

Watching Ramadan Drama and Egyptian People Preference for Video Streaming Services Over Traditional Television "A Survey Study"

Prof. Dr. Mustafa Yousry Matbouly

School of Cinematic Arts – SCA

Faculty of Architecture and Design, Effat University, Jeddah, KSA

Abstract

Every year, and throughout the holy month of Ramadan, Egyptian people regularly watch television drama. Viewership reaches its peak in Ramadan, and as a result, Ramadan drama is considered to have a great cultural and social impact on the Egyptian society. Moreover, during Ramadan video streaming services become more popular in Egypt and achieve greater success in terms of subscription rates. As such, this study focused on investigating the reasons why Egyptian people prefer video streaming services over traditional television for watching Ramadan drama, and the impact of that on their watching behaviors. An online questionnaire survey was circulated to a sample of Egyptian people, and 563 participants of different ages and backgrounds took part in it. The critical evaluation of the collected data showed how significantly Egyptian people are affected by Ramadan drama and the extent it figures an important part of their life. The data also highlighted that video streaming services have many advantages over traditional television. Likewise, the study provided valuable indications about the changes happened in Egyptian people viewing behaviors. It was concluded that Egyptian viewers prefer video streaming services over traditional television for watching Ramadan drama due to a plenty of different reasons.

Keywords

Egypt, Ramadan, Television Drama, Video Streaming Services