

The Investor



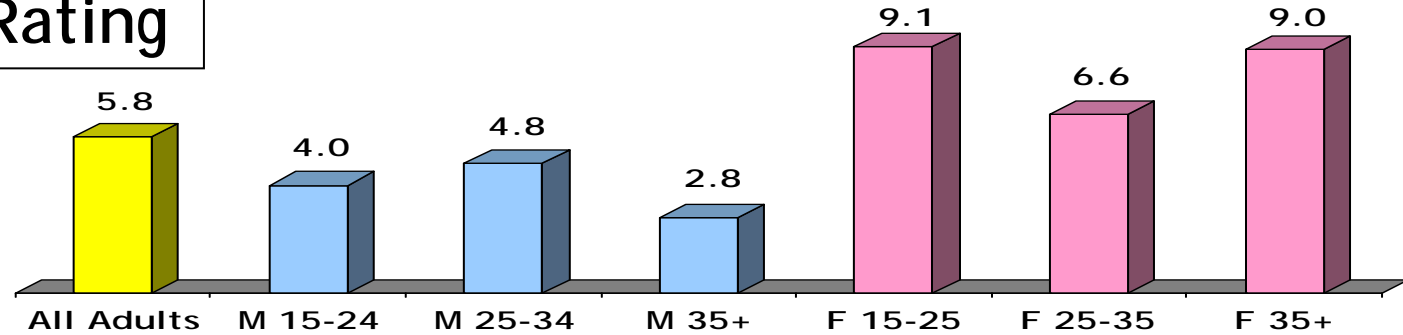
Background

- Sixteen weeks fieldwork : Jan - Apr 06
- Sample size : 4,250 individuals per month, representative of the Arab adult population in the KSA (15+ years)
- Ratings= % of people watching out of total universe (adults 15+ in KSA e.g. approx. 12million)
- Share= % of people watching out of TV viewers

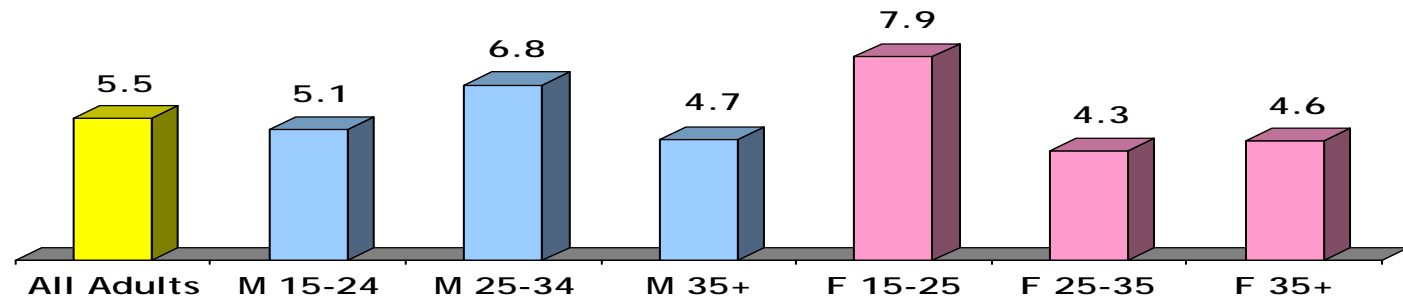
'The Investor' Audience Profile – Feb – Apr 06

Program Rating

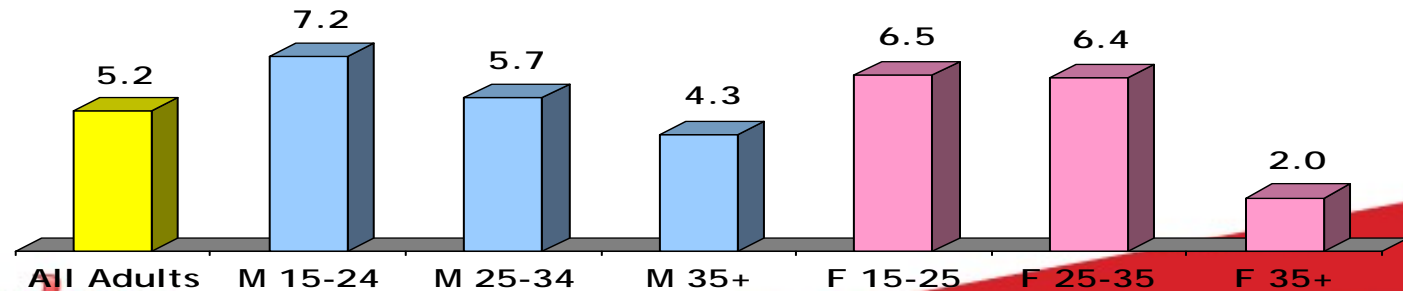
Feb '06



Mar '06



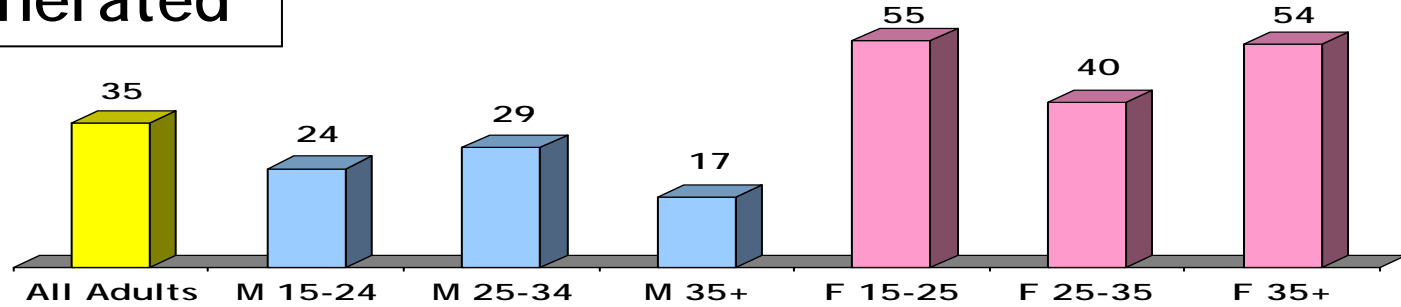
Apr '06



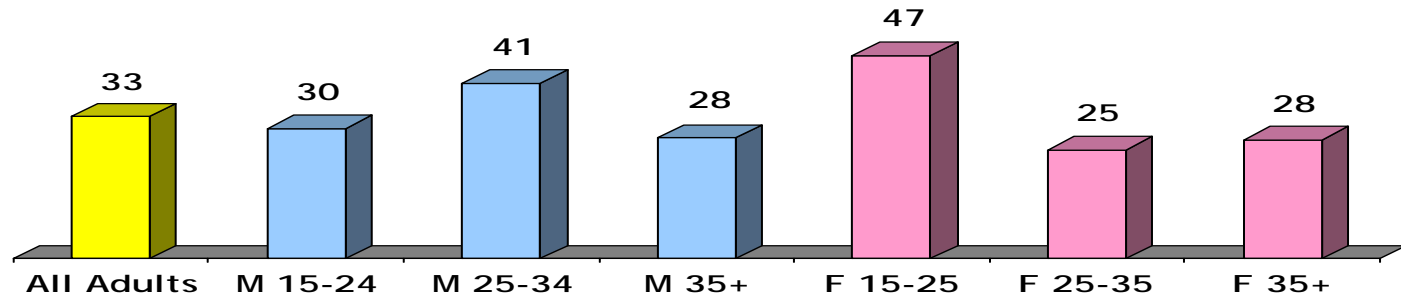
'The Investor' Audience Profile – Feb – Apr 06

GRP's Generated

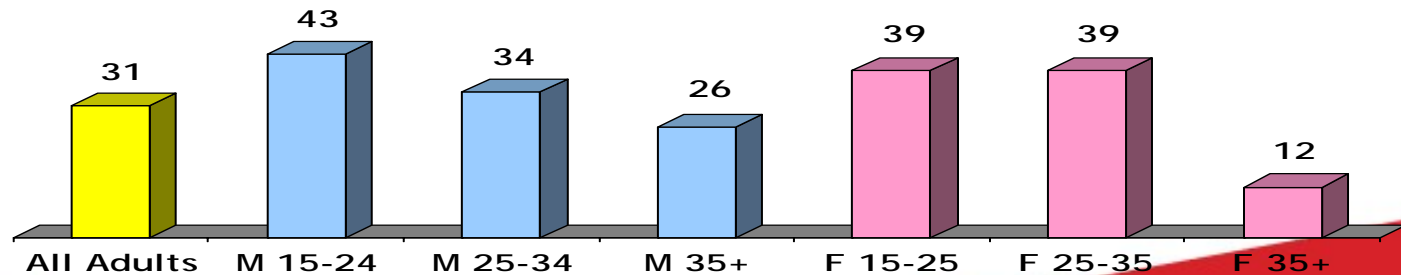
Feb '06



Mar '06



Apr '06



Conclusion

- Investor program ratings remained strong throughout the season and averaged around 5.5% whilst retaining a consistent 11% share.
- In KSA alone, 'The Investor' averaged approximately 700,000 viewers per episode during the season.
- Program performed very well among MBC's core target audience; *young Arab families*

Conclusion

- 'The Investor' program ratings across the three months of airing remained solid and consistent.
- Additionally with 'The Investor' we were hitting the right mark from Saudi women prospective, who are in hunger over expanding their business opportunities and independence.
- As the show progressed, there was a shift in demographic viewership since February as the program became more popular with younger males. Female viewership in general fell but male viewership remained relatively constant throughout the duration of the show.