![Crowd Analyzer]

State Of Social Media
2018

APCO worldwide · ITP MEDIA GROUP · LexisNexis

State Of Social Media 2018

Social media continues to change our surrounding in many ways. From a professional prospective, social media is becoming the public sphere to which customers resort to create their own content, hunt for new products and services, publish their reviews and feedback to their own networks.

Coming from this position, social media marketing has grown to become an essential part of every firm's strategy to expand their reach and enhance their products and services. The MENA region, specifically, reserves a very special rank when it comes to social media usage. Hence, this report aims to provide you with a full picture of different social media platforms, industries, users' insights and demographics, as well as trends and topics.

Why did we create this report?

Crowd Analyzer joined forces with Hootsuite, ITP Live, Social Media Week, and LexisNexis, to create the most comprehensive report about the social media in the MENA region. The report is aimed to be a reference to those who work in social media, marketing, market research, and many more disciplines.

With the huge flow of content about online marketing, marketers tend to strive for the right piece of information. We feel the struggle, and we are accommodating for it through this report. We were eager to fully cover every industry that can benefit from social media insights.

What to expect?

If you are used to lowering your expectations, you need to abandon that now. Every single number in this report is brought to you by the most reliable sources. In addition to credibility, you will know statistics such as language, gender participation, sentiments analysis, and location in regards to industries including Automotive, Telecommunication, Finance, Banking, Fintech, Ride Hailing, Media, E-commerce, as well as a special coverage of the Value Added Tax.

Also, you will get a special analysis of Youtube's top viewed topics and trends. A special overview of social media platforms, Facebook, Twitter, Instagram, and Snapchat, will take give better understanding of the users of these platforms.

Table of Content

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STATE OF SOCIAL MEDIA

OVERVIEW OF SOCIAL MEDIA IN THE MIDDLE EAST

Facebook

We received these insights from Facebook Audience Insights, and we can tell that Egypt is has the highest number of users on the platform, compared to neighboring Arab countries. Meanwhile, UAE has the highest percentage of English speaking users. In this section, you will be able to identify the most relevant insights about Facebook across KSA, UAE, and Egypt.

Instagram

We received these insights from Facebook Audience Insights, and we can tell that KSA is the most active on Instagram, as it has the largest number of active users. Meanwhile, Egyptian users were the most precise about its usage of Instagram, as they were the most active in gaming, fashion, food, news, music, and travel. In this section, you will be able to identify the most relevant insights about Instagram across KSA, UAE, and Egypt.

Twitter

We received these insights from Twitter Audience Platform, and we can tell that KSA is the most active on Twitter, as it has the largest number of active users. Meanwhile, Egypt and UAE had the exact number I. In this section, you will be able to identify the most relevant insights about Twitter across KSA, UAE, and Egypt.

Snapchat

We received these insights from Snapchat Ads. tool, and we can tell that Saudi users are big fans of the platform. Interesting enough, they like it enough to make up 9% of the worldwide number of users of the platform. In this section, you will be able to identify the most relevant insights about Snapchat across KSA, UAE, and Egypt.

Linkedin

We received LinkedIn insights from LinkedIn. This section will allow you to know the most active country on the platform, and important percentages that relate to the majority of positions in each country. Interesting enough, UAE is has the highest number of active users, compared to Egypt and KSA.

facebook

Kingdom of Saudi Arabia

16m. Saudis are active on Facebook, most of them are male users. A majority of them are interested in publishing content about games and fashion shopping.

KSA

Active users	16m		Android Owners	11m
English Users	10m		Android Male	8.9m
Arabic users	8m		Android Females	2.2m
Male	12m		Online Expats	3.9m
Female	3.4m		Online Expats females	850m
Generation X	3.6m		Online Expats Males	3m
GENX Male 37 - 65+	2.9m		Shopping & Fashion	8.6m
Genx Female	720K		Fitness Enthusiasts	3.3m
Millennials 18 - 40	13m		Foodie	4.9m
Millennials Male	10m		Gamers	9m
Millennials Female	2.9m		News Watchers	5.2m
Iphone Owners	3.1m		Music Fans	5.3m
Iphone Male	2.1m		Travel	2.7m
Iphone Female	990K			

These estimates are from Facebook Audience Insights

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facebook

United Arab Emirates

The majority of Facebook users in UAE published their content in English. The majority of users accessed the platforms from their Android phones. Expats were 6.3m out of 8.5m active users in the country.

Active users	8.5m	
English Users	7.8m	
Arabic Users	2.1m	
Male	6.3m	
Female	2.2m	
Generation X	2.2m	
GENX Male 37 - 65+	1.6m	
Genx Female	580k	
Millennials 18 - 40	7.1m	
Millennials Male	5.2m	
Millennials Female	1.8m	
Iphone Owners	2.1m	
Iphone Male	1.3m	
Iphone Female	800k	

Android Owners	7m
Android Male	5.3m
Android Females	1.6m
Online Expats	6.3m
Online Expats females	1.4m
Online Expats Males	4.8m
Shopping & Fashion	5.6m
Fitness Enthusiasts	3m
Foodie	3.9m
Gamers	4.5m
News Watchers	4m
Music Fans	4m
Travel	8.5m

These estimates are from Facebook Audience Insights

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facebook

Egypt

Egyptian users on Facebook compose a huge base of users that exceeds 35m users. 34m of them publish content in Arabic. The number of male users is double the number of female users. KSA Android users were the vast majority of Egyptian users.

Active users	35m		Android Owners	31m
English Users	9m		Android Male	20m
Arabic users	34m		Android Females	11m
Male	22m		Online Expats	1.4m
Female	12m		Online Expats females	420k
Generation X	8.2m		Online Expats Males	920k
GENX Male 37 - 65+	5.6m		Shopping & Fashion	19m
Genx Female	2.6m		Fitness Enthusiasts	18m
Millennials 18 - 40	29m		Foodie	15m
Millennials Male	18m		Gamers	15m
Millennials Female	11m		News Watchers	10m
Iphone Owners	2.7m		Music Fans	15m
Iphone Male	1.5m		Travel	16m
Iphone Female	1.1m			

These estimates are from Facebook Audience Insights
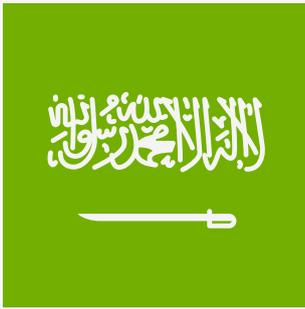
Kingdom of Saudi Arabia

KSA's was one of the most active countries in the region on Instagram. Most of the 12 m. users preferred publishing their content in Arabic. Male users were more active than female users. In general, more users owned Iphones. Their most engaging topic was news, followed by travelling.

Active users	12m		Android Owners	6.9m
English Users	3.7m		Android Male	4.6m
Arabic Users	7.6m		Android Females	2.2m
Male	4.9m		Online Expats	1.9m
Female	2.6m		Online Expats females	520k
Generation X	3.7m		Online Expats Males	1.4m
GENX Male 37 - 65+	2.3m		Shopping & Fashion	4m
Genx Female	1.4m		Fitness Enthusiasts	6m
Millennials 18 - 40	9.5m		Foodie	5.6m
Millennials Male	6.2m		Gamers	4.4m
Millennials Female	3.3m		News Watchers	1.9m
Iphone Owners	7.2m		Music Fans	3.9m
Iphone Male	4.2m		Fashion	4.6m
Iphone Female	2.9m		Travel	5.1m

These estimates are from Facebook Audience Insights

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United Arab Emirates

Most of Emirati users on Instagram preferred to publish their content in English. Meanwhile, most of them used Android phones* with more than 2.2m users. Shopping and Fashion, and food were the most interesting interactive topics on the platform in UAE.

Active users	3.3m		Android Owners	2.2m
English Users	2.6m		Android Male	1.4m
Arabic Users	1.1m		Android Females	740k
Male	2.1m		Online Expats	2.4m
Female	1.3m		Online Expats females	900k
Generation X	940k		Online Expats Males	1.5m
GENX Male 37 - 65+	560k		Shopping & Fashion	2.2m
Genx Female	370k		Fitness Enthusiasts	2.3m
Millennials 18 - 40	2.7m		Foodie	2.2m
Millennials Male	1.7m		Gamers	2.1m
Millennials Female	1m		News Watchers	1.3m
Iphone Owners	1.8m		Music Fans	2m
Iphone Male	1m		Fashion	1.9m
Iphone Female	800k		Travel	2.2m

These estimates are from Facebook Audience Insights

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Egypt

The vast majority of Egyptian Instagram users utilized Android phones. Male users were the most active. The main topics that interest Egyptians on Instagram are online shopping, followed by games.

Active users	11m		Android Owners	9.7m
English Users	4.2m		Android Male	5.8m
Arabic Users	10m		Android Females	3.9m
Male	6.3m		Online Expats	490k
Female	4.3m		Online Expats females	310k
Generation X	1.8m		Online Expats Males	190k
GENX Male 37 - 65+	1.1m		Shopping & Fashion	8.6k
Genx Female	670k		Fitness Enthusiasts	8.7k
Millennials 18 - 40	8.3m		Foodie	8.2m
Millennials Male	4.9m		Gamers	8.3m
Millennials Female	3.2m		News Watchers	5.8m
Iphone Owners	1.7m		Music Fans	8m
Iphone Male	940k		Fashion	7.4m
Iphone Female	700k		Travel	8m

These estimates are from Facebook Audience Insights
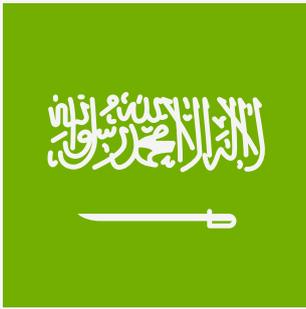
Kingdom of Saudi Arabia

KSA had the highest number of active Twitter users compared to UAE and Egypt. The majority of Saudi users prefer to publish their content in Arabic. Millennials are the majority of users in KSA, so are males.

Active users	11M		Iphone Male	3M
English Users	663K		Iphone Female	2M
Arabic Users	3M		Android Owners	3M
Male	7M		Android Male	2M
Female	4M		Android Females	870K
Generation X	901K		Fitness Enthusiasts	1M
GENX Male	717K		Fashion	6M
Genx Female	175K		Foodie	755k
Millennials	6M		Gamers	1M
Millennials Male	4M		Music fans	5M
Millennials Female	2M		Travel	1M
Iphone Owners	5M			

These estimates are from Twitter Audience Platform

United Arab Emirates

The majority of Twitter users in UAE prefer to publish their content in English rather than Arabic. Also, most of those who use Twitter are most interest in fitness and sports.

Active users	2M		Iphone Male	817K
English Users	754k		Iphone Female	357K
Arabic Users	666k		Android Owners	1M
Male	1M		Android Male	652k
Female	681k		Android Females	320K
Generation X	493k		Fitness Enthusiasts	234K
GENX Male	356k		Fashion	367K
Genx Female	134k		Foodie	155K
Millennials	1M		Gamers	261K
Millennials Male	775K		Music fans	1M
Millennials Female	454k		Travel	295K
Iphone Owners	1M			

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Egypt

Compared to other platforms, a small number of Egyptians are active on Twitter. The majority are males and publish their content in Arabic. Meanwhile, their favorite topic is music.

Active users	2M	Iphone Male	418K
English Users	420k	Iphone Female	212K
Arabic Users	1M	Android Owners	1M
Male	1M	Android Male	828K
Female	791k	Android Females	350K
Generation X	1.5M	Fitness Enthusiasts	247K
GENX Male	1M	Fashion	976K
Genx Female	447	Foodie	60K
Millennials	688K	Gamers	157K
Millennials Male	462K	Music fans	1M
Millennials Female	212K	Travel	119K
Iphone Owners	643K		

These estimates are from Twitter Audience Platform

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Kingdom of Saudi Arabia

Snapchat insights are slightly different from the norm. Saudi users are really active on the platform, and the majority of them are female users. Most of Saudi users who use Snapchat are Iphone users.

Active users	14M		Android Owners	5M
English Users	2M		Android Male	2M
Arabic Users	12M		Android Females	2M
Male	5.5M		Shoppers	1.4M
Female	6.5M		Fitness Enthusiasts	1.5M
Generation X	2.3M		Foodie	2.2M
GENX Male	1M		Gamers	2.8M
Genx Female	1M		News Watchers	3.6M
Millennials	10M		Music Fans	5.1M
Millennials Male	4.2M		Sports Fan	8M
Millennials Female	5.4M		Fashion Style	5.8M
Iphone Owners	7.5M		Women Lifestyle	3.2M
Iphone Male	3.2M		Travel	1.5M
Iphone Female	3.7M			

These estimates are from Snapchat Ads.Tool

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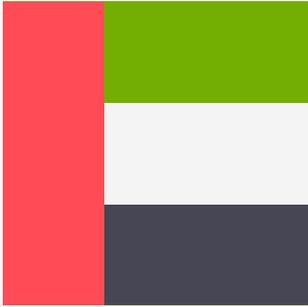
United Arab Emirates

Female users were the most active on Snapchat in UAE. The country had the lowest number of Android users, and millennials also were the majority of users.

Active users	2M		Android Owners	650K
English Users	1M		Android Male	250K
Arabic Users	1M		Android Females	300K
Male	825K		Shoppers	NA
Female	1M		Fitness Enthusiasts	NA
Generation X	400K		Foodie	NA
GENX Male	175K		Gamers	NA
Genx Female	200K		News Watchers	NA
Millennials	1.6M		Music Fans	NA
Millennials Male	675K		Sports Fan	NA
Millennials Female	825K		Fashion Style	NA
Iphone Owners	1.1M		Women Lifestyle	NA
Iphone Male	475K		Travel	NA
Iphone Female	600K			

These estimates are from Snapchat Ads.Tool

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Egypt

Egyptians weren't much fond of Snapchat, at least not as much as Saudi users. Millennials tend to be the most active and the majority of Snapchat users in Egypt.

Active users	2.7M		Android Owners	2M
English Users	1.2M		Android Male	450K
Arabic Users	1.3M		Android Females	1.1M
Male	700K		Shoppers	NA
Female	1.2K		Fitness Enthusiasts	NA
Generation X	200K		Foodie	NA
GENX Male	75K		Gamers	NA
Genx Female	100K		News Watchers	NA
Millennials	2.6M		Music Fans	NA
Millennials Male	650K		Sports Fan	NA
Millennials Female	1.3M		Fashion Style	NA
Iphone Owners	600K		Women Lifestyle	NA
Iphone Male	250K		Travel	NA
Iphone Female	300K			

These estimates are from Snapchat Ads.Tool

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LinkedIn

Kindom of Saudi Arabia

LinkedIn users from KSA and diversified enough between Top and middle managerial levels. The remarkable insights is that Saudi female users are the least prominent on the platform.

Active users	3M
Male	1.9M
Female	360K
Seniors	630K
Managers	200K
Director	84K
VP	43K
CXO	32k
Partner	20K

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LinkedIn

United Arab Emirates

UAE had the highest number of users compared to Egypt and KSA. Given that the country is a business hub in the region, all the positions were present with a high percentage.

Active users	3.5M
Male	2M
Female	800K
Seniors	920K
Managers	280K
Director	160K
VP	100K
CXO	61K
Partner	19K

These estimates are from LinkedIn Marketing Solutions

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LinkedIn

Egypt

Egypt had almost the same number of LinkedIn users as Saudi Arabia. However, a very small number of users are identified as "partners", While Egyptian females were slightly more than females from KSA.

Active users
3M

Male
1.9M

Female
670K

Seniors
670K

Managers
170K

Director
87K

VP
52K

CXO
35K

Partner
6K

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Instagram in 2017

In this section, you will find relevant Instagram's general global insights and specific ones that reveal users' behaviors in KSA and UAE.

Most Instagrammed cities of 2017

Saint Petersburg

New York

Paris

Moscow

London

Los Angeles

Sao Paulo

Barcelona

Istanbul

Jakarta

Most followed celebrities in 2017 globally

01 Selena Gomez
130M+ Followers

02 Ariana Grande
115M+ Followers

03 Cristiano Ronaldo
115M+ Followers

04 Beyoncé
108M+ Followers

05 Kim Kardashian West
104M+ Followers

06 Taylor Swift
104M+ Followers

07 Kylie Jenner
99.5M+ Followers

08 Dwayne Johnson
96M+ Followers

09 Justin Bieber
93.9M+ Followers

10 Kendall Jenner
84.8M+ Followers

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Most GEO Tagged locations in Saudi Arabia

This locations were the most tagged ones by users in KSA

Arbat Street

Medina

Mecca, The Holy Mosque

Dammam

Tabuk

Jeddah

Taif

Riyadh

Khobar
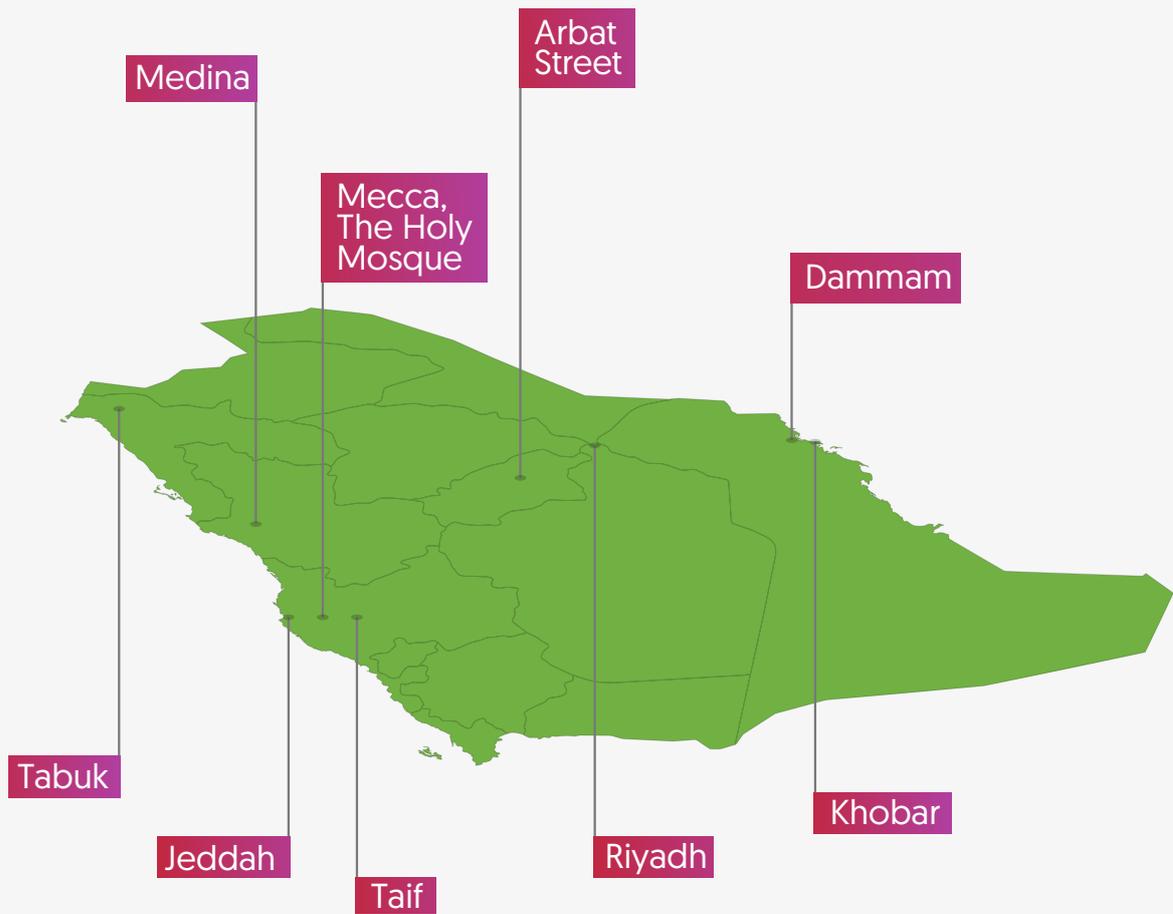
The Saudi's can definitely make a topic go viral

top hashtags of 2017 in Saudi Arabia

#رومنسيه	#gamer	#بنات_الخرج	#arts	#ساعات نسائية
#likesforlikes	#ولادة	#بلجرشي	#تلمبر	#نوتيلا

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Most used filters in KSA

Out of 23 filter Instagram provides, those were KSA's favorites

Clarendon

Normal

Gingham

Juno

Lark
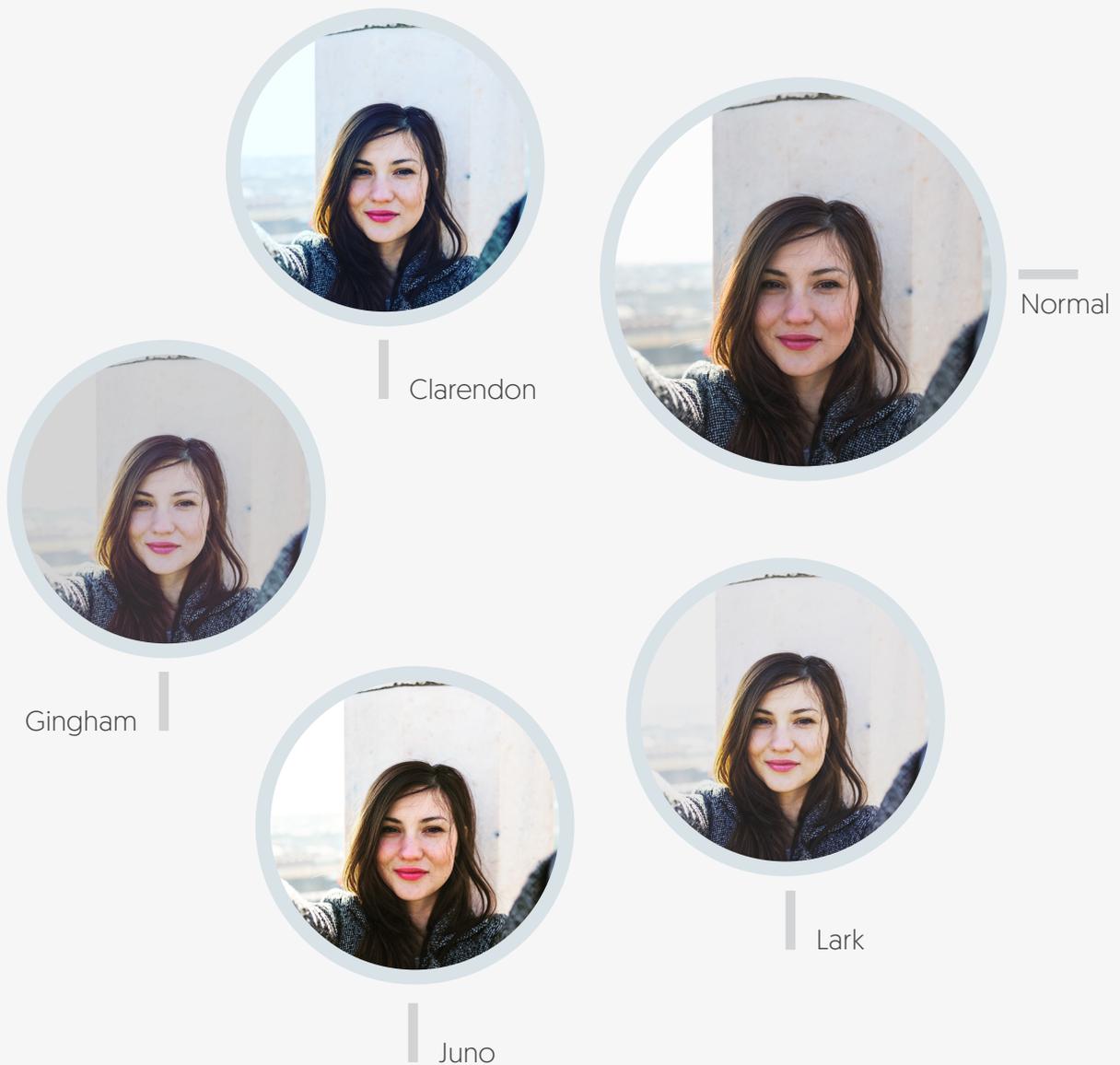
Most active days for Saudis on Instagram

Most days Instagram has been used on in KSA

6/6/17

6/9/17

6/7/17

9/5/17

2/10/17

9/6/17

5/26/17

9/4/17

2/11/17

6/5/17

Most viewed videos in KSA
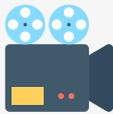
Saudi Instagramers also showed they are talented videographers with the top 5 videos on Instagram in Saudi Arabia reaching almost 2 Million views including everything from prank videos & comedy sketches to music covers.

Instagram users with the most viewed stories in KSA

aylenmilla

as.zd6

about.her.ksa

abodybad

warchieff

Most GEO tagged locations
in United Arab Emirates

Burj Al Arab

City Walk Dubai

Madinat Jumeirah

Dubai Mall

Atlantis The Palm

At the Top, Burj Khalifa

Burj Khalifa

Dubai Marina

Jumeirah Beach

Mall of the Emirates

Dubai Miracle Garden
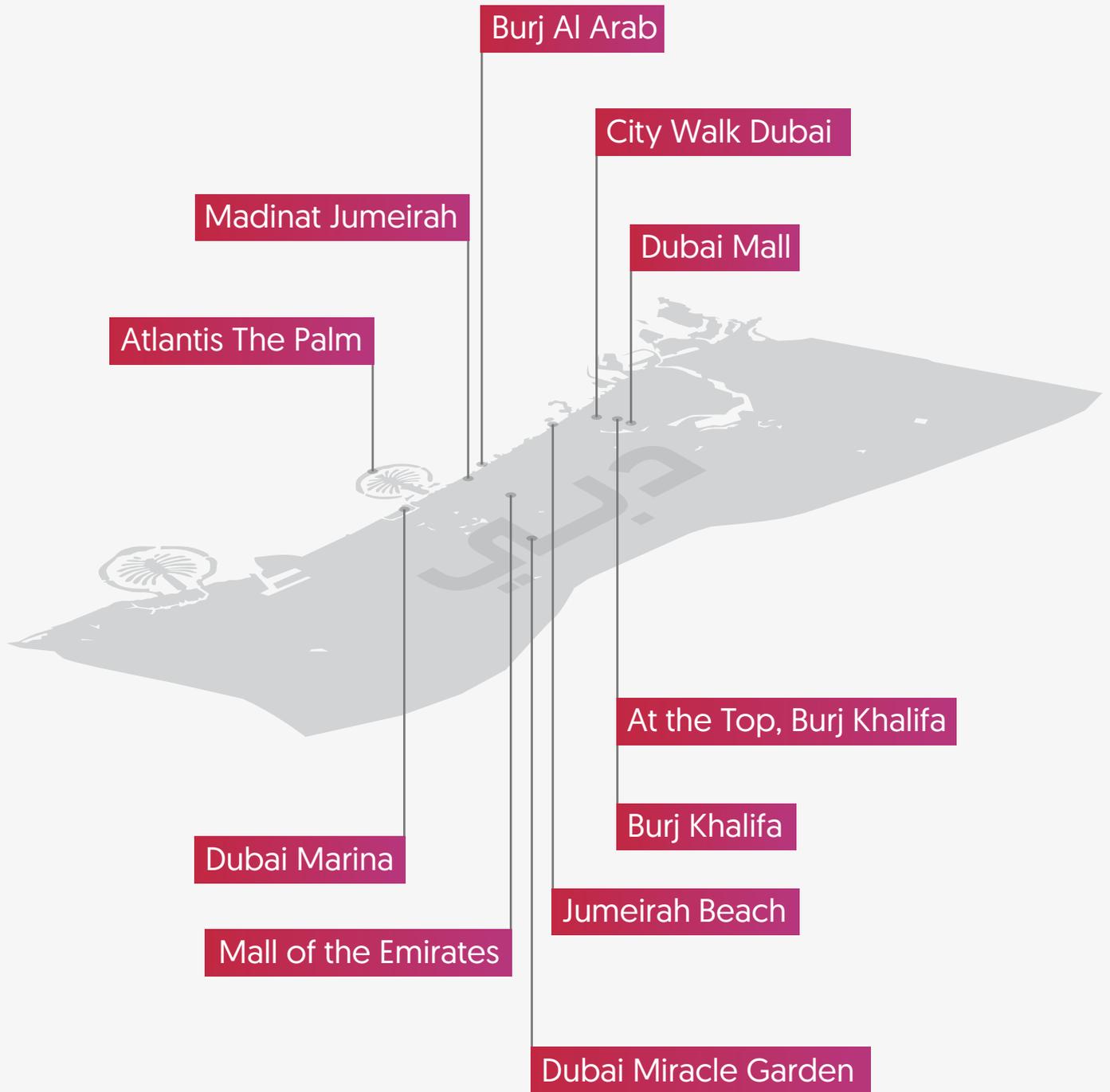
The most used hashtags in
United Arab Emirates

English

#dubai #uae #mydubai

#abudhabi #instagood #dxb

#fashion #travel #photooftheday #photography

Arabic

#العين #الشارقة #ابوظبي

#الامارات #دبي #الكويت

#السعودية #قطر #الفجيرة #عجمان

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Most used filters in United Arab Emirates

Out of 23 filter Instagram provides,
those were UAE's favorites

Clarendon

Normal

Gingham

Juno

Lark

Most active days for Emiratis on Instagram

Most days Instagram has been used on in UAE

9/2/17	9/5/17	8/11/17
9/3/17	9/1/17	6/25/17
9/4/17	9/6/17	5/26/17
		8/31/17

Instagram users with the most viewed stories in UAE

hudabeauty

faz3

bin_baz

joellembc1

gagaaljasmi

STATE OF SOCIAL MEDIA

INDUSTRIES' ANALYSIS

We have conducted thorough analysis for 8 industries and their social media related statistics across various social media platforms and countries. The industries we included in the analysis are fintech, automotive, media, finance, banking, e-commerce, ride-hailing & telecommunication, in addition to a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. We explored various social media metrics such as reach, engagement, sentiments, preferred platforms, preferred languages, location, sentiment, & more. We also evaluated the different metrics in accordance to gender of user as well as business accounts. Please refer to the index to find the analysis of every industry.

FINTECH

The analysis is based on 26 fintech companies' social accounts + Queries that crawled all online posts and activities related to fintech in the middle east.

	Mentions	Active Engagement gained	Likes	Engagement Rate	Active People Engaged
Total	39,588	53,487	170,415	30.98	53,487
Per day	108.5	146.5	466.9	-	146.5

2017 for the Fintech Industry

Overall, the Fintech social media activity in the MENA region is still very low compared to other industries. Yet, one cannot neglect the drastic improvement 2017 brings compared to 2016. In a nutshell, the number of interactions tripled in 2017.

Despite Fintech penetration being low in the MENA region, Social accounts from the industry received more than 8K interactions in 2017, which is triple the number of interactions received in 2016. In addition to the rate of interactivity of users which indicates the increase in users' interest in the industry, the number of unique users who tweeted and posted about Fintech has also undergone a huge change from 1.06K in 2016 to 34.9K in 2017.

This huge jump of 35x means that more people were posting original content on Fintech. The increase in number of interactions and unique users, doesn't necessarily convey the number of people who use Fintech services, yet it shows that 2017 is a milestone in raising awareness about the industry in the MENA region.

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Which Countries Contributed Most To The Fintech Buzz

Canada
2.30%

KSA
25.67%

Iran
2.41%

USA
14.26%

Jordan
3.69%

UK
6.88%

France
2.04%

UAE
14.26%

India
3.05%

Egypt
7.45%
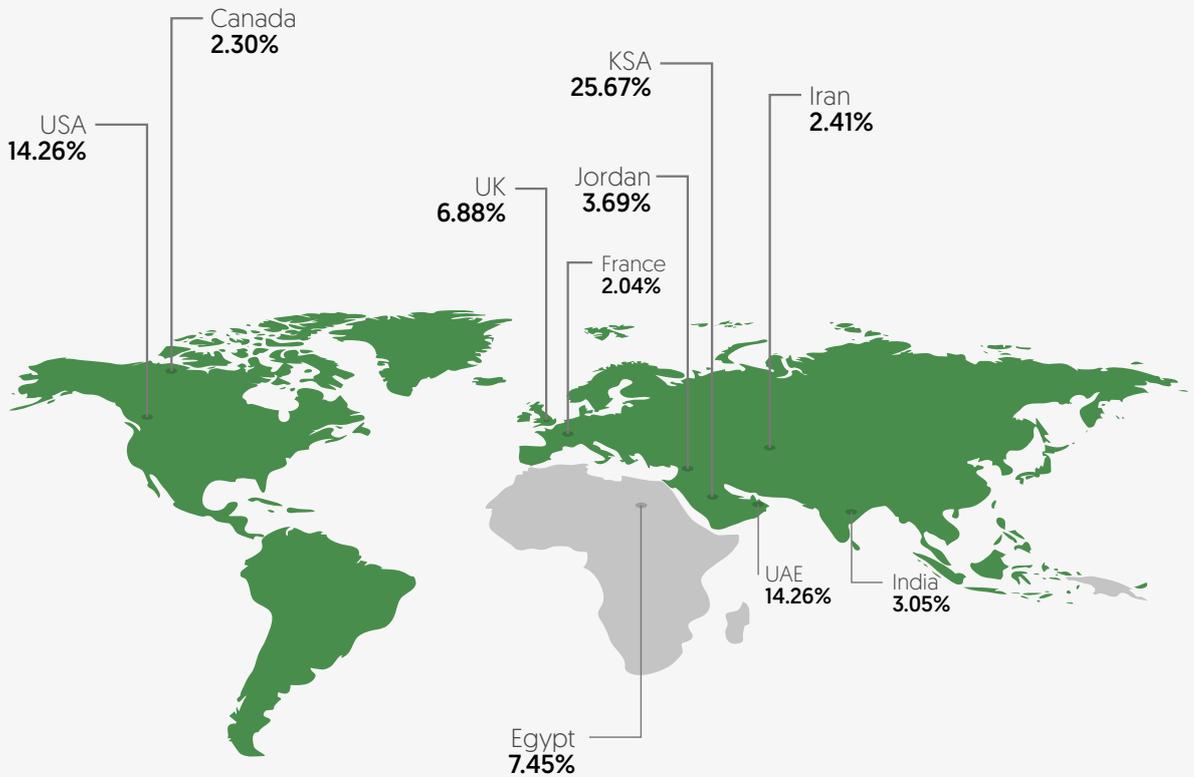
As the social media activities related to Fintech have been through a huge growth in the MENA region, Saudi Arabia has undergone the highest growth rate.

Countries' Growth Rates

Egypt
60%

Saudi Arabia
333%

Jordan
-76%

UAE
-54%
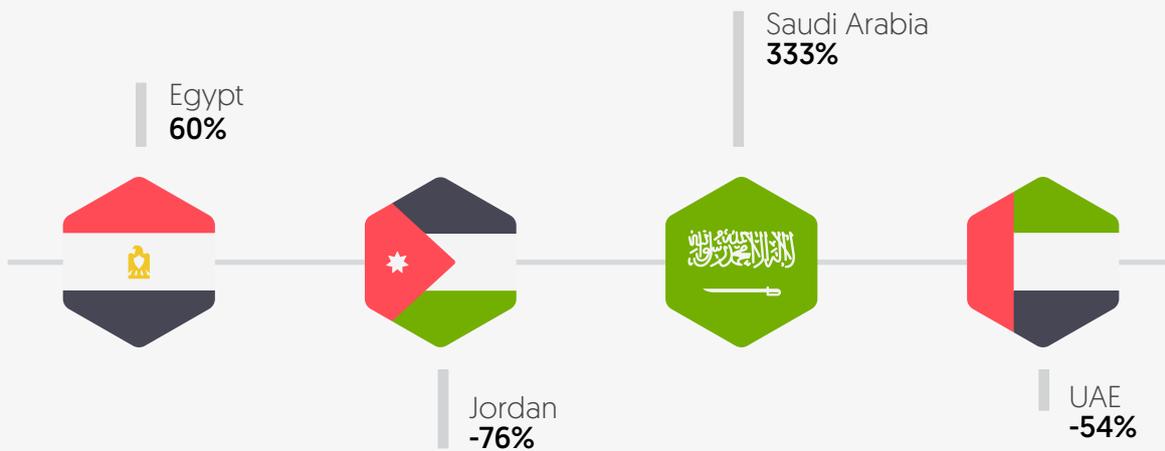
If we take a look at the Fintech online content, we will realize that Saudi Arabia had undergone a drastic growth from 6% to 25.67%, which is a 333% increase. UAE and Jordan had negative growth rates compared to 2016, Egypt had a modest growth of 60%.

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Males, Females, & Businesses... Which Contributed More? and Where?

Legend:
- Business
- Female
- Male

Egypt: 43% (Male), 7% (Female), 50% (Business)
Jordan: 29% (Male), 6% (Female), 65% (Business)
KSA: 77% (Male), 6% (Female), 18% (Business)
UAE: 30% (Male), 6% (Female), 64% (Business)
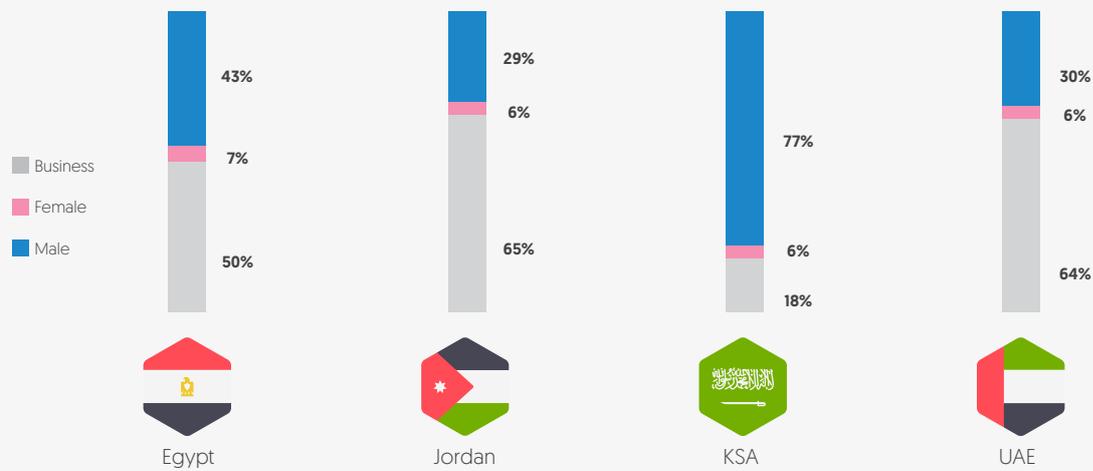
Business Accounts

In the MENA region, business accounts in jordan were the most active in all countries in the Middle East except KSA, where Fintech activity was dominated by male users.

Male Users VS. Female Users

Across the MENA region, females were the least active in in the social media activities related to the Fintech industry. On the contrary, Male users' activities dominated over the buzz in KSA, where they owned 77% of the buzz.

Which Language Was Used In The Fintech Industry?

Users in every country seem to be comfortable using a specific language even if it's not their mother tongue. By experience, social media analysts tend to know which languages are prefered in each country. However, language might be surprising according to every industry. Here's the percentage of Arabic Vs. English in each country.

Legend:
- Arabic
- English

Egypt: 20% (English), 80% (Arabic)
Jordan: 39% (English), 61% (Arabic)
KSA: 13% (English), 87% (Arabic)
UAE: 81% (English), 19% (Arabic)

The majority of users across the region used Arabic to publish their content and tweets about Fintech services. Meanwhile, 81% of activities in UAE were published in English, as UAE is a very diverse country, and reaching the largest number of prospective customers must be through English content.

Are Users Satisfied?

One of the main perks of analyzing user-generated content on social media is collecting insights about users' feedback. Since many users tend to post neutral content on social media platform, analysts and researchers eliminate this content in order to know the sentiment that dominated over a brand, a topic, or an industry.

	Egypt	Jordan	KSA	UAE
Positive	4%	3%	5%	4%
Negative	3%	1%	9%	1%

■ Positive   ■ Negative
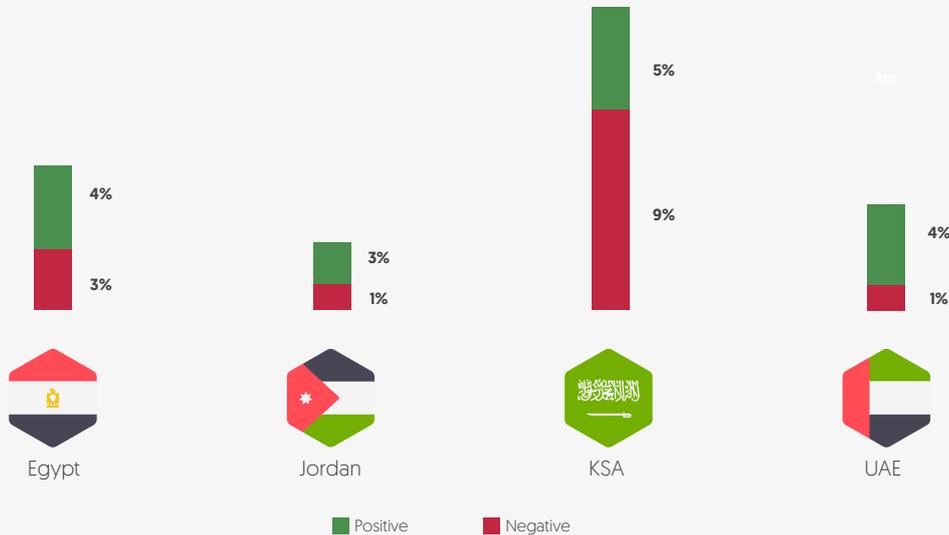
Users from Saudi Arabia published the highest number of sentimental posts, which composed 14% of Fintech activities. On the other hand, Jordan was the lowest in sentiment, where no more than 5% of Jordan's content revealed a sentiment at all.

As shown in the graph above, Saudi users weren't very satisfied with the industry, unlike their counterparts in other countries, where the positive sentiment dominated user-generated content. Negative content composed 9% of the Saudi buzz, as opposed to positive content that composed 5% of the overall buzz.

Which Platforms Were Used in the Fintech Industry?

A huge part of online marketing relies on understanding how every social platform is utilized to serve a business. In addition, it is essential to know which platforms are favoured by users and industries. In this section, you will get a much deeper analysis of each channel.

Twitter
79.68%

Facebook
4.74%

Instagram
7%

Forums
0.14%

News
5.74%

Blogs
2.7%

Almost 80% of activities were on Twitter. Instagram came as the second most engaging platform containing 7% of the whole buzz. Thanks to public pages, Facebook was the 4th network and the 3rd most used social media platform in the buzz. When it comes to websites, news websites took the lead by posting news articles about Fintech with a percentage even higher than Facebook's public pages. Public forums were the least utilized platforms by online users.

Which Platforms Were Preferred by Personal Accounts & Business Accounts

Male	Female	Business
45.58%	**11.35%**	**43.07%**
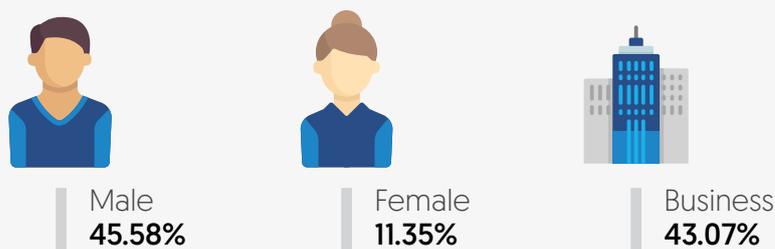
Business Accounts

Overall, 2017 wasn't much different from 2016 regarding gender participation. In 2016, most of the posts were created by business accounts rather than individuals. Business accounts dominated all activities in all channels except for Facebook and Twitter where activities were dominated by male users.

	Blogs	Facebook	Forums	Instagram	News	Twitter
Business	80%	45%	82%	56%	89%	33%
Male	14%	50%	18%	31%	6%	54%
Female	6%	5%		13%	5%	13%

Female ◼ Male ◼ Business
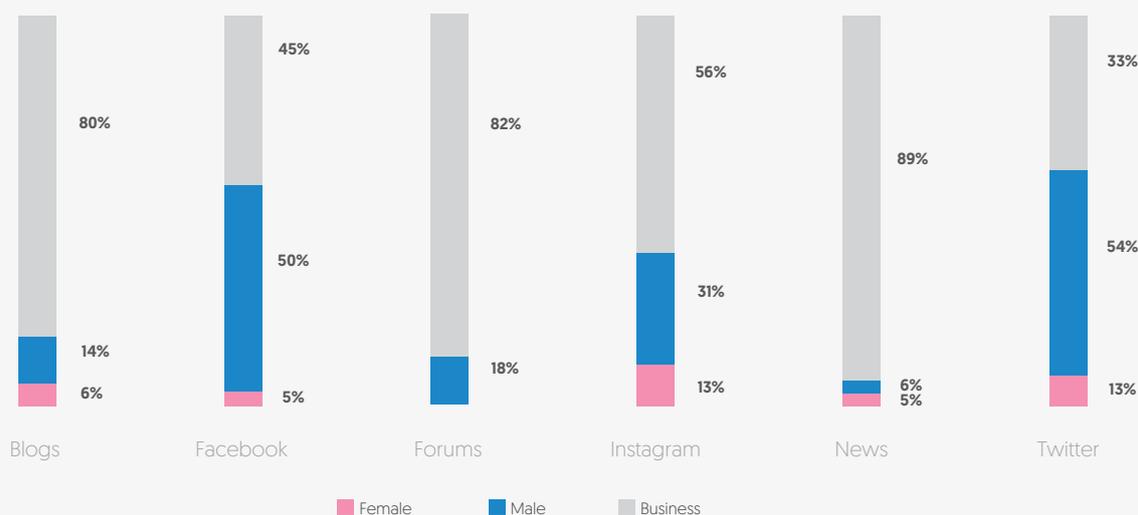
Male Users VS. Female Users

Female users seem to be uninterested in Fintech, as their contribution to the activities of the industry did not exceed 11.5%. Male individuals , on the contrary, dominated all the activities by ranking higher on Twitter and Facebook, to own more than 50% of the activities.

Did Sentiment Change from One Platform to Another?

Blogs
- 80% Neutral
- 14% Positive
- 6% Negative

Facebook
- 45% Neutral
- 50% Positive
- 5% Negative

Foums
- 82% Neutral
- 18% Positive

Instagram
- 55% Neutral
- 31% Positive
- 14% Negative

News
- 86% Neutral
- 9% Positive
- 5% Negative

Twitter
- 33% Neutral
- 54% Positive
- 13% Negative

■ Negative   ■ Positive   ■ Neutral
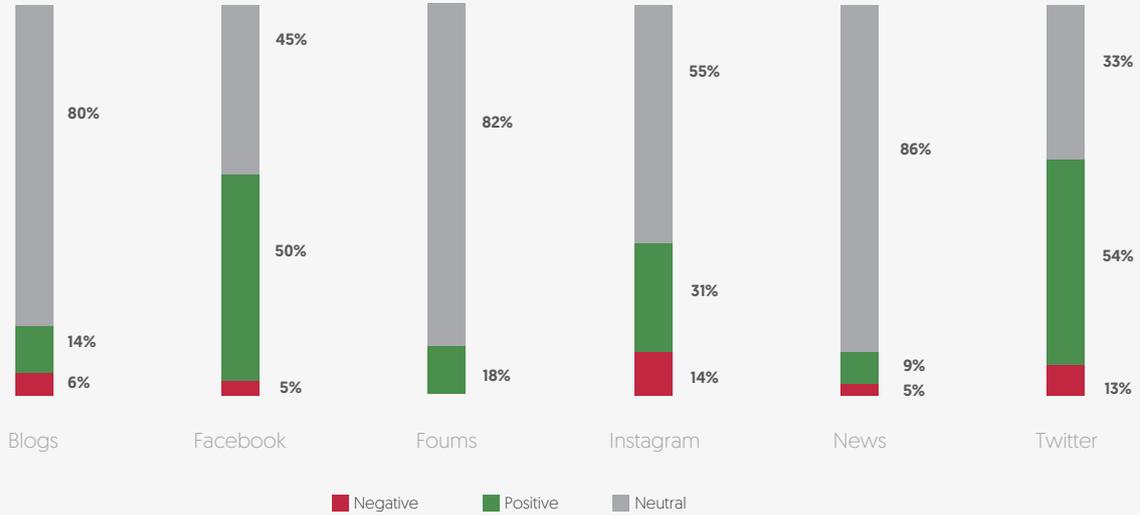
Most of user-generated content on social media was neutral. Facebook and Twitter had the largest sentimental buzz. Users across the region resorted to Facebook and Twitter to display their satisfaction through posting and tweeting positive reviews and opinions. Twitter had the highest positive activities which composed 54% of the platforms content.

Did Sentiment Change Across Different Genders?

Male
- 2%
- 8%

Female
- 5%
- 9%

■ Negative
■ Positive
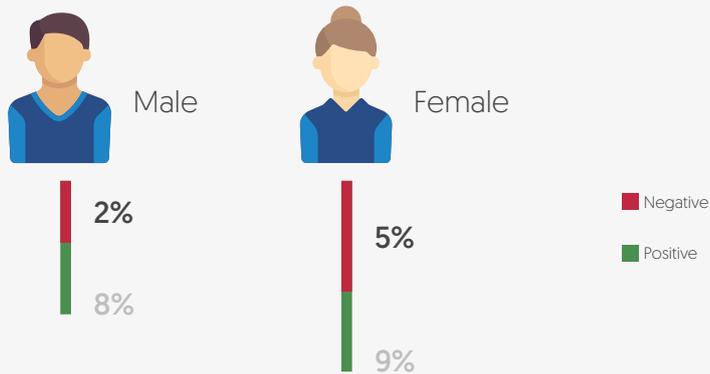
Male users' activities are more positive towards Fintech than females'. In general, males were more sentimental than female users, having 11% of their activities resembling an opinion compared to Females with 8%.

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Language Preference Across Different Genders

Most genders prefered to publish their content in English. Although this goes deeper beyond just a statistic, it shows that users across the region prefer to discuss business and finance in English. Unlike 2016, Arabic got 6 times more popular in the MENA region as 38% of the published content was in Arabic, while no more than 6% of online content on Fintech was in Arabic in 2016. This might be an indicator that 2017 was a turning point for Fintech companies that started launching their services in Arabic as well.

Arabic
English

Male	Female	Business
19%	**19%**	**34%**
81%	81%	66%
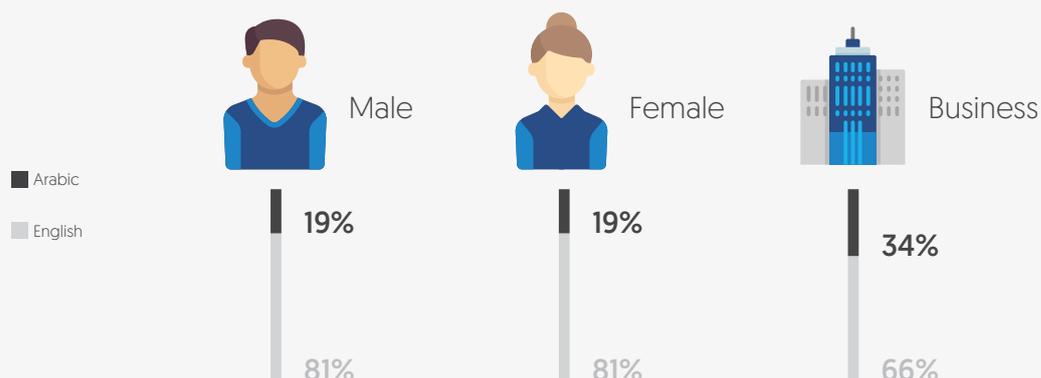
Business Accounts

Business accounts, unlike male and female individuals, were more comfortable to tweet and post in Arabic. Given that these pages are official ones, and they originate from the Middle East, it only makes sense that a large portion of their content must be published in Arabic. We can safely assume that this increase of Arabic content to 34% may be caused by the launch of new Fintech services in Arabic.

Male Users VS. Female Users

Male users and female users' contributions were exactly the same as 81% of both genders prefered to publish their content in English, while only 19% tweeted and posted in Arabic.

Arabic & English Content

| English	Arabic
61.59%	**38.41%**
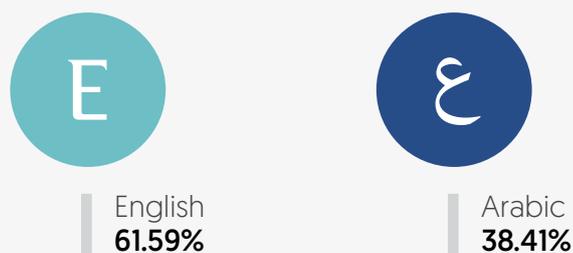
How Did Genders Utilize English & Arabic?

Business accounts had already consumed most of the buzz in Arabic as well as English. Yet, When we analyze genders' contribution to each language, we realize that activities in English were owned by business accounts with 62% followed by males with 30% and finally females with 8%. As per Arabic content, 73% of the activities were also published by business accounts followed by 24% by males and finally 3% female accounts.

E

ع

- Female
- Male
- Business

8%

30%

62%

3%

24%

73%
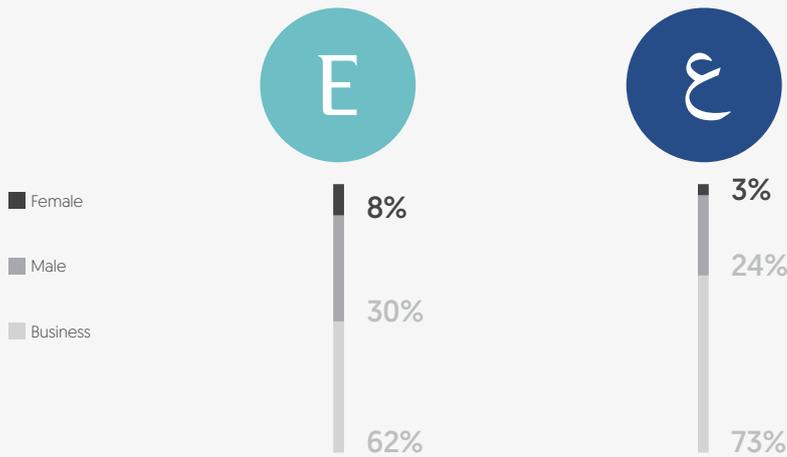
Does Language Differ From One Channel to Another?

E

ع

- Blogs
- News
- Facebook
- Instagram
- Twitter

1%
4%
3%
11%

81%

4%
5%
8%

83%
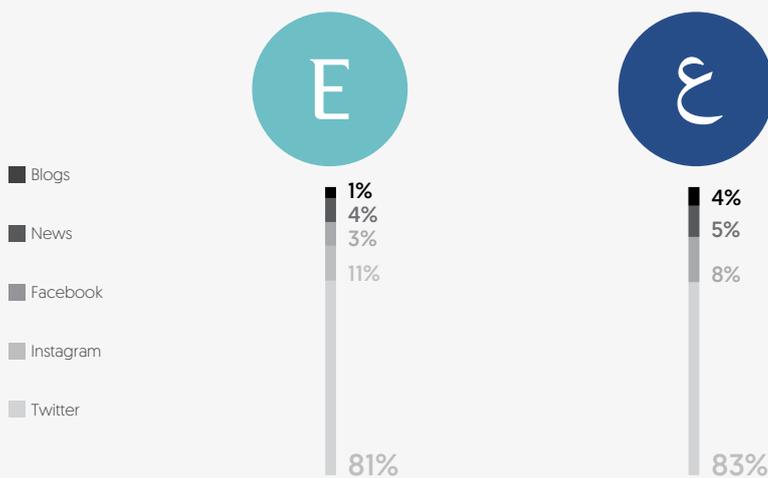
Twitter was the most used network in both languages. 11% of Arabic activities were on Facebook while there were no English activities on Facebook at all. 5% of the English Activities were created on Instagram. English was a prefered language for news websites, blogs, and Instagram users.

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Sentiment Analysis of Fintech Content

Overall, sentiment is neutral in 2017 similar to how it was in 2016. About 2.5% of the sentiment in 2017 was negative. While this is a low percentage, it is still important to address concerns of users with negative sentiment as these could turn into a negative campaign.


+	-	~
Positive **5.89%**	Negative **2.54%**	Neutral **91.57%**
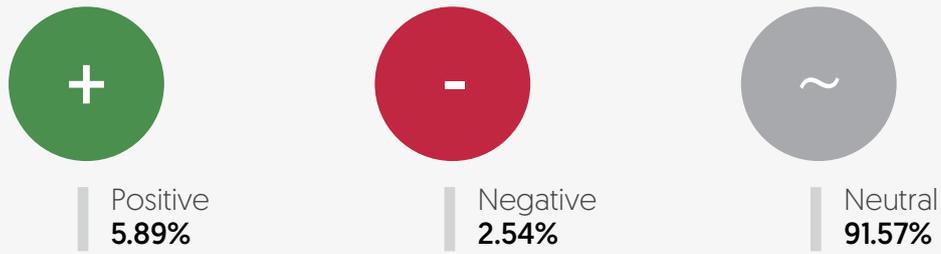
Which Sentiment Was Dominated By Which Gender?

Male users were more sentimental in their activities than female users. That had to lead to male domination in both negative and positive content. But for neutral sentiment, business was the highest.


■ Business
■ Female
■ Male

Positive: 18% / 82%

Negative: 9% / 91%

Neutral: 47% / 11% / 41%

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Was Sentiment Expressed Differently on Various Channels?

+ Positive

- Negative

~ Neutral

■ Blogs
■ News
■ Facebook
■ Instagram
■ Twitter

Positive
1%
1%
4%
21%
73%

Negative
1%
25%
7%
67%

Neutral
3%
7%
4%
6%
80%
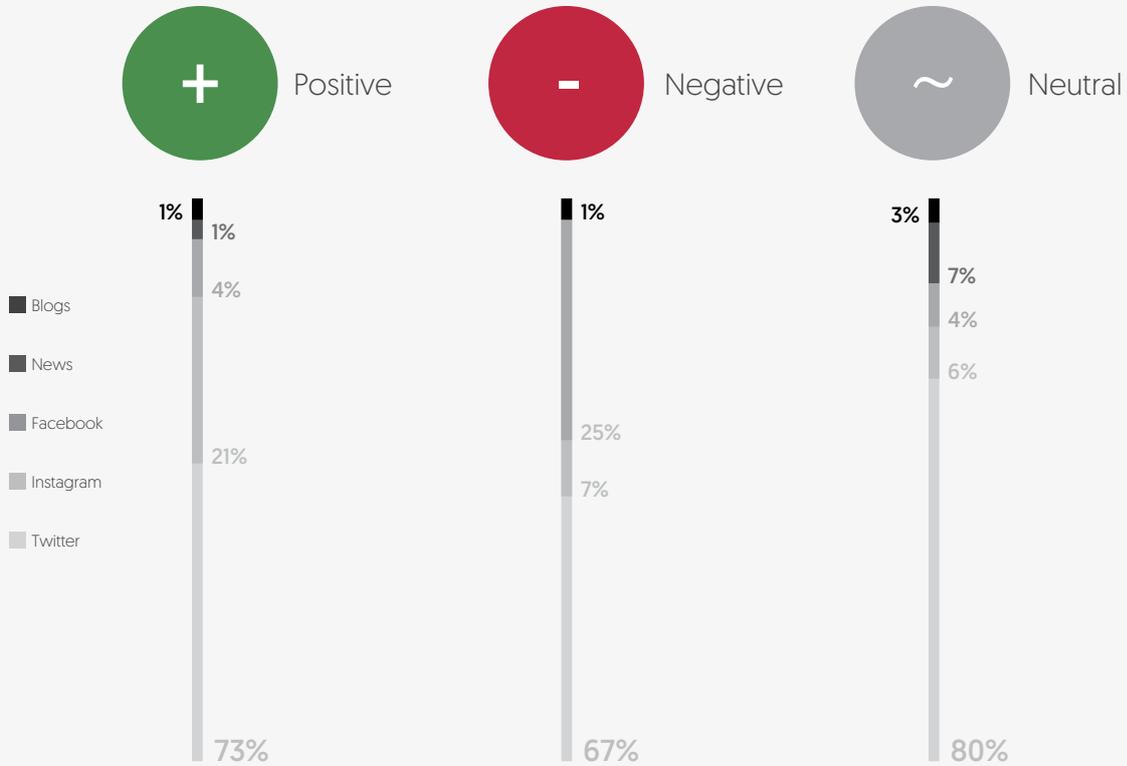
Twitter was the most sentimental channel. Moreover, Twitter users' activities were more positive than negative towards Fintech topics on Twitter. On the other hand, news channels were the least sentimental.

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AUTOMOTIVE

The results are based on

The data in this chapter on the automotive industry is based on our analysis of the top 9 automotive social media accounts and top 15 car brands in UAE.

Overview of MENA Region Activities

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	149,262	496,187	18,308,105	57%	222,160
Per day	409	1,359	50,159	-	608
Per hour	17	57	2,089	-	25

Top MENA Contributors to UAE Automotive Industry Buzz

Although the monitored pages and brands originated specifically from UAE, users from several countries across the region, including non-Arab countries, contributed to the buzz by mentioning and interacting with these pages, brands, and topics.

Kuwait
6.3%

Turkey
2.4%

Egypt
2.5%

UAE
60.7%

Qatar
2.4%

KSA
9.3%
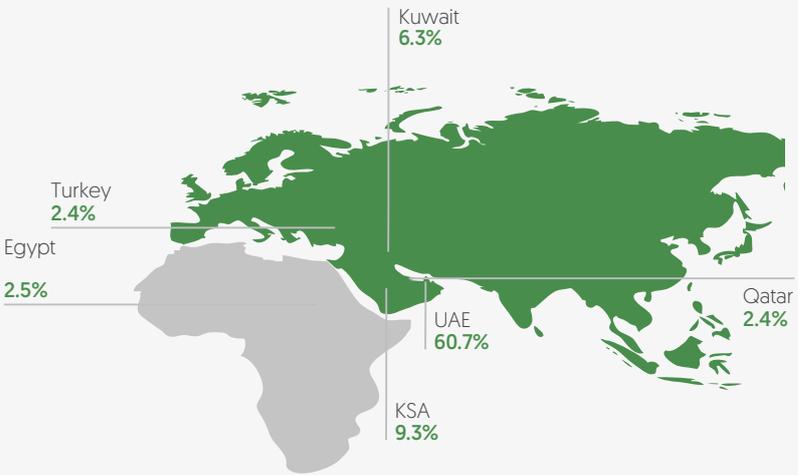
As shown previously, almost 61% of the user-generated content was published from UAE. The rest was composed of contributions from other countries such as Saudi Arabia, Kuwait, Egypt, Turkey, and Qatar. Saudi Arabia and Kuwait were the most active countries by contributing with 9.3% and 6.3% of the interactions, respectively.

Cars, Gender, & Location

	UAE	KSA	Kuwait	Egypt	Turkey	Qatar
Male	32.1%	41%	54%	53.4%	74.5%	34.8%
Business	62%	57.8%	44%	42.6%	22.3%	60.2%
Female	5.1%	1.2%	1.6%	4%	3.2%	5%

Legend: Female | Business | Male
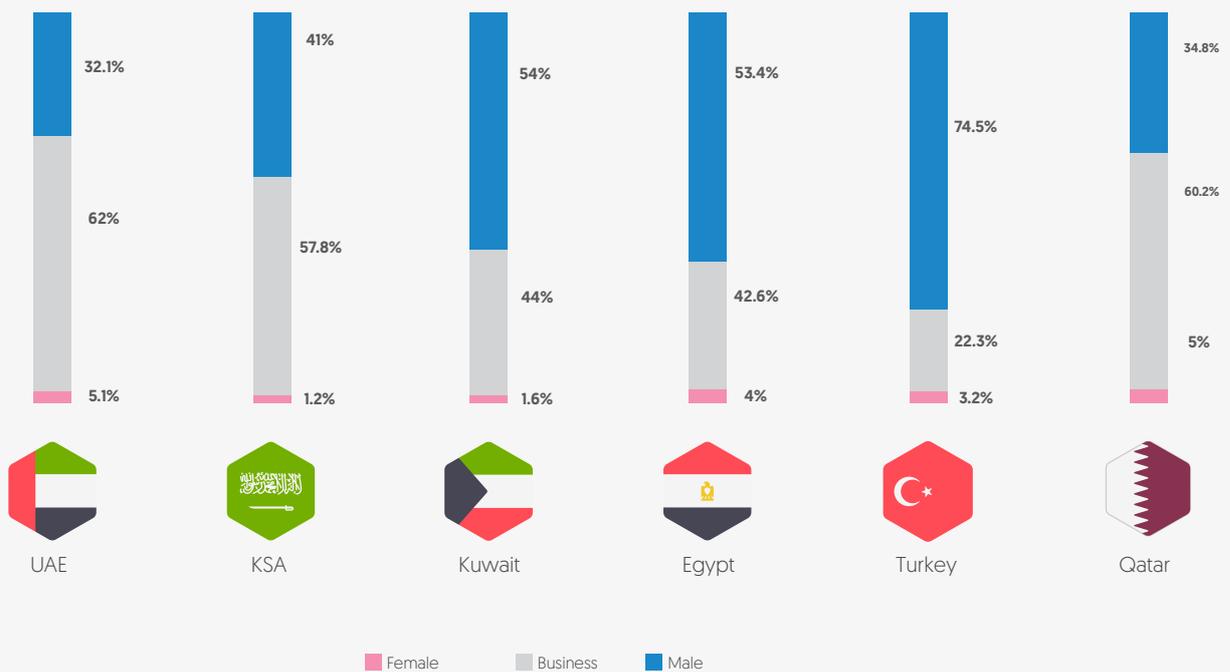
Business Accounts

Of course, UAE business accounts were the highest, making up more than 62% of the country's overall buzz. On the contrary, Turkey's business accounts were the least contributing, representing slightly more than 22% of Turkey's activity.

## Male Users VS. Female Users

As one would expect, female users were not very interested in the automotive industry, as the highest contribution of female users came from UAE, with only 5.1%. The lowest female contribution came from Saudi Arabia, with only 1.2% of Saudi Arabia's buzz published by females.

Turkey's male users had the biggest contribution to their country's buzz, where they made up more than 74% of online activities.

Which Language is Used in the Automotive Industry?

Egypt: 72.8% English, 27.2% Arabic
Kuwait: 30.7% English, 69.3% Arabic
Qatar: 37.2% English, 62.08% Arabic
KSA: 18.8% English, 81.2% Arabic
UAE: 63.6% English, 36.4% Arabic
Turkey: 91.6% English, 8.4% Arabic

■ Arabic ■ English
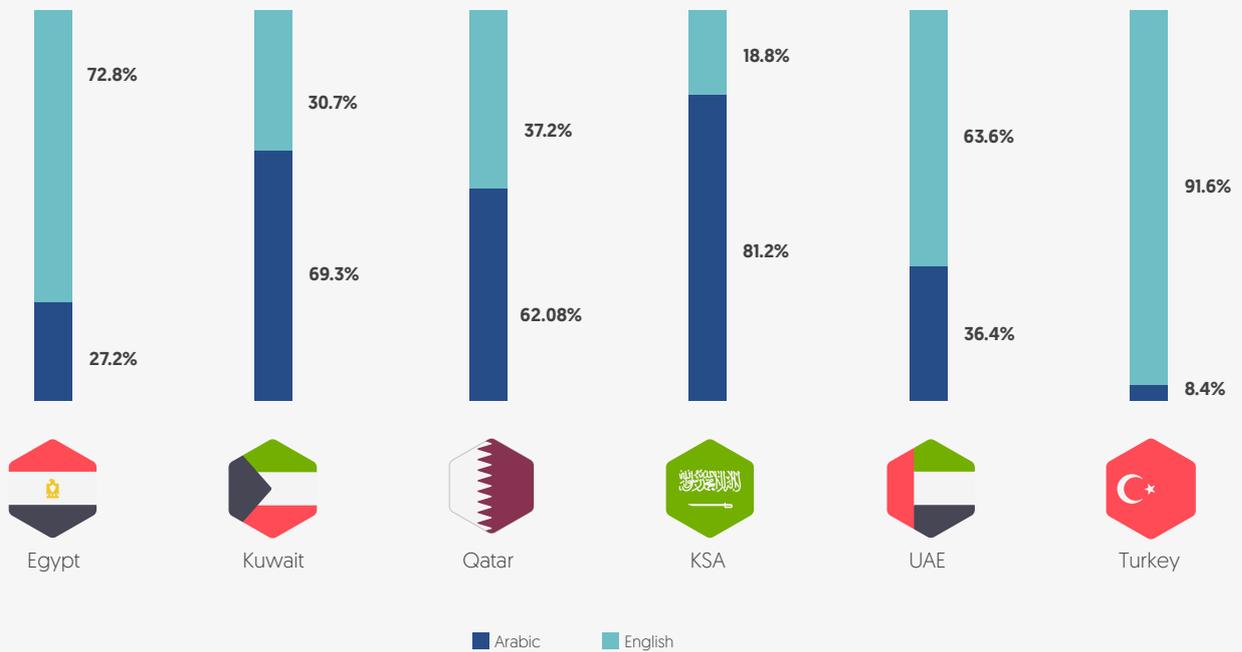
Turkey, being a Non-Arab country, of course had the majority of content published in English. Egyptians came second in using English to post about the automotive industry. Also UAE users preferred to publish in English, as 63% of the UAE buzz was created in English.

On the other hand, Saudi Arabia, Qatar, and Kuwait posted in Arabic. Saudi Arabia took the lead by having 81% of their content published in Arabic, while Kuwait had more than 69% of their online content in Arabic. Last but not least, Qatari users had almost 63% of their tweets and posts in Arabic rather than English.

Which Countries Expressed More Satisfaction?

Sentimental content is the content that displays an opinion; satisfaction or dissatisfaction in a service or a product. We measure sentiment regardless of neutral posts that do not display any opinion.

## Countries with the highest sentiments

Users in Kuwait were the most expressive of their opinion. Whether it is positive or negative, around 30% of posts, tweets, and replies from Kuwait expressed an opinion about cars and automotive services. Qatar followed Kuwait with almost 25% of their posts displaying a sentiment. Egypt came in the 3rd place with 24.7% of its posts and tweets revealing a sentiment. On the other hand, the lowest country with sentimental activities was Turkey that had almost 89% of its activities as neutral.

72.8%

30.7%

37.2%

18.8%

63.6%

91.6%

27.2%

69.3%

62.08%

81.2%

36.4%

8.4%

Egypt | Kuwait | Qatar | KSA | UAE | Turkey
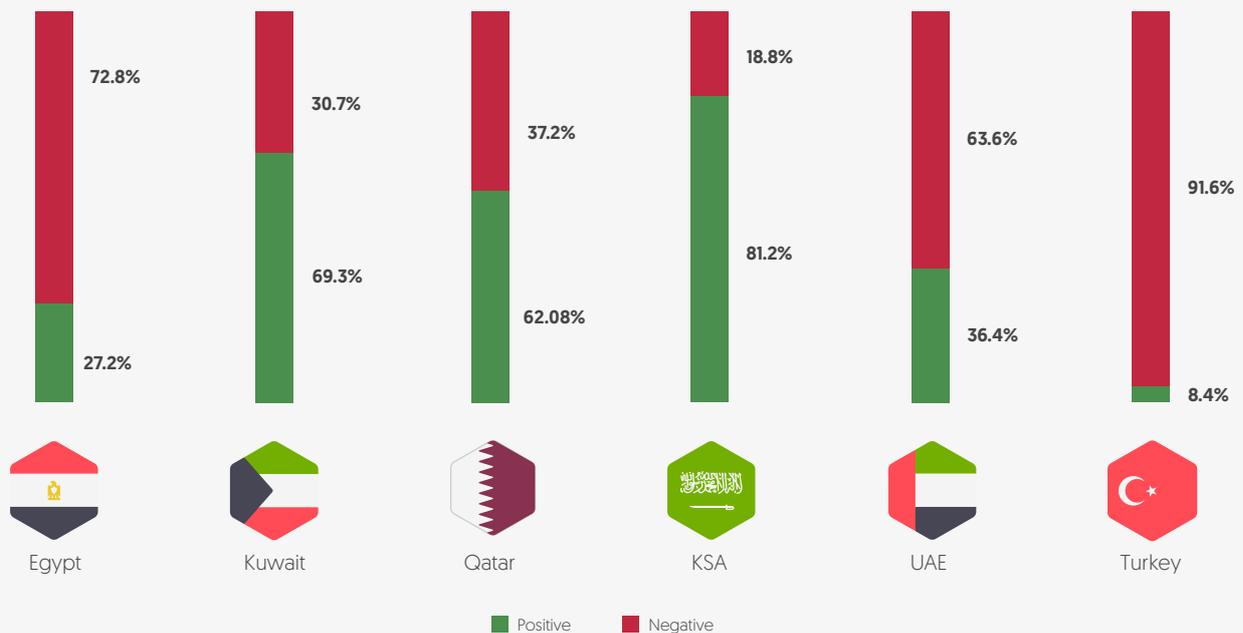
■ Positive ■ Negative

Countries With The Highest Negative Sentiment

Even though positive activities were much higher than the negative ones, it is still essential for any industry to study the market and to meet its requirements. Saudi Arabia's negative posts composed 30% of the country's sentimental content. Qatar came in the second place with 17.3% of their sentimental content displaying negative messages. Egypt was the third country in terms of negative content, as 16.5% of sentimental content displayed dissatisfaction.

Online Channels, Social Media Platforms, & The Automotive Industry

Selecting the right platform for online marketing reserves a huge portion of the strategy. Different markets prefer different platforms. Hence, this section will further analyze the relevance of the each platform and channel to different genders and countries.

Aside from Twitter, which will be covered later in this section in the special addition about the Dubai Motor Show, Instagram was the most utilized platform in the automotive industry. more than 89% of monitored content about the automotive industry was published on Instagram, followed by 5.01% on forums. It is quite insightful to know that 5% of users resorted to forums to know more about the automotive industry and cars.
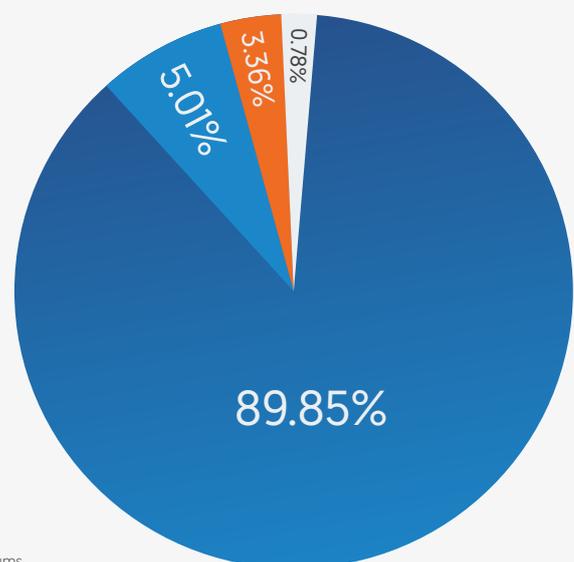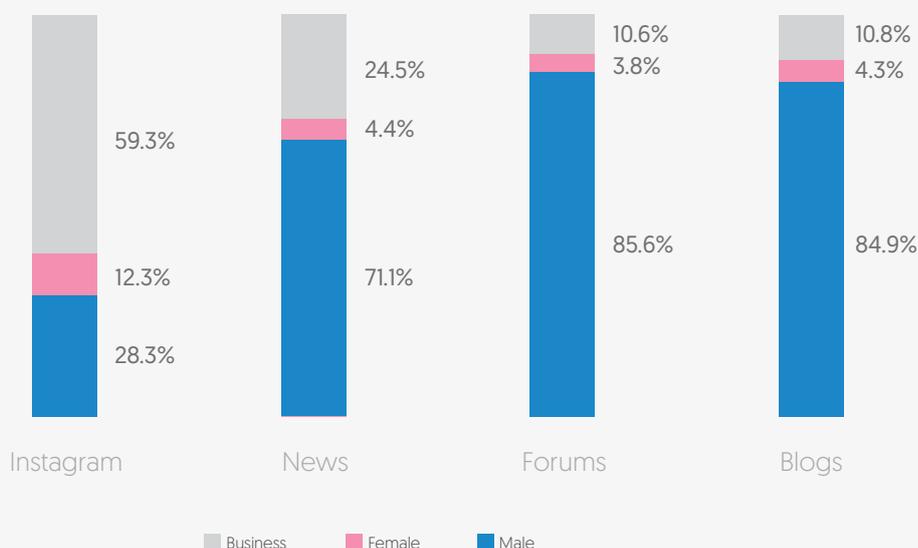
5.01%
3.36%
0.78%
89.85%

■ Instagram ■ News ■ Blogs ■ Forums

Genders' Contribution to Every Channel

Instagram
- 59.3%
- 12.3%
- 28.3%

News
- 24.5%
- 4.4%
- 71.1%

Forums
- 10.6%
- 3.8%
- 85.6%

Blogs
- 10.8%
- 4.3%
- 84.9%

Business   Female   Male

Business Accounts

Business accounts took the lead over the whole buzz through composing the majority of online activities on forums, blogs, and news websites. It is essential to know that these channels serve the automotive industry to reach customers, especially that, as shown in the graph, individuals are very active on instagram and forums mainly.

Male Users VS. Female Users

Male users were very active on Instagram, as they composed more than 59% of the content on the channel. The presence of female users was barely evident on different online platforms. We understand that ladies are not as interested in the industry as the gentlemen. This is probably the rationale behind the different rates of activity.

## Genders' Contribution to Every Channel

Sentiment is one of the main indicators industries use social media listening for. Users across the region tend to express their opinions and point of views in many forms, but on selected platforms. When analyzing the content on each platform respectively, we will find interesting results to show.

For instance, users who chose to publish their content on blogs expressed more negative opinions than users of other channels. Overall, the sentimental content on blogs did not exceed 1% of all the content on blogs.


Blogs
- 0.5%
- 0.3%

Forums
- 1.8%
- 1.7%

Instagram
- 23.3%
- 4.7%

Negative   Positive
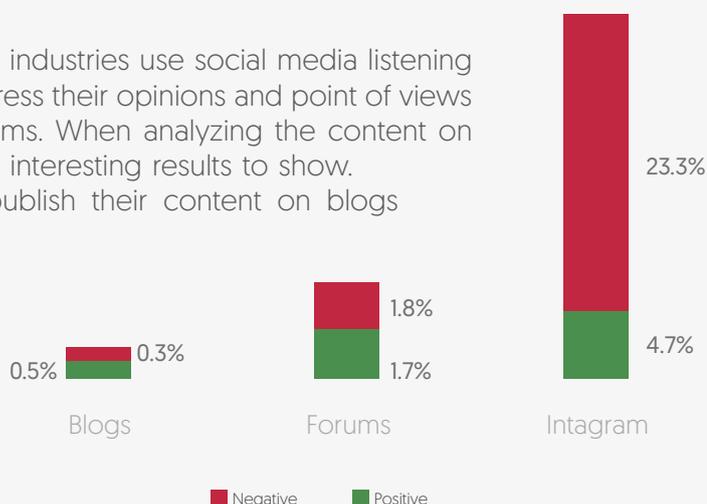
As shown above, almost 61% of the user-generated content was published from UAE. The rest was composed of contributions from other countries such as Saudi Arabia, Kuwait, Egypt, Turkey, and Qatar. Saudi Arabia and Kuwait were the most active countries by contributing with 9.3% and 6.3% of the interactions, respectively.

Males, Females... & Business Accounts

Male	Female	Business
49%	**10%**	**41%**
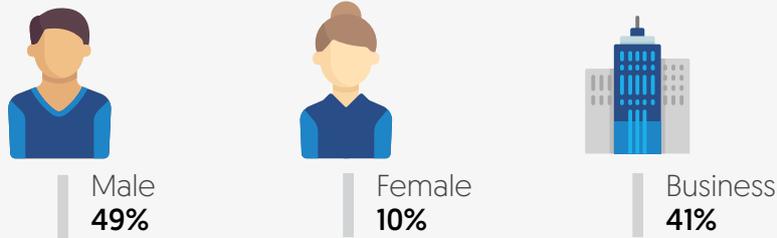
Online content about the automotive industry in UAE was dominated by the male users generating almost half of the buzz. Business accounts followed up by creating 41% of the content related to the automotive industry.

Which Channels Did Business Accounts & Individual Accounts Prefer?

Male

Female

Business

	Male	Female	Business
Forums	0.3%	0.23%	1.12%
Blogs	0.38%	2.3%	
News	0.3%	4.57%	14.46%
Instagram	95.85%	92.88%	25.06%
			59.36%
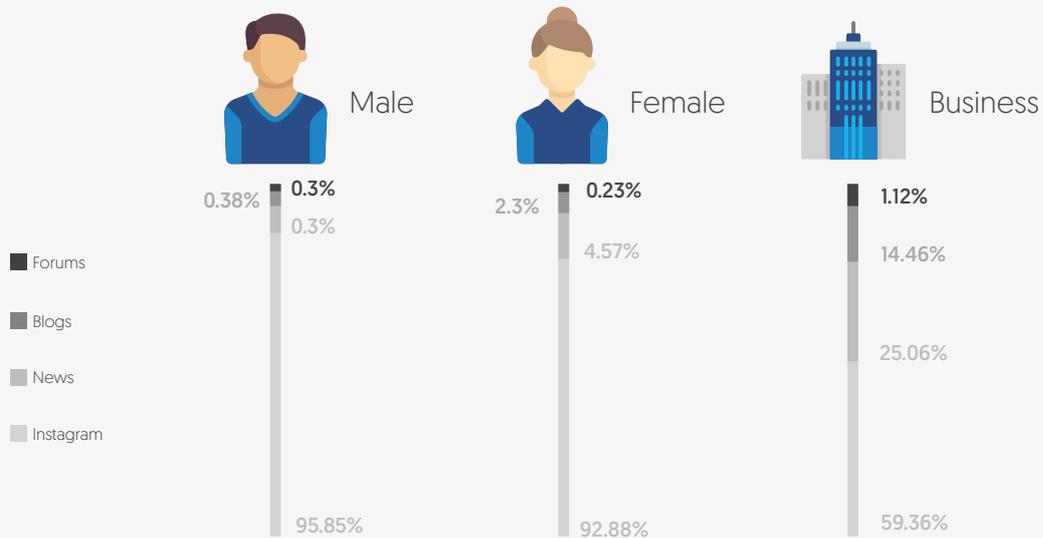
Business Accounts

Workers in any industry need to know which platforms are their counterparts using to reach their audience. Business accounts of the automotive industry were more fond of using Instagram, news websites, and blogs. 58% of the UAE automotive activities by business accounts were generated on Instagram.

Male Users VS. Female Users

Surprisingly, almost 6% of female activities were generated on news websites. Unlike male users' content which did not represent more than 3% of the platform's content.

## Which Gender Showed More Satisfaction?
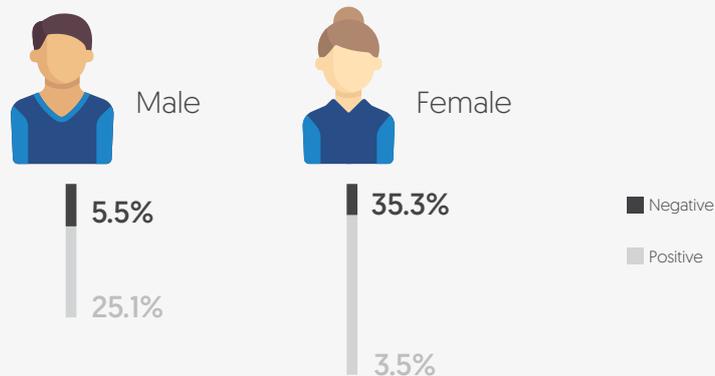
Male   Female

5.5%   **35.3%**

- Negative
- Positive

25.1%   3.5%

Business accounts took the lead over the whole buzz through composing the majority of online activities on forums, blogs, and news websites. It is essential to know that these channels serve the automotive industry to reach customers, especially that, as shown in the graph, individuals are very active on instagram and forums mainly.

Which Language Was Used By Different Genders?

Male   Female   Business

- Arabic
- English

28.4%   **29%**

60.3%

39.7%   71.6%   71%
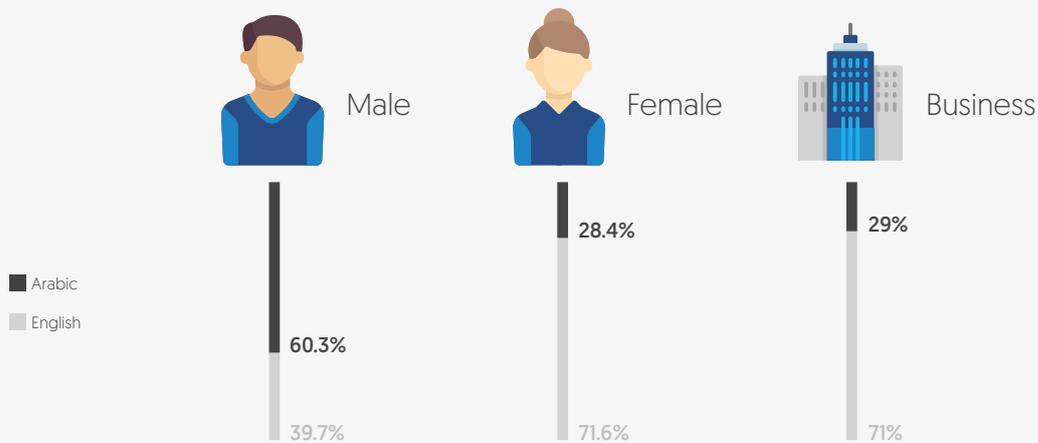
Business Accounts

Business accounts prefered to publish the vast majority of their content in English. We would assume that with UAE being a very diverse country, it is safest to publish in English, to ensure reaching   all   customers.

Male Users VS. Female Users

Female users, as well, preferred to publish in English. Although their activity isn't at all high, however more than 71% of their content was in English. On the other hand, 60.3% of male users preferred publishing in Arabic.

Brief Analysis of Online Content In English & Arabic
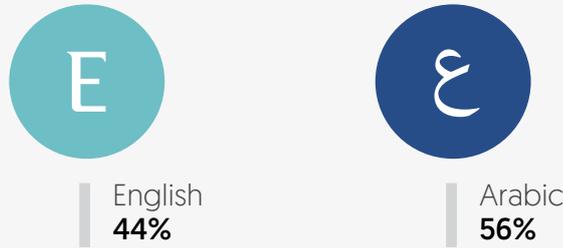
E

English
44%

ع

Arabic
56%

How Did Business Accounts, Male Users, & Female Users Contribute to Each Language?

E

ع

■ Female

■ Business

■ Male

9.2%

**4.7%**

58.4%

31.1%

32.5%

64.2%
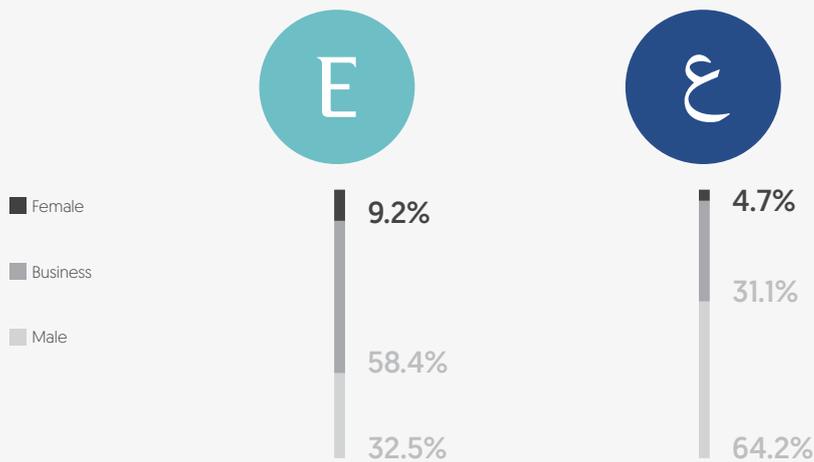
Business Accounts

Business accounts are responsible for 58.4% of English content. Business accounts still published some of their content in Arabic, as they composed 31.1% of the Arabic content.

Male Users VS. Female Users

Male users, on the contrary, owned more than 64% of the Arabic content. Male users' contribution to the English content did not exceed 32.5%. Female users had almost 9.2%

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Platforms & Language

E

■ Forums	2.1%
■ Blogs	10.6%
■ News	15.5%
■ Instagram	71.8%

ع

|	
1.5%	0.5%
	4.1%
	93.9%
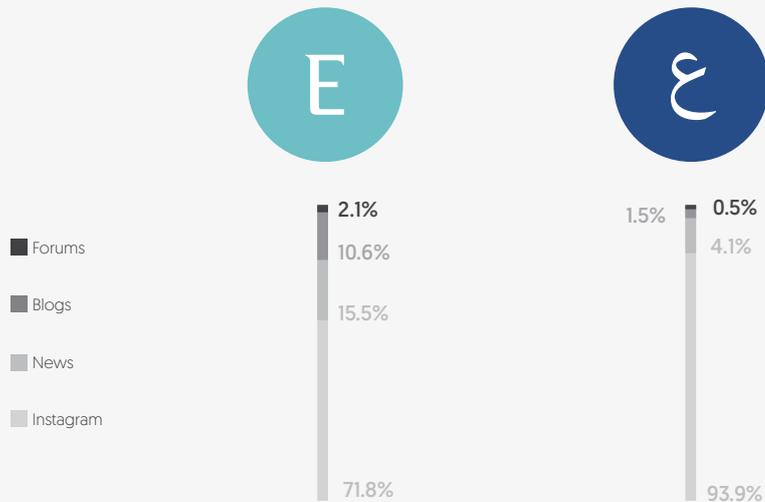
The Arabic language activities were mainly concentrated on Instagram with 94% followed by 4% on news websites. Activities on Instagram composed 71.8% of the overall English Activities. News and blogs contained together 26% of all English activities, unlike the Arabic language which was 5.5%.

How Much of Content Was Sentimental?

+	-	~
Positive	Negative	Neutral
21.4%	**4.1%**	**74.6%**
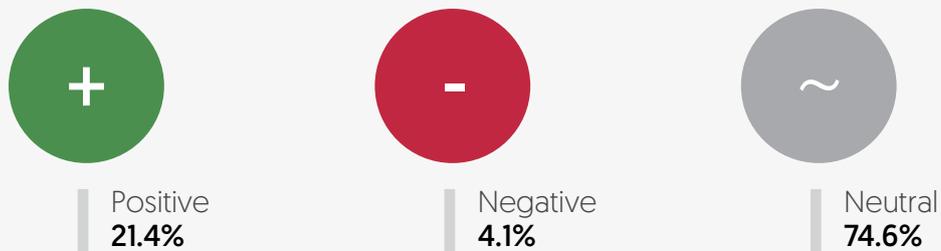
24.5% of the total activities expressed and indicated a sentiment. After analyzing the negative content, we were reassured that online users were complaining about car brands, as expected. Meanwhile, online users who expressed a positive sentiment in their content where complementing the style of the cars, and some were recommending them.

Genders' Contribution to Sentimental Content

+ Positive   **-** Negative   **~** Neutral

- Female
- Business
- Male

Positive: 9% / 81%

Negative: 4.7% / 41%

Neutral: 1.8% / 11% / 82%

Business Accounts

Business accounts did not express any sentiment in their published content. However, their contribution was remarkable to neutral posts and content.

Male Users VS. Female Users

Female users' content composed more than 9% of the positive content in the buzz. While male users reserved the majority in negative and positive content, as they reserve their place as the main contributors to the automotive industry's online content.

Dubai International Motor Show
(Special Coverage)

As part of meeting the nation's attraction to expensive and luxurious cars, Dubai International Motor Show became the major exhibition for cars enthusiasts. The exhibition, which lasted for 4 days, created a huge buzz on social media platforms, most of which were related to exhibited cars in the venue.

This section is an overview of the users' insights and essentials that you may find interesting.

Activities

	Mentions	Conversations	Interactions	Engagement Rate	People Engaged
Total	6.76k	4.73k	99.33k	70.01%	4.97k

Gender

Male Users
55.5%

Female Users
15.5%

Business Users
28.9%

Which Language Did Users Prefer?

Male — Female — Business

■ Arabic
▨ English

	Male	Female	Business
Arabic	19.4%	5.1%	36.8%
English	80.6%	94.9%	63.2%

AUTOMOTIVE

Sentiment

+ Positive
6.8%

- Negative
0.2%

~ Neutral
93.0%
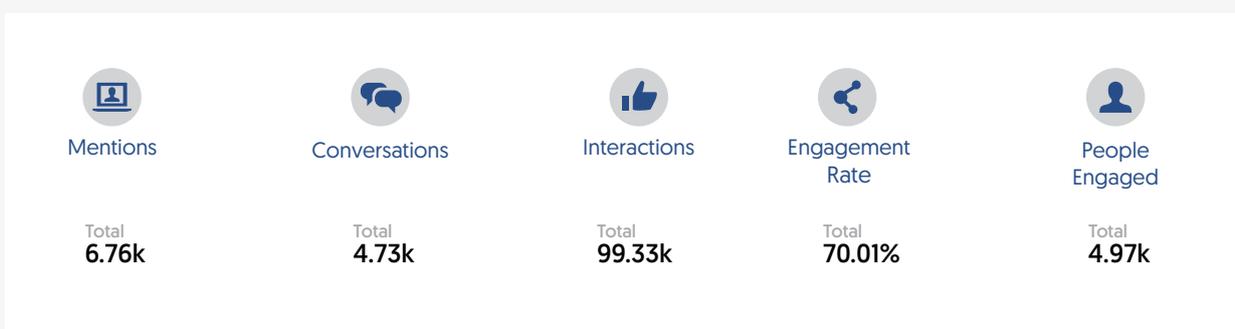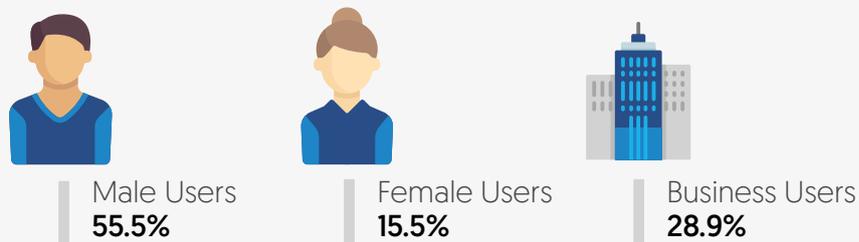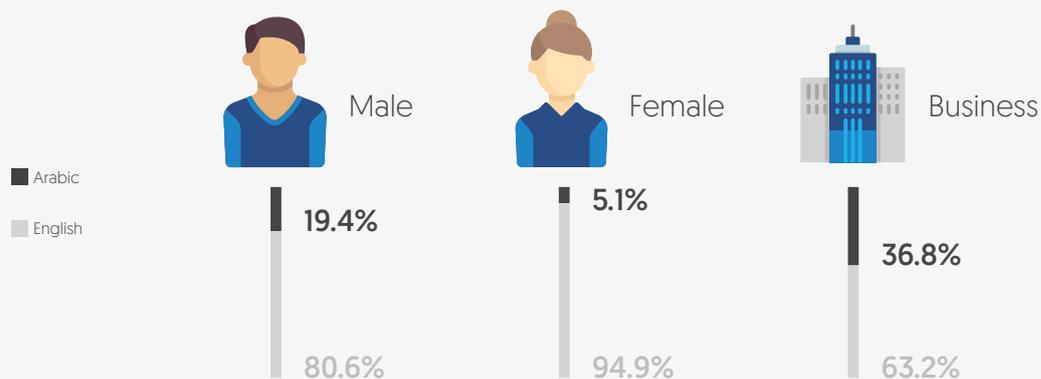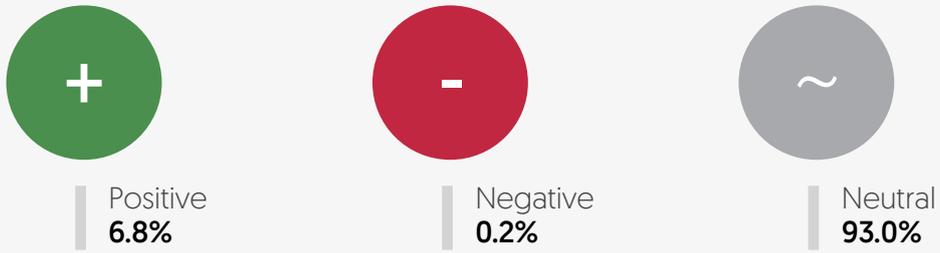
How Expressive Were Users?

+ Positive

- Negative

■ Female
■ Male

13.1% 12.9%

0.4% 0.4%

Which Language Did Users Prefer?

E English
76.4%

ع Arabic
23.6%
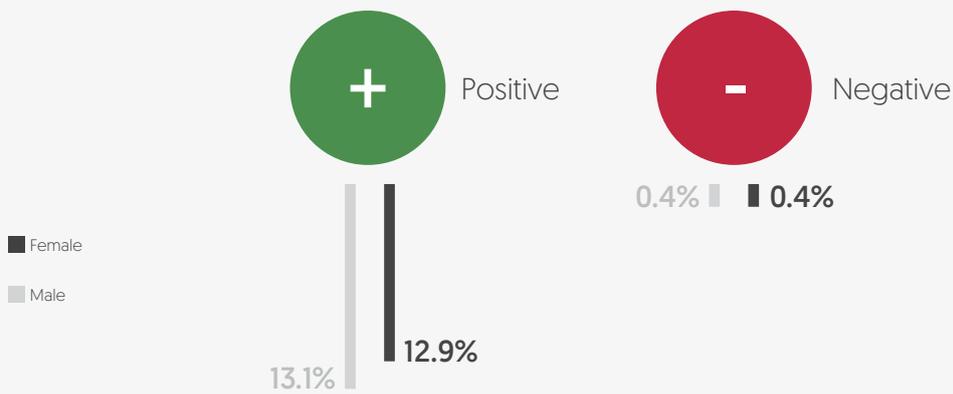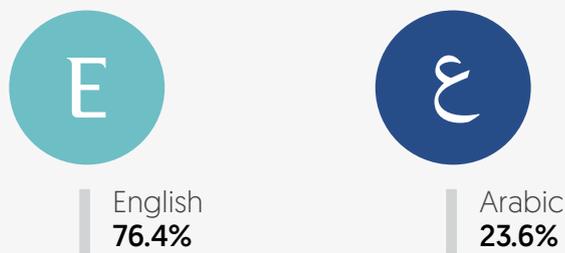
MEDIA

The results are based on

Analyzing all activities about online and offline television, extracted from query and social accounts on Twitter, brands' Facebook pages, news websites, blogs, and forums. In addition, a 1-month analysis was added separately for Instagram.

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
	Total	**Total**	**Total**	**Total**	**Total**
Online TV	78.43K	286.69K	962.39K	29.42%	169.25K
Offline TV	118.87K	2.58M	2.75M	52.83%	1.16M
	Per day	**Per day**	**Per day**		**Per day**
Online TV	215	785	2636	-	463
Offline TV	325	7068	7534	-	3178
	Per hour	**Per hour**	**Per hour**		**Per hour**
Online TV	9	33	110	-	19
Offline TV	14	295	314	-	132

Most Active Countries

Offline TV

Egypt	Iraq	Oman	KSA	The UAE
47%	5%	4%	18%	13%

Online TV

Egypt	Jordan	Kuwait	KSA	The UAE
5%	4%	6%	50%	10%
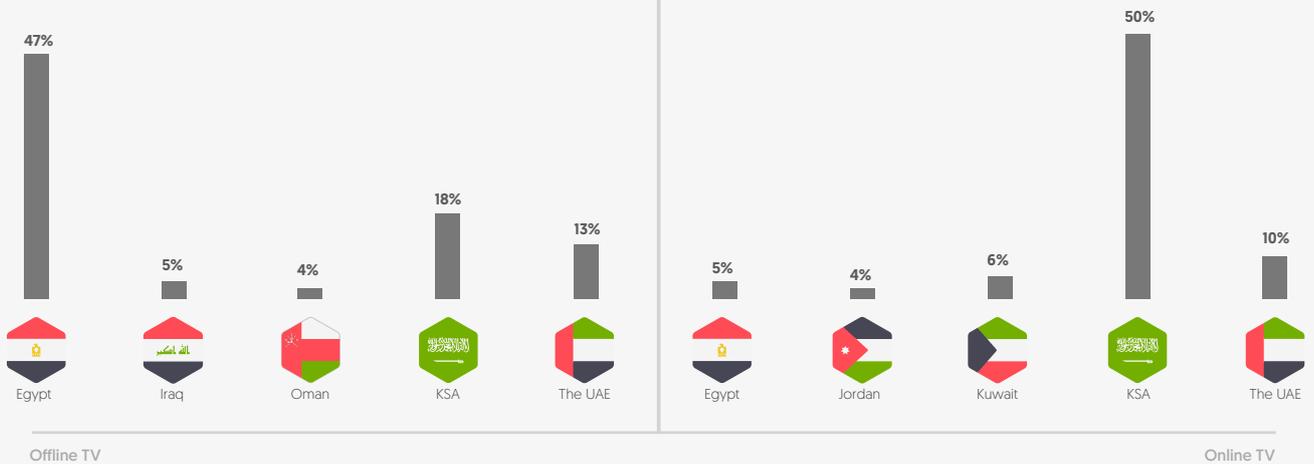
Looking at the country with the highest activities we can find a huge difference between Online TV and Offline TV.

Offline TV

Egyptian users were the most active regarding offline TV, owning 47% of the activities, while Saudi Arabia and UAE followed by owning 18% and 13% respectively.

Online TV

Saudi Arabia took the lead with 50% of the activities followed by UAE with only 10%. Although Egyptian users ranked highest in offline TV, their activity regarding online TV did not exceed 5%.

Male Users, Female Users, Business Accounts, & Locations

Offline TV — Egypt: 63% Male, 36% Female, 1% Business; Iraq: 93% Male, 6% Female, 1% Business; Oman: 34% Male, 59% Female, 7% Business; KSA: 59% Male, 33% Female, 8% Business; The UAE: 15% Male, 8% Female, 77% Business.

Online TV — Egypt: 72% Male, 16% Female, 12% Business; Jordan: 92% Male, 7% Female; Kuwait: 77% Male, 16% Female, 7% Business; KSA: 84% Male, 11% Female, 7% Business; The UAE: 77% Male, 15% Female, 9% Business.

Legend: ■ Male ■ Female ■ Business
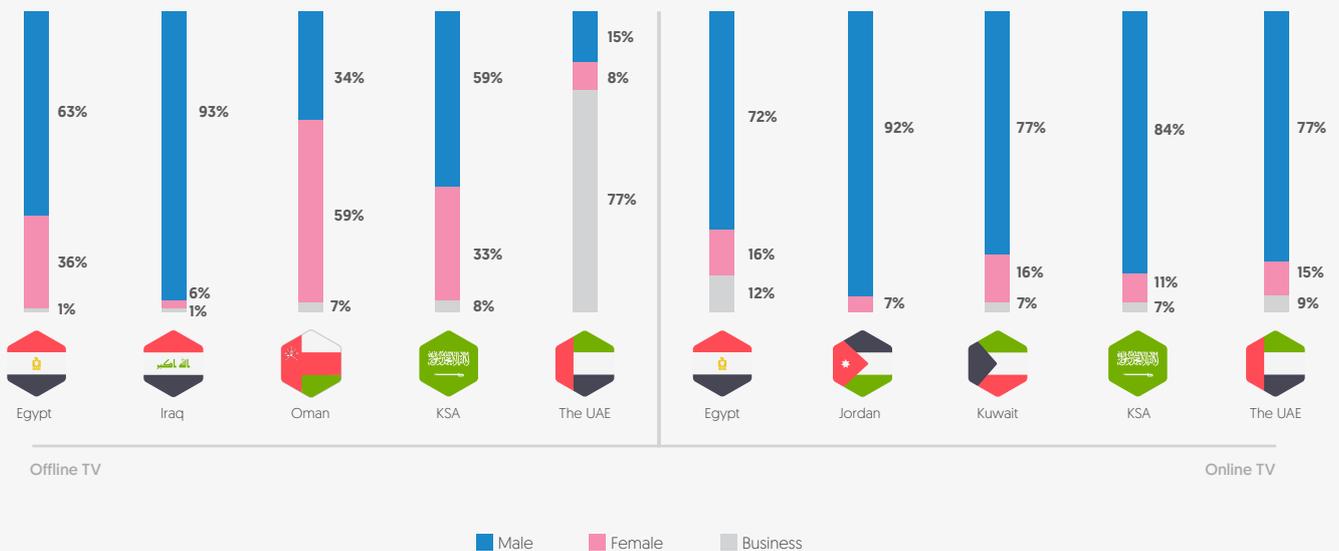
Offline TV

Business Accounts

For offline TV, business accounts were the least active in all monitored countries except for UAE where business accounts' participation reached 77% of the overall buzz.

Male Users VS. Female Users

Female users weren't as active as male users. Oman was an exception, as Omani female users where female users owned 59% of the activities of the country.

Online TV

Business Accounts

Online TV was a little bit different. Business accounts did not participate as much as they did in offline TV. Business accounts' contribution was very low, as their highest participation was in Egypt, where they owned no more than 12% of the buzz.

Male Users VS. Female Users

Male users dominated the activities in all countries but it was the highest in Jordan by 92%. Egyptian and Kuwaiti female users were the most active regarding offline TV, where they owned 16% of the buzz in both countries.

Which Countries Prefered English, Which Prefered Arabic?
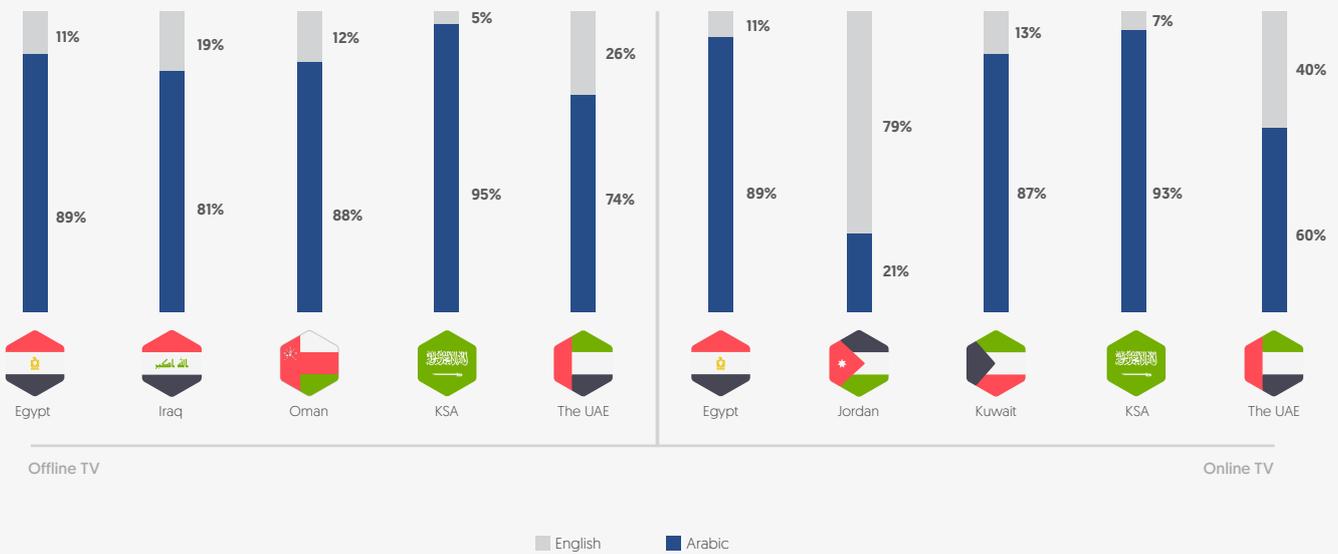
Offline TV

	Egypt	Iraq	Oman	KSA	The UAE
English	11%	19%	12%	5%	26%
Arabic	89%	81%	88%	95%	74%

Online TV

|	Egypt	Jordan	Kuwait	KSA	The UAE
English	11%	79%	13%	7%	40%
Arabic	89%	21%	87%	93%	60%

■ English ■ Arabic

Male users dominated the activities in all countries but it was the highest in Jordan by 92%. Egyptian and Kuwaiti female users were the most active regarding offline TV, where they owned 16% of the buzz in both countries.

Offline TV

When talking about offline TV, most of content was published in Arabic. The highest usage of English was in UAE with no more than 26%. The country with the highest number of Arabic content was Saudi Arabia, which had more than 95% of its activities in Arabic.

Online TV

The case for online TV wasn't much different, as most of the published content was in Arabic, except for Jordan, where most of users preferred to publish English content. The highest activity rate in English was in Jordan and UAE, who had 79% and 40% of their content in English respectively.

Which Countries owned the Most Sentimental Posts?

Offline TV

	Egypt	Iraq	Oman	KSA	The UAE
Positive	14%	9%	11%	8%	5%
Negative	9%	4%	7%	7%	3%

Online TV

	Egypt	Jordan	Kuwait	KSA	The UAE
Positive	7%	14%	10%	11%	11%
Negative	6%	8%	7%	11%	6%

■ Positive ■ Negative

MEDIA
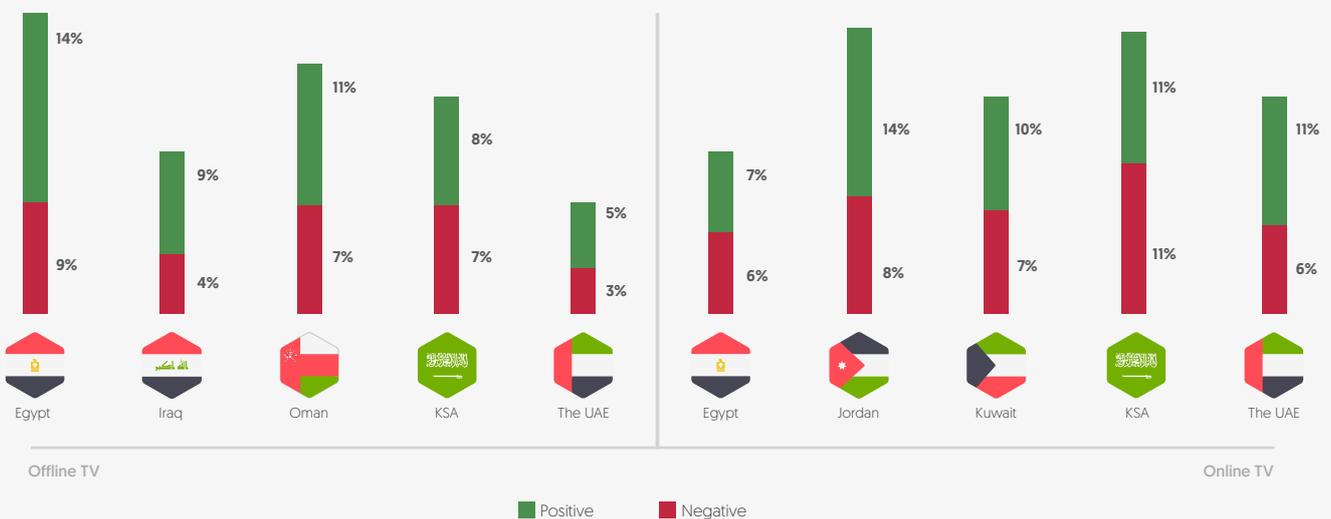
Offline TV

For Offline TV, Egyptian users had the highest number of sentimental posts with 23% of their activities expressing an opinion. UAE, on the other hand, had the highest number of neutral content, with no more than 8% of its activities expressing an opinion or a sentiment. In general, positive content ranked higher than negative content. Saudi Arabia was the only country with very close percentages for negative and positive content; as 8% of its content was positive, and 7% of its content was negative.

Online TV

For Online TV, Jordanian and Saudi users had the highest number of sentimental posts with 22% each. Meanwhile, Egyptian users had the lowest percentage of sentimental activities with only 13%.

Which Online Channels Were Mostly Used?

Twitter
Online TV 73.37%
Offline TV 10.85%

Facebook
Online TV 18.21%
Offline TV 87.11%

Blogs
Online TV 1.60%
Offline TV 0.07%

Forums
Online TV 0.15%
Offline TV 0.01%

News
Online TV 2.88%
Offline TV 0.04%

Which Channels Did Business Accounts, Male Users, & Female Users Use?

Offline TV — Online TV

Blogs: 3%, 97% | Facebook: 47%, 51%, 2% | Forums: 71%, 10%, 19% | News: 2%, 2%, 96% | Twitter: 61%, 30%, 9%

Blogs: 15%, 8%, 77% | Facebook: 78%, 19%, 3% | Forums: 29%, 8%, 63% | News: 12%, 6%, 82% | Twitter: 70%, 16%, 14%

Legend: Male / Female / Business
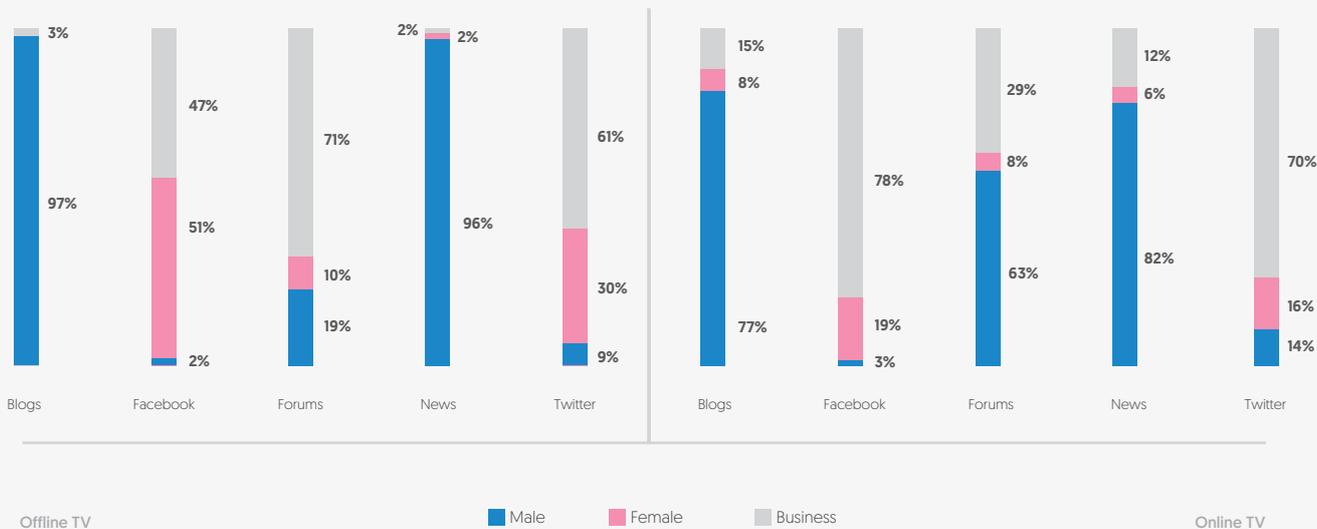
Offline TV

Business Accounts

For Offline TV, business accounts were responsible for almost all content on blogs and news channels. On both channels, they owned more than 95% of the content.

Male Users VS. Female Users

Male users were the most active on Twitter and forums. Meanwhile, female users were the most active on Facebook, owning around 51%.

Online TV

Business Accounts

Business accounts dominated blogs, forums and news websites. Business accounts were mostly active on news websites with more than 82%, followed by 77% on blogs, and 63% on forums.

Male Users VS. Female Users

For Online TV, female users had the lowest participation in general except for Facebook where business accounts' participation was the lowest. Meanwhile, male participants dominated Facebook and Twitter.

Channels Expressing Sentiments

Offline TV: Blogs 1%, Facebook 14% / 8%, Forums 7% / 12%, Twitter 16% / 9%

Online TV: Blogs 1%, Facebook 11% / 5%, Forums 3% / 3%, Twitter 12% / 9%

Offline TV — Online TV
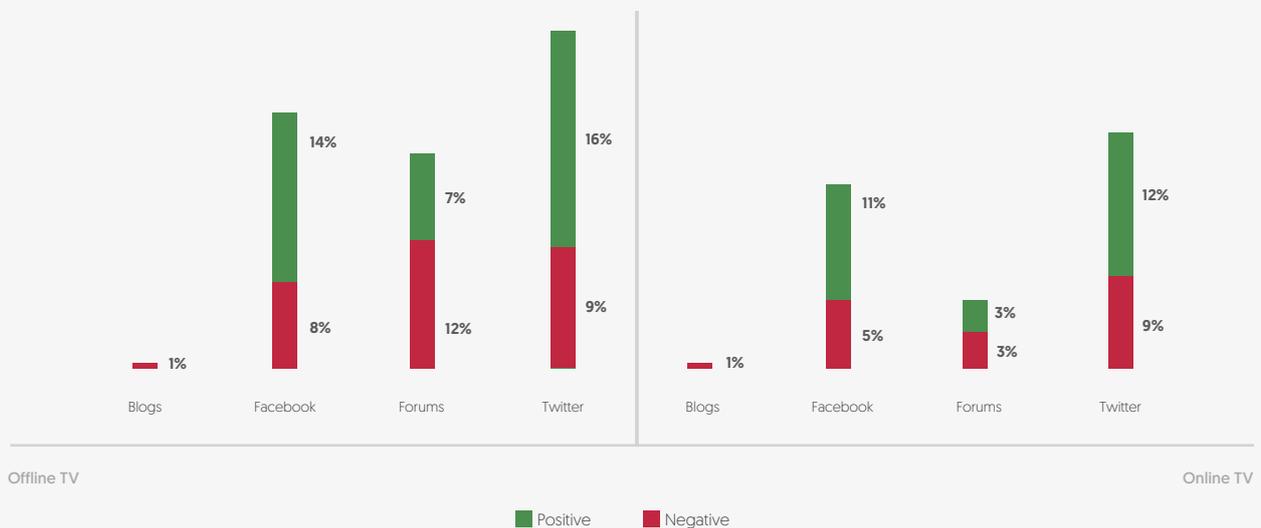
■ Positive ■ Negative

Twitter contained the largest number of sentimental activities in both Online and Offline TV. Positive content significantly dominated all channels, excluding forums. In online TV, negative and positive content on forums were equal.

MEDIA

Males Users, Female Users, & Business Accounts... Who's Leading the Talk About Media?

Male
Online TV **70.5%**
Offline TV **48.2%**

Female
Online TV **16.2%**
Offline TV **49.3%**

Business
Online TV **13.3%**
Offline TV **2.5%**
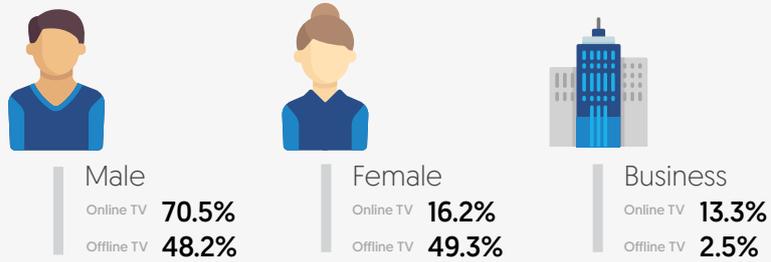
Which Channels Do Different Genders Prefer?

Online TV

Male
1%
1%
1%
27%
69%

Female
1%
1%
3%
29%
63%

Business
20%
40%
5%
29%

Offline TV

Male
1%
1%
1%
97%

Female
1%
1%
1%
97%

Business
6%
9%
6%
43%
35%

■ Twitter
■ Facebook
■ News
■ Blogs
■ Forums
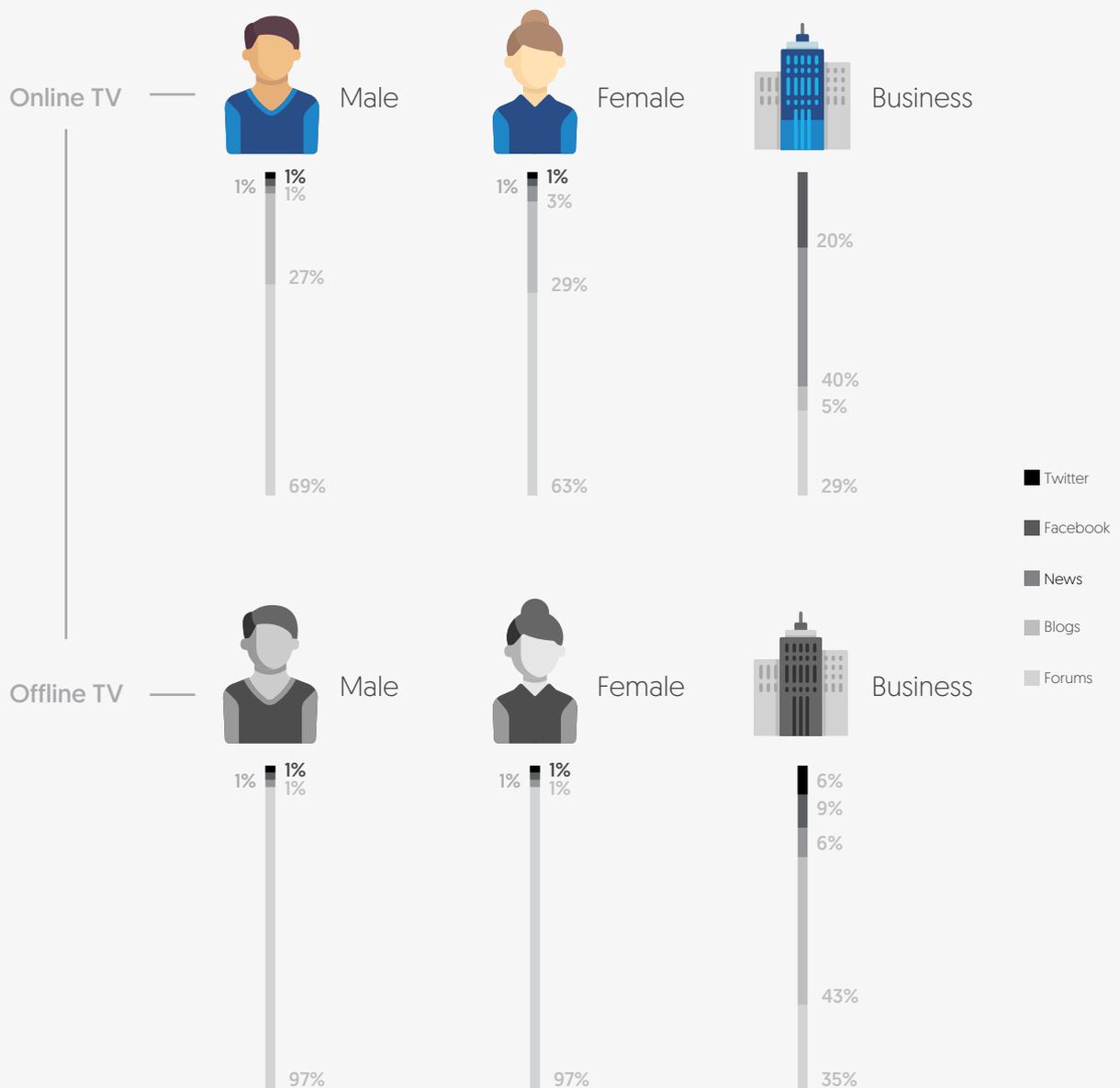
Twitter was the most used channel for both male users and female users in online and offline TV. Twitter contained 97% of individual users' content on offline

Offline TV

Business Accounts

As per business accounts involved offline TV, they did not utilize Twitter as much as individuals did. These accounts relied more on Facebook to publish 43% of their content. Their second prefered channel was Twitter, with 35% of business accounts' content published on the platform.

Male Users VS. Female Users

97% of individual users who were interested in offline TV prefered Twitter to express their opinions.

Online TV

Business Accounts

As per online TV, business accounts were mostly active on news websites, publishing 40% of their content on these platforms. Business accounts' second preference wasTwitter, where they owned 29% of the content on online TV.

Male Users VS. Female Users

Male and female users were not very different in their preferred channels. Both genders were mostly active on Twitter, followed by Facebook. Twitter contained 69% of the male users' content, and 63% of the female users' content. Facebook contained 27% of the female users' content and 29% of the male users'.

What Did Each Gender Express About Offline & Online TV?

Online TV —

Male   8%   15%

Female   8%   12%

■ Negative
■ Positive

Offline TV —

Male   8%   13%

Female   8%   11%
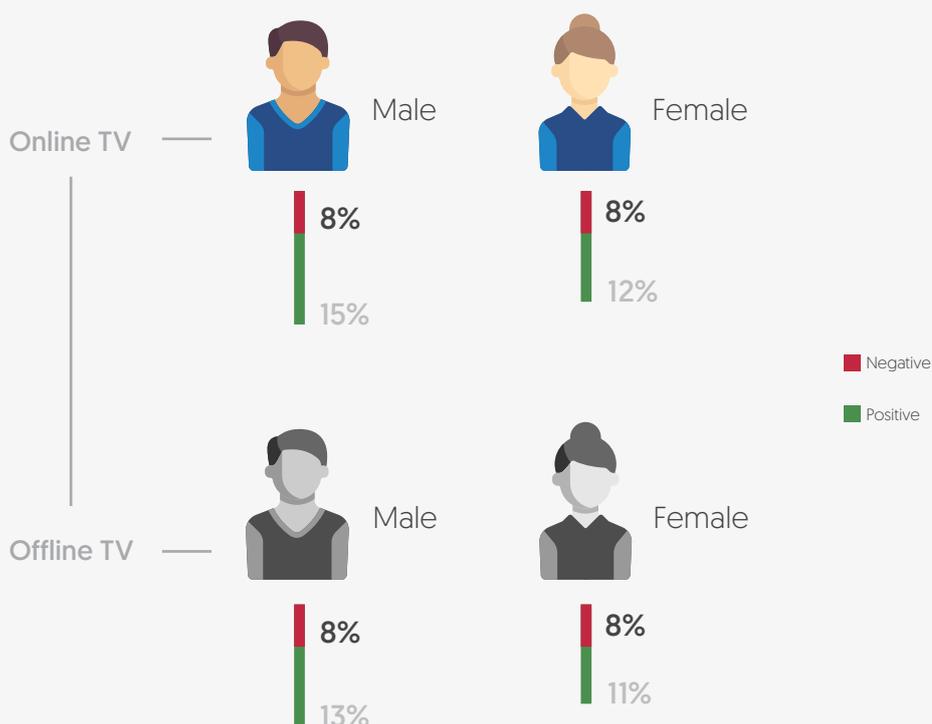
While positive is the dominating sentiment in all genders, female users seem to express more satisfaction than male users, in both online and offline TV. In general, female users were more expressive than their male counterparts, having 23% and 21% of their activities revealing a sentiment for both offline and online TV.

Which Language Was Most Used Amongst Business Accounts & Genders?

	Online TV		
	Male	Female	Business
English	24%	42%	60%
Arabic	76%	58%	40%

	Offline TV		
	Male	Female	Business
English	12%	14%	30%
Arabic	88%	86%	70%

■ English
■ Arabic
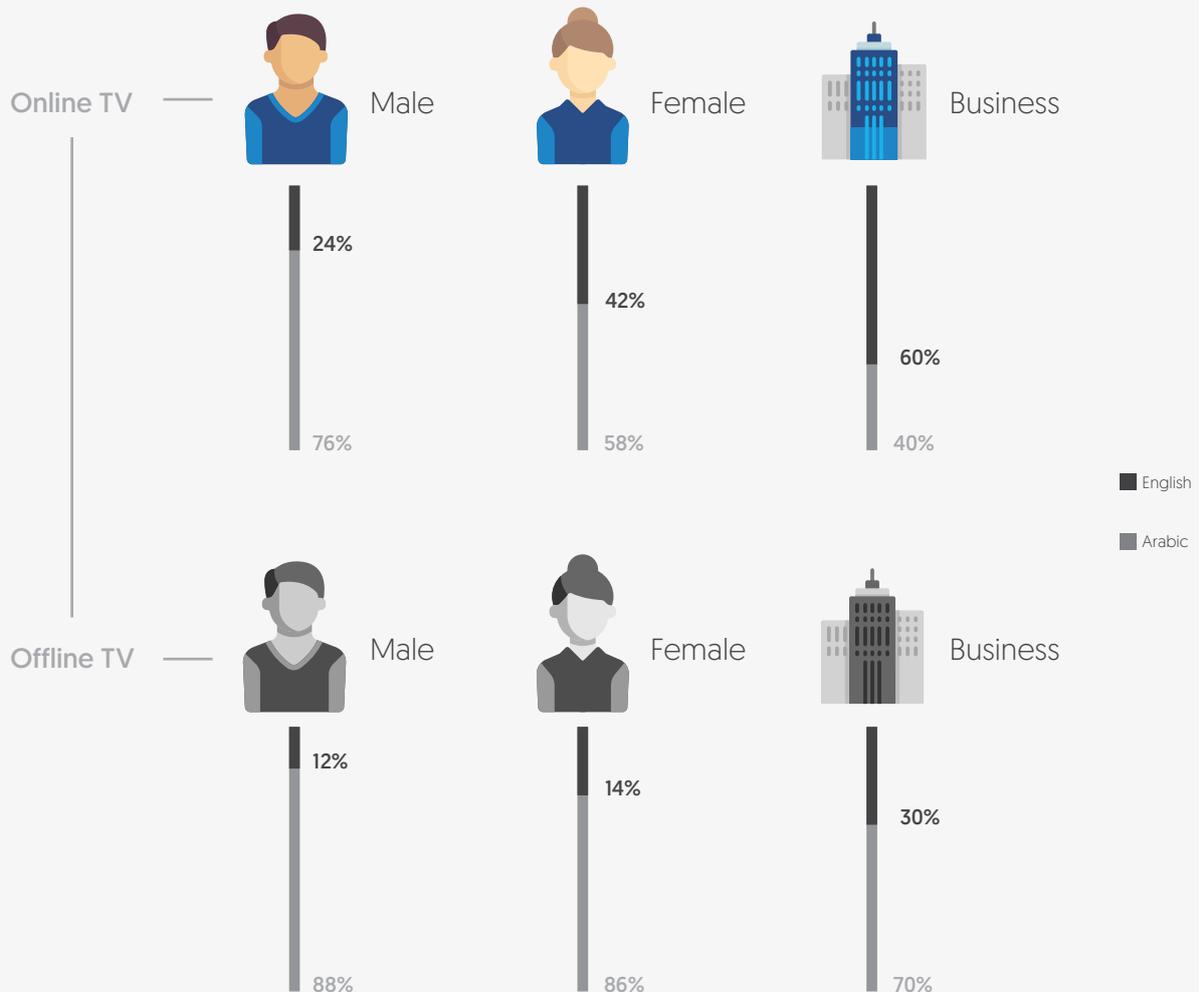
Offline TV

Business accounts as well as individual users preferred to use Arabic in offline TV. Male users prefered to write 88% of their content in Arabic. While business accounts, who were the least to ppublish Arabic content, used the language in 70% of their posts.

Online TV

Online TV was subject to more English content than offline TV. Business accounts were more active in English, publishing 60% of their content in the language. Meanwhile, 42% of female users' content was in English. Male users were the most active in Arabic, as only 24% of their content was in English.

Arabic VS English!

English

Online
22.8%

Offline
14.1%

Arabic

Online
77.2%

Offline
85.9%

Which Gender Participated More to a Language?

Online TV

E

Business **12%**

Female **42%**

Male **46%**

ع

Business **4%**

Female **42%**

Male **54%**

Offline TV

E

Business **9%**

Female **13%**

Male **78%**

ع

Business **29%**

Female **19%**

Male **52%**

- Business
- Female
- Male
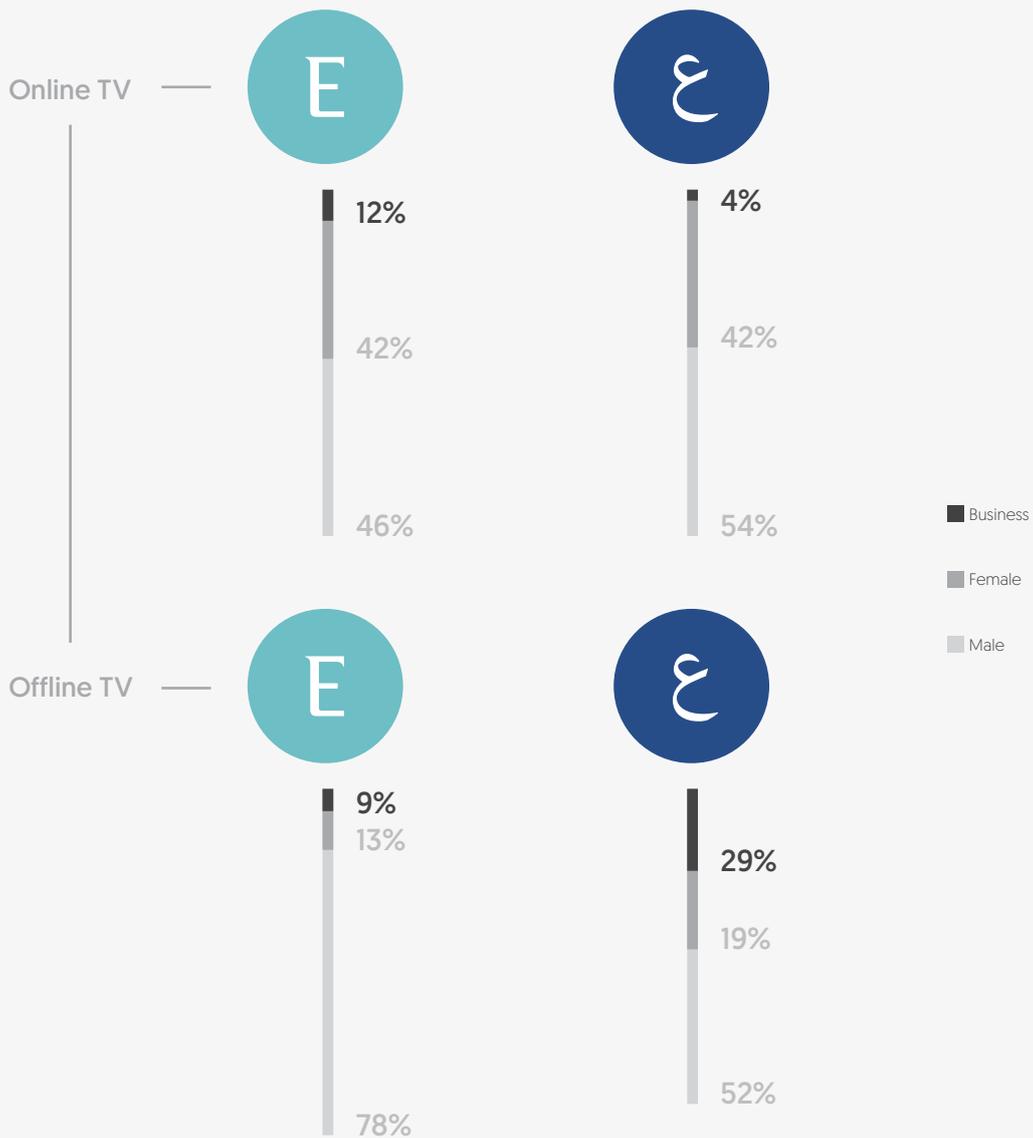
Offline TV

Male and female users were almost equally active in both languages. 54% of Arabic content, and 46% of English content was owned by male users. Female users owned 42% of the both Arabic and English content. What is remarkable is that business accounts didn't have a contribution to mention compared to individuals. Business accounts owned 12% and 4% of English and Arabic content respectively.

Online TV

Male users dominated both English and Arabic content. While male users owned 78% of the Arabic content on online TV, female users only contributed with 13% of the content. Female users and business accounts were more active in English as they contributed with 19% and 29% respectively.

Which Language Was Most Used Amongst Business Accounts & Genders?

	E	ع
Twitter	Online TV 63%	Online TV 93%
	Offline TV 29%	Offline TV 90%
Forums	Online TV 1%	Online TV 0%
	Offline TV 2%	Offline TV 1%
Blogs	Online TV 17%	Online TV 0%
	Offline TV 2%	Offline TV 1%
Facebook	Online TV 13%	Online TV 5%
	Offline TV 65%	Offline TV 6%
News	Online TV 14%	Online TV 1%
	Offline TV 2%	Offline TV 0%
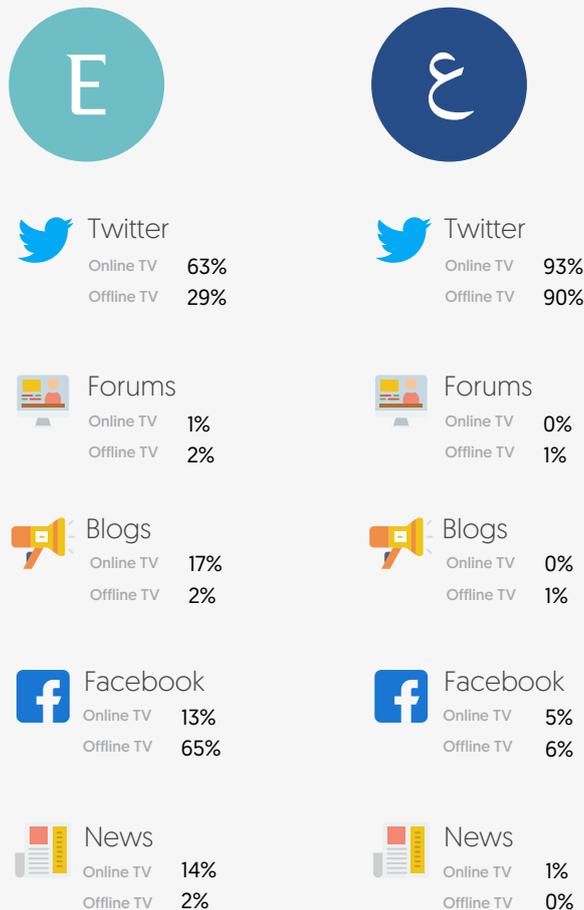
Twitter, being the most utilized channel in online and offline TV, was used by online users in both languages except for offline TV english content, which was dominated by Facebook. It is very obvious that 65% of the segment that talks about offline TV in English, which is not a large one, feels more comfortable using Facebook rather than Twitter. Other than that, Twitter is the key, followed by Facebook, then news websites.

## Positive & Negative Content
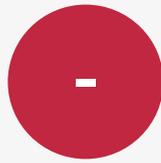
	+ Positive		− Negative		~ Neutral
Online	**10.2%**	Online	**8.3%**	Online	**81.5%**
Offline	**13.3%**	Offline	**7.4%**	Offline	**79.3%**

How Did Genders Contribute to Sentimental Content?

Online TV

	+ Positive	− Negative	~ Neutral
Business	22%	17%	18%
Female			15%
Male	78%	83%	67%

Offline TV

	+ Positive	− Negative	~ Neutral
Business	42%	50%	2%
Female			50%
Male	58%	50%	48%

Legend:
- Business
- Female
- Male
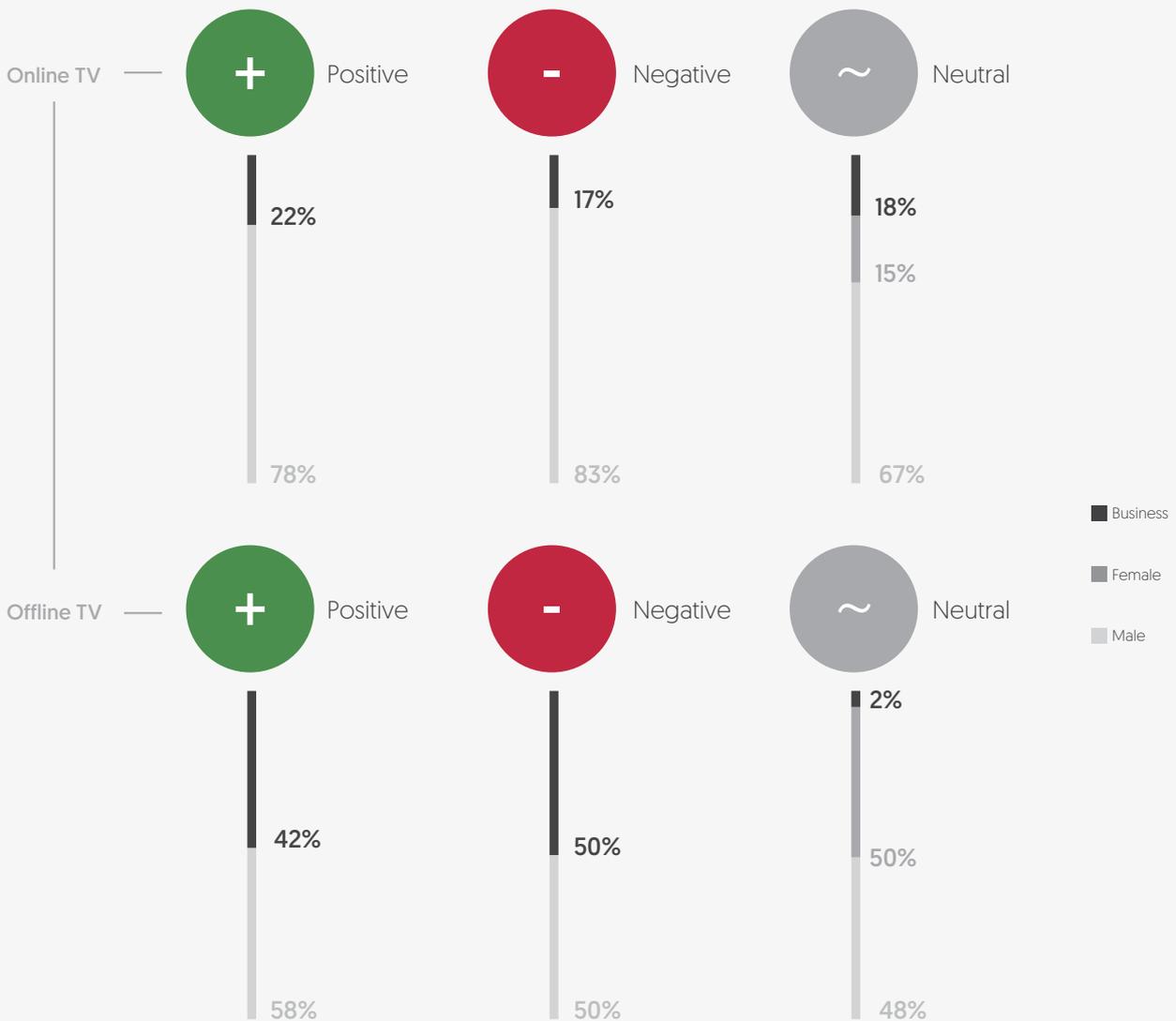
Offline TV

Business accounts barely published any sentimental content. The difference between the sentiment expressed by male users and female users is as minor as an 8% more positive content owned by the gentlemen.

Online TV

Online TV was much more diverse. First, business accounts were more participant in the neutral content , compared to offline TV. Female users' contribution was much lower in Online TV. Male users participated with 83% to negative content, and 78% to positive content.

How Was The Sentimental Content Allocated Among Channels?

+ Positive

Twitter		Facebook	
Online TV	68%	Online TV	23%
Offline TV	9%	Offline TV	91%

Forums		News	
Online TV	1%	Online TV	0%
Offline TV	0%	Offline TV	0%

Blogs	
Online TV	1%
Offline TV	0%

- Negative

Twitter		Facebook	
Online TV	82%	Online TV	14%
Offline TV	11%	Offline TV	89%

Forums		News	
Online TV	0%	Online TV	0%
Offline TV	0%	Offline TV	0%

Blogs	
Online TV	1%
Offline TV	0%
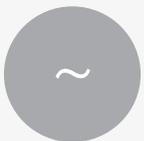
~ Neutral

Twitter		Facebook		Forums		News	
Online TV	68%	Online TV	21%	Online TV	1%	Online TV	4%
Offline TV	10%	Offline TV	89%	Offline TV	0%	Offline TV	0%

Blogs	
Online TV	3%
Offline TV	0%

Percentages are very similar. In a nutshell, Facebook dominated offline TV and Twitter dominated online TV. We need to mention that when Twitter, at its most, contained 11% of the sentimental posts on offline TV, Facebook contained 23% of online TV content.

Special Analysis of Instagram!

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
	Total	**Total**	**Total**	**Total**	**Total**
Online TV	**898**	**5.83K**	**146.14K**	**99%**	**4.17K**
Offline TV	**770**	**17.66k**	**457.74K**	**99.22%**	**8.24K**
	Per day	**Per day**	**Per day**		**Per day**
Online TV	**30**	**194**	**4.871k**	**-**	**139**
Offline TV	**25.6**	**588.6**	**15.258k**	**-**	**274.6**
	Per hour	**Per hour**	**Per hour**		**Per hour**
Online TV	**1.24**	**8.09**	**202.9**	**-**	**5.79**
Offline TV	**1.069**	**24.5**	**635.75**	**-**	**9.15**

Where Do People Resort To Instagram?

Offline TV: Bahrain 16, Kuwait 10%, Lebanon 5%, KSA 18%, The UAE 35%

Online TV: Egypt 12%, Iraq 15%, Jordan 7%, KSA 14%, The UAE 36%
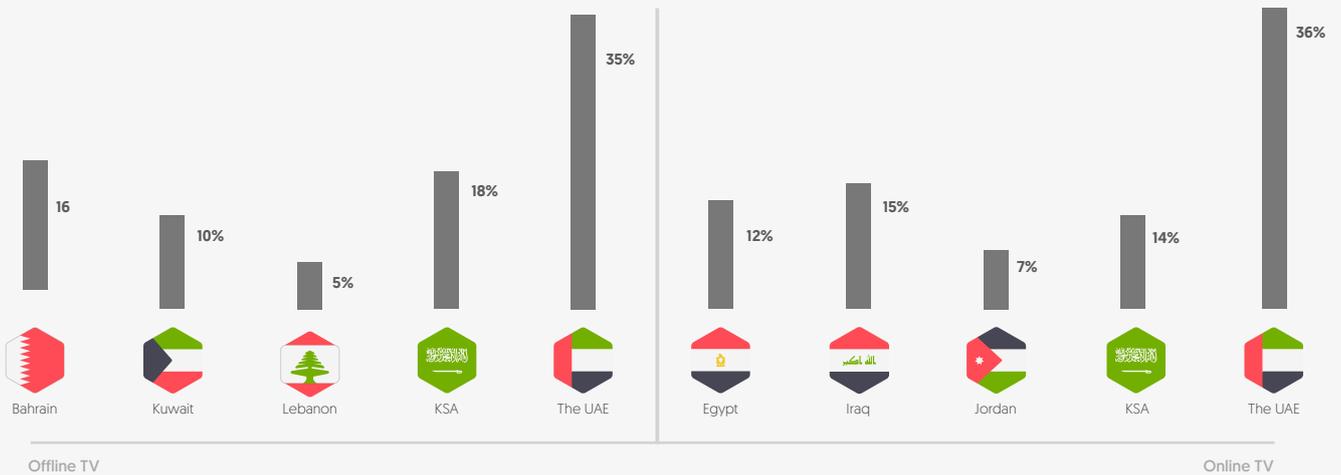
The UAE dominated most of the activities, as it owned 35% and 36% of the content on online and offline TV respectively. Saudi Arabia came in the 2nd place in online TV, while Iraq came 2nd in offline TV.

Who Used Instagram more?

Online TV —

Male

Female

Business

5%

56%

39%

Offline TV —

Male

Female

Business

15%

56%

27%
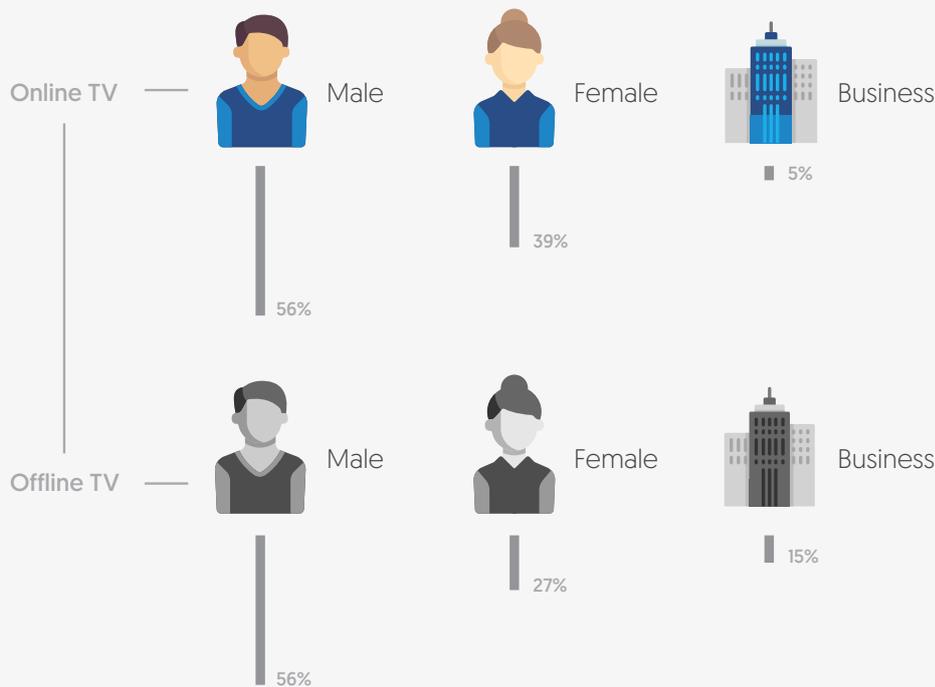
Just like other channels, activities on Instagram were dominated by male users, as they owned 56% of online and offline TV. Business accounts also reserved their minimal participation to rank as the least active on Instagram, yet they were more contributing to offline TV, owning 15% of the buzz.

Which Language Did Instagram Users Prefer?

E

English

Online
40%

Offline
29%

ع

Arabic

Online
60%

Offline
71%

Most of users prefered to write their captions in Arabic. However, those who posted about offline TV were more prone to use Arabic, composing 71% of the buzz, while 60% of those who posted about online TV, posted in Arabic.

Where Instagram Users Content?

+

Positive

Online
24%

Offline
27%

-

Negative

Online
11%

Offline
8%

~

Neutral

Online
65%
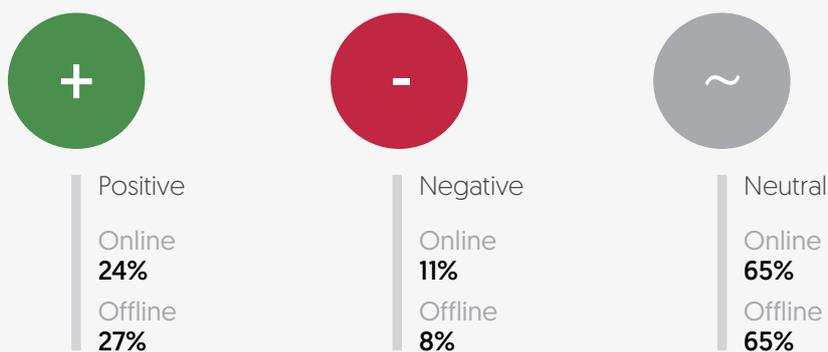
Offline
65%

Such as the majority of topics, neutrality owned the content. Positive posts where more than twice as many as negative content in online TV, while they were triple the negative content of offline TV.
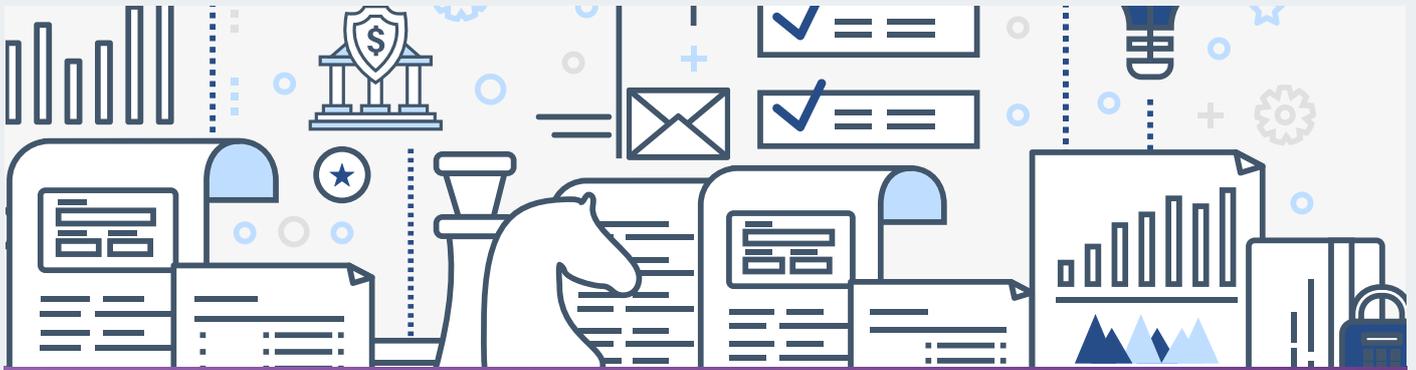
FINANCE

The results are based on

This is based on online public activities about financial topics like wealth management and several types of accounts, loans, insurances, and much more. Instagram, News, Blogs, and Forums in the MENA region, were monitored to provide the following section.

Activities

Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	Total	Total	Total	Total
9,279	9,696	578,865	85.52%	8,250
Per day	Per day	Per day		Per day
26	27	1,626	-	23
Per hour	Per hour	Per hour		Per hour
1	1	68	-	1

The Most Contributing Countries

UAE
40.29%

Bahrain
15.81%

Saudi Arabia
17.24%

Kuwait
8.44%
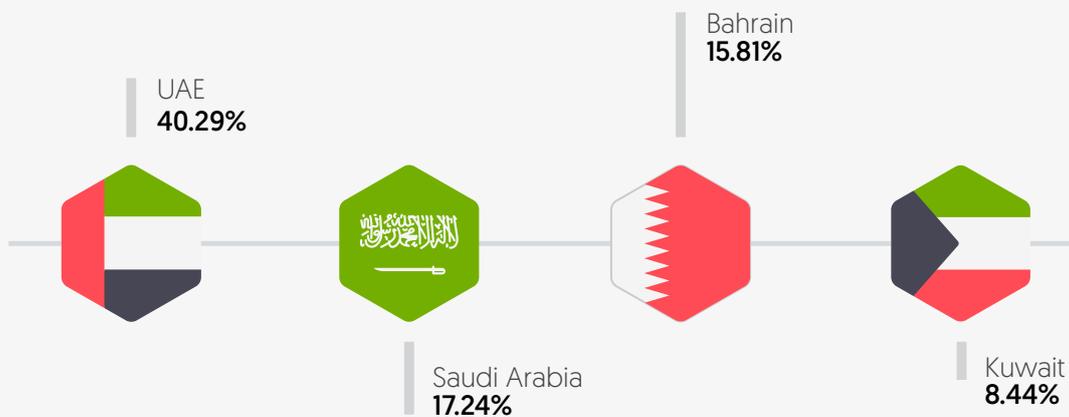
The top 4 places were for Gulf countries leading the activities with a total of 81.77%, while GCC countries in total owned 87.81% of the activities.

Genders and Business Accounts

	Bahrain	KSA	Kuwait	UAE
Male	75.02%	65.83%	64.4%	59.39%
Business	24.22%	20.51%	23.6%	23.61%
Female	0.75%	14.1%	12.00%	17.01%

■ Female   ■ Business   ■ Male
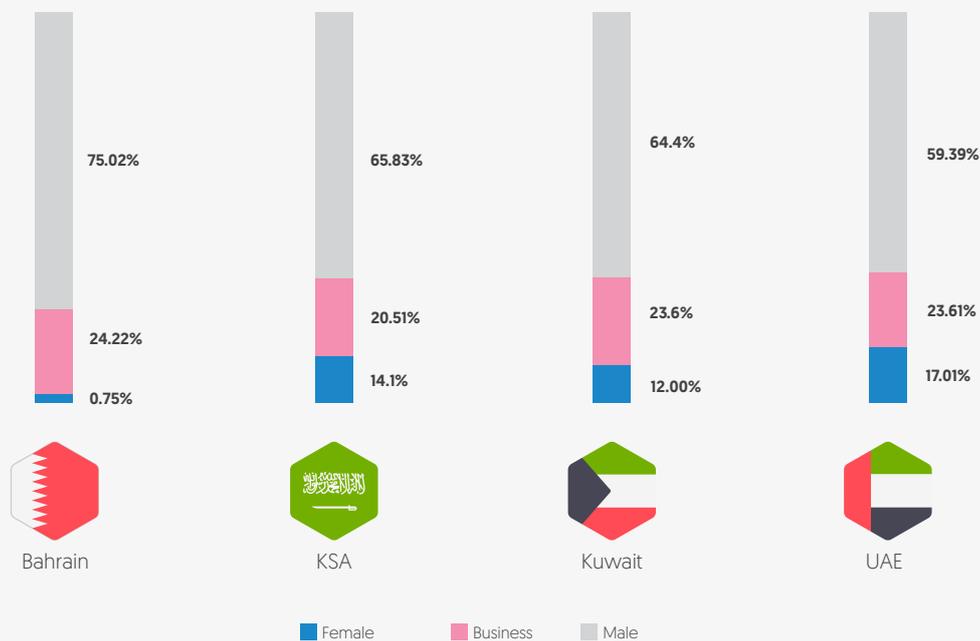
Business Accounts

Business accounts were the most participating in the Finance buzz. Bahraini business accounts were the most active in their market, as they composed more than 75% of the content. Even though they still owned the majority of content in UAE, Emirati business accounts ranked least active among other monitored countries by publishing slightly more than 59% of the countries buzz.

Male Users VS. Female Users

Female accounts activities had been the least active in every country while male users kept almost the same rate of activity across the monitored countries, which ranges between 20.5% in KSA and 24.22% in Bahrain.

Language Preference Across Different Countries

	Bahrain	KSA	Kuwait	UAE
English	28%	46%	49%	83%
Arabic	72%	54%	51%	17%

■ Arabic   ■ English

APCO worldwide   Crowd Analyzer   ITP MEDIA GROUP   LexisNexis
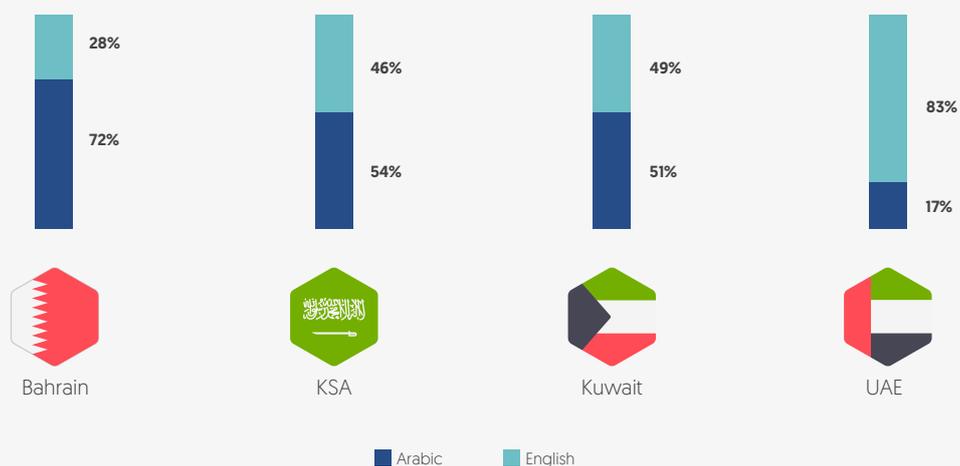
Language is very diverse across countries. Although all monitored countries are GCC countries, the density of used languages reveals a lot about the market, and assists in knowing how prospects should be targeted. For instance, Arabic composed 72% of content in Bahrain. On the contrary, only 17% of UAE's content was in Arabic. Saudi Arabia and Kuwait were split between the two languages.

Users of Which Country Expressed More Sentiment?

Bahrain: 8% Positive, 2% Negative
KSA: 28% Positive, 2% Negative
Kuwait: 14% Positive, 4% Negative
UAE: 14% Positive, 2% Negative

■ Positive   ■ Negative
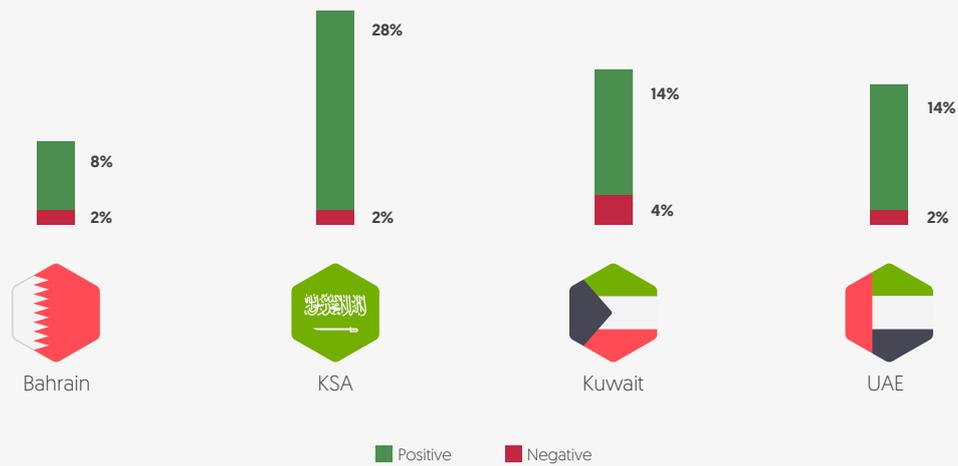
Kuwaiti users had the highest number of sentimental posts with **30%** of their activities expressing opinions. The lowest sentimental activities came from Bahrain that had almost **90%** of its activities as neutral. Overall, positive sentiment was extremely higher than negative sentiment.

Online Platforms & Financial Services
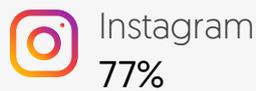
Instagram
77%

Blogs
8%

Forums
5%

News
10%

Which Platforms Were Preferred by Different Genders?

Blog: 84% Business, 13% Male, 4% Female
Forums: 80% Business, 19% Male, 1% Female
Instagram: 57% Business, 28% Male, 15% Female
News: 85% Business, 12% Male, 3% Female

■ Female
■ Male
■ Business
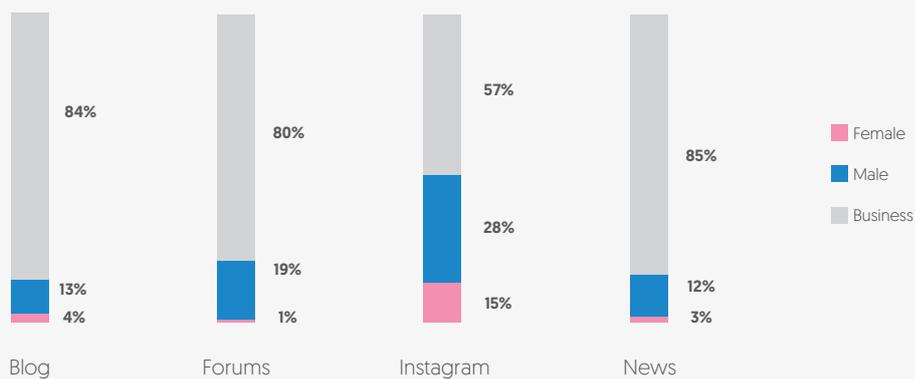
Business Accounts

Business accounts were the most participating across all channels, their highest participation was in news websites, owning **85%** of their content. Meanwhile, their lowest participation, which was still a majority, was on Instagram with **57%** of Instagram's content being owned by business accounts.

Male Users VS. Female Users

Male users' activities dominated over female users' participation in all channels. Female users barely did not exceed **4%** of the content on all platforms except for Instagram, where female users owned **15%** of the platform's content.

Which Platforms Contained Users' Opinions?

Blog: 3% Positive, 5% Negative
Forums: 5% Positive, 4% Negative
Instagram: 14% Positive, 8% Negative
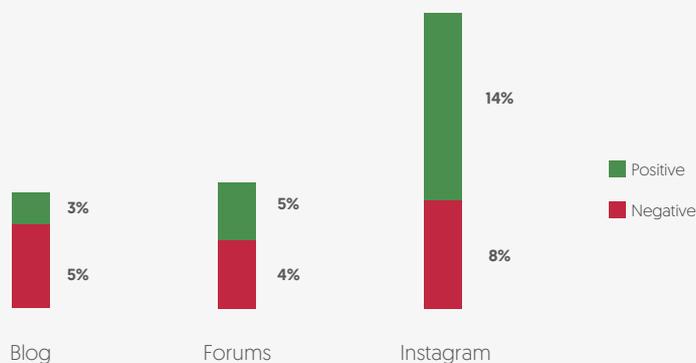
Positive
Negative

The most commonly used platform to express opinion is Instagram, which had 22% of its content sentimental. On the other hand, blogs included the least sentimental content where sentiment was conveyed in no more than 8% of their content.

Positive content on Instagram was almost double the negative content on the platform. While forums had almost equal percentages of both sentiments. Blogs had 5% negative content and 3% positive content.

Business Accounts & Individual Users

Male
27%

Female
13%
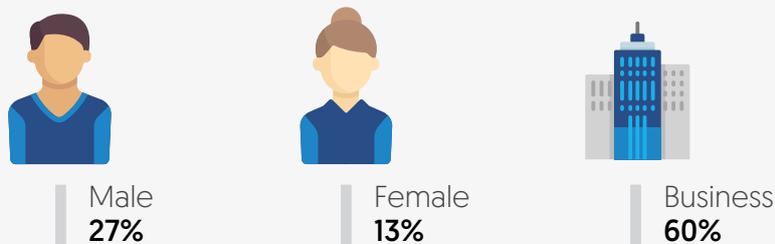
Business
60%

Which Channels Did Each Gender & Business Accounts Prefer?

Male

- 2% (Forums)
- 2%
- 3%
- 93%

Female

- 1% (Forums)
- 1%
- 98%

Business

- 2% (Forums)
- 2%
- 3%
- 93%

Legend:
- ■ Forums
- ■ Blogs
- ■ News
- ■ Instagram
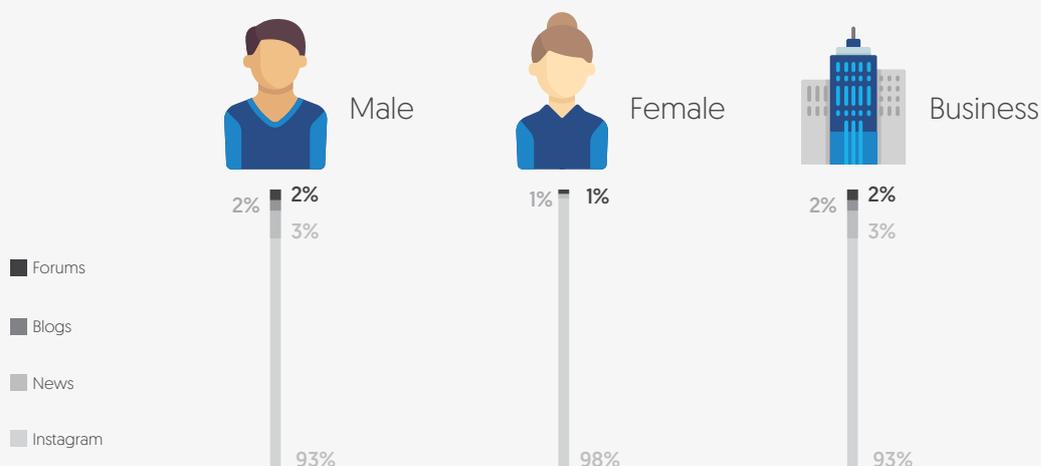
Business accounts as well as individuals used Instagram to publish their finance-related content. Leaving Instagram aside, news websites were used by 3% of business accounts and male users. Blogs and forums were used by 2% of business accounts and male users. 1% of female users were active on news websites, an equal number to those used blogs. While 98% of female users used Instagram, none at all used forums.

What Did Individuals Express? (Sentiment analysis)

Male

- 12%
- 17%

Female

- 8%
- 18%

Legend:
- ■ Positive
- ■ Negative
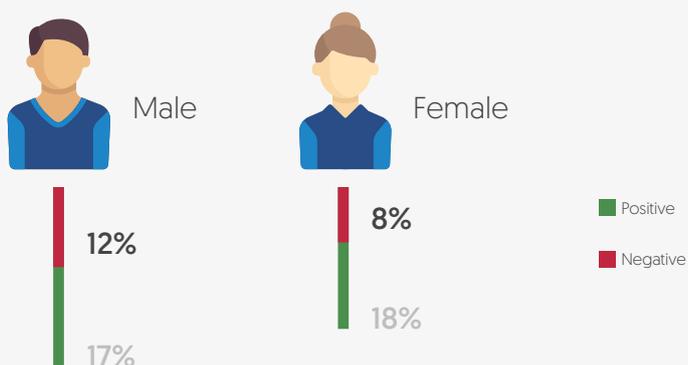
While sentimental content composed 29% of male users' content and 26% of female users', this seems like enough content to measure the satisfaction or dissatisfaction of individual online users. The majority of sentimental content actually expressed a positive sentiment. However, male users aren't as satisfied as female users, as 12% of their content was negative, compared to 8% for female users.

Which Language Did Individuals & Business Accounts Use The Most?

Male
Female
Business

■ English
■ Arabic

30%
70%

59%
41%

46%
54%
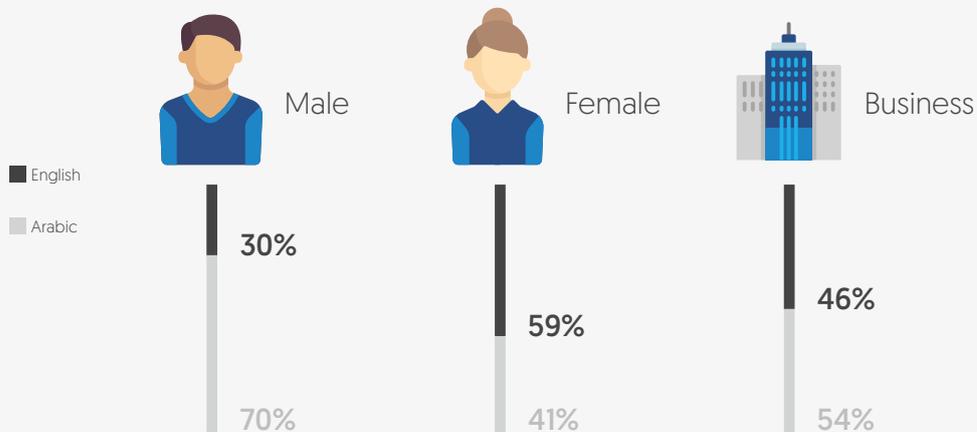
Business Accounts

Business accounts posted in Arabic and English almost equally. Their buzz was composed of 54% Arabic content, while 46% was in English. We assume that this should be the case as financial services are meant to target different segments with different language preferences.

Male Users VS. Female Users

Female users preferred to publish 59% of their content in English, while male users were more prone to use Arabic, composing 70% of their content in Arabic.

Arabic, English, & Financial Services

E   English
34%

ع   Arabic
66%

How Did Business Accounts & Genders Contribute to Each Language?

E

■ Female
■ Male
■ Business

18%
18%
64%

ع

11%
33%
57%
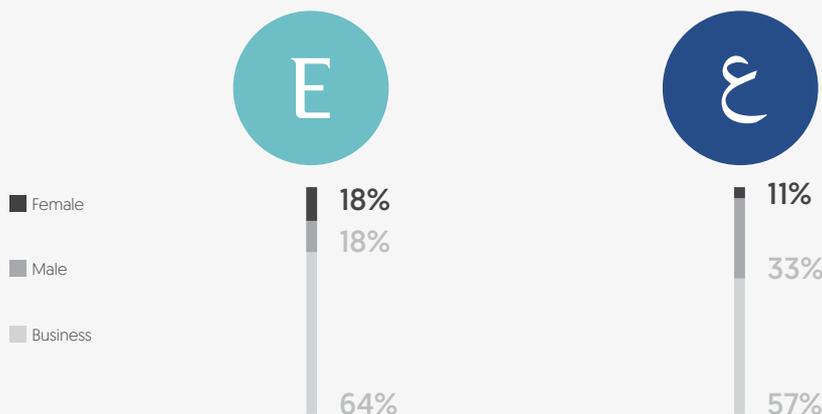
Activities in English were owned by an equal percentage of female users and male users. Business accounts were the most contributing in English by 64%. In Arabic, 57% of the activities were made by Business accounts followed by 33% for male users and finally 10% female users.

Language Preference Across Different Channels

■ Forums
■ Blogs
■ News
■ Instagram

E

2%   3%

31%

91%

ع

3%   1%

96%
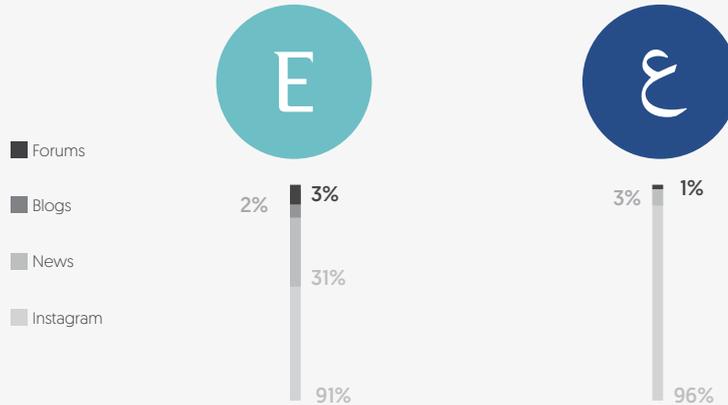
While Instagram was the most utilized platform for finance, it's only expected that the majority of Activities in both languages will be on Instagram. 91% of Arabic content was published on Instagram compared to 96% for English content. News websites were the second most used platforms for both languages with low percentages of 3% and 2% for English and Arabic respectively. All the content published on Forums was in Arabic.

Satisfied? Unsatisfied? What Does The Sentiment Reveal?

+   Positive
     13%

-    Negative
     8%
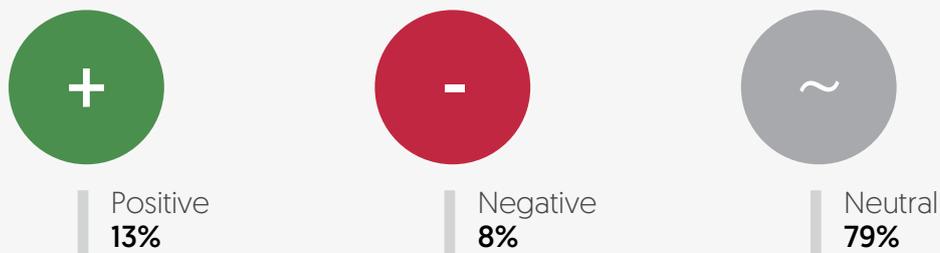
~   Neutral
     79%

How Did Genders and Business Accounts Contribute to Each Sentiment?

+   Positive

-    Negative

~   Neutral

■ Business
■ Female
■ Male

34%

66%

25%

75%

68%

11%
21%

APCO worldwide   Crowd Analyzer   ITP MEDIA GROUP   LexisNexis

FINANCE
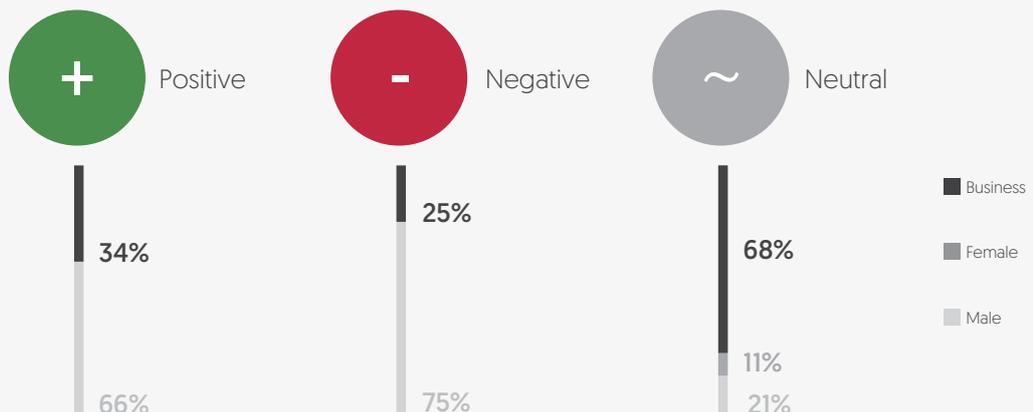
Male users dominated sentimental activities (both negative and positive) while business accounts were responsible for 68% of the neutral sentiment. Business accounts in general do not reveal much sentiment in their content, as most of their content is about the services they offer or promotions. On the contrary, individual users are more prone to show sentiment as they display opinions, and often use social media to complain or recommend products and services.

Sentiment per Channel

+ Positive

- Negative

Instagram	Blogs	Instagram	Blogs
99%	0%	98%	1%

Forums	News	Forums	News
1%	0%	1%	0%

~ Neutral

Instagram	Blogs	Forums	News
0%	0%	0%	100%

Instagram was the most sentimental channel for people interested in the financial industry in the Middle East. While, news websites dominated the neutral sentiment by 100%.

BANKING

The results are based on

This is based on online public activities of 10 banks in the UAE. The monitoring process covered public Instagram posts and news articles.

Activities

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	10,958	10,624	840,258	70.61%	3,800
Per day	30.1	29.6	2,308	-	2,308
Per hour	1.3	1.2	96	-	0.4

Banking & Different Channels

Instagram
85.68%

News
14.32%

Since Twitter wasn't part of our analysis for banking and finance, it turned out that online users were more comfortable to use Instagram, as 85.6% of users published their content on Instagram, while only 14.3% prefered news websites.

How did Different Business Accounts & Individuals from Both Genders Use Different Platforms?

44.8%

100%

38.9%

■ Female
■ Male
■ Business

16.3%
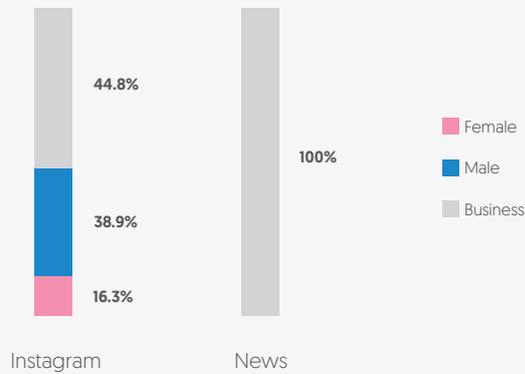
Instagram   News

Business Accounts

Business accounts owned 100% of content on news websites, which is close to what is expected. They were also the most active on Instagram as they owned almost 45% of the content published on Instagram.

Male Users VS. Female Users

While business dominated the activities of the banking buzz, individuals were remarkably active on Instagram. However, male users were twice as active as female users. Male users owned 38.9% of the buzz on Instagram, while female users published slightly more than 16% of the content of the platform.

How Were Both Platforms Utilized to Express Sentiment?

80.3%

■ Positive
■ Negative
■ Neutral

17.2%

2.5%
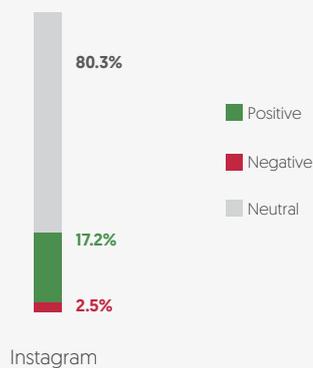
Instagram

While we know by now that business accounts are the main owners of neutral content, and they owned 100% of the content on news websites, we know that these websites only have neutral content. The sentimental posts were exclusive to Instagram. However, even Instagram seems to be dominated by neutral content with 80% of the platforms' posts expressing no sentiment at all. Aside from neutral content, more than 17% of the content on the platform expressed positive sentiment, while only 2.5% of the content expressed dissatisfaction.

APCO worldwide   Crowd Analyzer   ITP MEDIA   LexisNexis

Banking By Business Accounts, Male & Female Users

Male
24.0%

Female
65.9%
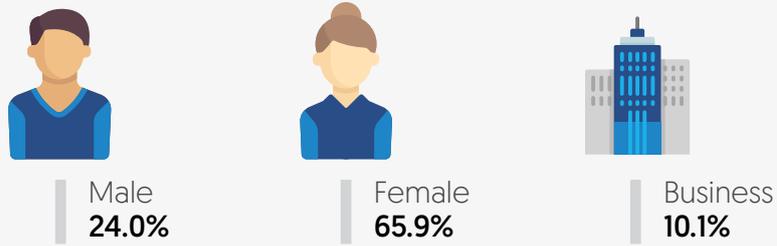
Business
10.1%

Which Platforms Did Different Genders Prefer?

■ News
■ Instagram

Male

Female

Business

42%

100%

100%

58%
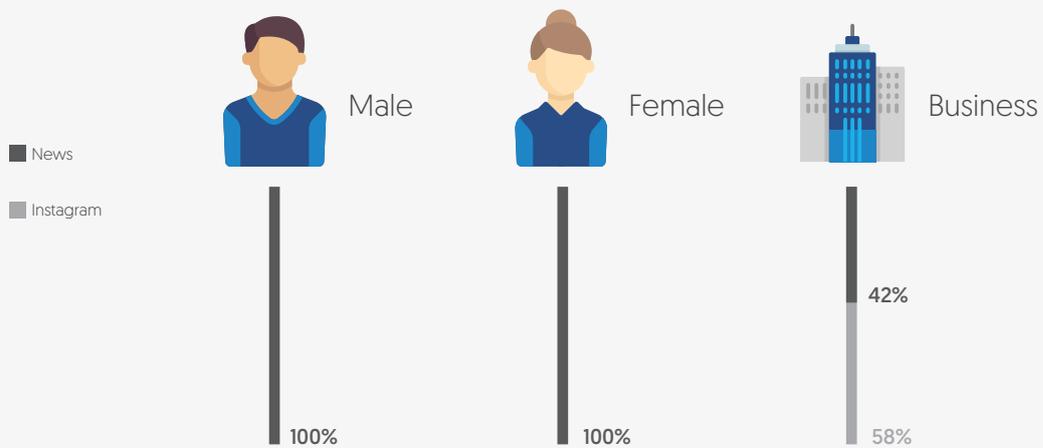
Business Accounts

Business accounts contributed to the content of the banking industry on Instagram as well as news websites where they owned all the related content. Instagram hosted 42% of their content, while the rest went to news websites.

Male Users VS. Female Users

Individuals did not publish any content on news websites, which made Instagram the main platform for online activities of male and female users.

What did Each Gender Express?

Male

Female

4.2%

20.1%

2.1%

24.8%

■ Positive
■ Negative
■ Neutral

75.7%

73.1%
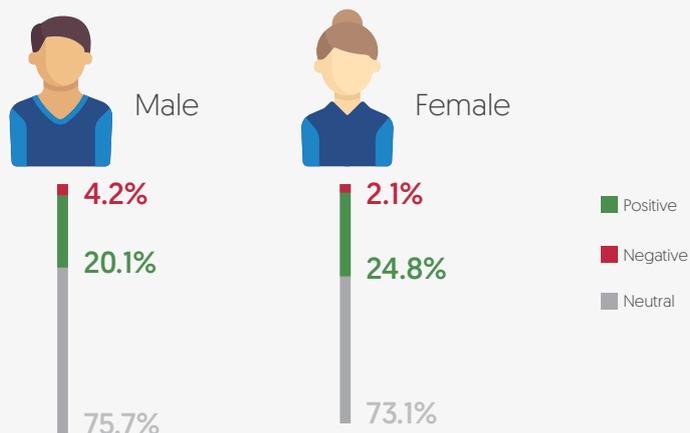
As business accounts only published neutral content, individual male and female users were the owners of sentimental content. The majority of their content was neutral, while keeping the difference between both genders very similar. Male and female users kept 75.7% and 73.1% of their content neutral respectively. 4.2% of male users' content expressed a negative sentiment, while only 2.1% of the female users' content was negative.

Who Chose Which Language to Publish Their Content?

- Arabic
- English

Male

Female

Business

53.2%

46.8%

22.3%

77.7%

44.9%

55.1%
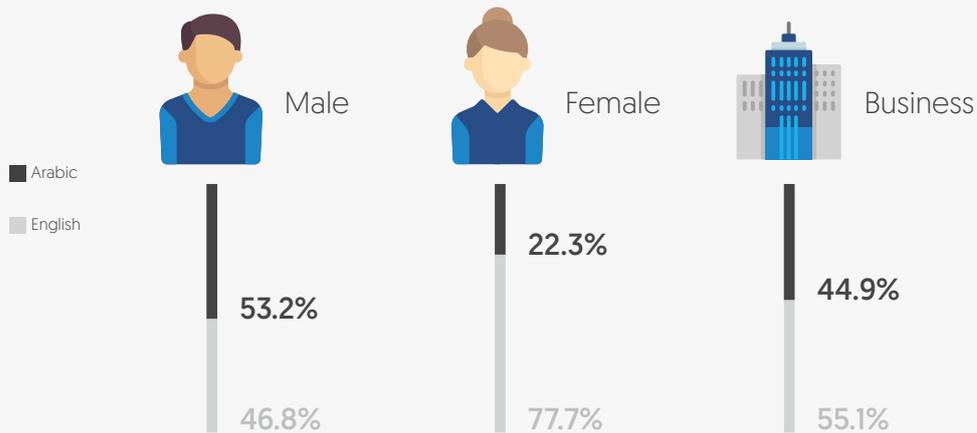
Business Accounts

Although business accounts in UAE use English relatively more than Arabic, business accounts related to banks seem to be an exception to this assumption. 55% of business accounts' content was in English while the rest was in Arabic.

Male Users VS. Female Users

Most of the male users preferred to use Arabic in writing their content, publishing 53.2% of their content in Arabic. On the other hand, the vast majority of female users preferred English over Arabic, which was used in publishing 77.7% of their content.

Arabic, English, & Banking

E

ع

English
53.6%

Arabic
46.4%

How Did Business Accounts & Genders Utilize Language?

E

■ Female

■ Business

■ Male

11%

74%

15%

ع

4%

74.9%

21.%
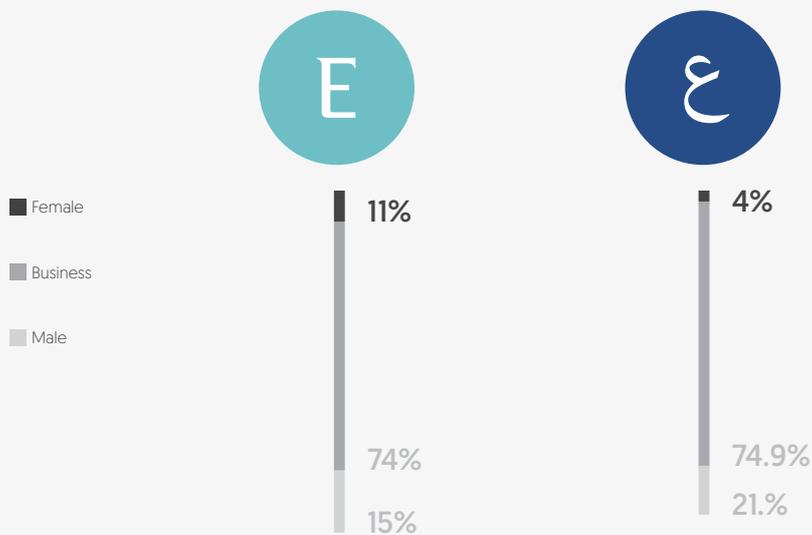
So, who contributed to the content in each language? Well, this is where we conduct an analysis of the language in which content is published. As business accounts are the most active in this buzz, they dominated more than 74% of the content in English as well as Arabic. Male users' contribution to Arabic content exceeded their contribution to English content, owning 21% of Arabic content, while they owned no more than 15% of English content. Female users were different, as they preferred English content over Arabic content. Female users owned 11.1% of English content, while their minimal contribution to the Arabic buzz did not exceed 4%.

How Was Language Distributed Over Channels?

E

■ News

■ Instagram

16.35%

83.65%

ع

21.73%

78.27%
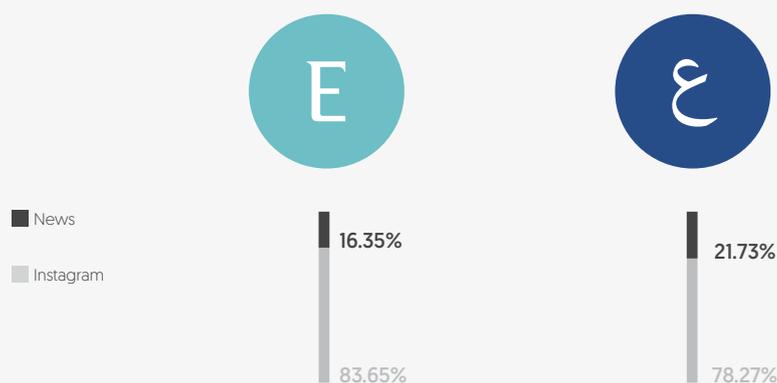
Some platforms are meant to include more content in a specific language. This is essential for businesses that target different segments and would like to further understand how to allocate their content. For banking, Arabic and English content were dominated by Instagram. However, as we go deeper into numbers, we realize that Arabic was less popular than English on Instagram, unlike new websites. More than 80% of English content was published on Instagram.

Satisfied, Dissatisfied? What Did The Sentiment Reveal?
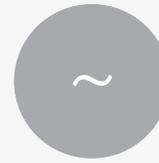
+	-	~
Positive	Negative	Neutral
14.7%	**2.2%**	**83.2 %**

Who Conveyed More Sentiment?
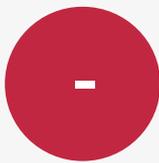
+ Positive   - Negative   ~ Neutral

■ Male
■ Female
■ Business

Positive
34.7%
65.3%

Negative
82.6%
17.4%
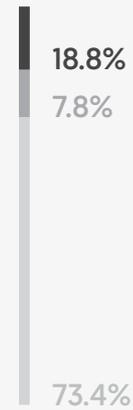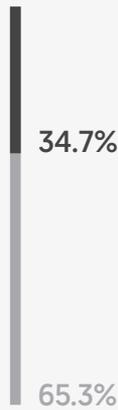
Neutral
18.8%
7.8%
73.4%

Business Accounts

As we already concluded, business accounts don't usually publish sentimental content. Hence, they owned more than 74% of the neutral buzz, and 0% of the positive and negative content.

Male Users VS. Female Users

Male users owned the majority of positive and negative content. However, their contribution to the negative buzz was much higher than the positive one. They owned more than 82% of the negative content. Female users' contribution to the positive buzz was twice as much as their contribution to the negative content.

APCO worldwide · Crowd Analyzer · ITP MEDIA GROUP · LexisNexis

Which Platform Was Most Suitable to Express Sentiment?

+ Positive   **-** Negative   **~** Neutral

■ Instagram

■ News

100%   **100%**   **82.24%**   17.76%
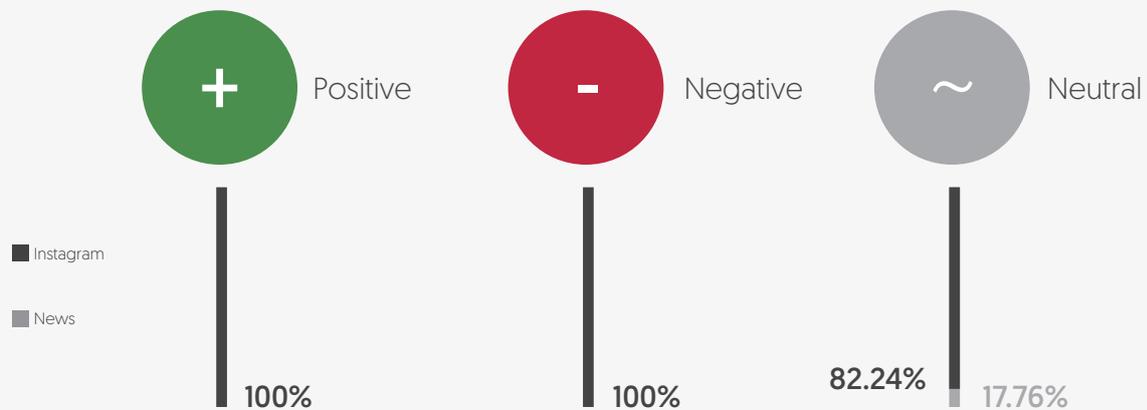
Instagram hosted all sentimental posts, and more than 82% of neutral content. Meanwhile, no more than 17.8% of the neutral posts were published on news websites, as business accounts were more fond of publishing their neutral content on news websites.

More Insights...

Top Posts

We know that Instagram was more utilized in this buzz, it is expected that its hosts the top interactive posts.

Here are the top Banking Posts in the buzz!

Most Active News Websites

THOMSON REUTERS
ZAWYA™

Activities
1624

Activities
1054

Eye Of Dubai

Activities
137

الشارقة
24
SHARJAH
الحقيقة حيث تنظر

Activities
115

arabian
Business

Activities
108

Most Popular Hashtags

#uae

Frequency
4272

Unique Users
699

#dubai

Frequency
2857

Unique Users
644

#abudhabi

Frequency
2556

Unique Users
493

#mydubai

Frequency
2107

Unique Users
379

#الامارات

Frequency
1613

Unique Users
255

E-COMMERCE

The results are based on

The results are based on monitoring social accounts and queries covering Namshi, Jumia and Souq, which are the leading e-commerce players in the MENA region.

Overview of MENA region Activities

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	380.94K	547.47K	4.01M	24.35%	508.92K
Per day	1,043	1,500	10,959	-	1,394
Per hour	43	62	457	-	58

Which MENA Countries Were The Most Active?

Kuwait
3%

Egypt
9%

Oman
1%

UAE
11%

KSA
56%
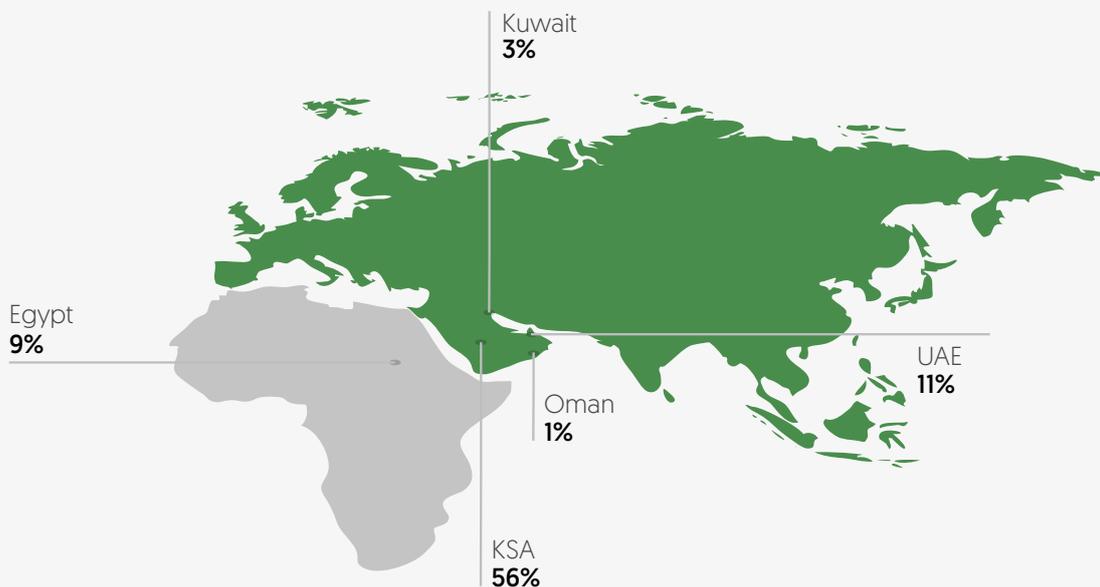
While the level of activity is different, the most active countries in terms of E-commerce did not change in order from 2016. Saudi Arabia was and still is the most active, owning 56% of the 2017 buzz, followed by UAE which owned 11% of the buzz, Egypt with 9%, Kuwait with 3%, and finally Oman with only 1%. The top active countries owned a total of 80% of the whole E- commerce buzz.

Who Was Active In Which Countries?

	Egypt	Kuwait	Oman	KSA	UAE
Business	55%	48%	52%	54%	67%
Male	39%	46%	41%	40%	25%
Female	6%	7%	7%	6%	8%

Female · Male · Business
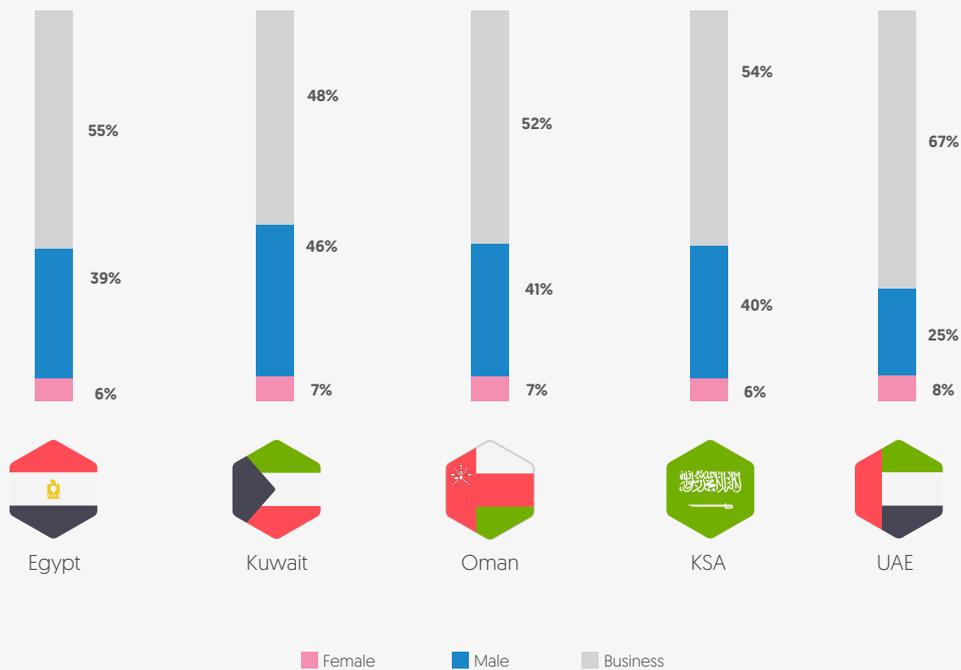
Business Accounts

Business accounts owned the majority of content of each and every country except Kuwait. Their highest participation was in UAE as they owned 67% of the content. Kuwaiti business accounts had the lowest percentage compared to other countries, yet they still were the most active when compared to male users and female users separately.

Male Users VS. Female Users

Male users were the second most active after business accounts. They're highest participation was tracked in Kuwait, where they owned 46% of the published content, while they're lowest participation was in UAE, where they owned no more than 25% of the country's buzz.

Female users weren't as active as male users. They were at their highest activity rate in UAE, where they composed 8% of the buzz, while keeping their activity between 6% and 7% in the remaining countries.

Which Language Did Users Prefer In Each Country?

	Egypt	Kuwait	Oman	KSA	UAE
Arabic	88%	75%	75%	97%	41%
English	12%	6%	25%	3%	59%

English ■   Arabic ■
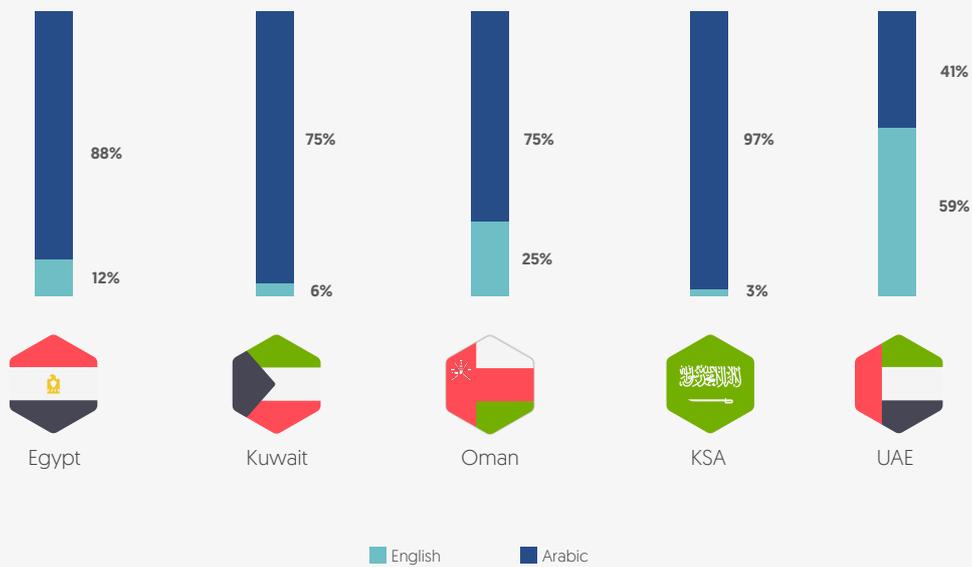
Arabic dominated the content of all countries except UAE. Perhaps that's due to the diversity of users in the market. Aside from UAE, Arabic was mostly utilized in Saudi Arabia, where it represented 97% of the Saudi buzz. In UAE, 59% of the published content was in English.

Which Market Was Most Sentiment?

	Egypt	Kuwait	Oman	KSA	UAE
Positive	8%	5%	9%	7%	9%
Negative	5%	2%	6%	5%	3%

Negative ■   Positive ■
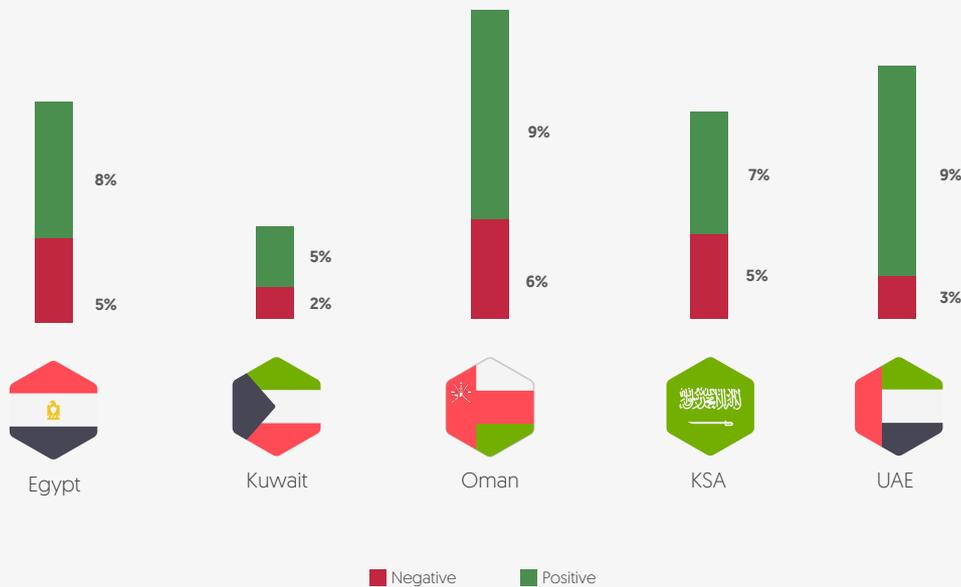
E-commerce Across Different Platforms

Instagram
77%

Blogs
8%

Forums
5%

News
10%

How Did Business Accounts & Genders Contribute to The Content of Different Platforms?

Blogs: Female 4%, Male 12%, Business 84%
Facebook: Female 15%, Male 51%, Business 34%
Forums: Female 1%, Male 45%, Business 45%
Instagram: Female 29%, Male 23%, Business 48%
News: Female 5%, Male 11%, Business 84%
Twitter: Female 19%, Male 51%, Business 3%

Legend: ■ Female   ■ Male   ■ Business
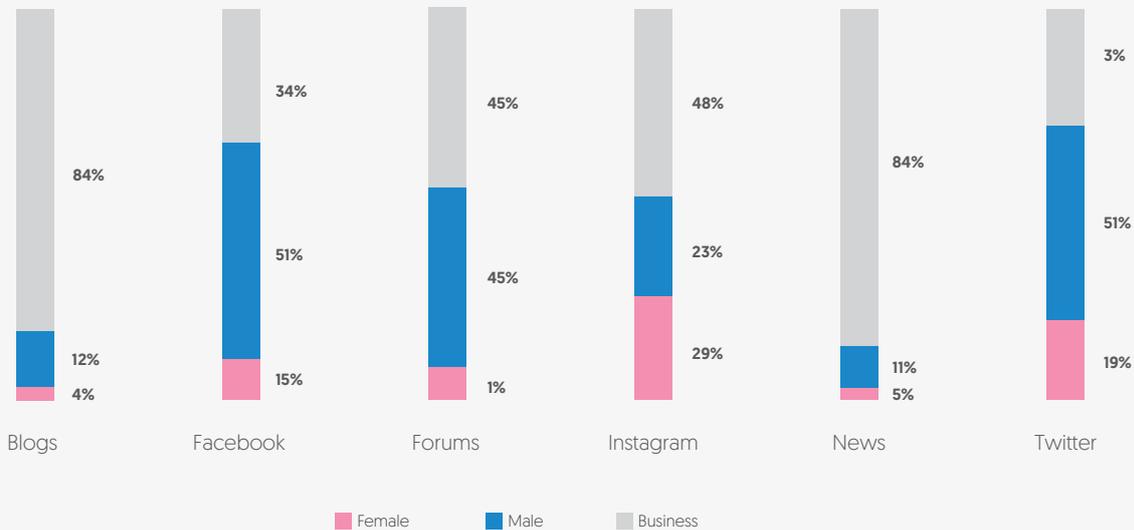
Business Accounts

Business accounts owned the majority of content published on blogs and news websites. Individual users usually do not prefer to publish their content on blogs and news websites, or even interact on them. This is why these platforms are often reserved for business accounts.

Male Users VS. Female Users

Male users dominated the majority of users' content on all social media platforms and forums, except for Instagram, which was dominated by female users' content with 29%, while 23% of the content on Instagram was owned by male users. Male users owned the majority of content on Facebook and Twitter with 51% respectively. They also composed 45% of the content on Forums.

Which Platforms Were Used to Express Sentiment?

Blogs: Negative 1%, Positive 2%
Facebook: Negative 7%, Positive 7%
Forums: Negative 12%, Positive 16%
Instagram: Negative 3%, Positive 10%
Twitter: Negative 5%, Positive 7%

Legend: ■ Negative   ■ Positive
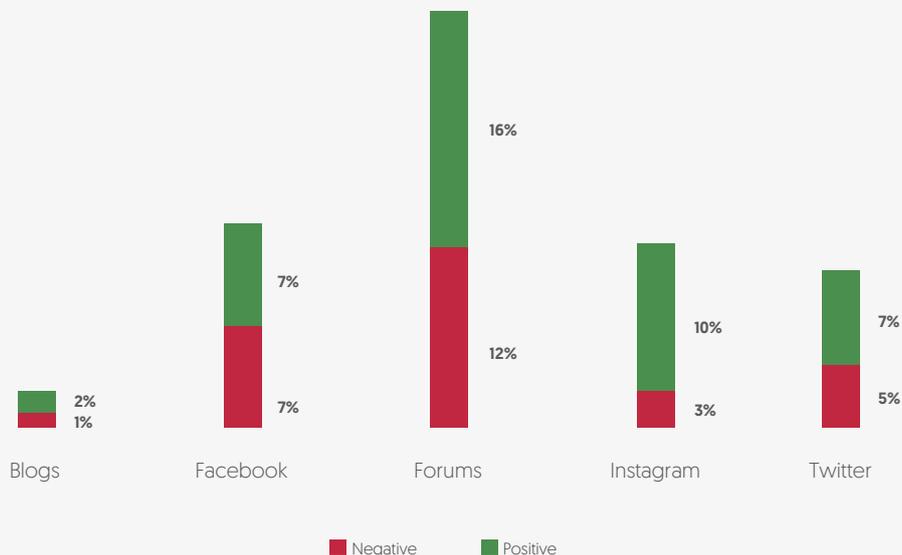
Business Accounts, Male & Female Users: Who Published What?

Male 27%

Female 13%

Business 60%

Which Platforms Did Users Prefer?

Male

Female

Business

- News
- Blogs
- Instagram
- Facebook
- Twitter

Male
- 3%
- 38%
- 58%

Female
- 10%
- 30%
- 60%
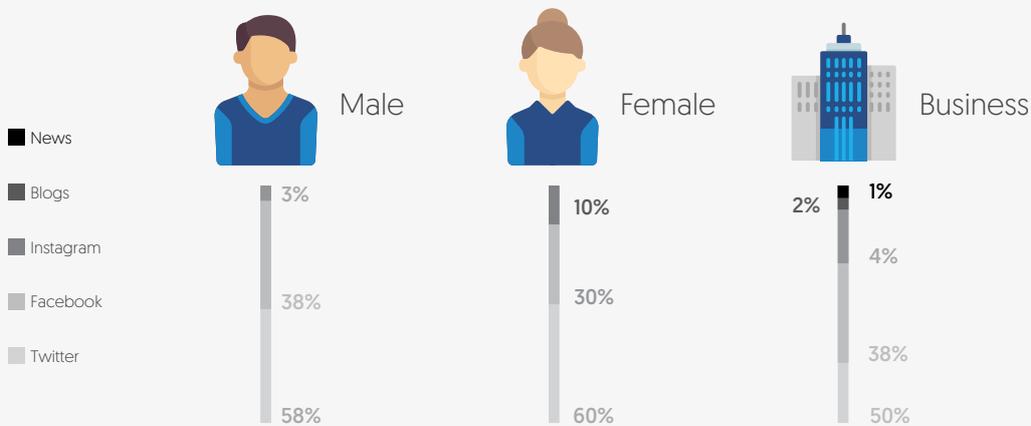
Business
- 1%
- 2%
- 4%
- 38%
- 50%

Business Accounts

50% of business accounts preferred to publish their content on Twitter, followed by 38% who preferred to publish their posts on Facebook. Meanwhile, they were the only ones that used blogs and news websites.

Male Users VS. Female Users

Female users were more fond of Twitter, as 60% of their content was published on the platform. They were also more interested in Instagram than male users, as they published 10% of their content on Instagram, while only 3% of male users published on Instagram. 38% of male users preferred Facebook over any other platform, while only 30% of female users published on Facebook.

Sentiment Across Different Genders

Male

Female

Business

- Positive
- Negative

Male 10% Positive, 8% Negative

Female 10% Positive, 6% Negative

Business 1% Negative
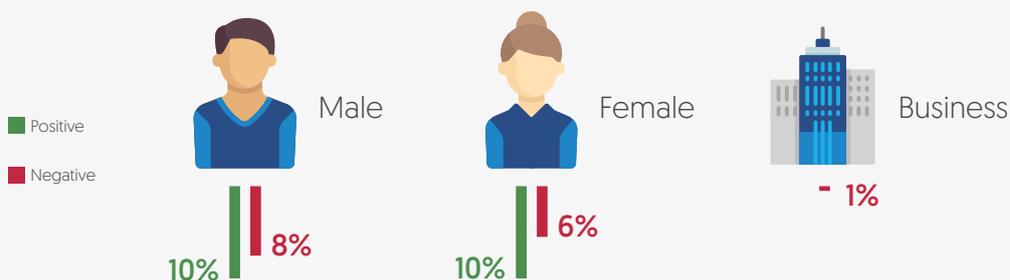
Business Accounts

The vast majority of 99% of business accounts' content was neutral. Only 1% of the content expressed a positive sentiment, and none expressed any negative sentiment.

Male Users VS. Female Users

Positive is the dominating sentiment in both males and females. However, male users were slightly more sentimental than female users having 18% of their activities revealing a sentiment compared to female users with 16%.

Which Language Did Users Prefer?

Male

Female

Business

- English
- Arabic

13%

21%

19%

87%

79%

81%
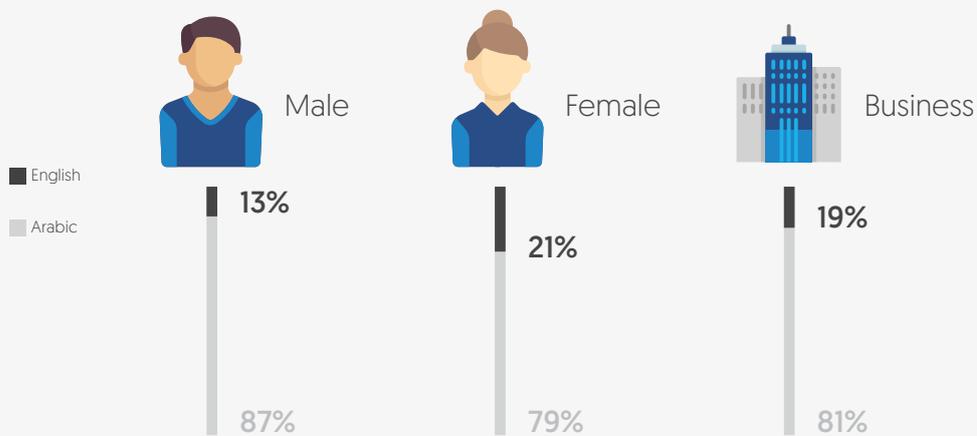
The vast majority of content was published in Arabic, ranging between 79% and 87%. Male users were the most fond of Arabic while 21% of female users preferred to post in English.

Arabic & English E-Commerce

E

ع

English
34%

Arabic
66%

Compared to 2016, English was more frequently used in 2017 as 34% of the content was in English, while in 2016 it composed no more than 13%. On the other hand, the usage of Arabic decreased from 87% in 2016 to 66% in 2017.

APCO worldwide Crowd Analyzer ITP MEDIA LexisNexis

How Was Language Affected By Business Accounts & Individual Users?

E

ع

- ■ Female
- ■ Business
- ■ Male

21%
44%
35%

16%
36%
48%
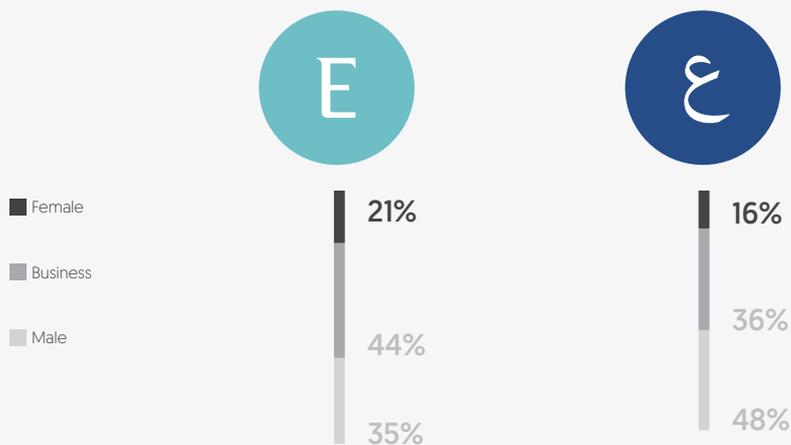
Arabic was more frequently used by the male users while business accounts were the most contributing to English content. Female users had the lowest participation in both languages.

Which Platforms Were Most Used For Arabic & English?

E

ع

- ■ Blogs
- ■ News
- ■ Instagram
- ■ Facebook
- ■ Twitter

2% **1%**
10%
22%

65%

6%
11%

83%
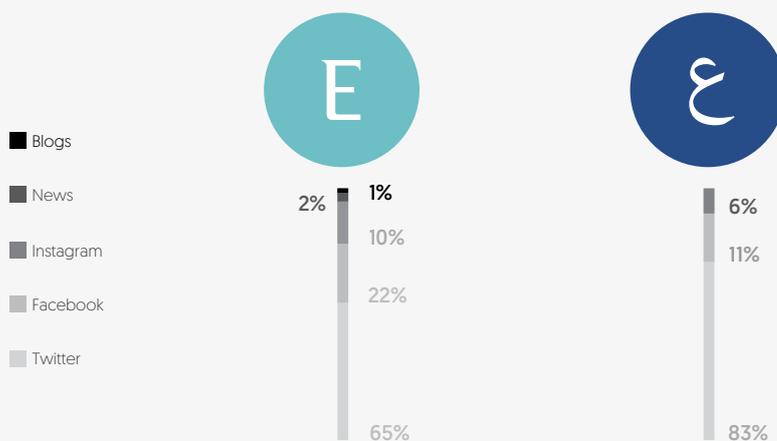
Twitter contained the majority of content in both languages, followed by Facebook. 83% of Arabic content was on Twitter, while 11% of the language's content was on Facebook. Meanwhile, 65% of the English content was on Twitter, followed by 22% on Facebook. Instagram wasn't a favorite social media platform for users of both languages as it hosted no more than 10% of the English content, and 6% of the Arabic content. It's remarkable that news websites and blogs were only used for English content.

What Sentiment Did The Buzz Present?

+

-

~

Positive
7%

Negative
5%

Neutral
88%

Sentimental posts decreased noticeably in 2017. In 2016, sentimental posts composed 32% of the E-commerce buzz. In 2017, only 12% of the content revealed a sentiment.

Who Published Sentimental Content?

	Positive	Negative	Neutral
+	-	~	

Business
Female
Male

	Positive	Negative	Neutral
Business	3%	1%	39%
Female	31%	18%	17%
Male	66%	81%	44%
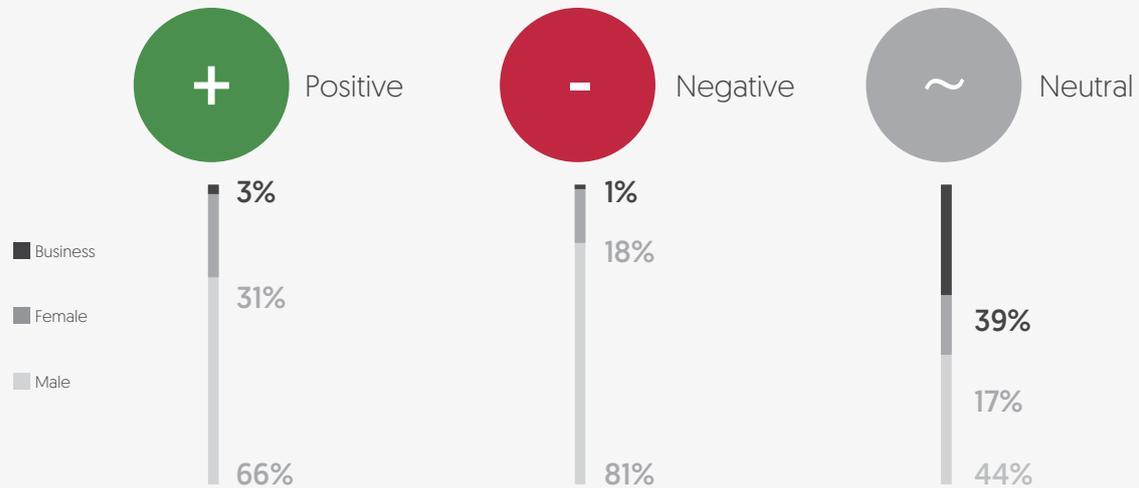
Business Accounts

Business accounts are always for publishing neutral content, as these accounts composed 39% of the neutral buzz. Meanwhile, their contribution to the positive and negative buzz did not exceed 3% and 1% respectively.

Male Users VS. Female Users

Male users composed most of the content of the positive and negative buzz with 66% and 81% respectively. Female users owned more of the positive content than the negative one. 31% of the positive posts were owned by female users while their contribution to the negative buzz was 18%.

Which Platforms Displayed Sentiment?

	Positive	Negative	Neutral
+	-	~	

News
Forums
Instagram
Facebook
Twitter

	Positive	Negative	Neutral
News		1%	1%
Forums		5%	8%
Instagram	12%	27%	18%
Facebook	18%		
Twitter	70%	67%	73%
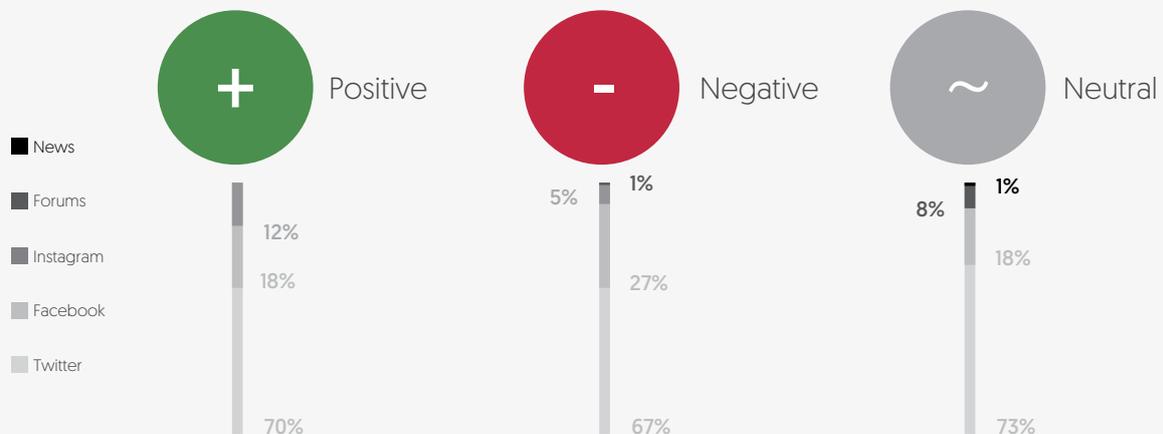
Twitter was the most used channel by users interested in E-commerce for all sentiments, as it contained a range between 67% and 73% of sentimental content. Facebook came as the second most preferred platform, containing a range between 18% and 27% of sentimental content.

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RIDE HAILING

The results are based on

This is based on covering the top 2 leading ride hailing companies social accounts and queries.

Activities

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	497.17K	804.64K	6.25M	27.33%	806.13K
Per day	1,362	2,204	17,123	-	2,208
Per hour	57	92	713	-	92

Most Active Countries

Jordan
2%

Kuwait
2%

Egypt
10%

UAE
5%

KSA
64%
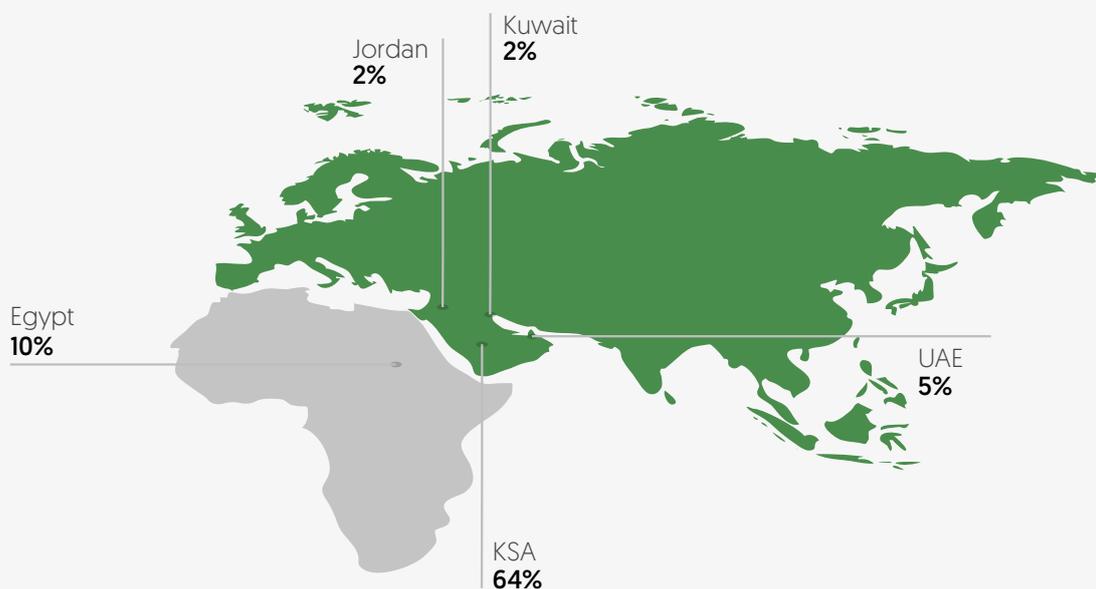
These Top 5 countries in the MENA region owned around 83% of the the total activities of the whole buzz. GCC countries owned 71% of the activities solely.

Who Contributed to The Buzz In Each Country?

	Egypt	Jordan	Kuwait	KSA	UAE
Male	50%	45%	56%	67%	34%
Business	34%	41%	35%	22%	54%
Female	19%	14%	10%	11%	11%

Female ■   Business ■   Male ■
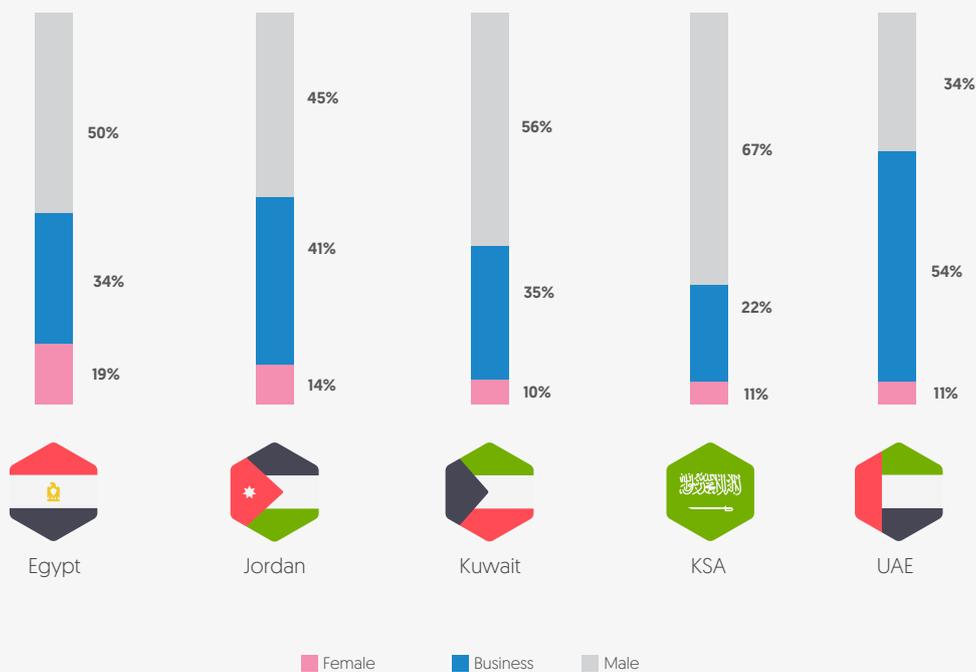
Business Accounts

Business accounts' highest activity was in UAE, where they owned a majority of 54% of the content, followed by Jordan with 41% of the country's buzz generated by business accounts. Business accounts were at their lowest activity in Saudi Arabia where they only owned 22% of the country's buzz.

Male Users VS. Female Users

Male users were the most active in 4 of the 5 top countries. Their highest activity was in Saudi Arabia, where they owned 67% of the content, followed by Kuwait where they owned 56% of the country's buzz. Yet, their lowest activity rate was in UAE, where they owned 34% of the buzz. Female users weren't as active as their male counterparts, yet they were most active in Egypt; owning 19% of the content.

Which Language Was Preferred In The Top 5 Countries?

Egypt: 90% Arabic, 10% English
Jordan: 66% Arabic, 34% English
Kuwait: 97% Arabic, 3% English
KSA: 98% Arabic, 2% English
UAE: 34% Arabic, 66% English

- English
- Arabic
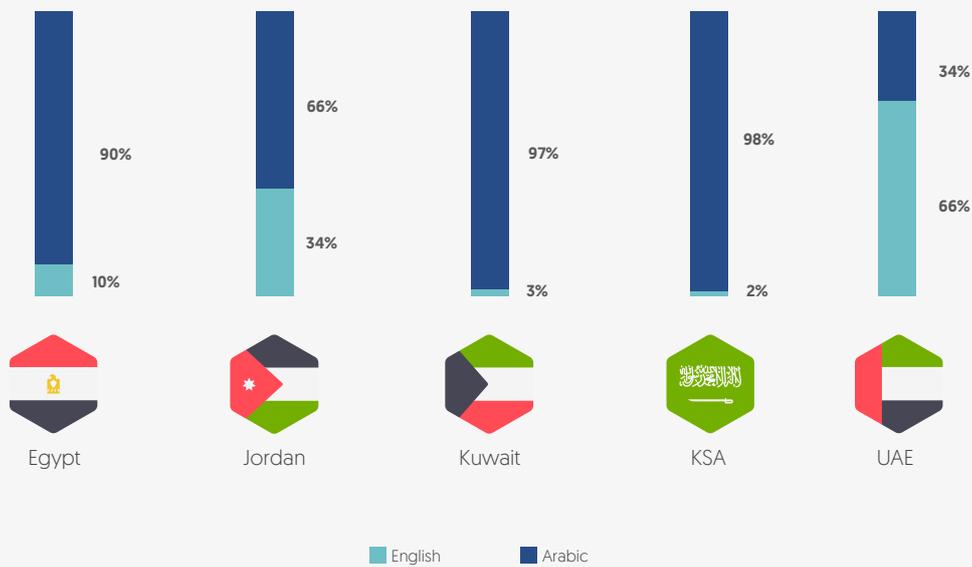
Understanding which language to use for your industry differs according to the country your company is targeting. Hence, analyzing the preferred language in each country is an essential part of any marketing strategy. In this buzz, Arabic was the most used language by users across the region, except in UAE, where 66% of the content was in English. Saudi Arabia, Kuwait, and Egypt had a majority of more than 90% of Arabic content. Jordan had 66% of its content in Arabic and 34% in English.

Which Sentiment Dominated Activities In Each Country?

Egypt: 8% Negative, 6% Positive
Jordan: 6% Negative, 8% Positive
Kuwait: 6% Negative, 6% Positive
KSA: 11% Negative, 7% Positive
UAE: 4% Negative, 7% Positive

- Negative
- Positive
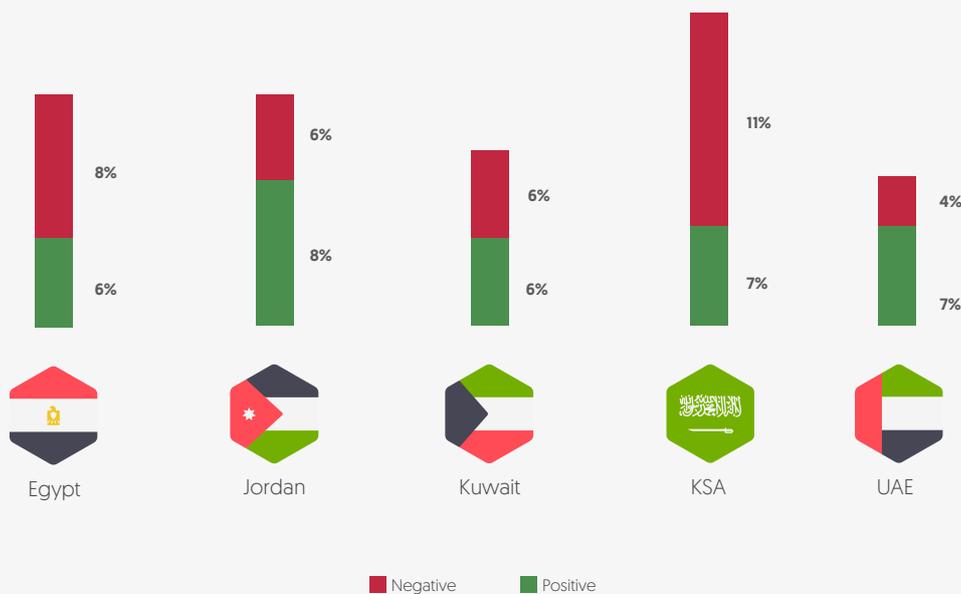
The most active country in sentimental post is Saudi Arabia, which displayed sentiment in 18% of its content. UAE revealed the least sentiment in their content, which represented no more than 11% of the country's buzz. Saudi Arabians and Egyptians published more negative content on social media, while Jordanians and Emiratis were more positive towards the topic.

Online Platforms & Ride Hailing

Twitter
77%

Facebook
16%

Instagram
5%

Blogs
1%

News
1%

How Did Business Accounts & Individual Users Utilize Each Platform?

	Blogs	Facebook	Instagram	News	Twitter
Business	84%	10%	38%	86%	18%
Male	13%	68%	38%	10%	65%
Female	3%	22%	24%	4%	17%

Female · Male · Business
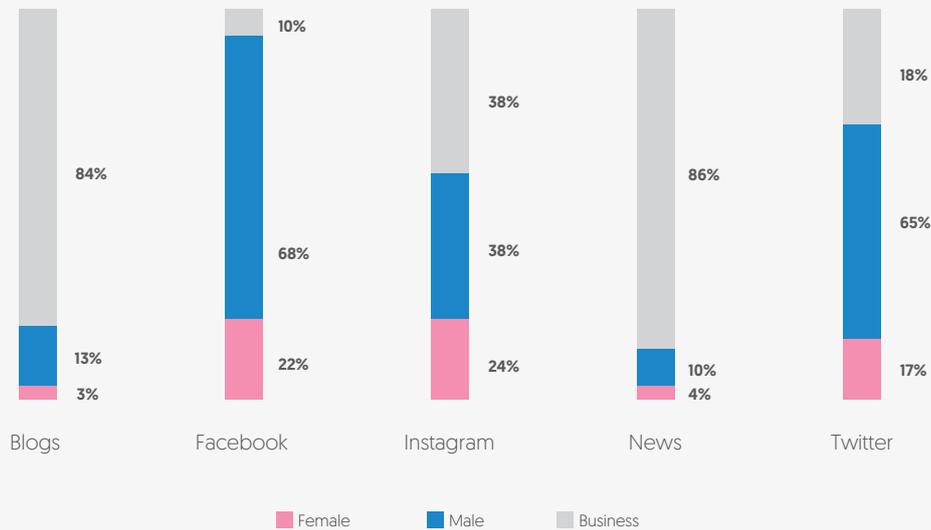
Business Accounts

For blogs and news website, business accounts were the highest contributors. They composed more than 84% of the content on both platforms, while falling behind on social media platforms such as Twitter, Facebook, and Instagram, where individual users dominated the buzz.

Male Users VS. Female Users

Male users had the highest amount of activities on Facebook and Twitter. Female users had the minimum participation in all channels but their highest were Facebook and Instagram where they owned 23% of the content.

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Which Platforms Contained More Sentimental Posts?

Blogs: Positive 1%, Negative 2%
Facebook: Positive 10%, Negative 7%
Instagram: Positive 16%, Negative 8%
Twitter: Positive 7%, Negative 10%

Blogs | Facebook | Instagram | Twitter
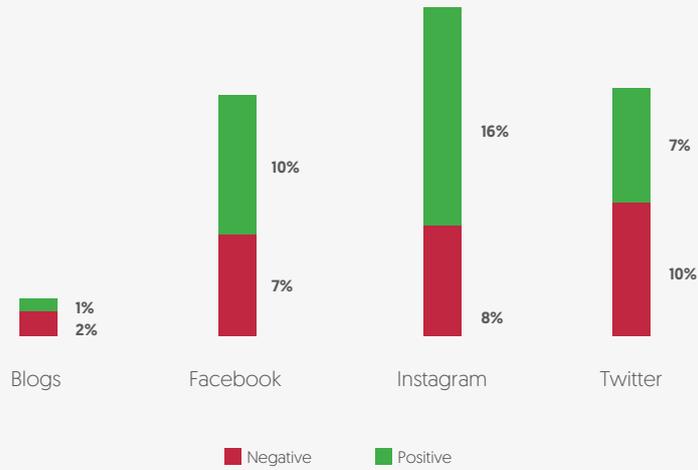
■ Negative ■ Positive

Instagram was the highest network with sentimental activities, as sentiment was revealed in 24% of the published content. Positive activities were higher than negatives in all networks except for blogs and Twitter where negative content exceeded positive content.

Business Accounts, Male Users, & Female Users

Male
62%

Female
18%
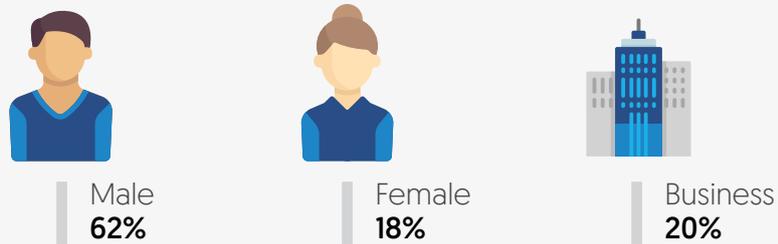
Business
20%

Who Contributed to The Buzz of Different Platforms?
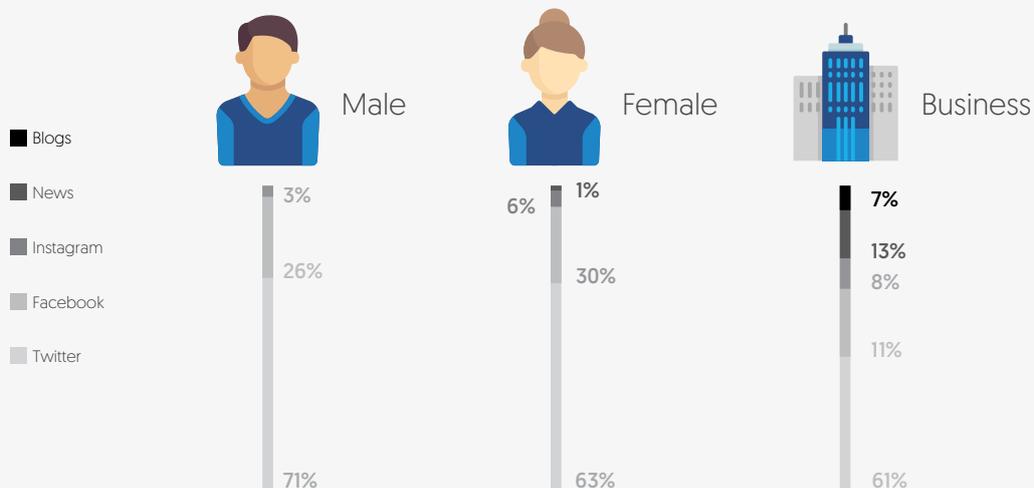
■ Blogs
■ News
■ Instagram
■ Facebook
■ Twitter

Male

3%
26%
71%

Female

1%
6%
30%
63%

Business

7%
13%
8%
11%
61%

Business Accounts

Business accounts as well as individual users preferred to publish their content on Twitter. Also, they published a remarkable amount of content on all other platforms, unlike individual users who were selective with the platforms they use.

Male Users VS. Female Users

As for gender, Twitter was in the lead followed by Facebook and Instagram then females had a small sector of 1% for news channels.

Who Revealed More Sentiment in Their Content?

■ Positive
■ Negative

Male   Female   Business

11%   8%   9%   9%   1% - - 1%
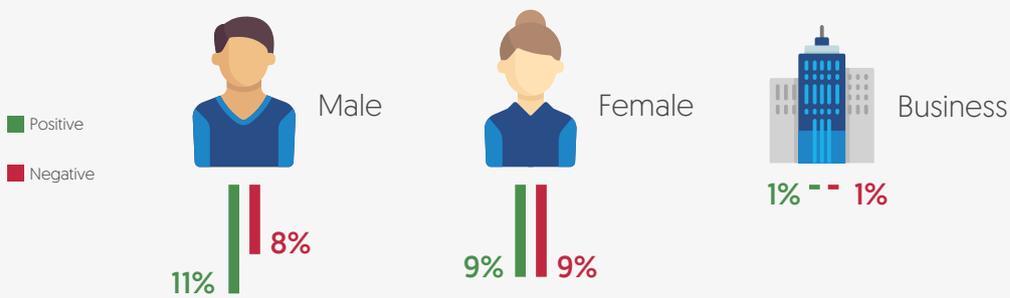
Business Accounts

As we're used to, business accounts did not reveal much sentiment in their content. Only 2% was distributed equally between positive and negative content.

Male Users VS. Female Users

Male users published more positive content than female users. Also, male users were more expressive in their content as sentimental posts composed 19% of their buzz, while
18%. female users had 18%.

Which Language Did Business Accounts & Individuals Prefer?

■ English
■ Arabic

Male   Female   Business

27%   21%   13%

73%   79%   87%
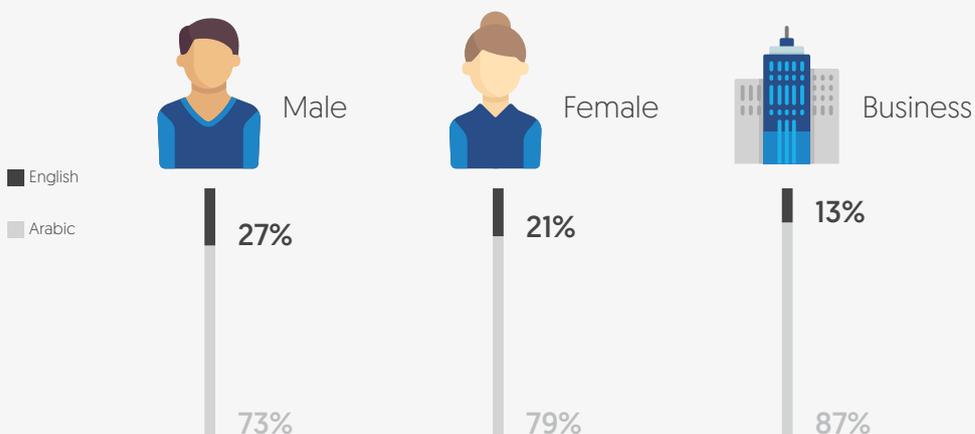
Business Accounts

Business accounts wrote the majority of their content in Arabic. However, they also owned the largest portion of English content compared to individuals, as they had 27% of their content in English.

Male Users VS. Female Users

Male users were the most to use Arabic in their content about Ride Hailing, as 87% of their content was in Arabic. On the contrary, 21% of female users' content was in English, keeping them in the middle between male users and business accounts.

Arabic Or English? How Was Language Used With Ride Hailing?

E

English
14%

ع

Arabic
86%
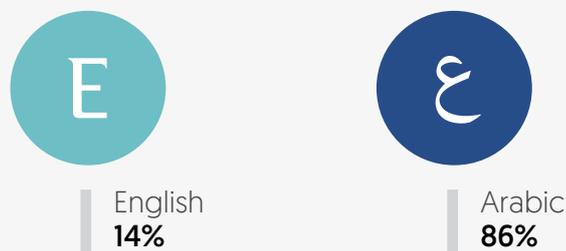
How Did Business Accounts & Individuals Contribute to Language?

E

ع

- Female
- Business
- Male

19%

35%

46%

15%

20%

65%
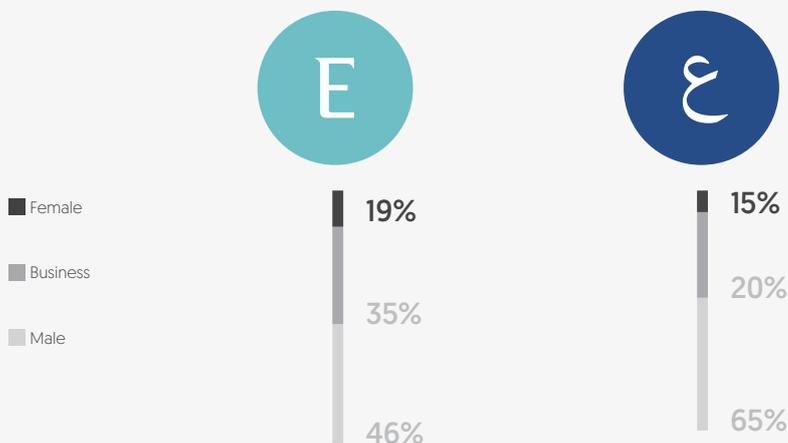
Business Accounts

Business accounts were the second most active following male users. Their contribution had a bigger effect on the English buzz, as they owned 35% of it. They remain the second most contributing segment to the Arabic buzz, owning 20% of the content.

Male Users VS. Female Users

Activities in Arabic were owned mainly by male users who composed 65% of the Arabic buzz. Meanwhile, female users were more prone to use English as their contribution to the English content was 19%, while they owned 15% of the Arabic buzz. Male users still owned the majority of activities in both languages.

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Which Platforms Hosted The Arabic & English Content?

- Blogs
- News
- Instagram
- Facebook
- Twitter

E
4% 2%
5%
8%
82%

ع
3% 1%
7%
88%
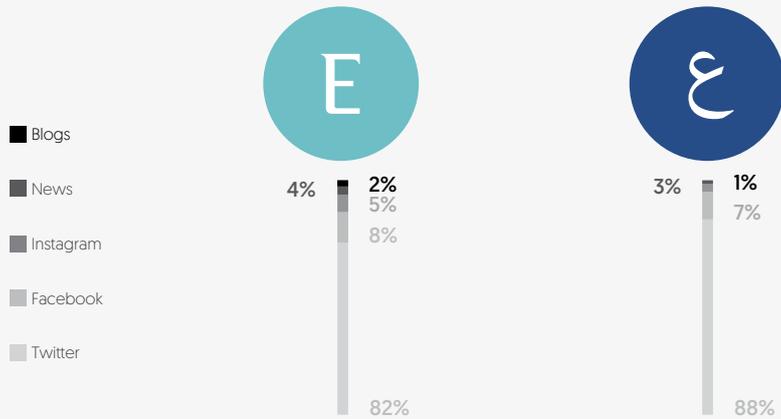
The vast majority of the content in both languages was published on Twitter. However, only English content was posted on blogs that were not utilized for Arabic. While the news websites contained 3% of the content of the English buzz, while only 1% of the Arabic buzz was hosted on news websites.

What Does Sentiment Say About Ride Hailing?

+ Positive
8%

- Negative
10%

~ Neutral
82%

Who Expressed More Satisfaction in the Industry?

+ Positive
- Negative
~ Neutral

- Business
- Female
- Male

Positive:
2%
25%
73%

Negative:
3%
19%
78%
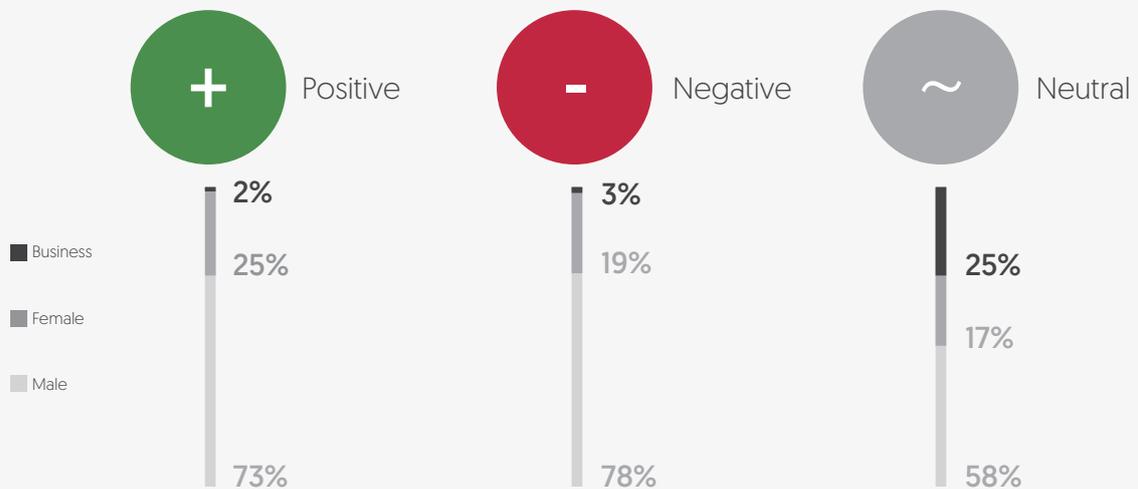
Neutral:
25%
17%
58%

Business Accounts

Business accounts were responsible for 25% of the neutral activities, and barely contributed to the sentimental content. Business accounts were the least participating in the content as they came in the third place.

Male Users VS. Female Users

Male users were the most expressive, owning the majority of positive as well as negative content. Meanwhile, female users expressed more positive sentiment as they owned 25% of the positive content, while they owned 19% of the negative one.

How Was Sentiment Distributed Across Platforms?

	Positive	Negative	Neutral
Blogs			1%
News			2% / 5%
Instagram	10%	5%	13%
Facebook	19%	10%	
Twitter	71%	85%	79%
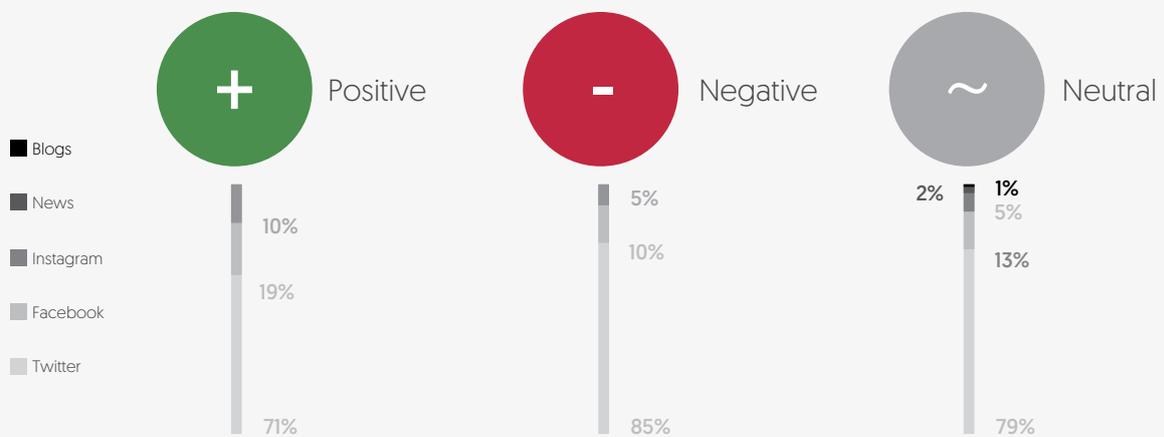
Twitter was the platform that hosted most of the content in general, however, it was more utilized to express negative content in 85% of the times. While it was least utilized for positive content. Facebook and Instagram were utilized more for positive content, while they were least used for negative content. Content of news websites and blogs did not reveal any sentiment, as all of their content was neutral.

TELECOMMUNICATION

The results are based on

Our analysis of the social accounts and queries of the top three telecommunication companies in Egypt.

Activities

	Mentions	Comments	Likes	Engagement Rate	Active People Engaged
Total	309.80K	3.40M	33.13M	51.31%	1.08M
Per day	849	9,315	90,767	-	2,958
Per hour	35	388	3,781	-	123

Which Countries Were The Most Active?

Egypt
96%

UAE
0.4%

KSA

1.13%
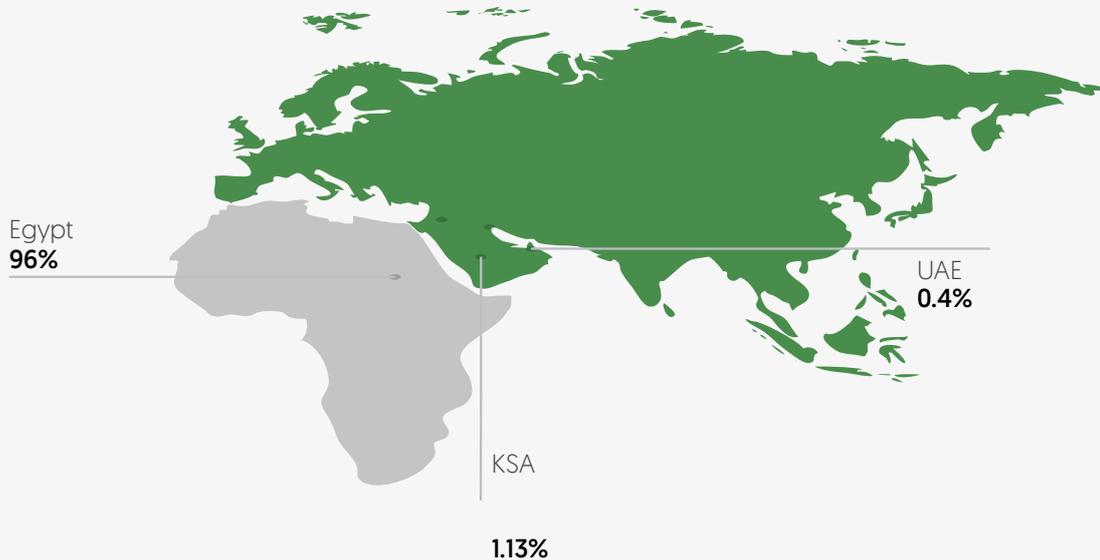
The top 3 MENA region countries owned 98% of the total activities of the buzz. The majority of 96% came from Egypt as expected since the data is based on Egypt's telecommunication social accounts.

Who Contributed From Each Country?

Egypt	KSA	UAE

Egypt: 89%, 9%, 2%
KSA: 16%, 56%, 28%
UAE: 30%, 61%, 9%

Female   Male   Business
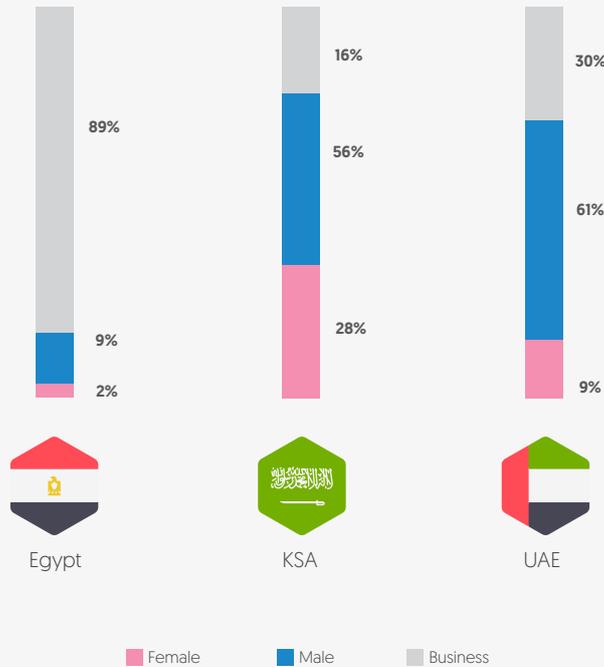
Business Accounts

Business accounts dominated the activities related to telecommunication in Egypt by generating 89%. Business accounts from Saudi Arabia and UAE also contributed to the buzz with 16% and 30% respectively.

Male Users VS. Female Users

Meanwhile, male users in the three countries led the activities of individuals. While individuals' activities were minimal in Egypt, male users owned the majority of activities generated from Saudi Arabia and UAE. Female accounts activities had been specifically low in Egypt by only 2%, while they were most active in Saudi Arabia where they owned 28% of the Saudi buzz.

Which Language Was Used In The Top Active Countries?

	97%	97%	91%
	3%	3%	9%
	Egypt	KSA	UAE
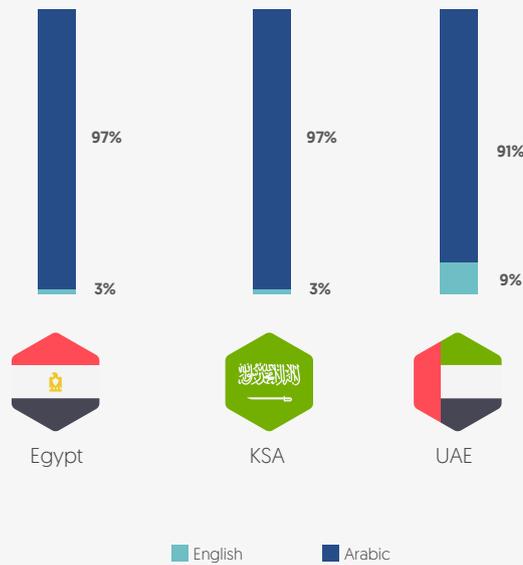
■ English ■ Arabic

Almost the whole buzz was generated in Arabic as it was used in 97% of the content in Egypt and Saudi Arabia. Although still very low, UAE had the highest activity in English, having 9% of the content written in English.

What Did Different Countries Express?

		7%
6%	16%	18%
2%	8%	
Egypt	KSA	UAE

■ Negative ■ Positive
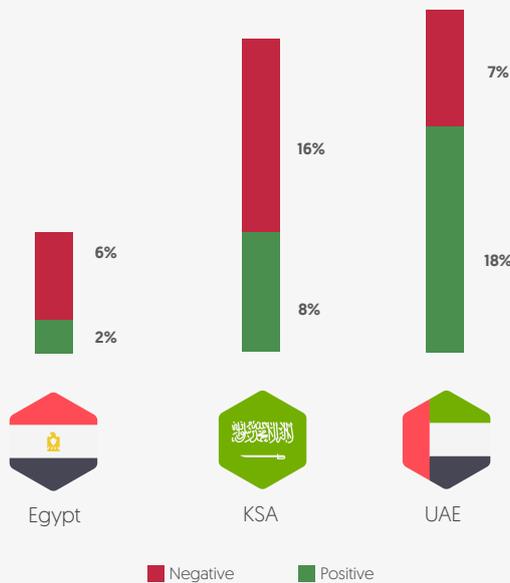
Emiratis had the highest number of sentimental posts as 25% of their activities expressing an opinion or a sentiment. The lowest sentimental activities came from Egypt that had almost 92% of its activities as neutral, perhaps due to the fact that most of the Egyptian buzz was generated by business accounts . Negative posts dominated the sentimental posts of Egypt and Saudi Arabia, as the negative buzz was twice as big as the positive buzz in Saudi Arabia, while the negative buzz in Egypt was triple the positive one in Egypt.

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Different Platforms & Telecommunication

Twitter
17%

Facebook
80%

Instagram
2%

News
1%

Who Owned The Buzz On Different Platforms?

	Blogs	Facebook	Instagram	News	Twitter
Business	84%	42%	39%	91%	50%
Male	15%	49%	43%	8%	40%
Female	1%	9%	18%	1%	10%

■ Female ■ Male ■ Business
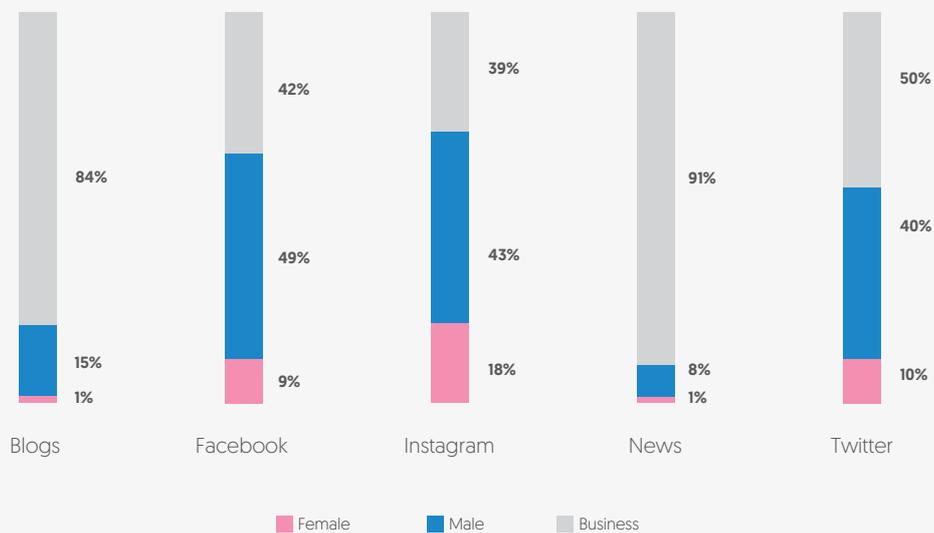
Business Accounts

Business accounts were the most active on news websites, twitter, and blogs. They were still very active on the rest of platforms such Instagram, owning 39%, and Facebook, owning 42%.

Male Users VS. Female Users

Male users were very active on Facebook, Instagram, and Twitter, as they owned 49%, 43%, and 40% of the buzz respectively. Their lowest activity was on business-dominated platforms; news websites and blogs.

Which Platform Contained the Most Sentimental Activities?

Blogs
- 4% (Negative)
- 2% (Positive)

Facebook
- 11% (Negative)
- 6% (Positive)

Instagram
- 8% (Negative)
- 14% (Positive)

Twitter
- 7% (Negative)
- 10% (Positive)
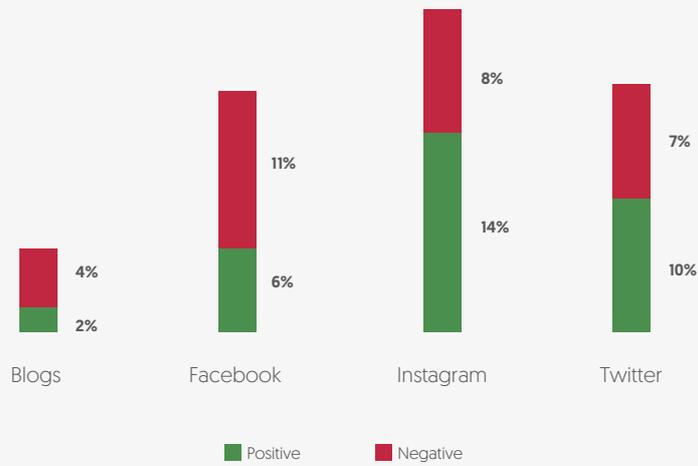
■ Positive   ■ Negative

Twitter was the highest network with sentimental activities (23%). Negative activities were higher than positives in all networks except for Instagram where positive activities composed 14% compared to negative activities which made up 8% of the buzz.

Business Accounts, Male Users, & Female Users

Male
47%

Female
9%
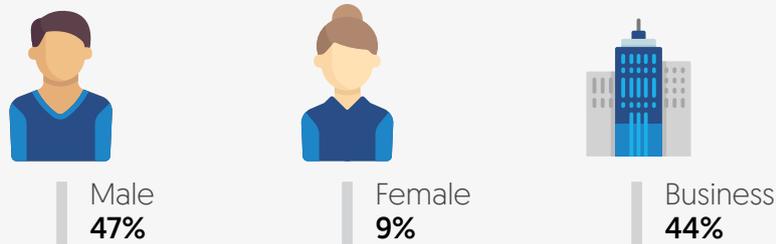
Business
44%

Which Platform Was Preferred By Different Genders?

Male   Female   Business

■ News
■ Instagram
■ Twitter
■ Facebook

Male
- 1% (News)
- 11% (Instagram)
- 88% (Facebook)

Female
- 3% (News)
- 14% (Instagram)
- 83% (Facebook)

Business
- 1% (News)
- 1% (Instagram)
- 15% (Twitter)
- 83% (Facebook)

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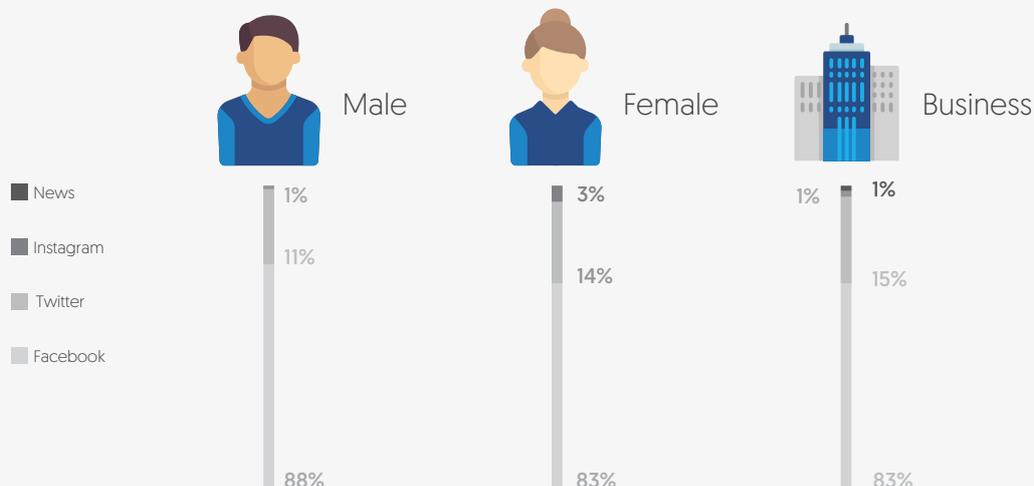
Business Accounts

Facebook was the most used platform for all genders. Business accounts' activities had small variations between all the other channels; Twitter, Instagram, news websites and blogs with Twitter being the second highest.

Male Users VS. Female Users

As for male and female users, Facebook was the preferred platform for both genders, hosting the vast majority of individual users' activities. While Twitter was the second most utilized platform, Instagram came as the least used channel. Individuals did not post on news websites and blogs, which were reserved for business accounts.

Who Was More Expressive of Sentiment In Their Posts?

- Positive
- Negative

Male
9%
18%

Female
10%
17%
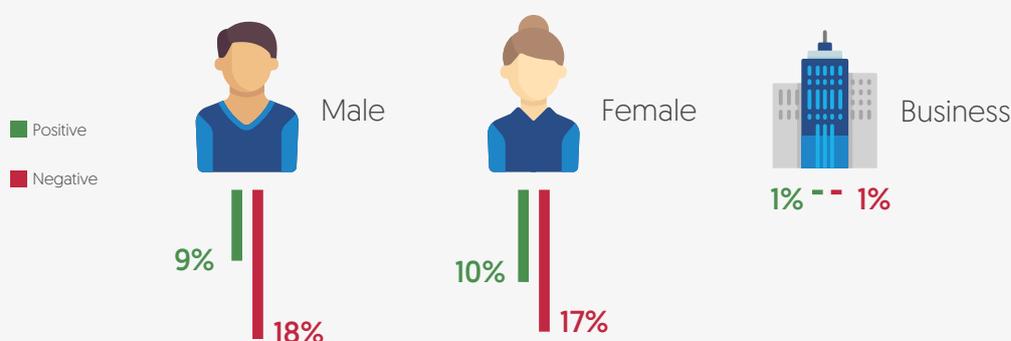
Business
1% - - 1%

Business accounts published the most neutral content, as their buzz did not express any sentimental posts. However, both male and female users complained more and showed dissatisfaction. Negative content for both genders had their negative buzz twice as much as the positive.

Which Language Did Business Accounts & Individuals Preferred?

- English
- Arabic

Male
3%
97%

Female
5%
95%
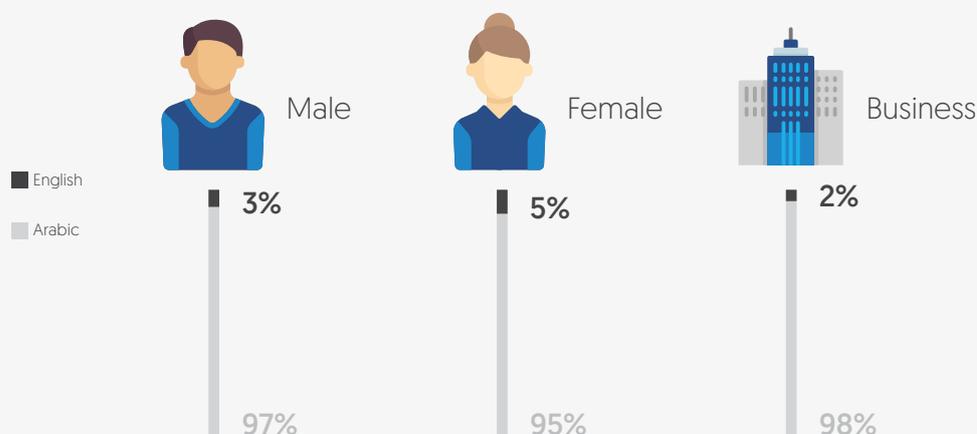
Business
2%
98%

As stated earlier in this section, Arabic dominated the telecommunication activities across all countries. Meanwhile, business accounts were the least fond of using English in their content, as no more than 2% of their content was in English. On the other hand, more female users were a fan of English, but still not exceeding 5%.

Arabic, English, & Telecommunication

E
English
3%

ع
Arabic
97%

Who Contributed to The Buzz of Each Language?

E

ع

■ Female
■ Male
■ Business

12%

7%

45%

41%

43%

52%
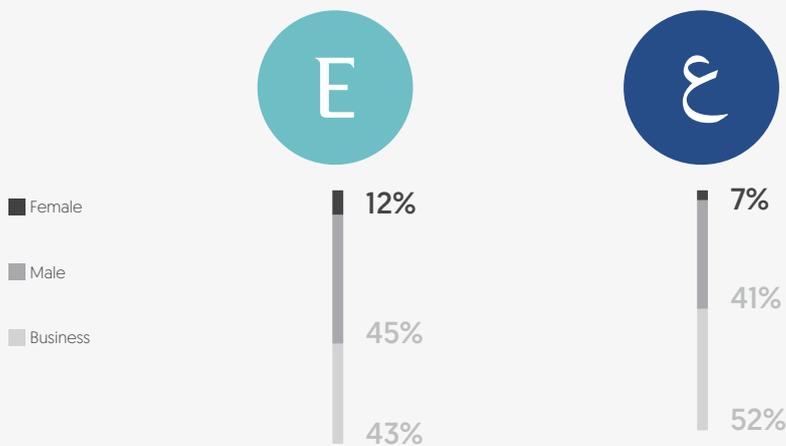
Business Accounts

The majority of 52% of activities in Arabic were owned by business accounts. Also, they were very active in the English buzz, as they composed more than 43% of the content.

Male Users VS. Female Users

Activities in English were owned by mainly male users, owning 45%, they were also the second most active in the Arabic buzz, owning 41% of the buzz. Female users were the least active in both languages, owning 12% of English content and 7% of Arabic content.

Which Language Dominated Different Online Platforms?

- Forums
- News
- Blogs
- Instagram
- Twitter
- Facebook

E

1%
1%
2%
4%
42%
50%

ع

2%
21%
77%
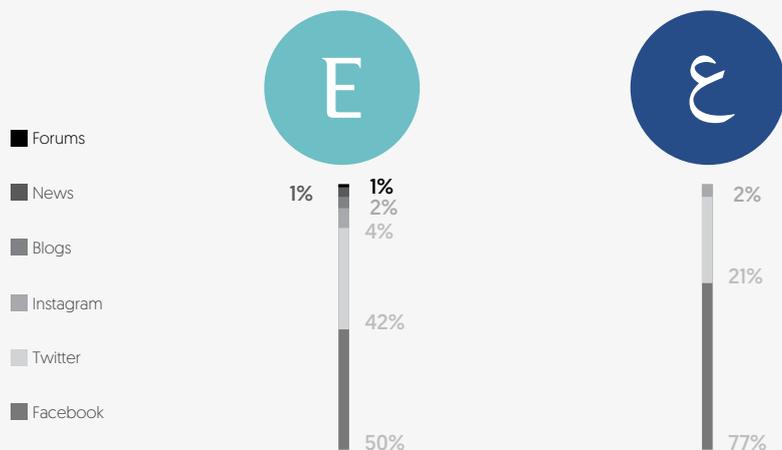
For both languages, Facebook was the most used channel followed by Twitter and then Instagram. Meanwhile, English was the only language used in blogs, forums, and news websites.

What Was Expressed Through The Telecommunication Buzz?

+
Positive
8%

-
Negative
10%

~
Neutral
82%

Are Users Satisfied?

+ Positive

- Negative

~ Neutral

- Female
- Business
- Male

19%
81%

16%
84%

7%
54%
39%
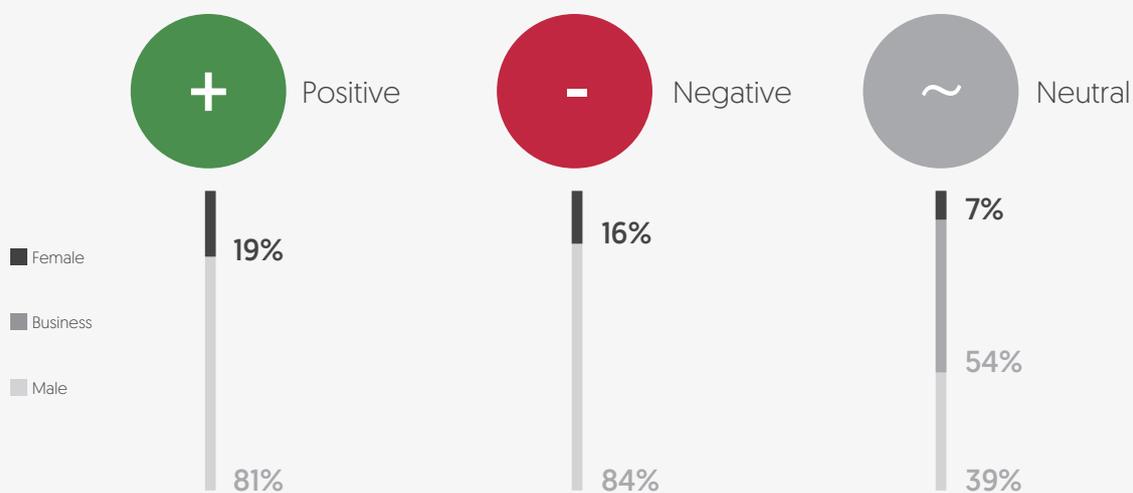
Business Accounts

Business accounts were responsible for 54% of the neutral activities, while they did not have any contribution to mention in the sentimental buzz.

Male Users VS. Female Users

Male users dominated all sentimental activities (positive and negative). On the other hand, female users had the least contribution to sentimental and neutral activities.

Which Platforms Were Used To Express Sentiment?

	+ Positive	- Negative	~ Neutral
Instagram	4%	1%	2%
Facebook	16%	27%	17%
Twitter	80%	72%	81%
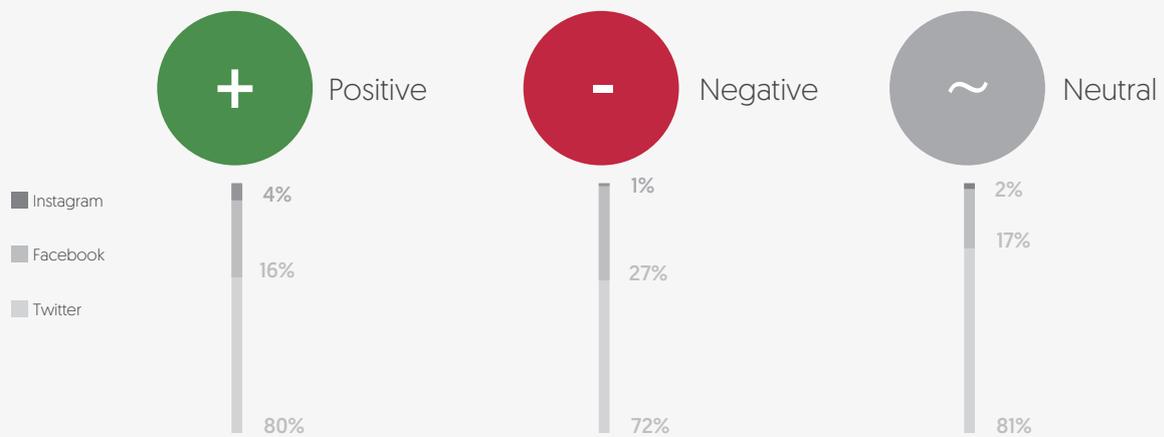
Facebook dominated all sentimental activities, being utilized more for neutral content. Twitter comes next after facebook, then Instagram comes last for all sentimental and neutral activities.

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VAT (GOVERNMENT ANALYSIS)

Throughout our analysis we tracked 6.79k Mentions that gained 200.74k Interactions. Almost half of these mentions gained at least 1 interaction. In addition to 3.49k Conversations with 51.39% Engagement Rate. Meanwhile, the total number of active People Engaged was 24.89k.

On Twitter about VAT

	Activities		Activities
	96.85%		3.15%

	Mentions	Comments	Interactions	Engagement Rate	Active People Engaged
	Total 5.09k	Total 2.25k	Total 29.33k	Total 44.28%	Total 23.17k
	Total 279	Total 119	Total 841	Total 42.65%	Total 900

Sentimental posts regarding the VAT in KSA were from concerned users who most probably did not understand the application of the tax or were complaining about stores and brands that added more than the right percentage to the original prices.

We have chosen tweets with the highest interactions gained as samples to categorize the most engaging topics discussed:

Topic	Percentage
Salary	30.39%
Concerned	15.69%
Business	14.71%
Citizens Accounts	10.78%
Ministries	8.82%
Support	7.84%
General	4.90%
Zakat	2.94%
Training	1.96%
Application	1.96%
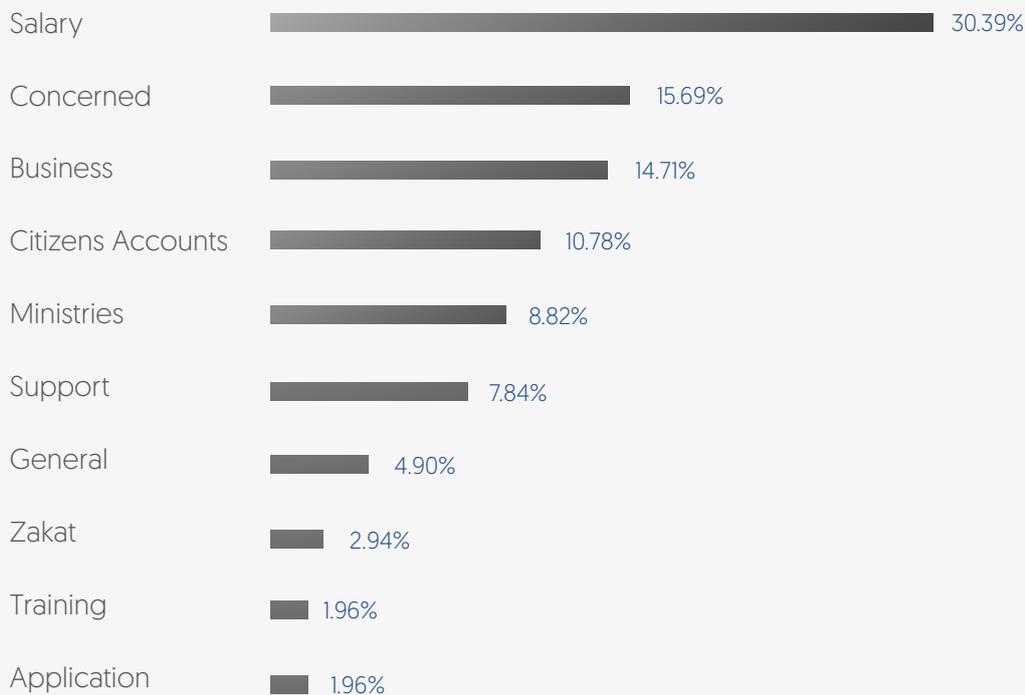
Salary

Online users discussed their salaries and work-related finances such as increases.

Concerned

Online users who were concerned about the application of the new tax.

Business

Users shared business or products that took advantage and increased its prices or the opposite who covered the increased tax to compensate the citizens.

Citizens' Account

Individual accounts mentioned the increase in prices and focused on exposing brands that did not abide to the amount of the tax.

Ministries

Users mentioned some ministers and their comments on this raise.

Support

Users showed support by sharing tips on how to deal with it or its future benefit.

General

Covering general information about it or sharing its news.

Zakat

Asking to support those in need.

Training and Application

Learning how to calculate it or using applications to do so.

Facebook Top Pages

36 Posts were cited on UAE and 45 on Saudi Pages. Saudi users Engaged with Panda Supermarket post educating users about the VAT. This transparency helped to clear many points that users claimed such as double taxing bills.

Sharaf DG posted a promotion to sell items before applying VAT which was one of the most popular posts in UAE.

Top Hashtags

#ضريبة_القيمة_المضافة	#خلي_الضريبة_علينا
Frequency	**Frequency**
1,190	1,100
Sentiment Score	**Sentiment Score**
-0.3	0.4

Top tweets related to the ministries:

In Support of the VAT:

Some users decided to adopt a more positive outlook on the issue by sharing advices on how to cope with the VAT and price increases, while others were more active advocates of the VAT tweeting about facts such as the citizen in most developed countries is the main source of government income through tax payments which is not the case yet in KSA, hence applying the VAT can change that and result in more government expenditure on education, health & infrastructure.

Top Saudi VAT tweets:

The majority of VAT related tweets were owned by the official twitter account of the Saudi VAT including announcements about the VAT, the official Saudi VAT application and exception from the VAT.

TOP TWEETS IN UAE

Top tweets regarding the VAT were mainly owned by users tweeting about products & services exempted from the application of VAT in UAE.

TOP BRANDS & TOPICS

This section's data is obtained by Social Bakers. Through the coming part, you will be able to identify the top 10 brands on Facebook, Twitter, and YouTube in Egypt, Saudi Arabia, UAE, Kuwait, Oman, Qatar, and Bahrain concluding the following insights.

Top 10 countries with largest fan base per network

	Bahrin	Oman	Qatar	Kuwait	UAE	KSA	Egypt
Facebook	49.33%	34.58%	44.68%	49.08%	50.36%	39.93%	88.67%
Twitter	47.27%	64.26%	50.99%	44.72%	44.04%	53.85%	8.91%
YouTube	3.41%	1.17%	4.32%	6.21%	5.61%	6.22%	2.42%

■ YouTube　■ Twitter　■ Facebook

Country Audience Per Platform

Youtube

- 1.03%
- 0.65%
- 4.63%
- 7.00%
- 16.64%
- 38.40%
- 31.65%

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Twitter

- 1.94%
- 4.86%
- 7.43%
- 6.86%
- 17.77%
- 45.26%
- 15.88%

Facebook

- 0.88%
- 1.14%
- 2.83%
- 3.26%
- 8.81%
- 14.56%
- 68.53%

Top 3 Brands With Largest Number of Followers Per Country

EGYPT

Vodafone Egypt EGYPT — 10,372,951

Orange EGYPT — 8,903,900

Etisalat Misr — 8,748,784

Saudi Arabia

Mobily — 3,909,642

STC_KSA — 3,855,781

ZainKSA — 2,035,070

UAE

etisalat — 2,064,671

dutweets — 1,585,406

emirates — 1,377,923

Qatar

qatarairways — 1,323,152

OoredooQatar — 534,807

Ooredoo Qatar — 380,805

Kuwait

ZainKuwait — 522,048

X-cite by Alghanim Electronics KUWAIT — 513,838

NBKPage — 469,946

Oman

omanair — 494,773

Omantel — 494,493

OoredooOman — 494,456

Bahrain

saadeddinpastry — 360,955

VIVA Bahrain BAHRAIN — 160,632

VIVA_BH — 129,588

Top 5 Brands In Terms of Number of Followers Per Platform

Facebook

Brand	Followers
Vodafone Egypt EGYPT	10,372,951
Orange EGYPT	8,903,900
Etisalat Misr	8,748,784
Telecom Egypt	6,592,386
Souq.com EGYPT	6,003,347

Twitter

Brand	Followers
STC_KSA	3,855,781
Mobily	3,539,056
etisalat	2,064,671
Vodafone Egypt	1,808,119
JarirBookstore	1,779,505

YouTube

Brand	Followers
الاتصالات السعودية STC	510,453
Orange Egypt	498,302
Mobily	370,586
Vodafone Egypt	366,723
Zain KSA	312,542

Most Popular Industries & Categories (Number of Subscribers)

Industry	Subscribers
Telecommunication	66,119,622
Ecommerce	14,726,336
Electronics	13,826,053
Food and Beverages	9,948,193
Airlines	7,498,180
Beauty	5,895,314
Retail	5,335,399
Books	3,721,954
Banks	2,684,833
Automotive	1,998,543
Finance	1,326,942
Industry	1,124,848
Jobs	822,072
Real Estate	768,151
Sports	452,354
News	276,789
Health	43,781
Fixed Broadband	42,388
Government	35,707
Maritime Transport	31,001

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Top Industries & Categories With Popular Brands

Industry	Value
Telecommunication	60
Electronics	24
Airlines	19
Automotive	19
Banks	15
Ecommerce	13
Retail	12
Food and Beverages	11
Real Estate	9
Finance	8
Books	4
Industry	3
Sports	3
Beauty	2
News	2
Fixed Broadband	2
Health	1
Government	1
Maritime Transport	1
Jobs	1
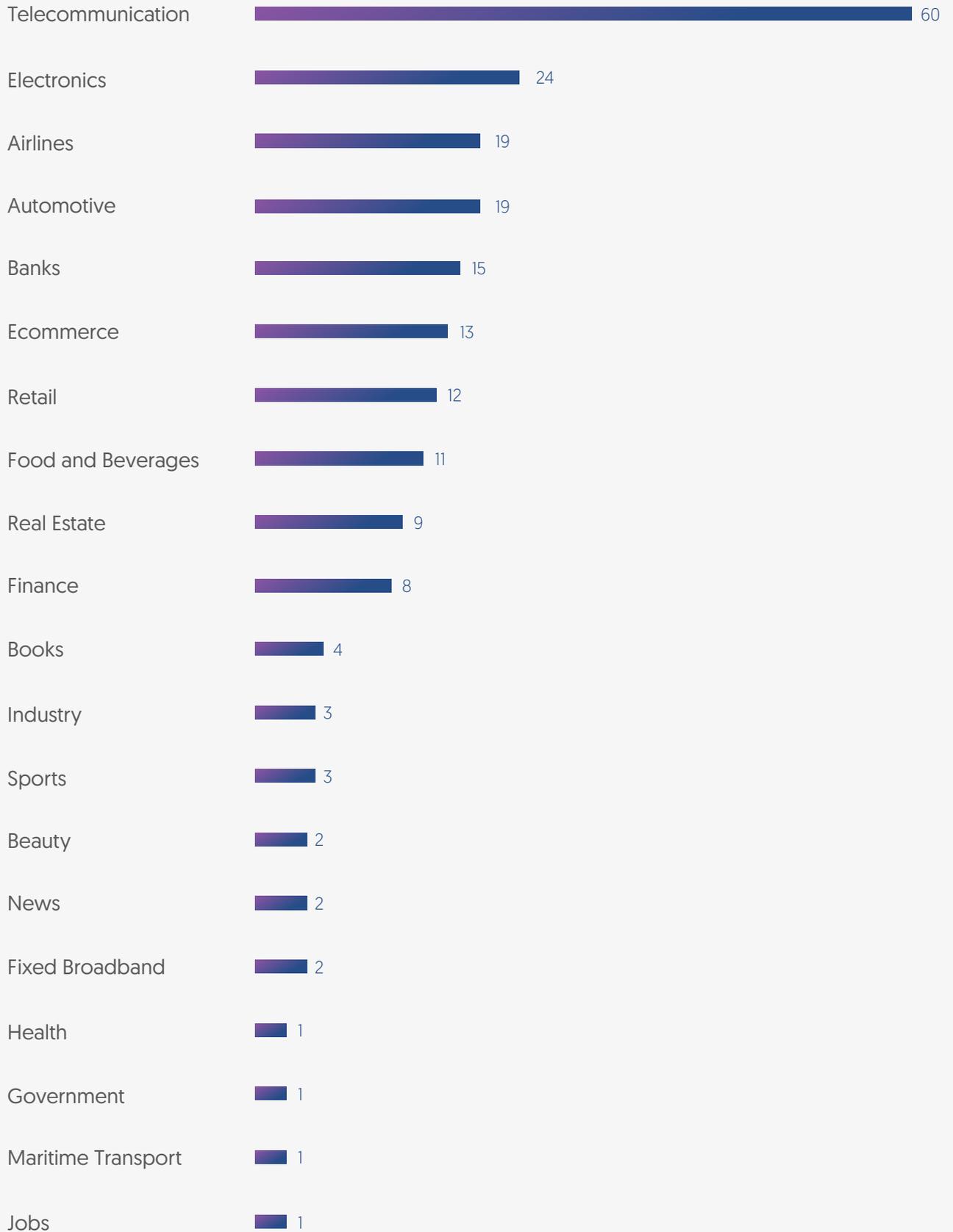
Top 5 Industries & Categories In Terms of Number of Subscribers

Facebook

Industry	Subscribers
Telecommunication	40,110,495
Ecommerce	14,349,805
Electronics	12,804,103
Food and Beverages	8,208,855
Retail	5,294,020

Twitter

Industry	Subscribers
Telecommunication	22,940,806
Airlines	4,633,142
Banks	2,361,748
Books	1,779,505
Beauty	1,722,397

YouTube

Industry	Subscribers
Telecommunication	3,068,321
Automotive	586,281
Airlines	464,921
Electronics	409,815
Food and Beverages	217,786

Top 10 Categories' Fan-base Across Different Platforms

Airlines
- 6.20%
- 61.79%
- 32.01%

Automotive
- 29.34%
- 14.00%
- 56.67%

Banks
- 5.73%
- 87.97%
- 6.31%

Beauty
- 0%
- 29.22%
- 70.78%

Books
- 4.45%
- 47.81%
- 47.74%

Ecommerce
- 0.11%
- 2.45%
- 97.44%

Electronics
- 2.96%
- 4.43%
- 92.61%

Food and Beverages
- 19%
- 15.2%
- 82.52%

Retail
- 0.78%
- 0%
- 99.22%

Telecommunication
- 4.64%
- 34.70%
- 60.66%

Top 10 Industries & Categories in Terms of Subscribers

Telecommunication — 40,436,841
Ecommerce — 9,935,664
Food and Beverages — 9,164,938
Electronics — 6,794,620
Beauty — 4,172,917

Telecommunication — 15,057,396
Books — 3,520,229
Retail — 3,001,649
Electronics — 2,988,738
Airlines — 2,177,782

Telecommunication — 5,236,757
Ecommerce — 2,745,323
Airlines — 2,738,321
Electronics — 1,959,763
Finance — 867,269

Telecommunication — 1,694,223
Electronics — 1,397,222
Retail — 901,925
Banks — 730,418
Ecommerce — 439,973

Telecommunication	1,838,123
Books	1,652,731
Retail	677,490
Electronics	446,604
Airlines	283,098

Telecommunication	1,331,783
Airlines	651,399
Banks	300,468
Electronics	238,294
Automotive	205,345

Telecommunication	709,891
Food and Beverages	407,189
Electronics	224,526
Finance	112,955
Airlines	92,555

YouTube Special Analysis

Total Number of Subscribers to Top 10 Brands Per Country

Country	Subscribers
KSA	2,074,472
Egypt	1,709,894
UAE	898,625
Kuwait	377,969
Qatar	250,266
Bahrain	55,470
Oman	35,071
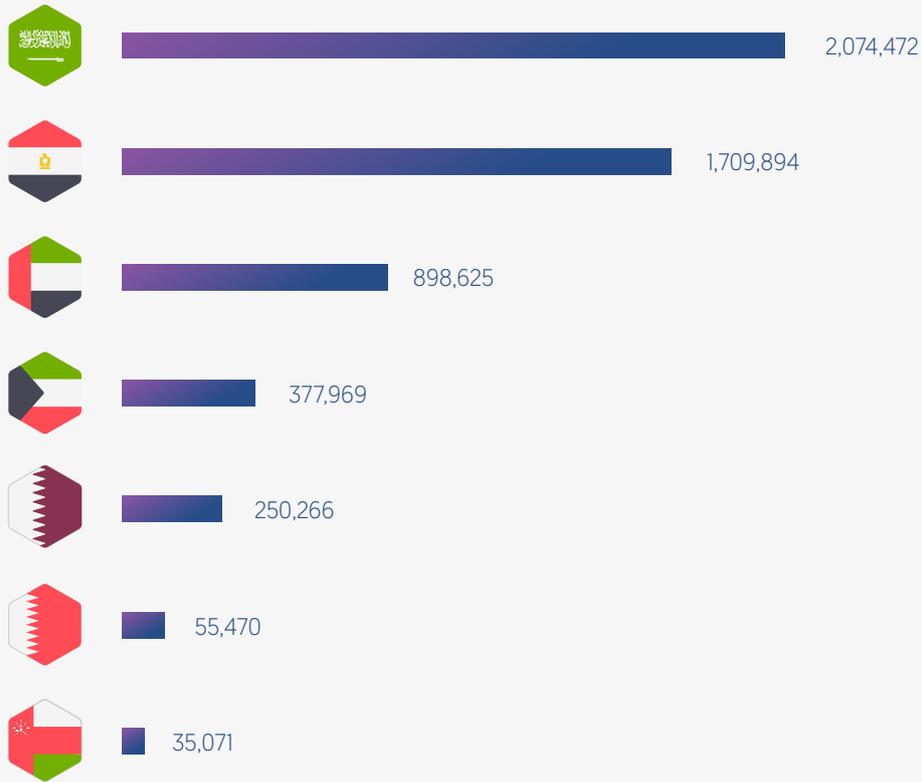
Top 10 Countries In Terms of Viewership

Country	Viewership
Bahrin	25,709,028
Oman	23,603,489
Qatar	183,800,389
Kuwait	407,497,623
UAE	633,938,642
KSA	1,103,556,919
Egypt	1,123,053,100

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Top 10 YouTube Brands By Number of Subscribers

Brand	Subscribers
STC الاتصالات السعودية	510,453
Orange Egypt	498,302
Mobily	370,586
Vodafone Egypt	366,723
ZainKSA	312,542
Etisalat Misr	302,227
emirates	300,330
Toyota Service Saudi	254,498
d7oom4cars	236,159
Jarir Bookstore	165,564
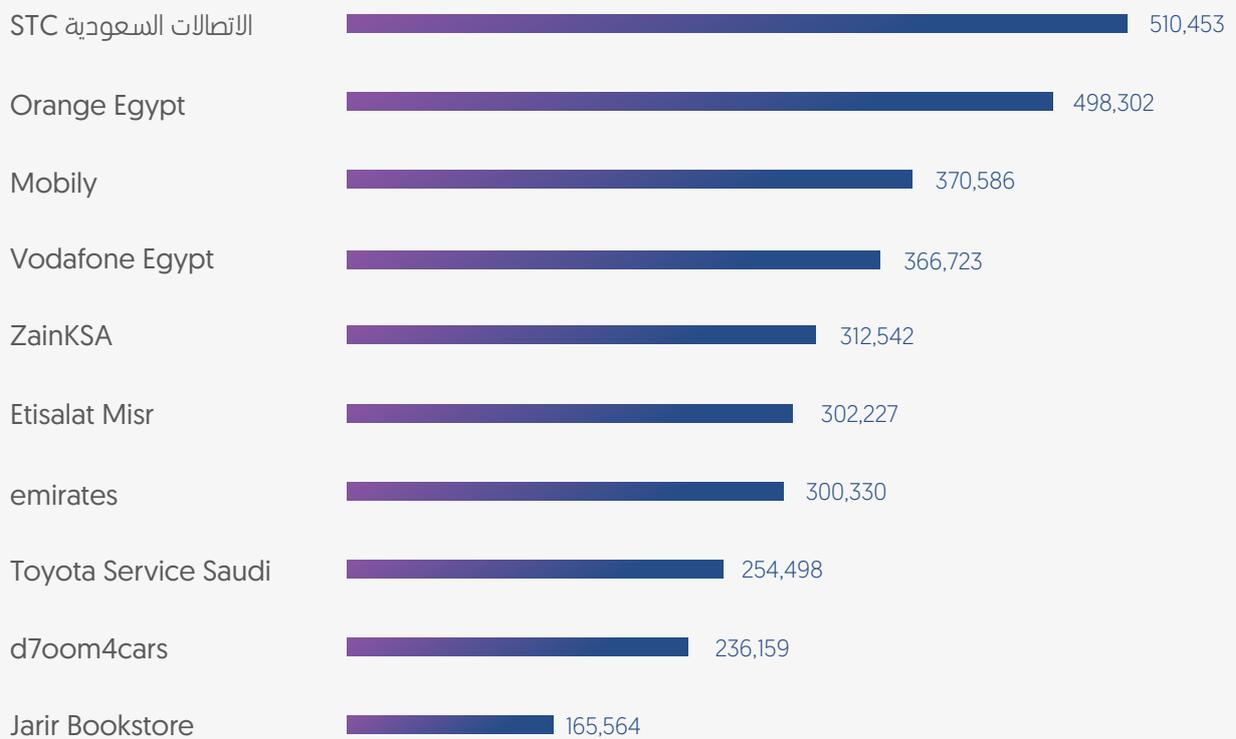
Top 10 Viewed YouTube Brands

Brand	Views
STC الاتصالات السعودية	401,510,256
Orange Egypt	338,982,991
Vodafone Egypt	300,756,828
Mobily	187,277,379
Etisalat Misr	164,543,466
emirates	138,846,475
The du Channel	136,029,813
VIVA Telecom	98,724,457
Etisalat UAE	90,359,278
XDubai	80,601,581
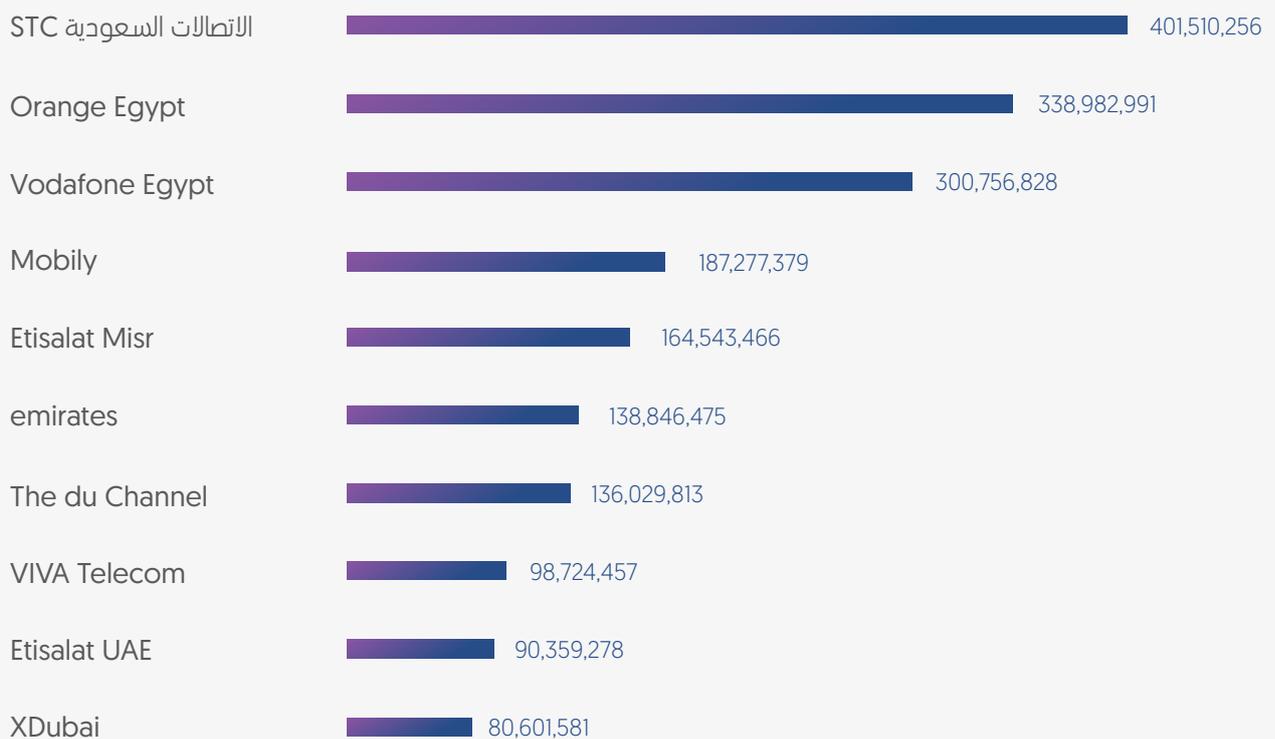
STATE OF SOCIAL MEDIA
EXPERTS' PREDICTIONS

We asked top marketers in the region to share their insights about emerging marketing techniques in 2018 along with an evaluation of marketing in 2017. Take a look at what the insights they shared.

I anticipate that Facebook and Instagram advertising costs will rise considerably as there are constant algorithm shifts that lead public profiles to be more visible on news feed than business profiles.

Facebook will be rolling out great features that will assist in conveying the brand's story in a captivating manner. For instance, 3D posts will allow users to scroll around virtual objects on screen and the new 'lists' option will help boost engagement.

Brands leveraging on chatbots - however, some brands have experienced a downfall as they do not serve the purpose of alternating a community manager's job due to technical failure in addressing unexpected queries from users.

Influencer marketing continues to boom - however, tieing up with relevant micro influencers seem to generate more revenue and talkability for the brand than macro influencers.

Mona El-Breidi
Social Media Manager
@Tajawal

Social media in 2017 has gone through a drastic change as users and consumers have grown more aware. Brands had more space to invest in the ideas they're sharing more than just sharing content randomly. Consumers started to focus more on the ideas that they are receiving. As their awareness grew, they started to have more power over their actions and over the products that they purchase. We've concluded that from our work with Saudi brands and saudi consumers.

If I would share advice with brands and companies, I would say that we all need to work harder on creating and tailoring very specific content for consumers that are more fond of the great ideas and deeper ones. We've noticed how content became much stronger in 2017, and we expect that its value will even increase in the 2018.

We see that many companies invest so much money on paid advertisements while in reality they should allocate more into producing better and more valuable content. User-generated content also grew to become more important and valuable. Users are now more attentive to what other users are saying about brands, these conversations are essential for brands to listen to, and create their content accordingly.

I expect 2018 to be a great year. People are going to spend more time on digital media, and they will be more selective with the content they receive. Social media listening will grow more essential to understand what the prospects are saying about a brand, and how to tailor services and products according to what users are saying.

As per agencies, they need to maintain a big picture of user-generated online content, what their clients need, what their consumers need, and what type of content is most valuable to them.

Hanan AlHarabi
Co-founder / CEO
@ Joker Co

In 2017, I thought that Snapchat was to grow more, however Instagram copied it by adding the stories feature with an even larger base of users, which contributed to Instagram's growth. I believe that Facebook and Google will grow even more, as they currently own social media and the online world.

Evaluating Different Platforms

When it comes to different social media platforms, I see that Twitter is still a very unique one that has a very efficient search engine, and will always get the users news in real-time. Facebook is great with paid advertisement, as people are shifting from looking for information more towards receiving information. Of course, that doesn't undermine the importance of search engines. However, we cannot neglect that the majority of users are a target to Facebook and Instagram promotions, and are more prone to receiving information rather than digging for information.

Abdel Hamid Abdella
Commercial Director @ Icon
Creations

2017 VS 2018

The highlight of 2017 in my opinion is that Instagram took over stories and live videos. These stories were the edge of Snapchat which became very popular in 2016. In 2018, I expect platforms to develop enough to track stories for marketing campaigns. Also, I believe that Twitter grew more popular ever since Donald Trump became the US president, as he drew more attention to the platform, and people started using it more often.

As a 360 digital agency, we rely so much on listening and utilizing all the platforms we can. We have already noticed that many platforms are depending on advertisements, and companies should take advantage of that. The exposure on these platforms is far more superior to any other place, greater than any offline location or method. These platforms have plenty of data, and data is what makes them count.

Influencer Marketing

The definition of an influencer is getting more specific. As a brand, you have to be very selective with the influencers you choose. Consumers and users are becoming more selective with the experts they listen to, which leaves us with many aspects to consider before starting an influencer marketing campaign. I would say that influencer marketing will keep on growing, but it will be different and more selective. People will listen to people whom they trust and who have an expertise in the products and services they are promoting for. Influencers also need to be more loyal to the brand in order to gain more credibility; otherwise, it will be pointless.

How do you value social media listening?

Social media listening is quite important to any brand or agency. Online platforms have a lot of user-generated content that brands and companies need to listen to. I actually think that listening to what users are saying is important even before a company starts using a platform. There are many users out there that are saying things about brands and topics, and we all should be listening to what consumers and target audiences are saying.

The slow but systemic death of organic reach on social platforms has been evidently clear throughout 2017; with platforms like Facebook constantly tweaking their algorithms and the fact brands have to compete for the user's attention with their friends and family & favorite meme page. That has further increased the importance & need for 2 things in 2018 that are mutually exclusive: Paid media & GREAT content. It's one thing to reach the consumer but having them relate and ultimately engage with your content is a whole different ball game, so paid media can no longer survive on its own.

Furthermore, the age of captive audience is long gone, consumers now have the option to unfollow, hide, and even block your ads. And with the increasing penetration of ad-blocking and the fact it's slowly being adopted on mobile this means that consumers have a choice, and that reach is no longer the metric, it's all about the engagement now.

Ahmed Adly
Head Of Social Media and content @ IMPACT BBDO

How would you describe the marketing scene in 2017?
The marketing scene in Egypt for the past year has evolved a lot with a strong inclination to digital. We have seen it in the exploding numbers of active users, views and interactions of Egypt's online community. There is still so much room for growth as the market is trying to adapt and smartly balance between the different marketing channels and reach audiences in a smarter and more targeted way.

What are the new strategies that your company adopted in 2017?
Our focus in 2017 was to protect the copyrights of the content we manage for our partners as it is a global challenge and threat to the media and creative industry worldwide. With the exponential growth of digital content, so did the pirated content and piracy efforts everywhere. We also worked on diversifying our distribution strategy onto different platforms to maximize reach to different audiences. We also restructuring the way we do content optimization for better reach and performance by using scalable tools and API based solutions.

Ahmed Abbas
CEO @ DigiSay

How important are social media and online platforms for marketing in 2018?
Digital Media is at the heart of what we do so we truly believe in its importance and effect as a key part of any marketing campaign. The beauty of digital media lies within the accuracy it can provide in terms of targeting the right audience as well as the effect of your content and marketing efforts you exert. Based on data that is continuously updated, digital media provides a precise measurement tool, far better than all conventional tools that could be conducted. This enables brands to adapt, evolve and respond faster to audiences' feedback, making campaigns better than ever before.

Which new marketing trends you believe will flourish in 2018?
We see video content as remaining on top in terms of growth rate. This is not only backed up by its attractiveness to the audience and the vividness of the message, but also with the rapid advances in telecommunications services and devices, making access to mobile internet much easier and affordable. Campaigns that are implemented across platforms that use call-to-action to drive traffic from one medium to another are expected to be used this year in a more advanced and sophisticated way than what we have seen in 2017.

Amr Mohey
Regional PR & Brand Comms
Manager @ Souq.com

How do you evaluate marketing in 2017?
A huge change occured in 2017 as companies started shifting more towards lead generation and conveying information through different social media platforms. Enterprises whose markets are other businesses resorted to LinkedIn, while other companies went more fond of Facebook and Instagram, but the shift was to social media marketing.

What do you expect in 2018?
I believe that in 2018, companies will rely on new marketing trends and techniques, such as influencers marketing. For instance, in E-commerce, influencer marketing is becoming huge as companies are looking for high reach and credibility. Consideration as well as increased conversions will be achieved through influencers who have a large fan-base and are trusted by their audience.

Also, content marketing will slightly change. Previously, any content would have done well, but in the coming year, Microcontent will become a thing, where marketers will breakdown their content and further enhance the relevancy of it.

Social media is a buzz world now. N ot everyone is going to understand the full picture behind it, as it may be used for several functions; it is essential for operational models and increasing share of voice. In a nutshell, social media listening should be #1 weapon and tool for companies to get insights about online conversations, to know what people are saying, and to create and tailor relevant content.v

Ahmed Mossallamy
Digital Marketing Manager @
Crédit Agricole Egypt

How would you describe the marketing scene in 2017?
2017 was a challenging year due to the budget cuts and the harsh economic situation which impacted the financial sector heavily. In such times Digital Marketing plays an important role due to its cost efficiency and its huge potential, beside the strong social media penetration in Egypt.
Accordingly, the competition on the Digital became more fierce and cluttered and the changes became very fast and dynamic.

What are the new strategies that your company adopt in 2017?
Credit Agricole adapted a dynamic Digital transformation strategy, focusing on product innovation and catering for the untapped segments in the Egyptian market. We have shifted most of our Marketing efforts on Digital and acquiring customers through unconventional approaches. Technology is becoming the core of Marketing operations and that's the way we are playing the game to standout against the competition.
media listening should be #1 weapon and tool for companies to get insights about online conversations, to know what people are saying, and to create and tailor relevant content.

How important social media and online platforms in 2018?
Online platforms will start to takeover and demolish running businesses through the unconventional business models, think of the growth in Fintechs, Market places and online services on the account of conventional

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businesses. Egypt will become and innovation hub within the coming years to catch up with UAE, which is the fastest growing on that front.

Social media on the other hand will help businesses to scale and grow exponentially due to its wide reach and its power of changing customers behaviors.

Which marketing trends will flourish in 2018?

Online Marketing at large will continue its exponential growth and will even gain more momentum in 2018. More platforms are expected to launch locally and internationally, Influencers and Micro influencers marketing will grow even more, think of people who have a moderate base of followers; who are considered as an untapped opportunity in the market.

AI and Machine learning will continue to impress and add more value to the marketing platforms and complement the growth of the online platforms.

How does Credit Agricole know its customers' needs?

Credit Agricole uses sophisticated technology platforms, Online marketing and social media listening beside the conventional research techniques to understand its customer needs. Nevertheless, campaigns piloting and learning by trial and error remains a milestone for successful products and campaigns management "mistakes are always a milestone for success"

How essential social media listening to companies that rely on user generated content to tailor products and services for the customers?

Social media listening and integration with the Database marketing tools, as the CRM, became essential to convert needs to sales, angry customers to satisfied ones and customers' needs to products and servcies.... Bottom line, Marketing operations without technology and real time customer engagement can be a big risk for your organization... "If the rate of change outside your organization is faster than the change within your organization then the end is near"
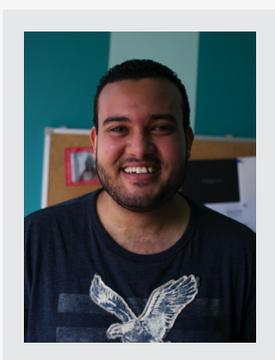
Mohamed El Daly
Social Media Director @ 1000 Heads

In 2017, we've seen the rise of video content to be an indispensable part of most brands' content strategies. In 2018, video will become even more essential across all social platforms. From live video and short looping snippets, to Instagram stories and snackable cinemagraphs... all of these need a part of your content mix in order to stay ahead.

With the new changes Facebook is doing to its algorithms, Page reach is expected to go down and your flexibility and adaptation of the new changes will determine by how much. Engagement baits will now definitely lead to your posts not reaching anyone. Facebook is now pushing for posts that "lead to more conversations among people".

I'm expecting Facebook Groups will play an important part in this shift, that's why it's important to build your communities now as the update is still rolling out over the next few months.

Our challenge is no longer to break from the clutter, but more about getting people talking and sparking conversations through interest...

Ibrahem AlSuhaibani
Marketing & Sales Director,
Domino's Pizza

How would you describe the marketing scene in 2017?
The drastic shift in attention to all online media channels has been noticeable in 2017 which can be attributed to the continuous market changes, as more marketing professionals are realizing the advantages of digital media in terms of being highly targetable, more efficient budget spending & the vastly sophisticated analytical tools that enable the marketer to pinpoint where the budget is being allocated and the return on such investments.

What are the new strategies that Dominoes Pizza has adopted in 2017?
As we consider ourselves as an e-commerce platform, we have been on top of the digital trends much earlier than many other companies, as our digital marketing efforts have been elevated since the years 2011-2012. We have been allocating more and more of our marketing budget to digital marketing in order to establish ourselves as leaders of the market utilizing the innovative digital marketing capabilities. We are currently the number 1 online platform for selling Pizza as well as the number 1 on social media in terms of reach, engagement & most major social media performance metrics.

How important are social media and online platforms for marketing in 2018?
We don't believe that digital marketing will take over all traditional marketing methods as they complement each other, hence we try to incorporate the best of the two worlds to work hand in hand for the ultimate benefit of our brand. However, it is acknowledged that there is a substantial shift in budget spending being allocated more to the pioneering digital marketing tools.

What is the importance of social media listening & what social media platforms do you expect to flourish in 2018?
Social Media listening has become essential in order to remain up to date with the newest trends and incorporate them in your strategies. We are keeping an eye on Snapchat to revamp its offerings for marketing purposes. As we have been witnessing, the competition among different social media platforms have been fierce not just in acquiring the largest user base but also in attracting businesses to utilize the platform to promote the brands and build their online communities and based on that I believe that Snapchat will not sit back and watch the other platforms take over and Snapchat could actually be playing a much greater role in digital marketing in the near future.complement each other, hence we try to incorporate the best of the two worlds to work hand in hand for the ultimate benefit of our brand. However, it is acknowledged that there is a substantial shift in budget spending being allocated more to the pioneering digital marketing tools.

What's your approach regarding advertising agencies vs. in-house marketing?
We strongly believe in integrating advertising agencies within our marketing strategy due to what they bring to the table in terms of expertise, credibility and an outsider outlook on big picture matters as we work with 2 different agencies, one for media & PR related activities and another for community management. However we believe that there are certain elements that are better to be managed by our in-house marketing team as it is based on deeply-rooted company values and approaches that can be difficult to communicate to outsider parties.

One of the main changes in online marketing that occurred in 2017 was the increased eagerness to drift away from Influencer marketing to content creators. Influencer marketing is still powerful, yet we noticed that our clients were focusing more on the content these influencers are publishing, more than just picking a public figure a good reach.

We also noticed that brands are more interested in utilizing new trends, such as promoted Instagram stories. Alongside, they also focused more on customizing content to each platform. Hence, selecting content for every platform.

Karim Abou Gamrah
Managing Director @ Peace
Cake Productions

Consequently, pushing content on social media became more serious. The competition is more fierce, as you are competing with everyone. This resulted in more consideration of digital content. Social media marketing is more competitive than traditional marketing. Hence, we need to focus more on pure brand communication and context.

In 2018, I think web-series will grow more popular, as they have a longitude of time, and consumers get more attached to series of content. In addition, brands now are paying more attention on making social media marketing as a two-way line of communication. So, they are creating engaging content that will lead the user to interact more. That fits perfectly with the fact that Facebook will crack down brands with a few interactions.

As per platforms, I believe that Snapchat will die, but it won't be an instant death. Instagram has already launched features that are almost identical to Snapchat, and it is even going to develop more in the coming year.

Fueled by intense competition between networks to capture advertising dollars, social media tools and tactics continue to evolve at a breakneck pace. Several trends will reshape how businesses use social media this year.

It doesn't take a crystal ball to see that video is the future, not just of social media but of the Internet in general. In 2018, Cisco forecasts that **82%** of all consumer Internet traffic will be video. Live and recorded video and video ads increasingly dominate our feeds across Facebook and Snapchat, and are surging on Instagram, Twitter and even LinkedIn. According to Hootsuite's 2018 Social Trends report, nearly half of businesses are already implementing social videos, with another **26%** planning to implement in 2018.

Ryan Holmes
CEO
Hootsuite, Inc.

Meanwhile, smart businesses are increasingly turning to Instagram. A recent study by SocialBakers showed that brands are getting three times more engagement on Instagram. Instagram has aggressively embraced other networks' features, like stories, video, private messaging and even filters. And Instagram's new Graph API means that business users can now easily schedule multiple posts and monitor engagement through Hootsuite.

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Tom Norton
Head of Content @ ITP Live

On Future Influencer Marketing

Based on its upward trajectory in the last two years, and even taking into account the opening months of 2018, we say with relative certainty that influencer marketing boom in the MENA region isn't going anywhere soon. Here in Dubai, in its first year our ITP Live influencer agency oversaw over 400 influencer campaigns in 2017, and we fully expect to at least double that this year.

On Content per Platform

For us, Instagram has remained the most popular platform for influencers' branded content posts, with an ever-growing leaning towards video content. By 2019, we can expect 70% of mobile bandwidth and 90% of internet bandwidth to be video content... so this focus isn't going to change any time soon.

On Branded content

In 2018 – where branded content is concerned in the region – We're really hoping brands take a more creatively ambitious approach, keeping a user first mind-set is key. There also needs to be a closer examination about how content is distributed, I've found the knee-jerk tendency here is to feature a 1-minute Instagram video, a 15-second Instagram story or image post but there's so many other ways to create an online impact with your audience. For example, the six-second, episodic bumpers that we see on YouTube, I find to be really effective...I'd love to see brands trying more of them.

What's going to change in 2018?

We know Instagram is changing its algorithms constantly, and I've seen a number of influencers complaining about drops of engagement and interactions on their content, compared to say, this time last year. As a result, we encourage all the content creators we work with to be as active as possible on their feeds, in particular, keeping video and Instagram story content front of mind. The Instagram sphere is more demanding than ever in terms of what it takes to get noticed, so you have to keep your content fresher and more engaging than ever.

Outside the domain of influencer marketing, we've seen big moves from the likes of Facebook, introducing their Facebook Watch platform – potentially a challenger to YouTube in the realm of long-form, serialised content. Snapchat is constantly changing to attract new users, so it will be interesting to see how they get on in 2018. Twitter is also aggressively upping the ante with its offerings, the last year has seen them double their character limit and harness a video-first approach, with lengthier video content now instantly uploadable. All of this is great news for creators. The more means and scope to distribute their content, the better for everyone.

Social Media grew exponentially in 2017 with marketers doubling the budgets for influencer and usage of automated chatbots rising. 2018 will strongly feature Augmented Reality and Ephemeral content and Engaging Content.

The success of the Pokémon GO app has proved the power of augmented reality [AR] and virtual reality [VR] to connect with consumers. The use of Augmented Reality on mobile devices provides engaging content for marketers to reach their target audience - it's quick, easy and very interactive – specially with the introduction of new devices like the iPhone 8 & iPhone X. Ephemeral content has been led by Snapchat, Instagram, and Facebook stories.

Most ephemeral content is shared for up to 24 hours and then disappears forever. There are 250 million stories every day, you need to find ways to make yours count. Content that engages audiences on a personal level will be liked the most, will be shared the most and will get the highest ROI.

In a recent survey it was found that 84% of millennials do not trust traditional advertising, so it does not make any sense to create content that is written from a selling point of view. In 2018 all brands should Adopt a storytelling approach and narrate the story in a manner and language that your audiences understand best, better yet reach out to influencers and ask them to share your brand stories.

Ehab Mohamed
Director of Performance Marketing @ Vezeeta.com

Social Media has been consuming more of people's time, replacing other means of entertainment, information and communication. As a result, tons of content is created making it harder for brands to stand out. Moreover, with a decrease in attention span among online users, brands are required to maintain a higher standard of the content they create.

In 2017, we were able to see more video content, shorter ads in the form of Instagram stories and Facebook in-stream ads. These types of content replaced longer chunks of text and dominated the social scene. This growth for video is likely to continue in 2018.

Publishers will struggle to get the website visits they need. In fact, Facebook and Instagram videos, will not compete against YouTube as much. However, they could easily challenge publishers to maintain their readership. We have already seen this last year with the rise of the readable Instagram videos. Users would rather get the gist about a certain topic in

Hossam Sultan
Senior Social MediaManager House of Comms

60 seconds than read a full article that could actually take as little as 10 minutes to read. How will this affect digital ads? We will have to wait and see.

To stay relevant, brands will also need to listen to what their audience talk about online. Let's face it, the more brands know about their audience and their interests, the more accurate they can be with their marketing content. Social listening is crucial these days, not only to identify crisis and spot red flags. With so many clutter online, it allows brands to stay relevant by identifying key topics of conversations.

As users become more picky about what they engage with, content creators will have to step up their game in order to maintain their reach and influence. Only relevant and thumb-stopping content will get the attention it deserves, and it all starts with listening intently.

Tarek Amin
CEO | Digital
Adline Media Network

Although we will continue to see a rise in the adoption of Chatbots and Chatbot customization, AI lenses, and more conversations taking place inside platforms vs solely on messenger centric platforms, this year in social media we will see more than ever a focus on the use of blockchain technology allowing for the decentralization of the attention economy.

As more and more bloggers, vloggers, and influencers become aware of platforms like Steemit and WildSpark, they could potentially start to migrate their fanbase to where they can more freely monetize their content. Alternatively, if decentralized marketplaces launching Social Media Tokens succeed in connecting social media bloggers and advertisers across the existing social media platforms, media bloggers may be incentivized to continue along the path of powering them vs seeking alternative decentralized platforms. We could eventually see hybrids forming where vloggers on applications like D.tube which is using the STEEM Blockchain as a database, also monetizing through decentralized marketplaces like socialmedia.market.

One thing is for certain, while still in its infancy blockchain technology is definitely revolutionizing social media and the attention economy.

Alexandra Maia
CEO&Founder @ House of
Social

When I'm asked about predictions it's the one thing I'm not a fan of doing, and why? Because the market landscape changes at all times, so instead of predictions I'll share some of my POV's on the industry in the Middle East currently as it stands! More and more I see businesses considering more in house teams and equipping themselves with the right talent and nourishing that from within versus working with third party big agencies. Clients have become a lot more smarter and no longer you can throw dust in their eyes on costs or talent fees. Companies big and small are understanding that investing their time and money in building teams, providing them with training and bringing in a added value layer of a speciality consultant is the way to win long term, to control creative and turn around time and not become depended on agencies.

Following the latest changes with Facebook there is a huge spotlight on Instagram more then before and more and more brands are leveraging the platform, I would love to see more brands setting up shoppable feeds to help them convert does online sales right away, and leveraging the new Facebook engagement adds that let you target content to fans who have engaged with your Instagram page. The stats on snapchat for Dubai & Saudi are huge and brands are still playing a slow catch up to make snapchat a part of their content strategy. Did you know that Saudi has 9 million active users & Dubai 1.1million that tells you a lot about where consumers are hanging out so why aren't we there a lot more? I'm in love with audio content the West is seeing a huge uptake on voice skills like Alexa and Goggle Home why aren't marketers pushing for more of of this...? The near future is to ask Alexa where you can find the cheapest raincoat. What will this mean for add space for on audio? And lastly podcasts there is still a huge gap in the market to create podcast shows in this region and anything that will

allow us to save time and consumer content you are winning! And to end, I'm happy to see that when it comes to metrics such as likes and followers that is not so much at the top of the priority list and the conversation is more geared up on impact versus vanity numbers! I'm always hearing the same old same old saying 'the region is behind' well guess what it's only behind because marketers are not doing a better job at putting forward latest strategies! So my plea for 2018 is that all of us marketers get much better at doing our jobs!

What are your predictions for social media 2018?
- It will be booming – since all major companies are adapting the digital transformation program, having all their systems connected, creating valuable insights that will help marketers in their strategies. With more new re-targeting tools available on facebook/Instagram/Twitter.

- Brands/ Celebrities / Companies heads more to Youtube. Since vlogging been so popular in the past few years, celebrities and brands want to reach Youtube audience and become a part of the community. Ex. Will Smith started his own channel on Dec 19th 2017 and reached million subscribers on March 10th 2018 [That's less than 3 months] mainly talking about his recent movie on Netflix and recently accepted a Heli-Bungee challenge from a group of Youtubers. Also Dwayne "The Rock" Johnson has more than 2.6 million subscribers on his official channel and releases new videos about once per week.

- More adoption of Augmented and virtual reality, with the new iPhones AR games, along with Snapchat AR selfie filers - it will def reach the next level in 2018.

Amir Sharara
Digital Producer/Digital Project Manager
Emaar Properties - UAE

How did social media change in 2017?
Facebook launched new ads system and a new video platform for video creators "Facebook Watch" with new features like a TV-option live by releasing episodes that helps the newsfeed exposure .
Also, facebook reduced [almost killed] the business pages organic reach, giving more reach for the individual organic interactions and engagements. The newsfeed algorithms changed by giving priority to individual profiles than business pages. Same time, facebook created a new tool for business on how to spot their audience and re-target them again later in 2017 to beginning of 2018. This would be the future seed growing in social media especially for FB and Instagram.

Are 2017 strategies, tactics, and trends resuming in 2018? If yes, which ones?
With an appealing product/service and good AD spending it will definitely boost the ROI – That can only happen by providing awesome creative ideas & content [Images/Videos] while targeting the product niche with the new social media tools available.

What will keep on rising in 2018? (Influencer marketing, Performance marketing….etc.?)
Instagram is gaining more trust and choice for brands. 15 million businesses were using Instagram in July 2017 [which is nearly double of the 8M businesses that used Instagram in March 2017], and 80% of Instagram accounts follow at least one business

About This Report

This report is a collaboration between Crowd Analyzer, Hootsuite, LexisNexis, Social Media Week, and APCO Worldwide. This report has been written by the content marketing team at Crowd Analyzer, on the foundation of data extracted by the company's research department.

State of Social Media

As it gathered millions of mentions and interactions in different sectors, Crowd Analyzer held a remarkable amount of insights from Twitter, Instagram, Facebook, Blogs, Forums, and News websites. Such insights perfectly serve any industry to understand the demographics of their audience as well as the sentiment and the language of their content.

Crowd Analyzer

Crowd Analyzer, the leading Arabic social media listening tool, is helping a remarkable number of clients to achieve their objective and further enhance their social media presence and strategy. The tool is a revolutionary tool that allows clients to analyze dialect, language, location, sentiment, and much more in real-time.

Hootsuite

The most widely used platform for managing social media, offering Social Listening, Social Marketing, Social Customer Service, Social Selling and Social Advocacy among many other solutions.

LexisNexis

LexisNexis is a leading global provider of legal research and content-enabled workflow solutions. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs approximately 30,000 people.

APCO worldwide®

APCO Worldwide is a global communications consultancy with more than 150 consultants in the MENA region. We help the most innovative organizations adapt and thrive in this fast-moving, interconnected and complex world. We bring our clients' work to life creatively and digitally through diverse thinking and a campaign mentality.

Methodology

This report is a very deep analysis provides rich insights to the reader. The objective of the report was the push behind every step that was taken by Crowd Analyzer and its partners. The purpose of this report is to be a reference to all marketers in the MENA region.

Overview of Social Media in the Middle East

This section highlights the dissemination of usage of Twitter, Instagram, Facebook, Snapchat, and LinkedIn across Egypt, KSA, and UAE. Insights in this section include very detailed insights about users in these countries. The details include gender demographics, age groups, device preferences, and topic preferences.

Industries Analysis

We have conducted thorough analysis for 8 industries and their social media related statistics across various social media platforms and countries. The industries we included in the analysis are fintech, automotive, media, finance, banking, e-commerce, ride-hailing & telecommunication, in addition to a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. We explored various social media metrics such as reach, engagement, sentiments, preferred platforms, preferred languages, location, sentiment, & more. We also evaluated the different metrics in accordance to gender of user as well as business accounts. Please refer to the index to find the analysis of every industry.

FINTECH

FinTech or Financial Technology refers to the utilization of software and modern technology to provide financial services by the use of smartphones for mobile banking, investing services and cryptocurrency which are all examples of Fintech practices.

E-commerce

E-commerce allows consumers to electronically exchange goods and services through the internet. The term e-commerce is mostly used to describe online shopping platforms where customers can browse and order products to be delivered to them.

Automotive

The automotive industry is the industry that involves a wide range of companies participating in the design, development, manufacturing, marketing, and selling of motor vehicles of all shapes, sizes and uses.

Media

Media in short refers to the collective communication outlets or tools used to store and deliver information or data. Media as a broad term includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet, however, in our report we conducted research on the different social media statistics for Online Vs. Offline TV service providers.

Telecommunication

Telecommunication is the exchange of information over significant distances by electronic means and refers to all types of voice, data and video transmission. Telecommunications devices include telephones, telegraph, radio, microwave communication arrangements, fiber optics, satellites and the Internet. In our study we focused on the leading mobile service providers in Egypt.

BANKING

Banking refers to the industry that handles cash, credit, and other financial transactions & offering savings accounts, certificates of deposit and checking accounts.

FINANCE

Financial services are the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, and more.

Ride Hailing

Ride-Hailing refers to transportation solutions provided by specialized companies substituting traditional taxis. Our study focused on the analysis of social media accounts of companies that represent the ride hailing market leaders of the region.

We also conducted a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. VAT is a type of general consumption tax that is collected incrementally, based on the increase in value of a product or service at each stage of production or distribution. VAT is usually implemented as a destination-based tax, where the tax rate is based on the location of the customer.

APCO worldwide

Crowd Analyzer

ITP MEDIA GROUP

LexisNexis

Top Brands & Topics

This section's data is obtained by Social Bakers. Through this section, you will be able to identify the top 10 brands on Facebook, Twitter, and YouTube in Egypt, Saudi Arabia, UAE, Kuwait, Oman, Qatar, and Bahrain.

Experts' Predictions

This section includes top marketers and experts' insights about emerging marketing techniques in 2018 along with an evaluation of marketing in 2017.

Glossary

Mentions
New posts sent about the monitored topics in social media. The new posts could be sent on social accounts [Facebook, Twitter, and Instagram], news, blogs, or forums.

Conversation
Any new post that has at least 1 interaction.

Sentiment Score
[Total Positive Posts- Total Negative Posts] / [Total Positive Posts + Total Negative Posts]

Active Engagement
Posting new stories, commenting, sharing, or retweeting posts. In other words, all activities except likes which are considered passive engagement.

Sentiment
How people feel towards the post. Crowd Analyzer has automated state-of-art algorithms that categorize posts automatically, with the ability to edit them manually to, neutral, negative or positive.

Interaction
Any activity made by users on a post. It can be a like, comment, share, or retweet.

Engagement Rate
The number of conversations / the number of new posts.

Net Sentiment Score
[Total Positive Posts- Total Negative Posts] / The total number of posts captured.

People Engaged
The number of unique users who sent new posts or interacted with any posts.

Response Rate
The number of people who received a reply from the company on their posts or comments divided by total number new posts and comments sent.

Activities
News posts or comments.

CONTACT US

The 1st Arabic Social Media Listening Tool

Crowd Analyzer is the leading Arabic social media listening tool. Since 2013, it has been an essential tool for its client base of large enterprises to further enhance their social media presence by providing them with accurate and essential insights and analytics. Depending on the revolutionary AI technologies it has adopted, Crowd Analyzer is used in marketing, analytics, market research, crisis management, campaign analysis, and much more.

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