

PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com www.arabadvisors.com

Social Media Use Of Free-to-Air Satellite Channels in the Arab World

Arab Advisors Group Media Strategic Research Service

June 2015

Analysts: Hiba Rabadi Joud Hazineh **Copyright notice:** Copyright 2015 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

Feedback: Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com



Table of Contents

Section I: Introduction	1
Section II: Social media adoption in the Arab World	2
Section III: An overview of the selected channels	5
Section IV: An overview of the selected channels' presence on social media	
platforms	8
Section V: Trend of social media adoption over 2013-2015	.24

List of Exhibits

Exhibit 1: Adoption of social media platforms by Internet users in Oman and
Saudi Arabia2
Exhibit 2: Adoption of social media applications by mobile app users in Egypt,
Jordan, and Saudi Arabia3
Exhibit 3: Usage of Facebook and Twitter in Oman and Saudi Arabia4
Exhibit 4: Usage of Facebook application on smartphone handsets in Egypt,
Jordan, and Saudi Arabia4
Exhibit 5: Selected FTA channels' details5
Exhibit 6: Selected FTA channels' types6
Exhibit 7: Selected FTA channels' languages7
Exhibit 8: The selected FTA channels' presence on social media platforms (mid-
June 2015)9
Exhibit 9: Number of FTA channels with presence on social media platforms10
Exhibit 10: Channels' likes followers and subscribers on the social media
platforms12
Exhibit 11: Channels by number of Facebook likes13
Exhibit 12: Comparison for channels' Facebook likes (June 2014, June 2015).14
Exhibit 13: Channels by number of Twitter followers15
Exhibit 14:Comparison for channels' Twitter followers (June 2014, June 2015)
16
Exhibit 15: Channels by number of YouTube channel subscribers17
Exhibit 16: Comparison for channels' YouTube subscribers (June 2014, June
2015)18
Exhibit 17: Channels by number of Google+ circle subscribers19
Exhibit 18:Comparison for channels' Google+ subscriptions (June 2014, June
2015)20
Exhibit 19: Channels by number of LinkedIn followers21
Exhibit 20: Comparison for channels' LinkedIn followers (June 2014, June
2015) 22
Exhibit 21: Channels by number of Instagram followers23
Exhibit 22: Change in Facebook likes for the analyzed channels (2013-2015).24
Exhibit 23: Change in Twitter followers for the analyzed channels (2013-2015)
25
Exhibit 24: Change in YouTube subscribers for the analyzed channels (2013-
2015)
Exhibit 25: Change in Google+ subscribers for the analyzed channels (2013-
2015)26

Exhibit	26:	Usage	of	Facebook,	Twitter,	Instagram,	and	Google+	in	Oman	and
Saudi A	rabi	a									26





PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com | www.arabadvisors.com