

THE CONTENT AND TECH SCENE IN THE COVID-19 ERA

Assessing internet and technology users' habits and their changing media and content consumption amid the covid-19 outbreak.

United Arab Emirates and Saudi Arabia
15 December, 2020

GAME CHANGERS

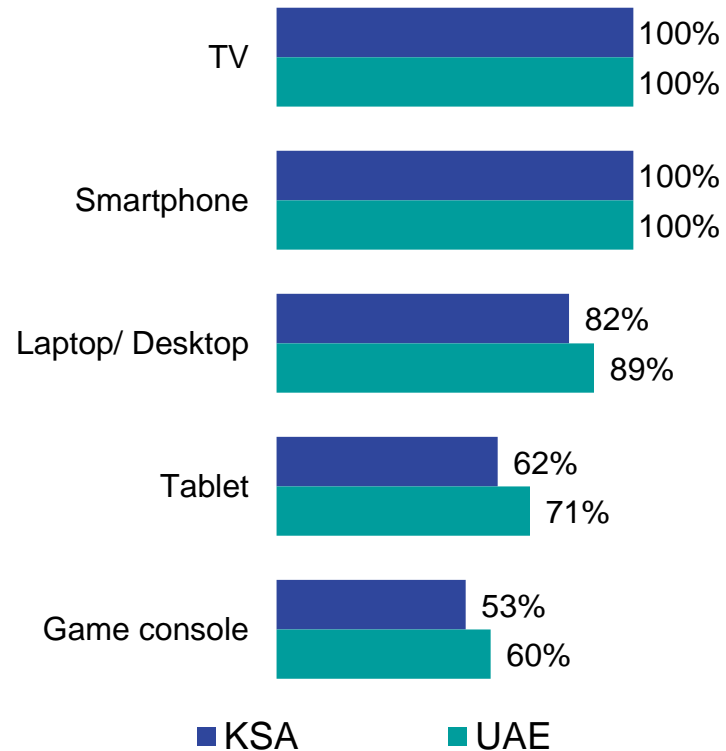


OVERALL INTERNET USAGE HABITS & VIEWING BEHAVIOUR

01

MAJORITY OF PEOPLE ENDED UP BUYING NEW DEVICES DURING LOCKDOWN...

DEVICES OWNED AT HOME



DEVICES BOUGHT DURING COVID19



65%

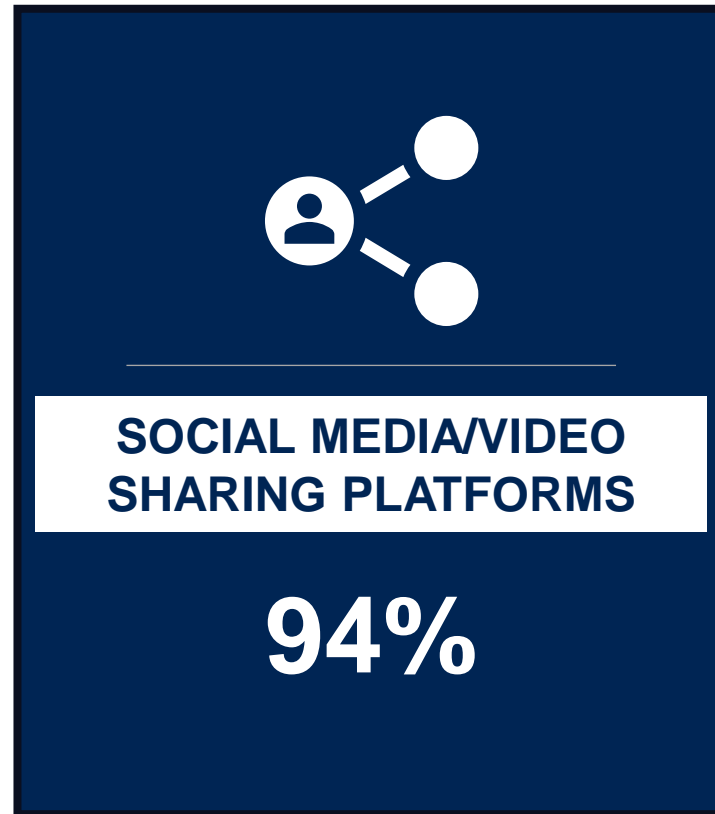
of people in **United Arab Emirates** **bought new** devices during COVID-19 pandemic

58%

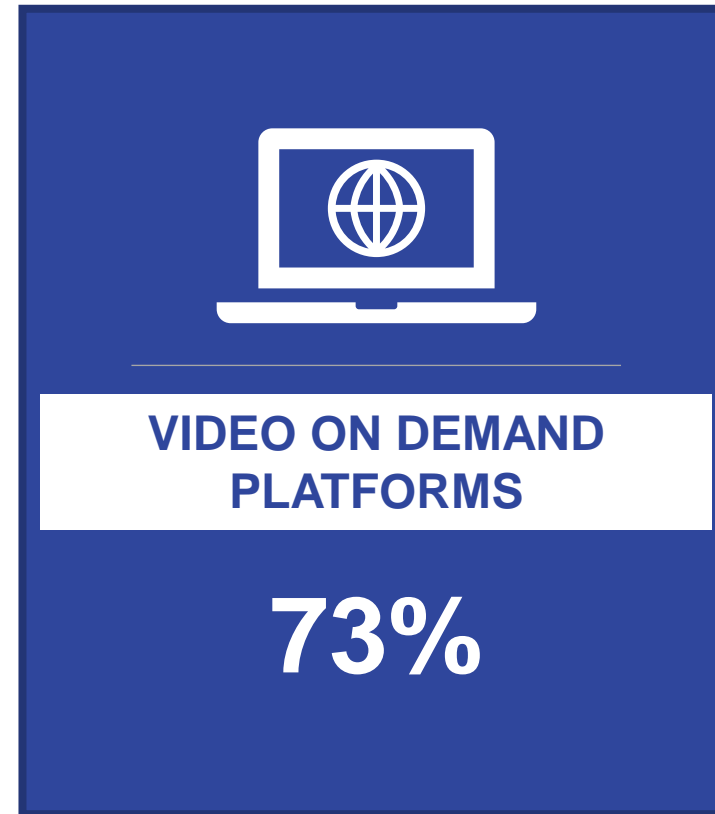
of people in **Saudi Arabia** **bought new** devices during COVID-19 pandemic

Based on average between the two markets

SAUDI ARABIA: SOCIAL MEDIA/VIDEO SHARING PLATFORMS' USAGE IS WITNESSED AMONG ALMOST THE TOTAL SAMPLE, WHILE A LESSEr PERCENTAGE OF 73% STATED THAT THEY WATCH CONTENT ON VOD PLATFORMS

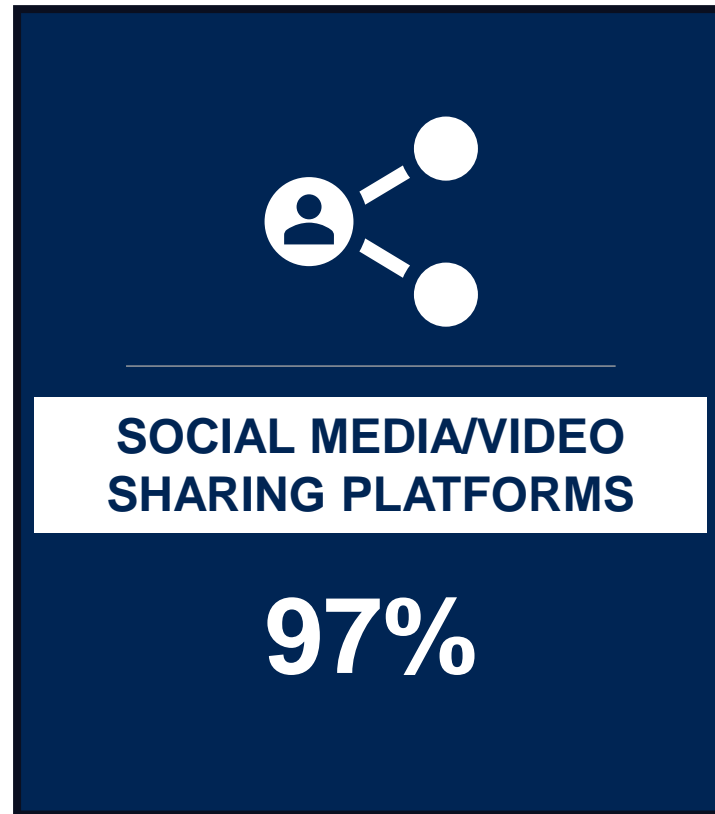


▲ 66%
are consuming more

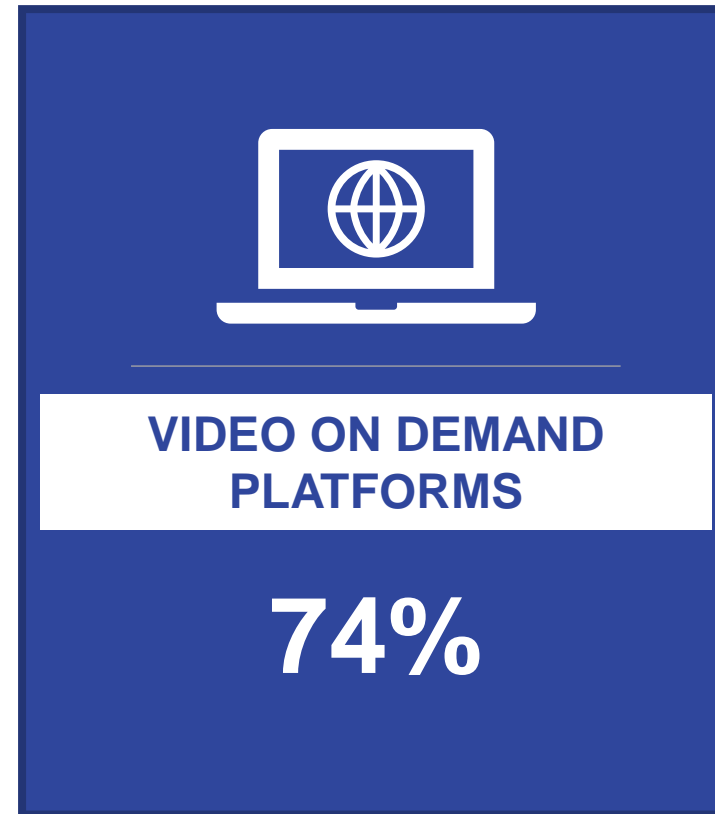


▲ 68%
are consuming more

UNITED ARAB EMIRATES: DURING COVID-19, SOCIAL MEDIA/VIDEO SHARING PLATFORMS GARNERED THE HIGHEST PENETRATION RATES FOR CONTENT CONSUMPTION AMONG THE TOTAL POPULATION



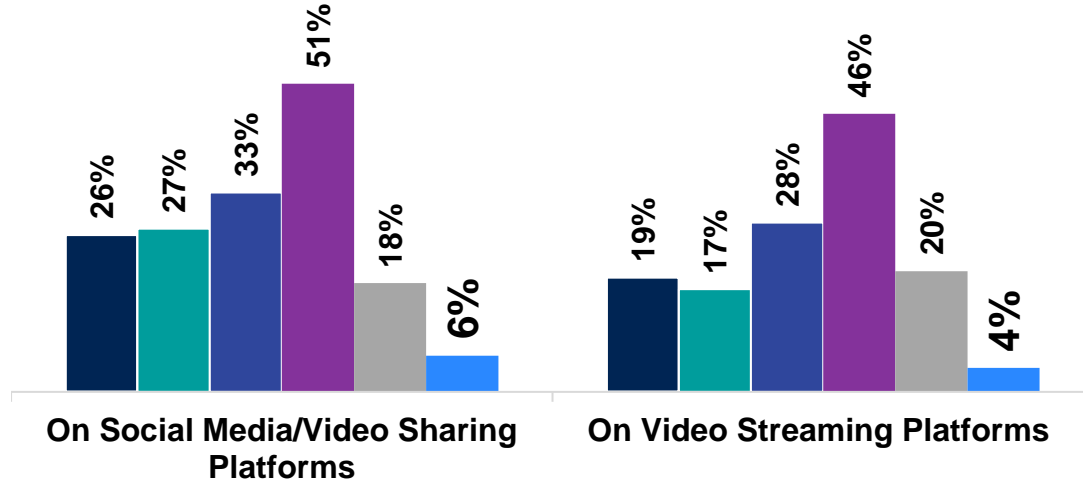
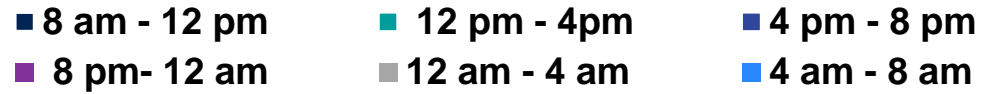
 **70%**
are consuming more



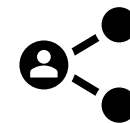
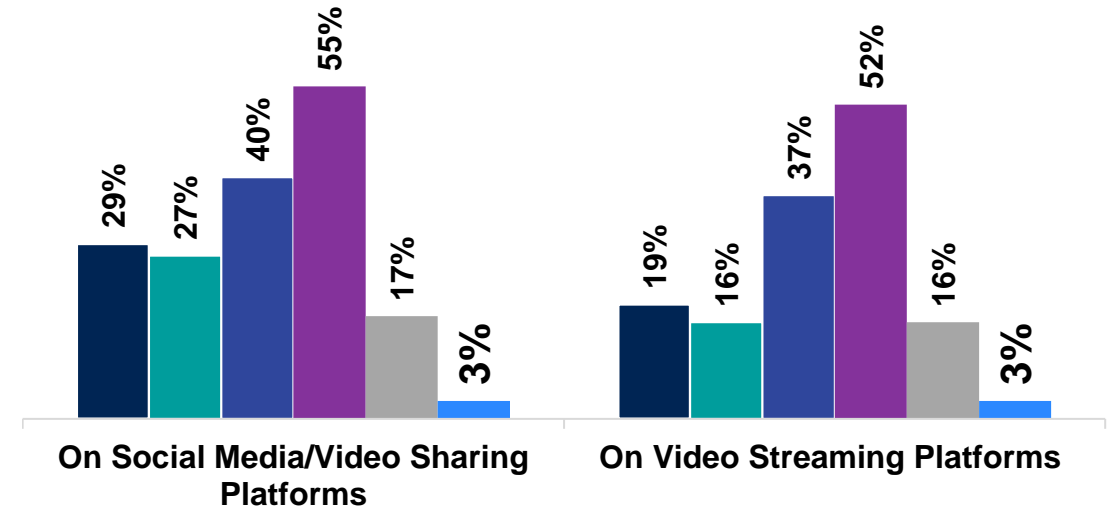
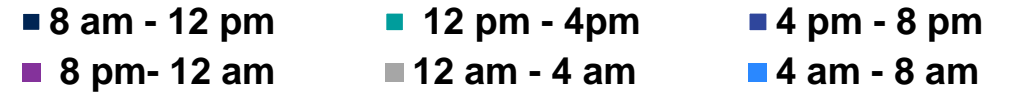
 **71%**
are consuming more

CONTENT CONSUMPTION PEAKS AT NIGHTTIME...

SAUDI ARABIA



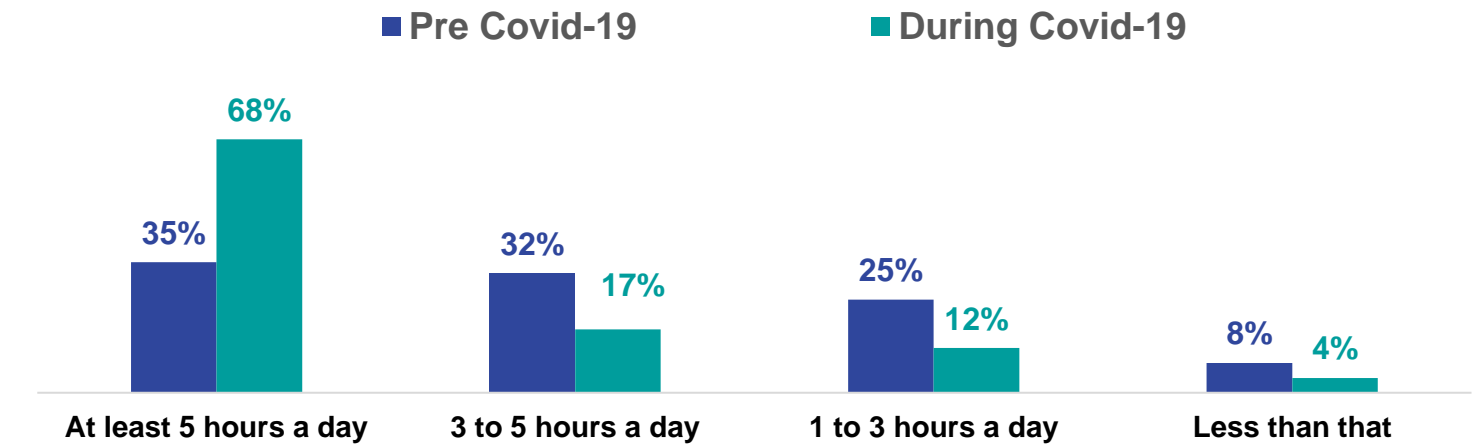
UNITED ARAB EMIRATES



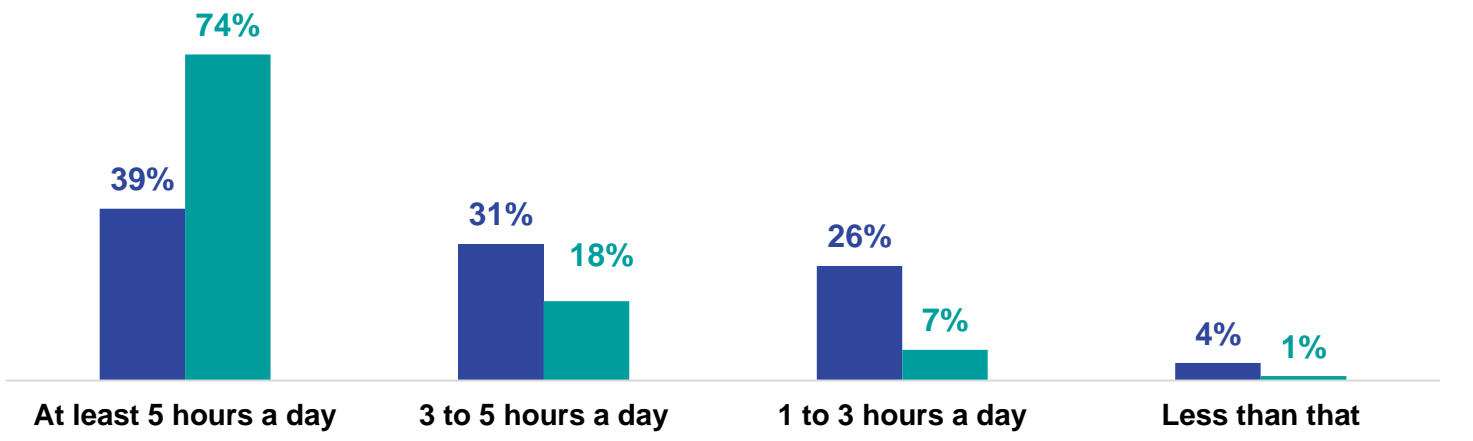
WITH AN INCREASE IN DOWNTIME, AN INCREASE IN THE TIME SPENT CONSUMING VIDEO CONTENT WAS WITNESSED

+91%
 jump in the internet usage of at least 5 hours a day since the covid-19 outbreak happened.

SAUDI ARABIA



UNITED ARAB EMIRATES



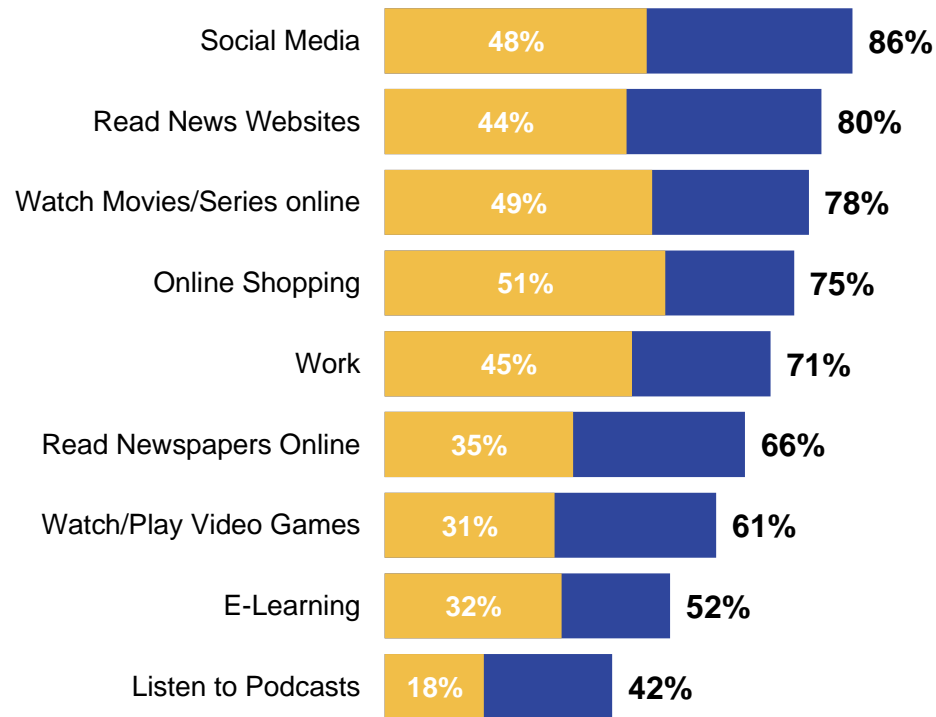
Base (all respondents)
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ONLINE ACTIVITIES DURING COVID19 LOCKDOWN

SAUDI ARABIA

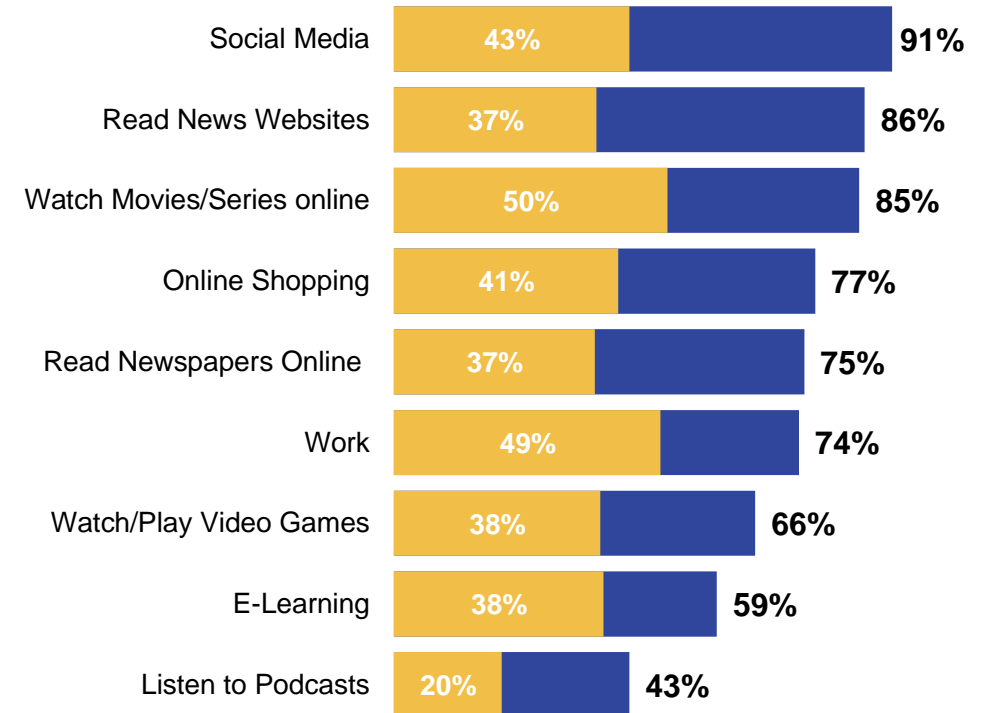
57% claim that the change in their online habits due to the lockdown will continue afterwards.



STARTED DURING COVID

UNITED ARAB EMIRATES

68% claim that the change in their online habits due to the lockdown will continue afterwards.

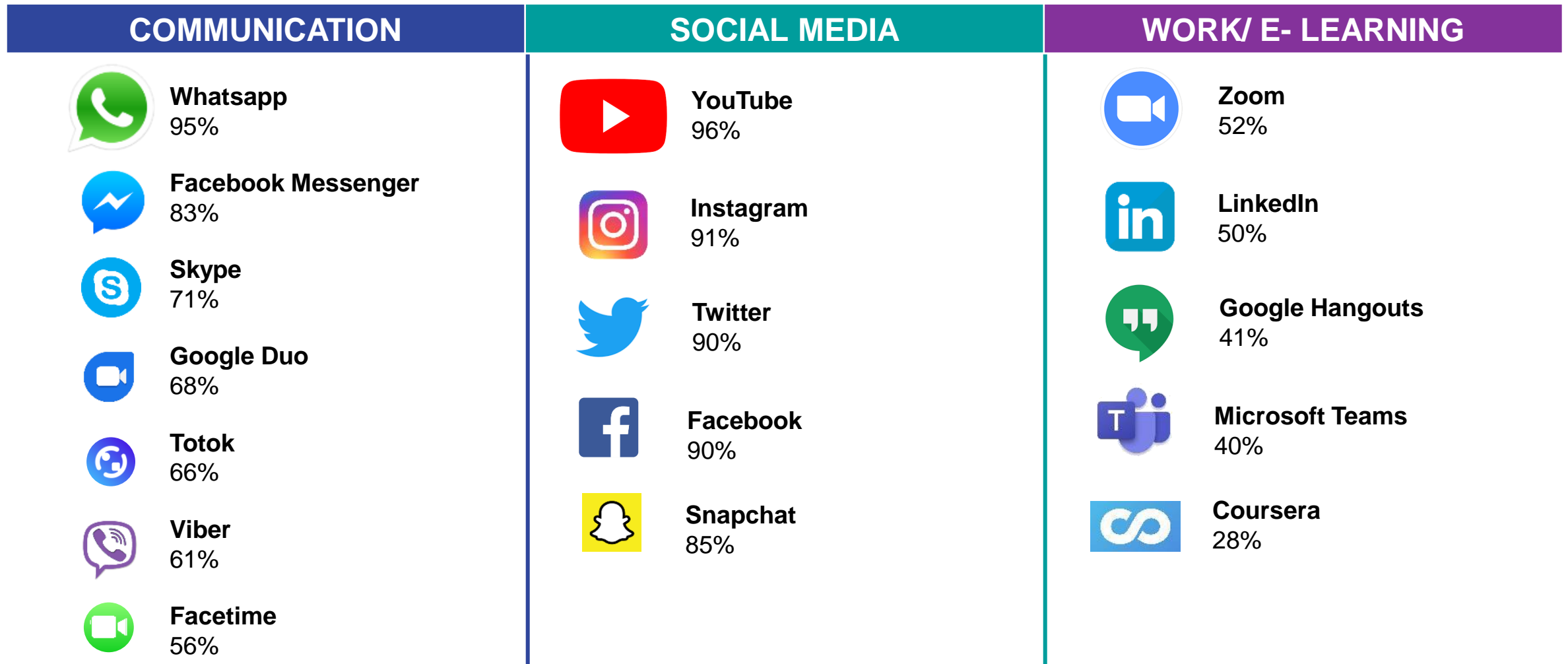


CURRENT ACTIVITY

MOBILE APPS AND VOD PLATFORMS USAGE

02

APPLICATION AWARENESS - KSA

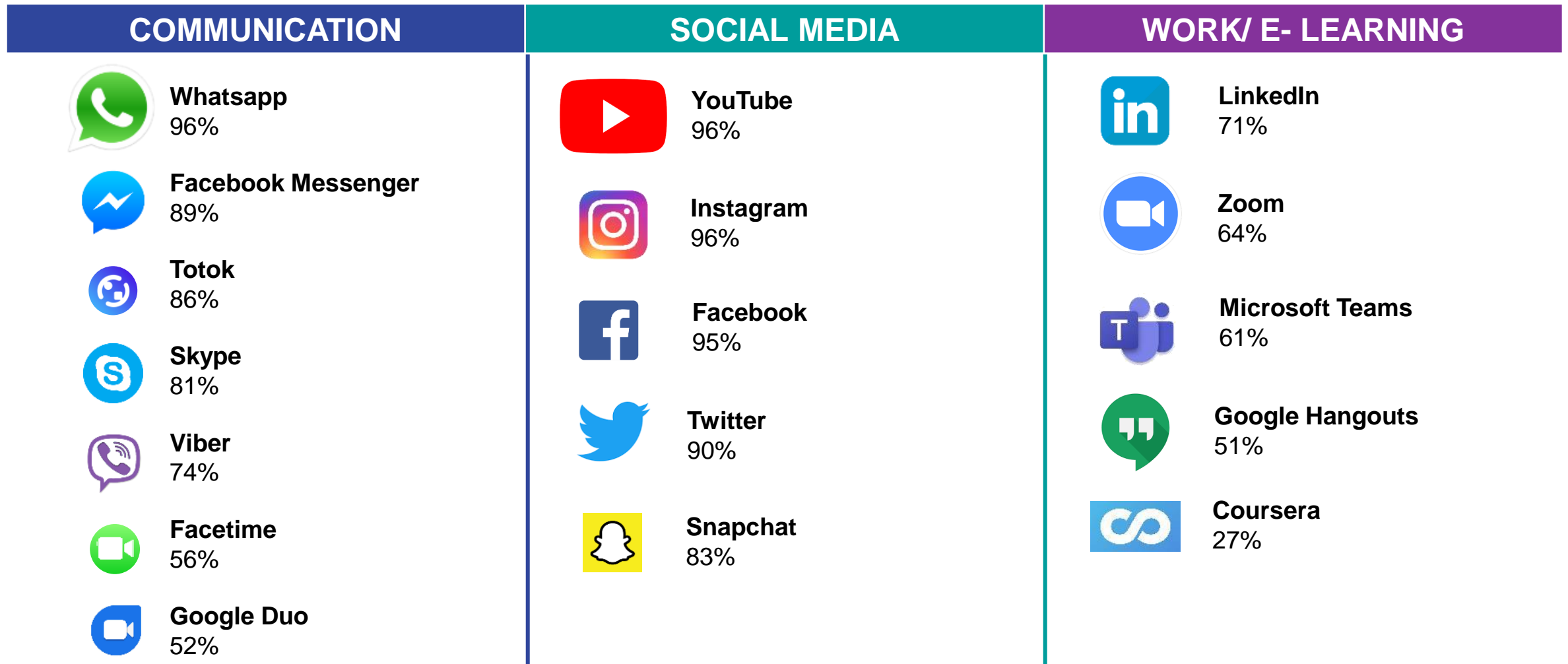


Base (all respondents)

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APPLICATION AWARENESS - UAE

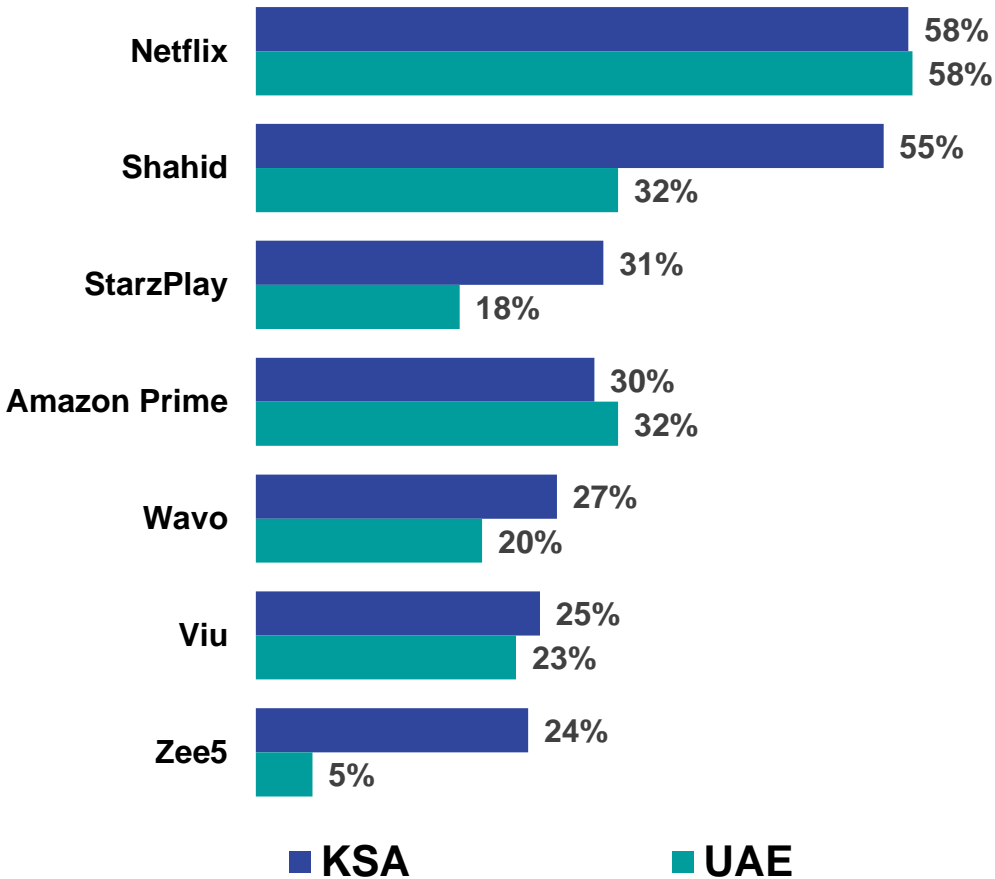


Base (all respondents)

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THE FIGHT FOR EYEBALLS HEATS UP DURING LOCKDOWN...



About **5 in 10** individuals in UAE and KSA were intending to pay for a subscription to a new platform during the lockdown

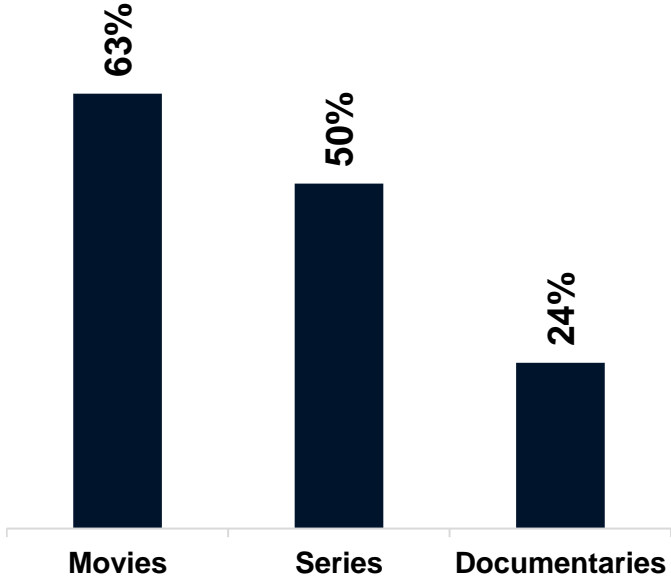
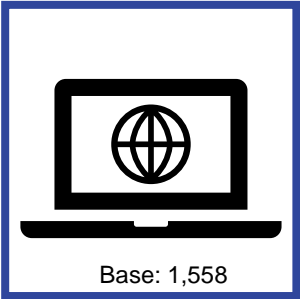
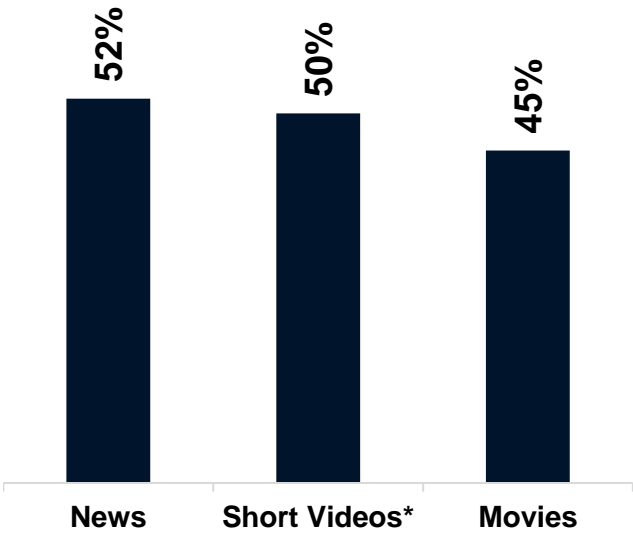
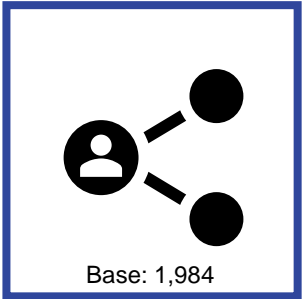
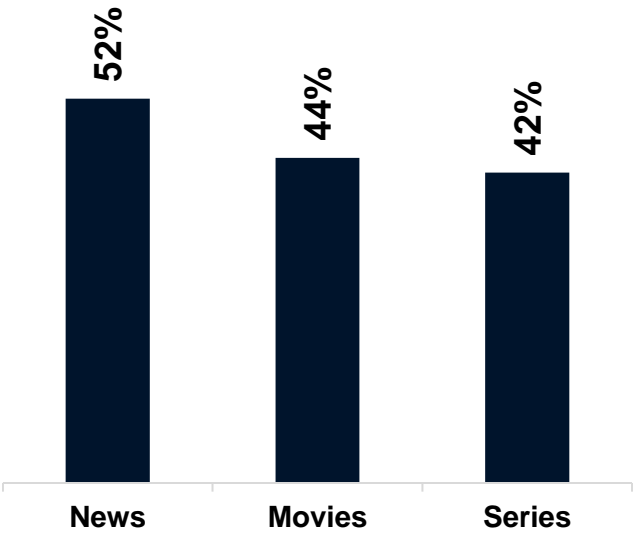
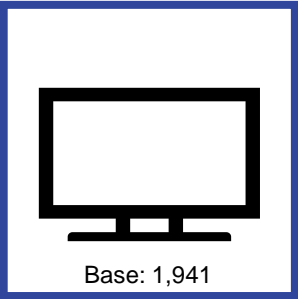
Base (all respondents who are aware of apps)
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VIDEO CONTENT AND GENRES CONSUMED

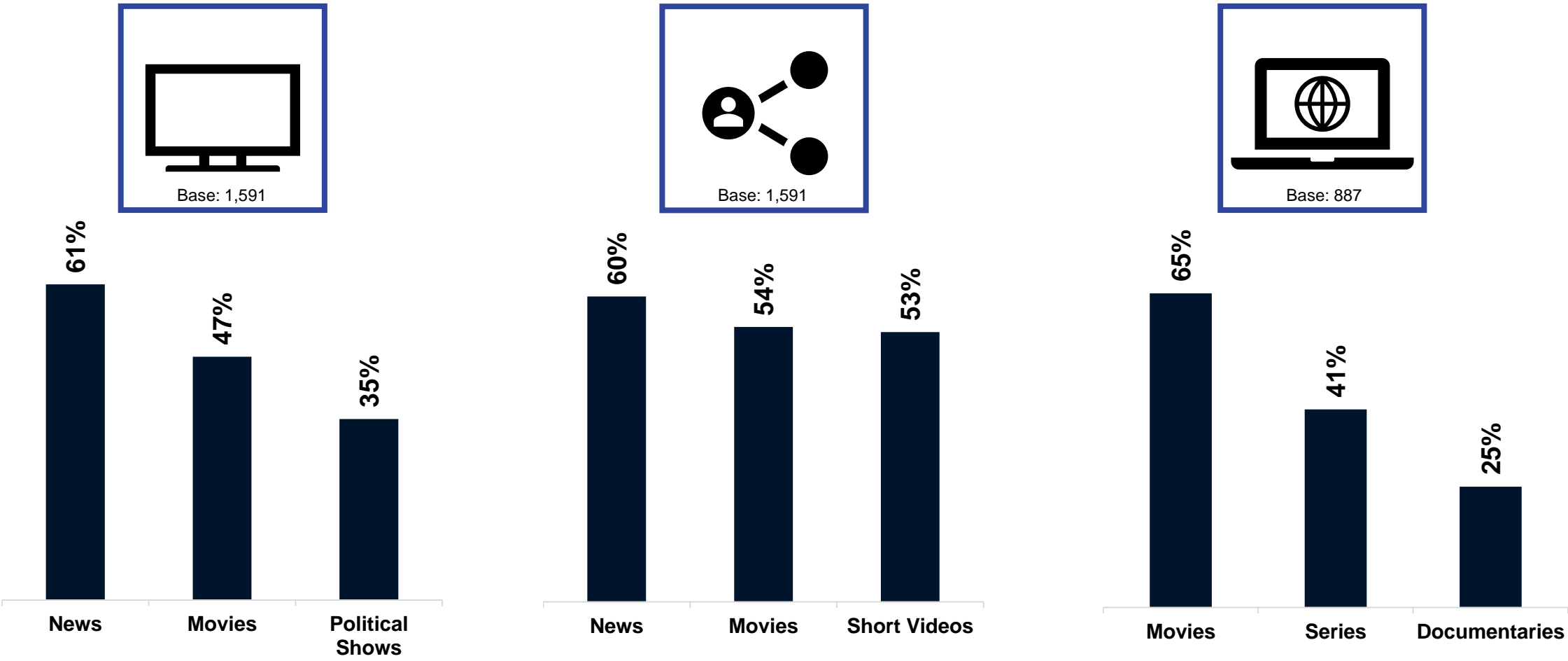
03

CONTENT IS KING! - KSA



Base (viewers of each platform)
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CONTENT IS KING! - UAE



Base (viewers of each platform)
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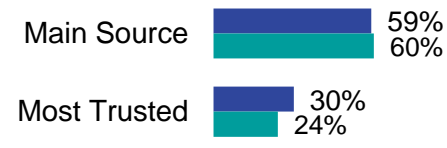


WHAT ARE THE TOP ONLINE NEWS SOURCES FOR COVID-19?

Government websites and apps



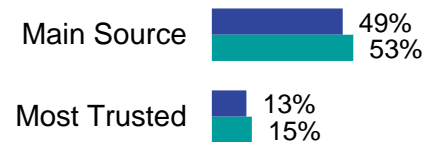
World Health Organization



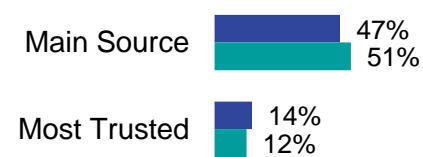
■ KSA

■ UAE

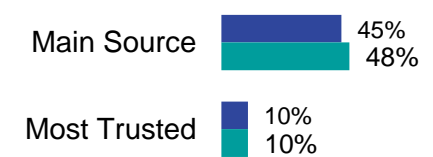
Local news sources



International news sources



Social Media News



Base (all respondents who watch online news)

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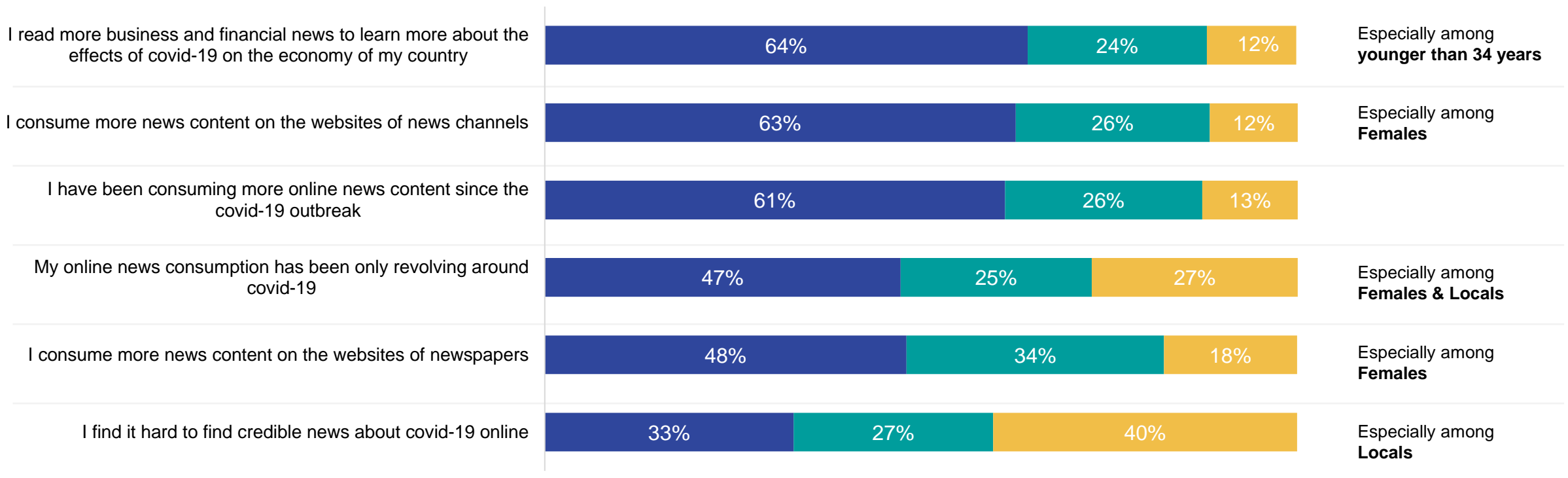
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THE PERCEPTIONS OF ONLINE NEWS SOURCES - KSA

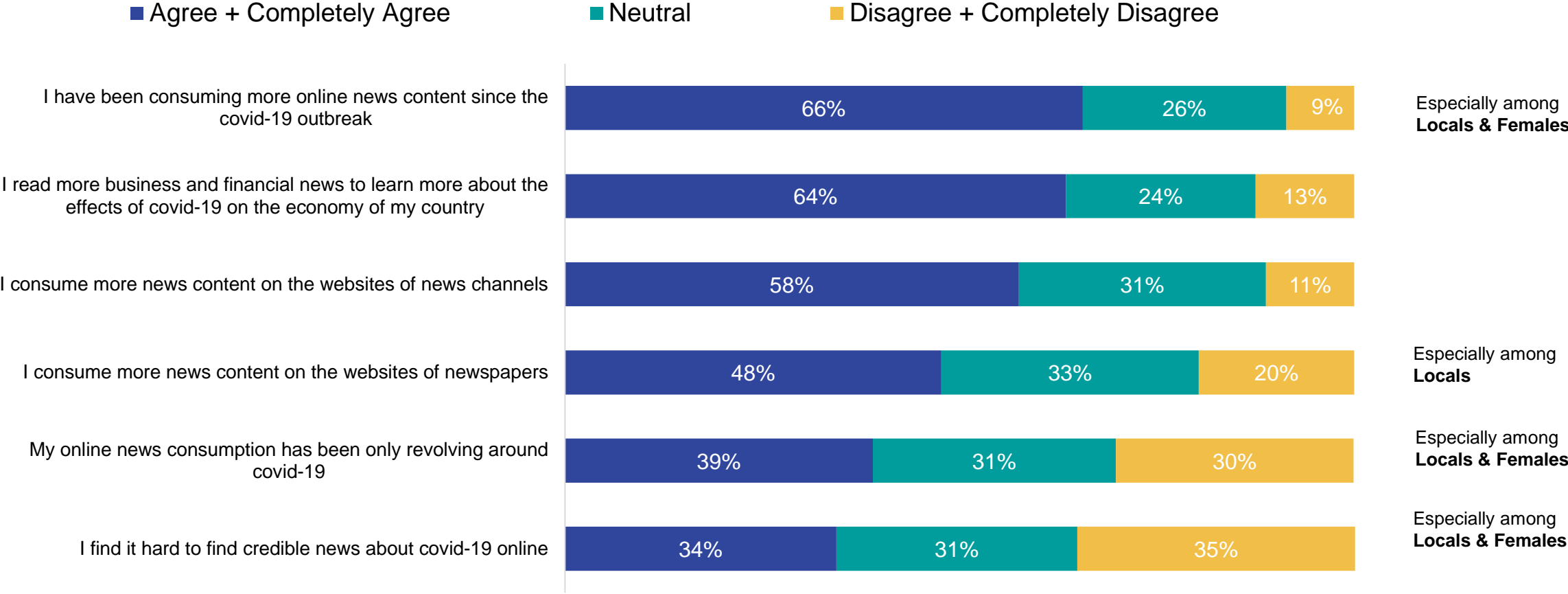
■ Agree + Completely Agree

■ Neutral

■ Disagree + Completely Disagree



THE PERCEPTIONS OF ONLINE NEWS SOURCES - UAE



Base (all respondents who watch online news)
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AUDIO LISTENERSHIP AND BEHAVIOUR

04

THE ROLE OF RADIO AMID CORONA VIRUS OUTBREAK...

38%

OF PEOPLE IN SAUDI ARABIA STATED LISTENING TO **ONLINE RADIO** DURING QUARANTINE

49%

OF PEOPLE IN UNITED ARAB EMIRATES STATED LISTENING TO **ONLINE RADIO** DURING QUARANTINE



69%

of people claim that they will continue using online radio post lockdown in **Saudi Arabia.**

85%

of people claim that they will continue using online radio post lockdown in **United Arab Emirates.**

Base (all respondents)

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MUSIC STREAMING BECAME AN INSEPERABLE COMPANION!

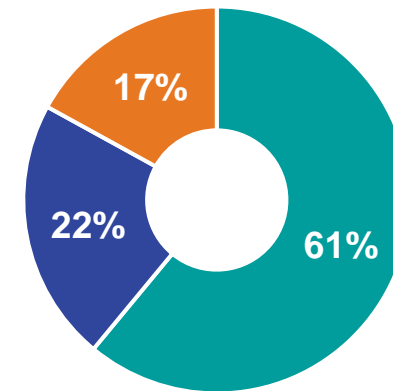
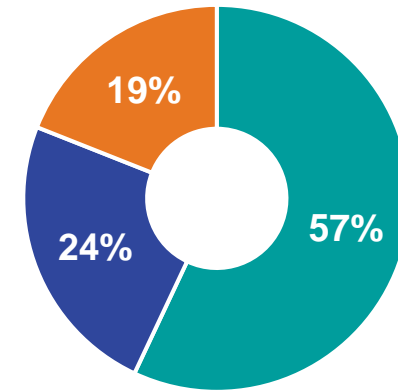
Music Streaming Platforms Usage Compared to Pre-Quarantine

52%

OF PEOPLE IN **KSA**
STATED USING
MUSIC STREAMING
PLATFORMS TO
ACCESS MUSIC
ONLINE DURING
QUARANTINE

57%

OF PEOPLE IN **UAE**
STATED USING
MUSIC STREAMING
PLATFORMS TO
ACCESS MUSIC
ONLINE DURING
QUARANTINE



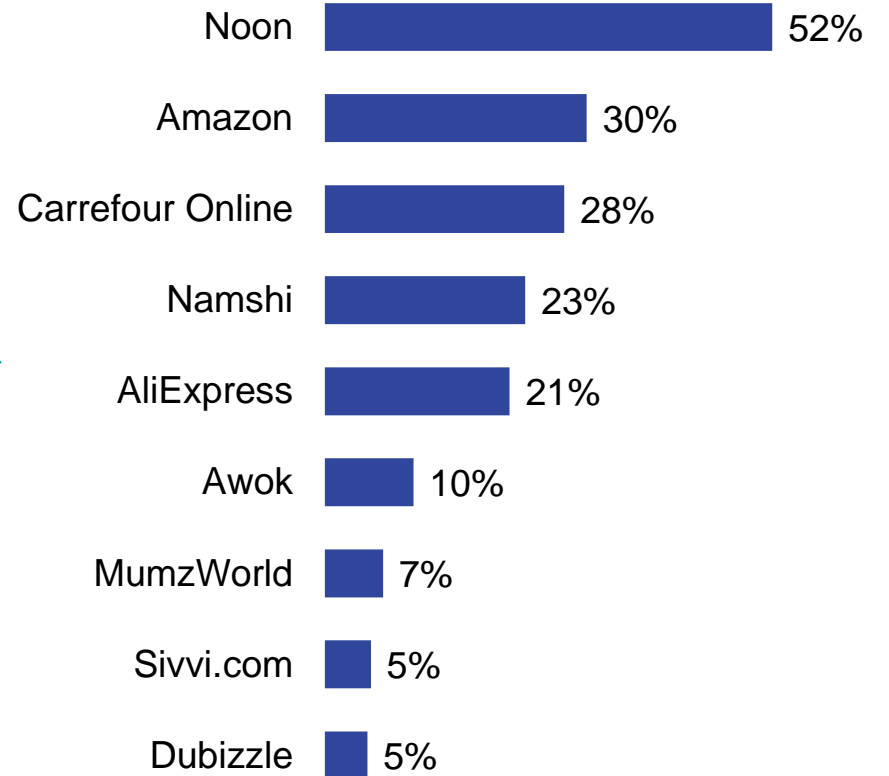
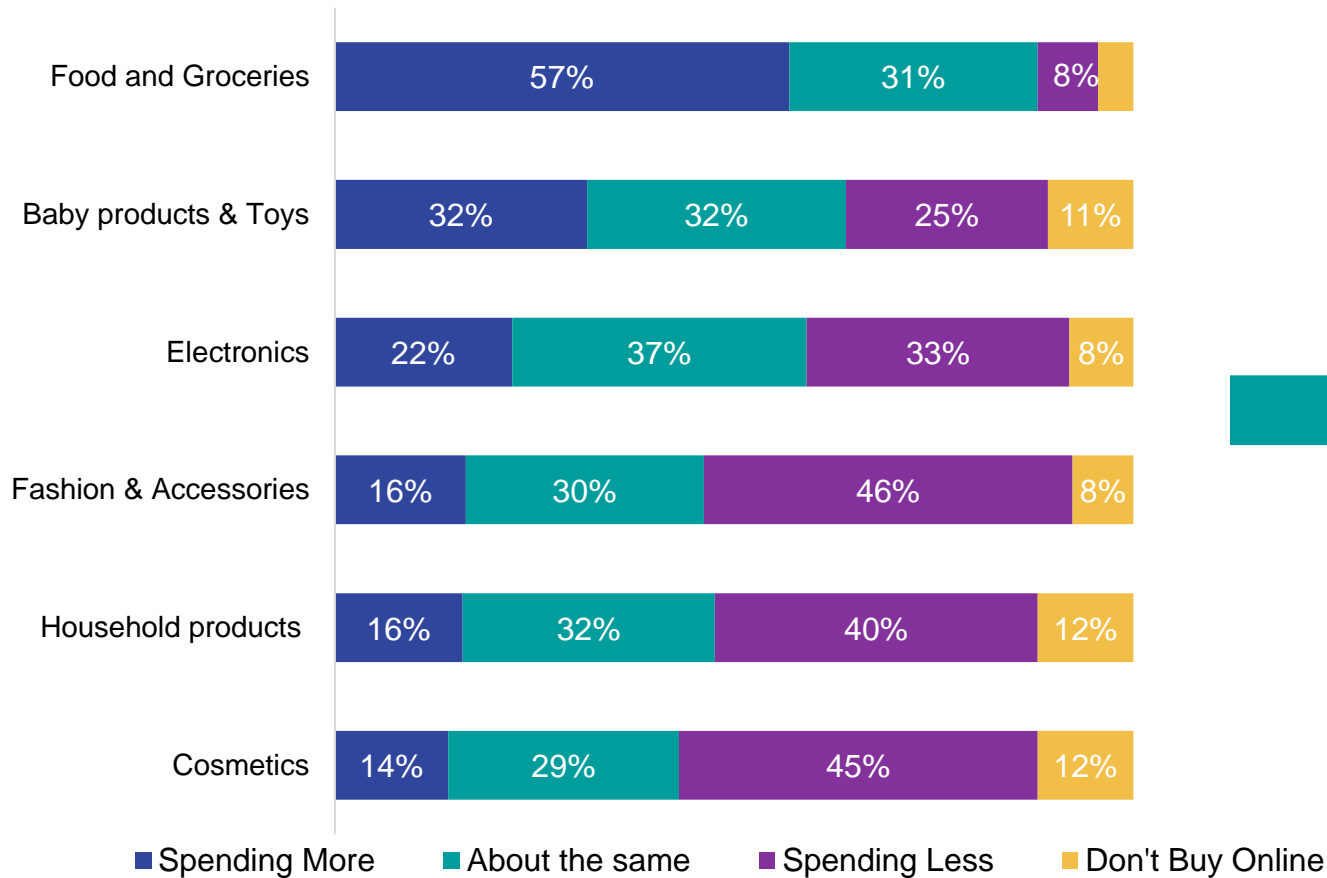
■ Increased ■ About the Same ■ Decreased

E-COMMERCE

05

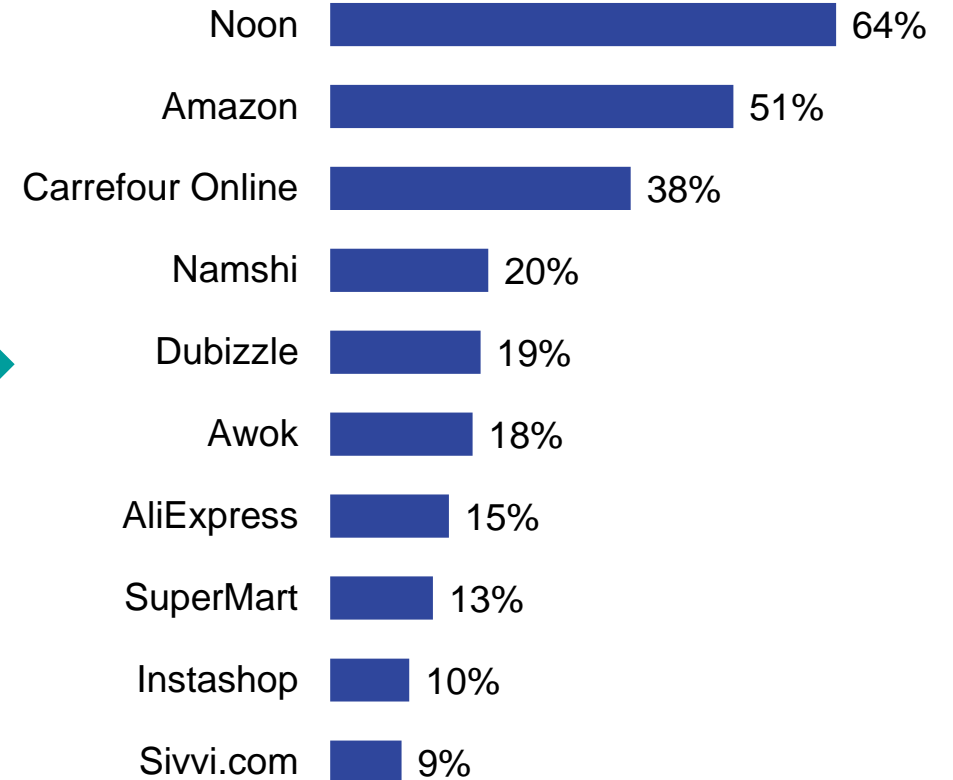
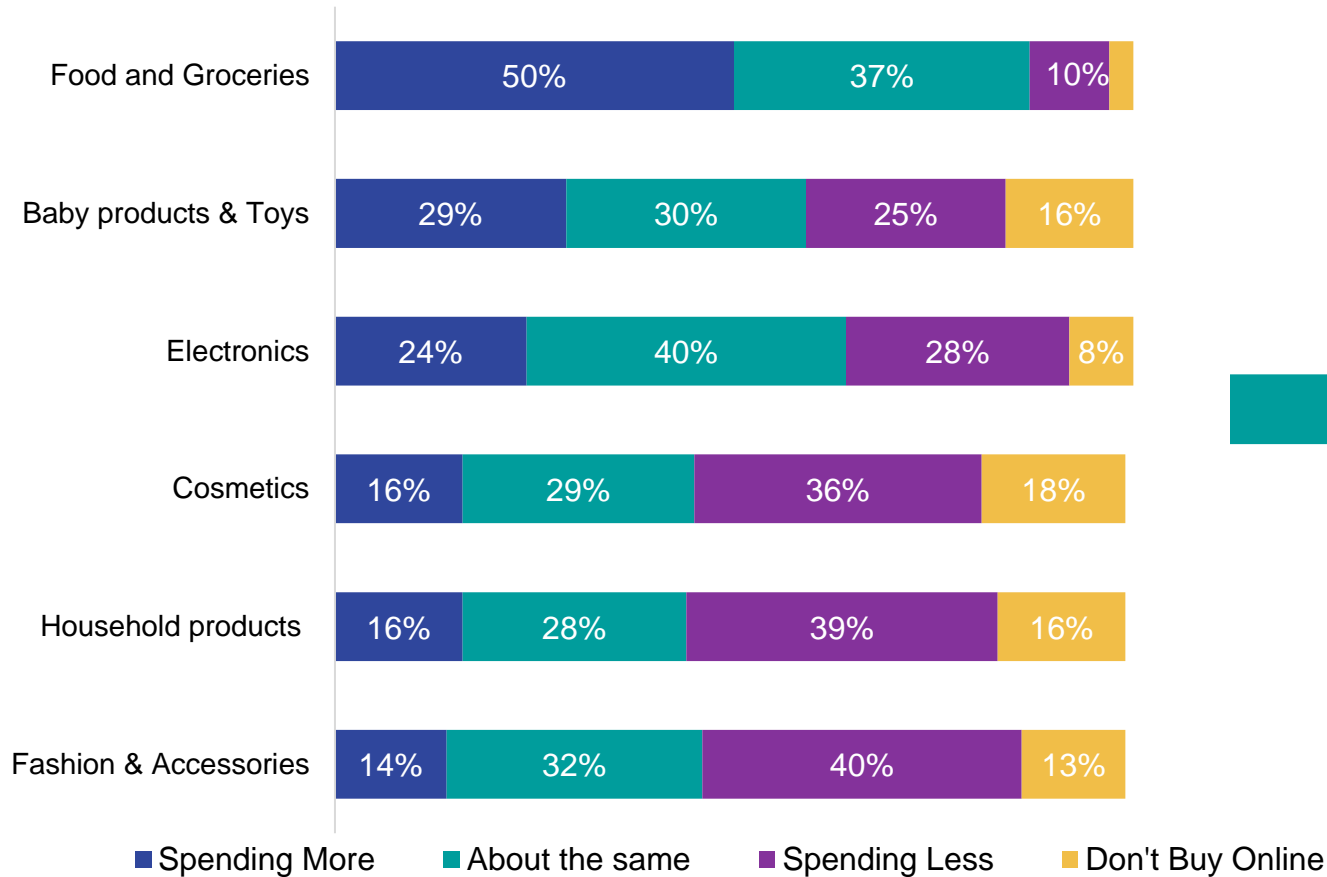
NOTHING A LITTLE ONLINE SHOPPING CAN'T FIX - KSA

Products Purchased Online During the Pandemic



NOTHING A LITTLE ONLINE SHOPPING CAN'T FIX - UAE

Products Purchased Online During the Pandemic



Base (all respondents who use e-Commerce)
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**THANK
YOU**

GAME CHANGERS

