

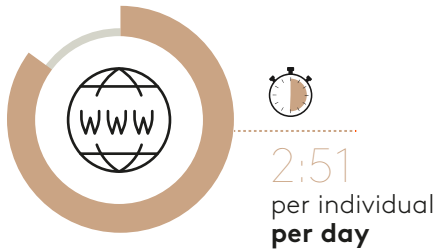
# KANTAR

## AFRICASCOPE 2025

# MAGHREB



ALGERIA MOROCCO TUNISIA



# 87%

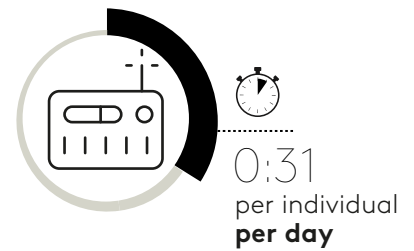
daily  
**internet users**

vs 88% in 2024  
vs 80% in 2023



daily  
**TV viewers**

vs 86% in 2024  
vs 87% in 2023

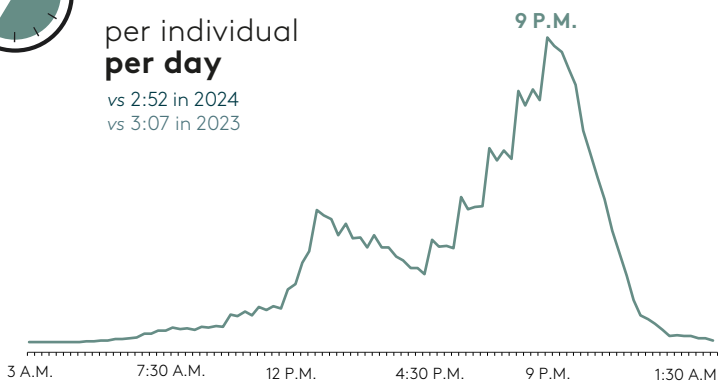
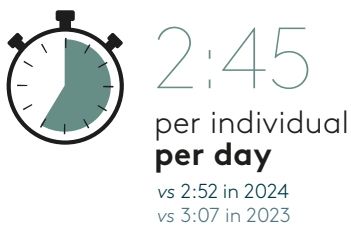


# 33%

daily  
**Radio listeners**

vs 34% in 2024  
vs 36% in 2023

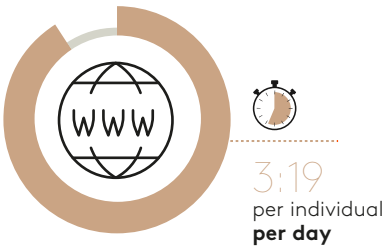
**TV quarter hour audience**  
Monday – Sunday (UTC+1)



### About Africascope Maghreb

Africascope Maghreb is the leading study on TV & Radio audience measurement conducted by Kantar to understand the media landscape in Africa and consumer behavior, both globally and by media in three countries (Algeria, Morocco, Tunisia).

Th interviews are administered face-to-face on tablets with a global sample of 4 109 people, representative of the population aged 15 and over in the area covered by the survey.



# 90%

daily  
**internet users**

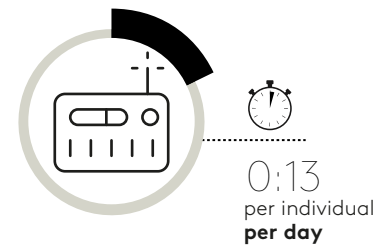
vs 90% in 2024  
vs 84% in 2023



# 85%

daily  
**TV viewers**

vs 89% in 2024  
vs 92% in 2023



# 15%

daily  
**Radio listeners**

vs 16% in 2024  
vs 20% in 2023

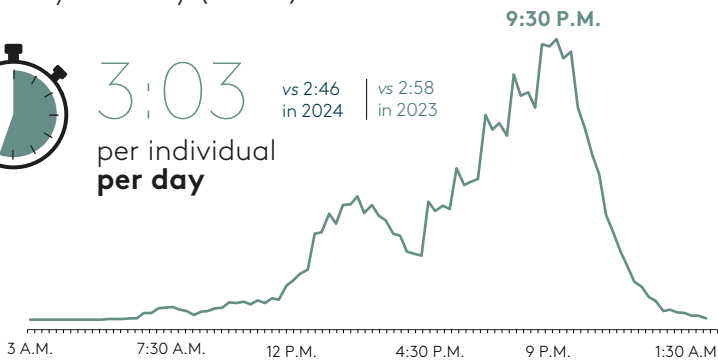
### TV quarter hour audience

Monday – Sunday (UTC+1)



3:03  
per individual  
per day

vs 2:46 in 2024 | vs 2:58 in 2023



### Top 10 Audience share



- 1 Samira TV
- 2 Echorouk TV
- 3 MBC 2
- 4 El Heddaf TV
- 5 Ennahar TV
- 6 MBC 4
- 7 beIN SPORTS
- 8 ENTV – Programme National
- 9 MBC Max
- 10 National Geographic Abu Dhabi

Every day



# 64%

watch at least **one**  
**Algerian TV channel**



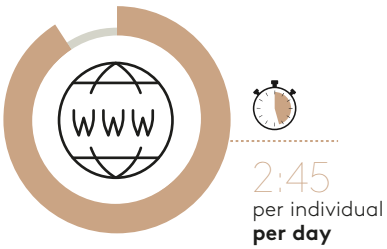
# 33%

watch at least  
**one MBC TV channel**



# 13%

watch at least **one**  
**international news channel**



90%

daily  
**internet users**

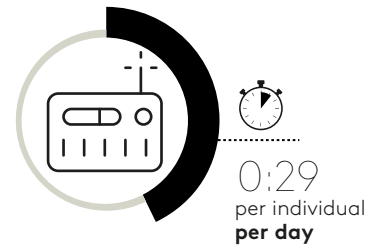
vs 91% in 2024  
vs 76% in 2023



77%

daily  
**TV viewers**

vs 82% in 2024  
vs 82% in 2023



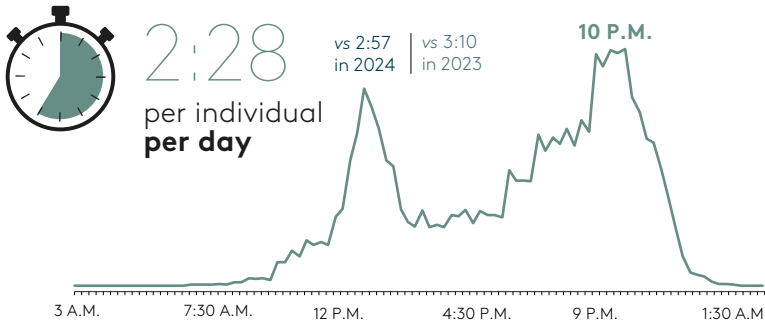
41%

daily  
**Radio listeners**

vs 43% in 2024  
vs 46% in 2023

### TV quarter hour audience

Monday – Sunday (UTC+1)

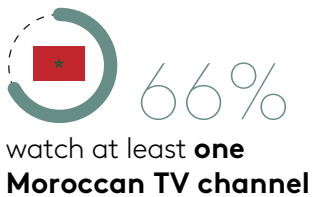


### Top 10 Audience share

- 1 2M
- 2 Al Aoula
- 3 Al Jazeera
- 4 MBC Drama
- 5 MBC 5
- 6 beIN SPORTS
- 7 Arryadia
- 8 MBC Bollywood
- 9 MBC 1
- 10 MBC 2



### Every day





82%

daily  
**TV viewers**

vs 87% in 2024  
vs 87% in 2023

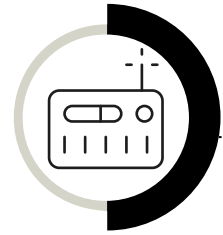


2:10  
per individual  
per day

79%

daily  
**internet users**

vs 79% in 2024  
vs 77% in 2023



1:05  
per individual  
per day

50%

daily  
**Radio listeners**

vs 54% in 2024  
vs 51% in 2023

### TV quarter hour audience

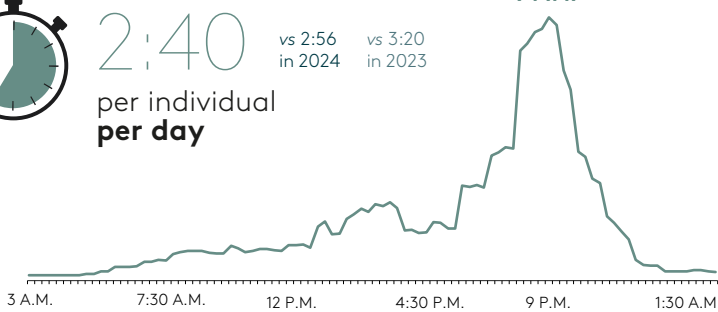
Monday – Sunday (UTC+1)



2:40  
per individual  
per day

vs 2:56 in 2024  
vs 3:20 in 2023

9 P.M.



### Top 10 Audience share



- 1 Nessma El Jadida
- 2 Wataniya 2
- 3 beIN SPORTS
- 4 Wataniya 1
- 5 Al Jazeera
- 6 El Hiwar Ettounsi
- 7 Al-Majd TV
- 8 MBC 2
- 9 Hannibal TV
- 10 MBC 4

Every day



68%

watch at least **one**  
**one Tunisian TV channel**



18%

watch at least **one**  
**international news channel**



16%

watch at least  
**one MBC TV channel**

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