



B100 RAGEL

DATE: JULY - SEPTEMBER 2016
STATISTICS, INSIGHTS AND PERFORMANCE

TOTAL

428,155



UNIQUE VIEWS

155,653



MINUTES WATCHED

5,868



TOTAL LIKES

TOP AUDIENCE

BAGHDAD, TUNIS



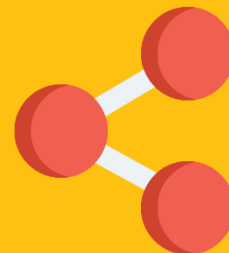
TOP LOCATION

401

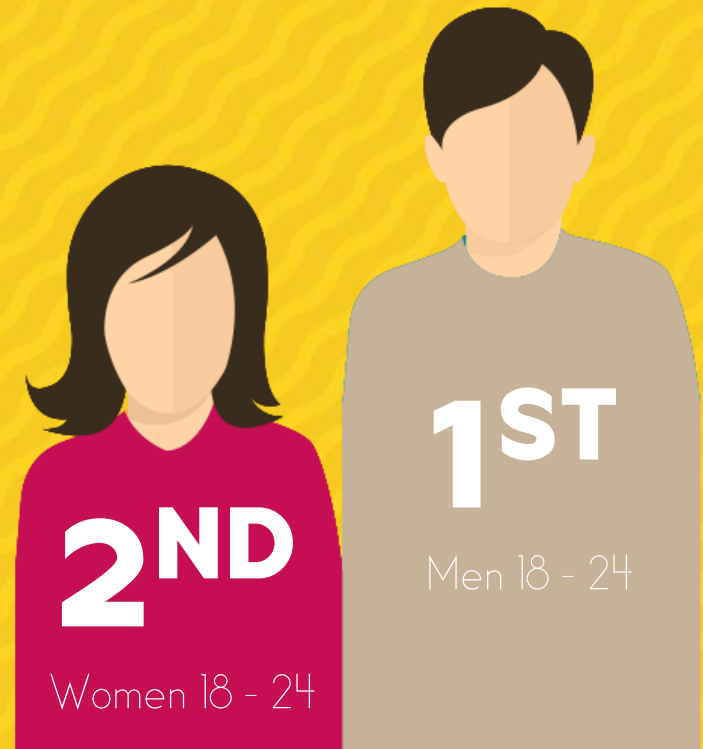


COMMENTS

358



SHARES



TOTAL



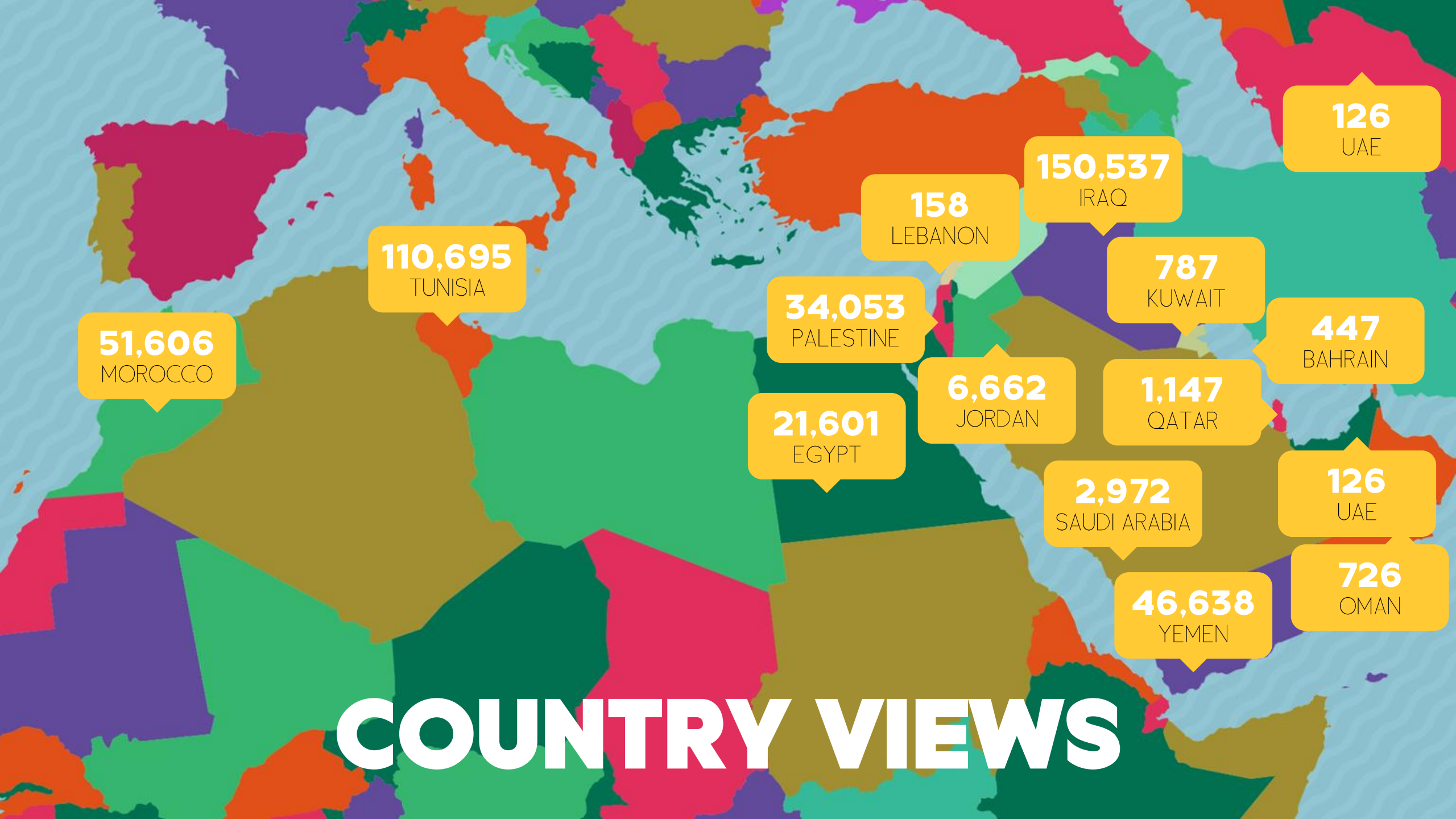
58%

MALE VIEWERS



41%

FEMALE VIEWERS



51,606
MOROCCO

110,695
TUNISIA

158
LEBANON

150,537
IRAQ

126
UAE

34,053
PALESTINE

787
KUWAIT

447
BAHRAIN

21,601
EGYPT

6,662
JORDAN

1,147
QATAR

2,972
SAUDI ARABIA

126
UAE

46,638
YEMEN

726
OMAN

COUNTRY VIEWS

MUSIC VIDEO TEASER



B100 RAGEL TEASER

83%

MALE VIEWERS

17%

FEMALE VIEWERS

71,909

UNIQUE VIEWS

16,416

MINUTES WATCHED

MEN

25-34

TOP AUDIENCE WATCHED

CAIRO

TOP LOCATION
WATCHED

MUSIC VIDEO



**B100 RAGEL -
ALAA WARDI**

83%

MALE VIEWERS

17%

FEMALE VIEWERS

296,989 **113,590**

UNIQUE VIEWS

MINUTES WATCHED

MEN

25-34

TOP AUDIENCE WATCHED

CAIRO

TOP LOCATION
WATCHED

EPISODE ONE

57%

MALE VIEWERS

43%

FEMALE VIEWERS

47,255

UNIQUE VIEWS

17,608

MINUTES WATCHED

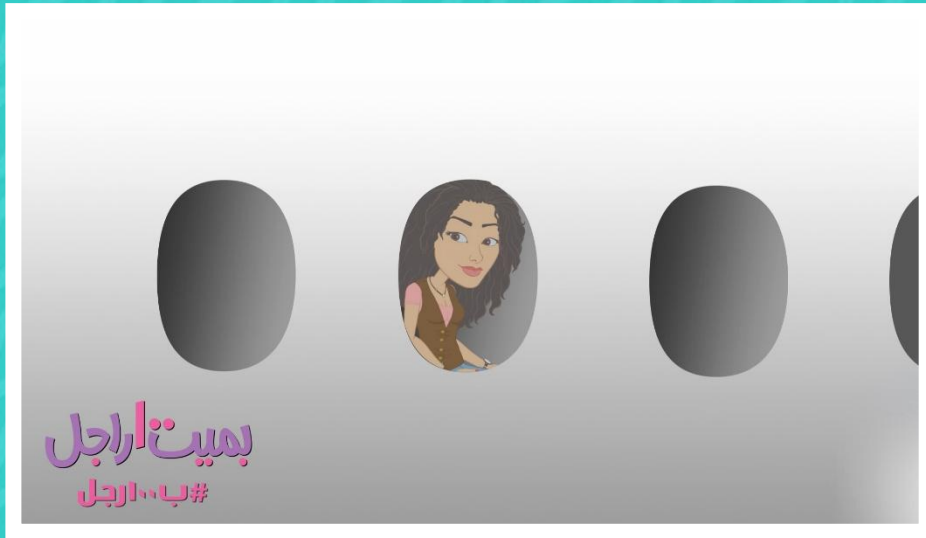
MEN

18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED



LEAVING HOME

EPISODE TWO



STUDYING ABROAD

57%

MALE VIEWERS

43%

FEMALE VIEWERS

40,649

UNIQUE VIEWS

13,875

MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED

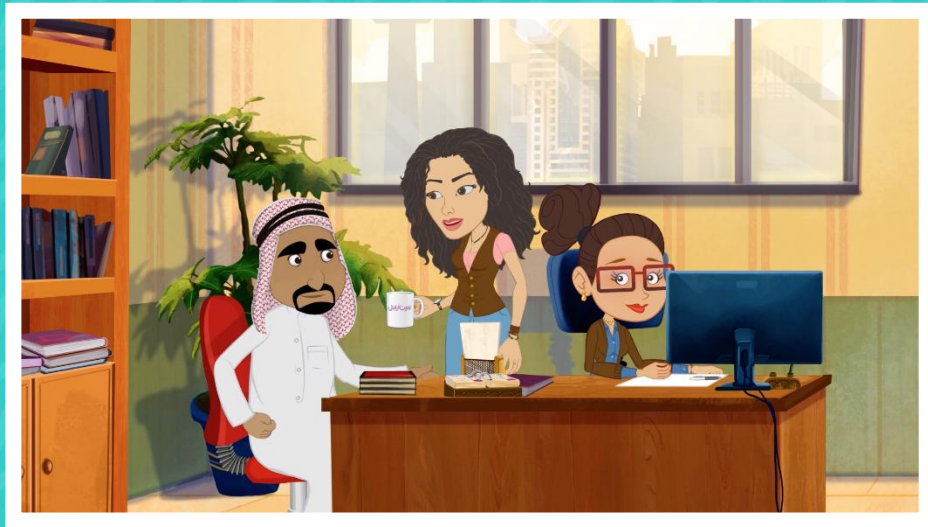
EPISODE THREE

58%

MALE VIEWERS

42%

FEMALE VIEWERS



WOMEN'S OPINION

40,079

UNIQUE VIEWS

13,446

MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED

EPISODE FOUR



DOMESTIC VIOLENCE

56%

MALE VIEWERS

44%

FEMALE VIEWERS

43,505

UNIQUE VIEWS

15,875

MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

TUNIS

TOP LOCATION
WATCHED

EPISODE FIVE



EARLY MARRIAGE

49%

MALE VIEWERS

51%

FEMALE VIEWERS

49,813

UNIQUE VIEWS

18,749

MINUTES WATCHED

WOMEN

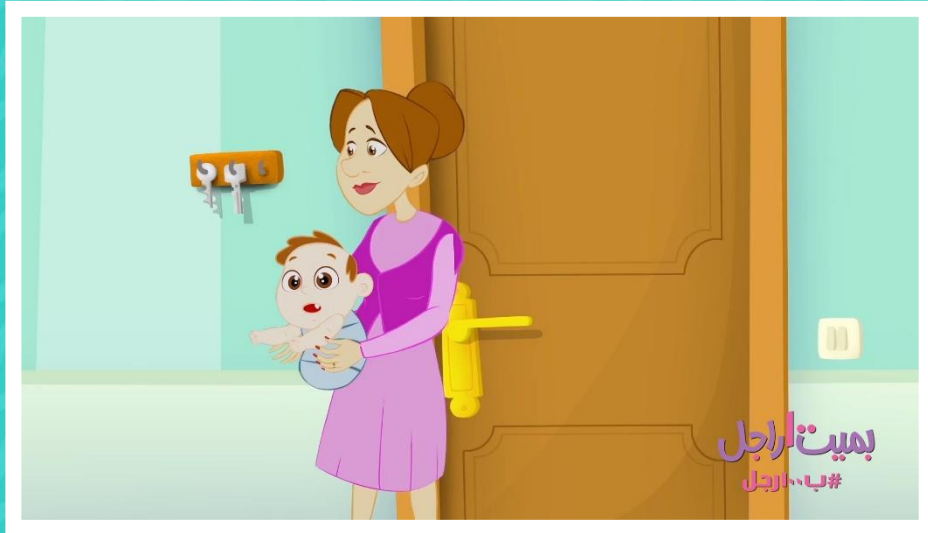
18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED

EPISODE SIX



SHARING HOUSEWORK

50%

MALE VIEWERS

50%

FEMALE VIEWERS

52,919

UNIQUE VIEWS

18,711

MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED

EPISODE SEVEN



**MISTREATMENT OF
WOMEN**

61%
MALE VIEWERS

38%
FEMALE VIEWERS

38,391
UNIQUE VIEWS

15,840
MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

TUNIS

TOP LOCATION
WATCHED

EPISODE EIGHT



WOMEN AND DIVORCE

47%

MALE VIEWERS

52%

FEMALE VIEWERS

24,164

UNIQUE VIEWS

10,613

MINUTES WATCHED

WOMEN

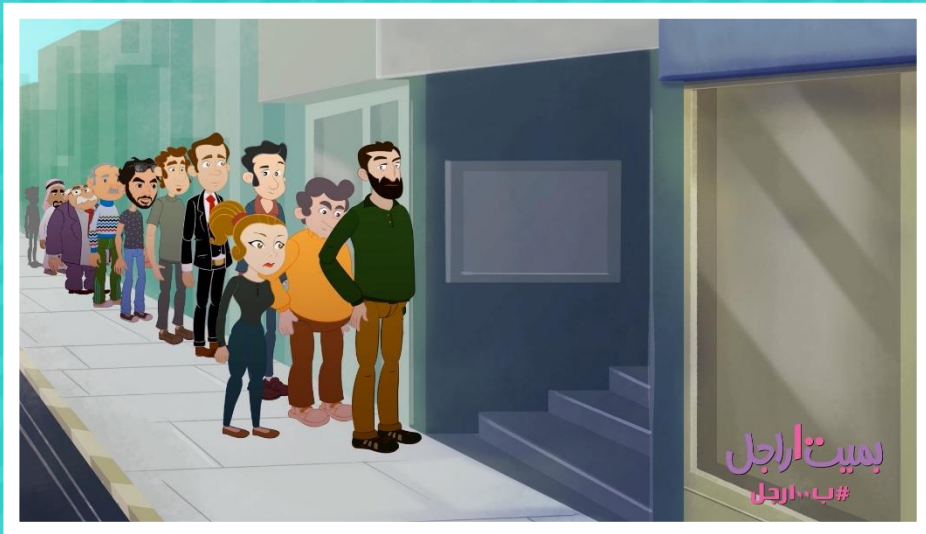
18-24

TOP AUDIENCE WATCHED

TUNIS

TOP LOCATION
WATCHED

EPISODE NINE



61%

MALE VIEWERS

39%

FEMALE VIEWERS

37,240

UNIQUE VIEWS

10,838

MINUTES WATCHED

**WOMEN'S POLITICAL
PARTICIPATION**

MEN

18-24

TOP AUDIENCE WATCHED

BAGHDAD

TOP LOCATION
WATCHED

EPISODE TEN



**MEN SUPPORTING
WOMEN'S
ADVANCEMENT**

63%

MALE VIEWERS

37%

FEMALE VIEWERS

54,140

UNIQUE VIEWS

20,098

MINUTES WATCHED

MEN

18-24

TOP AUDIENCE WATCHED

TUNIS

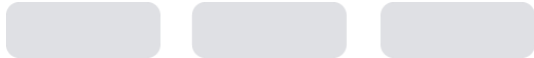
TOP LOCATION
WATCHED

FACEBOOK QUOTES



SARAH MAHDI

The video is amazing and it really impressed me

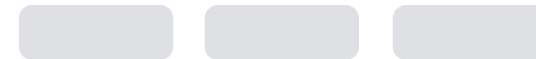


- ON EPISODE SIX



KAKA MILAN

The solution to domestic abuse is religious discourse and verbal persuasion and in the end, if they still dont reform, prison and rehabilitation.

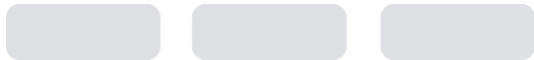


- ON EPISODE FOUR



MOHAMMED AL HAJ

A guy who hits his wife is a degenerate who doesnt have an ounce of masculinity as he uses his strength on a weaker person.

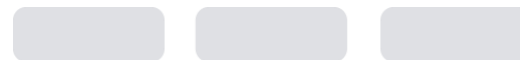


- ON EPISODE FOUR



SARA AL MASRI

Shame on them for doing that to an innocent kid, they are destroying her life and her future...the family of the girl and the society she lives in are all criminals.



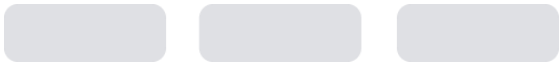
- ON EPISODE FIVE

FACEBOOK QUOTES



JASMINE AL HAMOOD

Bravo to you ... this series will send an important message and disseminate awareness through interesting content delivery. I'm very excited to follow this program, and i think you are very smart to select Saba Mubarak for the main character because she has experience and talent with the program's message...very happy to participate

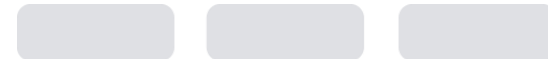


- ON THE MUSIC VIDEO



SARA AL MASRI

Of course the fault lies with men with regards to harassment. Dont tell me that its because of what girls wear because even girls who wear headscarves suffer from this problem. The problem lies with these males "that dont even deserve to be called men" that cant seem to suppress their urges and act like decent human beings. I am sorry to say this, but a person who cant control himself is an "animal"



- ON EPISODE SEVEN

THANK YOU

LAPIS