

# Watching Ramadan Drama and Egyptians' Preference for Video Streaming Services Over Traditional Television: A Survey Study

## Ramazan Dramalarını İzleme ve Mısırlıların Geleneksel Televizyon Yerine Video Akış Hizmetlerini Tercihi: Bir Anket Çalışması

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### Abstract

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

**Keywords:** Egypt, Ramadan, television drama, video streaming services, cultural impact

### Öz

Her yıl Ramazan ayı boyunca, Mısırlılar düzenli olarak televizyon dizilerini izlemektedir. İzleyici sayısı Ramazan ayında zirveye ulaşır ve bu nedenle Ramazan dramaları Mısır toplumunda büyük bir kültürel ve sosyal etkiye sahiptir. Ayrıca, Ramazan ayı boyunca video akış hizmetleri Mısır'da daha popüler hale gelir ve abonelik oranları açısından daha büyük bir başarı elde eder. Bu nedenle, bu çalışma, Mısırlıların neden Ramazan dramalarını izlemek için geleneksel televizyon yerine video akış hizmetlerini tercih ettiğini ve bu hizmetlerin izleme alışkanlıkları üzerindeki etkisini araştırmaya odaklanmıştır. Çalışma kapsamında, çevrimiçi bir anket, farklı yaş ve geçmişlerden 563 katılımcının katıldığı Mısır halkından oluşan bir örnekleme dağıtılmıştır. Toplanan verilerin eleştirel

değerlendirmesi, Mısırlıların Ramazan dramalarından ne kadar etkilendiğini ve bunların hayatlarının ne kadar önemli bir parçası olduğunu göstermiştir. Veriler ayrıca video akış hizmetlerinin geleneksel televizyona göre birçok avantaj sunduğunu vurgulamaktadır. Aynı şekilde, çalışma, Mısırlıların izleme alışkanlıklarında meydana gelen

değişikliklere dair değerli bilgiler sağlamıştır. Sonuç olarak, Mısırlı izleyicilerin pek çok nedenle Ramazan dramalarını izlerken geleneksel televizyon yerine video akış hizmetlerini tercih ettiği sonucuna varılmıştır.

**Anahtar Kelimeler:** Mısır, Ramazan, televizyon draması, video akış hizmetleri, kültürel etki

## Introduction

With a population of 105 million, Egypt has long been regarded as an Arabic culture and media hub; it is often referred to as the “Hollywood of the East” and has always been the production leader of various forms of entertainment in the Arab world (El Tarabishi & Galal, 2018).

Every Egyptian home is believed to be completely dependent on television, and television drama, in particular, is a major cultural influence on Egyptian society. This is because of its widespread appeal, ability to captivate audiences, and the fact that its ideas indirectly affect the entire population and can overcome barriers like illiteracy (Khalaf, 2017). Al-Hassan (2010) added that television series have the power to influence people’s attitudes, actions, and preferences. As a result, television drama has garnered the greatest attention from all segments of Egyptian society. For many years, Egyptians have considered watching television to be the best form of everyday entertainment. It would not be an exaggeration to say that contemporary Egyptian drama has become the type of media that is most able to harmonize with the public mood, stimulate their imagination, and even challenge their conscience. Television shows have served as both a window into Egyptian society’s evolution and a reliable way to observe changes over time (Muharram, 2010; El Shaer, 2015). Egyptian television drama has also played a significant role in the dissemination of Egyptian political beliefs, culture, and dialect throughout the Arab world.

During the entire month of Ramadan, i.e., every day from dawn to sunset, Muslims are not allowed to eat, drink, smoke, or engage in any sexual activity but can pray and focus more on their relationship with their God (i.e., Allah). However, in addition to its religious significance as a holy month devoted to worship and religious observance, Ramadan has become associated with watching television programs in general and drama in particular (Deana, 2009; Abdennour, 2007; Saidi, 2019). Ramadan drama has become an essential component of Egyptian social culture and a key source of pleasure for millions of people (Dajani, 2009). In fact, the history of Ramadan drama in Egypt can be traced back to the 1960s when television was first introduced to the country (Sakr, 2007). Nowadays, numerous television networks and production companies compete each year during Ramadan for the release of their drama series, which draw remarkably and increasingly large numbers of viewers. Moreover, almost all Ramadan television drama series are available to watch online thanks to video streaming services. As such,

if someone would rather focus on their prayers during the times those series are broadcast on traditional television, they can watch them later on as streamed videos. Typically, all such television series consist of 30 episodes, although their genres vary and the topics they present do not necessarily have to be related to Ramadan. They could be comedy, crime stories, historical narratives, or even topics related to social issues (Ali & Sharaf, 2019; Abdel-Magied, 2022). Despite the existing diverse perspectives on the impact Ramadan drama has on audiences, it is well established that themes from Ramadan drama have helped—and continue to help—in developing human values, customs, personalities, and solutions to local problems (Sadek, 2006; Georgiou, 2012).

The popularity of Egyptian Ramadan drama is widespread throughout the Arab world as well because of shared cultural heritage. Egyptian television series, whose primary focus is on local Egyptian issues, are very popular across all Arab nations (Khalil & Kraidy, 2009). According to existing studies, Egyptian television dramas and their characters are highly well-liked throughout the Arab world. It turns out that one of the best ways to establish a shared public opinion and attitude towards any topic—not just in Egypt but throughout the Arab world—is to air a television series during the month of Ramadan (Abu-Lughod, 2008).

## Video Streaming Services

According to Seel and Dupagne (2010), video streaming services, also known as “Subscription Video On Demand – SVOD,” are Internet platforms that provide audio-visual streamed content that can be viewed using any suitable display. Netflix, Hulu, Amazon Prime Video, HBO NOW, Disney+, Apple TV+, Orbit Showtime Network – OSN, STARZPLAY, Watch IT, and Shahid are examples of the most popular Over-the-Top (OTT) video streaming services that have emerged during the last 20 years. Through these services, viewers can watch television programs, drama, movies, sports, and much more. It is important to note that the growth of video streaming services would not be possible without the growth of fast and reliable internet connections, as well as the growth of smartphones and other similar devices (Erman et al., 2011). Today, video streaming has become fully embedded in the lives of many people. It is expected that the number of video streaming subscribers worldwide will exceed 1.5 billion by 2025 (Research & Markets, 2020; PwC, 2024). And regardless of the positive or negative factors associated with them, the growth of these services will undoubtedly change the future of television and the way the media industry operates (Gonçalves et al., 2014; Sujata et al., 2015).

In fact, the popularity of video streaming services has challenged our orthodox understanding of how television and other screen media are created, circulated, and consumed (Holt & Sanson, 2014). According to Lotz (2017) and Evens et al. (2021), video streaming services prompt certain uses of technology to fulfill certain viewers' needs, which leads to a viewing experience that is quite different from that created by traditional television. The following are the key differences between video streaming services and traditional television:

- Unlike traditional television, the content of streaming video services is not presented in schedules but as part of a curated library classified under different themes or genres, which satisfies viewers' everlasting desire for spectacular and distinctive content (Jenner, 2018; Kirk et al., 2015). Netflix, for example, promotes such content using terms such as "user freedom" and "active audiences" (Burroughs, 2019).
- With video streaming services, viewers can re-watch specific episodes or movies whenever they choose to or pause a program and return to watch it later (Birch, 2019). Viewers have control over which content they want to watch, when (time-shifting), where (place-shifting), and through which device (e.g., smart televisions, smartphones, tablets, laptops, desktops, or any other device with a screen and internet connection) (Marinelli & Andò, 2017; Wang et al., 2016). Furthermore, some video streaming services allow users to download shows and movies to their devices so that they can watch the content offline without an internet connection. This feature is particularly advantageous during travel times, power outages, or locations with poor internet or service (Evens & Donders, 2018). Such accessibility is a major benefit of video streaming services.
- By collecting viewing-pattern, location, and search history data, video streaming services can customize the viewing experience. As such, personalized services recommend programs according to viewers' preferences and needs, leading to a higher level of engagement (Kübler et al., 2021).
- As many viewers see advertisements as annoying and inconvenient, many video streaming services provide their users with ad-free content or at least content that contains shorter ads than traditional television (Sloane, 2019).

- While “togetherness” remains an important feature of traditional television, i.e., people talk about the same program they have watched at the same time (Samuel, 2019), video streaming services, due to the individualized viewing experience they offer, can be seen as having a negative effect on relationships (Johnson, 2019). To solve this problem, video streaming services developed functions like “Teleparty” and “Watch with Friends,” which enable people to watch series virtually together and start online conversations about what they have watched (Luders & Sundet, 2022).

## Video Streaming Services in Egypt

Scientific literature has already addressed video streaming in the context of some developed countries (Dwyer et al., 2018; Park, 2019), but this is not quite true for Egypt and the rest of the Arab world. Video streaming services have been available in Egypt for more than a decade. However, only a few years ago, Egypt witnessed a rapid increase in video streaming service subscriptions for both regional services, such as Shahid and Watch IT, and international video streaming services, such as Netflix. Shahid was launched in 2011 to serve a diverse Arab audience worldwide. It is currently considered one of the largest streaming platforms in the Middle East in terms of size and reach. Shahid VIP, which was introduced in 2019, is the ad-free premium version of Shahid and depends mainly on the production of original Egyptian dramas. Meanwhile, Watch IT is a platform that was introduced in early 2019, and a large part of its content is actually drama that was previously aired on Egyptian traditional television (Vadehra, 2019). On the other hand, Netflix entered the Middle East region in 2016 with the aim of providing diverse global content. Nevertheless, the current increase in video streaming services in Egypt is in fact a direct result of what Egypt has gone through over the last few years: the massive availability of smartphones, tablets, and smart television sets, besides the development that took place in telecommunications infrastructure and the introduction of 4G Internet technology, which offers uninterrupted fast connectivity (Allam & Chan-Olmsted, 2021). Furthermore, during 2019, the total number of internet users in Egypt was 54.74 million, more than half of the total population of the country. It was also reported that the average Egyptian person spends about 8 hours per day using the internet, 3 hours of which are spent on video viewing. Obviously, Egypt has a large population with a high demand and passion for streamed video content (ICT, 2020; CAPMAS, 2020; Allam & Dinana, 2021).

## Aim and Methodology

In contrast to other entertainment sources, such as television and cinema, there is a lack of literature on video streaming services from the Egyptian perspective. Very few academic studies have been conducted on this rapidly emerging form of entertainment in Egypt. This study aims to fill this knowledge gap and to reveal the current state of this new entertainment medium and its prospects and challenges. Moreover, the reasons why Egyptians watch Ramadan drama on video streaming platforms rather than traditional television and how that affects their viewing habits are an undiscovered discipline that has not been previously researched despite its great importance and its crucial social, cultural, and economic implications.

This study investigates the extent to which watching Ramadan television drama is associated with Egyptians' preference for video streaming services over traditional television. Following are the study's main objectives:

- Within the context of watching television dramas during the holy month of Ramadan, this study intends to gain a deeper understanding of video streaming services, their prospects, and limitations in Egypt.
- The current study also determines why Egyptian audiences, particularly during Ramadan, favor using video streaming services over traditional television.
- In addition, the goal of this study is to assess how Egyptian viewing habits have changed since the introduction of video streaming services and to ascertain the extent to which these trends deviate from those of the days of broadcast television.

Along with secondary data gathered by reviewing scientific research papers, reference books, and scientific reports, primary data were generated through an online structured questionnaire survey. To check the wording and flow of the questions, besides eliminating any unclear items, an initial pilot questionnaire form was first tested before the final questionnaire form was created and distributed. The final questionnaire form included eight closed-ended questions, as well as some personal questions. Afterwards, and with the assistance of his colleagues, friends, and students, the researcher managed to send the questionnaire link to potential participants by e-mail and to post that link

as well on various social media platforms (i.e., Facebook, Instagram, WhatsApp, etc.). The aim was to collect various opinions and thoughts on the investigated topic from multiple age groups and backgrounds.

In fact, because of its nature as an online survey, the questionnaire was able to reach various parts of the Egyptian public (i.e., 958 persons). Such a sample size suggests that this research is robust and could help create clear ideas about the reasons why Egyptian people prefer video streaming services over traditional television to watch Ramadan dramas and the impact of such services on their watching behaviors. It also indicates that randomness was achieved during the participant recruitment process. The participants completed their feedback within a five-week period during fall 2023 (i.e., between September and October 2023). Informed consent was obtained from all participants before the study and the ethics committee approval of this study was obtained from Effat University (Date: 4 October 2023; Number: 7.1.Exp.20). All forms of those who are not Egyptians, those who are not subscribers to video streaming services, and those who do not watch Ramadan drama by means of such services, besides all mistaken and/or incomplete forms, were excluded and ignored. The total number of completed forms was 563. Subsequently, the collected data were analyzed using the appropriate tools of both the SPSS and MS Excel software.

## Findings

As stated, the primary data of this research work were collected through an online structured questionnaire survey directed at a sample of different ages and backgrounds that represented the entire Egyptian population. The following subsection analyzes the participants' answers to each questionnaire item:

### Participants' Gender

56.21% of respondents who answered the questionnaire survey were female, while the remaining 43.79% were male. Although this may produce a threat of bias in the results, it is not a serious issue in the context of this study, as traditionally in Egypt, females, especially those who are housewives and do not work outside their homes, spend much more time watching television than males do. Thus, females' opinions are more important for this research than males' opinions.



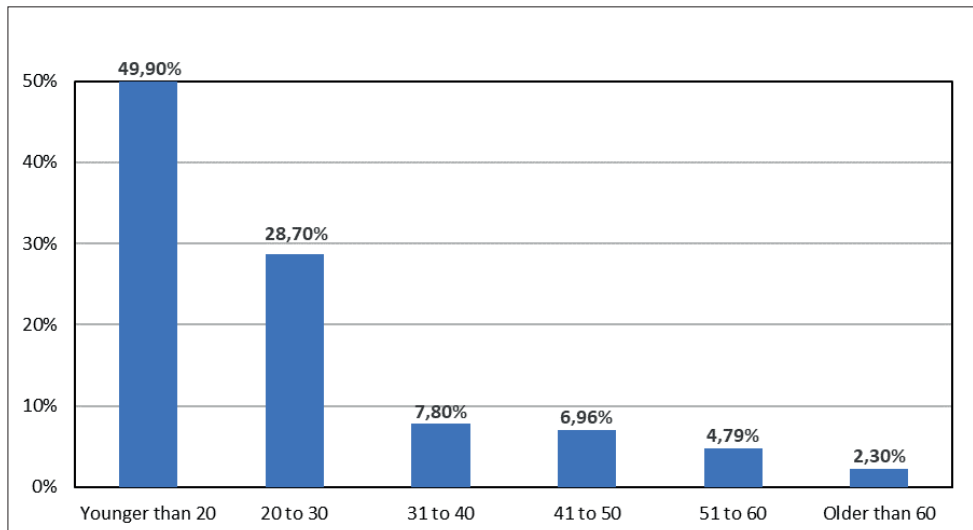
## Participants' Age Ranges

49.9% of the survey participants were younger than 20 years old, and 28.7% ranged from 20 to 30 years old. Meanwhile, 7.8% of the participants were between 31 and 40 years old, 6.96% indicated that their age ranged from 41 to 50 years old, and 4.79% said that they were between 51 and 60 years old. Only 2.3% of the participants indicated that they were older than 60 years. This age distribution among sample participants is, in fact, quite acceptable and well serves the study, as according to previous studies (e.g., ICT, 2020 and CAPMAS, 2020), most Egyptians who frequently watch television dramas through video streaming services are young people, and their views on the research topic are more valuable than older people's views.

Participants' Age Ranges	Age Category					
	Younger than 20 years	20–30	31–40	41–50	51–60	Older than 60 years
Number of Participants	281	159	44	39	27	13
Percentage	49.9%	28.7%	7.8%	6.96%	4.79%	2.3%
<b>Total: 563</b>						

Statistical Calculations	Median:	Mean ( $\mu$ ):	Variance ( $\sigma^2$ ):	Standard Deviation:
	41.5	93.83	9294.81	96.41

**Table 1:** Participants' age ranges



**Chart 1:** Participants' age ranges

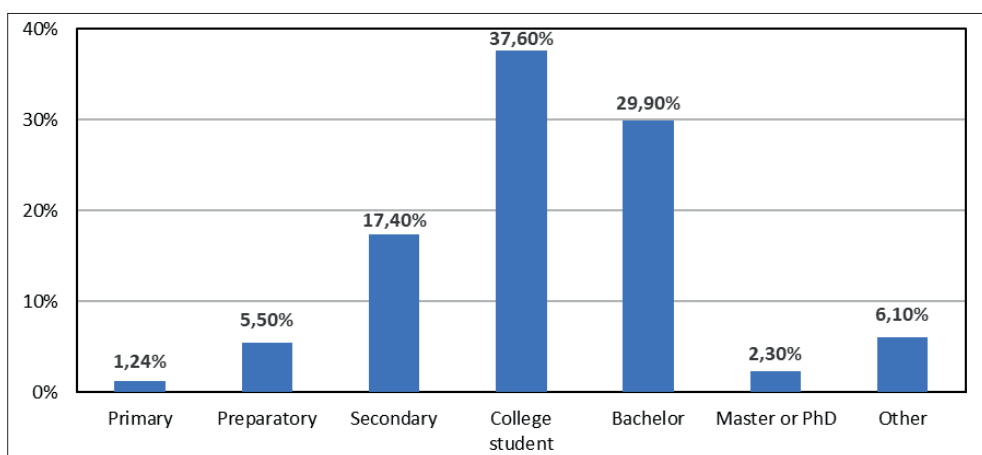
## Participants' Educational Level

Only 1.24% of those who answered the questionnaire survey were primary school students; 5.5% were preparatory school students, and 17.4% were secondary school students. The largest segment of respondents (i.e., 212 participants – 37.6% of the whole sample) indicated that they were college students, while 29.9% of them said that they held a bachelor's degree. No more than 2.3% of the participants pointed out that they held a Master's or PhD degree, while 6.1% specified their educational qualification to be other than those mentioned in the form (e.g., training, professional experience, etc.).

Participants' Educational Level	Educational Level/Qualification						
	Primary	Preparatory	Secondary	College student	Bachelor	Master's or PhD	Other
<b>Number of Participants</b>	7	31	98	212	168	13	34
<b>Percentage</b>	1.24%	5.5%	17.4%	37.6%	29.9%	2.3%	6.1%
<b>Total: 563</b>							

<b>Statistical Calculations</b>	<b>Median:</b> 34	<b>Mean (<math>\mu</math>):</b> 80.43	<b>Variance (<math>\sigma^2</math>):</b> 5689.38	<b>Standard Deviation:</b> 75.43
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**Table 2:** Participants' educational level



**Chart 2:** Participants' educational level

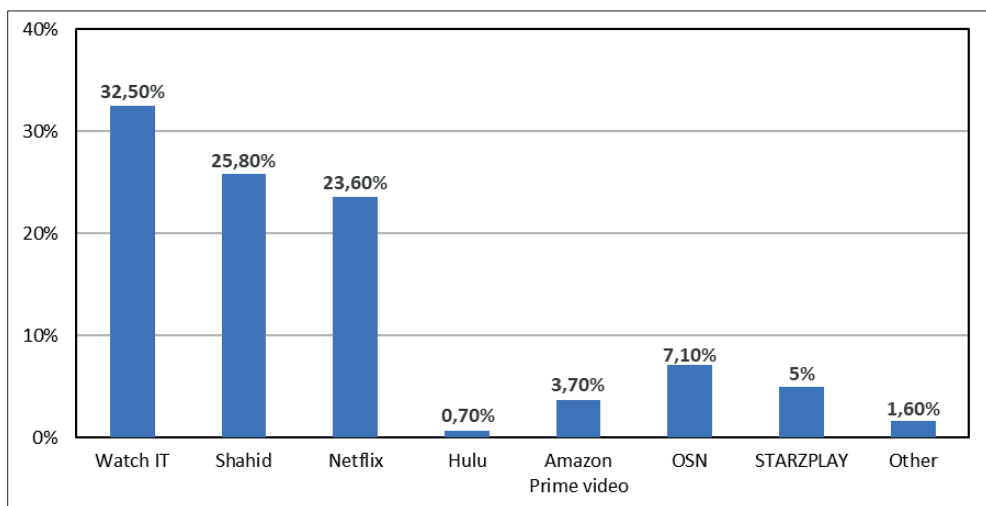
## Video Streaming Services Subscription

Watch IT video streaming service was first supported by 32.5% of those who participated in the survey. Shahid came second, as 25.8% of the participants indicated that they subscribed to the service. Meanwhile, Netflix was the third most popular video streaming service among participants, as it was selected by 23.6% of the participants, followed by OSN (selected by 7.1% of the participants), STARZPLAY (selected by 5% of the participants), and Amazon Prime Video (selected by 3.7% of the participants). Hulu came last with only 0.7% of the participants' choices. In the meantime, 1.6% of the participants pointed out that they subscribed to video streaming services other than those mentioned in the questionnaire form. Apparently, as the collected data suggest, Egyptian people favor local and regional video streaming services (i.e., Watch IT, Shahid, and OSN) over international ones, with Netflix being the most popular international video streaming service among Egyptians.

Participants' video streaming service subscriptions	Are you subscribed to any of the following video streaming services? <i>(Please, choose all applicable)</i>							
	Watch IT	Shahid	Netflix	Hulu	Amazon Prime video	OSN	STARZPLAY	Other
<b>Number of Participants</b>	242	191	176	5	28	53	37	12
<b>Percentage</b>	32.5%	25.8%	23.6%	0.7%	3.7%	7.1%	5%	1.6%
<b>Total: 744</b>								

<b>Statistical Calculations</b>	<b>Median:</b> 45	<b>Mean (<math>\mu</math>):</b> 93	<b>Variance (<math>\sigma^2</math>):</b> 7745	<b>Standard Deviation:</b> 88
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**Table 3:** Participant video streaming service subscription



**Chart 3:** Participant video streaming service subscription

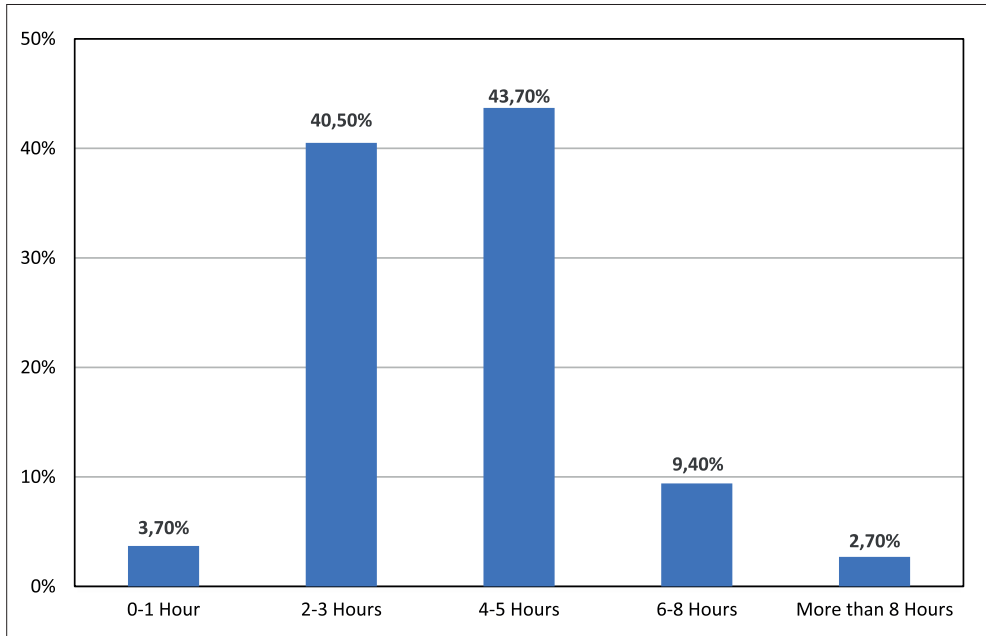
## Daily Duration of Watching Ramadan Television Dramas

The highest score here went to the “4 to 5 hours” choice, with 43.7% of all participants’ responses, followed by the “2 to 3 hours” choice, with a very close score of 40.5%. Meanwhile, 9.4% of the participants said that they spend between 6 and 8 hours daily during Ramadan watching television dramas. Additionally, 3.7% of the participants stated that they watch television dramas during Ramadan for less than an hour, and only 2.7% of them pointed out that they allocate more than 8 hours of their time every day during Ramadan to watching television dramas. These results lead to two important conclusions. First, they highlight the robustness of this research, as the majority of those who participated in the study questionnaire survey spend long hours every day during the month of Ramadan watching television dramas, so their views about the study topic are considered quite accurate. Second, these results verify what has already been suggested during the literature review phase of the study (e.g., Abdennour, 2007; Deana, 2009; Saidi, 2019) that the television viewership rate reaches its peak in Egypt during Ramadan.

Daily duration of Ramadan television drama	Please indicate how long each day you watch television dramas during Ramadan				
	0-1 Hour	2-3 Hours	4-5 Hours	6-8 Hours	More than 8 Hours
Number of Participants	21	228	246	53	15
Percentage	3.7%	40.5%	43.7%	9.4%	2.7%
<b>Total: 563</b>					

Statistical Calculations	Median:	Mean ( $\mu$ ):	Variance ( $\sigma^2$ ):	Standard Deviation:
	53	112.6	10516.24	102.54

**Table 4:** Daily duration of watching Ramadan television drama



**Chart 4:** Daily duration of watching Ramadan television drama

## Participants' Reasons for Favouring Video Streaming Services over Traditional Television to Watch Ramadan Drama

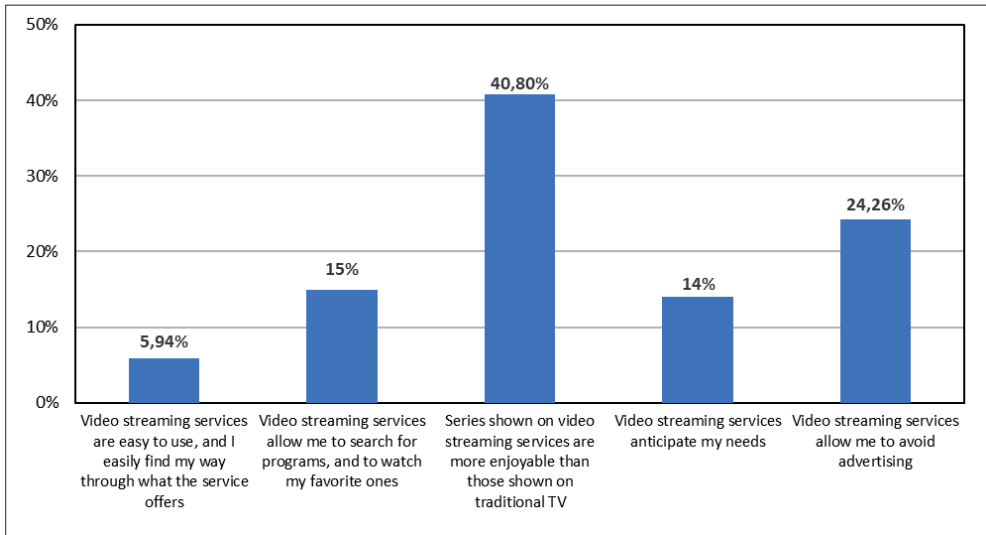
The most chosen reason for favouring video streaming services over traditional television to watch Ramadan drama, according to 40.8% of the participants, was the notion that the series shown on video streaming services are more enjoyable than those shown on traditional television. The second most popular choice, which 24.26% of those who took part in the survey named as their reason for favouring video streaming

services over traditional television, was the ad-free content the services offered. The feature of video streaming services that allows users to search for and watch their favourite programmes was the third most chosen reason (i.e., selected by 15% of the participants), followed closely by the fact that video streaming services could anticipate their users' needs (i.e., selected by 14% of the participants). The reason that obtained the lowest score was the ease of usage and the overall organisation of the service interface (i.e., selected by only 5.94% of the participants). In fact, these results match well with what the researcher had predicted before conducting the survey, as the Egyptian people are well known for their preference and admiration for good television dramas and their dislike of annoying prolonged advertisement sequences, which are usually inserted within drama episodes when shown on traditional television. Hence, it is quite understandable why these two reasons were chosen here by the survey participants.

Participants' reasons for favouring video streaming services over traditional television for Ramadan drama viewing	What are the reasons that make you favour video steaming services over traditional television? (Please, choose all applicable)				
	Video streaming services are easy to use, and I can easily find my way through what the service offers.	Video streaming services allow me to search for programmes, and to watch my favourite ones	Series shown on video streaming services are more enjoyable than those shown on traditional television.	Video streaming services can anticipate my needs	Video streaming services allow me to avoid advertising
<b>Number of Participants</b>	50	126	343	118	204
<b>Percentage</b>	5.94%	15%	40.8%	14%	24.26%
<b>Total: 841</b>					

Statistical Calculations	Median:	Mean ( $\mu$ ):	Variance ( $\sigma^2$ ):	Standard Deviation:
	126	168.2	10021.76	100.1

**Table 5:** Participants' reasons for favouring video streaming services over traditional television for watching Ramadan dramas



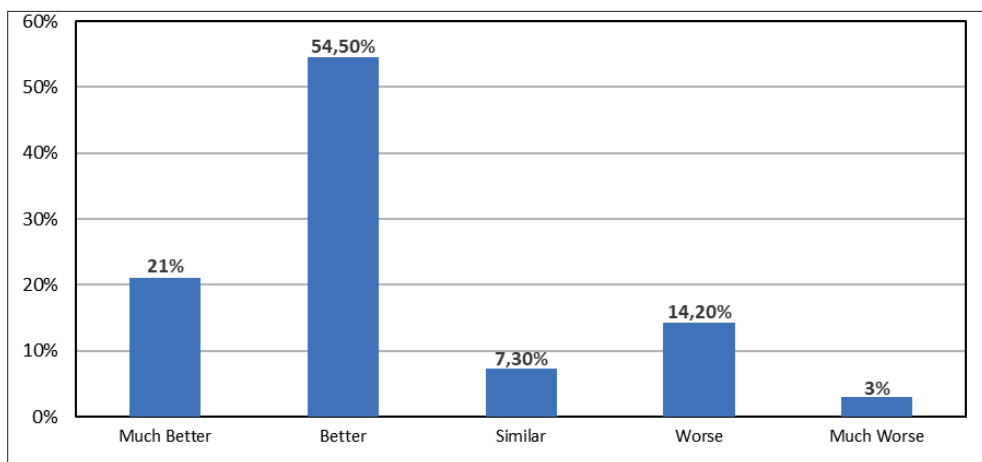
**Chart 5:** Participants' reasons for favouring video streaming services over traditional television when watching Ramadan dramas

## The Participants' Experiences with Video Streaming Services Compared with Their Experience When Watching Traditional Television

When the participants were asked to describe their experience with video streaming services compared to the experience they normally have when watching drama through traditional television, most of them chose "Much Better" (selected by 21% of the participants) and "Better" (selected by 54.5% of the participants). On the other hand, 14.2% of the participants mentioned that the services are "Worse" than traditional television, and 3% said that the services are "Much Worse" than traditional television. From the entire sample, only 7.3% of participants said that their experience with both video streaming services and traditional television was similar. Actually, these results match well with what the literature review phase of the study suggested beforehand: that video streaming services have many advantages over traditional television, which makes the experience of these services' viewers better, if not superior, to the experience they usually get when watching the same content on traditional television.

Participants' experience with video streaming services compared to their experience when watching traditional television	How do you describe your experience with video streaming services compared to the experience you get when watching traditional television?				
	Much Better	Better	Similar	Worse	Much Worse
Number of Participants	118	307	41	80	17
Percentage	21%	54.5%	7.3%	14.2%	3%
<b>Total: 563</b>					
Statistical Calculations	Median: 80	Mean ( $\mu$ ): 112.6	Variance ( $\sigma^2$ ): 10629.84	Standard Deviation: 103.1	

**Table 6:** Participants' experiences with video streaming services compared to their experiences when watching traditional television



**Chart 6:** Participants' experiences with video streaming services compared to their experiences when watching traditional television

## Impact of Watching Ramadan Drama Through Video Streaming Services on Participants' Watching Behaviors and Habits

More than half of the sample participants agreed that watching Ramadan drama through video streaming services has a significant impact on their watching behaviors and habits (i.e., «16.7% of the participants selected Strongly Agree» + «31% of the participants selected Agree» + «15.3% of the participants selected Slightly Agree» = «63% of all participants»). On the other hand, 131 of the sample participants disagreed



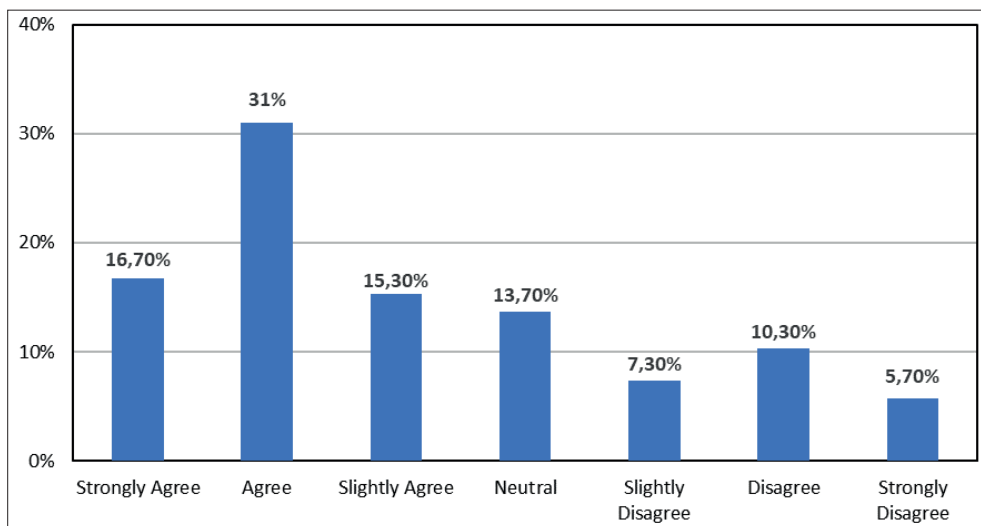
with this idea (i.e., «5.7% of the participants selected Strongly Disagree» + «10.3% of the participants selected Disagree» + «7.3% of the participants selected Slightly Disagree» = «23.3% of all participants»). Only 13.7% of the participants were neutral and did not express a specific view. It is evident from these results that most Egyptian viewers feel the impact that video streaming services have on their television watching behaviors and habits, which again distinguishes viewers' experiences with these services from their experiences when watching traditional television.

From another perspective, the drawback here is perhaps the fact that the questionnaire did not really ask the respondents or give them the chance to express their views about the specific aspects in which they believe their watching behaviors and habits have changed after switching to video streaming services. Investigating that would have enriched the present study; however, it could be justified as the scope of the study somehow focuses more on the services' general impact on viewers' watching behavior rather than on specific aspects of that behavior. Anyway, that research point could be a subject of an interesting future study.

Impact of watching Ramadan drama through video streaming services on participants' watching behaviours and habits	Watching Ramadan dramas through video streaming services has a great impact on your watching behaviours and habits?						
	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
<b>Number of Participants</b>	94	175	86	77	41	58	32
<b>Percentage</b>	16.7%	31%	15.3%	13.7%	7.3%	10.3%	5.7%
<b>Total: 563</b>							

<b>Statistical Calculations</b>	<b>Median:</b> 77	<b>Mean(<math>\mu</math>):</b> 80.4	<b>Variance (<math>\sigma^2</math>):</b> 1939.1	<b>Standard Deviation:</b> 44
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**Table 7:** Impact of watching Ramadan drama through video streaming services on participants' watching behaviours and habits



**Chart 7:** Impact of watching Ramadan drama through video streaming services on participants' watching behaviours and habits

## Impact of Watching Ramadan Drama Through Video Streaming Services on Participants' Feeling as Part of a Community

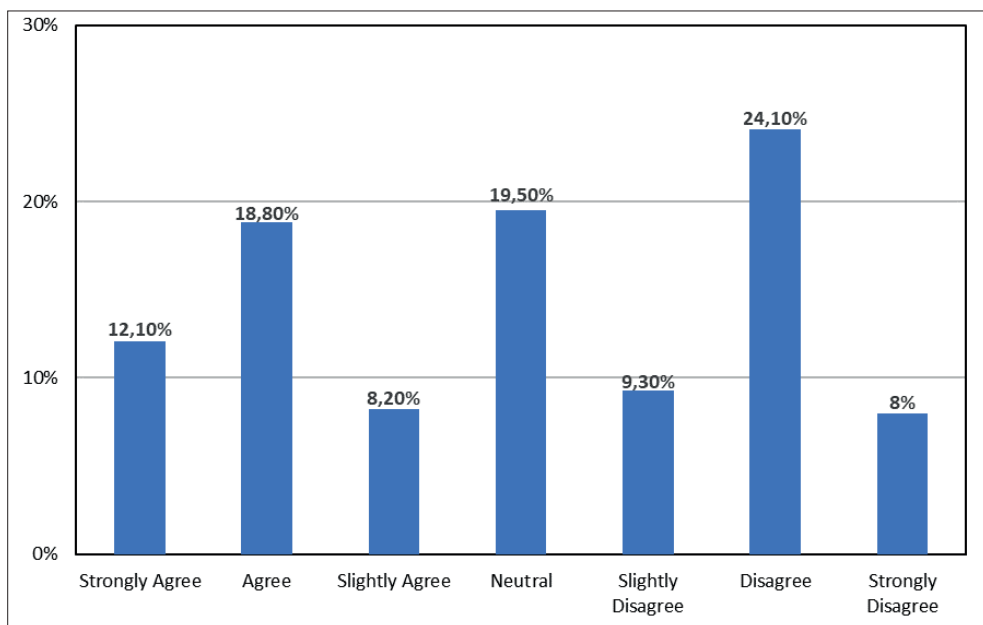
This survey question divided the sample participants into two nearly equal groups. The percentage of those who agreed with the notion that watching Ramadan drama through video streaming services allows them to connect with others as a part of a community and talk together about what they have watched was 39.1% of the participants (i.e., "12.1% of the participants selected Strongly Agree," "18.8% of the participants selected Agree," and "8.2% of the participants selected Slightly Agree"). Meanwhile, the percentage of those who disagreed with the same notion was 41.4% of the participants (i.e., "8% of the participants selected Strongly Disagree," "24.1% of the participants selected Disagree," and "9.3% of the participants selected Slightly Disagree"). We have already learned from previous research and available literature that "togetherness," which means people talking together about the same television program they have watched at the same time, is an essential feature of traditional television, and it is not something that could be realized when watching video streaming services. However, according to the results generated through this research, it could be suggested that today's Egyptian viewers, possibly due to the social and economic changes that have already taken place in Egyptian society over the last decade, do not really mind losing such features and sacrifice their communication with other viewers

in the same watching community to enjoy other, more important features from their points of view, offered to them by video streaming services. From another perspective, perhaps this question's wording itself was unclear or even a little bit ambiguous, as some participants may have not fully understood its meaning or purpose, and as a result, their answers were not really a true representation of their thoughts.

Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community	Watching Ramadan drama through video streaming services allows you to connect with others as part of a community and talk about what you have watched						
	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
<b>Number of Participants</b>	68	106	46	110	52	136	45
<b>Percentage</b>	12.1%	18.8%	8.2%	19.5%	9.3%	24.1%	8%
<b>Total: 563</b>							

Statistical Calculations	Median:	Mean ( $\mu$ ):	Variance ( $\sigma^2$ ):	Standard Deviation:
	68	80.4	1145.6	33.84

**Table 8:** Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community



**Chart 8:** Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community

## Discussion and Conclusion

Within the context of Egyptian Ramadan drama, this study deeply examined video streaming services and helped in understanding how video streaming technology shapes new patterns of audiovisual consumption and changes the viewing experience in Egypt. The study data were obtained through literature review and then with the help of a questionnaire form to collect the Egyptian people's opinions on the research topic. Based on the results of both the literature review and the questionnaire survey, the study's main conclusions could be summarized as follows:

- In Egypt, the holy month of Ramadan is associated with watching television dramas through both traditional television and video streaming services. Television drama is the Egyptians' most preferred type of entertainment during Ramadan.
- With its ability to engage audiences and its impact on all public attitudes and preferences, Ramadan television drama is and will continue to be an essential

part of the daily life of the Egyptian people. The majority of Egyptians spend long hours every day watching television dramas, and the television viewership rate reaches its peak during Ramadan in Egypt.

- Egyptian society is currently experiencing a wave of video streaming. Traditional television is facing a great challenge, the entertainment industry is being significantly reshaped, television viewing is not the same as it was, and Egyptian viewers have more choices than ever.
- The increase in video streaming services in Egypt is a direct result of the massive availability of smartphones and smart television sets over the last few years, as well as the development of telecommunications infrastructure and the introduction of advanced Internet technology that provides uninterrupted and fast connectivity.
- The most popular video streaming service in Egypt is Watch IT, followed by Shahid, then Netflix, OSN, STARZPLAY, and finally Amazon Prime Video.
- While Egyptians generally favor local and regional video streaming services over international ones, Netflix is the most popular international video streaming service among Egyptians.
- The primary motivation for Egyptians favoring video streaming services over traditional television to watch Ramadan drama is that the series shown on video streaming services are more enjoyable than those shown on traditional television. Other motivations include the ad-free content the services offer and the ability of video streaming services to anticipate their needs.
- Most Egyptians who watch video streaming services feel that their experience with such services is better than the experience they gain when watching traditional television.
- Many Egyptian viewers believe that watching Ramadan dramas through video streaming services has a significant impact on their behaviors and habits.
- The Egyptian people are divided regarding the impact of watching Ramadan drama through video streaming services on their feeling as part of a community.

However, today's Egyptian viewers do not really mind losing such a feeling for the sake of enjoying other features offered to them by video streaming services.

- The rise of video streaming in Egypt has several drawbacks. The major drawbacks are subscription costs and negative social impacts.

In sum, the findings and conclusions of the present study could be helpful for media decision-makers and content producers, as the Egyptian media market suffers from the absence of independent audience research centers that would provide data on audience behavior and indicators on consumption patterns.

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