

# TAM Lebanon 2016 Results

23<sup>rd</sup> of February 2017



# Agenda

- ➔ **11:00** Coffee break
- ➔ **11:30** Opening speech by Elie Aoun, CEO Ipsos Connect in MEAP
- ➔ **11:40** Presentation by Edouard Monin, Chairman & CEO of Ipsos in MENA
- ➔ **11:50** Presentation by Elie Aoun, CEO Ipsos Connect in MEAP
- ➔ **12:20** Presentation by Spyros Zavitsanos, Nielsen Watch Leader in Greece & Cyprus
- ➔ **12:40** Presentation by Robert Ruud, TAM Auditor
- ➔ **12:55** Presentation by Wilson Issa, Representing the Advertisers Association in Lebanon
- ➔ **13:05** Q&A
- ➔ **13:20** Lunch



# TAM Lebanon 2016 Results

23<sup>rd</sup> of February 2017



# Mushahada

*An Ipsos & Nielsen TAM Company*





# Panel

Panel

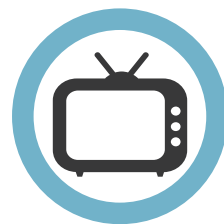
# Our 2016 Panel



**647**  
Number of  
Households



**1,165**  
Installed  
Meters



**1.8**  
Average number  
of TV sets per  
Household



**2,700**  
Individuals  
aged 4+

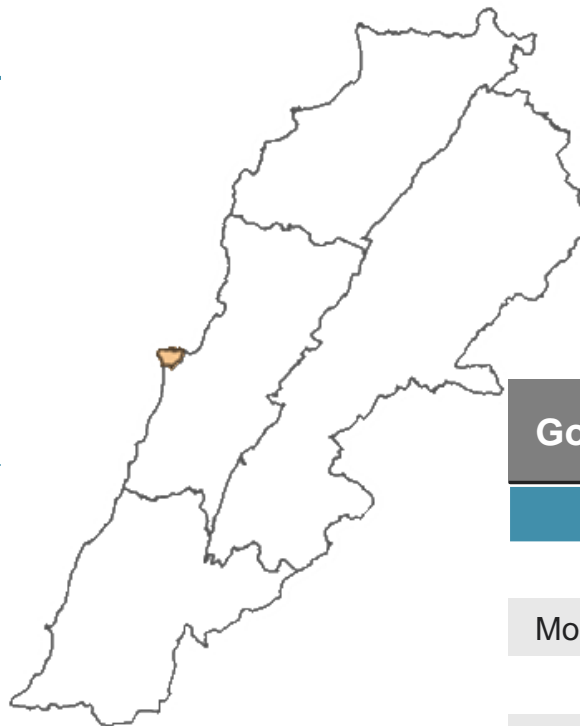


**4.1**  
Average number of  
Individuals per  
Household

# Panel

## Panel Distribution (by Sub Region)

<b>Beirut</b>			
<b>68 HH's</b>		<b>10.5%</b>	
Aamliye	1	Malla	1
Aicha Bakkar	2	Moussaitbeh	8
Barbir	1	Nweireh	3
Basta el Fawka	1	Ouzai	1
Basta El Tahta	2	Ras El Nabeh	1
Borj Abi Haidar	3	Sanayeh	1
Dar El Fatwa	2	Tallet El Khayat	1
Ein El Mresisseh	1	Tarik El jdideh	11
El Horg	1	Wata	1
Jnah	2	Zkak El Blat	2
Mazraa	2	Ashrafieh	20

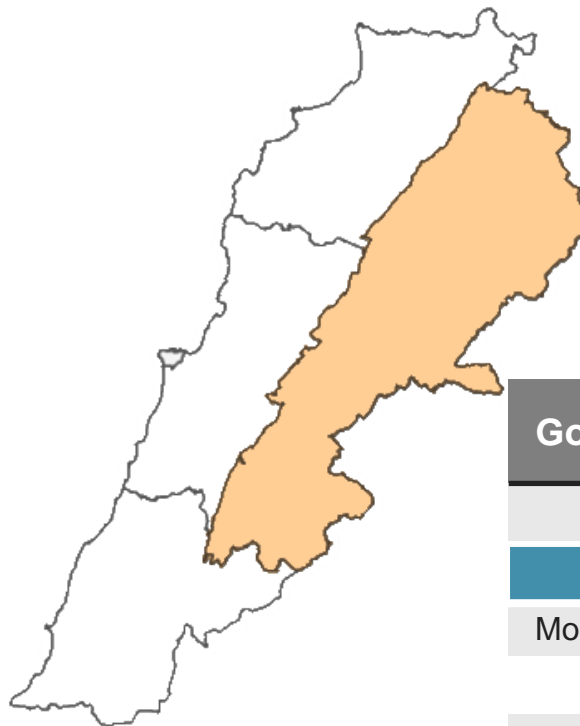


Governorate	Panel	Num. homes	CAS
<b>Beirut</b>	<b>10.5%</b>	<b>68</b>	<b>11.1%</b>
Bekaa	11.6%	75	11.4%
Mount Lebanon	43.4%	281	43.8%
North	17.3%	112	17.1%
South	17.2%	111	16.7%

# Panel

## Panel Distribution (by Sub Region)

<b>Bekaa</b>	<b>75 HH's</b>	<b>11.6%</b>
Baalbeck	27 HH	4.2%
Zahle	27 HH	4.2%
West Bekaa	14 HH	2.2%
Rachaia	4 HH	0.6%
Hermel	3 HH	0.5%



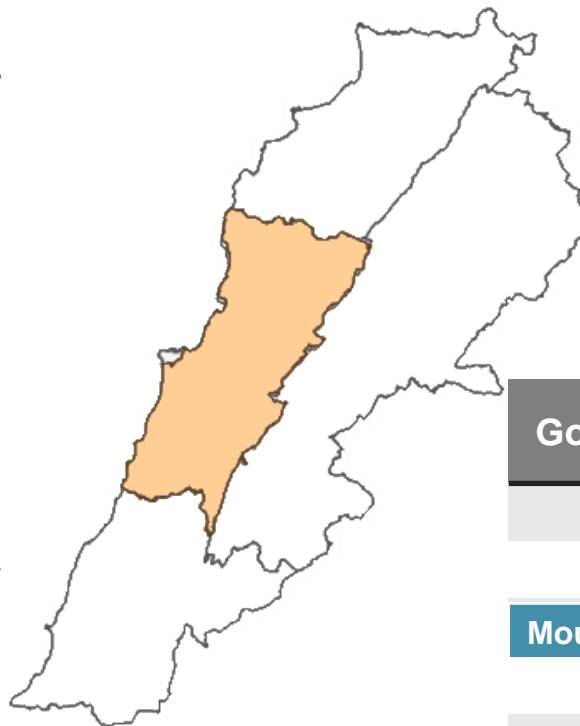
Governorate	Panel	Num. homes	CAS
Beirut	10.5%	68	11.1%
<b>Bekaa</b>	<b>11.6%</b>	<b>75</b>	<b>11.4%</b>
Mount Lebanon	43.4%	281	43.8%
North	17.3%	112	17.1%
South	17.2%	111	16.7%



# Panel

## Panel Distribution (by Sub Region)

<b>Baabda</b>	<b>75 HH's</b>	<b>11.5%</b>
Baabda	2	Khelwei felougha 1
Bir El Abed	1	Kornayel 1
Borj El Brajne	5	Laylaki 2
Chiyah	16	Mcharrafieh 1
Deir el Haref	1	Mouawad 1
Falougha	1	Mreijeh 2
Fiyadieh	1	Ouzai 1
Furn El Chebbak	2	Ramel ElAli 1
Ghbaire	4	Rweis 7
Hadath	4	Sfeir 3
Haret Hreik	8	Sibnay 1
Hay el Sellom	3	Tahwitet el ghadir 1
Hemmena	2	Wadi Chahrour 2
Kafaat	1	



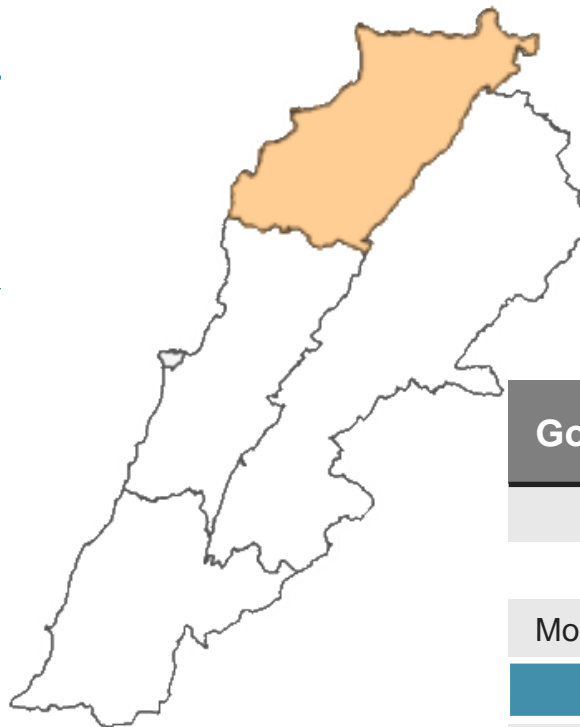
Metn	87 HH	13.4%
Keserwan	42 HH	6.5%
Chouf	31 HH	4.8%
Aley	27 HH	4.2%
Jbeil	19 HH	2.9%

Governorate	Panel	Num. homes	CAS
Beirut	10.5%	68	11.1%
Bekaa	11.6%	75	11.4%
<b>Mount Lebanon</b>	<b>43.4%</b>	<b>281</b>	<b>43.8%</b>
North	17.3%	112	17.1%
South	17.2%	111	16.7%

# Panel

## Panel Distribution (by Sub Region)

<b>Tripoli</b>	<b>48 HH's</b>		<b>7.4%</b>
Beddawi	2	Qalamoun	5
Bhanin	3	Mankoubin	1
Btormaz	3	Minieh	3
El Mina	7	Qoubbe	2
Karsouna	1	Tripoli	19
Kfarhabbo	2		



Akkar	34 HH	5.3%
Zghorta	8 HH	1.2%
Batroun	7 HH	1.1%
Becharry	4 HH	0.6%

Governorate	Panel	Num. homes	CAS
Beirut	10.5%	68	11.1%
Bekaa	11.6%	75	11.4%
Mount Lebanon	43.4%	281	43.8%
<b>North</b>	<b>17.3%</b>	<b>112</b>	<b>17.1%</b>
South	17.2%	111	16.7%

# Panel

## Panel Distribution (by Sub Region)

<b>Nabatieh</b>		<b>48 HH's</b>	<b>7.4%</b>
Ansar	1	Kfarsir	1
Arabsalim	2	Kfour	1
Benfoul	1	Mari	1
Choukine	1	Nabatieh	10
Doueir	2	Nabatieh Tahta	1
Habbouch	1	Qlayaa	1
Harouf	1	Rmeich	1
Houla	2	Safad el Batikh	1
Jarjouu'	1	Toul	1
Jbee'	2	Touline	1
Jibchit	2	Zawtar El Charkieh	5
Kfarjauz	1	Zefta	2
Kfarsila	1		
Sour		26 HH	4.0%
Jezzine		9 HH	1.4%



<b>Saida</b>		<b>48 HH's</b>	<b>7.4%</b>
Adloun	3	Majdelyoun	2
Abra	1	Marwanieh	1
Ansariyeh	1	Miye w Miye	1
Bablieh	2	Saida	7
Baisariyeh	2	Saksakiye	2
Ghazieh	1	Sarafand	2
Haret Saida	2	Taamir	1
Hlaliyeh	2	Zrariyeh	2

Governorate	Panel	Num. homes	CAS
Beirut	10.5%	68	11.1%
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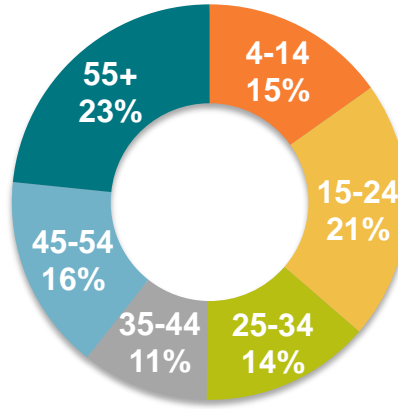
Panel

# Panel Distribution by Demographics

Gender



Age Groups



Social Class  
by Household



CAS

Male  
48%

Female  
52%

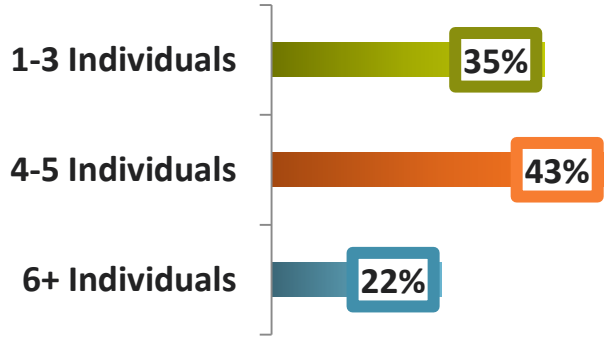
Age Group	Percentage	Age Group	Percentage	Age Group	Percentage	Age Group	Percentage
4-14	17%	15-24	20%	25-34	16%	35-44	12%
45-54	14%	55+	21%				



Panel

# Panel Distribution by Demographics

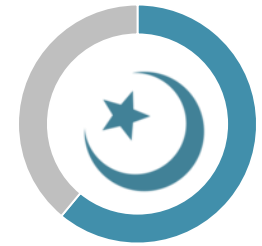
Family Size



Religion



39%  
Christians



61%  
Muslims

CAS

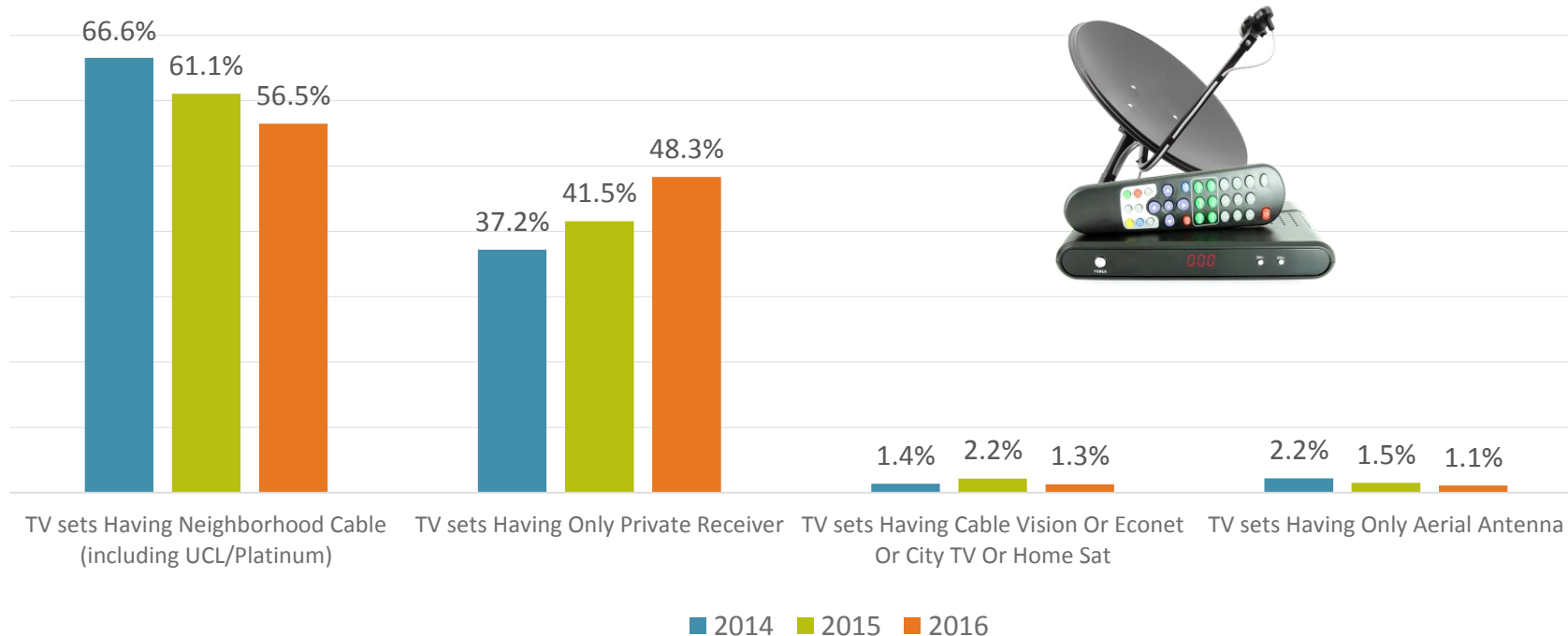
1-3 Individuals	4-5 Individuals	6+ Individuals
43%	38%	19%



## Panel (by TV Set)

# Panel Evolution by Source of Reception

Base 1,165 TV set in 2016

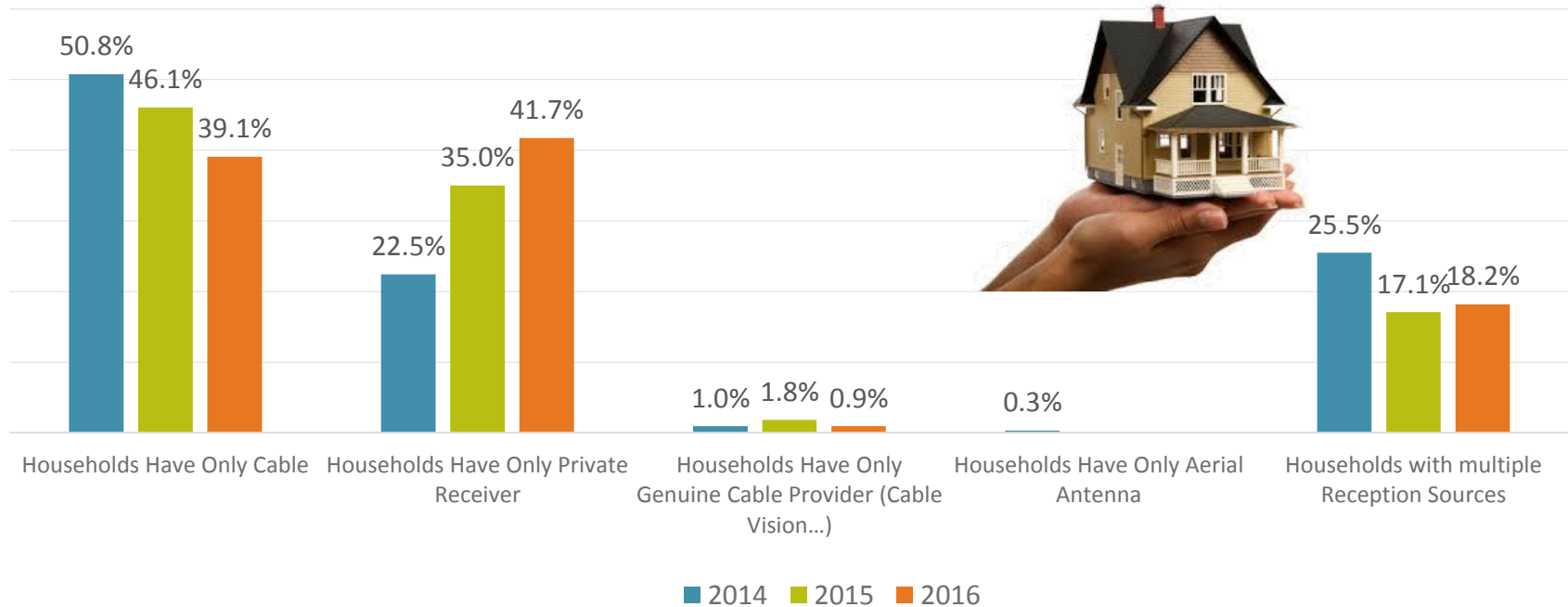




## Panel (by Household)

# Panel Evolution by Source of Reception

Base 647 HHs in 2016



*\* Numbers are NOT duplicated*

## Panel

# Enhancements Applied in 2016

- Smoothing technique applied on our last 3 ES to balance the panel and recruitment accordingly.
- Two additional weighting factors included as of February 2016.
  - Number of TV sets
  - The family size
- Age brackets grouped starting February 2016 (55+).
- Increased the frequency of the Internal Coincidental Survey.

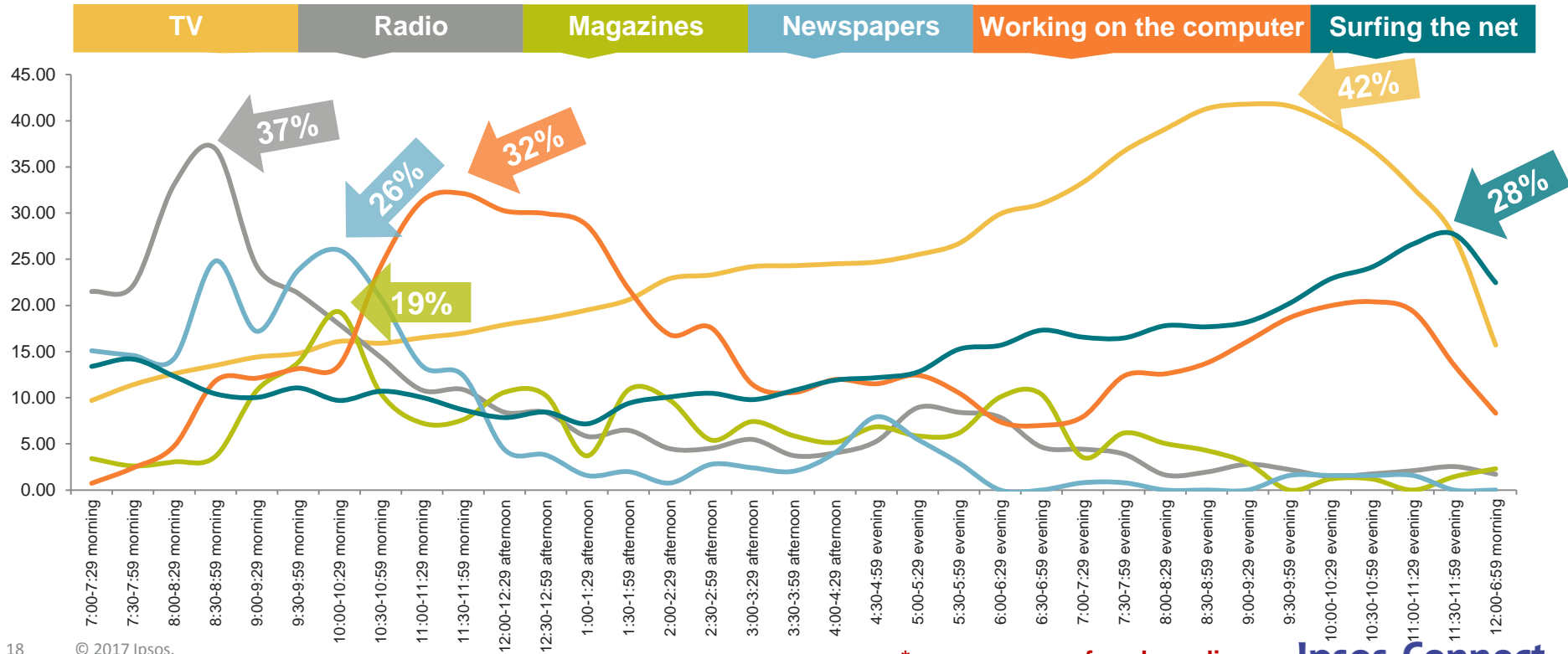


# Media Scene Lebanon

## 2017

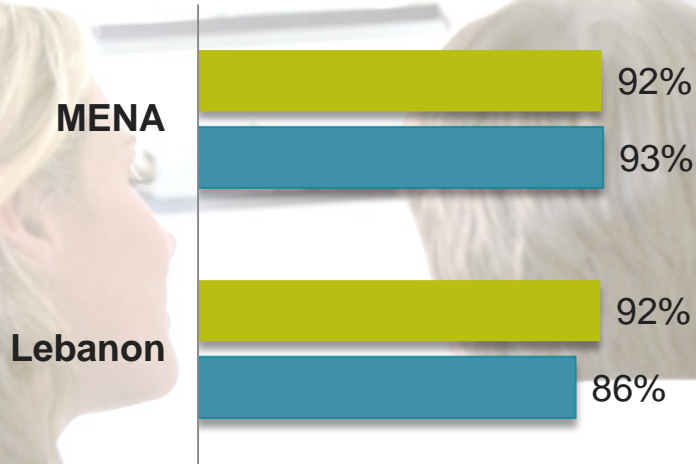
# Media Scene Lebanon

## Media Usage Habits



# Media Scene TV Penetration

■ Total Population ■ Millennials Population



# Lebanon

## 3.59 Million

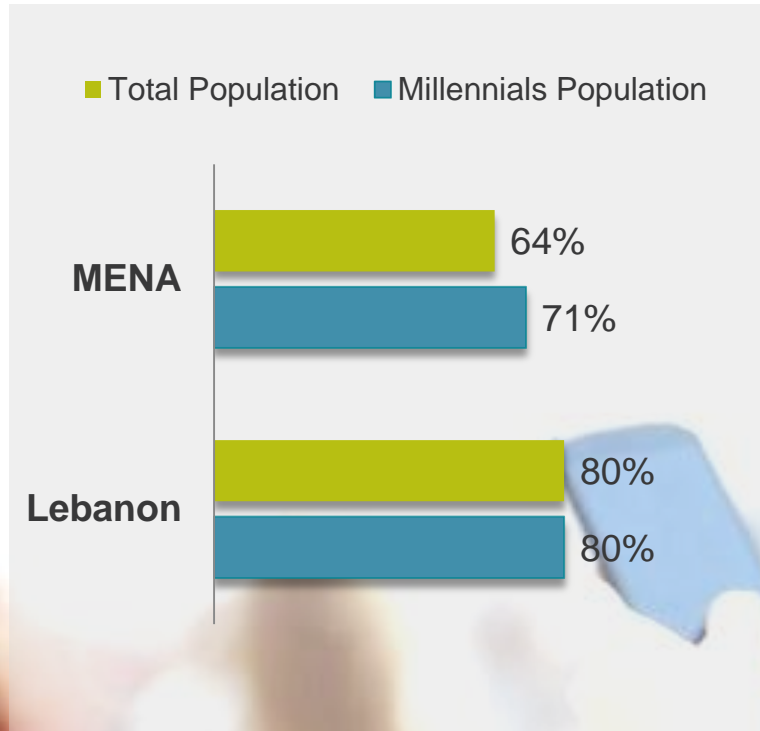
### TV User

## 892 thousand

### Millennials

# Media Scene

## Smartphone Penetration

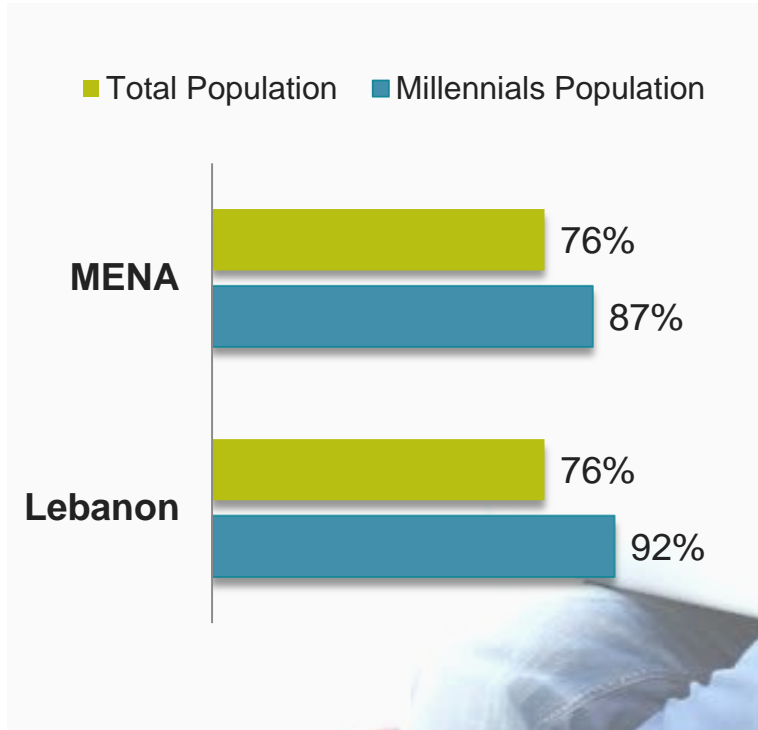


**Lebanon**  
**2.53 Million**  
**Smartphone User**  
**802 thousand**  
**Millennials**



# Media Scene

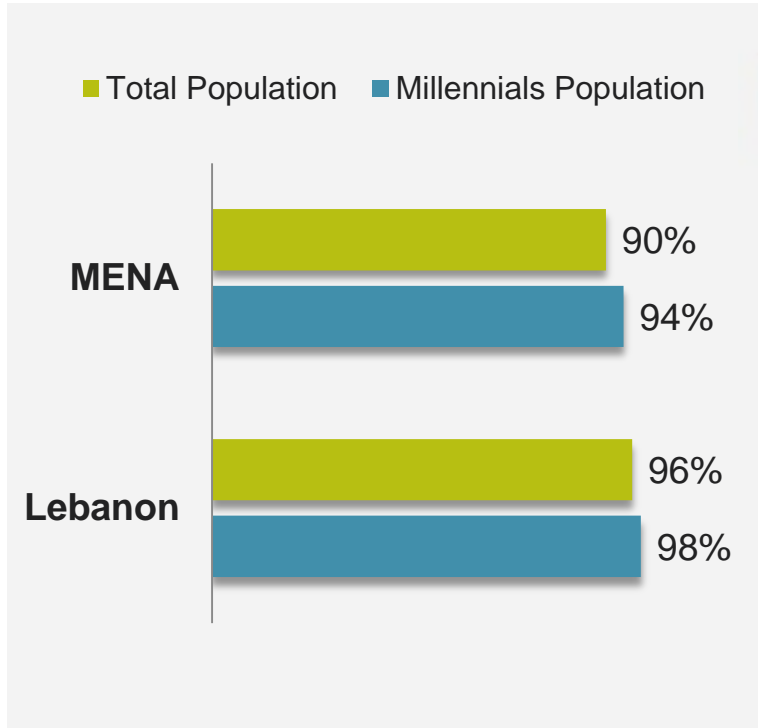
## Internet Penetration



**Lebanon**  
**2.40 Million**  
**Internet User**  
**926 thousand**  
**Millennials**

## Media Scene

# Social Media Penetration Out of Internet Users



**Lebanon**

**2.31 Million**

**Social Media Users**

**909 thousand**

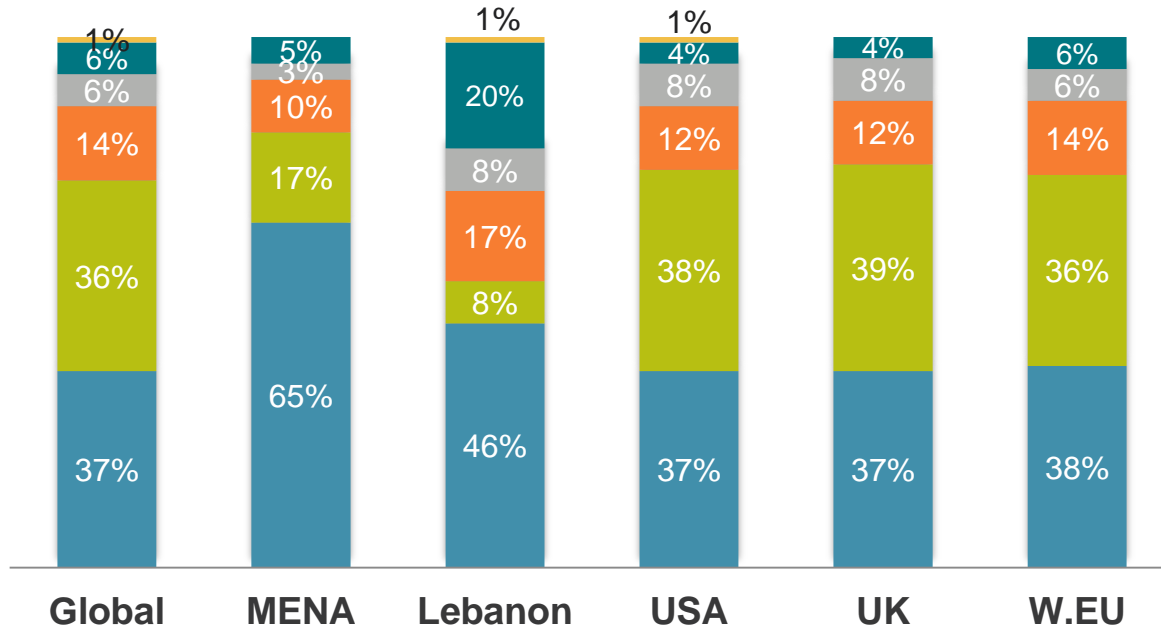
**Millennials**

# Advertising Expenditures

# Share of Ad Spend by Media Type 2016

## By Market – Media Mix

■ TV ■ Digital ■ Print ■ Radio ■ OOH ■ Cinema



# In Lebanon 2015 Vs. 2016

## Revenues by Medium (based on official rate cards)

2015

Total TV Revenues

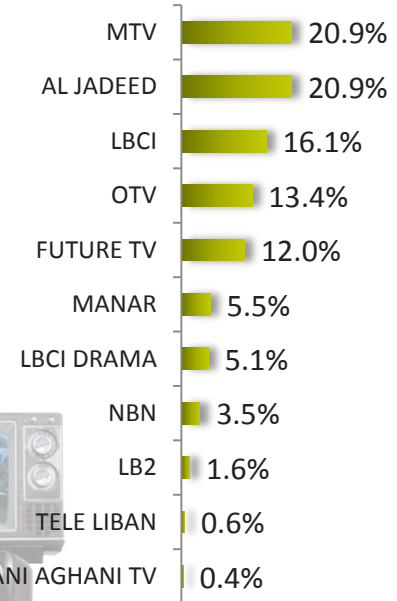
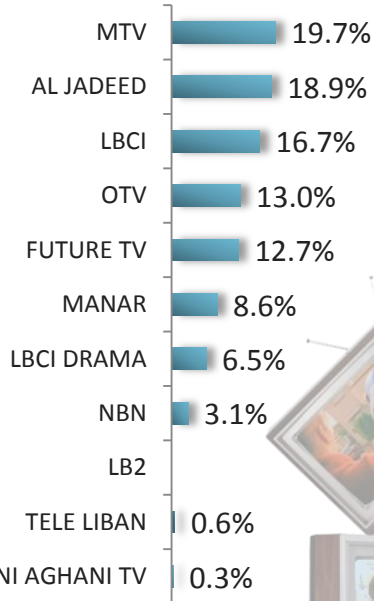
2016

1.32B

1.40B

2015

2016



TV revenues  
increased  
**5.8 %**



# Television Audience Measurement

Summary on Audience  
Analysis



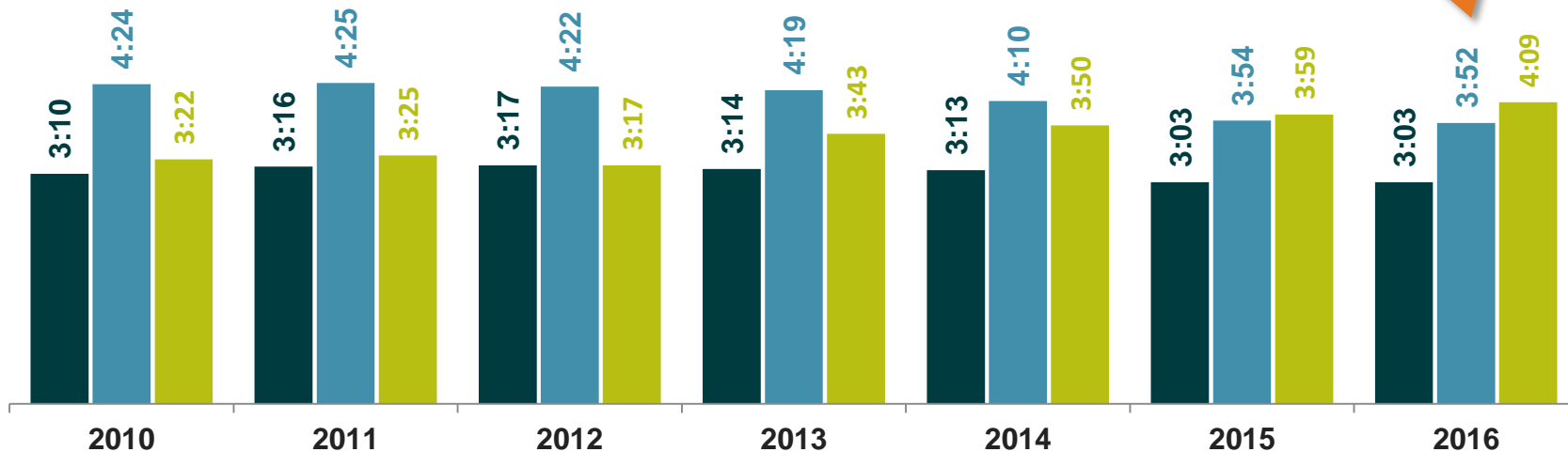
## Comparative Analysis

# Average Daily Viewing Comparison

CAGR % (Yearly Growth)

World Wide	→	-(0.62%)
Arab Countries	→	-(1.97%)
Lebanon	→	3.55%

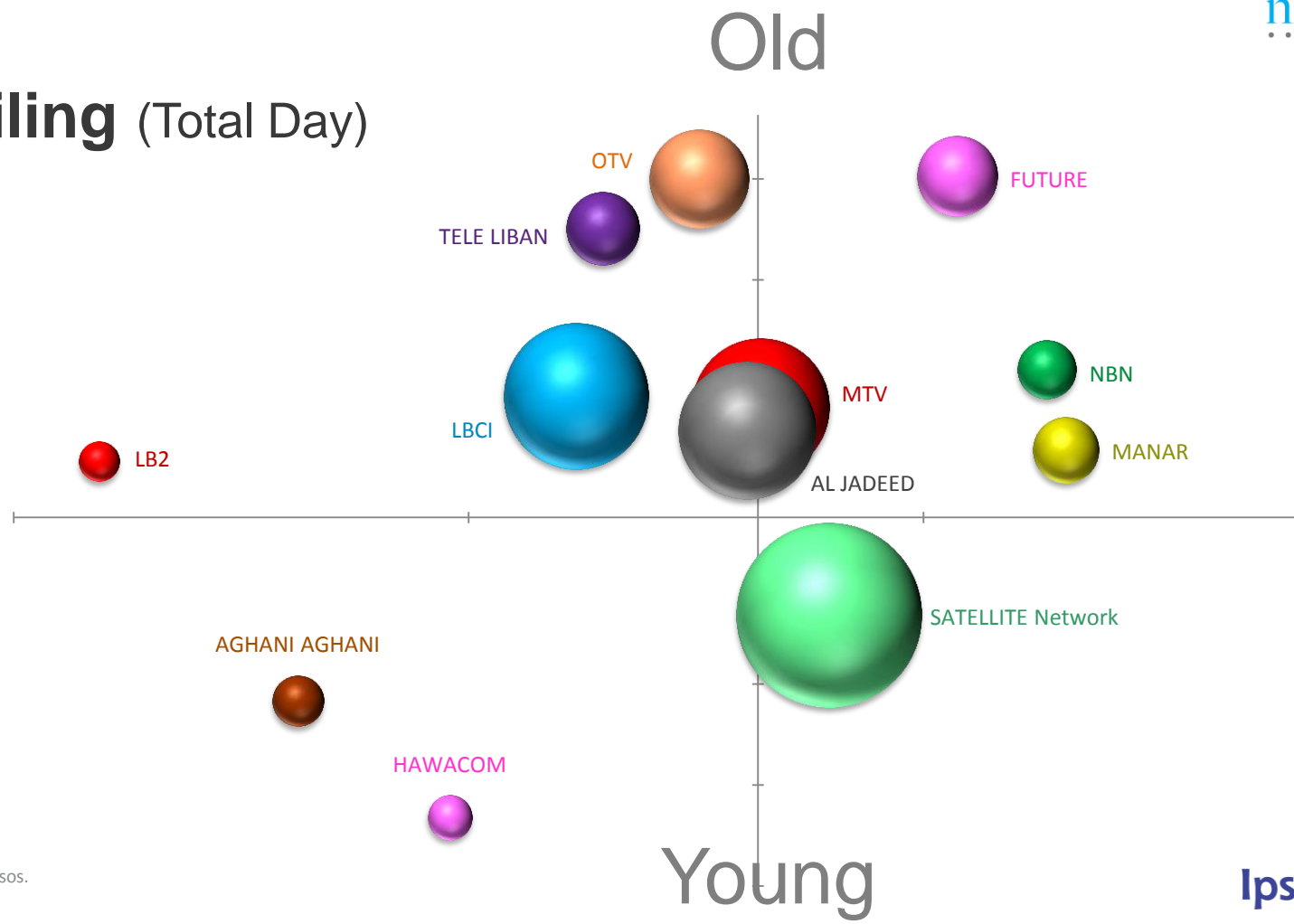
Highest viewership registered in Lebanon ever. Lebanon is the only market in the Arab world where the linear TV is increasing.



# Local Profiling (Total Day)

Females

Males



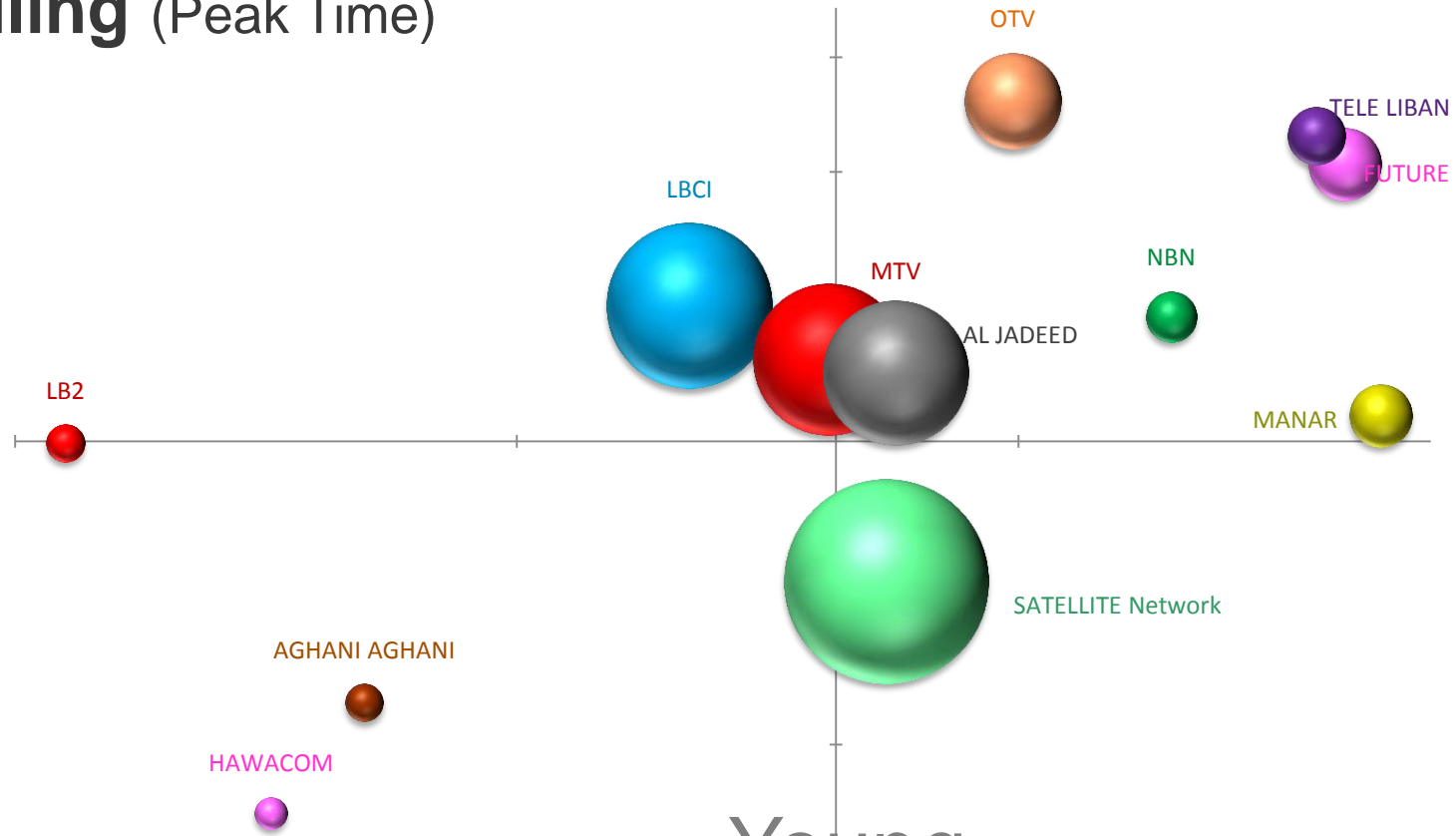
# Local Profiling (Peak Time)

Females

Males

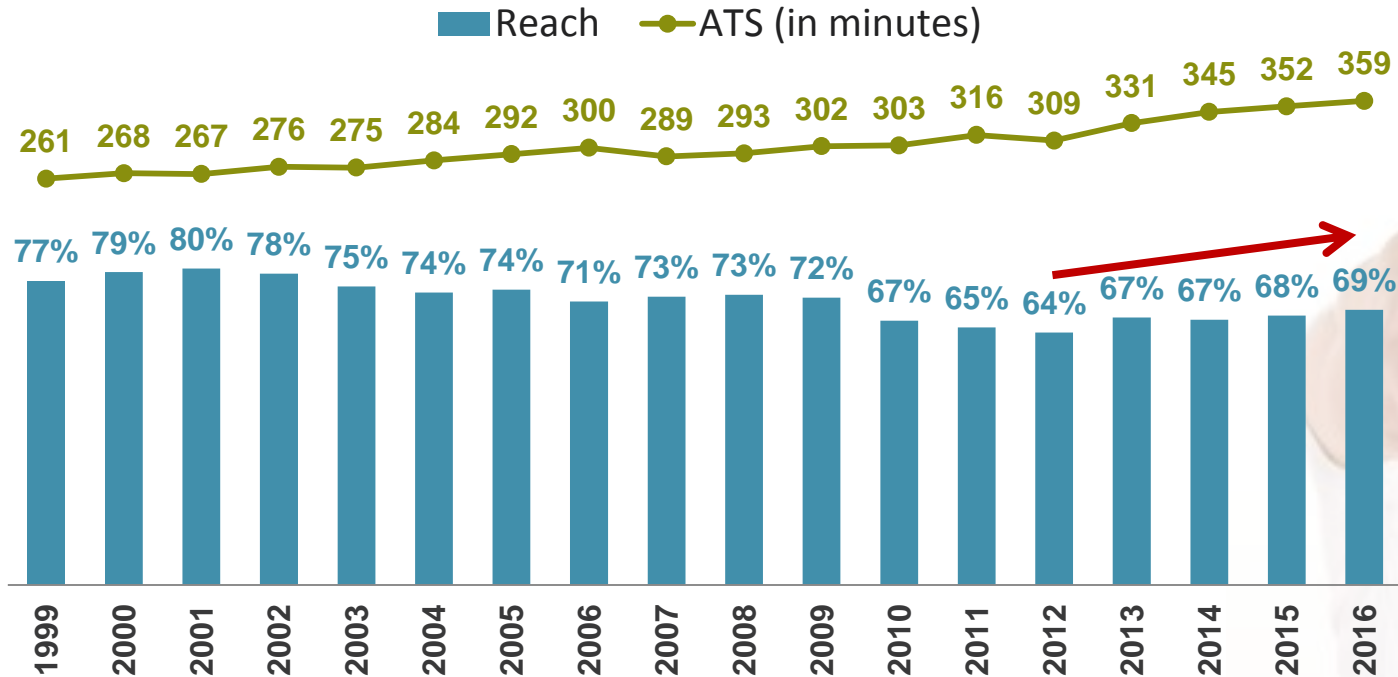
Old

Young



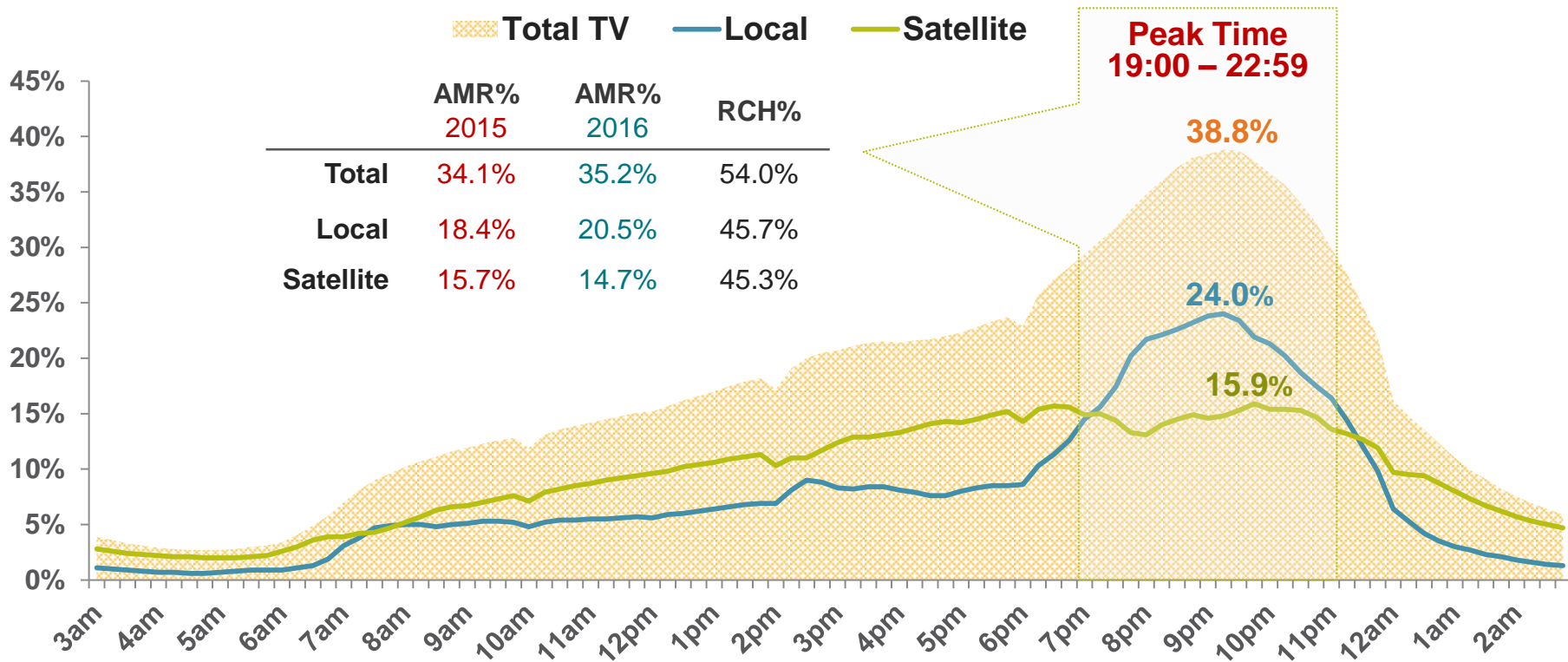
# Total Individuals Aged 4+

## Reach and Average Time Spent (Total TV)



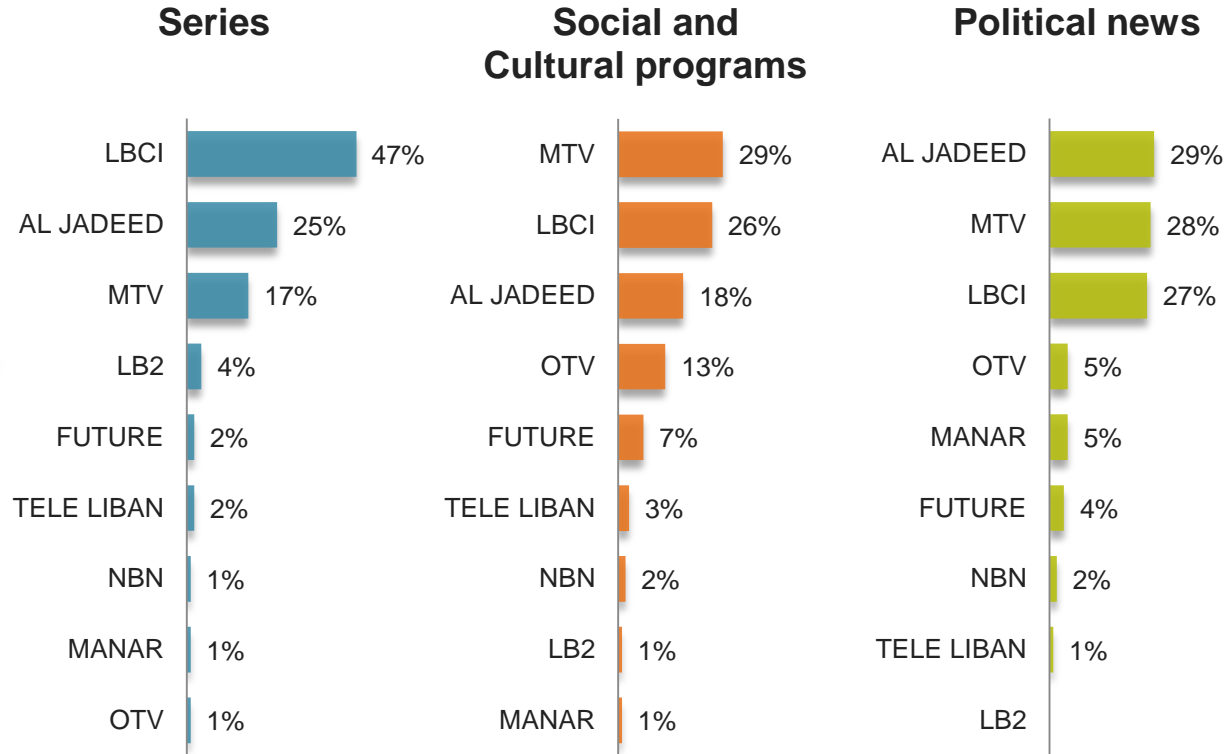
# Local Vs. Satellite “in 2016”

## Total TV Performance (By 15 minutes)



# Viewership Analysis “in 2016”

## Top Channels by Genre “Total Day”



Excluding programs < 5 mins

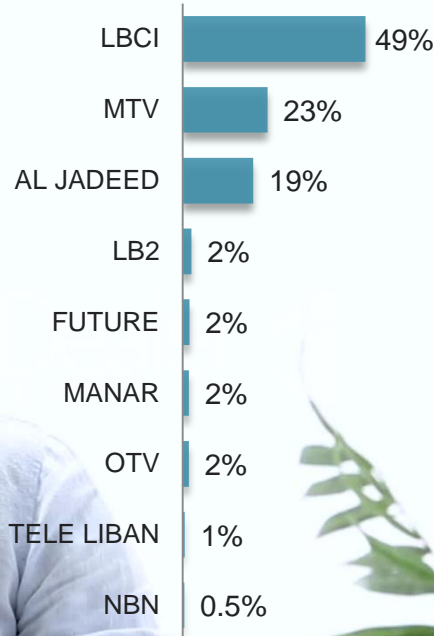


# Viewership Analysis “in 2016”

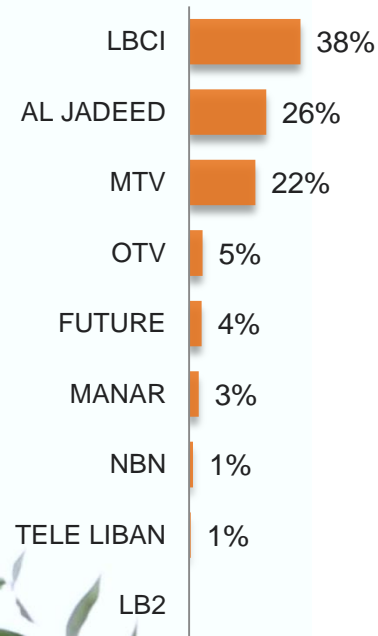
## Top Channels by Genre “19:00 – 23:00”



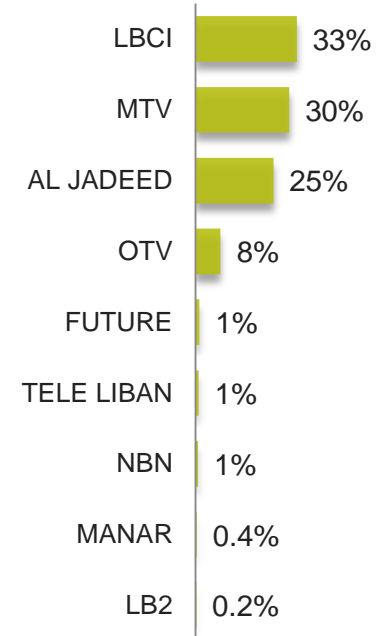
### Series



### Political news



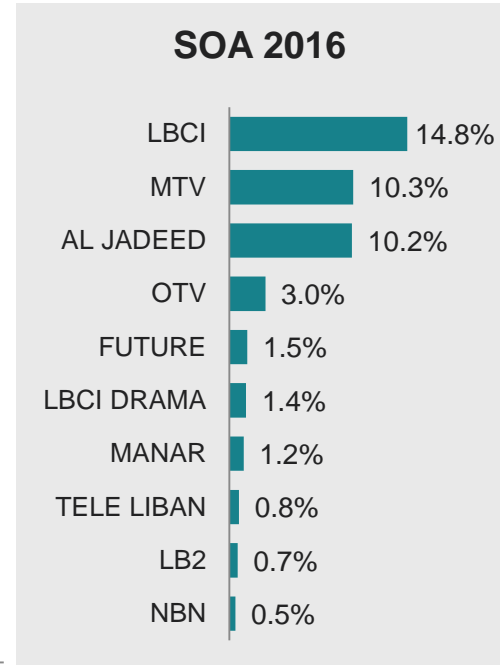
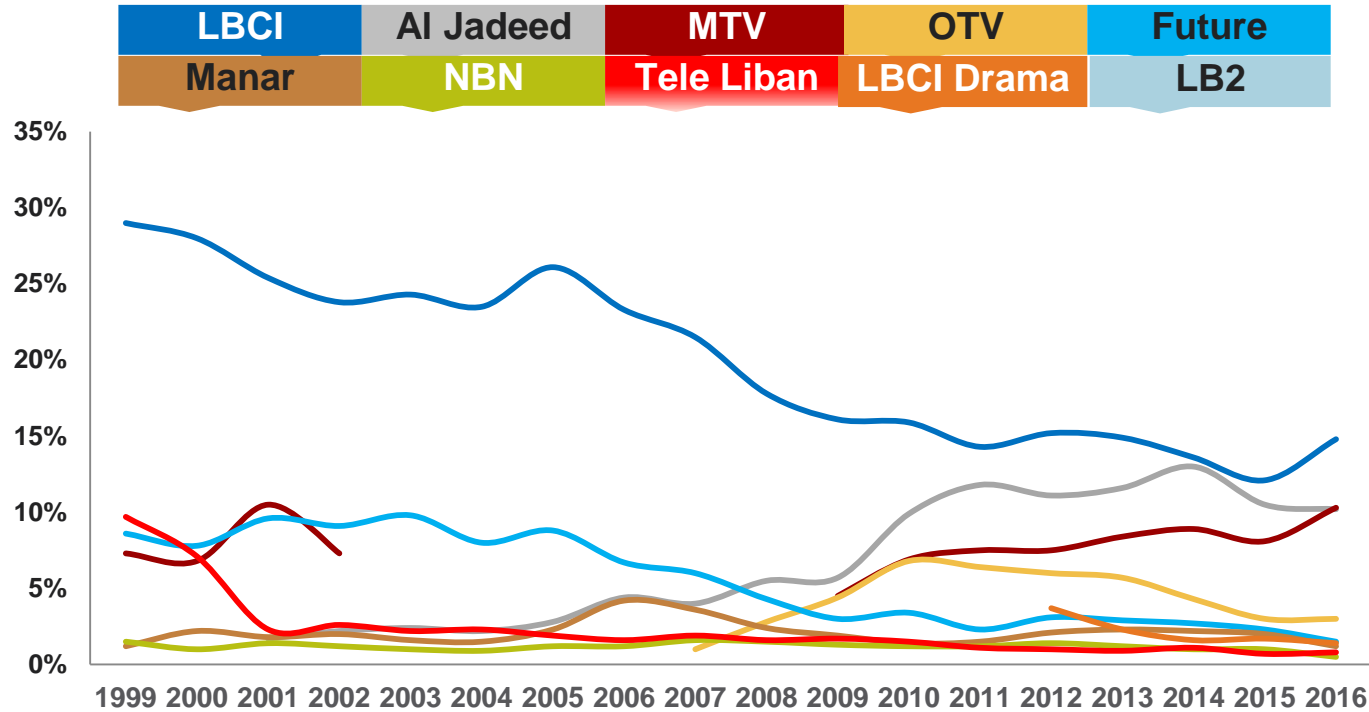
### Social and Cultural programs



# Survey Findings TV Stations Watched

From 1/Jan/1999 to 31/Dec/2016 (last 18 years)

# Share Of Audience out of Total TV (Total Individuals 4+)

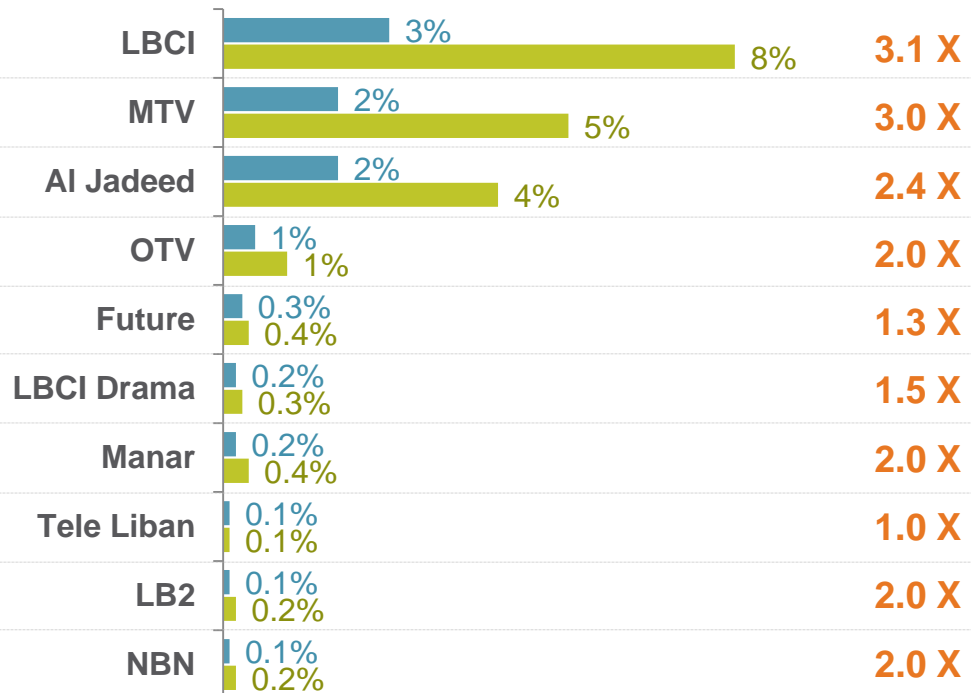


Al Jadeed resumed in Dec 2001 - MTV stopped in Sep 2002 and resumed in May 2009  
 OTV started in April 2007 - LBCI Drama started in Oct 2012 and stopped in September 2016 replaced by LB2

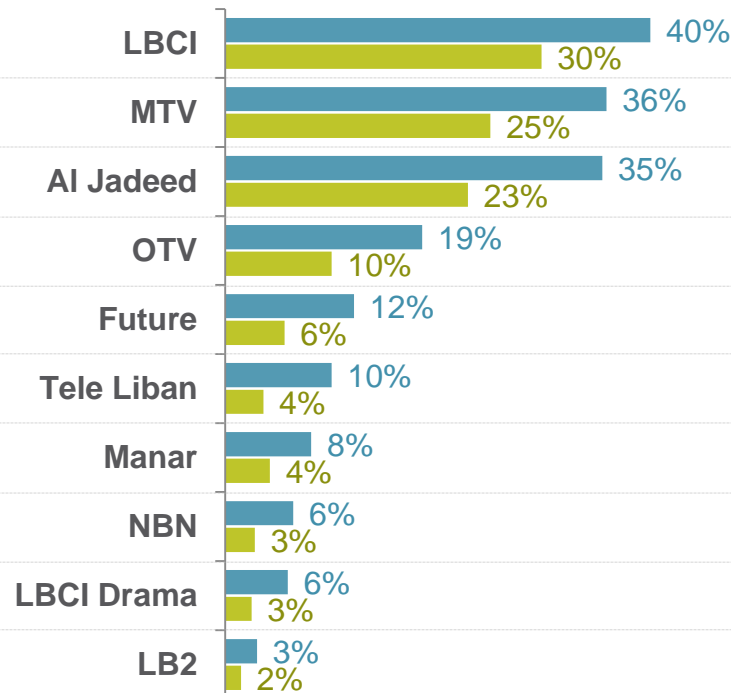
# AMR% & RCH% "in 2016"

## Local Channels Performance

### AMR%



### RCH%



# 2016 Top Programs Highlights



Lebanon – Quarter 4, 2016

# Top Programs Unique Viewers & Twitter Analysis

**4,969**

Average Tweets / Episode



Hayda 7akeh  
@hayda7akeh



Lahon W Bas  
@lahonwbas

**4,162**

Average Tweets / Episode

AMR **9.3%**

ATS **50** Minutes

**2.2** Zaps



People who watched both shows **43.8%**

Lebanon – Quarter 4, 2016

# Top Programs Unique Viewers & Twitter Analysis



**AMR 7.0%**

**ATS 42** Minutes

**1.7** Zaps



**AMR 6.4%**

**ATS 34** Minutes

**1.8** Zaps



**AMR 5.8%**

**ATS 38** Minutes

**1.8** Zaps



**27.8%**

people watch 2 out of 3 shows

**10.5%**

people watch the 3 shows



Lebanon – Quarter 4, 2016

# Top Programs Unique Viewers & Twitter Analysis

**223**

Average Tweets / Episode

AMR **13.5%**

ATS **1** hour

**2.1** Zaps



Take Me Out Nakashet  
@TakeMeOutLBCI



Dancing With The Stars  
@dwtsme

**4,075**

Average Tweets / Episode

AMR **8.5%**

ATS **59** Minutes

**2.2** Zaps



People who watched both shows **30.5%**

Lebanon – Ramadan 2016

# Top Programs Unique Viewers & Twitter Analysis

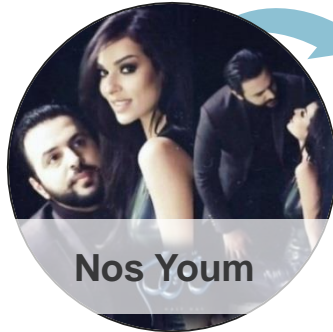


AMR 15.7%

Mesh Ana

ATS 39 Minutes

1.8 Zaps



AMR 5.8%

Nos Youm

ATS 28 Minutes

1.6 Zaps



AMR 4.9%

Ya Reyt

ATS 26 Minutes

1.8 Zaps



24.1%

people watch 2 out of 3 shows

4%

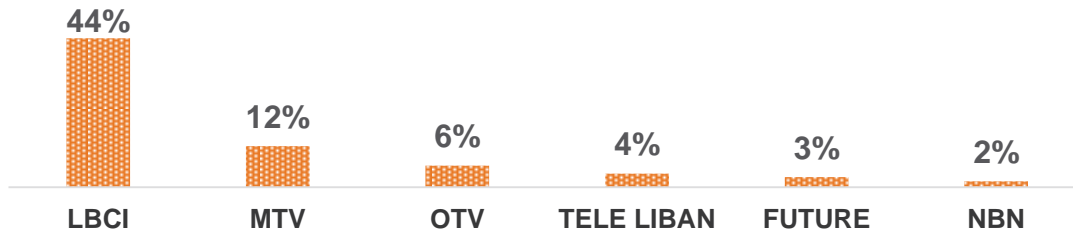
people watch the 3 shows

Lebanon – Quarter 4, 2016

# Basketball Games Unique Viewers

**28%** of the people watch more than one channel while watching a **basketball** game.

While **72%** watch **ONE** channel only, split as follows:

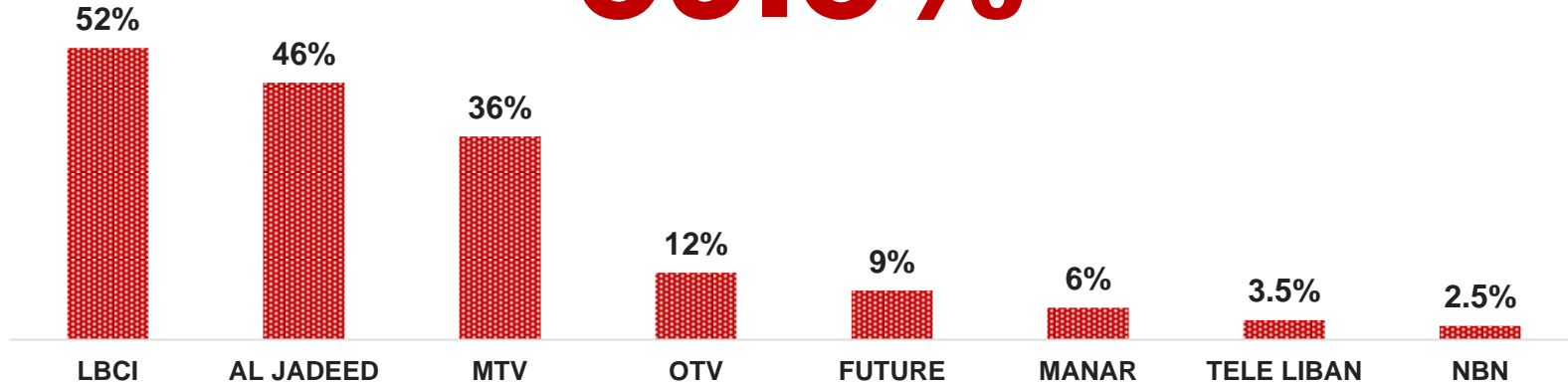


Lebanon – Quarter 4, 2016

## Evening News Segments Unique Viewers

# Evening News Viewers

**39.8%**



Lebanon – Quarter 4, 2016

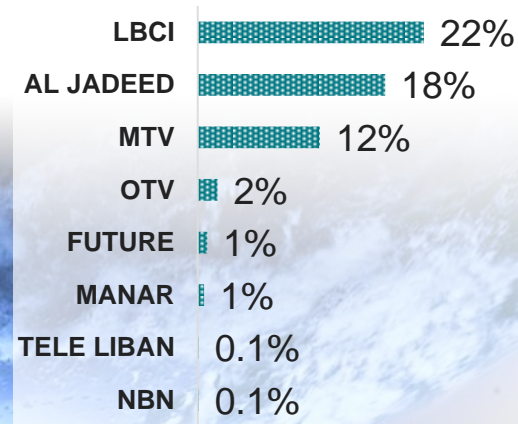
# Evening News Segments Unique Viewers

45%

of the people watch evening **News Bulletin** on various channels.

55%

of the people watch only **ONE** channel while watching **News Bulletin** split as follows:



Lebanon – 2016

# Top Politicians Appearance on Talk Shows

WI'AM WAHAB

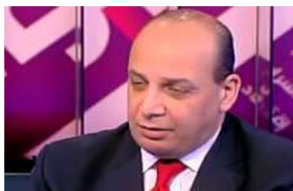


7 Appearances

- Al Usbuh Fi Saat: 4
- Kalam Al Nas: 2
- Bi Mawduhiyeh: 1

**HAS THE MOST APPEARANCES FOR THE 3<sup>RD</sup> YEAR!**

ALI HMADEH



6 Appearances

- Al Usbuh Fi Saat: 2
- Kalam Al Nas: 1
- Bi Mawduhiyeh: 3

CHARLES JABBOUR



5 Appearances

- Al Usbuh Fi Saat: 3
- Kalam Al Nas: 2
- Bi Mawduhiyeh: 0

SAMI GEMAYEL



5 Appearances

- Al Usbuh Fi Saat: 2
- Kalam Al Nas: 3
- Bi Mawduhiyeh: 0

ELIE FERZLI

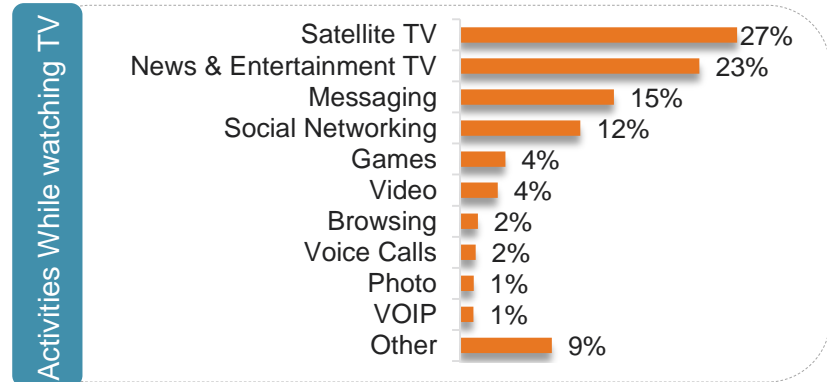
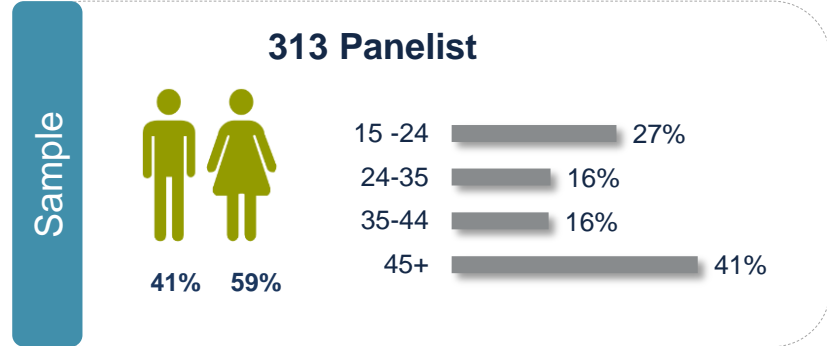
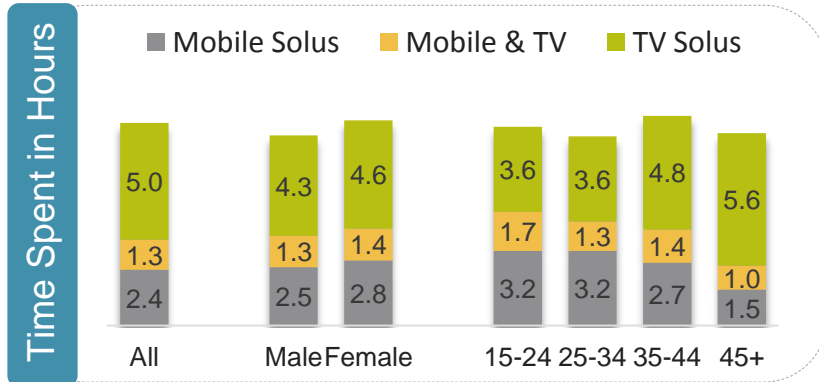
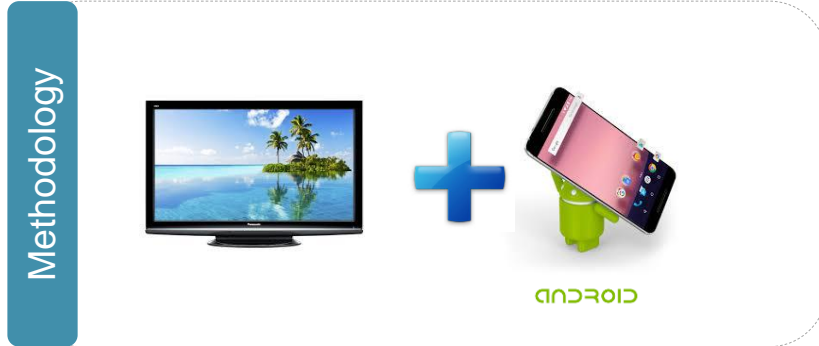


5 Appearances

- Al Usbuh Fi Saat: 2
- Kalam Al Nas: 2
- Bi Mawduhiyeh: 1

Lebanon – June 2016

# Mobile Panel





# Survey Findings Top 100 programs



# Total Year Top 100 Programs – Best Episode 18:00 – 23:59

## Top Programs (1/4)

Rank	Description	Channel	Best Episode				Program Average	
			AMR%	AMR (000's)	Date	Start time	AMR%	# Appear
1	THE VOICE KIDS	MTV	30.0%	1,173,996	05.03.2016	20:05:08	14.9%	21
2	AHMAR BEL KHAT AL ARID/ MOTHER	LBCI	21.3%	834,468	31.12.2016	20:30:50	10.6%	36
3	METEL AL AMAR	MTV	19.4%	757,142	22.03.2016	20:59:06	11.9%	61
4	MESH ANA	LBCI	18.7%	729,752	04.07.2016	20:36:15	15.0%	38
5	AMIR AL LAYL	LBCI	17.8%	697,416	27.12.2016	20:45:12	12.2%	57
6	TAKE ME OUT NAKASHET	LBCI	17.3%	677,937	11.12.2016	21:36:17	13.5%	12
7	WEIN KENTI	LBCI	17.1%	667,101	04.07.2016	21:43:54	13.6%	40
8	MISS LEBANON PRIME	LBCI	15.8%	619,979	22.10.2016	20:48:37	9.4%	2
9	CELEBRITY DUETS	MTV	15.4%	604,156	31.01.2016	21:00:19	11.5%	6
10	METEL AL AMAR II	MTV	15.0%	586,841	29.11.2016	20:44:45	11.2%	43
11	LEBANESE BASKETBALL CHAMPIONSHIP/ SAGESSE V/S AL RIYADI	LBCI	15.0%	585,493	03.06.2016	20:41:17	4.4%	69
12	S'ALO MARTI	MTV	14.6%	569,645	12.02.2016	20:40:36	8.5%	38
13	BAB AL HARA VIII	LBCI	14.5%	567,734	04.07.2016	22:45:26	11.5%	32
14	BALA TESHFIR/ NUH ZAAHYTER	AL JADEED	14.0%	549,222	27.01.2016	21:30:01	5.9%	36
15	#LAHON_WBAS/ NASSIF ZEYTON / DAAD	LBCI	13.2%	515,194	27.12.2016	21:47:39	6.9%	61
16	ALBI DAK SERIES	LBCI	13.1%	511,420	20.03.2016	18:48:37	10.3%	42
17	HAYDA HAKI/ AOUN AL KAAKE / CHAMES	MTV	13.0%	509,972	29.03.2016	21:39:03	8.7%	38
18	STAR ACADEMY PRIME/ SHIRINE ABDEL WAHAB	LBCI	12.8%	502,459	29.01.2016	21:00:01	9.4%	5
19	AYLE A FARED MAYLE III	LBCI	12.7%	497,936	06.05.2016	20:49:15	9.4%	23
20	SAWA SERIES	LBCI	12.7%	495,834	24.02.2016	20:49:44	9.4%	31
21	AKHBAR(20:00)	LBCI	12.6%	491,269	10.03.2016	19:52:05	8.4%	366
22	KTIR SALBE SHOW	LBCI	12.5%	489,508	17.12.2016	20:35:49	8.5%	33
23	YASMINA	LBCI	12.5%	488,611	03.02.2016	18:48:46	8.9%	37
24	VARIETIES LEBANESE/ THE VOICE KIDS	LBCI	12.5%	488,092	08.07.2016	20:44:06	6.4%	7
25	DUMAKRATIAH	LBCI	12.4%	483,619	18.03.2016	20:48:45	6.3%	108

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# Total Year Top 100 Programs – Best Episode 18:00 – 23:59

## Top Programs (2/4)

Rank	Description	Channel	AMR%	Best Episode			Program Average	
				AMR (000's)	Date	Start time	AMR%	# Appear
26	ZAWJATI ANA	AL JADEED	12.2%	477,357	30.12.2016	20:45:00	7.4%	28
27	AL AYN BL AYN	AL JADEED	12.2%	476,997	24.11.2016	21:37:13	7.6%	11
28	MENNA W JER	MTV	11.8%	461,727	26.12.2016	21:40:04	6.5%	38
29	SPECIAL POLITICS/ EXPLOSION IN HAMRA	LBCI	11.8%	461,259	12.06.2016	20:27:19	4.5%	15
30	LOTO	LBCI	11.8%	460,594	10.03.2016	19:21:40	6.0%	91
31	BAS MAT WATAN	LBCI	11.3%	443,808	08.01.2016	20:43:35	7.5%	34
32	LEBANESE MOVIE/ VITAMIN	LBCI	11.3%	442,427	10.07.2016	21:33:09	7.1%	13
33	OSSET HOB	LBCI	11.2%	439,119	06.01.2016	20:50:33	8.7%	16
34	MAFI METLO	MTV	11.1%	433,745	10.03.2016	20:46:46	8.5%	39
35	AKABER/ EMME SAYAH / THE VOICE KIDS	MTV	11.1%	433,643	27.03.2016	21:42:09	5.9%	13
36	YAWMIYEH	LBCI	10.9%	425,271	10.03.2016	19:37:40	5.2%	208
37	LEBANESE THEATER/ KTIR SALBE	LBCI	10.8%	423,876	12.03.2016	20:30:58	6.1%	35
38	AL HARAM	LBCI	10.7%	420,564	23.03.2016	20:49:55	7.3%	29
39	ARUS W ARIS	LBCI	10.7%	417,906	15.09.2016	20:42:13	8.4%	31
40	AKHBAR(19:45)	AL JADEED	10.6%	414,518	31.12.2016	19:48:22	5.5%	366
41	HAWA AL HORIYA	LBCI	10.6%	413,402	07.11.2016	21:50:45	6.4%	11
42	KHALI AYNAK AAL JADEED	AL JADEED	10.3%	402,152	31.12.2016	14:59:49	10.3%	1
43	HSEBAK AANA	LBCI	9.8%	382,398	22.04.2016	21:51:07	6.4%	35
44	THE VOICE	LBCI	9.7%	380,068	20.07.2016	21:42:48	7.2%	13
45	ARABS' GOT TALENT	LBCI	9.6%	376,037	24.07.2016	20:43:47	6.9%	13
46	HAREEM AL SULTAN AL SULTANA KOSEM	AL JADEED	9.5%	372,494	09.12.2016	18:40:08	4.2%	90
47	DANCING WITH THE STARS	MTV	9.5%	370,501	13.11.2016	20:35:29	8.5%	8
48	TARIKH YASHHAD	LBCI	9.3%	363,724	25.09.2016	20:43:46	7.4%	8
49	BEL JERM AL MASHHUD	MTV	9.1%	356,564	28.03.2016	21:48:04	3.2%	29
50	ERBAH MAA AL LBCI	LBCI	8.9%	348,797	31.12.2016	19:25:08	8.9%	1

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# Total Year Top 100 Programs – Best Episode 18:00 – 23:59

## Top Programs (3/4)

Rank	Description	Channel	AMR%	AMR (000's)	Date	Start time	Best Episode		Program Average	
							AMR%	# Appear	AMR%	# Appear
51	DEBATES POLITICS/ FADEL SHAKER	MTV	8.7%	340,190	08.02.2016	21:50:24	4.2%	2	4.2%	2
52	THE SHOW	LBCI	8.6%	335,838	05.02.2016	21:23:10	7.4%	2	7.4%	2
53	LOHBAT AL KADAR III	LBCI	8.5%	333,290	25.11.2016	18:06:03	5.1%	46	5.1%	46
54	THE RING HAREB AL NUJUM	AL JADEED	8.5%	332,082	10.12.2016	20:47:39	6.5%	9	6.5%	9
55	KALAM AL NAS/ SLEIMAN FRANJIEH	LBCI	8.4%	330,011	24.10.2016	21:40:53	4.5%	54	4.5%	54
56	HKI JELIS	LBCI	8.3%	325,225	23.05.2016	20:41:26	6.3%	23	6.3%	23
57	MIN BYAAREF	MTV	8.3%	325,111	24.02.2016	20:39:50	5.9%	21	5.9%	21
58	TAWQ AL BANAT III	LBCI	8.3%	323,950	28.06.2016	18:58:03	6.6%	30	6.6%	30
59	WAHESH AL SHASHA	AL JADEED	8.2%	321,663	04.02.2016	20:46:40	5.4%	19	5.4%	19
60	LIP SYNC BATTLE WELHANE	LBCI	8.1%	317,912	16.04.2016	20:58:48	6.3%	8	6.3%	8
61	HIKAYAT EID	LBCI	7.9%	309,418	24.12.2016	20:42:32	7.9%	1	7.9%	1
62	GHANILI TA GHANILAK/ DINA HAYEK	AL JADEED	7.8%	305,001	19.03.2016	20:40:20	5.3%	26	5.3%	26
63	LIL NASHER	AL JADEED	7.8%	304,998	05.12.2016	21:30:19	5.3%	32	5.3%	32
64	BBCHI	LBCI	7.7%	302,510	03.11.2016	20:43:24	6.5%	12	6.5%	12
65	SARKHAT RUH IV	MTV	7.7%	301,567	10.06.2016	22:22:40	4.0%	36	4.0%	36
66	SOLO AL LAYL AL HAZIN	LBCI	7.6%	298,534	12.12.2016	18:43:10	5.7%	38	5.7%	38
67	SHAKLAK MSH GHARIB	LBCI	7.6%	297,274	06.03.2016	21:48:59	6.8%	10	6.8%	10
68	BENT AL SHAHBANDAR	AL JADEED	7.5%	292,251	27.02.2016	18:43:13	5.1%	31	5.1%	31
69	THE COMEDY	MTV	7.4%	289,351	19.03.2016	20:46:53	4.5%	13	4.5%	13
70	AL AKHBAR #MIN-ENDAK	LBCI	7.3%	285,115	25.12.2016	23:32:58	2.8%	71	2.8%	71
71	AHLIYE B MHALIYE	AL JADEED	7.1%	276,291	16.12.2016	21:42:11	5.0%	10	5.0%	10
72	ERBIT TINHAL	AL JADEED	6.9%	271,881	06.01.2016	20:46:13	3.9%	57	3.9%	57
73	FASHION/ KEVORK MAKASSIAN	MTV	6.9%	268,934	06.02.2016	22:18:08	6.9%	1	6.9%	1
74	YA REYT	MTV	6.8%	267,876	14.06.2016	21:27:28	4.8%	31	4.8%	31
75	AL USBUH FI SAAT/ WI'AM WAHAB	AL JADEED	6.7%	262,547	24.04.2016	21:30:14	2.7%	46	2.7%	46

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# Total Year Top 100 Programs – Best Episode 18:00 – 23:59

## Top Programs (4/4)

Rank	Description	Channel	AMR%	AMR (000's)	Date	Start time	Best Episode		Program Average	
							AMR%	# Appear		
76	NOS YOUM	AL JADEED	6.6%	258,907	13.06.2016	20:36:42	5.8%	30		
77	AL MUSAMEH KARIM	AL JADEED	6.6%	256,851	24.01.2016	20:50:19	3.9%	34		
78	GHALTET OMRY	LBCI	6.5%	255,152	27.12.2016	18:32:11	4.8%	14		
79	DAYIWED	LBCI	6.5%	254,506	30.01.2016	18:55:54	3.3%	7		
80	HELO AL DEHEK	LBCI	6.4%	250,713	27.05.2016	22:44:38	5.0%	11		
81	RAMEZ BEYLA'AB BEL NAR	LBCI	6.3%	247,362	18.06.2016	23:27:06	5.2%	29		
82	RUBY	LBCI	6.3%	247,346	20.10.2016	18:45:59	3.4%	95		
83	SPECIAL/ CHRISTMAS PREPARATION IN JBEIL	LBCI	6.3%	246,848	24.11.2016	18:04:16	4.4%	4		
84	AL MUSICAR	MTV	6.3%	245,340	29.10.2016	20:49:27	6.3%	1		
85	KALAMANJI	LBCI	6.3%	245,212	24.07.2016	22:28:39	4.7%	8		
86	LOHBAT AL KADAR IV	LBCI	6.3%	244,567	14.12.2016	17:21:57	4.9%	9		
87	EISH KTIR	AL JADEED	6.2%	240,739	07.11.2016	20:49:34	4.9%	13		
88	KAWALIS AL MADINA	AL JADEED	6.1%	238,198	25.05.2016	20:47:07	4.6%	43		
89	BEIRUT INTERNATIONAL AWARD FESTIVAL	MTV	6.1%	237,550	28.07.2016	20:52:16	5.0%	2		
90	NATIONAL LOTERY	LBCI	6.0%	235,638	29.12.2016	19:23:53	6.0%	1		
91	KHATUN	MTV	6.0%	234,264	11.06.2016	23:17:31	3.3%	66		
92	MR. LEBANON	MTV	6.0%	233,965	26.08.2016	21:31:40	6.0%	1		
93	VARIETIES ARABIC/ MICHEL HAYEK	MTV	6.0%	233,344	01.01.2016	18:15:59	3.5%	2		
94	JARIMAT SHAGHAF	AL JADEED	5.9%	229,379	07.06.2016	21:31:09	4.0%	30		
95	KALAM BALADI/ RABIH AL HABER\JHONNY MNAYAR	LBCI	5.7%	223,917	08.05.2016	21:23:41	5.0%	3		
96	MAESTRO/ MELHEM BARAKAT	AL JADEED	5.6%	218,430	28.10.2016	21:42:58	5.6%	1		
97	LOOK 4 TREND	LBCI	5.6%	218,021	26.11.2016	18:34:42	2.8%	13		
98	TAHKIK MTV/ SEXUAL TURN OVER	MTV	5.6%	217,206	19.02.2016	22:23:06	2.5%	36		
99	TARIKH ASWAD	LBCI	5.5%	215,626	06.10.2016	20:43:09	5.5%	1		
100	BI MAWDUHIYEH/ SAMIR GEAGEA	MTV	5.5%	213,827	20.01.2016	21:39:11	2.9%	48		

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Thank You