

SAUDI ARABIA INTERNET BEHAVIOUR

INTRODUCTION

GlobalWebIndex, the most comprehensive continuous global study into consumer Internet behaviour, attitudes and motivations, has collaborated with Dubai-based Business Compass, the research and analytics consultancy arm of the Vivaki Group, to launch a study into the Saudi Arabia online market.

The GlobalWebIndex currently covers 27 countries, 100k consumers and 5 waves of research since 2009, providing the most detailed understanding on multi-platform online behaviour ever compiled. The scope and detail of the survey provides an unprecedented view of Internet evolution on a global scale, and for the first time in Wave 5 - the Middle East.

Over the next four waves, GlobalWebIndex will continue to grow in the region, to include: Morocco, Egypt, Algeria, UAE, Israel, Lebanon, Tunisia and Iran by the end of 2012.

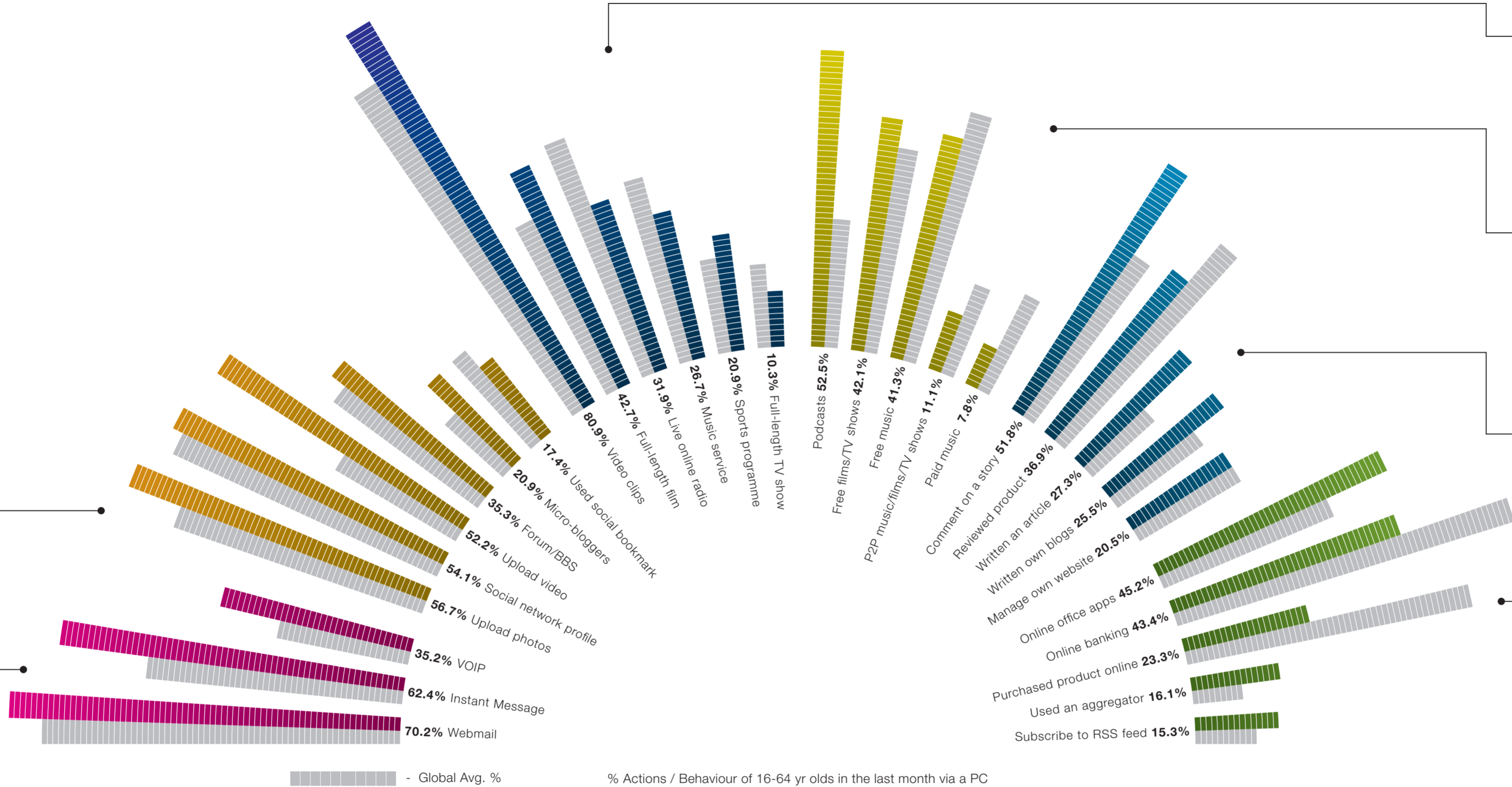
To discover the insights behind the infographic and to explore the massive depth of data, visit globalwebindex.net

SOCIAL

Social media behaviour in Saudi Arabia shows similar trends to emerging and newly industrialised markets. Penetrations of video sharing, social networking, micro-blogging and forum usage are all higher than the global average.

COMMUNICATION

Saudi Arabians use the Internet as a means of communication more than the average global Internet user. Voice over IP (VOIP) services such as Skype or Fring are particularly popular.



STREAMED CONTENT

Streaming video clips is the most popular Internet activity in Saudi Arabia. Saudi Internet users are more likely to have streamed online video clips than the average global Internet user. Saudi Arabians generally stream less than the average global Internet user in regards to other content.

DOWNLOADED CONTENT

Saudi content consumption shows significant variations in some categories, for example, podcasts and pre-recorded media files downloadable to portable digital media devices are consumed by a much higher proportion of Internet users than elsewhere in world.

OPINIONS

Saudi Arabian Internet users tend to be very active in voicing their opinions online and are much more likely to comment on stories, write articles, and blog than the average global Internet user.

PRODUCTIVITY

Online banking and online shopping are two of the most used productivity services worldwide, but Internet users in Saudi Arabia are much less likely to use these types of productivity services online.

Global Avg. %

% Actions / Behaviour of 16-64 yr olds in the last month via a PC

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9 MILLION ACTIVE ONLINE USERS

