Digital Arabic Content (DAC)
Trends, Challenges & Opportunities

Major players moving into the region and access is growing quickly.

6.5 million users from the Middle East are on Twitter.
5.8 million users from the Middle East are on LinkedIn.

50% of the Middle East’s social media users are on Facebook.

Growth in the number of hours people watch YouTube every month.

5.4% of Arab media output is produced in Arabic.

DAC Trends & Challenges

Creation

Operations

Production

Distribution

Consumption

Stakeholder Opportunities

Industry Opportunities

Stakeholder Opportunities

- Apps & games in Arabic
- Educational curriculum & materials
- Audio books & e-books
- Hyperlocalized content
- Niche content: lifestyle & health
- Quality & optimization
- Developmental finance
- Research on best practices
- New monetization & marketing strategies
- Unlocking & developing talent

- Quality & proliferation
- Developmental finance
- Research on best practices
- New monetization & marketing strategies
- Literacy & developing talent
- Global content online is in Arabic
- Arabs prefer Arabic digital content