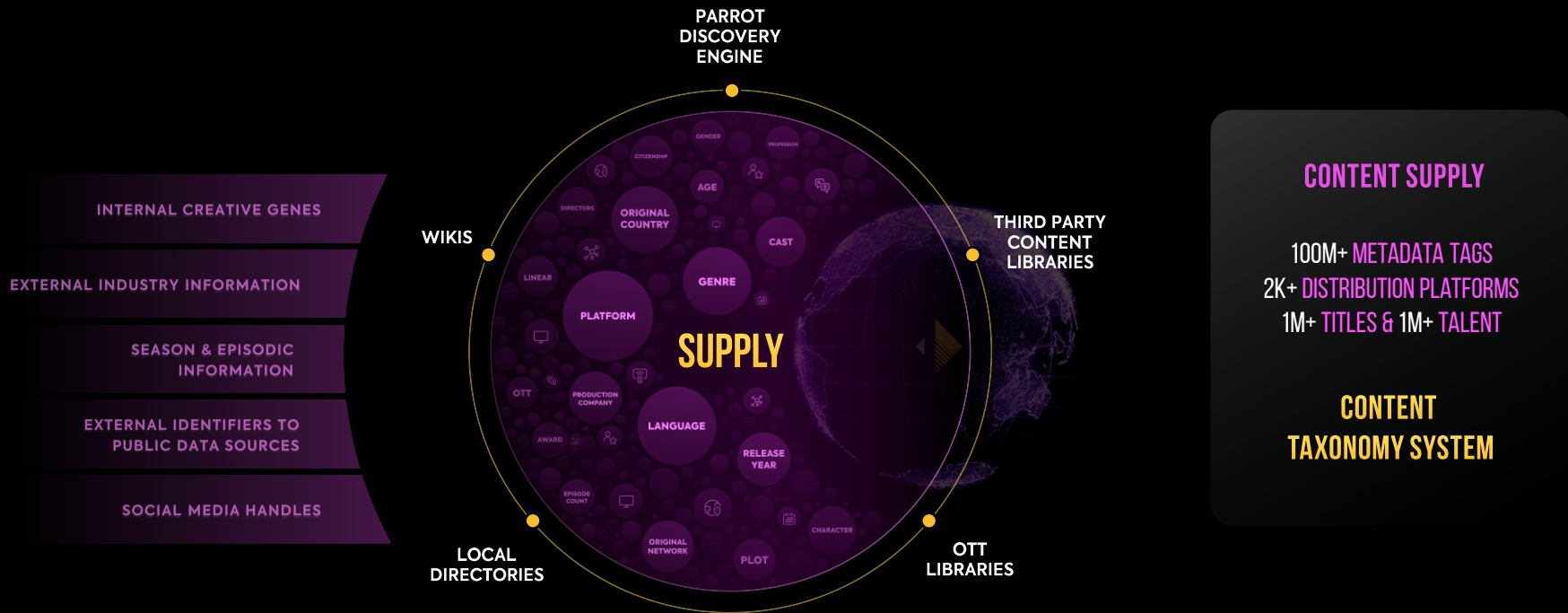


# Themes & Moods Analysis



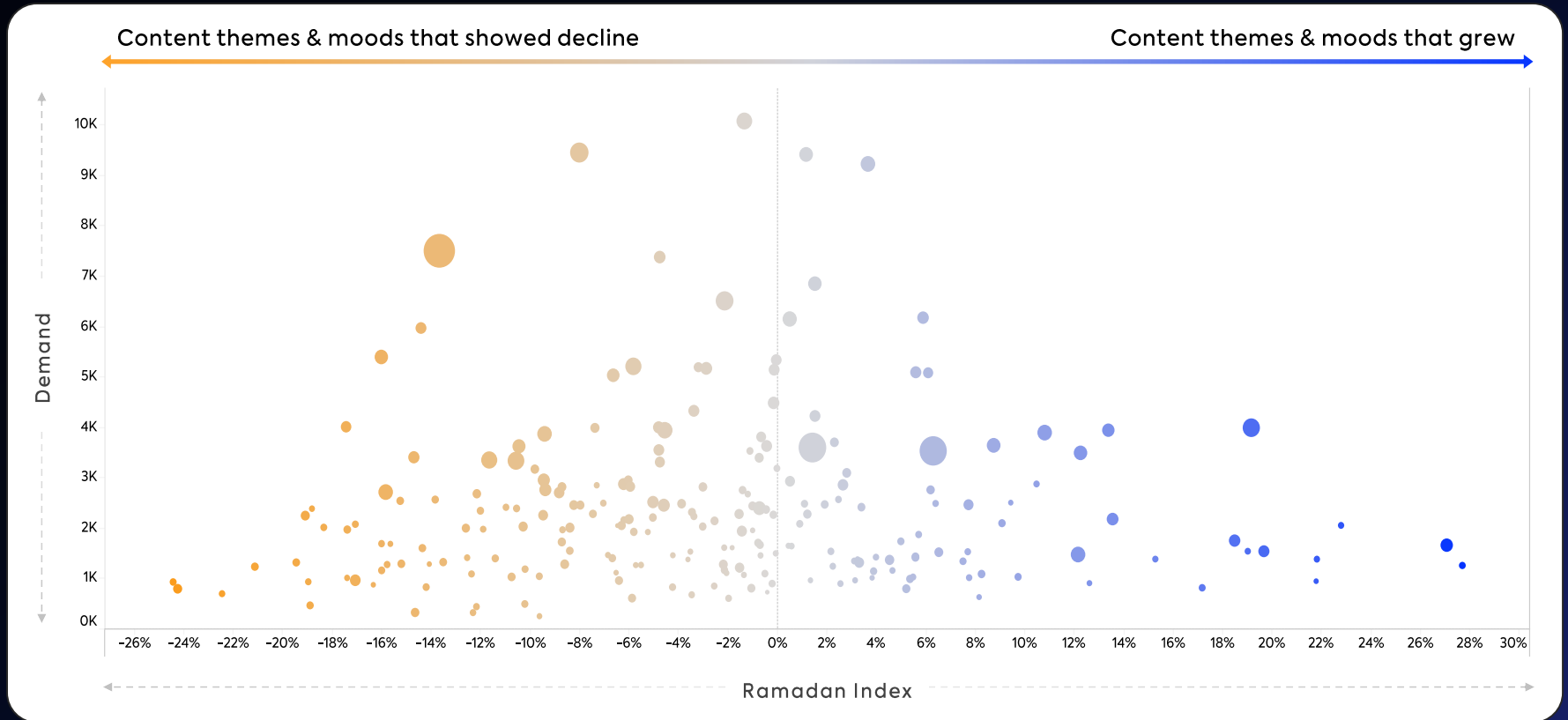


# We are currently tracking over 1m meta data tags...

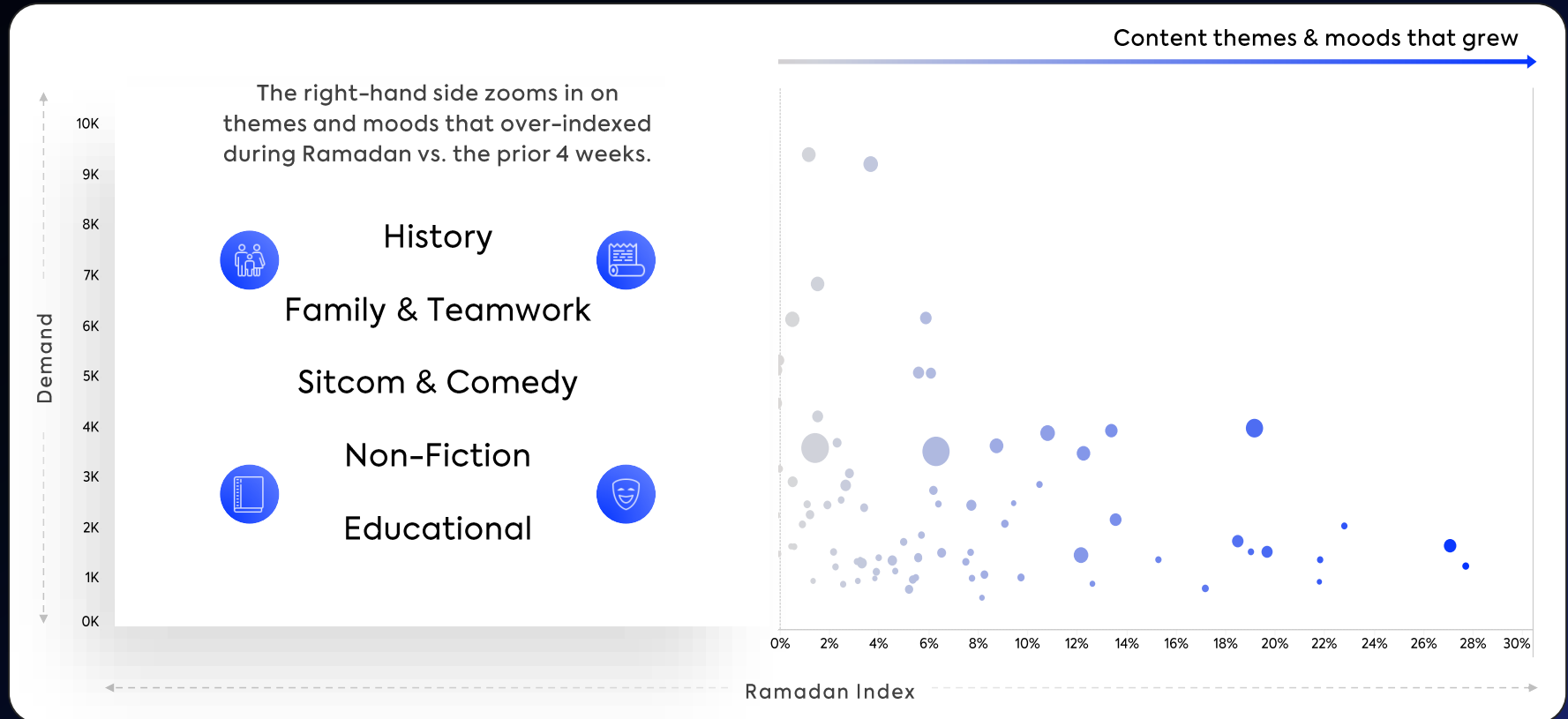




# Theme & Mood Analysis



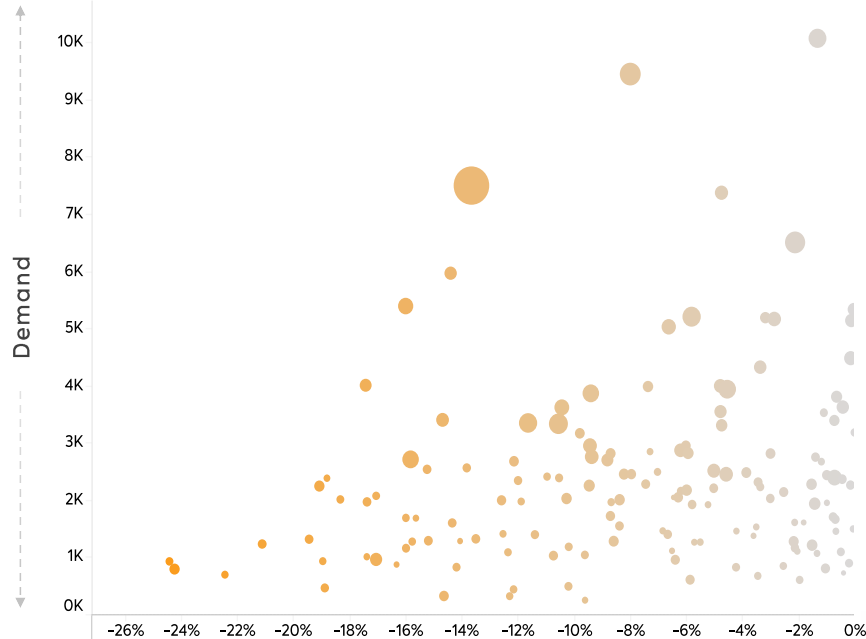
# Content themes & moods that showed an uplift during Ramadan





# Content themes & moods that shows a **decline** during Ramadan

Content themes & moods that showed decline



Zooming in on the left-hand side of the chart showcases themes and moods that were less sought after during the month of Ramadan.

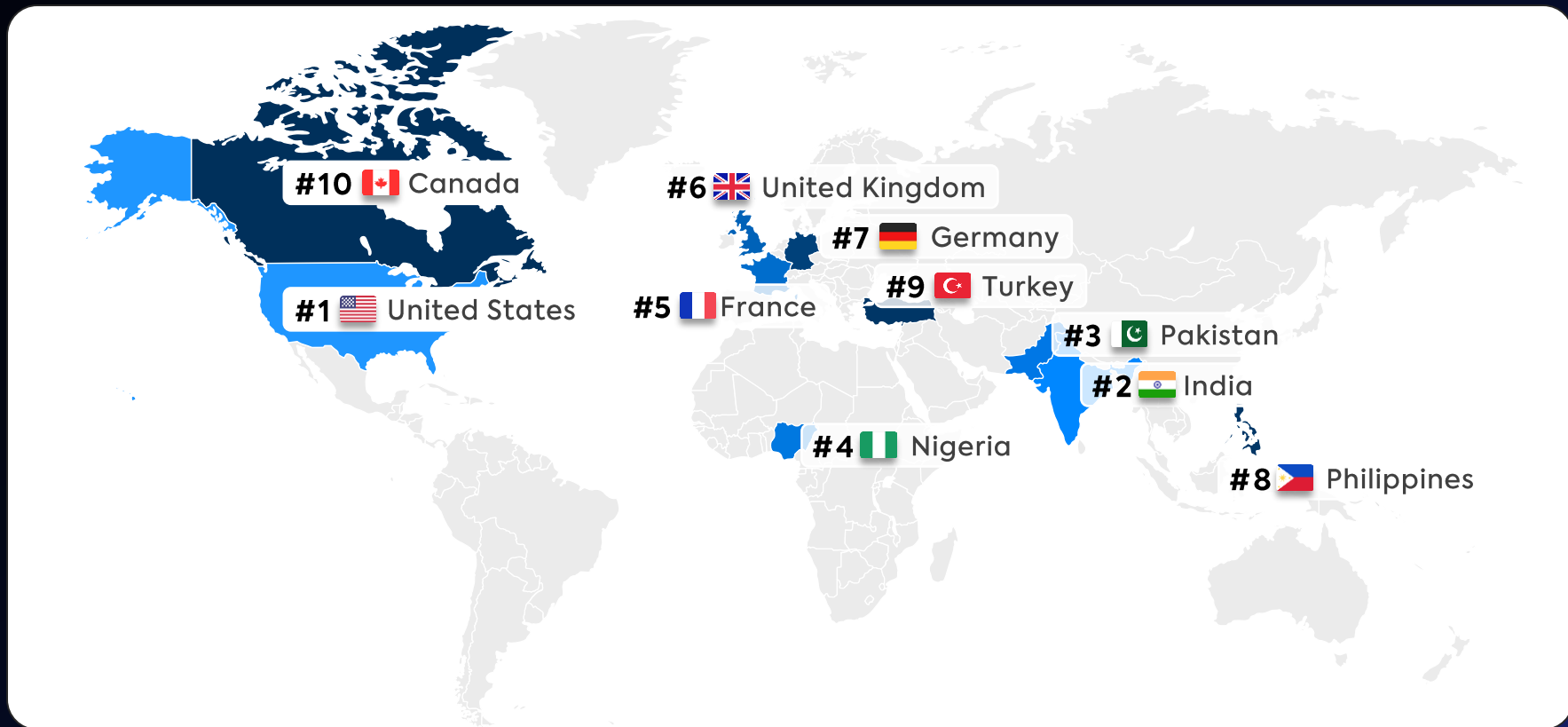
- Violence
- Romance
- Music
- Kids Content
- Superhero

# Travelability of locally produced Arabic Content

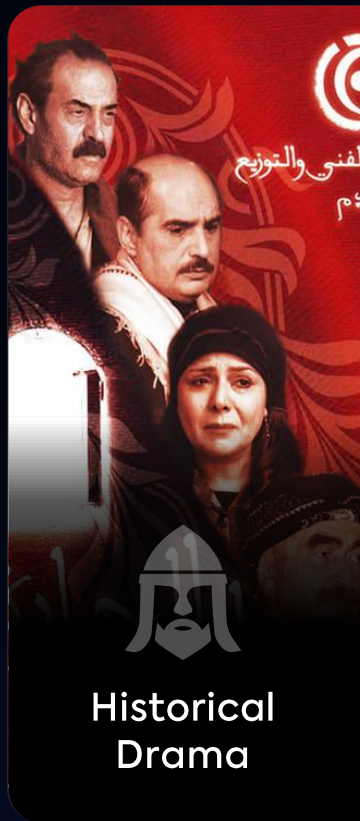
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# Top demanding markets for Arabic content, outside of MENA



# Top Scripted Travelled Arabic Content Genres Outside of MENA



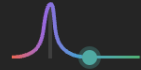

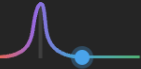



# And the winners are....

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



# Top 5 – Average Demand – Morocco

	Rank Filter ^	Q TV Shows	Average Demand	Year	Origin
+	1	 Ramez Gab Min El Akher (رامز جاب من الاخر)	9.49x OUTSTANDING 	2024	 EG
+	2	 Bayn Al Qosour (بين لقصور)	8.92x OUTSTANDING 	2024	 MA
+	3	 Two Faces (وجوه 2)	8.9x OUTSTANDING 	2024	 MA
+	4	 Al Rihan (الرهان)	7.76x GOOD 	2024	 DZ
+	5	 Abjad Hawas (ابجد هوس)	4.74x GOOD 	2024	 IQ

# Top 5 – Average Demand – Morocco



Egypt



Ramez Gab Min  
El Akher  
رامز جاب من الاخر

Morocco



Bayn Al Qosour  
بين لقصور

Morocco



Two Faces  
وجوه 2

Algeria



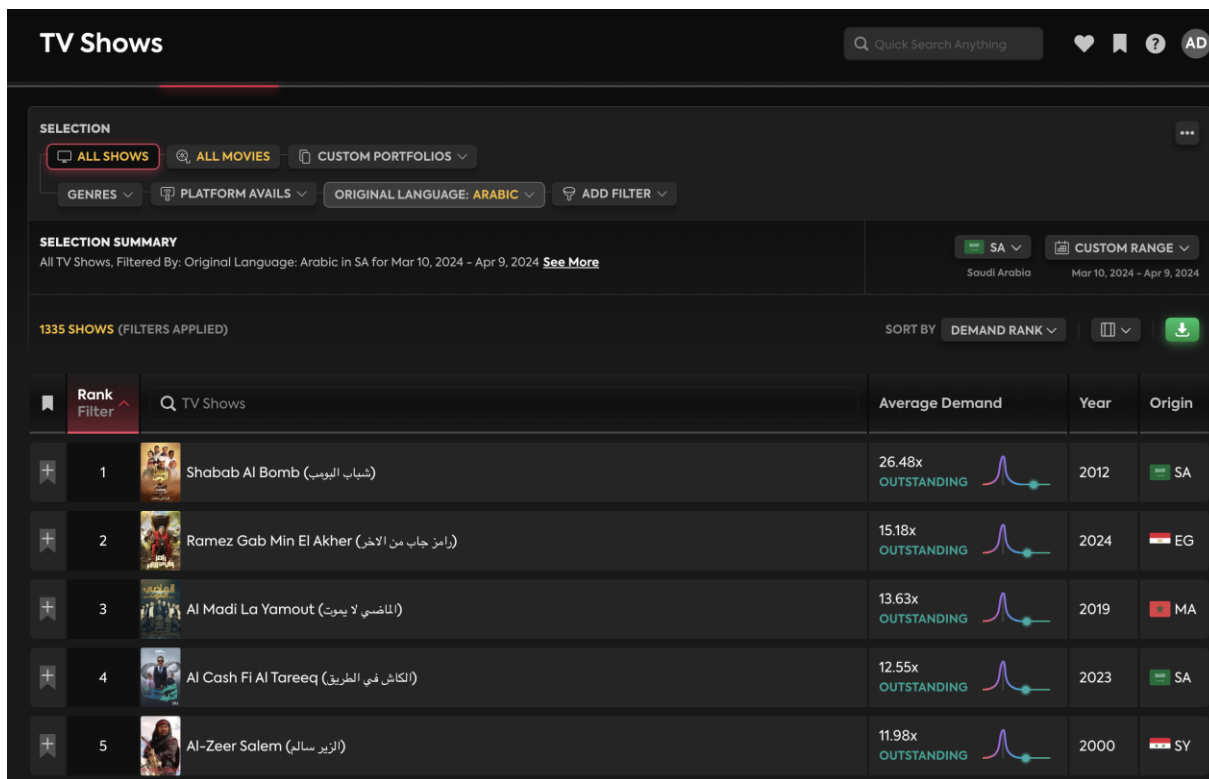
Al Rihan  
الرهان

Iraq



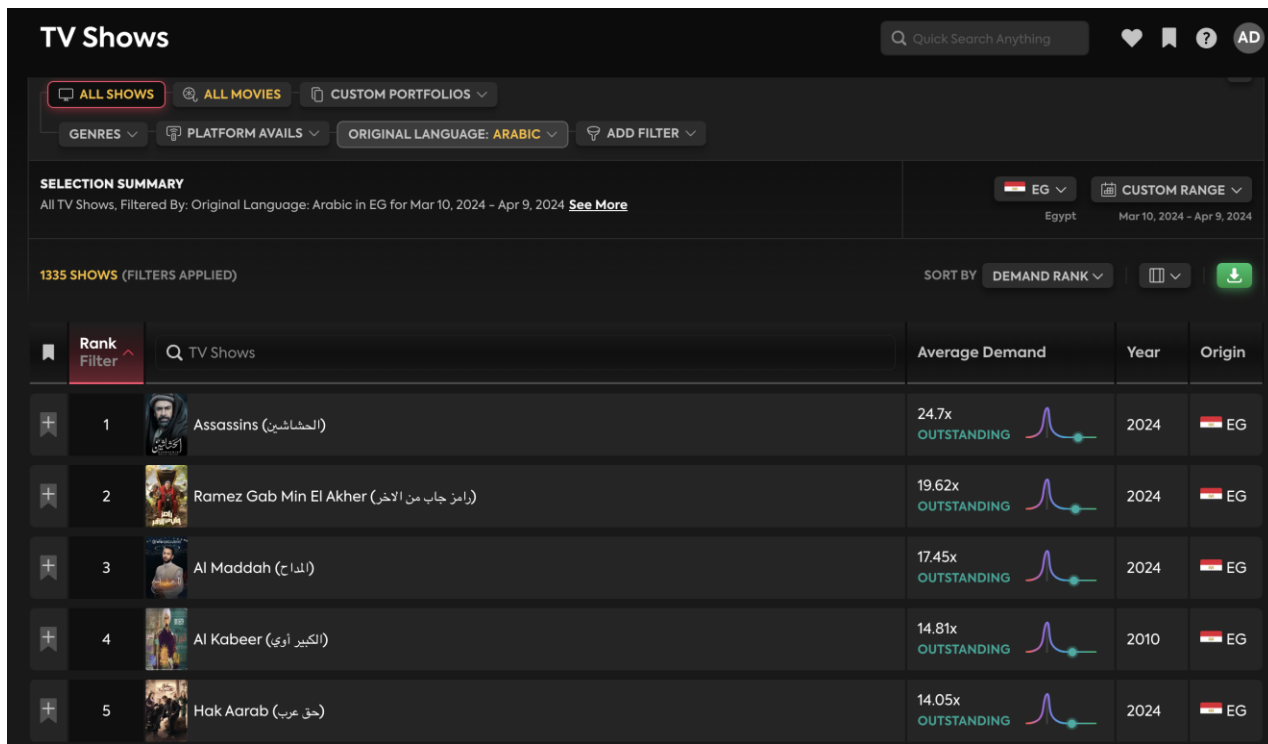
Abjad Hawas  
ابجد هوس

# Top 5 – Average Demand – Saudi Arabia 2024

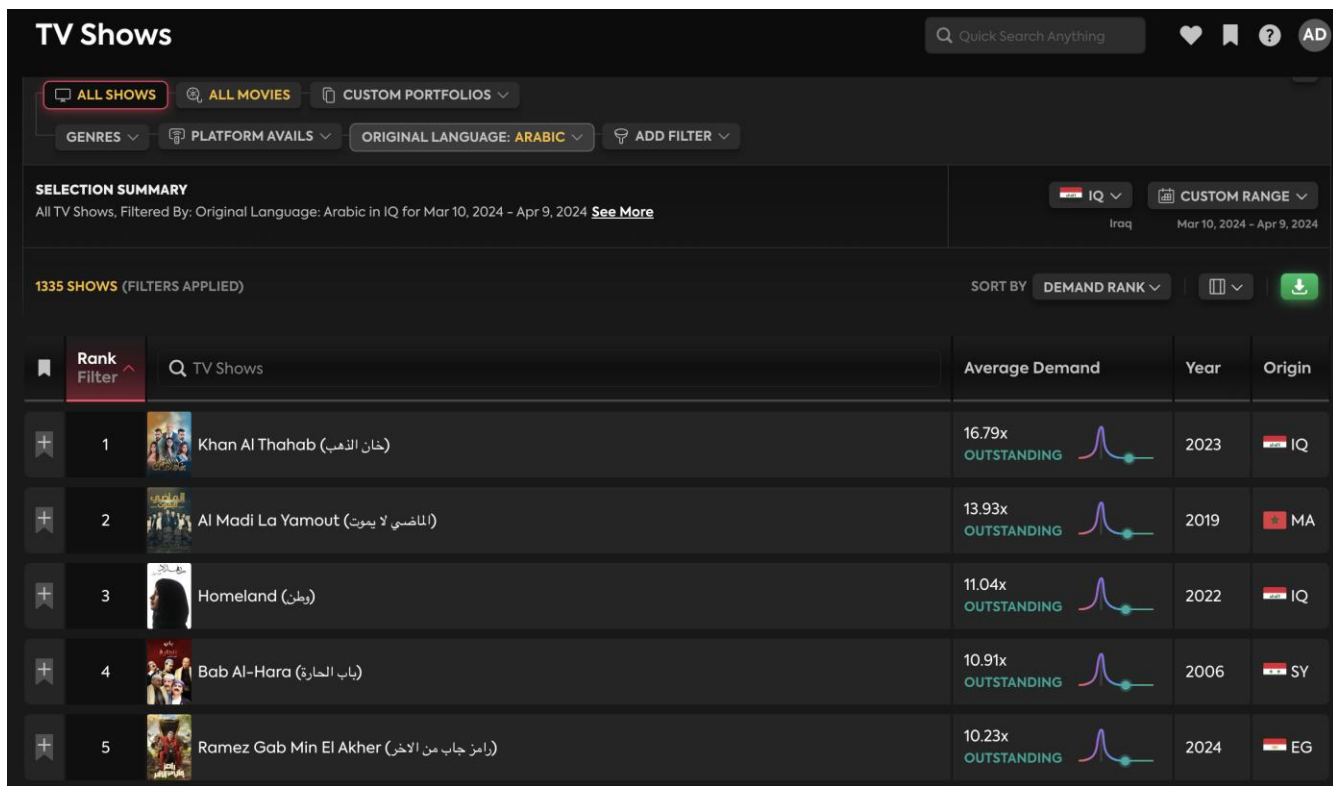




# Top 5 – Average Demand – Egypt 2024



# Top 5 – Average Demand – Iraq 2024





Thank You

For questions please contact:

Amit Devani

[amit@parrotanalytics.com](mailto:amit@parrotanalytics.com)



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# Unlocking the magic of content in the attention economy



Los Angeles, US <sup>TM</sup>  
750 N San Vicente Blvd  
West Hollywood, CA 90069



Auckland, NZ  
20 Augustus Terrace  
Parnell, 1052



New York, US  
12 East 49th St,  
11th Floor NY 10017



London, UK  
16 Great Chapel St  
London, W1F 8FL



Sao Paulo, BR  
Av. Paulista, 2537  
SP 01311-300