



Press Release

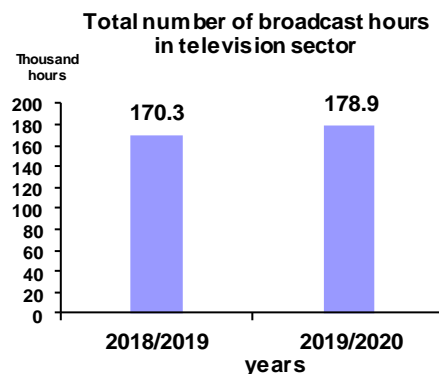
Central Agency for Public Mobilization And Statistics

On the occasion of World Television Day **5% increase in visual broadcast hours in 2019/2020**

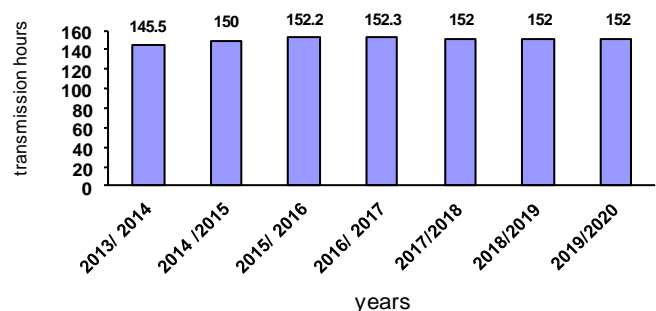
Today 21 /11 /2021 the Central Agency for Public Mobilization and Statistics issued a press release for International Television Day, which is celebrated annually on November 21 it was approved by the United Nations on the anniversary of the first global television forum revival in 1996 such event came in recognition of the increasing influence of television in decision-making process. And its impact on global politics, as it enabled everyone to follow the most important information and other prominent events.

The most important statistical indicators from National Authority of Media include:

- Total number of visual broadcast hours for all television channels (main channels - Egyptian satellite - regional channels - specialized Nile channels - news channels) reached 178.9 thousand hours in 2019/2020, compared to 170.3 thousand hours in 2018/2019, an increase by 5 %.
- Social field occupied the largest share in the number of transmission hours in 2019/2020, as it reached 38,910 hours, or 21.8% of total number of hours, with an average of 106 hours per day, followed by the entertainment field with 25,797 hours, 14.4%, with an average of 70 hours per day, followed by the cultural field with 24,271 hours. 13.6%, with an average of 66 hours per day.



Average number of daily transmission hours of main and regional channels



Average daily transmission hours of main and regional channels :

- Average daily visual broadcasting hours in the main and regional channels (Alawwal, Al Thani, Cairo, Canal, Alexandria, Delta, Upper Egypt, Taiba) was 152 hours per day in 2019/2020.

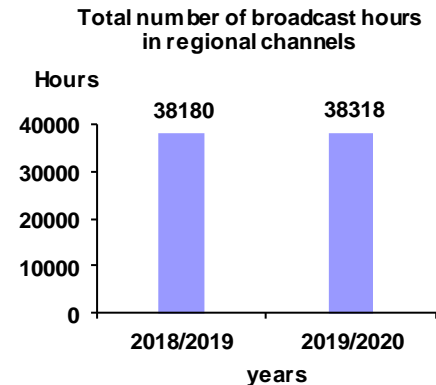
Number of television sector

broadcast hours (Main / Satellite)

Total number of hours of broadcasting by television sector (Channel One - Channel Two - Egyptian Satellite - Satellite channel directed to America - Time Sport) reached 43.9 thousand hours in 2019/2020 compared to 35.8 thousand hours in 2018/2019, an increase by 22.8%

0.4% increase in the number of visual broadcast hours for regional channel sector:

- Number of visual broadcast hours for regional channels sector (Cairo - Canal - Alexandria - Delta - Upper Egypt - Tiba) reached 38,318 hours in 2019/2020 compared to 38,180 hours in 2018/2019, an increase by 0.4% .
- Number of visual broadcast hours for Cairo Channel reached 6896 hours in 2019/2020 compared to 6810 hours in 2018/2019, an increase by 1.3%.



Number of news hours

- Number of broadcasting hours for news services (Misr News Channel - Nile International - Radio Egypt Radio) reached 26,352 hours in 2019/2020, and number of transmission hours included 8784 hours for audio broadcast by Radio Egypt .

Number of transmission hours for Nile specialized sector channels:

- Total broadcast hours of Nile specialized channels sector (drama - sport - live - cinema - comedy - family and children - cultural - educational channel - Maspero Zaman) reached 79056 hours during the year 2019/2020 compared to 78,840 hours in 2018/2019, an increase by 0.3%
- Social field reached the highest percentage of video broadcast hours in Nile Specialized Channels sector in 2019/2020, reaching 21940 hours, 27.8% of the total number of transmission hours, followed by entertainment field 17,552 hours, 22.2% .

- Source of statement: National Media Authority