



DIGITAL IN 2018 IN WESTERN ASIA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION

**we
are
social**



Hootsuite™

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are
social**



Hootsuite™

COUNTRIES INCLUDED IN EACH ASIA REPORT



WESTERN ASIA PART 1: NORTH-WEST

ARMENIA
AZERBAIJAN
CYPRUS
GEORGIA
ISRAEL
JORDAN
LEBANON
PALESTINE
SYRIA
TURKEY



WESTERN ASIA PART 2: SOUTH-EAST

BAHRAIN
IRAQ
KUWAIT
OMAN
QATAR
SAUDI ARABIA
UNITED ARAB EMIRATES
YEMEN



CENTRAL ASIA

KAZAKHSTAN
KYRGYZSTAN
TAJIKISTAN
TURKMENISTAN
UZBEKISTAN



SOUTHERN ASIA

AFGHANISTAN
BANGLADESH
BHUTAN
INDIA
IRAN
MALDIVES
NEPAL
PAKISTAN
SRI LANKA



SOUTHEAST ASIA PART 1: NORTH-WEST

CHINA
HONG KONG
JAPAN
KOREA, NORTH
KOREA, SOUTH
MACAU
MONGOLIA
TAIWAN



SOUTHEAST ASIA PART 1: SOUTH-EAST

CAMBODIA
LAOS
MYANMAR
THAILAND
VIETNAM



EASTERN ASIA

BRUNEI
INDONESIA
MALAYSIA
PHILIPPINES
SINGAPORE
TIMOR-LESTE

Global Yearbook of International Law							
Country	Region	Year	Author	Editor	Volume	Pages	ISBN
GLOBAL YEARBOOK	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJKISTAN
AFGHANISTAN	BULGARIA	ECUADOR	HAITI	LIBYA	NETHERLANDS	ST LUCIA	TANZANIA
ALBANIA	BURKINA FASO	EGYPT	HONDURAS	LIECHTENSTEIN	NEW CALEDONIA	ST MARTIN	THAILAND
ALGERIA	BURUNDI	EL SALVADOR	HONG KONG	LITHUANIA	NEW ZEALAND	ST PIERRE & MIQUELON	TIMOR-LESTE
AMERICAN SAMOA	CABO VERDE	EQUATORIAL GUINEA	HUNGARY	LUXEMBOURG	NICARAGUA	ST VINCENT, GRENADINES	TOGO
ANDORRA	CAMBODIA	ERITREA	ICELAND	MACAU	NIGER	SAMOA	TOKELAU
ANGOLA	CAMEROON	ESTONIA	INDIA	TFYR MACEDONIA	NIGERIA	SAN MARINO	TONGA
ANGUILLA	CANADA	ETHIOPIA	INDONESIA	MADAGASCAR	NIUE	SÃO TOMÉ & PRÍNCIPE	TRINIDAD & TOBAGO
ANTIGUA & BARBUDA	CAYMAN IS.	FAROE IS.	IRAN	MALAWI	NORFOLK IS.	SAUDI ARABIA	TUNISIA
ARGENTINA	CENTRAL AFRICAN REP.	FALKLAND IS.	IRAQ	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TURKEY
ARMENIA	CHAD	FIJI	IRELAND	MALDIVES	NORWAY	SERBIA	TURKMENISTAN
ARUBA	CHILE	FINLAND	ISLE OF MAN	MALI	OMAN	SEYCHELLES	TURKS & CAICOS IS.
AUSTRALIA	CHINA	FRANCE	ISRAEL	MALTA	PAKISTAN	SIERRA LEONE	TUVALU
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	ITALY	MARSHALL IS.	PALAU	SINGAPORE	UGANDA
AZERBAIJAN	COCOS IS.	FRENCH POLYNESIA	JAMAICA	MARTINIQUE	PALESTINE	ST MAARTEN	UKRAINE
BAHAMAS	COLOMBIA	GABON	JAPAN	MAURITANIA	PANAMA	SLOVAKIA	U.A.E.
BAHRAIN	COMOROS	GAMBIA	JERSEY	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.K.
BANGLADESH	CONGO, DEM. REP.	GEORGIA	JORDAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.S.A.
BARBADOS	CONGO, REP.	GERMANY	KAZAKHSTAN	MEXICO	PERU	SOMALIA	URUGUAY
BELARUS	COOK IS.	GHANA	KENYA	MICRONESIA	PHILIPPINES	SOUTH AFRICA	UZBEKISTAN
BELGIUM	COSTA RICA	GIBRALTAR	KIRIBATI	MOLDOVA	POLAND	SOUTH SUDAN	VANUATU
BELIZE	CÔTE D'IVOIRE	GREECE	KOREA, NORTH	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	KOREA, SOUTH	MONGOLIA	PUERTO RICO	SRI LANKA	VIETNAM
BERMUDA	CUBA	GRENADA	KOSOVO	MONTENEGRO	QATAR	SUDAN	BRITISH VIRGIN IS.
BHUTAN	CURAÇAO	GUADELOUPE	KUWAIT	MONTSERRAT	RÉUNION	SURINAME	U.S. VIRGIN IS.
BOLIVIA	CYPRUS	GUAM	KYRGYZSTAN	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BONAIRE, ST EUSTATIUS, SABA	CZECH REP.	GUATEMALA	LAOS	MOZAMBIQUE	RUSSIA	SWEDEN	WESTERN SAHARA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LATVIA	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BOTSWANA	DJIBOUTI	GUINEA	LEBANON	NAMIBIA	ST BARTHÉLEMY	SYRIA	ZAMBIA
BRAZIL	DOMINICA	GUINEA-BISSAU	LESOTHO	NAURU	ST HELENA	TAIWAN	ZIMBABWE



GLOBAL OVERVIEW

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%



JAN
2018

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are
social

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



we
are
social

+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

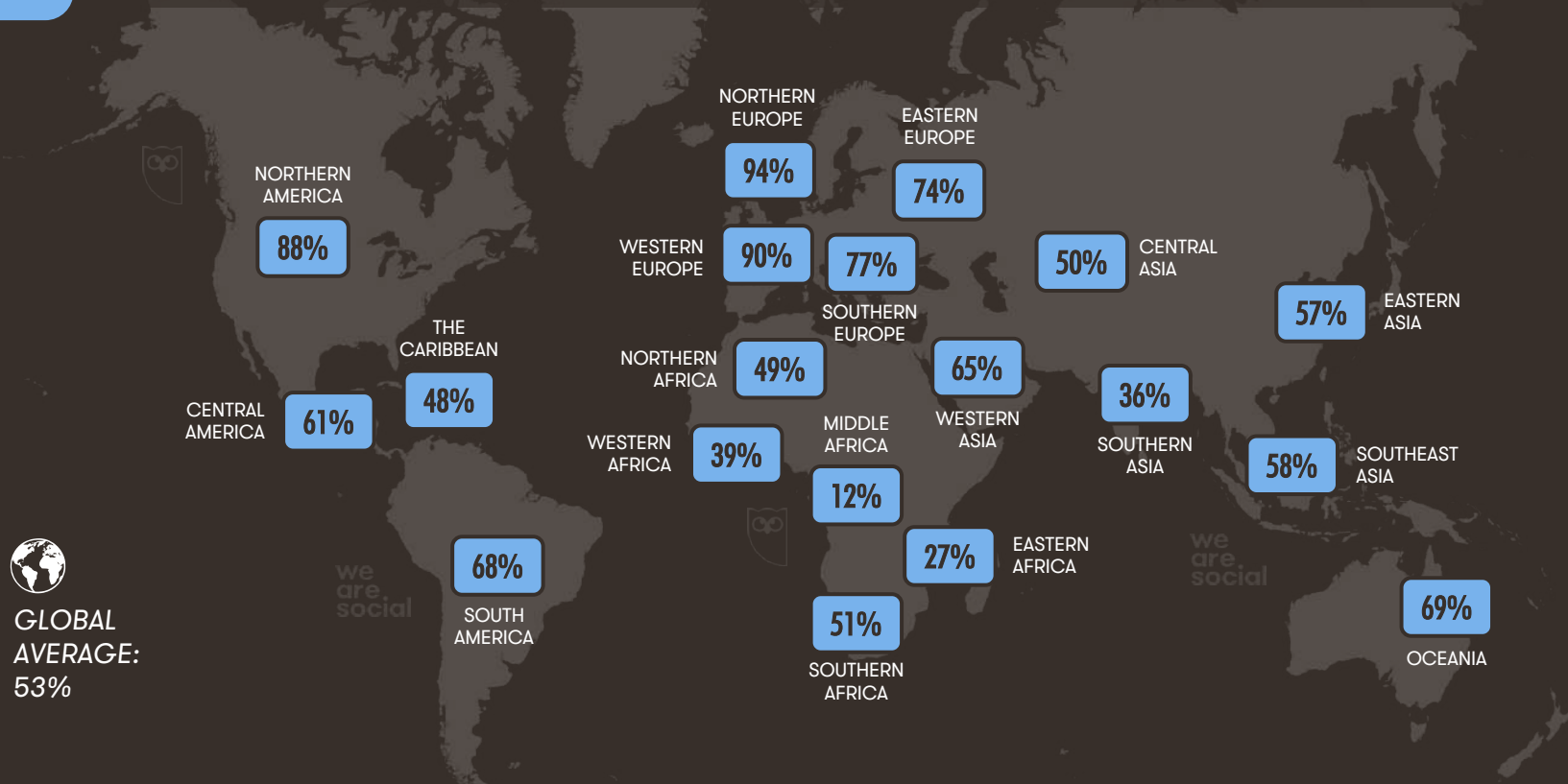
SINCE JAN 2017

+360 MILLION

JAN
2018

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



GLOBAL
AVERAGE:
53%

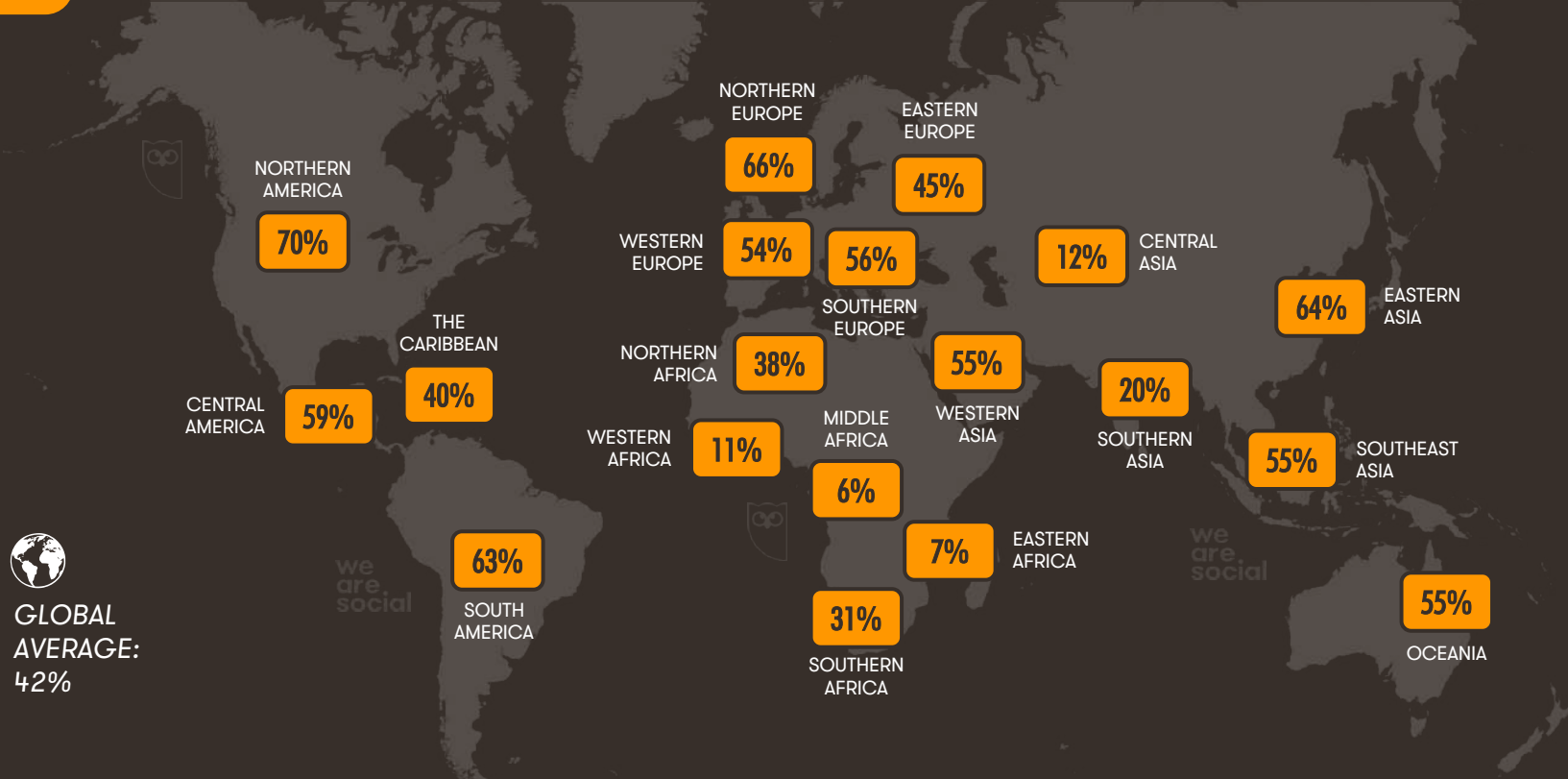
we
are
social

we
are
social

JAN
2018

SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



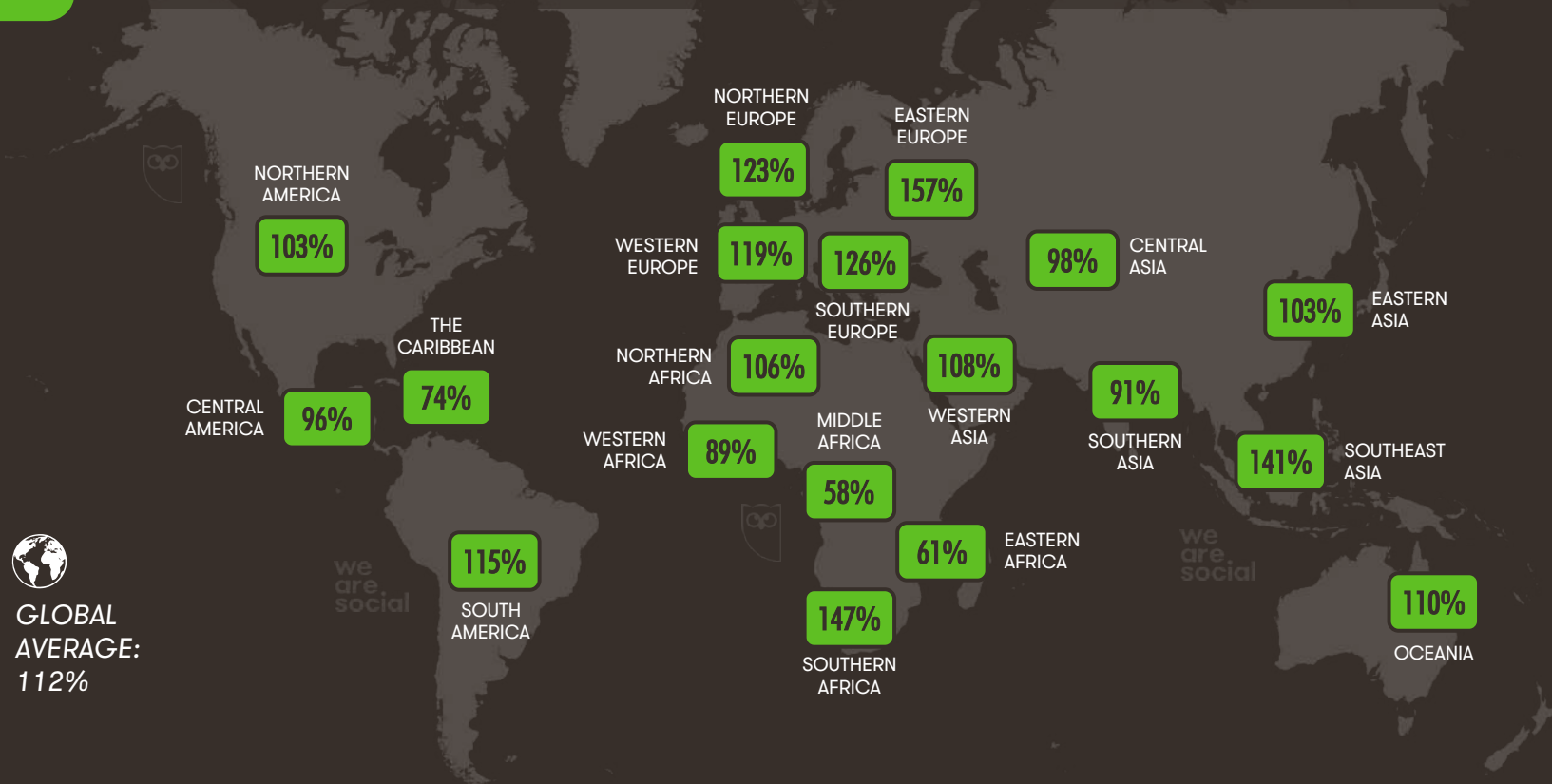
GLOBAL
AVERAGE:
42%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN
2018

MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)

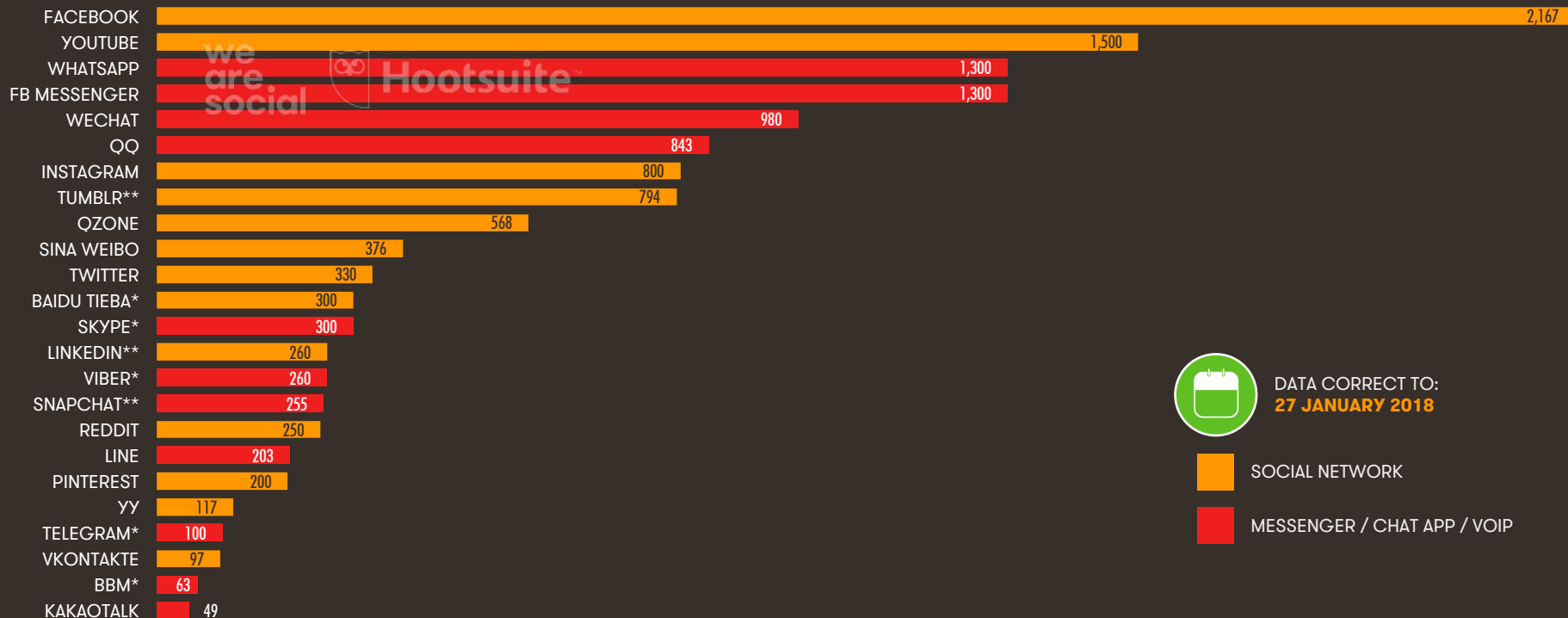


GLOBAL
AVERAGE:
112%

JAN
2018

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:
27 JANUARY 2018



SOCIAL NETWORK

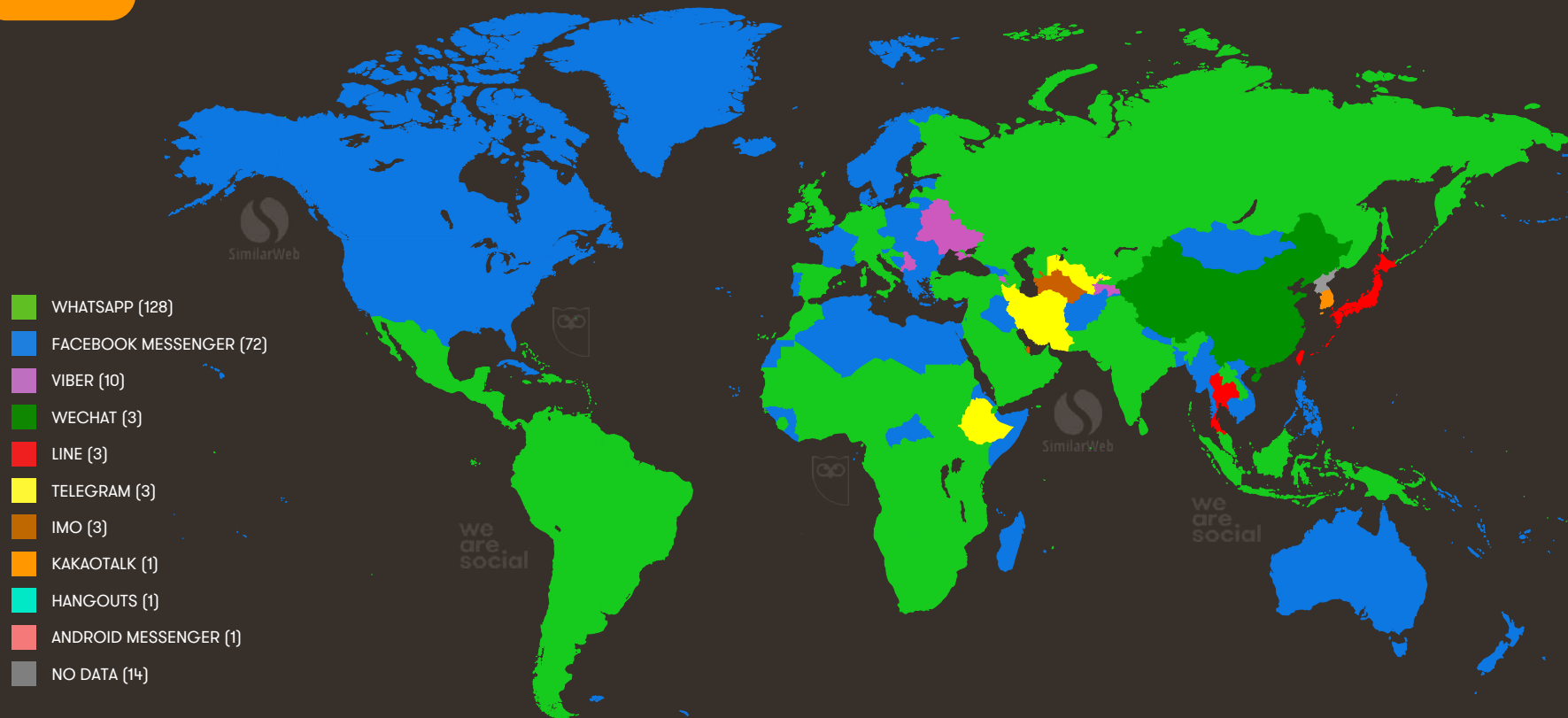


MESSENGER / CHAT APP / VOIP

JAN
2018

TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:



Start with what people really need and want, and not just what the technology can do



Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'



Make it easy for people to buy online as soon as they're ready, wherever they are



Harness digital tools to keep the conversation going, even after you make a successful sale

To learn more about what these Digital, Social and Mobile trends mean for your brand, [click here to download our Think Forward report.](#)

HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



The evolution of social ROI. It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.



Mobile fuels the growth of social TV. In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.



Trust declines, while peer influence rises. From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.



Humans, meet AI. The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.



The promise (and reality) of social data. From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

[Click here to download our 2018 Social Media Trends Toolkit](#) to align your strategy with the year's key social network and digital trends.

**CLICK HERE TO READ 'DIGITAL IN 2018',
OUR MAIN GLOBAL OVERVIEW REPORT**



DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE AROUND THE WORLD





IN-DEPTH COUNTRY PROFILES



BAHRAIN

JAN
2018

DIGITAL IN BAHRAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.53
MILLION

URBANISATION:
89%

INTERNET
USERS



1.50
MILLION

PENETRATION:
98%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.40
MILLION

PENETRATION:
92%

MOBILE
CONNECTIONS



3.50
MILLION

vs. POPULATION:
229%

ACTIVE MOBILE
SOCIAL USERS



1.10
MILLION

PENETRATION:
72%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+14%

SINCE JAN 2017

+183 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+27%

SINCE JAN 2017

+300 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+101 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+25%

SINCE JAN 2017

+220 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

1.53
MILLION

FEMALE
POPULATION



36.9%

MALE
POPULATION



we
are
social

63.1%

ANNUAL CHANGE IN
POPULATION SIZE



+5.0%

MEDIAN
AGE



32.5
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



89%

GDP PER
CAPITA



we
are
social

\$50,704

LITERACY
(TOTAL)



96%

FEMALE
LITERACY



we
are
social

94%

MALE
LITERACY



97%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



1.50
MILLION

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



98%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



1.18
MILLION

we
are
social

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



77%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



1.39
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



1.50
MILLION

INTERNET
LIVE STATS



1.28
MILLION

CIA WORLD
FACTBOOK



1.50
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



39%

YEAR-ON-YEAR CHANGE:

+17%

MOBILE
PHONES



59%

YEAR-ON-YEAR CHANGE:

-8%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-18%

OTHER
DEVICES



0.18%

YEAR-ON-YEAR CHANGE:

+50%

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.BH	6M 49S	9.36	11	EXPATRIATES.COM	11M 37S	12.00
02	YOUTUBE.COM	8M 18S	4.79	12	BLOGSPOT.COM	2M 38S	2.12
03	GOOGLE.COM	7M 32S	8.56	13	AMAZON.COM	8M 29S	8.62
04	FACEBOOK.COM	10M 21S	4.00	14	DELOTON.COM	1M 02S	1.52
05	YAHOO.COM	4M 02S	3.61	15	BAHRAIN.BH	6M 12S	5.44
06	LIVE.COM	4M 03S	3.41	16	UOB.EDU.BH	5M 58S	4.79
07	WIKIPEDIA.ORG	4M 16S	3.31	17	STUDENTS-BH.COM	6M 47S	6.91
08	MANORAMAONLINE.COM	10M 04S	5.51	18	TWITTER.COM	6M 21S	3.21
09	INSTAGRAM.COM	5M 23S	3.34	19	POPADS.NET	0M 46S	1.89
10	MATHRUBHUMI.COM	8M 17S	4.93	20	GOOGLE.CO.IN	7M 04S	10.45

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social

#	QUERY	INDEX
01	BAHRAIN	100
02	GOOGLE	17
03	YOUTUBE	16
04	FACEBOOK	14
05	NEWS	11
06	LMRA	10
07	TRANSLATE	9
08	YOU	9
09	WEATHER	8
10	CRICKET	7

#	QUERY	INDEX
11	مترجم	7
12	GMAIL	6
13	ترجمة	6
14	تويتر	5
15	VIVA	5
16	LIVE CRICKET	4
17	EXPATRIATES	4
18	GOOGLE TRANSLATE	4
19	يوتيوب	4
20	كورة	4

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.40
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



92%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

1.10
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



72%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



we
are.
social

1.40
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+27%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



we
are.
social

79%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



31%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



69%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.07%

AVERAGE POST REACH
vs. PAGE LIKES



17.1%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



14.6%

PERCENTAGE OF PAGES
USING PAID MEDIA



26.8%

AVERAGE PAID REACH
vs. TOTAL REACH



35.4%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

4.04%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

7.58%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



3.21%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

13.60%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



6.77%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



660.0
THOUSAND

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



43%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



40%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



60%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



3.50
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



229%

we
are.
social



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



79%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



21%



PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



67%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



68.67

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



62.19

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



70.13

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



71.13

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



71.69

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



82%

we
are
social

HAS A
CREDIT CARD



28%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



29%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



17%



PERCENTAGE OF MEN
WITH A CREDIT CARD



33%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



24%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



31%



IRAQ

JAN
2018

DIGITAL IN IRAQ

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



38.81
MILLION

URBANISATION:
70%

INTERNET
USERS



19.00
MILLION

PENETRATION:
49%

ACTIVE SOCIAL
MEDIA USERS



19.00
MILLION

PENETRATION:
49%

MOBILE
CONNECTIONS



36.33
MILLION

vs. POPULATION:
94%

ACTIVE MOBILE
SOCIAL USERS



17.00
MILLION

PENETRATION:
44%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+19%

SINCE JAN 2017

+3 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+19%

SINCE JAN 2017

+3 MILLION

MOBILE
CONNECTIONS



+14%

SINCE JAN 2017

+4 MILLION

ACTIVE MOBILE
SOCIAL USERS



+21%

SINCE JAN 2017

+3 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

38.81
MILLION

FEMALE
POPULATION



49.4%

MALE
POPULATION



we
are
social

50.6%

ANNUAL CHANGE IN
POPULATION SIZE



+2.8%

MEDIAN
AGE



20.2
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



70%

GDP PER
CAPITA



we
are
social

\$17,383

LITERACY
(TOTAL)



80%

FEMALE
LITERACY



we
are
social

74%

MALE
LITERACY



86%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



19.00
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



17.00
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



44%

we
are
social



we
are
social

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



14.00
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



8.24
MILLION

INTERNET
LIVE STATS



4.89
MILLION

CIA WORLD
FACTBOOK



8.23
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



23%

YEAR-ON-YEAR CHANGE:

-8%

MOBILE
PHONES



72%

YEAR-ON-YEAR CHANGE:

+3%

TABLET
DEVICES



5%

YEAR-ON-YEAR CHANGE:

-7%

OTHER
DEVICES



0.06%

YEAR-ON-YEAR CHANGE:

+50%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	YOUTUBE.COM	TV & VIDEO	26,300,000	29M 02S	13.7
02	FACEBOOK.COM	SOCIAL	23,600,000	23M 38S	16.8
03	GOOGLE.IQ	SEARCH	22,200,000	11M 08S	8.8
04	GOOGLE.COM	SEARCH	11,400,000	10M 55S	12.4
05	SHABAKATY.COM	NEWS & MEDIA	4,800,000	11M 22S	5.7
06	YAHOO.COM	NEWS & MEDIA	2,900,000	8M 09S	5.9
07	XNXX.COM	ADULT	2,000,000	20M 37S	14.4
08	WIKIPEDIA.ORG	REFERENCE	1,900,000	4M 48S	3.2
09	INSTAGRAM.COM	SOCIAL	1,800,000	11M 48S	21.5
10	TWITTER.COM	SOCIAL	1,800,000	12M 19S	7.5

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79	11	NRTTV.COM	4M 47S	3.15
02	GOOGLE.IQ	6M 26S	8.10	12	XELK.ORG	5M 24S	3.40
03	GOOGLE.COM	7M 32S	8.56	13	INSTAGRAM.COM	5M 23S	3.34
04	FACEBOOK.COM	10M 21S	4.00	14	XNXX.COM	12M 46S	9.27
05	SHABAKATY.COM	8M 39S	7.98	15	BLOGSPOT.COM	2M 38S	2.12
06	JAWABKOM.COM	1M 18S	1.41	16	KOOORA.COM	7M 59S	5.95
07	YAHOO.COM	4M 02S	3.61	17	DELOTON.COM	1M 02S	1.52
08	BASNEWS.COM	8M 23S	2.78	18	TWITTER.COM	6M 21S	3.21
09	WIKIPEDIA.ORG	4M 16S	3.31	19	DOUBLECLICK.NET	2M 39S	1.90
10	XENDAN.ORG	10M 24S	3.04	20	XVIDEOS.COM	14M 04S	10.15

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	صور	100
02	فيس	70
03	فيس بوك	38
04	FACEBOOK	23
05	اغاني	21
06	افلام	20
07	يوتيوب	15
08	GOOGLE	15
09	مترجم	14
10	YOUTUBE	13

#	QUERY	INDEX
11	العاب	11
12	ترجمة	11
13	صور بنات	11
14	فيسبوك	8
15	الفيس	7
16	كورة	7
17	ترجمه	6
18	ريال مدريد	6
19	كلاش	5
20	تحشيش	5

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

19.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



49%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

17.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



44%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



19.00
MILLION

we
are.
social

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+19%



PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



89%

we
are.
social

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



28%



PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



72%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH
vs. PAGE LIKES



2.8%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



2.5%

PERCENTAGE OF PAGES
USING PAID MEDIA



30.2%

AVERAGE PAID REACH
vs. TOTAL REACH



30.1%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

4.19%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

7.24%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



9.41%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

5.34%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



5.49%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



we
are
social

6.30
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



16%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



we
are
social

30%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



70%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



36.33
MILLION

we
are.
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



94%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



97%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



3%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



29%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



47.52

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



42.00

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



49.73

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



43.66

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



55.93

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



11%

we
are
social

HAS A
CREDIT CARD



2%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



5%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



2%



PERCENTAGE OF MEN
WITH A CREDIT CARD



2%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



3%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



7%



KUWAIT

JAN
2018

DIGITAL IN KUWAIT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.17
MILLION

URBANISATION:
98%

INTERNET
USERS



4.10
MILLION

PENETRATION:
98%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.10
MILLION

PENETRATION:
98%

MOBILE
CONNECTIONS



7.40
MILLION

vs. POPULATION:
178%

ACTIVE MOBILE
SOCIAL USERS



3.10
MILLION

PENETRATION:
74%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+23%

SINCE JAN 2017

+773 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+37%

SINCE JAN 2017

+1 MILLION

MOBILE
CONNECTIONS



-5%

SINCE JAN 2017

-386 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+29%

SINCE JAN 2017

+700 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

4.17
MILLION

FEMALE
POPULATION



42.6%

MALE
POPULATION



we
are
social

57.4%

ANNUAL CHANGE IN
POPULATION SIZE



+1.5%

MEDIAN
AGE



29.4
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



98%

GDP PER
CAPITA



we
are
social

\$74,408

LITERACY
(TOTAL)



96%

FEMALE
LITERACY



we
are
social

95%

MALE
LITERACY



97%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

4.10
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



98%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

3.10
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



74%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



3.21
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



3.27
MILLION

INTERNET
LIVE STATS



3.20
MILLION

CIA WORLD
FACTBOOK



3.27
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



29%

YEAR-ON-YEAR CHANGE:

+12%

MOBILE
PHONES



67%

YEAR-ON-YEAR CHANGE:

-4%

TABLET
DEVICES



4%

YEAR-ON-YEAR CHANGE:

-11%

OTHER
DEVICES



0.34%

YEAR-ON-YEAR CHANGE:

+183%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.KW	SEARCH	11,100,000	11M 11S	8.7
02	YOUTUBE.COM	TV & VIDEO	10,400,000	24M 23S	11.0
03	GOOGLE.COM	SEARCH	7,300,000	11M 34S	12.0
04	FACEBOOK.COM	SOCIAL	4,000,000	16M 41S	14.0
05	TWITTER.COM	SOCIAL	1,500,000	14M 02S	9.3
06	YAHOO.COM	NEWS & MEDIA	1,400,000	8M 11S	6.9
07	WIKIPEDIA.ORG	REFERENCE	1,100,000	4M 16S	3.3
08	LIVE.COM	EMAIL	1,100,000	8M 43S	8.9
09	WHATSAPP.COM	SOCIAL	900,000	2M 30S	1.9
10	AMAZON.COM	SHOPPING	800,000	9M 29S	11.6

SOURCE: SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.KW	6M 09S	8.90	11	DELOTON.COM	1M 02S	1.52
02	YOUTUBE.COM	8M 18S	4.79	12	AMAZON.COM	8M 29S	8.62
03	GOOGLE.COM	7M 32S	8.56	13	POPADS.NET	0M 46S	1.89
04	FACEBOOK.COM	10M 21S	4.00	14	BLOGSPOT.COM	2M 38S	2.12
05	YAHOO.COM	4M 02S	3.61	15	ALARABONLINE.BIZ	0M 56S	1.19
06	LIVE.COM	4M 03S	3.41	16	SPEAKOL.COM	1M 14S	1.40
07	WIKIPEDIA.ORG	4M 16S	3.31	17	NEXTOPTIM.COM	0M 29S	1.46
08	TWITTER.COM	6M 21S	3.21	18	T.CO	0M 43S	2.31
09	INSTAGRAM.COM	5M 23S	3.34	19	IMDB.COM	3M 30S	4.14
10	XCITE.COM	4M 53S	3.61	20	INDIANSINKUWAIT.COM	5M 37S	3.64

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	KUWAIT	100
02	YOUTUBE	20
03	توينر we are social	19
04	GOOGLE	19
05	FACEBOOK	15
06	صور	15
07	مترجم	14
08	TRANSLATE	12
09	يوتيوب	11
10	ترجمة	11

#	QUERY	INDEX
11	YOU	10
12	قصة عشق	9
13	ديوان الخدمة المدنية	8
14	WEATHER	8
15	ترجمه	8
16	MATKA	6
17	كورة	6
18	اليوم السابع	6
19	GMAIL	6
20	قوقل	5

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.10
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



98%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

3.10
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



74%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



4.10
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+37%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



76%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



32%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



68%

we
are.
social

we
are.
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.12%

AVERAGE POST REACH
vs. PAGE LIKES



11.2%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



1.3%

PERCENTAGE OF PAGES
USING PAID MEDIA



13.3%

AVERAGE PAID REACH
vs. TOTAL REACH



38.4%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

9.04%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

9.24%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



7.83%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

9.63%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.38%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



1.60
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



38%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



38%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



62%

we
are
social



we
are
social

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



7.40
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



178%

we
are.
social

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



67%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



33%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



89%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



68.59

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



63.39

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



72.42

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



67.57

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



71.34

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



73%

HAS A
CREDIT CARD



26%

MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



26%

we
are
social



we
are
social

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



19%

PERCENTAGE OF MEN
WITH A CREDIT CARD



31%

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



19%

PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



31%



we
are
social





OMAN

JAN
2018

DIGITAL IN OMAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.73
MILLION

URBANISATION:
79%

INTERNET
USERS



3.31
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.60
MILLION

PENETRATION:
55%

MOBILE
CONNECTIONS



7.07
MILLION

vs. POPULATION:
149%

ACTIVE MOBILE
SOCIAL USERS



2.00
MILLION

PENETRATION:
42%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



-5.0%

SINCE JAN 2017

-174 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+30%

SINCE JAN 2017

+600 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+194 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+25%

SINCE JAN 2017

+400 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

4.73
MILLION

FEMALE
POPULATION



34.0%

MALE
POPULATION



we
are
social

66.0%

ANNUAL CHANGE IN
POPULATION SIZE



+4.2%

MEDIAN
AGE



25.8
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



79%

GDP PER
CAPITA



we
are
social

\$46,698

LITERACY
(TOTAL)



95%

FEMALE
LITERACY



we
are
social

90%

MALE
LITERACY



97%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

3.31
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



70%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

2.55
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



54%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



3.31
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



3.30
MILLION

INTERNET
LIVE STATS



3.31
MILLION

CIA WORLD
FACTBOOK



3.30
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



31%

YEAR-ON-YEAR CHANGE:

+128%

MOBILE
PHONES



67%

YEAR-ON-YEAR CHANGE:

-22%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

+45%

OTHER
DEVICES



0.13%

YEAR-ON-YEAR CHANGE:

+550%

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	ATHEER.OM	2M 23S	1.50
02	YOUTUBE.COM	8M 18S	4.79	12	LIVE.COM	4M 03S	3.41
03	MOE.GOV.OM	11M 37S	12.60	13	WATANSERB.COM	5M 15S	3.16
04	GOOGLE.COM.OM	2M 06S	3.05	14	DELOTON.COM	1M 02S	1.52
05	YAHOO.COM	4M 02S	3.61	15	TIMESOFOMAN.COM	7M 57S	2.53
06	FACEBOOK.COM	10M 21S	4.00	16	POPADS.NET	0M 46S	1.89
07	WIKIPEDIA.ORG	4M 16S	3.31	17	PROFIT-OPPORTUNITY.COM	1M 01S	1.47
08	BLOGSPOT.COM	2M 38S	2.12	18	TWITTER.COM	6M 21S	3.21
09	SHABIBA.COM	8M 22S	2.50	19	S-OMAN.NET	2M 58S	2.77
10	INSTAGRAM.COM	5M 23S	3.34	20	OFFICE.COM	3M 32S	2.21

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	OMAN	100
02	عمان	89
03	صور	63
04	تويتر	39
05	GOOGLE	38
06	YOUTUBE	34
07	FACEBOOK	32
08	يوتيوب	27
09	مترجم	22
10	جوجل	21

#	QUERY	INDEX
11	HINDI MOVIE	20
12	TRANSLATE	20
13	كورة	19
14	ترجمة	16
15	افلام	15
16	الطقس	14
17	انتقراام	14
18	GMAIL	13
19	YOU	13
20	اغاني	13

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.60
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



55%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

2.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



42%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



2.60
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+30%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



77%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



24%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



76%

we
are.
social

we
are.
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.03%

AVERAGE POST REACH
vs. PAGE LIKES



13.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



3.4%

PERCENTAGE OF PAGES
USING PAID MEDIA



30.1%

AVERAGE PAID REACH
vs. TOTAL REACH



30.3%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

4.93%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

5.09%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



1.92%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

2.28%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.07%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



1.00
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



21%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



32%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



68%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



7.07
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



149%

we
are.
social



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



91%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



9%



PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



74%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



63.62

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



59.93

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



70.44

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



65.51

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



59.26

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



74%

we
are
social

HAS A
CREDIT CARD



27%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



[N/A]

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



16%



PERCENTAGE OF MEN
WITH A CREDIT CARD



37%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



[N/A]



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



[N/A]



QATAR

JAN
2018

DIGITAL IN QATAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.67
MILLION

URBANISATION:
99%

INTERNET
USERS



2.64
MILLION

PENETRATION:
99%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.64
MILLION

PENETRATION:
99%

MOBILE
CONNECTIONS



4.67
MILLION

vs. POPULATION:
175%

ACTIVE MOBILE
SOCIAL USERS



2.30
MILLION

PENETRATION:
86%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+18%

SINCE JAN 2017

+394 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+10%

SINCE JAN 2017

+240 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+122 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



0%

SINCE JAN 2017

(UNCHANGED)

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

2.67
MILLION

FEMALE
POPULATION



25.0%

MALE
POPULATION



we
are
social

75.0%

ANNUAL CHANGE IN
POPULATION SIZE



+2.1%

MEDIAN
AGE



33.4
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



99%

GDP PER
CAPITA



we
are
social

\$127,728

LITERACY
(TOTAL)



98%

FEMALE
LITERACY



we
are
social

97%

MALE
LITERACY



98%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



2.64
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



99%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



2.30
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



86%

we
are
social



we
are
social

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



2.20
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



2.51
MILLION

INTERNET
LIVE STATS



2.11
MILLION

CIA WORLD
FACTBOOK



2.52
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



34%

YEAR-ON-YEAR CHANGE:

+5%

MOBILE
PHONES



63%

YEAR-ON-YEAR CHANGE:

-1%

TABLET
DEVICES



3%

YEAR-ON-YEAR CHANGE:

-22%

OTHER
DEVICES



0.10%

YEAR-ON-YEAR CHANGE:

+100%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	18,400,000	14M 23S	12.6
02	YOUTUBE.COM	TV & VIDEO	13,800,000	26M 05S	11.8
03	FACEBOOK.COM	SOCIAL	8,200,000	16M 55S	16.0
04	YAHOO.COM	NEWS & MEDIA	2,500,000	8M 46S	7.1
05	GOOGLE.COM.QA	SEARCH	2,100,000	5M 25S	12.3
06	WIKIPEDIA.ORG	REFERENCE	1,400,000	4M 13S	3.5
07	TWITTER.COM	SOCIAL	1,300,000	12M 05S	8.8
08	LIVE.COM	EMAIL	1,100,000	8M 40S	9.5
09	WHATSAPP.COM	SOCIAL	1,000,000	2M 29S	2.0
10	QATARLIVING.COM	NEWS & MEDIA	900,000	10M 15S	9.6

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	POPADS.NET	0M 46S	1.89
02	YOUTUBE.COM	8M 18S	4.79	12	DELOTON.COM	1M 02S	1.52
03	FACEBOOK.COM	10M 21S	4.00	13	ALARABONLINE.BIZ	0M 56S	1.19
04	YAHOO.COM	4M 02S	3.61	14	PROFIT-OPPORTUNITY.COM	1M 01S	1.47
05	GOOGLE.COM.QA	2M 20S	3.47	15	AMAZON.COM	8M 29S	8.62
06	QATARLIVING.COM	9M 15S	9.93	16	MANORAMAONLINE.COM	10M 04S	5.51
07	WIKIPEDIA.ORG	4M 16S	3.31	17	INSTAGRAM.COM	5M 23S	3.34
08	LIVE.COM	4M 03S	3.41	18	TWITTER.COM	6M 21S	3.21
09	MOI.GOV.QA	5M 44S	5.95	19	OFFICE.COM	3M 32S	2.21
10	QATARAIRWAYS.COM	5M 57S	3.87	20	QU.EDU.QA	8M 03S	7.83

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	QATAR	100
02	قطر	36
03	DOHA	33
04	YOUTUBE	21
05	FACEBOOK	21
06	GOOGLE	19
07	NEWS	18
08	TRANSLATE	11
09	HINDI MOVIE	9
10	YOU	9

#	QUERY	INDEX
11	MP3	9
12	QATAR AIRWAYS	7
13	CRICKET	7
14	GMAIL	6
15	WWW	6
16	MOI	6
17	YAHOO	6
18	WEATHER	6
19	GOOGLE TRANSLATE	5
20	FACEBOOK LOGIN	5

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.64
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



99%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

2.30
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



86%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



3.10
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+29%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



87%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



24%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



76%

NOTE: THIS FIGURE IS GREATER THAN
THE LATEST OFFICIAL FIGURES FOR
THE COUNTRY'S TOTAL POPULATION.

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.11%

AVERAGE POST REACH
vs. PAGE LIKES



11.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



9.7%

PERCENTAGE OF PAGES
USING PAID MEDIA



24.7%

AVERAGE PAID REACH
vs. TOTAL REACH



33.5%



JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

5.16%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

6.81%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



3.01%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

4.86%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.17%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



810.0
THOUSAND

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



30%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



35%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



65%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



4.67
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



175%

we
are.
social



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



81%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



19%



PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



80%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



75.74

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



68.98

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

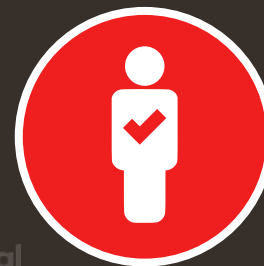
AFFORDABILITY OF
DEVICES & SERVICES



89.32

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



70.57

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



75.71

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



66%

we
are
social

HAS A
CREDIT CARD



32%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



[N/A]

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



29%



PERCENTAGE OF MEN
WITH A CREDIT CARD



34%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



[N/A]



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



[N/A]



SAUDI ARABIA

JAN
2018

DIGITAL IN SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

33.25
MILLION

URBANISATION:
84%

INTERNET
USERS



30.25
MILLION

PENETRATION:
91%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

PENETRATION:
75%

UNIQUE
MOBILE USERS



23.66
MILLION

PENETRATION:
71%

ACTIVE MOBILE
SOCIAL USERS



18.00
MILLION

PENETRATION:
54%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

البيان



INTERNET
USERS



+34%

SINCE JAN 2017

+8 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+32%

SINCE JAN 2017

+6 MILLION

UNIQUE
MOBILE USERS



+10%

SINCE JAN 2017

+2 MILLION

ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2017

+2 MILLION



POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

33.25
MILLION

FEMALE
POPULATION



42.8%

MALE
POPULATION



we
are
social

57.2%

ANNUAL CHANGE IN
POPULATION SIZE



+1.9%

MEDIAN
AGE



27.9
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



84%

GDP PER
CAPITA



we
are
social

\$54,522

LITERACY
(TOTAL)



95%

FEMALE
LITERACY



we
are
social

91%

MALE
LITERACY



97%

JAN
2018

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



we
are
social

98%

SMART
PHONE



Google

96%

LAPTOP OR
DESKTOP COMPUTER



56%

TABLET
COMPUTER



22%

TELEVISION
(ANY KIND)



Google

83%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



5%

E-READER
DEVICE



we
are
social

1%

WEARABLE
TECH DEVICE



2%

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

الوقت

AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



6H 45M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



2H 34M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



3H 05M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 01M



we
are
social



ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS



Google

65%

PREFER TO COMPLETE TASKS DIGITALLY WHENEVER POSSIBLE



63%

BELIEVE DATA PRIVACY AND PROTECTION ARE VERY IMPORTANT



we are social

78%

DELETE COOKIES FROM INTERNET BROWSER TO PROTECT PRIVACY



34%

USE AN AD-BLOCKING TOOL TO STOP ADVERTS BEING DISPLAYED



36%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE

معلومات

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



30.25
MILLION

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



91%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



29.32
MILLION

global
web
index

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



88%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

معلومات

INTERNET
WORLD STATS



24.15
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



24.52
MILLION

INTERNET
LIVE STATS



20.81
MILLION

CIA WORLD
FACTBOOK



24.54
MILLION

we
are
social



we
are
social

JAN
2018

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



88%

we
are
social

AT LEAST ONCE
PER WEEK



9%

Google

AT LEAST ONCE
PER MONTH



3%



LESS THAN ONCE
PER MONTH



0%

JAN
2018

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



OOKLA

21.26
MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



16.22
MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



4%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



we
are
social

40%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



Google

56%

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

معلومات

LAPTOPS &
DESKTOPS



33%

YEAR-ON-YEAR CHANGE:

-20%

MOBILE
PHONES



64%

YEAR-ON-YEAR CHANGE:

+16%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-31%

OTHER
DEVICES



0.42%

YEAR-ON-YEAR CHANGE:

+110%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017

شركة



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.SA	SEARCH	86,300,000	10M 50S	8.6
02	YOUTUBE.COM	TV & VIDEO	79,400,000	25M 41S	12.1
03	GOOGLE.COM	SEARCH	50,700,000	11M 06S	11.5
04	FACEBOOK.COM	SOCIAL	26,700,000	16M 13S	12.6
05	TWITTER.COM	SOCIAL	16,400,000	15M 37S	10.4
06	LIVE.COM	EMAIL	10,700,000	8M 41S	8.9
07	YAHOO.COM	NEWS & MEDIA	7,600,000	7M 44S	5.9
08	WIKIPEDIA.ORG	REFERENCE	7,400,000	4M 14S	3.1
09	WHATSAPP.COM	SOCIAL	7,000,000	2M 41S	2.0
10	AMAZON.COM	SHOPPING	6,600,000	10M 18S	12.8

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.SA	5M 49S	8.19
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	SABQ.ORG	4M 07S	2.33
05	FACEBOOK.COM	10M 21S	4.00
06	YAHOO.COM	4M 02S	3.61
07	ARGAAM.COM	12M 11S	4.05
08	LIVE.COM	4M 03S	3.41
09	TWITTER.COM	6M 21S	3.21
10	AJEL.SA	4M 08S	2.48

#	WEBSITE	TIME	PAGES
11	HAWAAWORLD.COM	1M 46S	1.08
12	SOUQ.COM	6M 25S	4.60
13	STARZPLAY.COM	1M 26S	1.21
14	WIKIPEDIA.ORG	4M 16S	3.31
15	MOE.GOV.SA	12M 31S	6.48
16	DELOTON.COM	1M 02S	1.52
17	MOI.GOV.SA	8M 10S	10.10
18	BLOGSPOT.COM	2M 38S	2.12
19	ALMUBASHER.COM.SA	8M 50S	6.63
20	POPADS.NET	0M 46S	1.89

JAN
2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

66%

COMPUTER:

40%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

85%

COMPUTER:

47%

PLAY
GAMES



SMARTPHONE:

29%

COMPUTER:

19%

WATCH
VIDEOS



Google

SMARTPHONE:

78%

COMPUTER:

46%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

40%

COMPUTER:

25%

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017

الإعلام



#	QUERY	INDEX
01	يوتيوب	100
02	سبق	98
03	توينر	87
04	صور	68
05	الرياض	59
06	مترجم	55
07	حراج	54
08	YOUTUBE	47
09	قصة عشق	46
10	قوقل	43

#	QUERY	INDEX
11	نور	42
12	ترجمة	41
13	FACEBOOK	41
14	GOOGLE	40
15	الراجحي	25
16	فيس	25
17	اليوتيوب	25
18	الطقس	24
19	TRANSLATE	23
20	يلا شوت	22

JAN
2018

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



we
are
social

64%

WATCH ONLINE
VIDEOS EVERY WEEK



Google

26%

WATCH ONLINE
VIDEOS EVERY MONTH



4%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



Google

0%

NEVER WATCH
ONLINE VIDEOS



5%

JAN
2018

HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR
TELEVISION
ON A TV SET



79%

we
are
social

RECORDED
CONTENT
ON A TV SET



17%

Google

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



10%



ONLINE CONTENT
STREAMED ON
A TV SET



22%

Google

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



14%

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



75%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

18.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

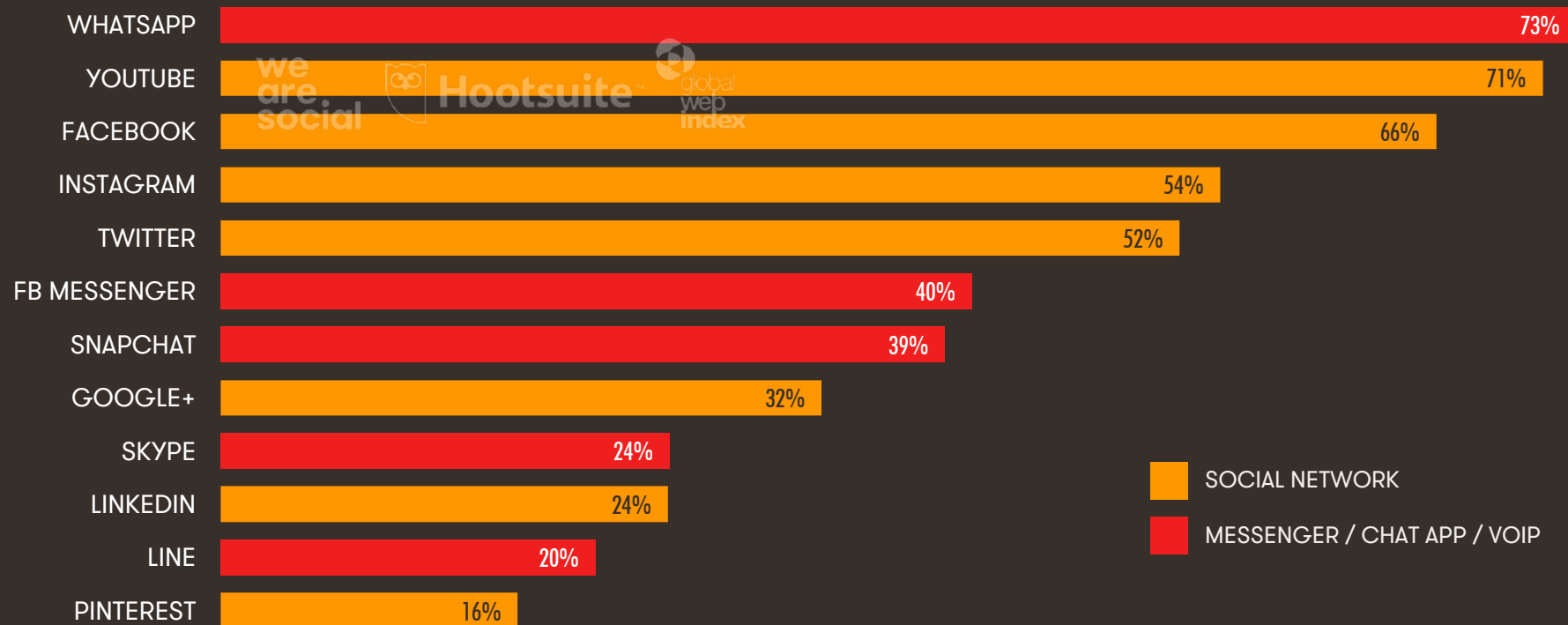


54%

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



25.00
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+32%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



72%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



28%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



72%

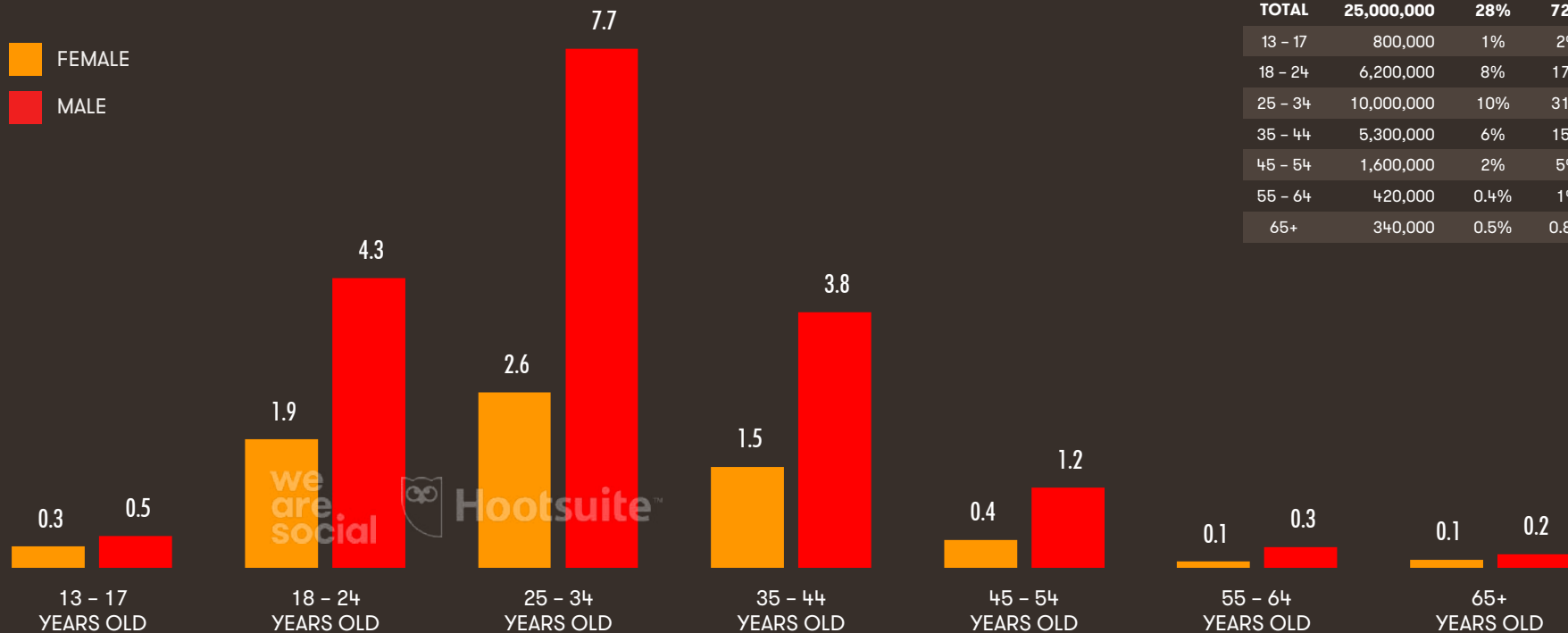
JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



■ FEMALE
■ MALE



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.86%

AVERAGE POST REACH
vs. PAGE LIKES



9.4%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



5.2%

PERCENTAGE OF PAGES
USING PAID MEDIA



37.1%

AVERAGE PAID REACH
vs. TOTAL REACH



29.4%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

2.89%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

3.15%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



5.72%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

3.50%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.68%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



12.00
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



36%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



36%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



64%

JAN
2018

MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS

المملكة العربية السعودية



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

23.66
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

71%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



56.80
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

171%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.40

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



56.80
MILLION

we
are.
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



171%

we
are.
social

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



81%

we
are.
social

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



19%

we
are.
social

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



80%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY

المملكة العربية السعودية

OVERALL COUNTRY
INDEX SCORE



68.86

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



59.10

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



76.92

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



71.24

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



69.42

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



83%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



82%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



67%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



43%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



74%

JAN
2018

SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]

البيان

USE THE ALARM
CLOCK FUNCTION



54%



MANAGE DIARY
OR APPOINTMENTS



30%

Google

CHECK THE
WEATHER



34%

we
are
social

TRACK HEALTH, DIET,
OR ACTIVITY LEVELS



35%

TAKE PHOTOS
OR VIDEOS



64%

Google

CHECK
THE NEWS



52%

we
are
social

READ E-BOOKS
OR E-MAGAZINES



25%



MANAGE LISTS
[E.G. SHOPPING, TASKS]



28%

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



69%

we
are
social

HAS A
CREDIT CARD



12%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



16%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



5%



PERCENTAGE OF MEN
WITH A CREDIT CARD



16%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



8%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



22%

JAN
2018

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

معلومات

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are.
social

74%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

74%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

47%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

37%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



37%

JAN
2018

E-COMMERCE SPEND BY CATEGORY

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS

STATISTA

FASHION
& BEAUTY



\$1,679
MILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$1,667
MILLION

statista

FOOD &
PERSONAL CARE



\$403.7
MILLION



FURNITURE &
APPLIANCES



\$708.3
MILLION

TOYS, DIY
& HOBBIES



\$989.0
MILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$673.3
MILLION



DIGITAL
MUSIC



\$11.1
MILLION

we
are
social

VIDEO
GAMES



\$118.2
MILLION

JAN
2018

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION
& BEAUTY



+13%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+11%

statista

FOOD &
PERSONAL CARE



+12%



FURNITURE &
APPLIANCES



+14%

TOYS, DIY
& HOBBIES



+11%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+11%



DIGITAL
MUSIC



+7%

we
are
social

VIDEO
GAMES



+14%

E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE



11.60
MILLION

YEAR-ON-YEAR CHANGE:

+11%

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)



35%

VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)



\$5.446
BILLION

YEAR-ON-YEAR CHANGE:

+12%

AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)



\$469

YEAR-ON-YEAR CHANGE:

+1%



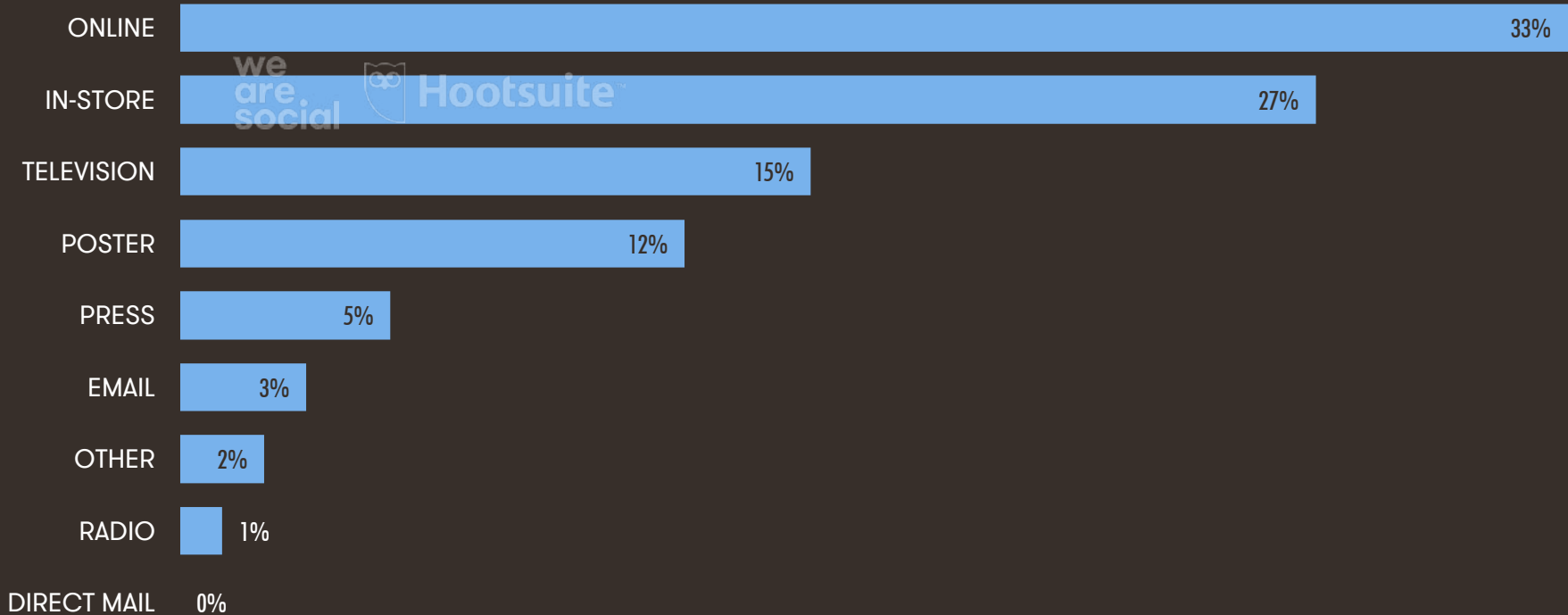
statista

we are social

JAN
2018

ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED





UNITED ARAB EMIRATES

JAN
2018

DIGITAL IN THE UNITED ARAB EMIRATES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



9.47
MILLION

URBANISATION:
86%

INTERNET
USERS



9.38
MILLION

PENETRATION:
99%

ACTIVE SOCIAL
MEDIA USERS



9.38
MILLION

PENETRATION:
99%

UNIQUE
MOBILE USERS



7.31
MILLION

PENETRATION:
77%

ACTIVE MOBILE
SOCIAL USERS



8.70
MILLION

PENETRATION:
92%

we
are
social



we
are
social



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+2%

SINCE JAN 2017

+176 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+2%

SINCE JAN 2017

+176 THOUSAND

UNIQUE
MOBILE USERS



+1%

SINCE JAN 2017

+107 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2017

+500 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

9.47
MILLION

FEMALE
POPULATION



27.8%

MALE
POPULATION



we
are
social

72.2%

ANNUAL CHANGE IN
POPULATION SIZE



+1.5%

MEDIAN
AGE



30.3
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



86%

GDP PER
CAPITA



we
are
social

\$72,540

LITERACY
(TOTAL)



94%

FEMALE
LITERACY



we
are
social

96%

MALE
LITERACY



93%

JAN
2018

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



99%

we
are
social

SMART
PHONE



96%

Google

LAPTOP OR
DESKTOP COMPUTER



71%



TABLET
COMPUTER



28%

TELEVISION
(ANY KIND)



80%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



7%



E-READER
DEVICE



1%

we
are
social

WEARABLE
TECH DEVICE



11%

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



7H 49M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



we
are
social

2H 56M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



global
web
index

2H 18M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 03M

JAN
2018

ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW
TECHNOLOGIES OFFER MORE
OPPORTUNITIES THAN RISKS



Google

76%

PREFER TO COMPLETE
TASKS DIGITALLY
WHENEVER POSSIBLE



72%

BELIEVE DATA PRIVACY
AND PROTECTION ARE
VERY IMPORTANT



we
are
social

80%

DELETE COOKIES FROM
INTERNET BROWSER
TO PROTECT PRIVACY



40%

USE AN AD-BLOCKING
TOOL TO STOP ADVERTS
BEING DISPLAYED



34%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



9.38
MILLION

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



99%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



9.13
MILLION

global
web
index

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



96%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



8.52
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



8.58
MILLION

INTERNET
LIVE STATS



8.52
MILLION

CIA WORLD
FACTBOOK



8.58
MILLION

we
are
social



we
are
social

JAN
2018

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



93%

we
are
social

AT LEAST ONCE
PER WEEK



6%

Google

AT LEAST ONCE
PER MONTH



1%



LESS THAN ONCE
PER MONTH



0%

JAN
2018

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



OOKLA

25.69
MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



50.2
MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



3%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



we
are
social

41%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



Google

52%

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



36%

YEAR-ON-YEAR CHANGE:

-6%

MOBILE
PHONES



61%

YEAR-ON-YEAR CHANGE:

+6%

TABLET
DEVICES



3%

YEAR-ON-YEAR CHANGE:

-27%

OTHER
DEVICES



0.07%

YEAR-ON-YEAR CHANGE:

-30%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.AE	SEARCH	87,000,000	11M 28S	9.2
02	YOUTUBE.COM	TV & VIDEO	69,700,000	26M 39S	11.8
03	GOOGLE.COM	SEARCH	53,000,000	13M 48S	15.1
04	FACEBOOK.COM	SOCIAL	35,800,000	15M 37S	13.7
05	YAHOO.COM	NEWS & MEDIA	10,500,000	8M 58S	7.3
06	WIKIPEDIA.ORG	REFERENCE	8,300,000	4M 15S	3.5
07	SOUQ.COM	SHOPPING	8,000,000	8M 17S	8.3
08	LIVE.COM	EMAIL	7,300,000	9M 13S	8.9
09	WHATSAPP.COM	SOCIAL	7,000,000	2M 38S	2.0
10	TWITTER.COM	SOCIAL	6,300,000	12M 23S	8.9

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.AE	6M 41S	9.58	11	DUBIZZLE.COM	12M 48S	9.08
02	YOUTUBE.COM	8M 18S	4.79	12	MOKMHP.COM	0M 24S	1.44
03	GOOGLE.COM	7M 32S	8.56	13	MATHRUBHUMI.COM	8M 17S	4.93
04	FACEBOOK.COM	10M 21S	4.00	14	APARAT.COM	7M 08S	5.34
05	YAHOO.COM	4M 02S	3.61	15	POPADS.NET	0M 46S	1.89
06	SOUQ.COM	6M 25S	4.60	16	DELOTON.COM	1M 02S	1.52
07	MANORAMAONLINE.COM	10M 04S	5.51	17	KHALEEJTIMES.COM	4M 46S	2.80
08	WIKIPEDIA.ORG	4M 16S	3.31	18	LINKEDIN.COM	5M 19S	4.19
09	LIVE.COM	4M 03S	3.41	19	ABS-CBN.COM	3M 46S	2.08
10	STARZPLAY.COM	1M 26S	1.21	20	INSTAGRAM.COM	5M 23S	3.34

JAN
2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

71%

COMPUTER:

47%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

86%

COMPUTER:

50%

PLAY
GAMES



SMARTPHONE:

28%

COMPUTER:

13%

WATCH
VIDEOS



Google

SMARTPHONE:

80%

COMPUTER:

50%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

33%

COMPUTER:

21%

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	DUBAI	100
02	GOOGLE	24
03	YOUTUBE	23
04	FACEBOOK	20
05	NEWS	18
06	TRANSLATE	13
07	EMIRATES	13
08	YOU	12
09	GMAIL	9
10	CRICKET	8

#	QUERY	INDEX
11	DUBIZZLE	6
12	WEATHER	6
13	HINDI MOVIE	6
14	YAHOO	6
15	FACEBOOK LOGIN	6
16	GOOGLE TRANSLATE	6
17	MANORAMA	6
18	MAP	5
19	YAHOO MAIL	5
20	LIVE CRICKET	4

JAN
2018

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



67%

WATCH ONLINE
VIDEOS EVERY WEEK



23%

WATCH ONLINE
VIDEOS EVERY MONTH



6%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



1%

NEVER WATCH
ONLINE VIDEOS



4%

JAN
2018

HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR
TELEVISION
ON A TV SET



80%

we
are
social

RECORDED
CONTENT
ON A TV SET



25%

Google

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



19%



ONLINE CONTENT
STREAMED ON
A TV SET



17%

Google

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



17%

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



9.38
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



99%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



8.70
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



92%

we
are
social

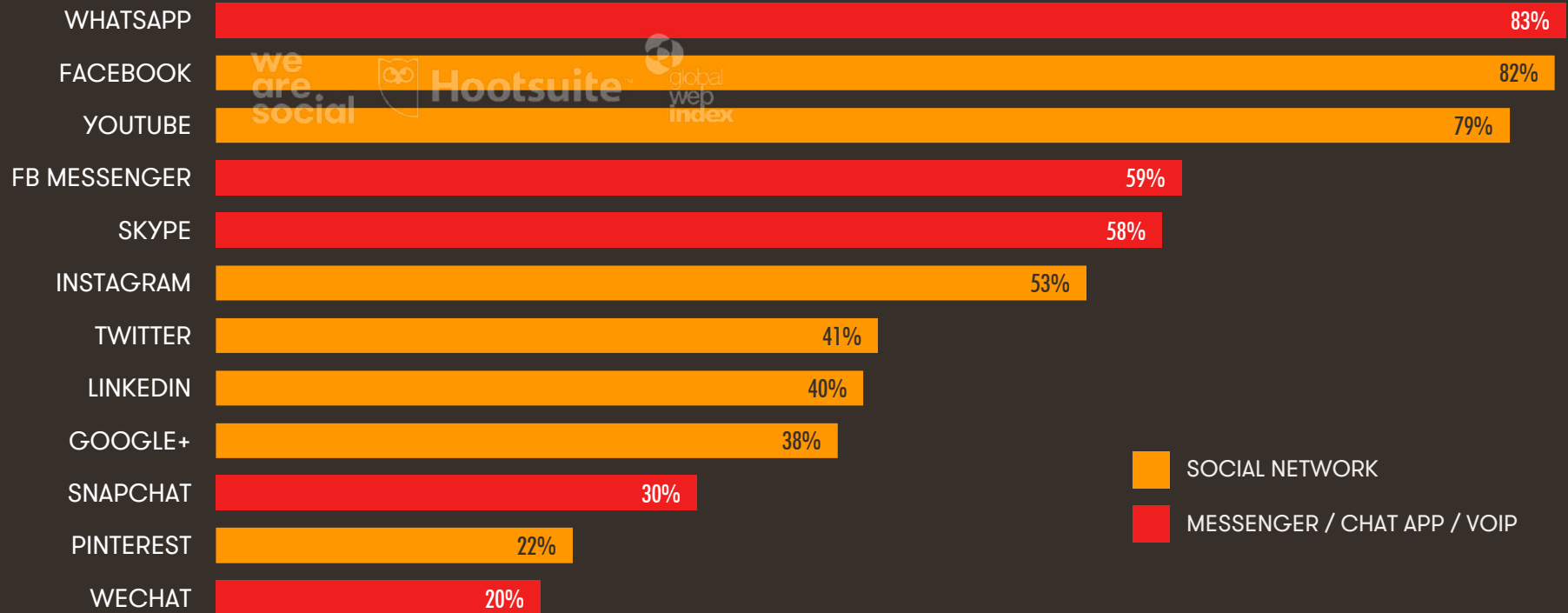


we
are
social

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



10.00
MILLION

we
are.
social

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+9%



PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



87%

we
are.
social

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



28%



PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



72%



NOTE: THIS FIGURE IS GREATER THAN
THE LATEST OFFICIAL FIGURES FOR
THE COUNTRY'S TOTAL POPULATION.

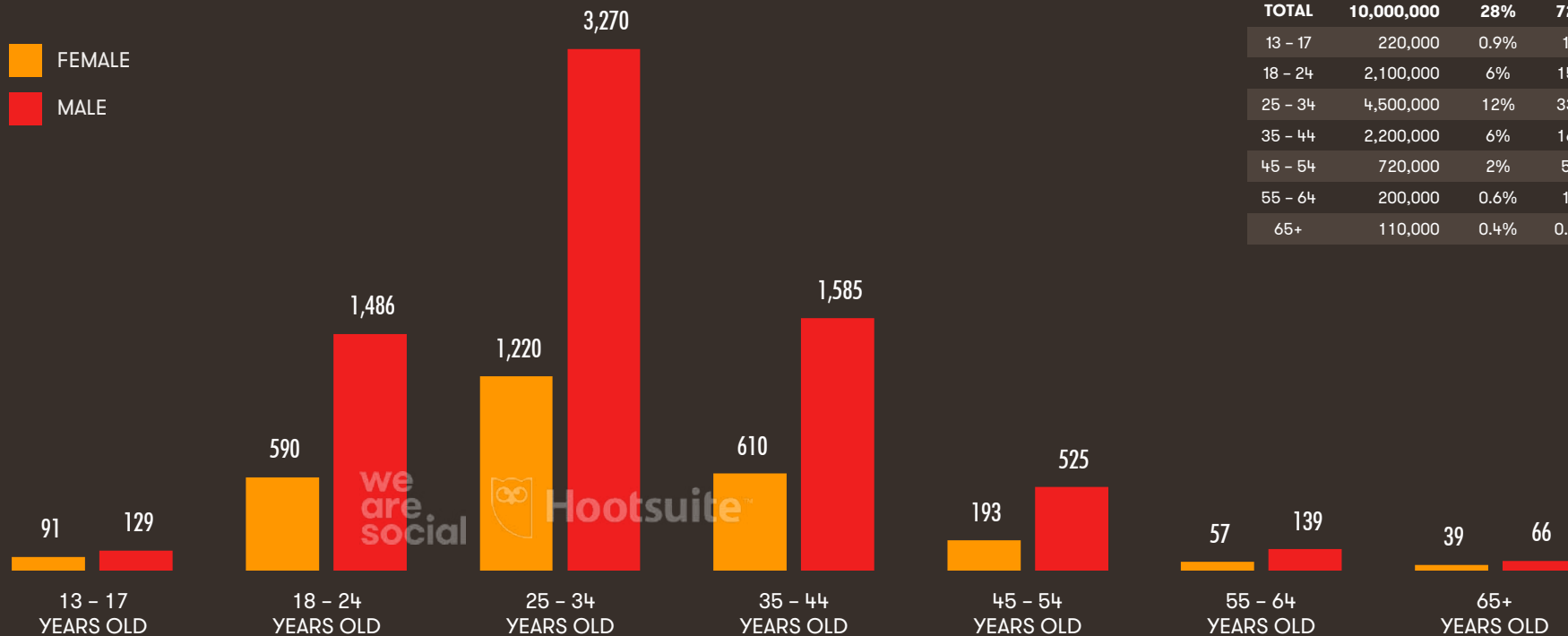
JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN THOUSANDS



 FEMALE
 MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	10,000,000	28%	72%
13 - 17	220,000	0.9%	1%
18 - 24	2,100,000	6%	15%
25 - 34	4,500,000	12%	33%
35 - 44	2,200,000	6%	16%
45 - 54	720,000	2%	5%
55 - 64	200,000	0.6%	1%
65+	110,000	0.4%	0.7%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+1.87%

AVERAGE POST REACH
vs. PAGE LIKES



10.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



6.9%

PERCENTAGE OF PAGES
USING PAID MEDIA



41.0%

AVERAGE PAID REACH
vs. TOTAL REACH



34.0%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

3.19%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

4.08%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



4.99%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

4.80%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.31%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



we
are
social

3.30
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



35%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



we
are
social

38%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



62%

JAN
2018

MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

7.31
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

77%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



19.18
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

202%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.63

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



19.18
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



202%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



83%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



17%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



80%

we
are.
social

GSMA



GSMA

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



72.29

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



68.14

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



81.88

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



67.48

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



72.55

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



92%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



89%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



66%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



54%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



84%

JAN
2018

SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM
CLOCK FUNCTION



68%



MANAGE DIARY
OR APPOINTMENTS



24%

Google

CHECK THE
WEATHER



26%

we
are
social

TRACK HEALTH, DIET,
OR ACTIVITY LEVELS



16%

TAKE PHOTOS
OR VIDEOS



72%

Google

CHECK
THE NEWS



40%

we
are
social

READ E-BOOKS
OR E-MAGAZINES



14%



MANAGE LISTS
[E.G. SHOPPING, TASKS]



19%

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



84%

HAS A
CREDIT CARD



37%

MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



11%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



34%

we
are
social



we
are
social

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



25%

PERCENTAGE OF MEN
WITH A CREDIT CARD



42%

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



31%

PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



35%



we
are
social



JAN
2018

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are.
social

85%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

91%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

63%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

45%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE

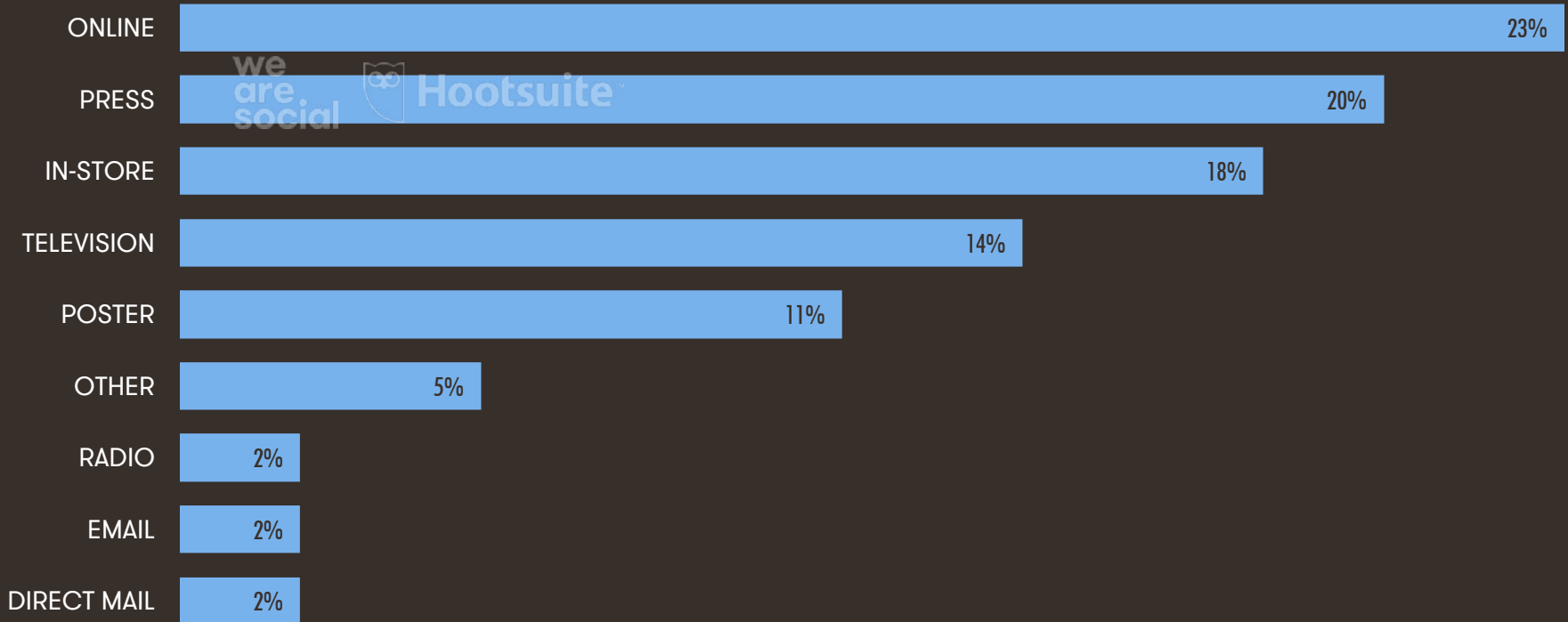


45%

JAN
2018

ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED





YEMEN

JAN
2018

DIGITAL IN YEMEN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

28.58
MILLION

URBANISATION:

36%

INTERNET
USERS



7.03
MILLION

PENETRATION:

25%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.30
MILLION

PENETRATION:

8%

MOBILE
CONNECTIONS



18.37
MILLION

vs. POPULATION:

64%

ACTIVE MOBILE
SOCIAL USERS



2.10
MILLION

PENETRATION:

7%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+0.8%

SINCE JAN 2017

+54 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+5%

SINCE JAN 2017

+100 THOUSAND

MOBILE
CONNECTIONS



+6%

SINCE JAN 2017

+964 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+11%

SINCE JAN 2017

+200 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

28.58
MILLION

FEMALE
POPULATION



49.5%

MALE
POPULATION



we
are
social

50.5%

ANNUAL CHANGE IN
POPULATION SIZE



+2.4%

MEDIAN
AGE



19.8
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



36%

GDP PER
CAPITA



we
are
social

\$2,512

LITERACY
(TOTAL)



70%

FEMALE
LITERACY



we
are
social

55%

MALE
LITERACY



85%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



7.03
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



25%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



6.42
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



22%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



6.91
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



7.03
MILLION

INTERNET
LIVE STATS



6.77
MILLION

CIA WORLD
FACTBOOK



7.03
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



19%

YEAR-ON-YEAR CHANGE:

-39%

MOBILE
PHONES



80%

YEAR-ON-YEAR CHANGE:

+18%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-11%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56
02	YOUTUBE.COM	8M 18S	4.79
03	ALYAMANALARABY.COM	2M 07S	1.80
04	FACEBOOK.COM	10M 21S	4.00
05	YEMEN.NET.YE	4M 32S	2.90
06	YAHOO.COM	4M 02S	3.61
07	TWITTER.COM	6M 21S	3.21
08	BLOGSPOT.COM	2M 38S	2.12
09	AKOAM.COM	5M 53S	6.03
10	WIKIPEDIA.ORG	4M 16S	3.31

#	WEBSITE	TIME	PAGES
11	KOOORA.COM	7M 59S	5.95
12	SAVEFROM.NET	3M 03S	1.32
13	T.CO	0M 43S	2.31
14	DELOTON.COM	1M 02S	1.52
15	YEMENHR.COM	4M 31S	3.02
16	LIVE.COM	4M 03S	3.41
17	DOUBLECLICK.NET	2M 39S	1.90
18	OPENLOAD.CO	1M 35S	2.85
19	POPADS.NET	0M 46S	1.89
20	OPENSQQ.COM	10M 44S	9.22

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	صور	100
02	بنات	43
03	اليمن	42
04	نت	34
05	افلام	26
06	اخبار	24
07	اغاني	23
08	فيس	23
09	قصص	21
10	فيس بوك	15

#	QUERY	INDEX
11	تويتر	14
12	GOOGLE	14
13	يمن	13
14	اخبار اليمن	12
15	فيديو	12
16	صور بنات	12
17	رقص	10
18	الله	9
19	حب	9
20	مترجم	9

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.30
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



8%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

2.10
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



7%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



2.30
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+5%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



91%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



15%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



85%

we
are.
social

we
are.
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.04%

AVERAGE POST REACH
vs. PAGE LIKES



7.6%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



0.5%

PERCENTAGE OF PAGES
USING PAID MEDIA



11.4%

AVERAGE PAID REACH
vs. TOTAL REACH



17.3%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

3.38%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

3.38%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



0.56%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

0.24%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.12%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



330.0
THOUSAND

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



1%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



27%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



73%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



18.37
MILLION

we
are.
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



64%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



89%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



11%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



12%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



35.67

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



27.28

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



46.36

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



24.69

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



51.88

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



6%

we
are
social

HAS A
CREDIT CARD



0.4%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



0.7%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



[N/A]



PERCENTAGE OF MEN
WITH A CREDIT CARD



0.8%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



0.7%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



0.6%



MORE INFORMATION

CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF **2018 GLOBAL DIGITAL** REPORTS, AND ACCESS ADDITIONAL INSIGHTS AND RESOURCES FROM BOTH **HOOTSUITE** AND **WE ARE SOCIAL**:



CLICK HERE TO ACCESS
WE ARE SOCIAL'S RESOURCES



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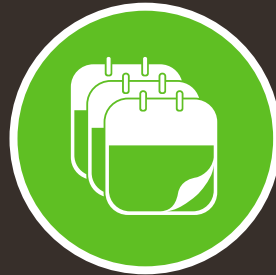
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GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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Learn more about GSMA Intelligence at <http://www.gsmainelligence.com>

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Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL
INTERNET POPULATION



50 DIGITAL
ECONOMIES



90% OF WORLDWIDE
ECONOMIC POWER



MORE THAN 30,000
INTERACTIVE STATISTICS

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App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



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REGISTERED USERS



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SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



GOOGLE



STATCOUNTER



OOKLA



ALEXA



ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

POPULATION DATA: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (accessed January 2018)**.

DIGITAL ATTITUDES DATA: GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

INTERNET USER DATA: InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)**. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA: Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's 2017 Retrospective and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

E-COMMERCE DATA: Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

FINANCIAL INCLUSION DATA: World Bank Global Financial Inclusion (accessed January 2018).

NOTES: Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

**Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and preparation methodologies used by these organisations, as well as the different sample periods during which the data were collected, there may be significant differences in the reported metrics for similar data points throughout this report.

In particular, data collected via surveys often vary from one report to another, even if those data have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: info@kepios.com

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