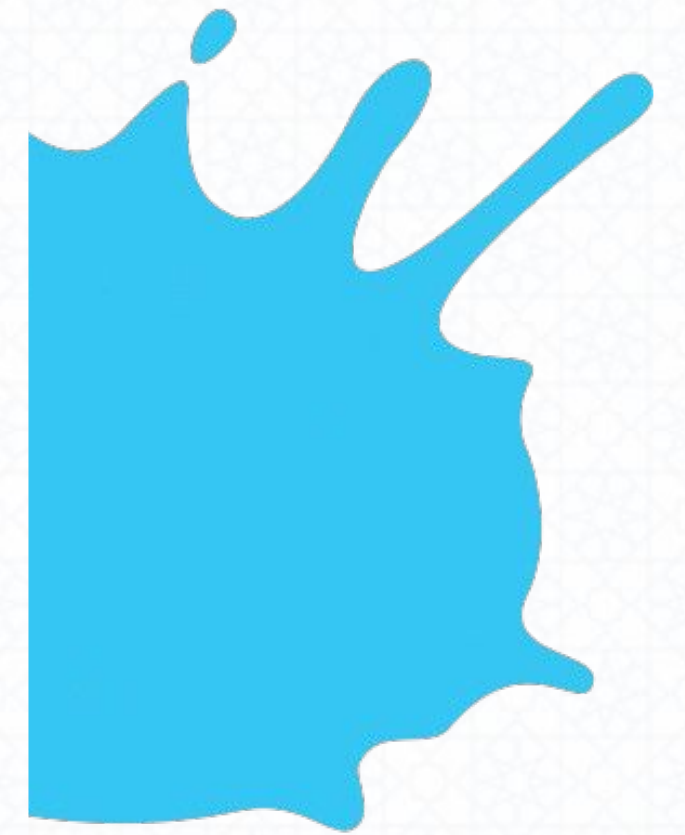




Ramadan Unwrapped

Entertainment Insights in the MENA Region 2024



Report Content



Ramadan Trends



Content Genre



Content Format



Content Theme & Topics



Content Sparking Debate



Performances



Ramadan Tracks



Ramadan Ads



Palestine in Ramadan



Methodology...

To compile this report covering the first two weeks of Ramadan 2024, a structured methodology was adopted.

The process began with comprehensive research to understand the conversations revolving around Ramadan's content for this year from different sources, whether traditional or social media and streaming platforms

To capture the evolving audience sentiment, comments, and discussion trends, these mediums were monitored closely on an hourly basis.

Collected data was meticulously categorized to ensure clear and meaningful information presentation.

Findings were thoroughly compiled into a comprehensive report format, enhanced by visuals such as graphs, and summary for clarity.

Categorization of the collected data was also crucial for organizing the information meaningfully.

MENA Entertainment Insights - Ramadan 2024



During the holy month of Ramadan, the entertainment takes center stage in the region. From heart-pounding dramas to toe-tapping tunes and TV commercials that hit just right, the MENA region is buzzing with creativity and culture.

This report, brought to you by Publicist Inc., a leading Comms & Publicity agency in the MENA region, will reveal all things entertainment, from viewing habits to content cravings, and everything in between. And guess what? We're putting Egypt and the GCC under our spotlight to uncover the hottest insights in these dynamic markets.

So grab your konafa & amar eddin, kick back, and let's uncover the magic of Ramadan entertainment together!

Disclaimer: While this report reflects trends based on data collected between March 11th and March 25th, 2024, viewer preferences and platform content might change daily.



Report **Key Takeaway**

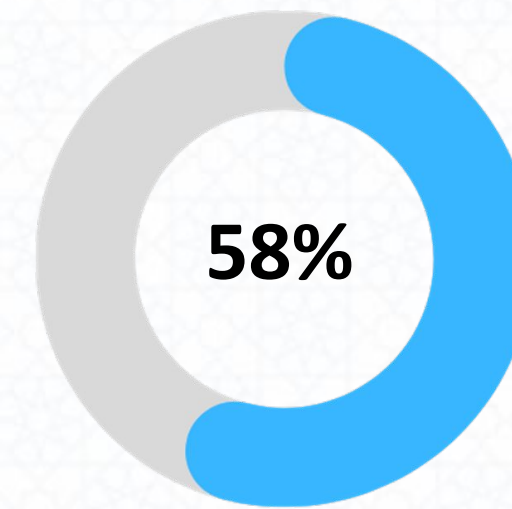
- **Egyptian Production Dominance:** Egypt takes the crown for Ramadan dramas, producing 58% of the region's content.
- **Trending Shows:** Each country has its favorite! "Haqq Arab" dominated Egyptian Google searches, while "Al Ashrar" and "Zawaja Waheda La Takfi" trended in Saudi Arabia and UAE respectively.
- **Shorter Seasons:** This year, Egypt saw a shift towards shorter series, with 65% of shows being 15 episodes long compared to the traditional 30 episodes.
- **Production value in KSA:** Period dramas emerged as the frontrunners in Saudi Arabia this Ramadan, showcasing a significant leap in production value and quality compared to past years.
- **Radio Boom:** Egyptian radio productions are experiencing a surge in popularity, with a 65% increase this year.
- **Social Media Buzz:** Several shows, including "El Hashishin," "Ashghal Shaqa," and "Zawja Waheda La Takfi," sparked heated debates on social media.
- **Music Reigns Supreme:** "Mahraganat" music dominated social media platforms and was heavily used to promote shows.
- **International Appeal:** Both Saudi Arabia and Egypt embraced international celebrities in their ad campaigns. Egypt focused on emotional themes and catchy jingles/songs, while Saudi Arabia featured international stars in local brand ads.
- **Gaza War Impact:** The ongoing conflict in Gaza impacted media content. Some shows addressed the issue directly. Additionally, there were advertisements encouraging support for Palestine.



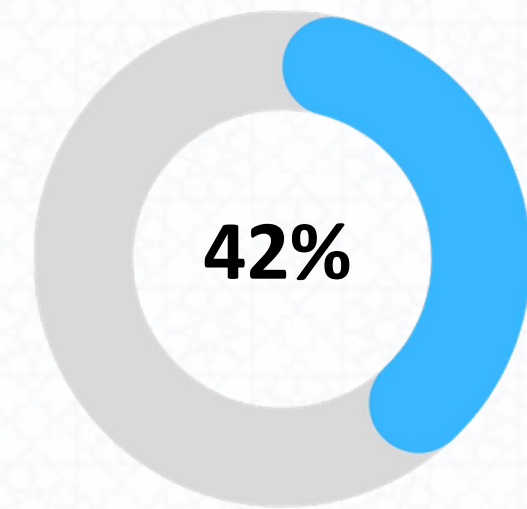
Ramadan Drama

Ramadan is the month of worship, and it is also the season of drama production in various parts of the Arab world, as series are produced at a cost that exceeds billions of dollars annually.

Egypt dominates the scene, accounting for a whopping 58% of the total Ramadan drama production in the region. The remaining 42% is shared by other Arab countries.



Egypt



Arab countries

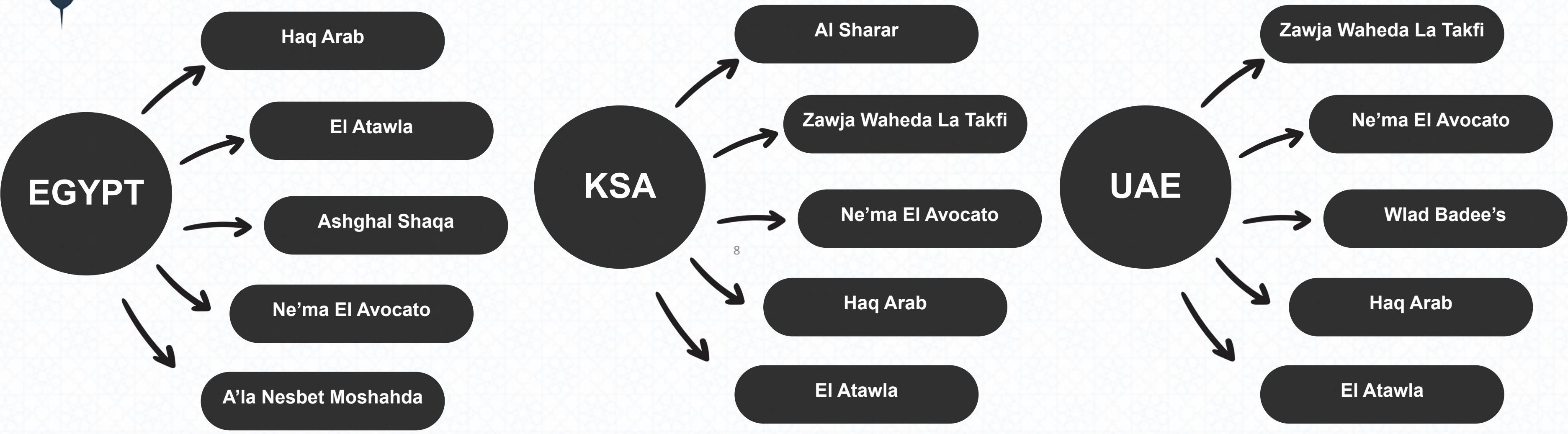


RAMADAN TRENDS



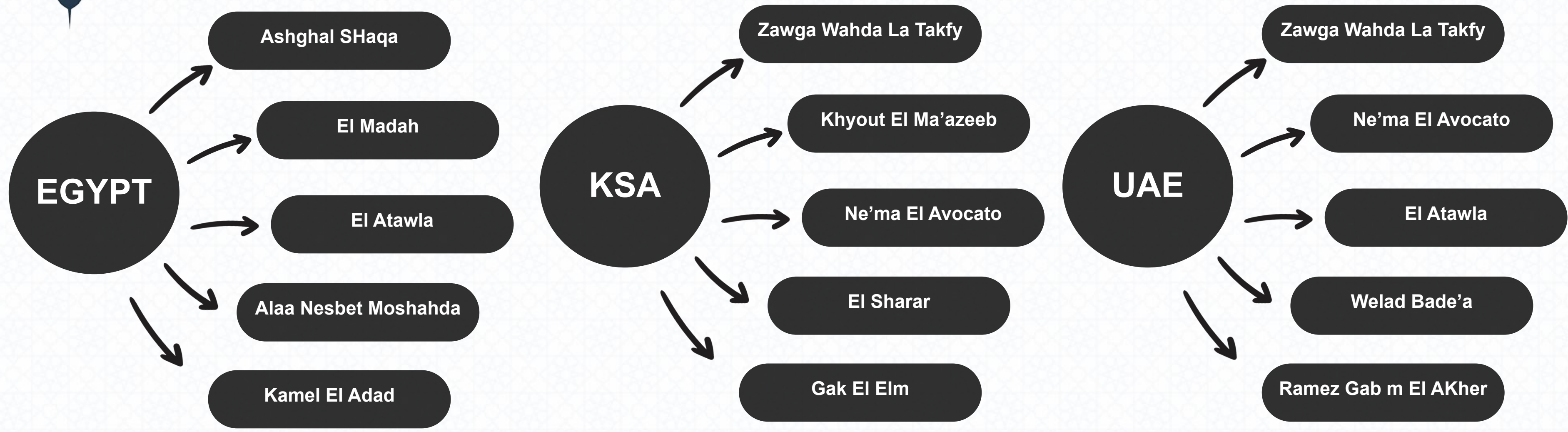


Trending Ramadan Shows on Google Search



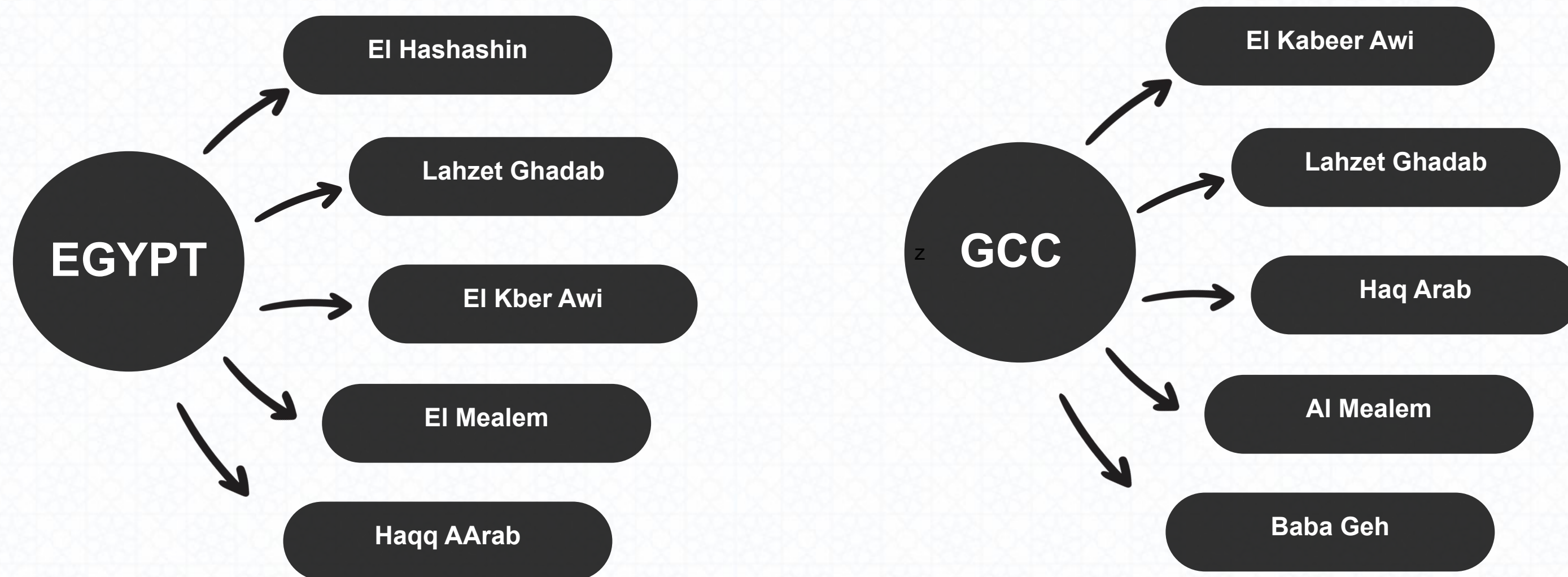


Trending Ramadan Shows on **Shahid**



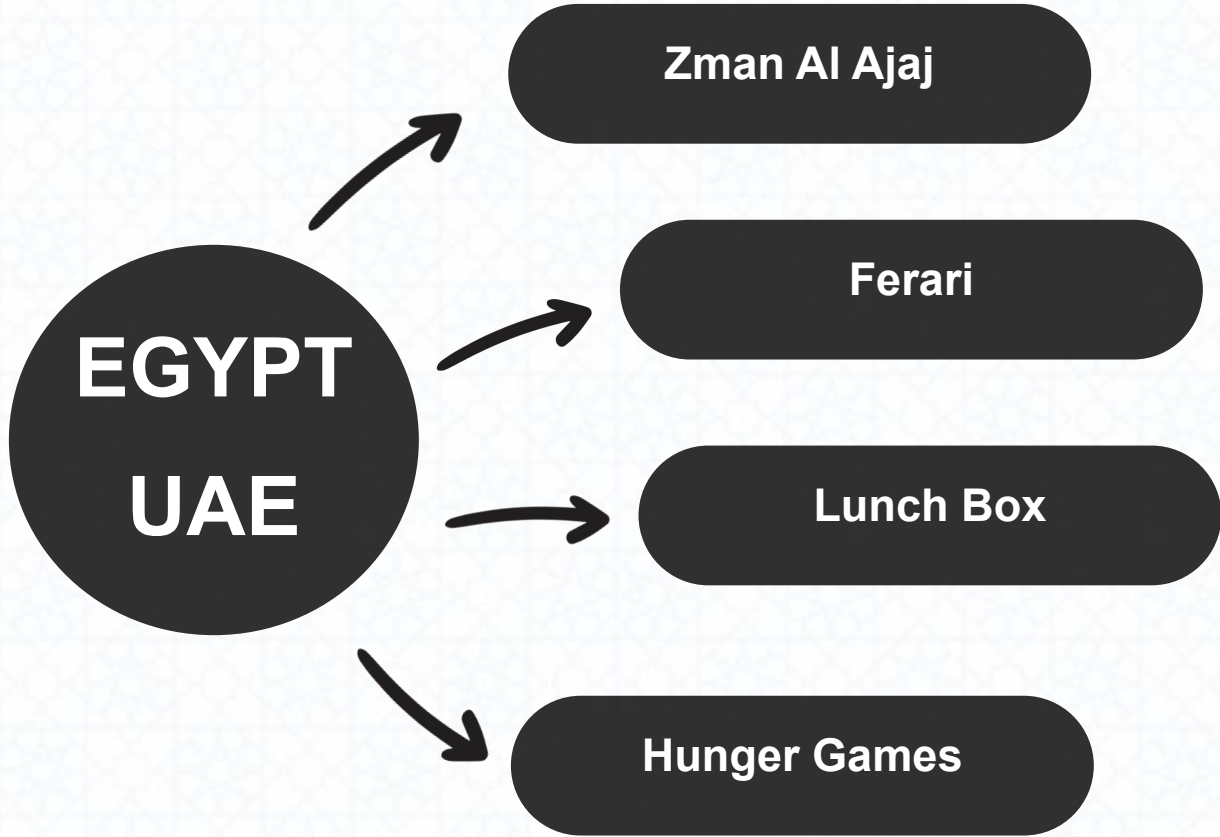


Trending Ramadan Shows on **Watch It**





Trending Ramadan Shows on **TOD**





CONTENT GENRE





Ramadan Shows - Genre

Egypt

Egyptian comedy is booming in 2024! Led by hilarious hits like +1, Ashghal Shaqa, Al Kabeer, and Farawla, audiences are raving about the quality of this season's shows.

Saudi Arabia

In Saudi Arabia, period drama took precedence over comedy shows, marking a significant increase in production value and quality compared to previous years. Saudi productions have now taken the lead in viewership among GCC content, marking a departure from previous trends when Kuwaiti shows dominated the most-watched list.





CONTENT **FORMAT**



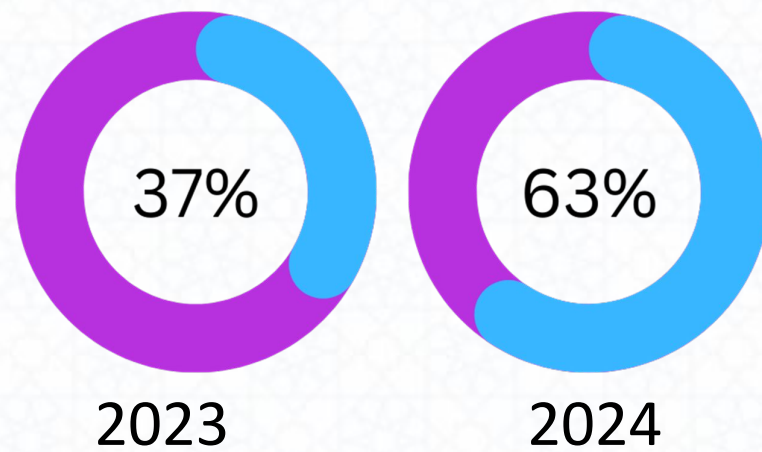


15-Episode Series

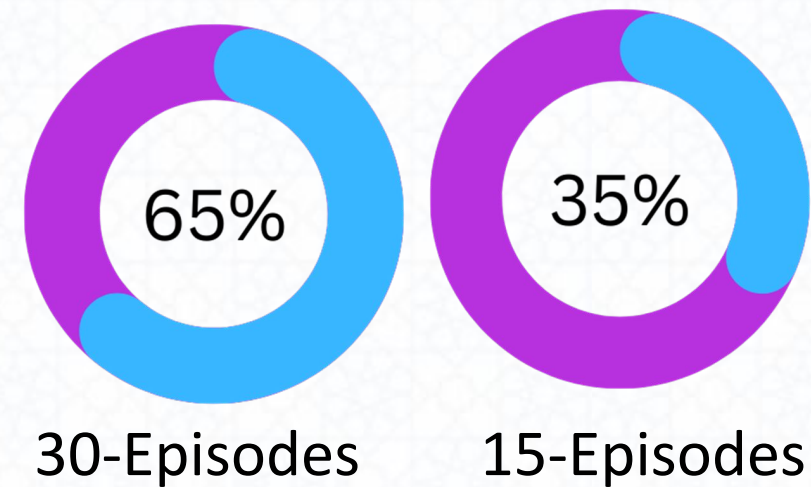
The 15-episode series dominate the map of the Ramadan drama season 2024 in Egypt, and this is significantly noticeable compared to previous years.

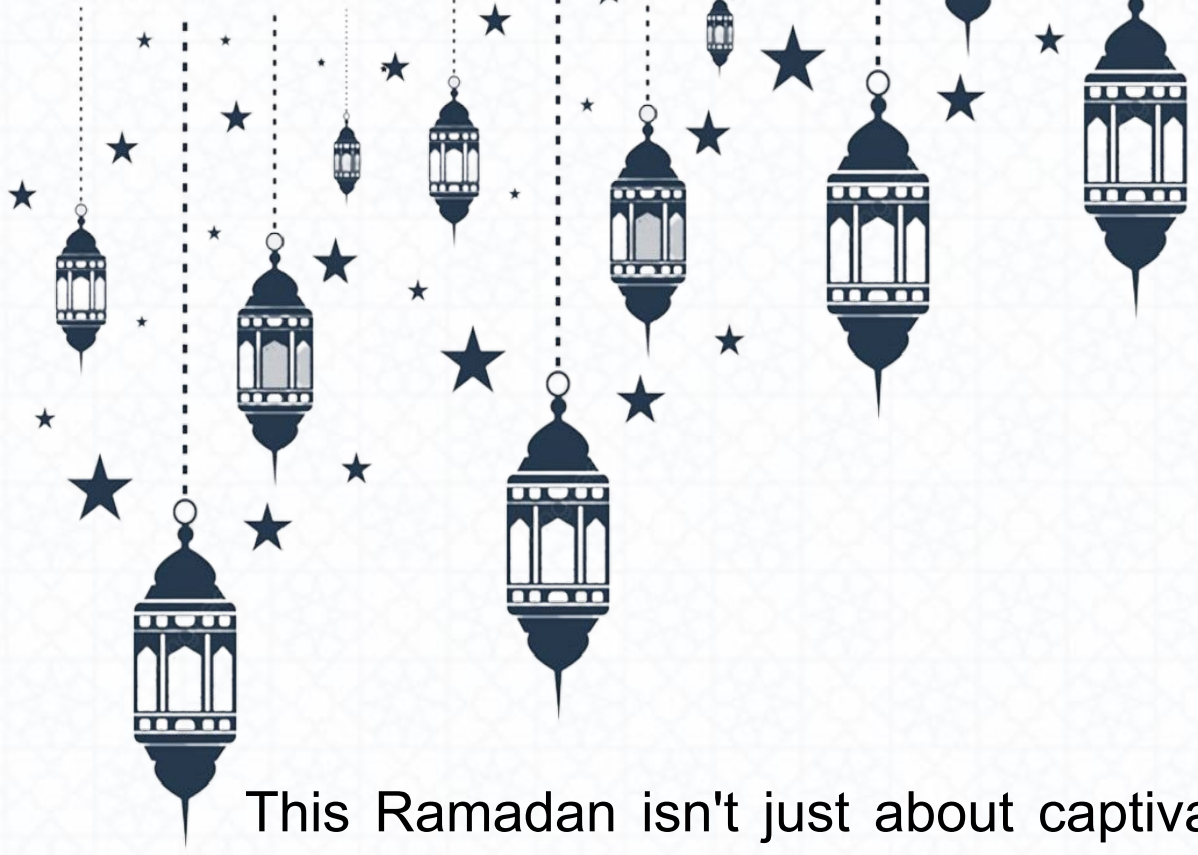


Yearly Comparison



In 2024

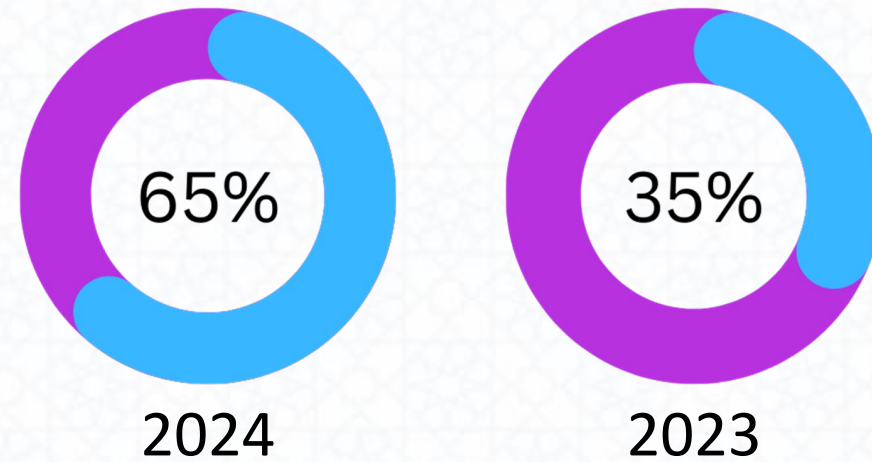




Radio Series

This Ramadan isn't just about captivating on-screen series! While television dramas dominate the season across the Arab world, Egypt is experiencing a surge in radio productions this year with a whopping 65% increase! Radio remains a powerful channel, especially during Ramadan. Egyptians love tuning in during traffic jams on their way back from work.

Yearly Comparison





**CONTENT THEME &
TOPICS**



Topics Discussed in Ramadan Shows

Social media's influence is a hot topic in Egyptian dramas. The Ramadan series "A'la Nisba Mashahada" tackles this by showing how some Egyptians chase wealth through high viewership on TikTok.

While inspired by the "Mawda Al Adham" and "Hanin Hossam" cases, it's not a direct copy. Instead, it portrays a mix of social media personalities and the impact of their actions on themselves and society. The show has been well-received for its story, presentation, and acting.

مسلسل اعلي نسبة مشاهدة قصة حنين حسام و مودة الادهم
موعدنا اليوم مع حلقة الاخيرة



سلمى أبو ضيف تقدم شخصية البلوجر مودة
الأدهم في مسلسل أعلى نسبة مشاهدة



Topics Discussed in Ramadan Shows

في مسلسل صلة رحم بيتكلموا عن الموضوع اللي كثير اتكلمت فيه (تأجير الرحم) 🙏
مبسوطة اوى اوى بأن في حد اخيراً اتكلم في المواضيع دي
اللى انا مقتنعه انها إنسانية جداً وطبيعي انها تكون موجوده
ويتمنى انها تكون حلال
كده اكيد هيكون من ضمن المسلسلات اللي هتابعها عشان اعرف هل حلال ام في حلول اخرى 🙏

"Silat Rahim" sparked social media buzz with its bold ending, leaving audiences satisfied with its resolution of a controversial topic.

The series tackled sensitive issues rarely explored in Egyptian media, including abortion, the desperate measures women take to hide mistakes, and the ethically and legally complex topic of surrogacy.



Adaptations of **International Hits**

Ghada Adel, alongside Jameelah Awad and Fadwa Abed, headline the cast of 'Lunch Box', an Arabic rendition inspired by 'Good Girls'. This marks the inaugural international adaptation of the Universal Television series, portraying the journey of three mothers as they venture into the world of crime





CONTENT SPARKING
DEBATE





El Hashashin

Every year, some content stirs controversy among audiences, sparking debates about shows themes and content and this year the controversy started early on!

After airing its first episode, “El Hashashin” topped X platform trend, grabbing wide attention and gains wide praises

‘El Hashashin’ was one of the most talked-about releases this Ramadan. However, the feedback was mixed, with some considering it a flop and others finding it too complex to be digested by viewers.

El Hashashin, the historical drama, faced the challenge of balancing complex events with audience engagement.





Ashghal Shaqa

While the Egyptian comedy series "Ashghal Shaqa" has been receiving interest from viewers and critics who praise the show's comedic quality, it has also faced criticism from forensic doctors who accuse the show of "defaming them." This scenario repeats periodically between some creators of artistic works and various professionals.

And this is not the first time that a series has stirred up a major controversy within professional circles.



Zawja Waheda La Takfi

The Kuwaiti Ministry of Information announced that it has initiated actions, against the "Ramadan series offensive to Kuwaiti society," confirming its complete rejection to any artistic works that insults Kuwait or violate the morals of Kuwaiti society.

The ministry stated in a statement that it "will take the necessary measures to address any artistic work that offends Kuwaiti society, and urging all concerned parties to respect the laws, regulations, and treaties and take the necessary measures to stop the display of such scenes in the future."





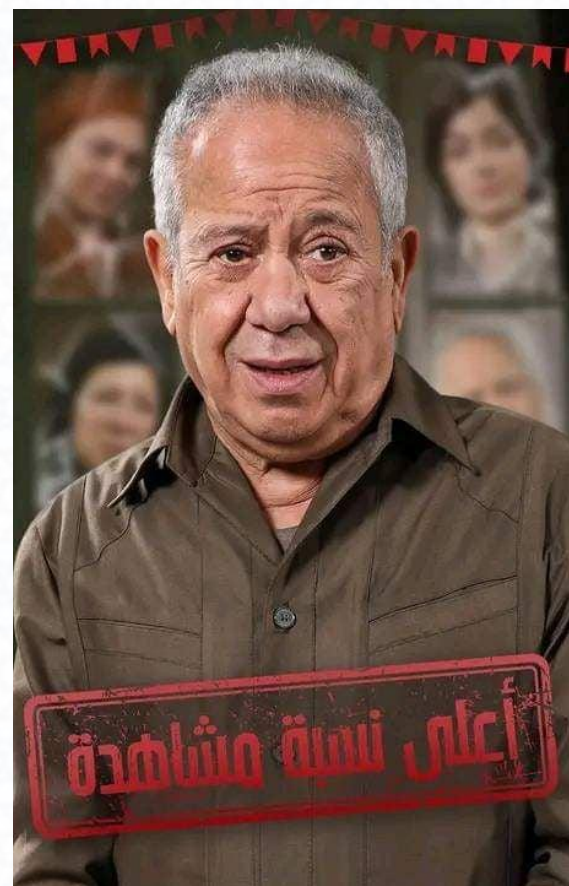
PERFORMANCES



Praised Performances - Egypt



Salma Abu Deif



Mohamed Mahmoud



Mai Omar



Ahmed Dash



Yasmine El Abd

Praised Performances - Egypt



Mostafa Abu Sre'a



Mostafa Ghareeb



Enaam Salosa



Eman El Said



Entesar



Praised Performances - Saudi Arabia



Lubna Bokhamsen



Maryam Hussain



Amal Alrmdan



Reem abdullah



Celebrity Families Light Up Ramadan Shows

The Ramadan season was always a fierce battleground for television ratings, as both local and satellite channels offer a variety of shows to attract viewers. This year, the competition was even more intense, as some of the most popular actors were joined by their family members in starring roles.



Khaled El Nabawy & Nour Nabawy
Embratoreyet Meem



Hamada Helal & Youssef Helal
El Madah



Ahmed Zaher & Malak Zaher
Al-Muharib



Rogina & Maryam Ashraf Zaki
Sir Elahi



RAMADAN TRACKS

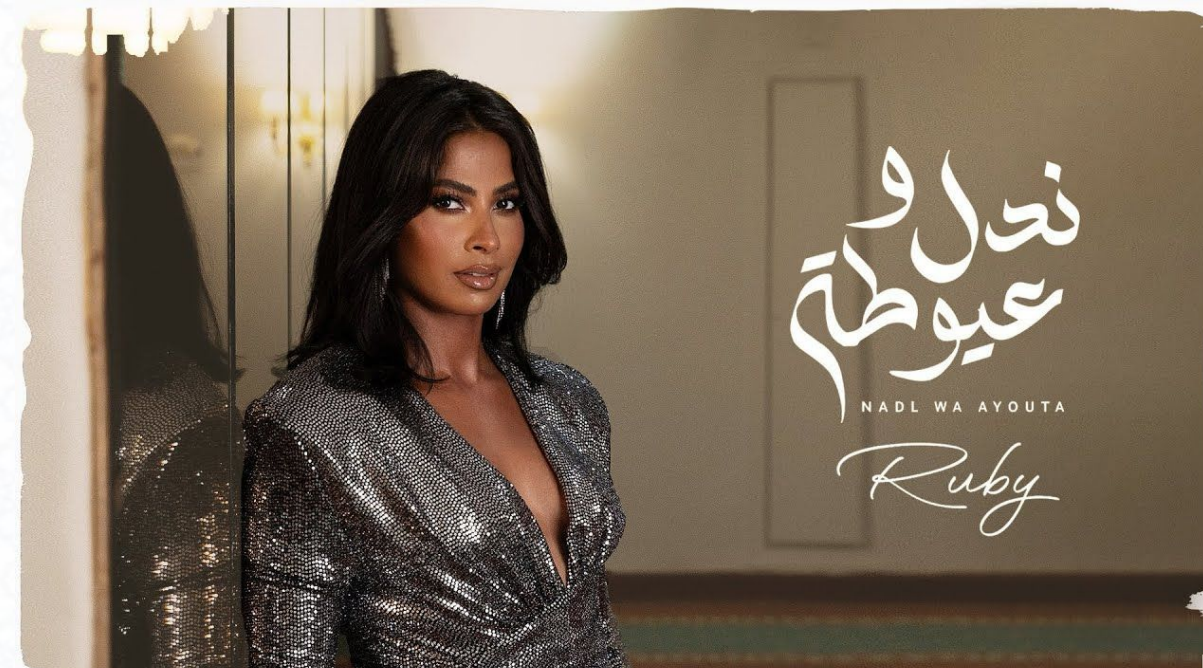


Regional Mashups - Arab Singers in Ramadan

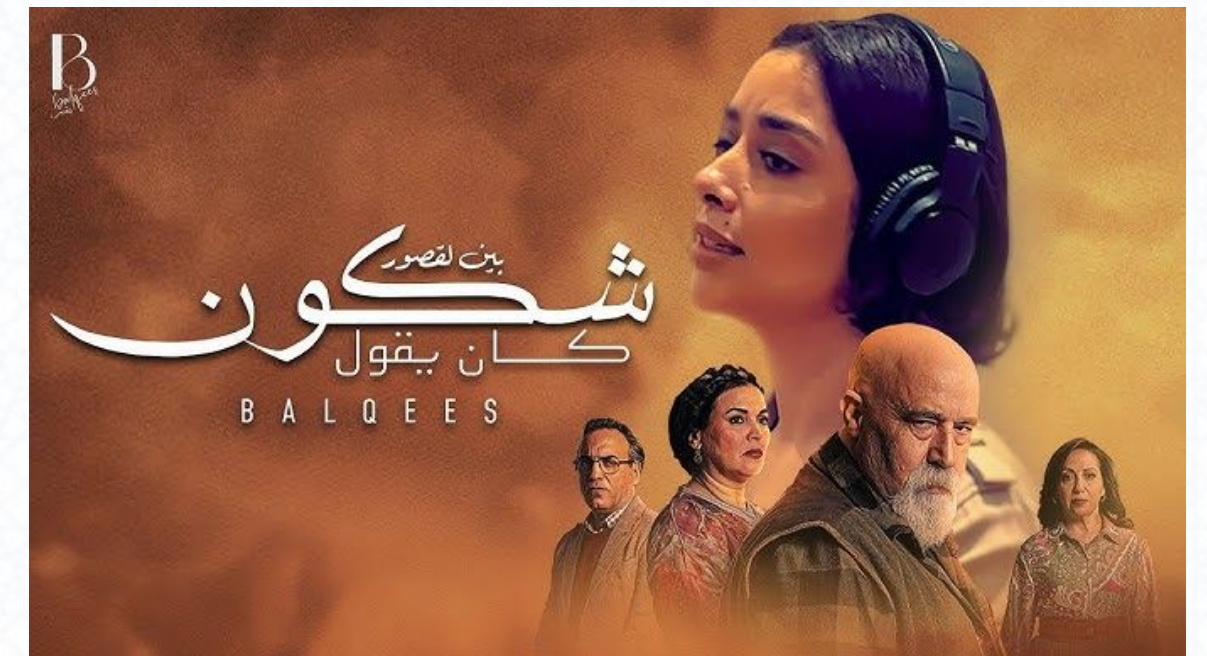
This year, an intriguing trend has emerged where singers are venturing into new markets within the region and exploring different dialects.



Nawal El Kuwaitia In Said Al Aqarib
Kuwaiti singer featured in an Egyptian show



Ruby in Zawja Wahidah La Takfy
Egyptian singer featured in a Kuwaiti show



Balqees in Bayn Le-Qosoor
Emirati Yemeni Singer featured in a Moroccan show



Arab Singers Recording Ramadan Tracks

for the First Time



Hamza Namira



Ruby



Nawal El Kuwaitia



Ramadan Tracks - Trending on Platforms



Amr Diab - Vodafone Egypt



Hussain Al Jassmi - Orange



Arab Actors Recording Ramadan Tracks for the First Time

Some stars have reserved their spots to sing the theme songs of their series themselves, including the stars of the series "Al-Atawlah" such as Ahmed El Sakka, Tarek Lotfy, Bassem Samra, Zeina, May Kassab, and others.

Additionally, Akram Hosny, who sings the theme song of his series "Baba Gha," similar to the series "Maktoub Aleik" in 2022. The song is written by him, composed by Karim Ashour



Arab Singers Recording Ramadan Tracks

Rabeh Saqer's "Khyot Almaazib" intro song was a huge success with audiences in Saudi Arabia and the Gulf region. It significantly contributed to sparking discussions about the show, as viewers felt it was a perfect choice for the series.



Mahraganat Tracks in Ramadan

Ramadan's Mahraganat have topped social media platforms during this year's Ramadan race. Actors are using Mahraganat music to promote their Ramadan shows, and this appears to be a successful strategy

Mohamed Ramadan was the pioneer, being one of the first performers to use Mahraganat songs to advertise the dramas he featured in during the Ramadan race.



Ahmed El Awadi adopted the same approach, announcing the song for his new series "Haq Arab" titled "Wahdu Alwahid."



Show stars celebs release Mahraganat hit "Al-Atawla," trending on social media.

Mahraganat Tracks in Ramadan



"Beit El-Rafaayi," starring Amir Karara, also relied on Mohamed Shahin, folk singer, to sing the closing theme song of the series



Abdel Basset Hamouda, folk singer, performed the series' song



The promotional song was performed by the folk music singer Essam Saasa.



Hassan El Raddad and Moharred's cast released a Mahraganat song to promote for the series, and it garnered millions of views, topping the charts for several days



RAMADAN Ads





Ramadan Ads - Trending on Platforms

YouTube Music



Telecom Egypt

Isaad Younis, Khaled El-Nabawy, Hend Sabri, Ahmed Malik, Ayten Amer, Razan Jamal, and Essam Omar.

The advertisement song was performed by the artist Elissa

Egyptian Telecoms Go for the Heartstrings with Ramadan Ads



Vodafone (#الكلمة_الحلوة)
Kind words Make a difference.
In celebration of its 25 years in the Egyptian market, Vodafone Ramadan ad #الكلمة_الحلوة shows that one good word can make someone's day.



Orange (#أصلنا_واحد_طبعنا_غالب)
For years, Orange has been synonymous with spreading joy and positivity through its vibrant Ramadan campaigns.



Etisalat by e&
(#الساعات_الحلوة_مابتخلصش)
Etisalat by e& introduced new chemistry with Angham & Mohamed Ramadan.



Telecom Egypt (#دائماً_علي_بالي)
Cherishing Loved Ones.
Telecom Egypt has once again captured our hearts with its enchanting Ramadan campaign, weaving together a tapestry of romance.

Egyptian Banks Campaigns



Ebank's Ramadan Campaign Highlights Long Standing Client Support

Having the client's back throughout his or her journey is the direction of Ebank's Ramadan Campaign 2024



QNB Al Ahli's Ramadan Campaign promises easier banking experience, featuring Ahmed Helmy.



Al Baraka Bank Egypt's uplifting Ramadan campaign to support Startups.



EGbank revives "Oufa" to Champion Freelancers in Ramadan Campaign

The fan-favorite Oufa is back in EGbank's 2024 campaign
عملنا حساب الفريланسرز #
Oufa dominate the TV screens from almost 7 years ago in 2017

Egyptian Banks Campaigns



NBE ads message highlighted supporting local manufacturing & brands



Banque Misr #عاش Ramadan Campaign is one of the most uplifting and motivational campaigns so far in this year's Ramadan. The symbols in the ad shows how Egyptian citizens are working hard give you a sense of motivation.



Agricultural Bank of Egypt's Funny Campaign for small Business

The Agricultural Bank of Egypt took the comedic direction in this year's Ramadan Campaign with two ad copies #راعي_أرض_مصر



Banque du Caire's Encourages local Youth and Products

Banque du Caire is the second supporter of local brands and youth products this year's Ramadan. The campaign features the singer Amir Eid and Amina Khalil buying Egyptian-made products.

International Celebrities in Ramadan Ads

In a recent trend, both Saudi Arabia and Egypt are embracing international celebrities in their advertising campaigns. This year's Saudi advertising featured several international figures appearing in local brands for Ramadan ads 2024, with special focus on sports players such as Cristiano Ronaldo and Messi. Similarly, Egyptian real estate developers partnered with Georgina Rodríguez for her first appearance in a Middle Eastern advertisement.





Influencers in Ramadan

Moving to a new trend, brands start using Influencers in their Ads.

This year [Bonjorno Cafe](#) surprised us by adding “Om Khaled”, an Egyptian TikToker, to their Ramadan Ad.



Debate!

An Egyptian tourist resort ad featuring a remake of the classic song "Dokko El-Shamasy" by the famous late singer Abdel Halim Hafez caused controversy. The ad, sung by Malak El-Husseiny, was criticized for its performance. The resort showed licensing agreements to justify their use of the song, while Hafez's family took legal action to protect his legacy.



بالإشارة إلى طلبكم التصريح باستخدام أغنية (قاضى البلاج) تأليف عضو الجمعية الأستاذ / مرسى جميل عزيز والحنان عضو الجمعية الأستاذ / منير مراد فإن الجمعية بصفتها خلفا خاصا عن أعضائها من المؤلفين والملحنين والناشرين وفي إطار لائحة النظام الأساسي للجمعية ولاحتها الداخلية فإنها تصرح لكم كلمات والحنان الاغنية المذكورة لمدة (تسعون ثانية) في اعلان لصالح سيدى حنيش للعرض على القنوات الاتية: (دى ام سى - الحياه - TEN - سى بي سى - ON E - ON Drama - MBC MASr - القناة الاولى - المحور - النهار - النهار دراما - القاهرة والناس) لمدة ثلاثة شهور من تاريخه وعلى مواقع التواصل الاجتماعى والسوشيال ميديا لمدة عام من تاريخه مع التزامكم بالاتي:

- 1- عدم استغلال كلمات والحنان المصنف خارج نطاق الإعلان .
- 2- عدم النقل من التسجيلات المتداولة المملوكة لشركات الإنتاج .
- 3- تتحمل الشركة المصرح لها كافة المسئوليات عن الصوت .
- 4- في حال مخالفة أى من الوارد بالتصريح يلغى التصريح ويعتبر كأن لم يكن مع احتفاظ الجمعية بجميع حقوقها حال مخالفة ما ورد فيه .
وتفضلوا بقبول وافر الاحترام ...



PALESTINE IN RAMADAN



This Ramadan, the Gaza war cast a long shadow on media content. Some shows tackled the conflict, while others highlighted international brands boycott. There were also advertisements promoting support for Palestine.



Drama about **Palestine**

A new Egyptian series called “Maliha” will be aired in the second half of Ramadan 2024.

The promo included scenes of the displacement of Palestinians from their lands, including a child named “Maliha” carried on her father’s shoulder, amidst a state of sadness that overwhelmed her and her family, and this coincided with the events of the Intifada in the year 2000.



Drama promoting local brands



"Massar Egbari" series cared about including local brands to show clear support to the local brands

Ads supporting local brands & Palestine

Some Viral Ramadan Commercial Ads showed support for Palestine in their Ramadan Ad for 2024





Debate!

The Ramadan series “Lunch Box” has sparked controversy on social media due to a scene that quoted a video of a Palestinian mother crying over her killed son. The viral video had the Palestinian mother looking for her son

The actors and the director series’ apologized.



Jamila Awad
@jamilaawad · Follow

ازاي no way يبقى مش مقصود!!! هو ده اللي حصل المشهد كان مكتوب أسمر و فجأة و احنا بنقولو جمعنا ان الممثل اللي جه طلع أشقر ف بدلنا كلمة واحده المفروض تكونوا عارفين ان دي حاجة مستحيل تحصل بقصد مش نثير فتن أظن الناس عارفة كويس موقفني من القضية يا ريت نتحد ضد العدو 🇵🇸 دي صورة الممثل

Debate!

Egyptian singer Tamer Hosny faced criticism for starring in a commercial for Chipsy, a brand owned by Pepsi (which is being boycotted by some due to its connection to Israel).

Hosny defended himself on social media, saying he'd already been working with Chipsy for two years and that Chipsy itself is an Egyptian company (providing contract details for proof). He also emphasized his support for Palestine.





References

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[Asharq](#)

[Daily News](#)

[Aawsat](#)

[Aawsat](#)

[El Shai](#)

[El Shai](#)

[El Shai](#)

[Filfan](#)

[925](#)

[925](#)

[Al Masry Al Youm](#)

[Megazettes](#)

[English Ahram](#)

[Layalina](#)

[E3lam](#)

[E3lam](#)

[Masrawy](#)

[Rapscenear](#)

[Variety](#)

[Et Bill Arabi](#)

[Scene Now Saudi](#)

[Daily Rosa El Youssef](#)

[Okaz](#)

[Tahia Masr](#)

[Gate Ahram](#)

[Al Arabyia](#)

[Shorouk News](#)

[Shorouk News](#)

[Think Marketing](#)

[Think Marketing](#)

[Think Marketing](#)

[Think Marketing](#)

[Smashi Business](#)



About Publicist

Established in 2011 in Egypt, Publicist Inc. has evolved into a leading Comms & Publicity agency with a deep understanding of the MENA region. Since 2019, we've strategically focused on the dynamic world of entertainment, recognizing the power of compelling content to captivate audiences.

Our team of expert publicists boasts extensive experience across the region. We go beyond simply understanding publicity – we are passionate strategists who translate the value of entertainment into impactful communication campaigns. Our reach extends beyond borders, encompassing Egypt, UAE, Saudi Arabia, Qatar, Kuwait, and more.

This regional perspective allows us to tailor strategies for maximum impact.

For three years, we served as the trusted publicity partner for Netflix, launching some of the biggest titles the region has ever seen. Currently, we work with industry giants like Spotify, Katara Studios, and TOD. Our past partnerships include prominent players such as StarzPlay and Manga Productions, solidifying our position as a key player in the MENA entertainment landscape.





And that's a **wrap!**



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