

Trends in Arabic Drama Series (Musalsalat) Production

Authors : Paradigm Shift

Abstract : In an overwhelmingly import oriented content bazaar of Arabian TV industry, Musalsalat stand unique in their indigenusness and mass popularity, being rivalled only by movies and football. The Arabic term 'Musalsalat' stands for drama series with episodes of 30-45 minutes duration; the format being close to Latin American Telenovela concept-clear cut stories with definitive endings that permit narrative closures. Traditionally Musalsalat were either situational comedies or religiously inspired. Present-day productions have started addressing historical, creative and socially progressive issues targeting the young and well-travelled audiences. Though these soaps get prime ratings throughout the year, it is during Ramadan, that they become a raving success in securing viewership. That Musalsalat have become paramount Ramadan programming is evident by their dominance on the grid and attracting heavy ad-spend. The number of Musalsalats produced specifically for Ramadan reached over 100 last year with Ramadan TV advertising amounting to USD1, 947bn constituting 21% of the total regional TV Adspend of USD 9,189bn.

Keywords : Musalsalat, drama, pan Arab, television

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