

# Digital Digest

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استطلاع أثر الرقمية على المجتمع Exploring Digital Impacts on Society



وزارة الاتصالات وتكنولوجيا المعلومات  
Ministry of Information and Communications Technology

# Highlights

**MENA:**  
Instagram  
twice  
as data  
heavy as  
Facebook

**Facebook**  
now has  
74 million  
users in  
MENA

**KSA:**  
WhatsApp  
for  
ambulance  
services

Share your  
ideas about  
smart cities

**Fiber can**  
add 2%-  
4% to real  
estate  
values

**3 Gulf**  
cities  
added to  
Networked  
Society  
City Index

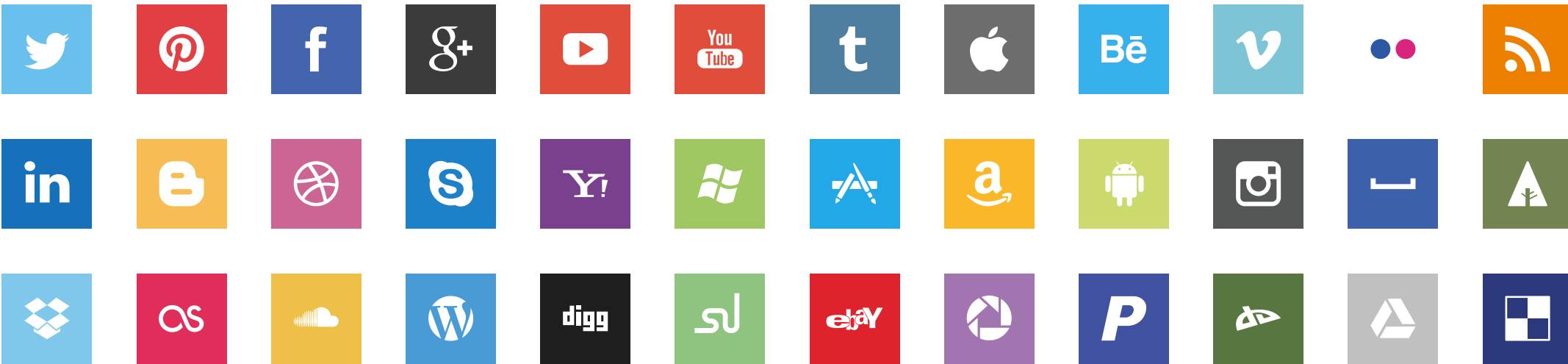
**15 MENA**  
tech start-  
ups go  
global

**Qatar:**  
Electronics  
are the top  
mobile  
purchased  
products

**90% of**  
over 6  
years old  
will own a  
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2020

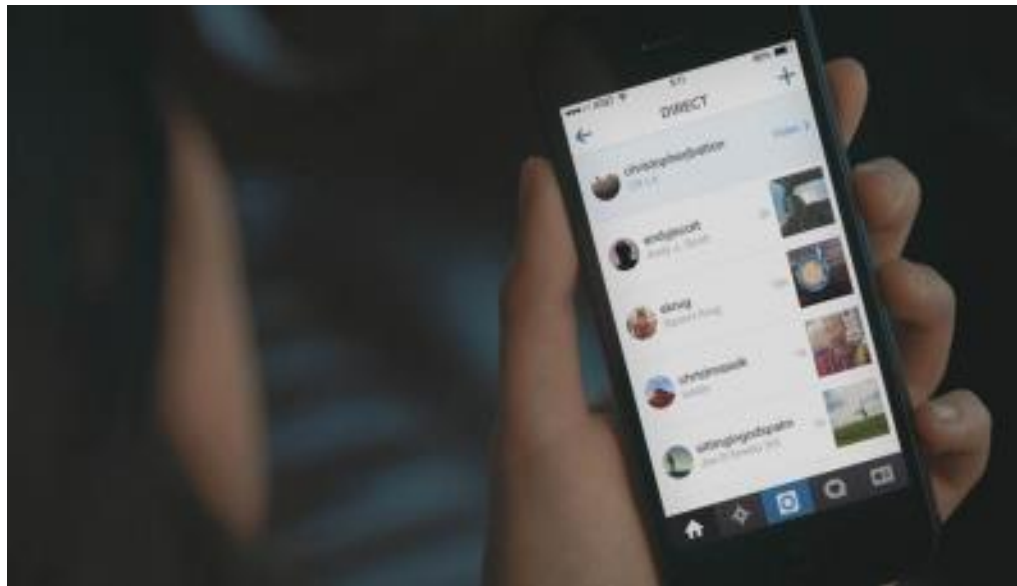
**Li-Wi tech**  
to bring  
faster  
Wi-Fi?

# Social Media



# MENA: Instagram twice as data heavy as Facebook

In the MENA region, Instagram consumes almost twice the bandwidth of Facebook on some mobile networks.



# Facebook now has 74 million users in MENA

Of this, some 32 million (80%) regularly come from mobile.

By Q3 2014 revenues from Facebook's mobile ads:

- Constitute 66% of total ad revenues.
- Up 49% since last year.

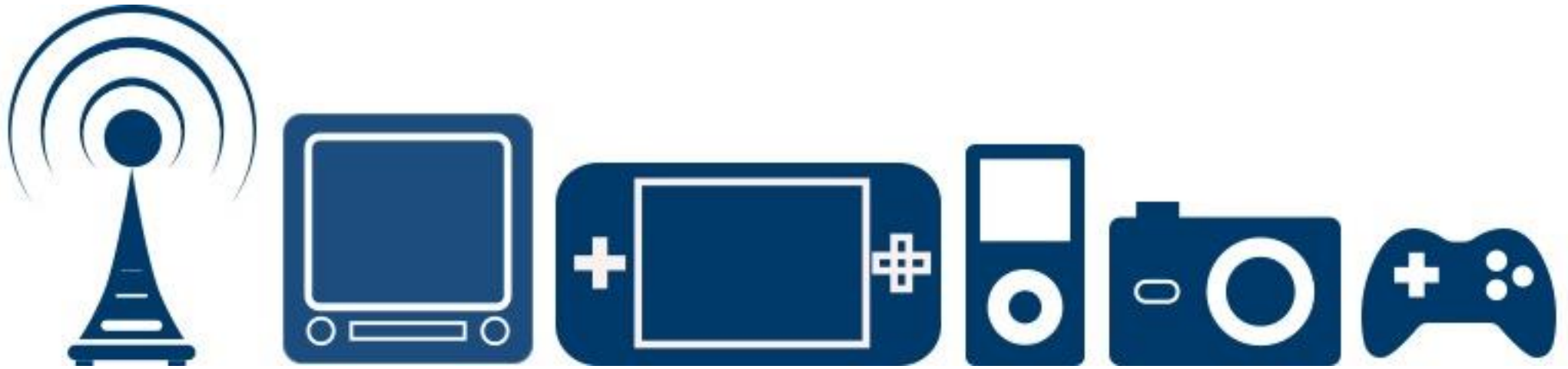


# KSA: WhatsApp for ambulance services

Red Crescent Authority has developed mobile technology to send distress messages with exact locations via WhatsApp for those in need of emergency services.



# Technology



# ME and Africa to see highest cloud traffic growth (2013-2018)

It is anticipated that Middle East and Africa cloud traffic will grow from 31 exabytes in 2013 to 262 exabytes in 2018  
(= 8 times growth within five years).

**Table 4. Cloud Traffic Growth by Region, in Exabytes**

Region	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Asia Pacific	489	716	1,010	1,368	1,802	2,331	37%
Central and Eastern Europe	85	120	170	238	331	442	39%
Latin America	89	130	180	240	312	394	35%
Middle East and Africa	31	53	86	132	193	262	54%
North America	643	857	1,102	1,384	1,701	2,077	26%
Western Europe	311	401	502	631	791	988	26%

Source: Cisco Analysis, 2014

Source: CISCO Global Cloud Index: <http://bit.ly/1rcw6VD>



# #DesignyourQatar to share ideas about smart cities

To learn more, the watch video

#DesignyourQatar educational video and hashtag created to educate people, share ideas and facilitate a conversation, about smart technology in Qatar.



# Ultra-fast broadband can add 2%- 4% to real estate values

New data suggests that fast broadband connections can be beneficial when it comes to selling or renting a property in the region.



# 3 Gulf cities added to 2014 Networked Society City Index

RANK	CITY	RANK	CITY
1	STOCKHOLM	21	ROME*
2	LONDON	22	DUBAI*
3	PARIS	23	ABU DHABI*
4	SINGAPORE	24	ATHENS*
5	COPENHAGEN	25	SAO PAULO
6	HELSINKI	26	BEIJING
7	NEWYORK	27	ISTANBUL
8	OSLO	28	SHANGHAI
9	HONG KONG	29	JOHANNESBURG
10	TOKYO	30	MEXICO CITY
11	LOS ANGELES	31	BUENOS AIRES
12	SEOUL	32	MUSCAT*
13	TAIPEI	33	MANILA
14	MUNICH*	34	JAKARTA
15	MIAMI	35	CAIRO
16	BERLIN*	36	DELHI
17	MOSCOW	37	MUMBAI
18	BARCELONA*	38	LAGOS
19	SYDNEY	39	KARACHI
20	WARSAW*	40	DHAKA

Dubai, Abu Dhabi and Muscat were added to the 2014 edition of Ericsson's Networked Society City Index due to their ICT maturity.

# 15 MENA tech start-ups go global



Dakwak, Dermandar and Infinitec are amongst 15 innovative MENA tech start-ups that were identified as growing beyond the region.

# Digital Content



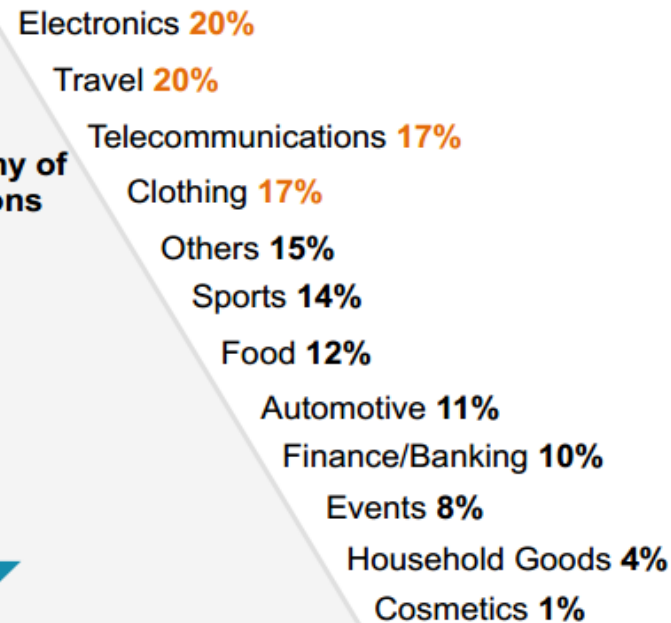
# Qatar: Electronics are the most purchased products by mobile

Electronics, travel, telecommunications are the highest mobile based product/ service purchases

You have purchased a product or service on your internet enabled mobile, what product category did this relate to?

Electronics, Travel, Telecoms, Clothing, Sports and Food the segments with higher mobile based product/service purchases

Hierarchy of Mentions



Base: Those purchasing products from Mobile = 93

# UAE works with Google to put its heritage online

A partnership between the National Archives of the UAE and Google has been established to showcase the early history of the Emirates.



# Usage of mobiles increasingly impacts shopping decisions

In KSA and UAE 90% of mobile internet users use their phone in stores to check prices and product reviews.  
In Egypt 60% of shoppers are doing this.

90% in KSA

88% in UAE

74% in Egypt

stopped a purchase if they found better prices of products online



# Global Stories



# 90% of over 6 years old will own a mobile by 2020

By 2020, the number  
of people with  
smartphones is  
expected to exceed  
6.1 billion.

90% of over 6 years  
old will own a mobile.



# USA: 6-9 years old beat teens in tablet usage

60% of US child and teen Internet users turned to a tablet for help with schoolwork.

## US Children and Teens Who Own vs. Use a Mobile Phone or Tablet, by Age, July 2014

*% of respondents in each group*

	<b>2-5</b>	<b>6-9</b>	<b>10-12</b>	<b>13-17</b>
<b>Mobile phone</b>				
Own	1%	14%	46%	84%
Use	37%	47%	71%	94%
<b>Tablet</b>				
Own	33%	46%	57%	42%
Use	71%	83%	80%	65%

*Note: ages 2-5 is parent-reported ownership and usage*

*Source: Communicus, "The Mobile Device Path to Purchase: Parents & Children," Sep 10, 2014*

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www.eMarketer.com

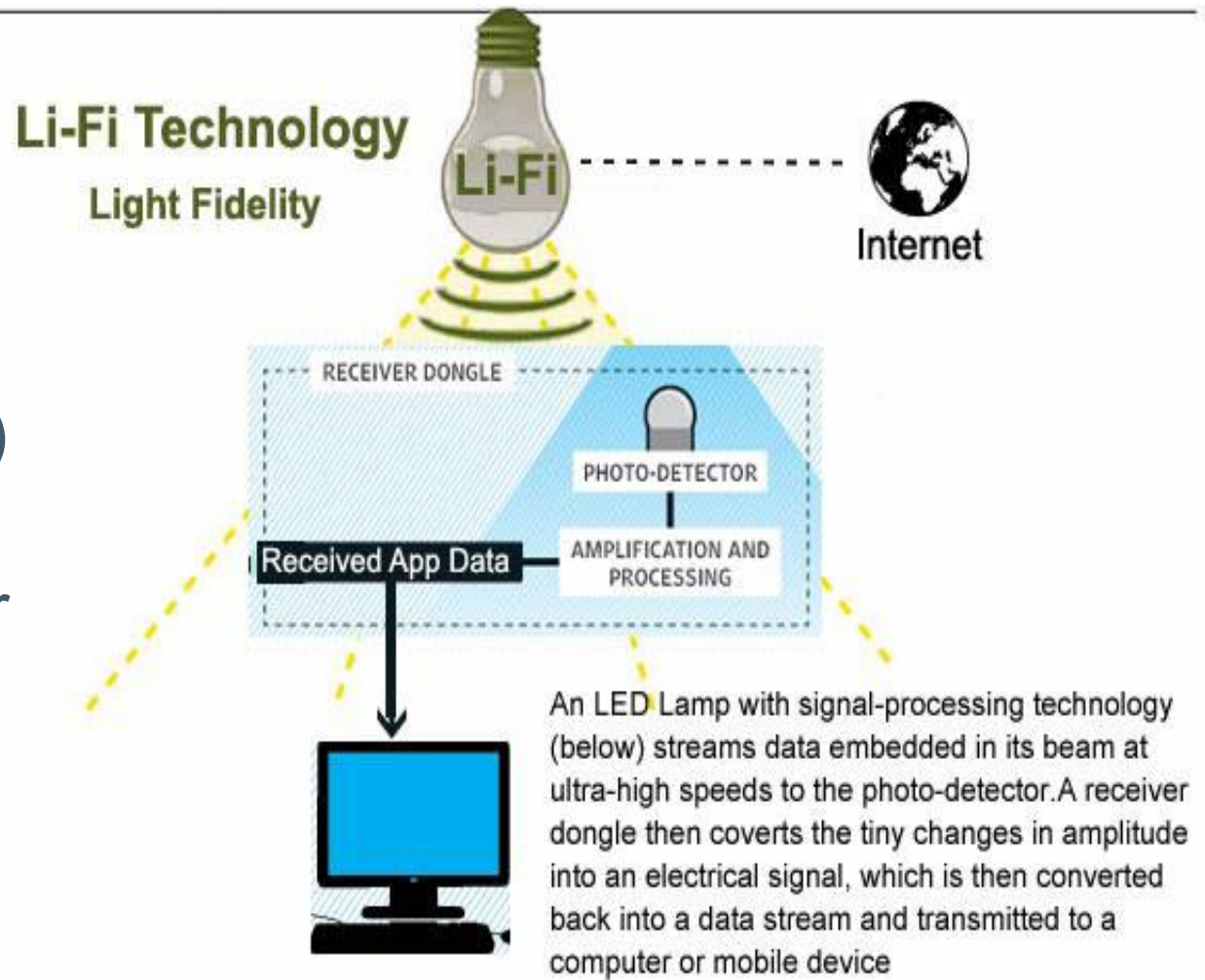
# UK: 11-15-year-olds watch 6x as much online video as older viewers



Children between 11 and 15 years in the UK watch only half as much TV as adults. However they spend six times longer watching Internet video clips as older audiences.

# Li-Wi new optical technology launched

Li-Wi, can wirelessly transfer data - via light (instead of radio waves) - at a speed of up to 1 Gigabit per second over a distance of up to 10 meters, potentially meaning faster Wi-Fi.



# 2029: Car technology and human beings converge

“Smart” Connected Cars are expected to anticipate needs and preferences of passengers through the help of biometrics and after repeated use.



# Thanks for reading

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