

2019

IFBA *audit*

**Compliance Monitoring Report
For the International Food & Beverage Alliance**

**On UAE & KSA advertising in Television, Print
and Internet**

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INTRODUCTION



Global Research Agency
Presence across 89
countries.

Building Relationship with
5000+ clients



Experts in BRAND &
COMMUNICATION RESEARCH,
social intelligence, view on
media spends.

The only agency capable of
providing a complete picture



A Robust and Globally
validated model to
measure your equity

IPSOS IS MIDDLE EAST AND NORTH AFRICA'S LEADING MARKET RESEARCH COMPANY

PRESENT INTO THE MENA
REGION SINCE

1988

MORE THAN 30 YEARS EXPERIENCE

DIRECT PRESENCE IN

13 COUNTRIES

COVERING ALL MENA IN
MORE THAN

20 MARKETS

MORE THAN

800 CLIENTS

MORE THAN

2.6 M

INTERVIEWS CONDUCTED
PER YEAR
20% ONLINE – 45% FTF – 35% CATI

900+

FULL TIME EMPLOYEES

1500 +

FREELANCE INTERVIEWERS

AN EXCLUSIVE ONLINE ACCESS PANEL COVERING MAJORS MENA COUNTRIES

UAE, KSA, KUWAIT, QATAR, EGYPT, LEBANON, JORDAN, MOROCCO

BACKGROUND



Ipsos UAE has been commissioned by the International Food & Beverage Alliance (IFBA) to produce this report on behalf of its members:

The Coca-Cola Company, MARS, Mondelez International, Kellogg's, PEPSICO, Nestle, Unilever, General Mills, FERRERO

IFBA is a group of leading food and non-alcoholic beverage companies with a global presence who share a common goal of helping consumers in all nations to achieve balanced diets and healthy lifestyles. In May 2008, they committed to five actions in support of the World Health Organization's 2004 Global Strategy on Diet, Physical Activity and Health, including a commitment to extend their existing policies on responsible advertising and marketing to children, globally.

In practice, this means changing the way they advertise to children so as to emphasize better-for-you choices and promote physical activity. IFBA members also committed to third-party monitoring of the implementation of this commitment globally.

Since 2018, IFBA engaged Ipsos UAE to monitor its members' compliance in television, print and internet advertising with their stated global marketing and advertising to children policy:

IFBA members have committed to only advertise products to children under 12 years of age that meet specific nutritional criteria based on accepted national and international evidence and/or applicable national and international dietary guidelines; or to not advertise products to children under 12 years at all. For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with over 35% of children under 12 years.

The monitoring exercise has been on-going since 2009. Thus this report represents 2019 results in UAE and KSA, which will be done by Ipsos.

OVERALL METHODOLOGY

The Advertising industry in the Middle East is a continuously growing industry with major players all over the region. Advertisers, Agencies and Media Specialists contribute all together to making the region such an active market having a diversity of strategies, using the latest business opportunities and developments in the world of advertising in order to always keep pace with consumers' trends and behaviors.

Understanding the market and advertising environment is a basic need for various Media and Advertising industry players, to set their own strategies and succeed reaching their goals.

For the purpose, they approach Ipsos Media Services, a leading Media Monitoring Provider to submit a proposal.

Ipsos Media Services is the market leader in the region being a source of information about TV, Press, Radio, Cinema, Outdoor and Internet advertising activities. Ipsos Media Services is a part of an international research group "Ipsos" operating in the region for more than 30 years.

Henceforth, IFBA members has approached Ipsos to do the following steps to monitor compliance with television advertising:

- Examined all advertising spots for products marketed by IFBA members aired in the UAE and KSA;
- Reviewed those spots for products not meeting criteria for advertising to children against product lists supplied by IFBA members;
- All spots were included for companies that do not advertise any of their products to children under 12;
- Analyzed audience composition at the time of broadcast in order to identify those spots aired when over 35% of the audience was composed of children under 12 years of age; and
- Counted these spots as non-compliant with the IFBA policy.

For print advertising, as Ipsos, we will be utilizing our collective database of Print Publications in the UAE and KSA and identify any advertising targeting children under 12 years of age in the selected markets, and review each of these to determine if any of these contained any advertising by IFBA members.

Demographic data for Internet (Digital Advertising) is still niche for the media industry and difficult to fully identify unless it is done through a customized panel. Therefore, Ipsos will be using the expanded list of Premium Websites monitored through their systems and assess them in the span of the period required (2019) to check compliance.

Summary of Key Results

2019 Compliance Rates

Television: Overall Compliance Rate is 100%

This results is based on the review of over four-hundred thousand (413,481) advertising spots promoting products by IFBA members broadcast in UAE and KSA during the monitoring period (2019). Instances of non-compliance represent all spots for products not meeting IFBA members' nutritional criteria at a time when the reported audience share of children under the age of 12 should is around 35% in the Kid's Telemetry Survey.

Using Ipsos Media Monitoring Tools "STATEX". We were able to scan through 113 Channels from UAE and KSA, including SATELLITE CHANNELS.

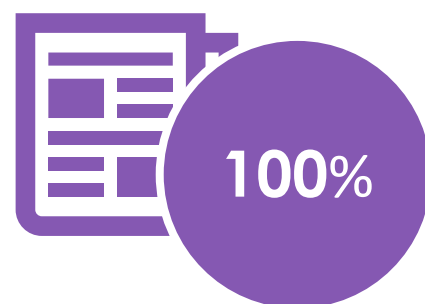
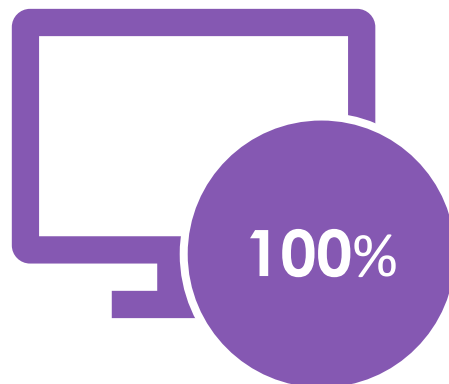
We identified through our collective database and Quality Control that there are no advertising seen targeting children under 12 years of age that promoted products of IFBA members in UAE and KSA.

Print: overall compliance rate is 100%

Using Ipsos collective database of 168 publications across UAE and KSA. There were no advertising identified as targeting children under 12 years of age. We did not find any advertisements among these publications that promoted products of IFBA members in the countries analyzed.

Internet: overall compliance rate is 100%

With a remarkable change in compliance since 2018's 99.7%. Internet compliance rate has now reached 100% this 2019.



Overall, Key results indicates that IFBA members has been consistent in the compliance rate since 2018 and shows an amazing compliance rate of 100% across the 3 media types this 2019.

Television Compliance Monitoring 2019

Methodology

- For the purposes of this verification, two sample markets were chosen: UAE and KSA. (See Appendix 1 for a list of the monitored television channels)
- All spots by IFBA member companies aired in the above mentioned markets in the period of 2019 were collected. Total sample size: 413,481 spots.
- Spots for products that do not meet IFBA companies' nutritional criteria, where applicable (some member companies do not advertise any products to children under 12 years of age), were identified on the basis of product lists supplied by companies.
- Audience composition at the time each spot was aired was analysed on the basis of Ipsos Media Planning Standards (GRP) which is taken from XZPLAN which complies to media standards. This allowed us to identify advertisements aired in and between programmes in which over 35% of the audience were children under 12 years of age.
- All spots for products that IFBA member companies have committed not to advertise to children under 12 years of age, aired at times when the audience was composed of over 35% of children under 12 years of age, were deemed non-compliant.
- In the analysis we have included all platforms and channels that are monitored by market by year. Please note that the list of channels is limited to UAE and KSA including MENA Satellite Channels (PAN ARAB).

Results

Fig. 1 : Television Overall Compliance Results “All Spots Included” (2019 based on occurrence)

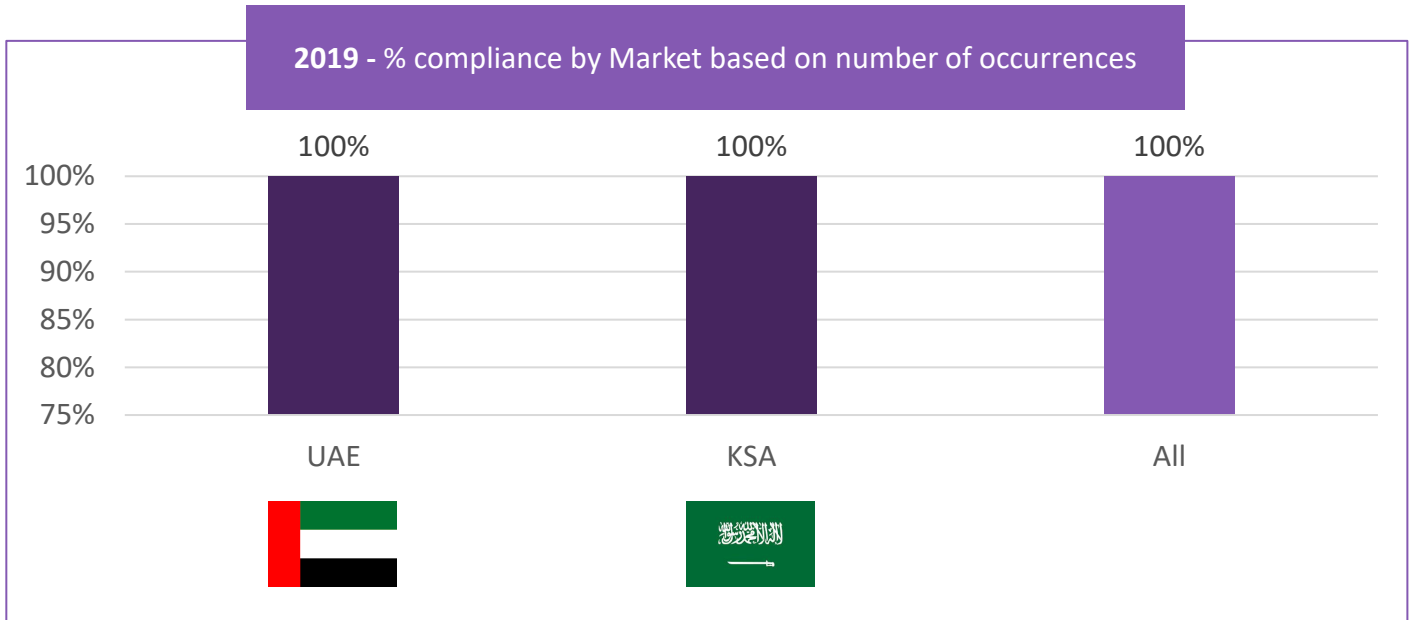
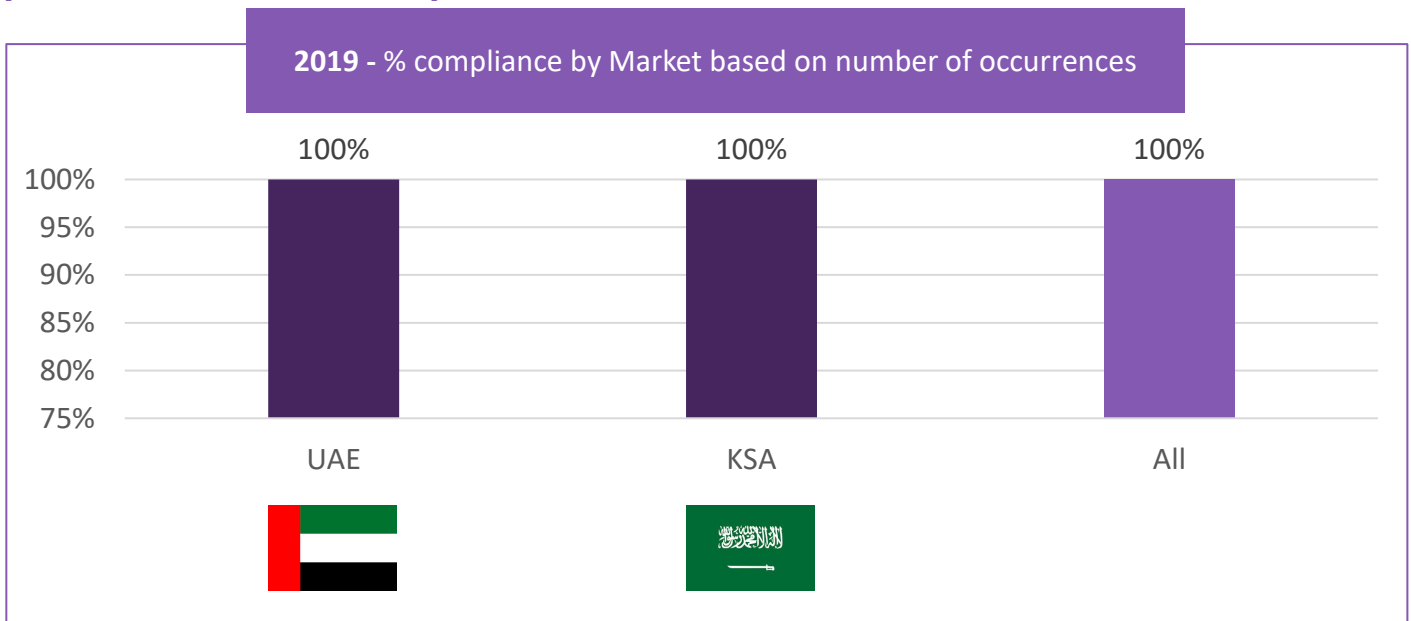


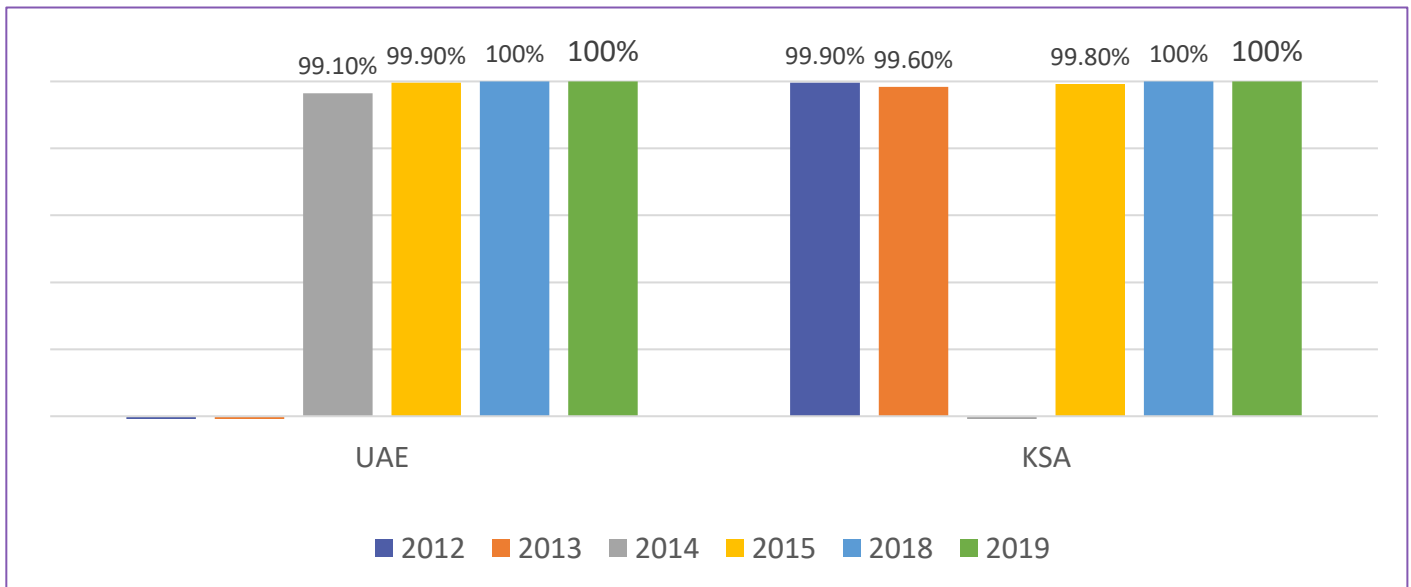
Fig. 2 : Television Overall Compliance Results “Daytime spots with greater than 1 GRP” (2019 based on occurrence)





Measuring Change: Trends in IFBA Member Companies' Television Advertising

Fig. 3 : Compliance Results (All Spots)



The data projected is limited to UAE and KSA as covered by Ipsos MENA “Media Monitoring” Results, as per requirements of IFBA Members.

When looking at all spots, we can see that since 2012, the compliance rate has been 99% for UAE and KSA eventually reaching 100% in 2018, and continuing compliance result in 2019.

Data points before 2018 was taken from other sources and not from Ipsos. Henceforth, there was also no data provided in 2016 and 2017 by the client, therefore it is not reflected in the graph.

Print Compliance Monitoring 2019

Methodology

- Ipsos collective database for media planning and identifying audience measurement results in PRINT which is known in MENA as NRS (National Readership Survey), Ipsos does not have a coverage of age groups below 15 years of age. Henceforth application of GRP does not apply to this media coverage. However, with the wide collection of publications in UAE and KSA (168 Publications), Ipsos can collectively verify and quantifiably understand and audit the advertising visuals posted across the mentioned markets.
- Using Ipsos Media Monitoring tool “STATEX”, advertising data from the covered publications (168 Publications), Ipsos reviewed these publications for advertisements for products that IFBA member companies have committed not to advertise to children under 12 years of age.
- Any advertisement for such products in any of these titles was deemed non-compliant, if they are advertised to be directed to children below 12 years old.

Results

- Print Advertising: UAE and KSA were 100% Compliant as per collective database from Ipsos professional audit and verification.

Internet Compliance Monitoring 2019

Methodology

- The use of Ipsos collective database of monitored premium websites (meaning agreed with media agencies across MENA) is 162 websites. (See Appendix 3 for list of monitored websites in UAE and KSA).
- The websites were monitored through Ipsos Online Monitoring Tool “STATEX” which is monitored real-time to check through digital advertising.
- Ipsos professional team then audits the data for the period of 2019 with the provided list of IFBA members to check compliance.
- Any advertisement for such products in any of these websites was deemed non-compliant if they are advertised to children below 12 years old.

Results

- Internet Advertising: UAE and KSA is now at 100% Compliant as per collective database from Ipsos professional audit and verification.
- This is compared to last year’s 99.7%, showing brands were quick to adapt from 2018 learnings and has now marked-up the goal for full compliance.

APPENDIX

Appendix 1 : Television Channels Monitored

Note: PAN ARAB is the list of Satellite Channels accessible in GCC Countries such as UAE and KSA

Region: PAN ARAB	Satellite Channels <i>Recorded by IPSOS</i>	Data Source: <i>STATEX</i>
Nbr	SATELLITE TV STATIONS	MONITORED IN IPSOS STATEX?
1	MBC 1	YES
2	ROTANA KHALEEJIAH	YES
3	MBC 4	YES
4	MBC DRAMA	YES
5	DUBAI TV	YES
6	ROTANA CINEMA	YES
7	ZEE ALWAN	YES
8	MBC 2	YES
9	ABU DHABI TV	YES
10	DREAM 2	YES
11	ZEE AFLAM	YES
12	MBC ACTION	YES
13	DUBAI ONE TV	YES
14	MBC PRO SPORTS 1	YES
15	AL BEDAYA	YES
16	AL ARABIYA	YES
17	SKY NEWS ARABIA	YES
18	AL RAI TV	YES
19	STOON	YES
20	LBC SAT	YES
21	MBC PRO SPORTS 2	YES
22	AL MEHWAR	YES
23	ROTANA CLASSIC	YES
24	AL AAN TV	YES
25	B4U AFLAM	YES
26	ABU DHABI DRAMA	YES
27	ROTANA AFLAM	YES
28	KARAMEESH TV	YES
29	MBC BOLLYWOOD	YES
30	SAMA DUBAI	YES
31	ROTANA MUSIC	YES
32	ROTANA MASRIYA	YES

33	CNBC ARABIA	YES
34	IQRAA	YES
35	BEIN SPORTS 3 HD	YES
36	FATAFEAT	YES
37	NATIONAL GEOGRAPHIC ABU DHABI	YES
38	MBC MAX	YES
39	AL MAJD SATELLITE	YES
40	ROTANA CLIP	YES
41	MBC 3	YES
42	BEIN SPORTS 2 HD	YES
43	OSN FIRST SERIES	YES
44	BEIN SPORTS 11 HD EN	YES
45	ESC	YES
46	BEIN SPORTS 4 HD	YES
47	AL JAZEERA	YES
48	FOX MOVIES	YES
49	ABU DHABI SPORT 1	YES
50	BEIN SPORTS 1 HD	YES
51	OSN YA HALA HD	YES
52	BEIN SPORTS 6 HD	YES
53	AL DAFRAH TV	YES
54	CARTOON NETWORK ARABIC	YES
55	DUBAI SPORTS CHANNEL	YES
56	AL RESALAH TV	YES
57	ROTANA DRAMA	YES
58	FOX	YES
59	OSN MOVIES	YES
60	ANB	YES
61	WANASAH	YES
62	OSN MOVIES COMEDY	YES

Appendix 1.1 : Television Channels Monitored

Note: PAN ARAB is the list of Satellite Channels accessible in GCC Countries such as UAE and KSA

Region: PAN ARAB	Satellite Channels Recorded by IPSOS	Data Source: STATEX
Nbr	SATELLITE TV STATIONS	MONITORED IN IPSOS STATEX?
63	BEIN SPORTS 5 HD	YES
64	AL JAZEERA ENGLISH	YES
65	NOOR DUBAI	YES
66	YAS	YES
67	MAZZIKA	YES
68	AL MAYADEEN	YES
69	MBC PRO SPORTS 3	YES
70	BEIN SPORTS NEWS HD	YES
71	MBC PRO SPORTS 4	YES
72	AL HADATH	YES
73	AL ARABY	YES
74	AL JAZEERA DOCUMENTARY	YES
75	QUEST ARABIA	YES

Appendix 2 : Print Titles Monitored

<i>Region: UAE</i>	<i>Data Source: STATEX</i>
Nbr	LOCAL NEWSPAPERS
1	Gulf News
2	<i>The Gulf Time</i>
3	The Gulf Today
4	Khaleej Times
5	The National
6	<i>Sport360</i>
7	Al Khaleej
8	Al Bayan
9	Al-Ittihad
10	Emarat Al Youm
11	AL WASEET DUBAI
12	AL WASEET ABU DHABI
13	AL WATAN
14	AL FAJR
15	AL ROEYA
16	AL WASEET AL AIN
17	AL WASEET RAK
18	AL WASEET FJR
19	AL WAHDA
20	ASHARQ AL AWSAT
21	AL HAYAT

<i>Region: KSA</i>	<i>Data Source: STATEX</i>
Nbr	LOCAL NEWSPAPERS
1	<i>Al Riyadeyyah</i>
2	Al Riyadh
3	Al Watan
4	<i>Al Yaum</i>
5	Makkah News Paper
6	Asharq Al Awsat
7	Okaz
8	Arab News
9	Saudi Gazette
10	Urdu News
11	Malayalam News
12	<i>Gulf Madhyamam</i>
13	<i>Al Waseela Jeddah</i>
14	<i>Al Waseela Riyadh</i>
15	<i>Al Hayat Jeddah</i>
16	<i>Al Hayat Dammam</i>
17	<i>AL OSBOIYA</i>
18	Al Mobawabah Dammam
19	Al Waseet Makkah
20	Al Mobawabah Jeddah
21	Al Mobawabah Riyadh
22	Al Waseet Madina
23	Al Waseela Dammam
24	ARREYADI
25	Al Waseela Qaseem
26	Al Nadi
27	Media CAR

Appendix 2.1 : Print Titles Monitored

Region: PAN ARAB	<i>Data Source: STATEX</i>
Nbr	PAN ARAB MAGAZINES
1	VOGUE ARABIA
2	HAYA MAGAZINE
3	HIA
4	FORBES MIDDLE EAST
5	AL MORAKEB AL INMAI
6	ASSAYAD
7	THE ARAB HOSPITAL
8	JAMALOUKI
9	TELECOM REVIEW
10	LAMASAT
11	FAIRUZ INTERNATIONAL
12	AL-IKTISSAD WAL-AAMAL
13	AL FARES
14	GOOD HEALTH AR
15	TRENDS
16	SANEOU AL HADATH
17	AL IDARI
18	ARAB DEFENCE
19	BESPOKE
20	HOSPITALS
21	ROBB REPORT ARABIA
22	CHANNEL M.E
23	GULF MARKETING REVIEW
24	AL DEFFAIYA
25	TEKNO TEL
26	HOSPITALITY NEWS
27	SORBET
28	SPORT AUTO
29	ARAB AD
30	AL-JAMILA
31	TECHNOLOGY OF ALAM ASSAYARAT
32	MIDDLE EAST FOOD
33	ARABWHEELS
34	DENTAL NEWS
35	ALAM ASSAAT WAL MOUJAWHARAT
36	ALAM AL ARAAS
37	TM MAGAZINE AR
38	RESPONSIBLE BUSINESS
39	VACATIONS & TRAVEL
40	TOUCH
41	AUTO INFO
42	ZEINA

Region: KSA	<i>Data Source: STATEX</i>
Nbr	LOCAL MAGAZINE
1	Arrajol
2	<i>Destination - Jeddah</i>
3	AHLAN WASAHLAN
4	AL BENAA
5	PLATINUM
6	<i>MARIE CLAIRE ARABIA KSA</i>
7	<i>ALAM ARRAJOL</i>
8	<i>AL TIJARAH</i>
9	<i>HAJ & UMRA</i>
10	<i>TIJARAT MAKKAH</i>
11	<i>Umran</i>
12	<i>ALAM AL GHIZA</i>
13	<i>Destination - Riyadh</i>
14	AMLAK AL MAMLAKAH PUBLICATION
15	<i>Destination - Sharqiya</i>

Appendix 2.1 : Print Titles Monitored

Region:			
UAE	Data Source: STATEX		
Nbr	LOCAL MAGAZINE		
1	Computer News Middle East	46	The National
2	Al Shindagah Magazine	47	DAY & NIGHT
3	Aquarius	48	CEO Middle East
4	Communicate	49	Emirates HOME
5	Emirates Woman	50	Al Siha Walteb
6	Canvas	51	CONCIERGE
7	TimeOut Dubai	52	L'OFFICIEL
8	TimeOut Abu Dhabi	53	Open Skies - Arabic
9	Abu Dhabi Week	54	IDENTITY
10	Gulf News	55	Business Traveller
11	Open Skies	56	999
12	Harper's Bazaar Arabia	57	ADAM & EVE
13	Abu Dhabi Week Arabic	58	SNOB
14	World Traveller	59	GOLF DIGEST
15	Khaleej Times	60	INSIDE OUT
16	ELLE - Arabic	61	TimeOut Dubai Kids
17	AHLAN! - English	62	Stuff
18	Arabian Business	63	LOGISTICS NEWS MIDDLE EAST
19	Grazia	64	AL BADIA
20	Portfolio	65	CONNECTOR
21	KUL AL 'USRA	66	PRESTIGE
22	HELLO	67	999 - English
23	Construction Week	68	IMAGES RETAILME
24	ENTREPRENEUR MIDDLE EAST	69	WHEELS
25	READ	70	AVIAMOST
26	MOJEH	71	CARS WORLD
27	ELLE - English	72	AL'SHURUQ
28	AHLAN! - Arabic	73	ETIHAD INFLIGHT
29	ENTREPRENEUR AL ARABIYA	74	THE GULF TODAY
30	WHAT'S ON	75	EMIRATES PARENT PLUS ENGLISH
31	JUMEIRAH	76	FIRST AVENUE
32	MARIE CLAIRE ARABIA LOWER GULF	77	BBC TOP GEAR
33	HOTELIER MIDDLE EAST	78	INSPIRED LIVING
34	Arabian Business - Arabic	79	EMIRATES PARENT PLUS ARABIC
35	Construction Business NEWS	80	EVO MIDDLE EAST
36	Gulf Business	81	AL EQTISADI
37	Campaign Middle East	82	VIRTUOZITY
38	Better Homes	83	PANORAMA
39	Mondanite UAE	84	CONCIERGE - Arabic
40	OK MIDDLE EAST	85	VELVET
41	AHLAN MASALA	86	EMPIRE ARABIA - ARABIC
42	HOTEL NEWS MIDDLE EAST	87	EMPIRE ARABIA - ENGLISH
43	Caterer News Middle East	88	DISCOVER DUBAI
44	LAYALINA	89	WATCH TIME MIDDLE EAST
45	Dubai VOYAGER	90	ELITE MONDE
		91	GRAND CINEMAS
		92	MAJID
		93	EGO

Appendix 3 : Internet Websites Monitored

Name	Address	Country
3a2ilati	http://www.3a2ilati.com	UAE
Aawsat	http://aawsat.com	UAE
About	http://www.about.com	UAE
Abs cbn	http://www.abs-cbn.com	UAE
Ahlan live	http://www.ahlanlive.com	UAE
Ajel	http://www.ajel.sa	UAE
Al-madina	http://www.al-madina.com	UAE
Alaan.tv	http://www.alaan.tv	UAE
Albayan	http://www.albayan.ae	UAE
Alittihad	http://alittihad.ae	UAE
Alriyadh	http://www.alriyadh.com	UAE
Ameinfo	http://ameinfo.com	UAE
Arabian business	http://www.arabianbusiness.com	UAE
Argaam	http://www.argaam.com	UAE
Azyaamode	http://www.azyaaamode.com	UAE
BBC	http://www.bbc.com	UAE
Bayt	http://www.bayt.com	UAE
Bayut	http://www.bayut.com	UAE
Broonzyah	http://www.broonzyah.net	UAE
Buro247	http://www.buro247.me	UAE
CNN	http://www.cnn.com	UAE
Cartoonnetwork	http://www.cartoonnetwork.com	UAE
Cartoonnetworkme	http://www.cartoonnetworkme.com	UAE
Cellsouq	http://www.cellsouq.com	UAE
Dailymotion	http://www.dailymotion.com	UAE
Deepika	http://www.deepika.com	UAE
Dmi	http://www.dmi.gov.ae	UAE
Drivearabia	http://www.drivearabia.com	UAE
Dubaicityinfo	http://www.dubaicityinfo.com	UAE
Dubizzle	https://dubai.dubizzle.com	UAE
Elfagr	http://www.elfagr.org	UAE

Elwld	http://www.forum.el-wld.com	UAE
Emarat alyoum	http://www.emaratalyoum.com	UAE
Emaratyah	http://www.emaratyah.ae	UAE
Emirates 247	http://www.emirates247.com	UAE
Emirateswoman	http://www.emirateswoman.com	UAE
Entrepreneur	http://www.entrepreneur.com	UAE
Espn	http://www.espn.com	UAE
Espncricinfo	http://www.espncricinfo.com	UAE
Esquire	http://www.esquire.com/	UAE
Expatwoman	http://www.expatwoman.com	UAE
ExpressCoUk	http://www.express.co.uk	UAE
Fatakat	http://www.fatakat.com	UAE
G9g	http://www.g9g.com	UAE
Gazeta	http://www.gazeta.ru	UAE
Geo	http://www.geo.tv	UAE
Gheir	http://www.gheir.com	UAE
Goal	http://www.goal.com	UAE
Gulf news	http://www.gulfnews.com	UAE
Harpersbazaar	http://www.harpersbazaar.com	UAE
Harpersbazaararabia	http://www.harpersbazaararabia.com	UAE
Hawaa live	http://www.hawaalive.com	UAE
Hawaa world	http://www.hawaaworld.com	UAE
Haya online	http://www.hayaonline.com	UAE
Hindustantimes	http://www.hindustantimes.com	UAE
ITP	http://www.itp.net	UAE
India times	http://www.indiatimes.com	UAE
Times of India	http://www.timesofindia.indiatimes.com	UAE
Inquirer	http://www.inquirer.net	UAE
Jamalouki	http://www.jamalouki.net	UAE

Appendix 3.1 : Internet Websites Monitored

Name	Address	Country
Jeddahbikers	http://www.jeddahbikers.com	UAE
Jeemtv	http://www.jeemtv.net	UAE
Justfood	http://www.justfood.tv	UAE
Khaleej times	http://www.khaleejtimes.com	UAE
Khaleej times - Cities	http://khaleejtimes.com/citytimes	UAE
Khaleej times - Weekend	http://khaleejtimes.com/wknd	UAE
Kooora TV	http://tv.kooora.com	UAE
Kuwaitnews	http://www.kuwaitnews.com	UAE
Laha mag	http://lahamag.com	UAE
LinkedIn	http://www.linkedin.com	UAE
Livestrong	http://www.livestrong.com	UAE
M5zn	http://www.m5zn.com	UAE
MBC	http://www.mbc.net	UAE
MSN	http://www.msn.com/en-ae	UAE
Manoramanews	http://www.manoramanews.com	UAE
Manoramaonline	http://www.manoramaonline.com/home.html	UAE
Marieclairearabia	http://www.marieclairearabia.com	UAE
Masala	http://www.masala.com	UAE
Mathrubhumi	http://www.mathrubhumi.com	UAE
Mbc3	http://www.mbc3.net	UAE
Mojeh	https://www.mojeh.com	UAE
Motory	https://www.motory.com	UAE
National Geographic	https://www.nationalgeographic.com/	UAE
Oln	http://www.olin.tv	UAE
Ounousa	http://www.ounousa.com	UAE
Propertyfinder	https://www.propertyfinder.ae	UAE
Ra2ed	http://www.ra2ed.com	UAE
Sayidaty	http://www.sayidaty.net	UAE
Sedty	http://www.sedty.com	UAE

Shahiya	http://shahiya.com	UAE
Skynewsarabia	http://www.skynewsarabia.com	UAE
Souq	http://www.souq.com	UAE
Sport 360	http://sport360.com	UAE
Striveme	http://www.striveme.com	UAE
Supermama	http://supermama.me	UAE
Thenational	http://www.thenational.ae	UAE
Timeout Abudhabi	http://www.timeoutabudhabi.com	UAE
Timeoutdubai	http://www.timeoutdubai.com	UAE
Tripadvisor	http://www.tripadvisor.com	UAE
Uaewomen	http://www.uaewomen.net	UAE
Vogue	http://en.vogue.me	UAE
Webteb	https://www.webteb.com	UAE
Wheels	http://wheels.ae	UAE
Wikia	http://www.wikia.com	UAE
Yahoo	http://www.yahoo.com	UAE
Yallamotor	http://www.yallamotor.com	UAE
Yasmina	http://www.yasmina.com	UAE
Yellowpages	http://www.yellowpages.ae	UAE
Zawya	http://www.zawya.com	UAE

Appendix 4 : TV Age Group Definitions

Note: Data is reflected using Target Age Groups using Ipsos Collective Database via KTLM (Kid's Telemetry Survey) for the period id 2019



**4 to 11
Years Old**



**4 to 11
Years Old**

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarizes our ambition.

FOR MORE INFORMATION

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