TELEVISION AUDIENCES · RAMADAN 2026 · ALGERIA

A month when Algeria watches the same thing, at the same time.

Ramadan does not simply raise television audiences: it concentrates them. A few channels, two and a half hours, a handful of dramas. For an advertiser it is the moment of the year when attention is densest — and costliest to miss.

WHAT WE MEASURED

Period	Ramadan 2026
Targets analysed	Family (general population) and Housewife
Key slot	18:30 – 21:00 (iftar and prime time)
Indicators	Reach, penetration, quarter-hour audience, audience share, GRP, share of voice
Advertising universe	49,997 advertising airings recorded over the month
Source	Television audience measurement — Dusens Group

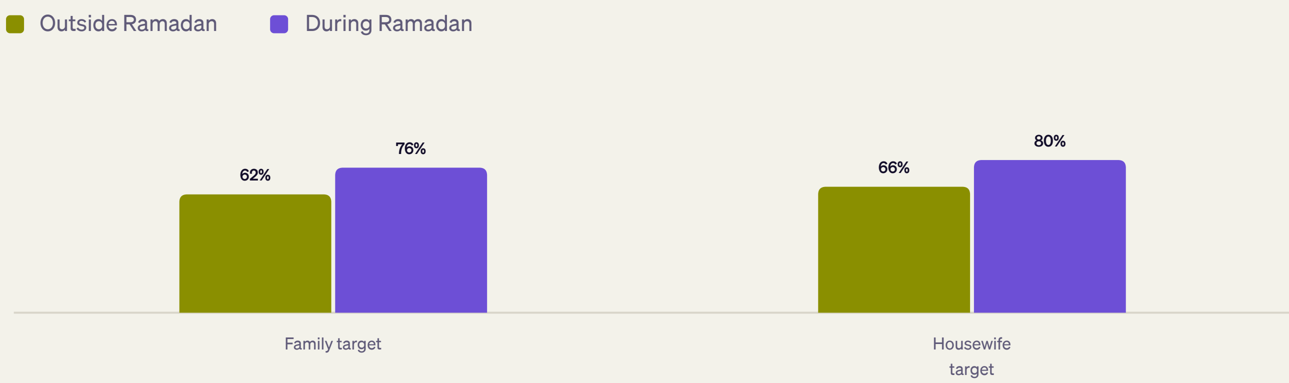
01 The Ramadan effect is measured in coverage points, not impressions.

Television reach rises from 62% outside Ramadan to 76% during the month on the family target, and from 66% to 80% on the housewife target. Fourteen points in both cases: the effect is of the same magnitude on both measured targets.

02 Two and a half hours hold the essence of the month.

Between 18:30 and 21:00, six channels capture 85% of audience share on the family target and 90% on the housewife target. Across that slot Echourouk TV holds 28% of the family audience, Samira TV 20% and El Hayat TV 17%. And it is in penetration that the year's movement shows: El Hayat TV climbs to third place.

The Ramadan effect: +14 coverage points, on both targets



Television reach, Ramadan 2026 compared with the non-Ramadan period of the same year.

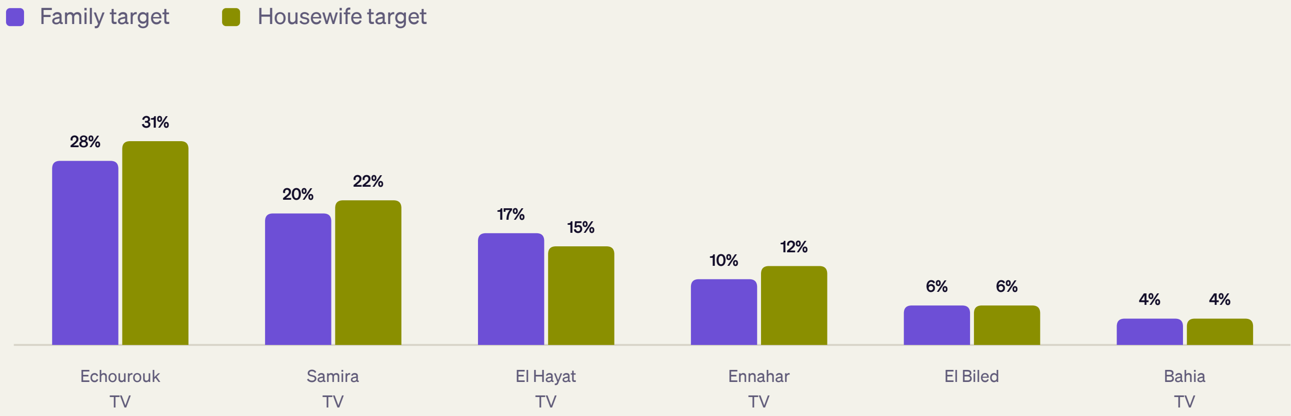
03 **The same dramas, in reverse order.**

The same four titles lead both targets, but their ranking inverts. El Mouhajir is first on the family target (10.5% quarter-hour audience) and fourth on the housewife target; El Berrani does exactly the opposite — fourth at 9.9% on family, first at 14.8% on housewife. The inversion comes from the titles not gaining the same thing on the female target: El Berrani picks up 4.9 points there, El Mouhajir just one.

04 **A dense advertising market, with no dominant player.**

49,997 advertising airings were recorded over the month. Share of voice nonetheless remains widely dispersed: the ten largest advertisers together account for 34% of it, and the largest reaches only 5.2% on the family target. Measured against the housewife target, that same schedule represents 73,752 GRP against 51,201 on the family target: the month's pressure reads first on the housewife.

Audience share between 18:30 and 21:00



Audience share across the iftar and prime-time slot, Ramadan 2026, by channel and target.

The results presented here are aggregated at market level. Advertising data is reported in aggregate: no named ranking of advertisers, and no commissioned sector analysis, is published in this document. Detailed measurements by channel, programme, target and sector are available from the institute.

WHAT THIS IMPLIES

01 **Ramadan is a frequency problem, not a coverage problem.**

At 76% and 80% reach, coverage is all but given to any advertiser present. What is at stake is repetition across a two-and-a-half-hour slot where six channels hold most of the attention. The plan is built in depth, not in width.

02 **The month weighs first on the housewife.**

The same schedule of airings represents 73,752 GRP measured on that target against 51,201 on the family target, and the leading prime-time title reaches 14.8% there against 9.9%. For categories whose purchase decision is taken in the home, the reference target changes how the whole plan reads — it is not a post-campaign detail.

03 **No advertiser dominates — so ground is taken by construction, not by budget.**

With a leader at 5.2% share of voice on the family target and a top ten at 34%, no brand owns the month. In a market like that, the gap widens on programme choice and consistency of presence rather than on money spent.