DIGITAL 2022

SAUDI ARABIA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we are social

Hootsuite

we are social

Hootsuite®

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

GWI

STATISTA

GSMA INTELLIGENCE

SEMRUSH

APP ANNIE

SIMILARWEB

LOCOWISE

SKAI

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

FEB 2022

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.91 BILLION	**8.28 BILLION**	**4.95 BILLION**	**4.62 BILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.0%	**+2.9%**	**+4.0%**	**+10.1%**
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
57.0%	**104.6%**	**62.5%**	**58.4%**

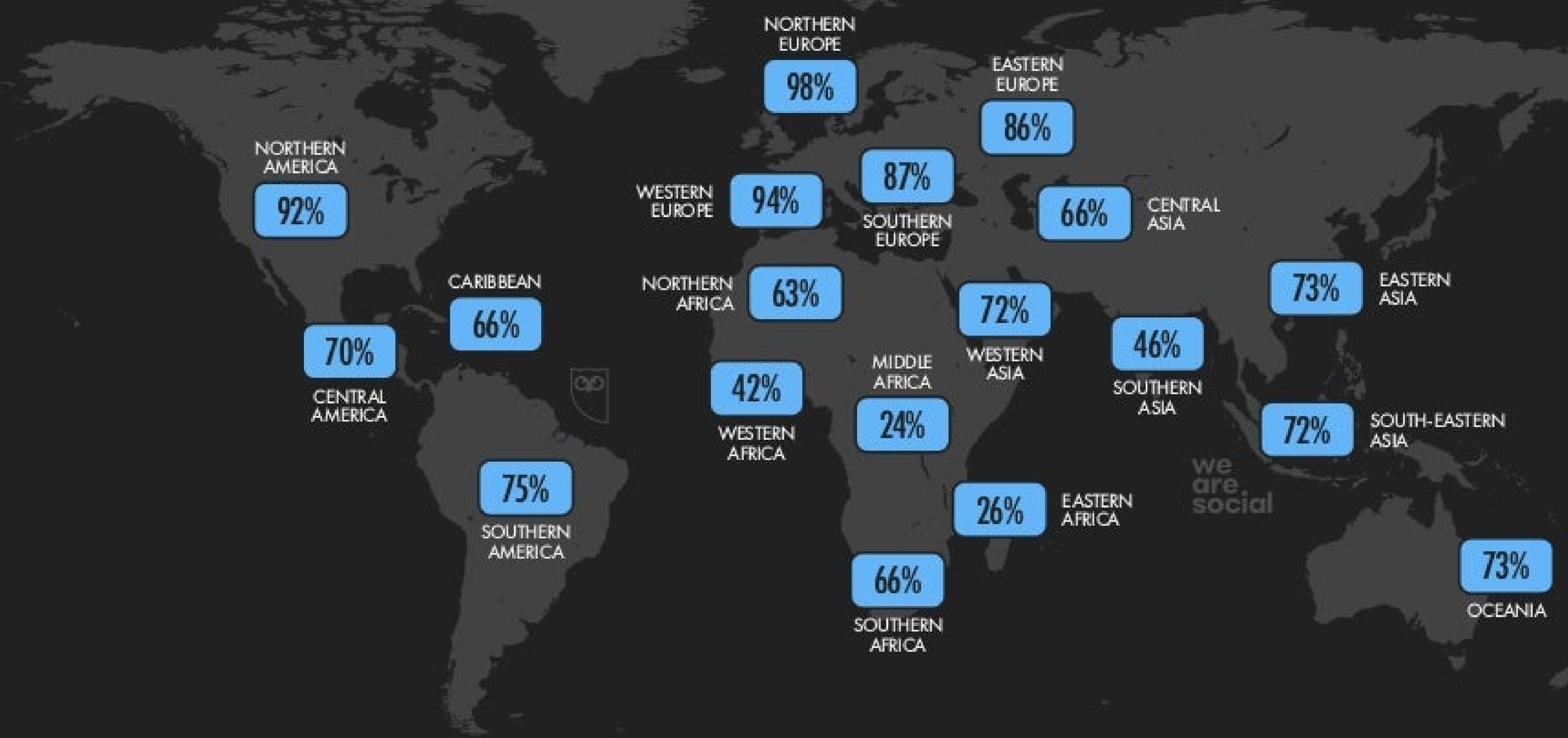
SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

FEB 2022

INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES.

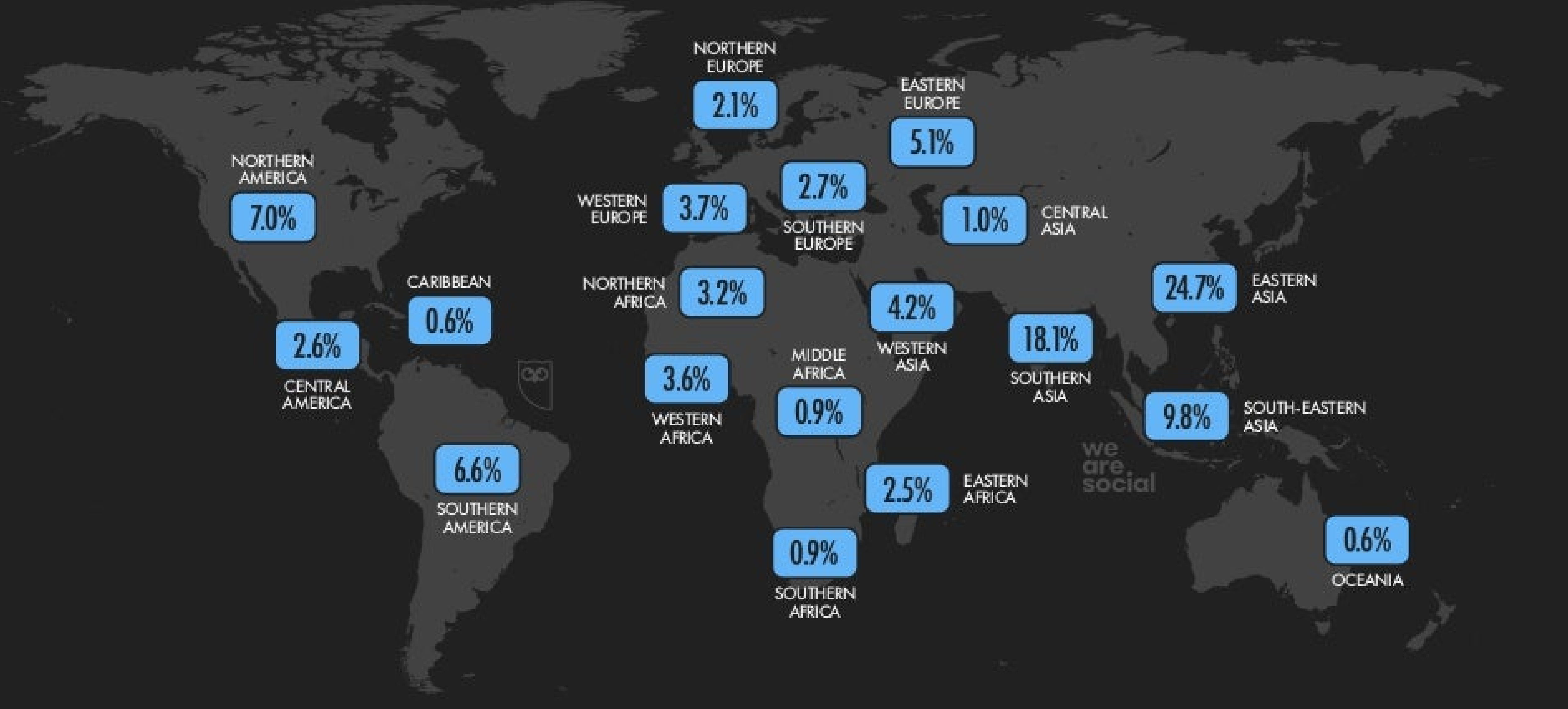
we are social Hootsuite

FEB 2022

SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

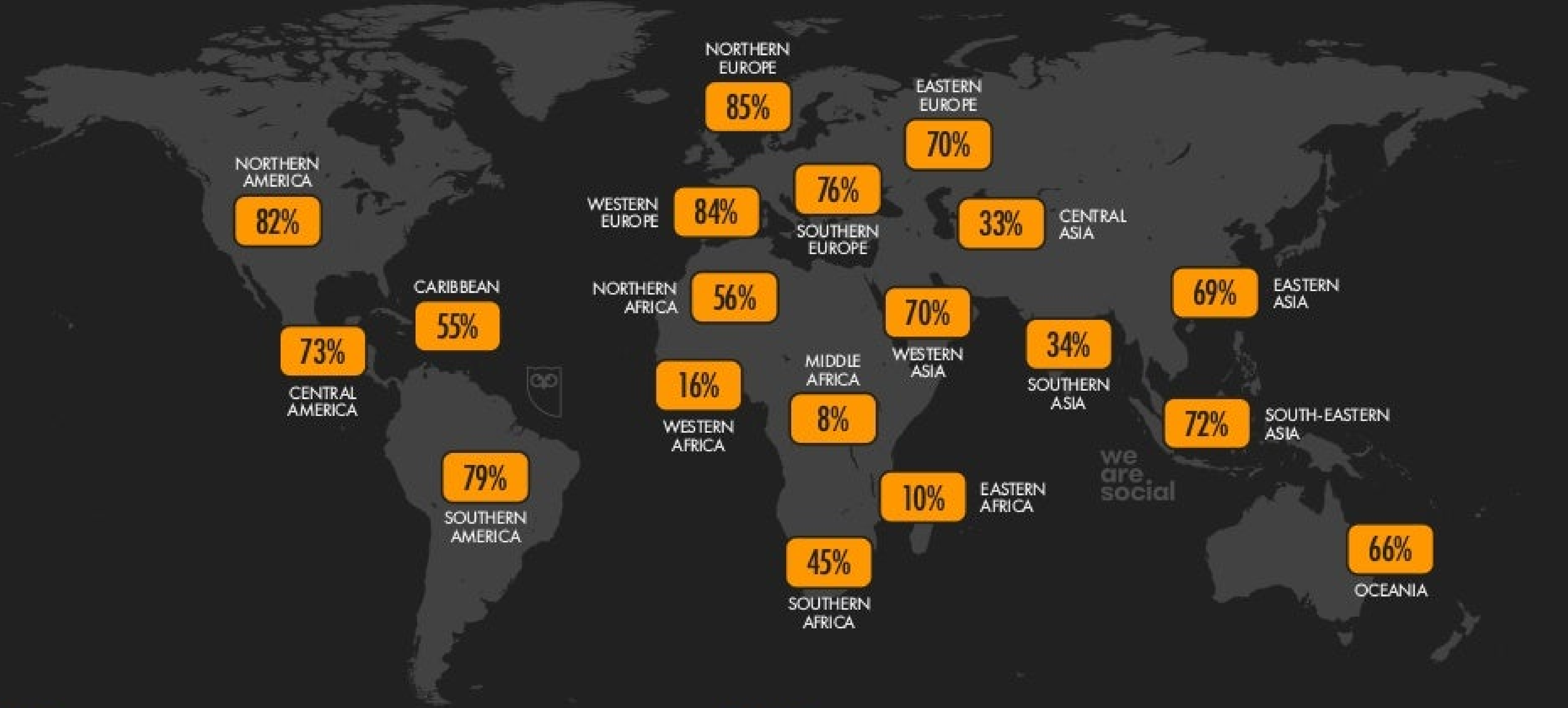
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES.

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

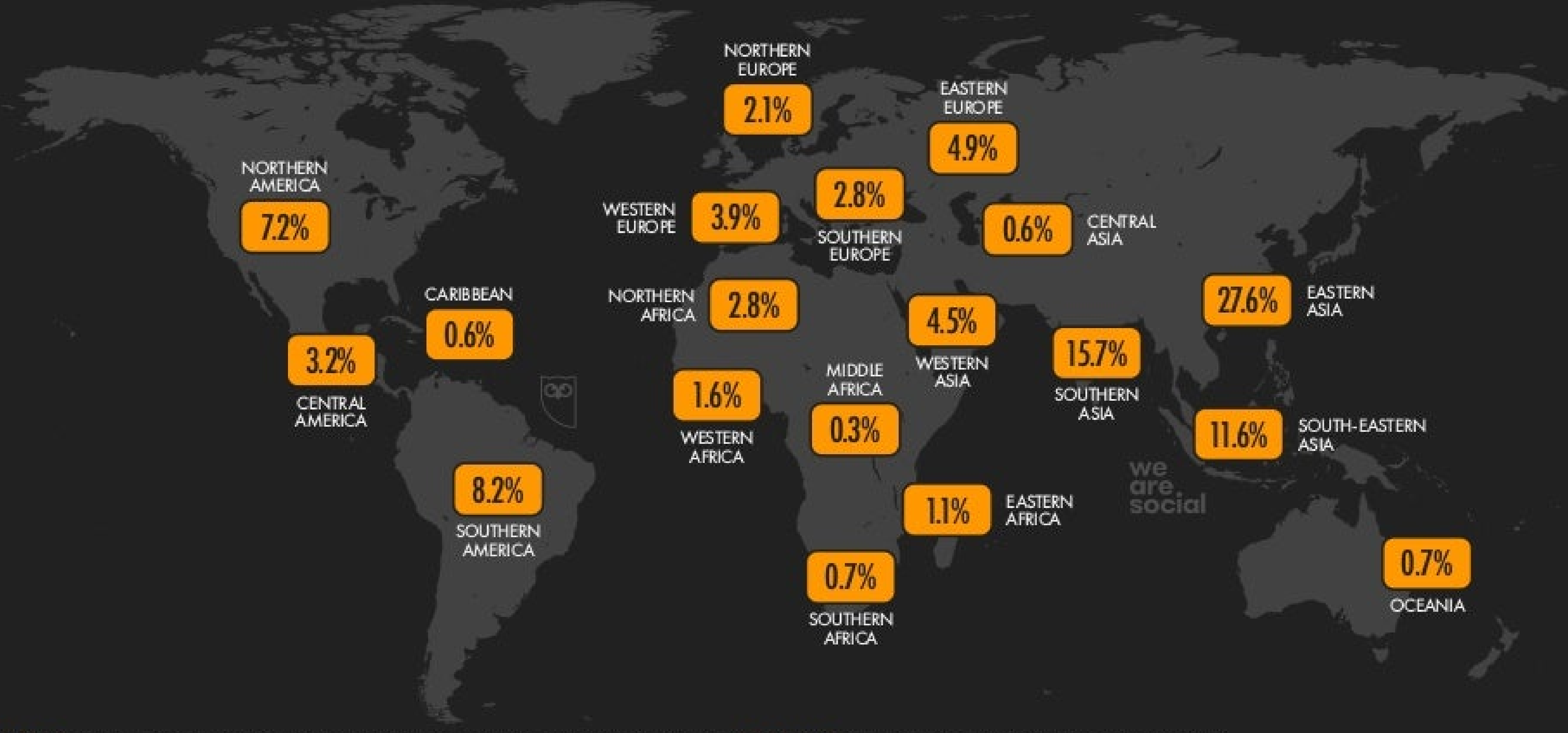


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

FEB 2022

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

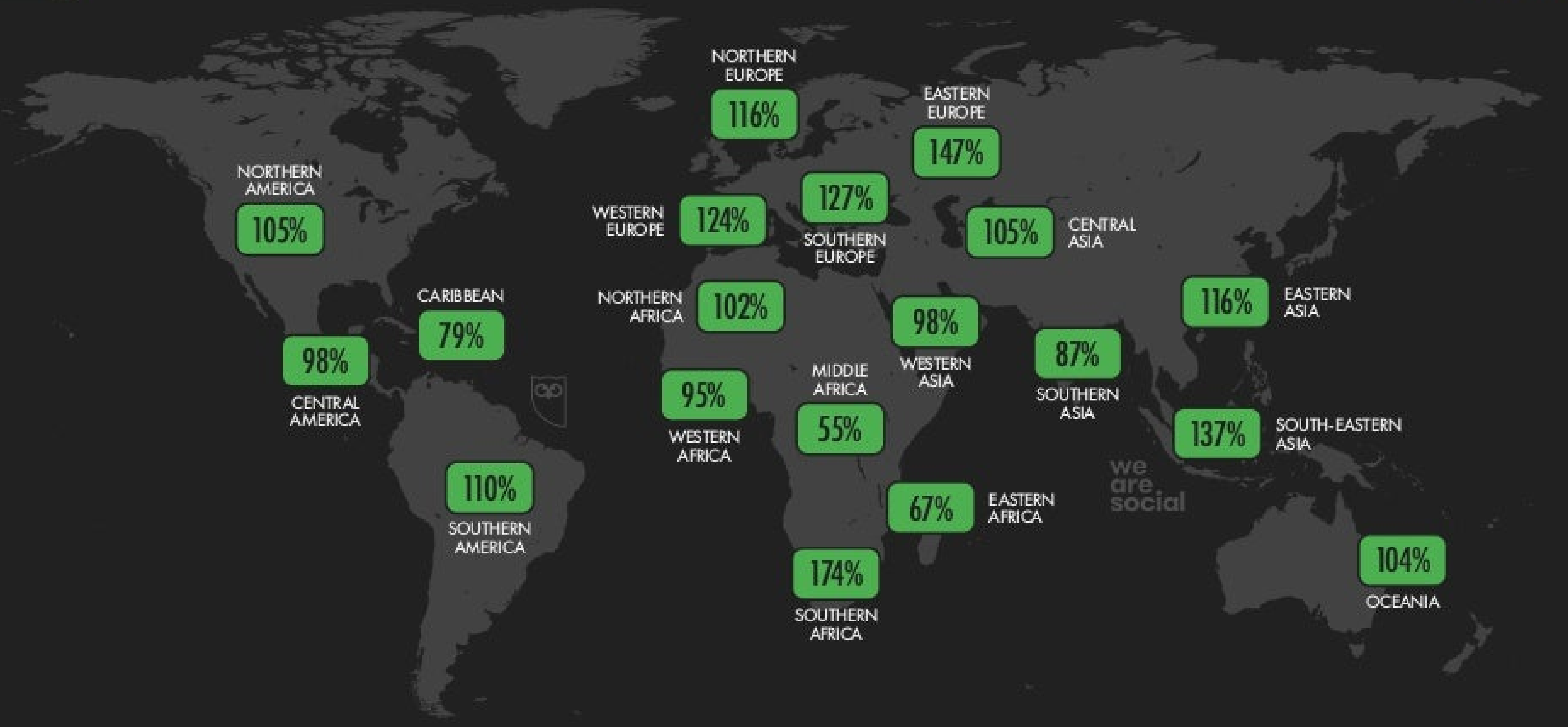


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATA SETS TO GLOBAL FIGURES.

FEB
2022

MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES.

EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2022 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

Hootsuite's Perspective

Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

Stretch the social experience

There's more to social commerce than having a "buy now" button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That's why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

Share the care

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

Get acquainted with Gen Z

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn't your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).

SAUDI ARABIA

FEB 2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

SAUDI ARABIA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
35.59 MILLION	41.03 MILLION	34.84 MILLION	29.30 MILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
84.7%	115.3%	97.9%	82.3%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

FEB 2022

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

SAUDI ARABIA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.5%	**+3.3%**	**+1.5%**	**+5.4%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+516 THOUSAND	**+1.3 MILLION**	**+505 THOUSAND**	**+1.5 MILLION**

KEPIOS

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

we are social

Hootsuite

WE ARE SOCIAL

DIGITAL CULTURE AT A GLANCE

KSA

THE PEOPLE, TERMS AND MEDIA PEOPLE ARE ENGAGING WITH ONLINE

TOP E-COMMERCE PLATFORM
HARAJ
(SIMILARWEB, 2021)

MOST POPULAR NEWS OUTLET
YAHOO
(SIMILARWEB, 2021)

MOST FOLLOWED ON YOUTUBE
ABOFLAH
(HYPE AUDITOR, 2021)

MOST STREAMED TV SHOW
VINCENZO
(NETFLIX, 2021)

MOST FOLLOWED ON TIKTOK
MOHAMMED SHAMSI
(TIKTOK, 2021)

HIGHEST GROSSING MOVIE
F9: THE FAST SAGA
(IMDBPRO, 2021)

READ MORE ABOUT LOCAL CULTURE ON OUR BLOG HERE.

FEB 2022

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

SAUDI ARABIA

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
35.59 MILLION	42.2%	57.8%	+1.5% +516 THOUSAND	32.4

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM²)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
84.7%	16.6	97.6%	96.0%	98.6%

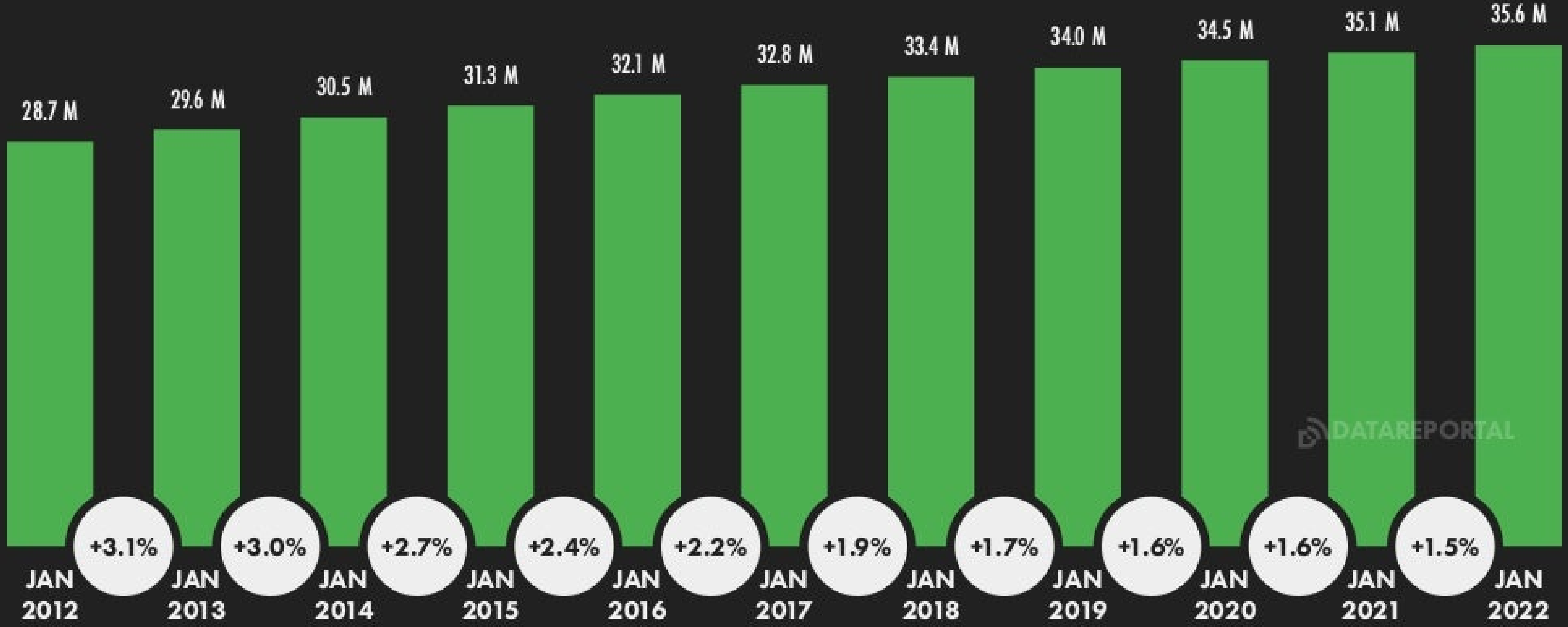
SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.

FEB 2022

POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE

SAUDI ARABIA



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social Hootsuite

FEB 2022

POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP

SAUDI ARABIA

TOTAL POPULATION	POPULATION AGED 0-4	POPULATION AGED 5-12	POPULATION AGED 13-17	POPULATION AGED 18-24
	0-4	5-12	13-17	18-24
35.59 MILLION	8.1%	13.2%	7.1%	9.0%

POPULATION AGED 25-34	POPULATION AGED 35-44	POPULATION AGED 45-54	POPULATION AGED 55-64	POPULATION AGED 65+
25-34	35-44	45-54	55-64	65+
17.5%	19.6%	14.8%	6.9%	3.8%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES.

FEB 2022

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

SAUDI ARABIA

		Year-on-year change
ANY KIND OF MOBILE PHONE	98.2%	-0.5% (-50 BPS)
SMART PHONE	98.2%	-0.5% (-50 BPS)
FEATURE PHONE	8.2%	-32.8% (-400 BPS)
LAPTOP OR DESKTOP COMPUTER	54.3%	-15.3% (-980 BPS)
TABLET DEVICE	29.0%	-27.9% (-1,120 BPS)
GAMES CONSOLE	17.9%	-21.8% (-500 BPS)
SMART WATCH OR SMART WRISTBAND	25.0%	-14.4% (-420 BPS)
TV STREAMING DEVICE	7.0%	-32.0% (-330 BPS)
SMART HOME DEVICE	6.0%	-18.9% (-140 BPS)
VIRTUAL REALITY DEVICE	4.8%	-37.7% (-290 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

FEB 2022

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

SAUDI ARABIA

TIME SPENT USING THE INTERNET	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
8H 05M	3H 35M	3H 24M	2H 07M
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+4.3% (+20 MINS)	-15.0% (-38 MINS)	+9.7% (+18 MINS)	-21.6% (-35 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 30M	0H 37M	1H 09M	1H 53M
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-14.3% (-15 MINS)	-24.5% (-12 MINS)	-10.4% (-8 MINS)	-4.2% (-5 MINS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

INTERNET

FEB 2022

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

SAUDI ARABIA

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES
34.84 MILLION	97.9%	+1.5% +505 THOUSAND	8H 05M +4.3% (+20 MINS)	94.4%

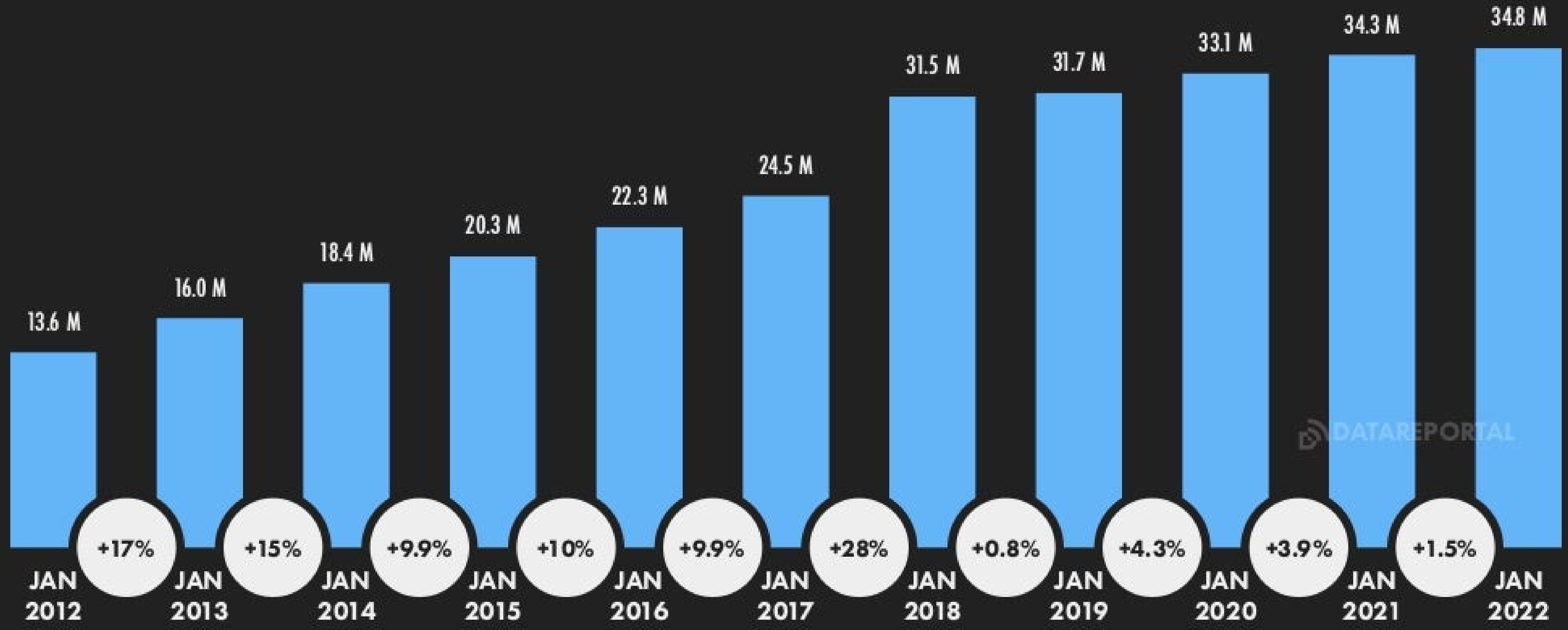
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS. **NOTES:** "YOY" FIGURES SHOW YEAR-ON-YEAR GROWTH. FOR CHANGE IN TIME, "H" DENOTES HOURS AND "M" DENOTES MINUTES. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

FEB 2022

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

SAUDI ARABIA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

we are social   Hootsuite

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

SAUDI ARABIA

INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
34.84 MILLION	34.83 MILLION	31.86 MILLION
vs. POPULATION 97.9%	vs. POPULATION 97.9%	vs. POPULATION 89.5%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

FEB 2022

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

SAUDI ARABIA

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES	TIME SPENT USING THE INTERNET ON MOBILE PHONES	TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS	MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
8H 05M	4H 35M	3H 30M	56.7%

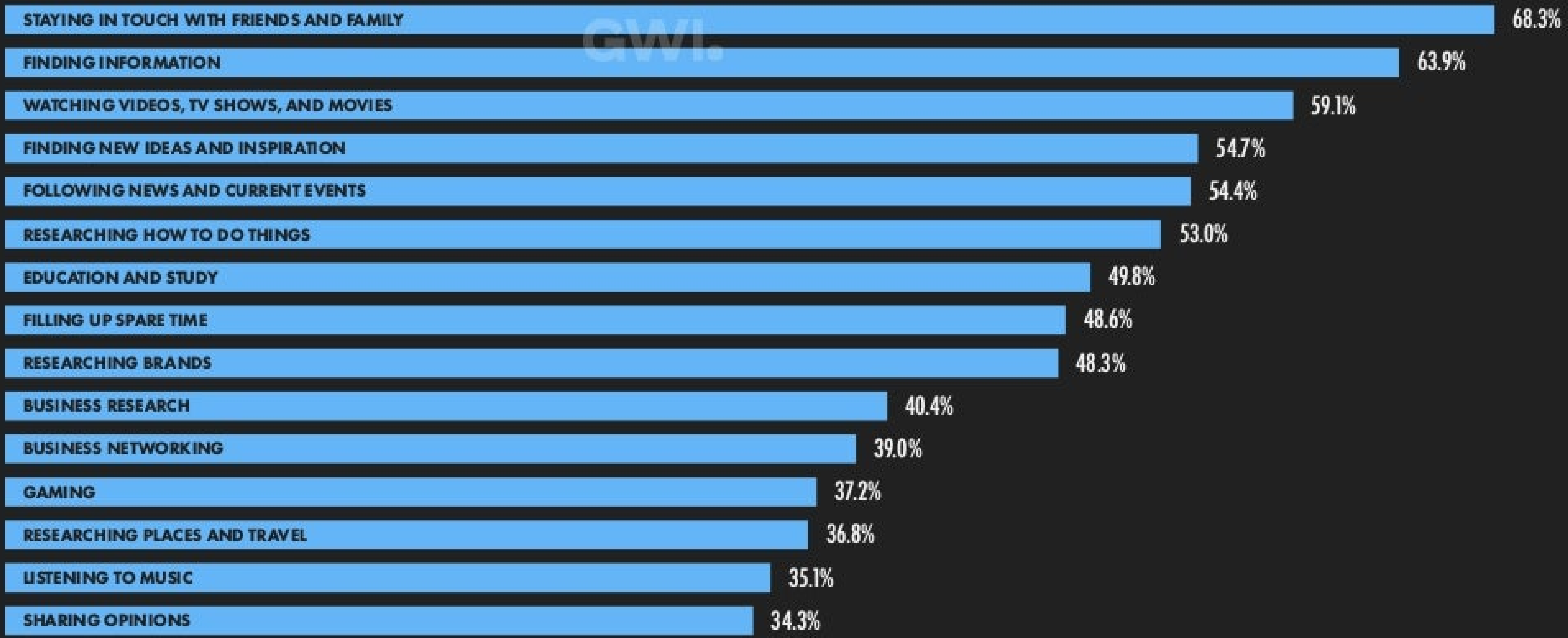
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

SAUDI ARABIA

		YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	94.4%	-1.0% (-100 BPS)
LAPTOP OR DESKTOP (ANY)	57.1%	-18.1% (-1,260 BPS)
SMART PHONE	92.3%	-1.5% (-140 BPS)
FEATURE PHONE	7.0%	-1.4% (-10 BPS)
TABLET DEVICE	23.5%	-30.9% (-1,050 BPS)
PERSONAL LAPTOP OR DESKTOP	50.8%	-17.8% (-1,100 BPS)
WORK LAPTOP OR DESKTOP	25.7%	-30.2% (-1,110 BPS)
CONNECTED TELEVISION	29.6%	-16.1% (-570 BPS)
SMART HOME DEVICE	6.8%	[NEW DATA POINT]
GAMES CONSOLE	14.6%	-22.8% (-430 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

FEB
2022

INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS

SAUDI ARABIA

MEDIAN DOWNLOAD SPEED OF CELLULAR MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN CELLULAR MOBILE INTERNET CONNECTION SPEED	MEDIAN DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN FIXED INTERNET CONNECTION SPEED
91.06	+48.5%	80.39	+27.7%
MBPS	+29.73 MBPS	MBPS	+17.42 MBPS

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND (MBPS) IN NOVEMBER 2021. **COMPARABILITY:** THE VALUES FOR INTERNET CONNECTION SPEEDS THAT WE FEATURED IN PREVIOUS REPORTS REFLECTED MEAN CONNECTION SPEEDS, WHEREAS WE NOW FEATURE MEDIAN CONNECTION SPEEDS, WHICH OFFER A MORE REPRESENTATIVE INDICATION OF THE CONNECTION SPEEDS THAT "TYPICAL" USERS CAN EXPECT. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE WITH THE VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

FEB 2022

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

SAUDI ARABIA

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
71.87%	26.75%	1.21%	0.18%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+6.3% (+426 BPS)	-11.8% (-358 BPS)	-36.3% (-69 BPS)	+20.0% (+3 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2022

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

SAUDI ARABIA

		YEAR-ON-YEAR CHANGE
CHROME	56.89%	-4.0% (-234 BPS)
SAFARI	34.50%	+11.9% (+368 BPS)
MICROSOFT EDGE	2.40%	+18.2% (+37 BPS)
FIREFOX	1.00%	-34.2% (-52 BPS)
SAMSUNG INTERNET	2.70%	-7.8% (-23 BPS)
OPERA	0.41%	+41.4% (+12 BPS)
UC BROWSER	1.26%	-27.2% (-47 BPS)
OTHER	0.84%	-42.1% (-61 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

SAUDI ARABIA

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	212M	18.6M	17M 20S	5.73
02	YOUTUBE.COM	67.6M	10.6M	6M 18S	4.21
03	TWITTER.COM	40.4M	8.22M	15M 01S	6.40
04	FACEBOOK.COM	35.2M	8.24M	19M 09S	6.61
05	BIT.LY	32.1M	12.3M	10M 24S	1.20
06	WIKIPEDIA.ORG	25.4M	7.11M	9M 12S	2.12
07	GOOGLE.COM.SA	25.3M	4.29M	16M 24S	5.57
08	RT.COM	21.8M	3.51M	8M 36S	1.65
09	SABQ.ORG	20.7M	3.81M	4M 20S	2.11
10	HARAJ.COM.SA	20.2M	3.59M	17M 20S	11.36

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	KOOORA.COM	18.7M	1.92M	12M 20S	3.96
12	ARGAAM.COM	18.5M	3.49M	11M 59S	2.42
13	INSTAGRAM.COM	13.2M	4.59M	10M 38S	4.87
14	ALARABIYA.NET	11.4M	2.94M	7M 49S	1.61
15	BATHANDBODYWORKS.COM.SA	10.6M	4.33M	13M 48S	5.46
16	MAWDOO3.COM	9.47M	3.70M	9M 28S	1.45
17	MOE.GOV.SA	9.07M	2.03M	16M 05S	10.39
18	AJEL.SA	9.04M	2.93M	4M 11S	1.39
19	SPUTNIKNEWS.COM	8.72M	2.58M	4M 50S	1.42
20	BLOGSPOT.COM	8.34M	3.69M	9M 14S	2.46

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

TOP WEBSITE TRAFFIC DETAIL (SEMRUSH)

SHARE OF WEBSITE TRAFFIC BY DEVICE, AND SHARE OF WEBSITE TRAFFIC REFERRED BY A SELECTION OF SOCIAL MEDIA PLATFORMS IN NOVEMBER 2021

SAUDI ARABIA

#	WEBSITE	SHARE OF TRAFFIC FROM MOBILES	SHARE OF TRAFFIC FROM COMPUTERS	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS	TRAFFIC FROM VK REFERRALS
01	GOOGLE.COM	75.3%	24.7%	1.16%	0.77%	0.34%	1.68%	0.06%	0.06%	0.14%	<0.01%
02	YOUTUBE.COM	30.0%	70.0%	0.44%	0.27%	0.05%	0.18%	<0.01%	<0.01%	0.02%	–
03	TWITTER.COM	95.6%	4.4%	0.14%	0.07%	0.07%	0.19%	<0.01%	<0.01%	<0.01%	<0.01%
04	FACEBOOK.COM	92.7%	7.3%	0.01%	0.11%	0.09%	0.14%	0.01%	<0.01%	<0.01%	–
05	BIT.LY	99.9%	0.1%	0.10%	0.25%	0.02%	0.41%	<0.01%	<0.01%	–	–
06	WIKIPEDIA.ORG	82.1%	17.9%	0.03%	0.01%	<0.01%	0.02%	<0.01%	<0.01%	<0.01%	–
07	GOOGLE.COM.SA	47.4%	52.6%	0.04%	0.02%	0.02%	0.03%	<0.01%	<0.01%	<0.01%	–
08	RT.COM	98.2%	1.8%	0.05%	<0.01%	<0.01%	0.94%	<0.01%	<0.01%	–	–
09	SABQ.ORG	97.5%	2.5%	0.02%	0.01%	0.02%	0.92%	<0.01%	<0.01%	–	–
10	HARAJ.COM.SA	97.9%	2.1%	0.06%	0.01%	0.01%	0.14%	<0.01%	<0.01%	<0.01%	–

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. NOTE: TRAFFIC FROM SOCIAL MEDIA REFERRALS REPRESENT THE SHARE OF TOTAL WEBSITE VISITS THAT ORIGINATED FROM A CLICK OR A TAP ON A LINK PUBLISHED ON THE RESPECTIVE SOCIAL MEDIA PLATFORM. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Hootsuite®

FEB 2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

SAUDI ARABIA

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.72B	[N/A]	[N/A]	16M 44S	10.22
02	YOUTUBE.COM	1.62B	[N/A]	[N/A]	28M 21S	15.33
03	FACEBOOK.COM	431M	[N/A]	[N/A]	14M 47S	10.44
04	WHATSAPP.COM	256M	[N/A]	[N/A]	3M 20S	1.47
05	INSTAGRAM.COM	101M	[N/A]	[N/A]	15M 25S	26.78
06	TWITTER.COM	88.0M	[N/A]	[N/A]	15M 57S	18.58
07	GOOGLE.COM.PK	81.0M	[N/A]	[N/A]	8M 49S	7.21
08	NETFLIX.COM	77.2M	[N/A]	[N/A]	10M 08S	5.05
09	FIVERR.COM	63.7M	[N/A]	[N/A]	46M 02S	25.57
10	YAHOO.COM	57.1M	[N/A]	[N/A]	8M 24S	5.36

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	WIKIPEDIA.ORG	56.6M	[N/A]	[N/A]	4M 44S	3.05
12	LINKEDIN.COM	55.5M	[N/A]	[N/A]	10M 52S	8.14
13	DARAZ.PK	43.5M	[N/A]	[N/A]	10M 37S	10.54
14	LIVE.COM	43.4M	[N/A]	[N/A]	7M 43S	7.24
15	ZOOM.US	40.8M	[N/A]	[N/A]	8M 11S	3.94
16	MICROSOFT.COM	33.9M	[N/A]	[N/A]	6M 44S	4.26
17	OLX.COM.PK	33.0M	[N/A]	[N/A]	10M 07S	11.28
18	STACKOVERFLOW.COM	29.9M	[N/A]	[N/A]	8M 41S	2.60
19	DISCORD.COM	29.3M	[N/A]	[N/A]	21M 44S	18.48
20	PINTEREST.COM	29.2M	[N/A]	[N/A]	7M 43S	7.21

SOURCE: SIMILARWEB. FIGURES REPRESENT TRAFFIC VALUES BETWEEN JANUARY AND DECEMBER 2021. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

FEB 2022

MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC

SAUDI ARABIA

#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	GOOGLE.COM.SA	05M 59S	5.31
04	MICROSOFT.COM	04M 30S	3.35
05	FACEBOOK.COM	17M 46S	8.56
06	LIVE.COM	05M 24S	5.56
07	HARAJ.COM.SA	10M 50S	17.10
08	AMAZON.SA	08M 25S	9.16
09	IAM.GOV.SA	02M 58S	3.49
10	TWITTER.COM	12M 34S	10.30

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	ALIEXPRESS.COM	09M 39S	7.99
12	ABSHER.SA	09M 03S	17.10
13	NETFLIX.COM	04M 46S	3.61
14	SABQ.ORG	03M 38S	2.38
15	AMAZON.COM	11M 18S	10.22
16	WIKIPEDIA.ORG	03M 39S	3.05
17	MICROSOFTONLINE.COM	00M 59S	1.91
18	MADRASATI.SA	11M 36S	7.58
19	OFFICE.COM	12M 39S	11.50
20	NOON.COM	08M 00S	8.50

SOURCE: ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. **NOTES:** ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA VOICE PLATFORMS. "TIME PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH DOMAIN, MEASURED IN MINUTES AND SECONDS. "PAGES PER DAY" REPRESENT THE AVERAGE NUMBER OF PAGES THAT GLOBAL VISITORS OPEN ON THE DOMAIN EACH DAY. BECAUSE FIGURES FOR "TIME PER DAY" AND "PAGES PER DAY" REFLECT GLOBAL ACTIVITY, VALUES WILL BE THE SAME ACROSS ALL COUNTRIES. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

FEB 2022

SEARCH ENGINE MARKET SHARE

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

SAUDI ARABIA

SEARCH ENGINE	SHARE	YEAR-ON-YEAR CHANGE
GOOGLE	96.60%	-1.6% (-155 BPS)
BING	2.06%	+60.9% (+78 BPS)
BAIDU	0.01%	[FROM 0%] (+1 BP)
YAHOO!	0.36%	+16.1% (+5 BPS)
YANDEX	0.21%	+50.0% (+7 BPS)
DUCKDUCKGO	0.09%	+28.6% (+2 BPS)
ECOSIA	0.01%	[UNCHANGED]
OTHER	0.66%	+1,550% (+62 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2022

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

SAUDI ARABIA

#	SEARCH QUERY	INDEX
01	مدرستي	100
02	تويتر	72
03	يوتيوب	40
04	منصه	35
05	منصة مدرستي	34
06	قوقل	34
07	مترجم	33
08	منصه مدرستي	31
09	الطقس	30
10	ترجمة	28

#	SEARCH QUERY	INDEX
11	TRANSLATE	26
12	GOOGLE	24
13	نور	23
14	قصة عشق	22
15	مواقيت الصلاة	20
16	بلاك بورد	20
17	حراج	20
18	اذان الفجر	20
19	الدوري السعودي	20
20	YOUTUBE	19

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

SAUDI ARABIA

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK	VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS	USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH	USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
11.3%	58.0%	26.6%	41.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

SAUDI ARABIA

ANY KIND OF VIDEO	MUSIC VIDEO	COMEDY, MEME, OR VIRAL VIDEO	TUTORIAL OR HOW-TO VIDEO	VIDEO LIVESTREAM
92.2%	47.9%	43.4%	31.5%	24.6%

EDUCATIONAL VIDEO	PRODUCT REVIEW VIDEO	SPORTS CLIP OR HIGHLIGHTS VIDEO	GAMING VIDEO	INFLUENCER VIDEOS AND VLOGS
37.7%	23.8%	28.5%	19.8%	22.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

SAUDI ARABIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO STREAM TV CONTENT OVER THE INTERNET	INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV	AVERAGE DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING STREAMING TV	TIME SPENT WATCHING STREAMING TV AS A PERCENTAGE OF TOTAL TIME SPENT WATCHING TV
95.9%	96.7%	1H 52M	52.1%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

SAUDI ARABIA

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
21.0%	15.3%	18.4%	12.9%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

SAUDI ARABIA

ANY DEVICE
91.4%

SMARTPHONE
78.0%

LAPTOP OR DESKTOP
28.2%

GAMES CONSOLE
30.1%

TABLET
22.9%

HAND-HELD GAMING DEVICE
20.4%

MEDIA STREAMING DEVICE
10.4%

VIRTUAL REALITY HEADSET
12.1%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

SAUDI ARABIA

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	VALUE OF SMART HOME APPLIANCES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
947.0 THOUSAND	**$361.8 MILLION**	**$163.6 MILLION**	**$46.03 MILLION**
YEAR-ON-YEAR CHANGE **+12% (+102 THOUSAND)**	YEAR-ON-YEAR CHANGE **+26% (+$74 MILLION)**	YEAR-ON-YEAR CHANGE **+26% (+$33 MILLION)**	YEAR-ON-YEAR CHANGE **+35% (+$12 MILLION)**

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$50.49 MILLION	**$51.85 MILLION**	**$28.39 MILLION**	**$21.46 MILLION**
YEAR-ON-YEAR CHANGE **+24% (+$9.6 MILLION)**	YEAR-ON-YEAR CHANGE **+20% (+$8.8 MILLION)**	YEAR-ON-YEAR CHANGE **+26% (+$5.9 MILLION)**	YEAR-ON-YEAR CHANGE **+26% (+$4.5 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

SAUDI ARABIA

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
16.4%	$382	$343	$117
YEAR-ON-YEAR CHANGE +10% (+110 BPS)	YEAR-ON-YEAR CHANGE +12% (+$41.67)	YEAR-ON-YEAR CHANGE +3.7% (+$12.25)	YEAR-ON-YEAR CHANGE +12% (+$12.86)
ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$103	$97.28	$54.40	$59.94
YEAR-ON-YEAR CHANGE +1.5% (+$1.49)	YEAR-ON-YEAR CHANGE +1.5% (+$1.44)	YEAR-ON-YEAR CHANGE +4.9% (+$2.56)	YEAR-ON-YEAR CHANGE +2.4% (+$1.42)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

FEB 2022

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

SAUDI ARABIA

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
24.3%	28.4%	3.6%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

SAUDI ARABIA

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
[N/A]	26.1%	30.0%	27.9%	29.9%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ IN 46 COUNTRIES AROUND THE WORLD (SEE DIGITALNEWSREPORT.ORG FOR MORE DETAILS). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SOCIAL MEDIA

FEB 2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

SAUDI ARABIA

NUMBER OF SOCIAL MEDIA USERS	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	YEAR-ON-YEAR CHANGE IN TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
29.30 MILLION	+5.4% +1.5 MILLION	3H 24M	+9.7% +18 MINS	7.7

SOCIAL MEDIA USERS vs. TOTAL POPULATION	SOCIAL MEDIA USERS vs. POPULATION AGE 13+	SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS	FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS	MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS
82.3%	104.7%	84.1%	36.8%	63.2%

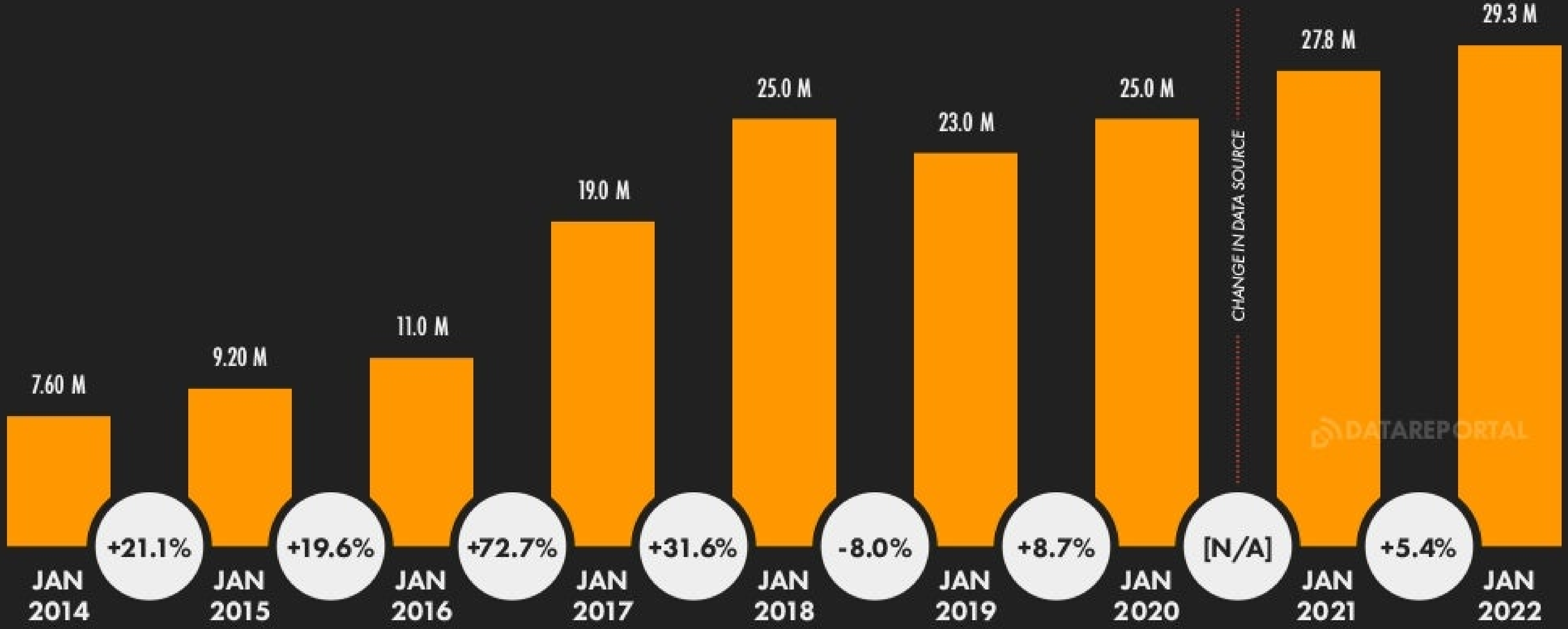
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS:** GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.

FEB 2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE

SAUDI ARABIA



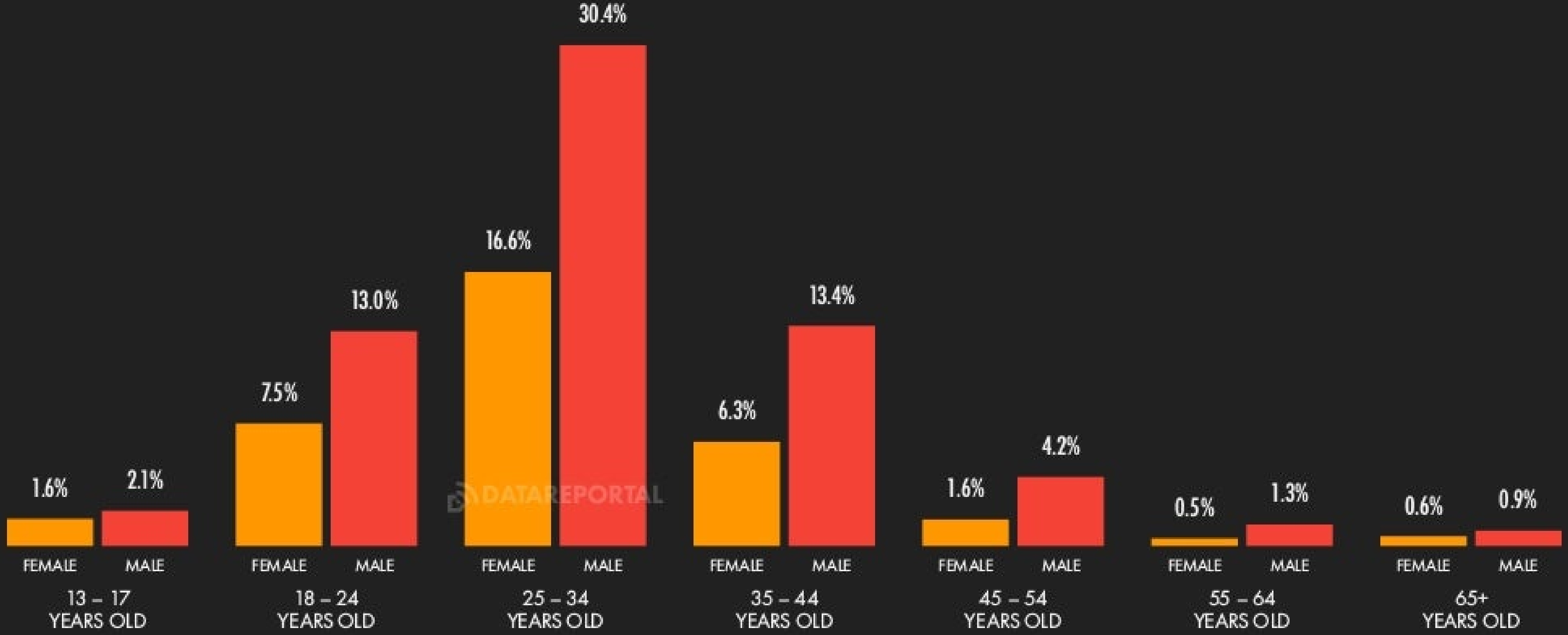
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** CHANGES TO DATA SOURCES AND SIGNIFICANT BASE REVISIONS IN SOURCE DATA MAY MEAN THAT FIGURES ARE **NOT COMPARABLE** BETWEEN CERTAIN YEARS.

FEB 2022

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

SAUDI ARABIA



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

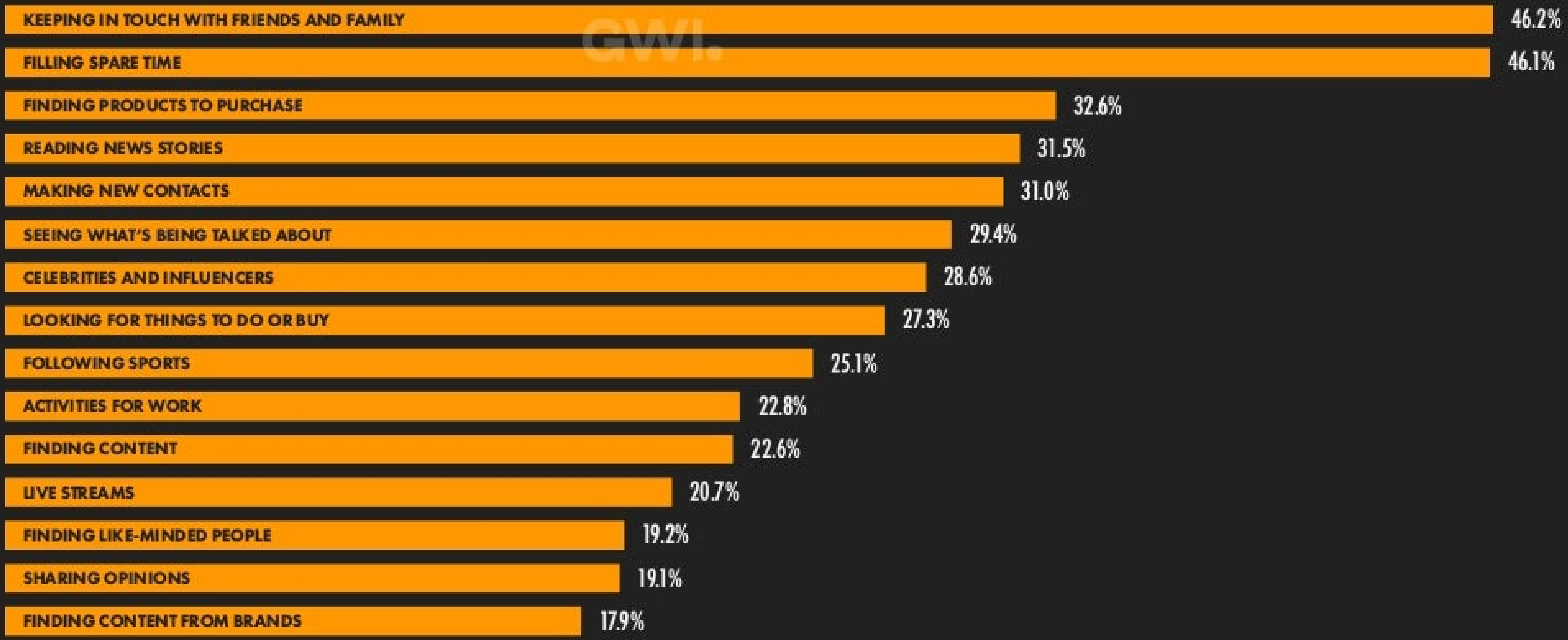
we are social Hootsuite

FEB 2022

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

SAUDI ARABIA



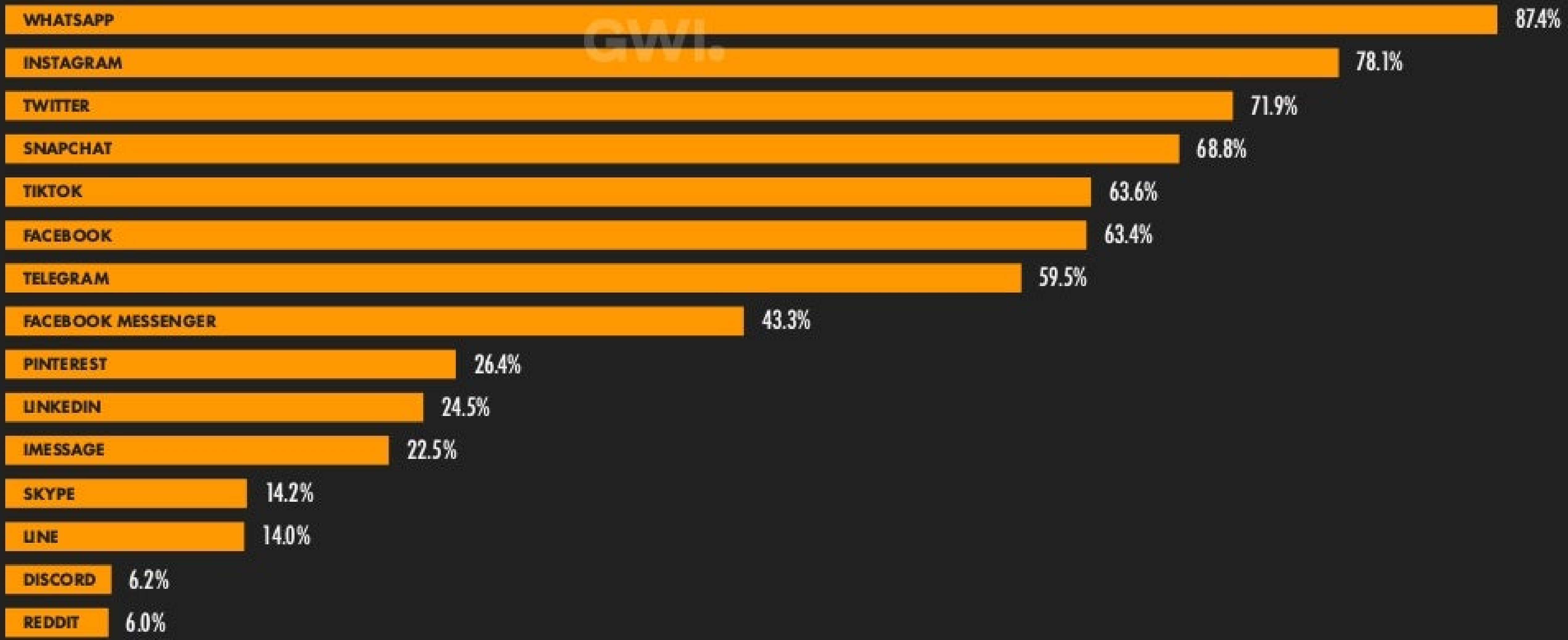
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

SAUDI ARABIA



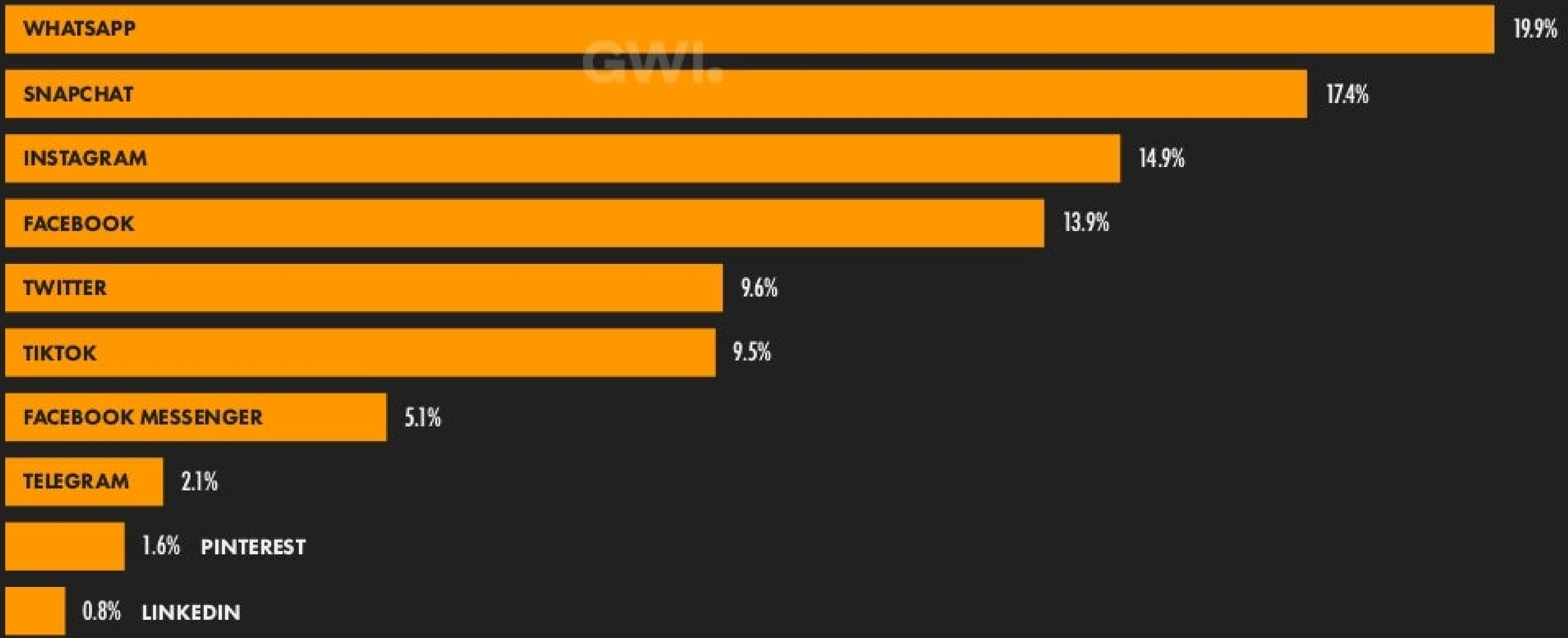
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

FEB 2022

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

FEB 2022

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

SAUDI ARABIA

ANY KIND OF SOCIAL MEDIA PLATFORM	SOCIAL NETWORKS	QUESTION & ANSWER SITES (E.G. QUORA)	FORUMS AND MESSAGE BOARDS
80.1%	58.0%	18.1%	10.0%

MESSAGING AND LIVE CHAT SERVICES	MICRO-BLOGS (E.G. TWITTER)	VLOGS (BLOGS IN A VIDEO FORMAT)	ONLINE PINBOARDS (E.G. PINTEREST)
14.1%	16.8%	9.3%	9.3%

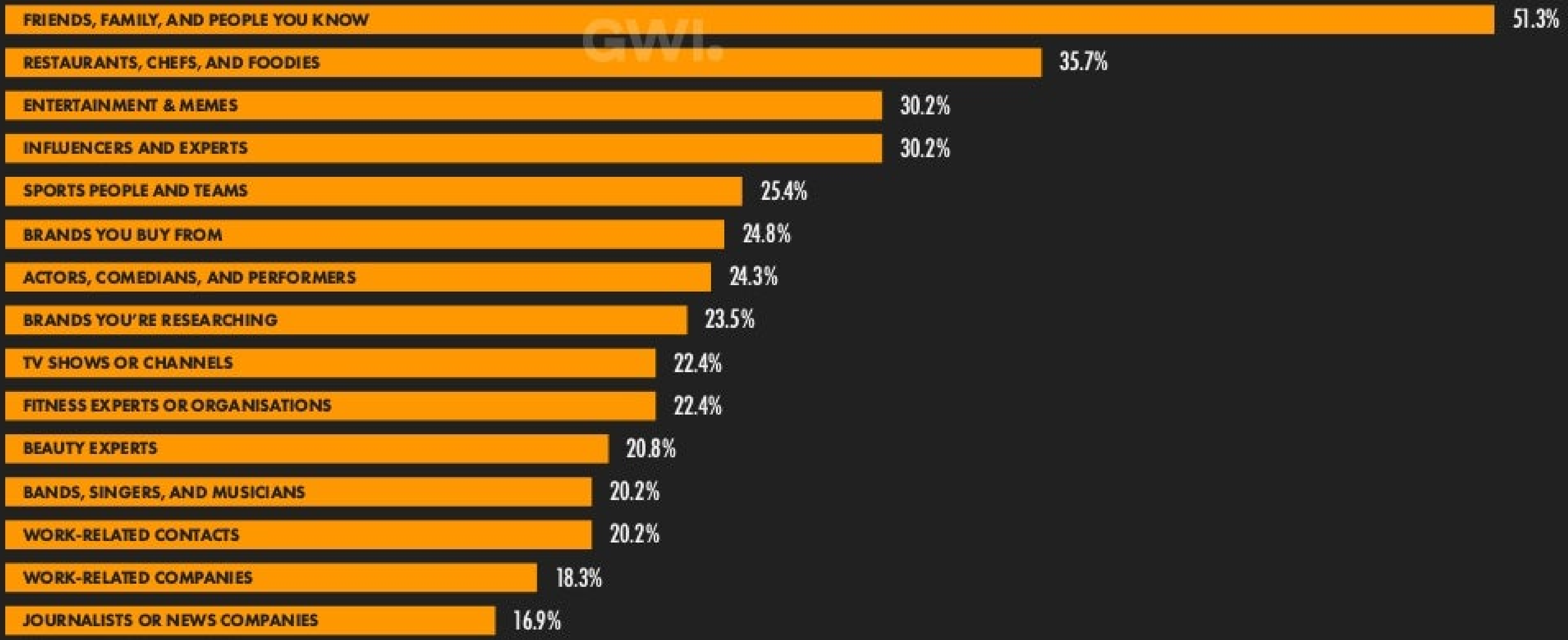
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

FEB 2022

TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Hootsuite

FEB 2022

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

SAUDI ARABIA

		Year-on-year change
FACEBOOK	63.23%	-23.7% (-1,968 BPS)
TWITTER	21.85%	+149% (+1,308 BPS)
PINTEREST	2.50%	+88.0% (+117 BPS)
INSTAGRAM	4.05%	+345% (+314 BPS)
YOUTUBE	6.41%	+17.4% (+95 BPS)
REDDIT	0.18%	-5.3% (-1 BP)
TUMBLR	0.11%	+57.1% (+4 BPS)
LINKEDIN	1.67%	+377% (+132 BPS)
VKONTAKTE	[N/A]	[N/A]
OTHER	[N/A]	[N/A]

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES **NOT** INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

SOCIAL MEDIA PLATFORMS

CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: https://datareportal.com/notes-on-data.

FEB 2022

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

SAUDI ARABIA

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON FACEBOOK	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
11.40 MILLION	32.0%	40.7%	23.9%	76.1%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

FEB 2022

DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER

SAUDI ARABIA

USE ANY KIND OF MOBILE PHONE	ONLY USE LAPTOP OR DESKTOP COMPUTER	USE BOTH COMPUTERS AND MOBILE PHONES	ONLY USE MOBILE PHONES (ANY TYPE)
99.5%	0.5%	5.5%	94.0%

SOURCE: META'S ADVERTISING RESOURCES, BASED ON DATA PUBLISHED IN JUNE 2021. **NOTE:** FIGURES REPRESENT VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

FEB 2022

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A "TYPICAL" USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

SAUDI ARABIA

	FACEBOOK PAGES "LIKED" (LIFETIME)	POSTS "LIKED" IN THE PREVIOUS 30 DAYS	COMMENTS MADE IN THE PREVIOUS 30 DAYS	POSTS SHARED IN THE PREVIOUS 30 DAYS	ADS CLICKED OR TAPPED IN THE PREVIOUS 30 DAYS
TOTAL	1	8	4	1	9
FEMALE	1	6	3	1	9
MALE	1	8	4	1	9

SOURCE: META'S ADVERTISING RESOURCES, BASED ON DATA PUBLISHED IN JUNE 2021. NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. "ADS" MAY INCLUDE ANY KIND OF PAID CONTENT PUBLISHED TO FACEBOOK, INCLUDING SPONSORED POSTS.

FEB 2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

SAUDI ARABIA

AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.02%	0.03%	0.03%	0.005%	0.006%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2021 AND 30 NOVEMBER 2021. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2022

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

SAUDI ARABIA

POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	YEAR-ON-YEAR CHANGE IN YOUTUBE AD REACH
29.30 MILLION	**82.3%**	**84.1%**	**+5.4%** **+1.5 MILLION**

YOUTUBE'S ADVERTISING REACH: USERS AGED 18+	YOUTUBE'S AD REACH AGE 18+ vs. TOTAL POPULATION AGE 18+	FEMALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+	MALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+
23.13 MILLION	**90.8%**	**39.9%**	**60.1%**

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.

FEB 2022

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

SAUDI ARABIA

#	SEARCH QUERY	INDEX
01	مسلسل	100
02	اغاني	83
03	شفا شفا	61
04	شفا	61
05	اغنية	61
06	اغنيه	57
07	شيلة	44
08	شيلات	43
09	مباشر	41
10	شيله	36

#	SEARCH QUERY	INDEX
11	بيبي	34
12	بيبي بيبي	32
13	اطفال	32
14	افلام	23
15	راشد	21
16	شباب البومب	19
17	قصص	19
18	حبيبي	18
19	الهلال	18
20	راشد الماجد	15

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

FEB 2022

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

SAUDI ARABIA

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

15.45
MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

43.4%

QUARTER-ON-QUARTER CHANGE IN INSTAGRAM AD REACH

-2.8%
-450 THOUSAND

YEAR-ON-YEAR CHANGE IN INSTAGRAM AD REACH

+3.0%
+450 THOUSAND

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

44.3%

INSTAGRAM AD REACH vs. POPULATION AGED 13+

55.2%

FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH

41.6%

MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH

58.4%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

FEB 2022

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

SAUDI ARABIA

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)	TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN TIKTOK AD REACH	YEAR-ON-YEAR CHANGE IN TIKTOK AD REACH
22.37 MILLION	62.9%	+12.9% +2.5 MILLION	[N/A] [NEW DATA POINT]

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS	TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+	FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH	MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH
64.2%	87.9%	39.1%	60.9%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

FEB 2022

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

SAUDI ARABIA

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON MESSENGER	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS MALE
7.70 MILLION	21.6%	27.5%	24.3%	75.7%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, AND THIS MAY HAVE A SIGNIFICANT IMPACT ON POTENTIAL ADVERTISING REACH FIGURES IN THOSE COUNTRIES. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

SAUDI ARABIA

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN	LINKEDIN AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN LINKEDIN AD REACH	YEAR-ON-YEAR CHANGE IN LINKEDIN AD REACH
6.10 MILLION	17.1%	+5.2% +300 THOUSAND	+22.0% +1.1 MILLION

LINKEDIN AD REACH vs. TOTAL INTERNET USERS	LINKEDIN AD REACH vs. POPULATION AGED 18+	FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH	MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH
17.5%	24.0%	22.2%	77.8%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

SAUDI ARABIA

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT	SNAPCHAT AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT AD REACH	YEAR-ON-YEAR CHANGE IN SNAPCHAT AD REACH
20.20 MILLION	56.8%	+2.5% +500 THOUSAND	+3.1% +600 THOUSAND

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS	SNAPCHAT AD REACH vs. POPULATION AGED 13+	FEMALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH	MALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH
58.0%	72.2%	49.6%	49.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES MAY NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.

FEB 2022

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

SAUDI ARABIA

POTENTIAL AUDIENCE THAT TWITTER REPORTS CAN BE REACHED WITH ADS ON TWITTER	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN TWITTER'S POTENTIAL ADVERTISING REACH
14.10 MILLION	39.6%	50.4%	40.5%	-0.7% -100 THOUSAND

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. FIGURES PUBLISHED IN TWITTER'S ADVERTISING RESOURCES ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT PERIODS OF TIME. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. DUE TO ANOMALIES IN SOURCE DATA, WE ARE CURRENTLY UNABLE TO OFFER DATA FOR TWITTER USE BY GENDER. **COMPARABILITY:** BASE CHANGES.

MOBILE

FEB 2022

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

SAUDI ARABIA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
41.03 MILLION	115.3%	+3.3% +1.3 MILLION	94.8%

GSMA

SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO **NOT** INCLUDE CELLULAR IOT CONNECTIONS.

FEB 2022

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

SAUDI ARABIA

SOURCE: GSMA INTELLIGENCE. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. NUMBERS MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME

SAUDI ARABIA

PRICE OF THE CHEAPEST SMARTPHONE HANDSET (IN USD)	PRICE OF THE CHEAPEST SMARTPHONE HANDSET vs. AVERAGE INCOME	AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA (IN USD)	AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA vs. AVERAGE INCOME
$160.34	9.4%	$1.47	0.08%

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET; ACCESS THE FULL DATASET AT A4AI.ORG. **MOBILE DATA PRICES:** CABLE.CO.UK; WORLD BANK. **COMPARABILITY:** VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY A4AI, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME. AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.

FEB 2022

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM

SAUDI ARABIA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
53.19%	46.69%	0.11%	0%	0.01%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-6.6% (-376 BPS)	+8.8% (+377 BPS)	+22.2% (+2 BPS)	[UNCHANGED]	-75.0% (-3 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN JANUARY AND DECEMBER 2021

SAUDI ARABIA

TOTAL NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS	ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)	YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
1.83 BILLION	-3%	$1.27 BILLION	+32%

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

ECOMMERCE

FEB 2022

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

SAUDI ARABIA

	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	71.7%	58.2%	80.5%
CREDIT CARD OWNERSHIP	16.3%	8.4%	21.4%
DEBIT CARD OWNERSHIP	66.8%	52.9%	75.9%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	[N/A]	[N/A]	[N/A]
MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR	61.2%	42.0%	73.7%
MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR	24.9%	21.2%	27.4%
USED ONLINE BANKING IN THE PAST YEAR	25.7%	15.3%	32.4%
USED THE INTERNET TO PAY BILLS IN THE PAST YEAR	30.6%	17.3%	39.2%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

FEB 2022

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

SAUDI ARABIA

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
49.1%	24.6%	8.9%	19.3%	15.2%

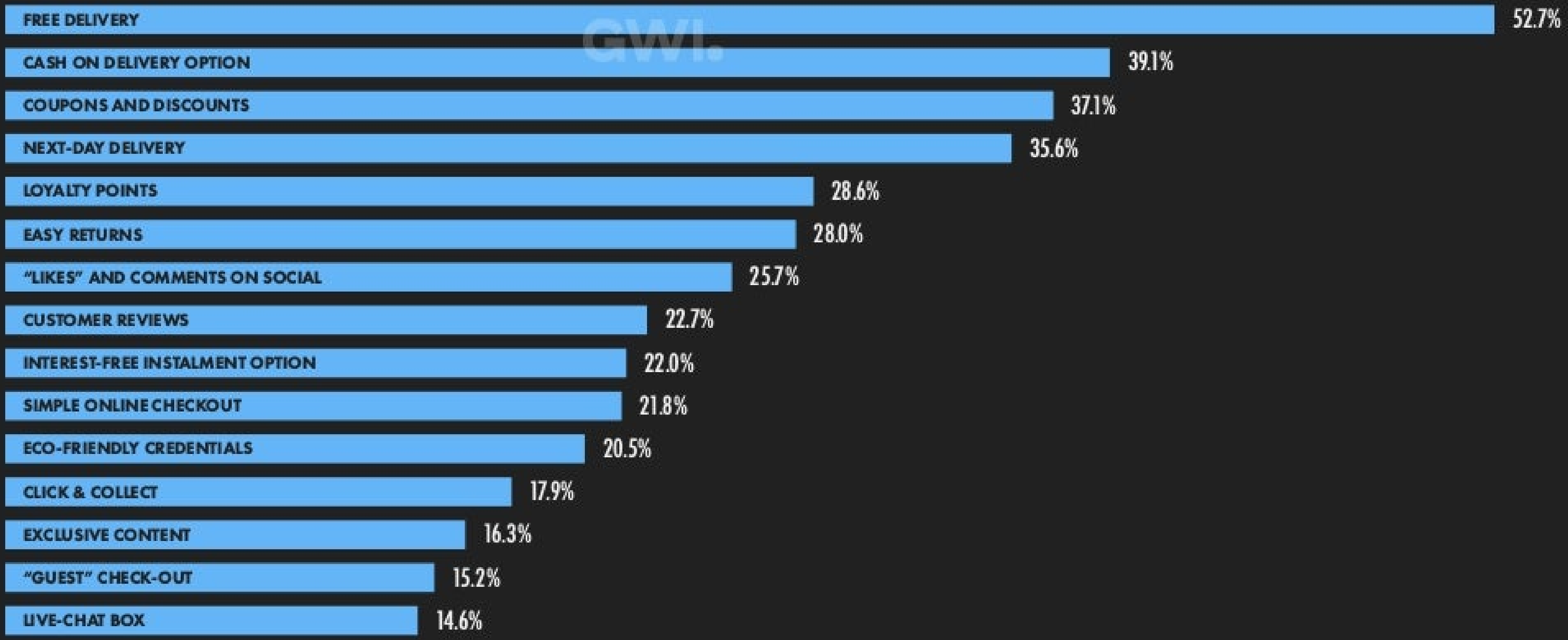
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

SAUDI ARABIA

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET	TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)	SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES
21.43 MILLION	**$10.19 BILLION**	**$475**	**42.3%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+9.2% (+1.8 MILLION)	**+17% (+$1.5 BILLION)**	**+7.1% (+$31.61)**	**+3.4% (+141 BPS)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

SAUDI ARABIA

ELECTRONICS	FASHION	FURNITURE	TOYS, HOBBY, DIY
$3.73 BILLION	**$3.17 BILLION**	**$277.6 MILLION**	**$493.2 MILLION**
YEAR-ON-YEAR CHANGE **+11% (+$361 MILLION)**	YEAR-ON-YEAR CHANGE **+26% (+$651 MILLION)**	YEAR-ON-YEAR CHANGE **+23% (+$52 MILLION)**	YEAR-ON-YEAR CHANGE **+25% (+$99 MILLION)**

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$2.01 BILLION	**$313.2 MILLION**	**$50.55 MILLION**	**$145.1 MILLION**
YEAR-ON-YEAR CHANGE **+10% (+$185 MILLION)**	YEAR-ON-YEAR CHANGE **+46% (+$99 MILLION)**	YEAR-ON-YEAR CHANGE **+24% (+$9.9 MILLION)**	YEAR-ON-YEAR CHANGE **+17% (+$21 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

TOP GOOGLE SHOPPING QUERIES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SHOPPING SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

SAUDI ARABIA

#	SEARCH QUERY	INDEX
01	جرير	100
02	ايكيا	56
03	SAMSUNG	56
04	نون	56
05	العاب	43
06	ساكو	43
07	فيتامين	33
08	اكسترا	29
09	حراج	25
10	ايباد	23

#	SEARCH QUERY	INDEX
11	امازون	23
12	AMAZON	22
13	HUAWEI	21
14	NOON	21
15	IPHONE 11	19
16	ايفون 12	17
17	مكتبة جرير	16
18	ايفون 11	15
19	يوتيوب	12
20	IPHONE 12	12

SOURCE: GOOGLE TRENDS, BASED ON GOOGLE SHOPPING SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

FEB 2022

ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

SAUDI ARABIA

FLIGHTS	CAR RENTALS	TRAINS	LONG-DISTANCE BUSES
$1.36 BILLION	**$219.9 MILLION**	**$40.49 MILLION**	**$95.35 MILLION**
YEAR-ON-YEAR CHANGE **-9.7% (-$146 MILLION)**	YEAR-ON-YEAR CHANGE **-7.9% (-$19 MILLION)**	YEAR-ON-YEAR CHANGE **+46% (+$13 MILLION)**	YEAR-ON-YEAR CHANGE **+33% (+$24 MILLION)**

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$1.13 BILLION	**$345.8 MILLION**	**$270.1 MILLION**	**$2.57 MILLION**
YEAR-ON-YEAR CHANGE **+39% (+$316 MILLION)**	YEAR-ON-YEAR CHANGE **+62% (+$133 MILLION)**	YEAR-ON-YEAR CHANGE **+14% (+$33 MILLION)**	YEAR-ON-YEAR CHANGE **+93% (+$1.2 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

SAUDI ARABIA

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$970.0 MILLION	**$575.8 MILLION**	**$175.4 MILLION**	**$126.9 MILLION**	**$91.96 MILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+16% (+$131 MILLION)	+15% (+$73 MILLION)	+22% (+$31 MILLION)	+14% (+$16 MILLION)	+14% (+$11 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES

SAUDI ARABIA

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)
9.86 MILLION	+14.1% +1.2 MILLION	$1.91 BILLION	+15.5% +$257 MILLION	$194 YOY: +1.2%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

SAUDI ARABIA

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD)
29.07 MILLION	**+11.1%** +2.9 MILLION	**$34.89** BILLION	**+28.5%** +$7.7 BILLION	**$1,200** YOY: +16%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

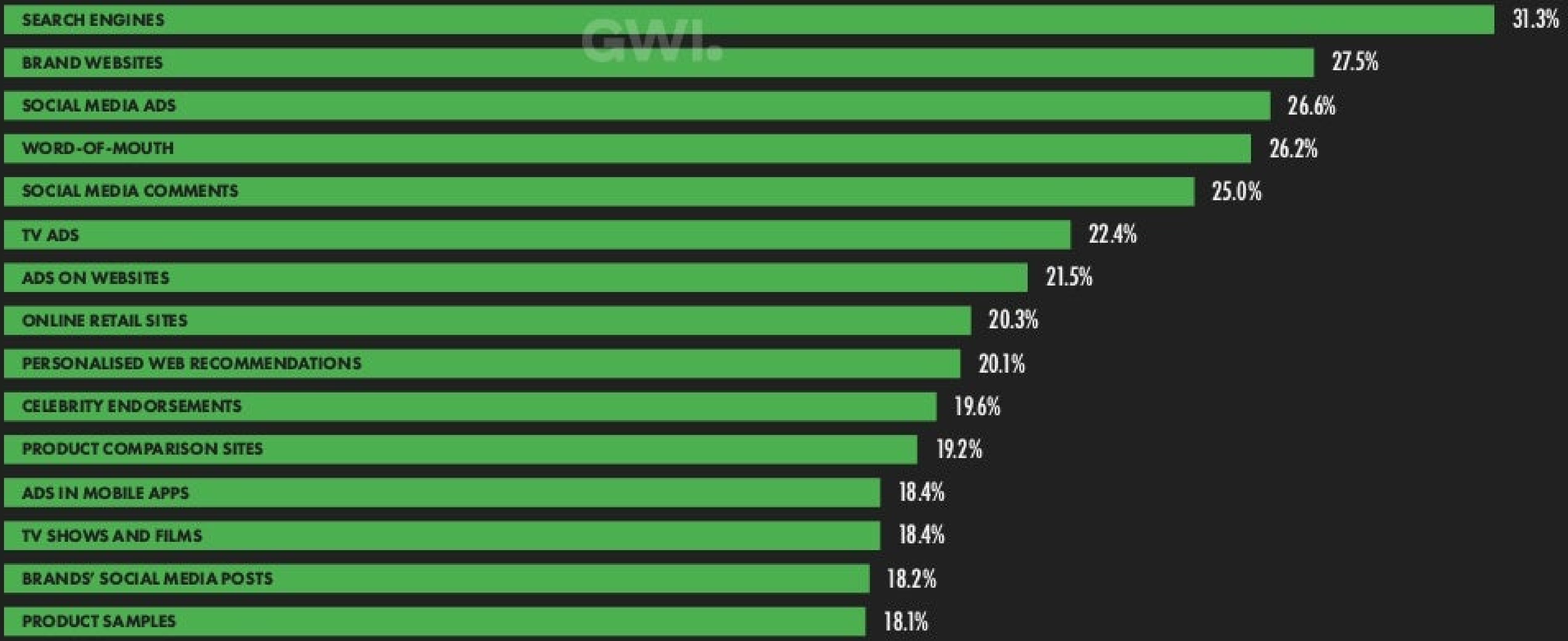
DIGITAL MARKETING

FEB 2022

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Hootsuite

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

SAUDI ARABIA

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE	VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS	DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
48.6%	57.4%	16.1%	12.1%	20.3%

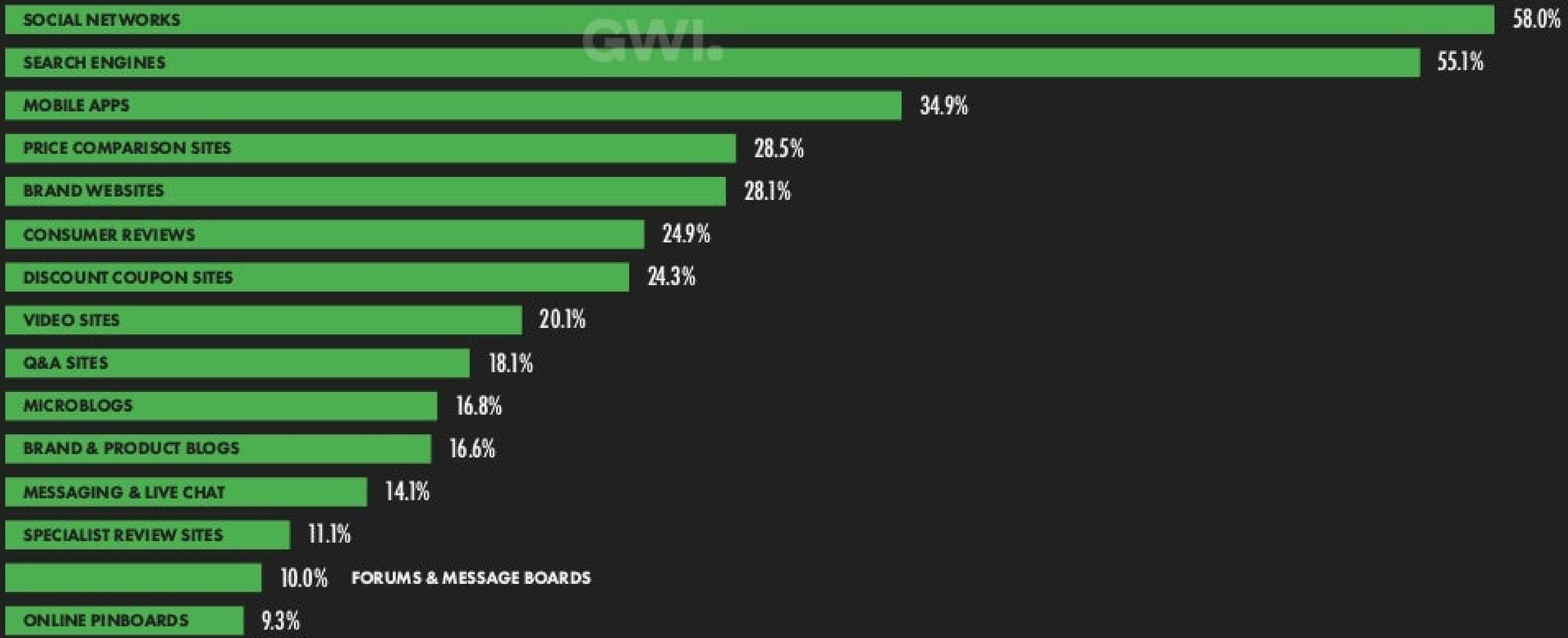
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

SAUDI ARABIA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

SAUDI ARABIA

TOTAL	SEARCH ADS	BANNER ADS	VIDEO ADS	CLASSIFIEDS
$1.13 BILLION	**$454.9 MILLION**	**$506.4 MILLION**	**$102.5 MILLION**	**$65.73 MILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+21% (+$193 MILLION)	**+26% (+$95 MILLION)**	**+16% (+$70 MILLION)**	**+26% (+$21 MILLION)**	**+12% (+$7.0 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET

SAUDI ARABIA

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
29.3%	-6.3% -198 BPS	$330.5 MILLION	+13.0% +$38 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

PROGRAMMATIC ADVERTISING OVERVIEW

SHARE OF DIGITAL ADVERTISING FULFILLED VIA PROGRAMMATIC TECHNOLOGIES

SAUDI ARABIA

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
78.5%	+0.4% +35 BPS	$886.1 MILLION	+21.2% +$155 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

MORE INFORMATION

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY

ABOUT WE ARE SOCIAL

We are a global socially-led creative agency, with unrivaled social media expertise.

With 1,000+ people in 15 offices spanning four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas powered by people. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

wearesocial.com

we are social

Hootsuite's Perspective

Digital Advertising Trends

Social ads blend in (to stand out)

Ads that interrupt the social media experience aren't working anymore. Consumers respond better to content that fits organically into the platforms they're using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our Social Trends 2022 survey. But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.

Integrated ad strategies boost ROI confidence

Of the marketers we surveyed, the majority of those *most* confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social's impact, but also helps increase the effectiveness of their other marketing activities.

Paid and organic strategies unite

Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

With Hootsuite, you can manage your paid and organic content side-by-side.

Discover what Hootsuite Social Advertising can do for you.

Hootsuite®

MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what's *really* happening online.

In addition to producing the Global Digital Reports, we also offer:

DIGITAL BRIEFINGS

Interactive briefings that make it easy to keep track of digital trends, and identify how evolving behaviours will impact future success.

LEARN MORE »

KEYNOTE PRESENTATIONS

Custom keynote presentations that bring the latest digital trends to life at conferences, events, and private meetings, whether online or in person.

LEARN MORE »

ADVISORY SERVICES

Add our team's experience and insight to your decision-making. Available through regular, retained advisory, or ad hoc for one-off sessions.

LEARN MORE »

REPORTS & CONTENT

We research and produce white-label content and co-branded reports that offer rich insights into what people everywhere are doing online.

LEARN MORE »

CONSUMER RESEARCH

Go beyond headlines and hypotheses to understand what people are really doing online, and turn insights into actionable plans and results.

LEARN MORE »

Statista – a universe of data

Diversity of industries and topics

Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.

Quick help for all cases

With Statista, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.

Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

Reliable and efficient research basis

Statista has been the market leader in providing business data for 13 years. Companies, universities, schools and the media trust our service.

GSMA Intelligence

Definitive data and analysis for the mobile industry

3 Global Offices

Delhi · Barcelona · London

Serves over **800** organisations

40,000 users worldwide

Extensive Datasets

We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.

Topical and Timely Research

Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.

Pinpoint Accuracy

Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5 % of reported data.

Industry Trusted

We serve a wide array of industries in the mobile ecosystem and beyond, including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.

SEMRUSH

Semrush .Trends

Data. Insights. Impact.

Semrush .Trends provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.

Accurate data for real-time market and competitive insights

All-encompassing insights for any website, industry or market across 190 countries & regions

A single solution with 50+ tools for your strategic vision

Similarweb provides insights for any website, app, industry and market

100M+
Websites

4.7M+
Apps

190+
Countries

210+
Industries

1B+
Search Terms

250M+
E-commerce product SKUs

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios") on behalf of We Are Social Ltd. ("We Are Social") and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain reference to third-party data providers, however this report does not endorse any such third parties or their products or services, nor is this report sponsored by, endorsed by or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite, We Are Social, or any other brand partner or advertiser, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite or We Are Social. This report is subject to change without notice. To ensure you have the most recent version of this report, please visit our reports website at https://datareportal.com/.

SIMON KEMP
@ESKIMON
REPORTS@KEPIOS.COM
DATAREPORTAL.COM