



STATE OF

# SOCIAL MEDIA

# 20 24

ALL YOU NEED TO KNOW ABOUT  
SOCIAL MEDIA IN THE MENA REGION

f @ in X [www.crowdanalyzer.com](http://www.crowdanalyzer.com)







**Welcome to the State of Social Media 2024 presented by Crowd Analyzer.**

After pausing this report for 2 years, we're excited to return with a fresh vision.

Crowd Analyzer is committed to become a comprehensive data and insights hub.

Our goal is to provide you with an in-depth understanding and insights to empower your decisions from various social media platforms, trending topics, industry dynamics, and user demographics.

Our dear reader, dive in to explore the latest trends, uncover valuable insights, and stay ahead in the ever-evolving world of social media.

Hello There!

**WELCOME  
NOTE**





Table Of

# CONTENTS

**01** Introduction

**02** Digital Review

**03** Key Topics

**04** Industries

**05** Glossary

**06** About Crowd Analyzer





# 01. INTRODUCTION





# INTRODUCTION

Welcome to this year's State of Social Media report. We've organized it into three main sections: a digital overview, trending topics, and industries, focusing on Saudi Arabia, Egypt, and the UAE.

## 1- Digital Overview:

This report provides an overview of the internet landscape and digs into the hearts and minds of individuals engaging with key social media platforms, exploring their demographics, and interests:

*X (formerly Twitter) - Facebook - Instagram - Snapchat - LinkedIn - YouTube*

## 2- Topics:

This edition focuses on three key themes that have captured significant social listening and buzz:

- *Expo 2030*
- *Football Leagues across KSA, Egypt, and UAE*
- *Artificial intelligence (AI)*

## 3- Industries:

Furthermore, the report examines the digital performance and social media listening landscape across four key industries in KSA, Egypt, and UAE:

- *Tourism*
- *Civil Aviation*
- *Telecommunications*
- *Banking & Fintech*

This report aims to equip readers with valuable insights into the current state of social media, enabling them to make informed decisions regarding their online presence and marketing strategies.

By understanding user behavior, industry trends, and the prevailing social landscape, businesses can create impactful connections and thrive in this dynamic environment.



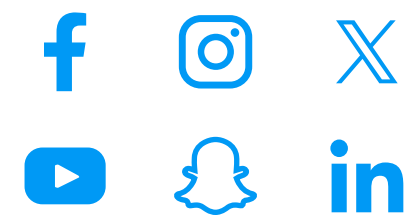


All you need to know about SOSM Report

# IN A NUTSHELL

6

PLATFORMS



3

COUNTRIES



4

INDUSTRIES





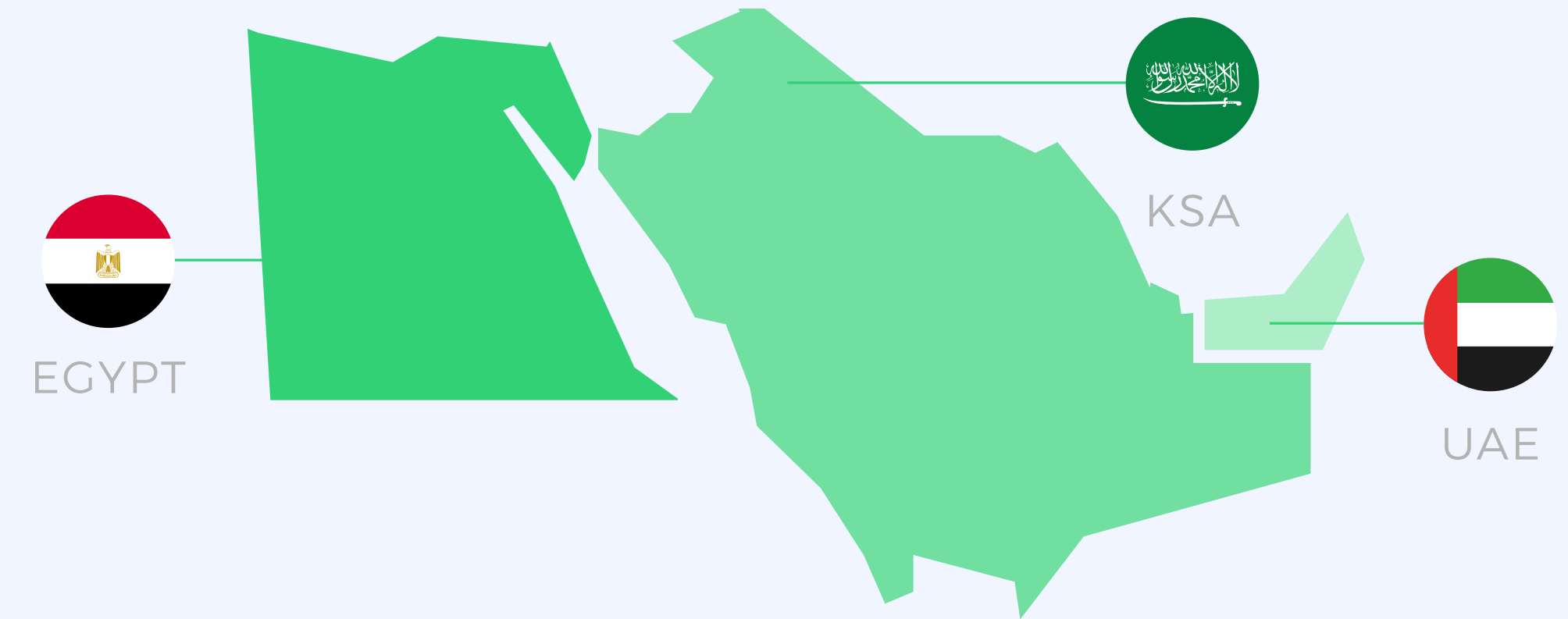
# 02. DIGITAL OVERVIEW





# 3 SPECIFIC COUNTRIES

Saudi Arabia - Egypt - UAE



**This section dives into the vibrant Digital Ecosystems of three key countries (KSA, Egypt, and UAE), offering a granular view of Internet and Social Media Users.**

It shows more information into the demographics of social media users across six prominent platforms (Facebook, X, Instagram, Snapchat, LinkedIn, YouTube) in the three countries.

We'll analyze user distribution by gender and age groups, along with key interests that define these online communities on each platform.

By dissecting these details, you'll gain valuable insights into where to connect with specific demographics and tailor your social media strategies for optimal engagement.



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# INTERNET OVERVIEW



INTERNET USERS

**36.84M**

99%

of total population



SOCIAL MEDIA USERS

**35.10M**

94%

of total population



FIXED BROADBAND

Download  
**107.29 Mbps**

Upload  
**51.80 Mbps**



MOBILE

Download  
**126.14 Mbps**

Upload  
**15.41 Mbps**



AVG. TIME SPENT ON THE INTERNET

**7H 9M**



AVG. TIME SPENT ON SOCIAL MEDIA

**3H 6M**





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

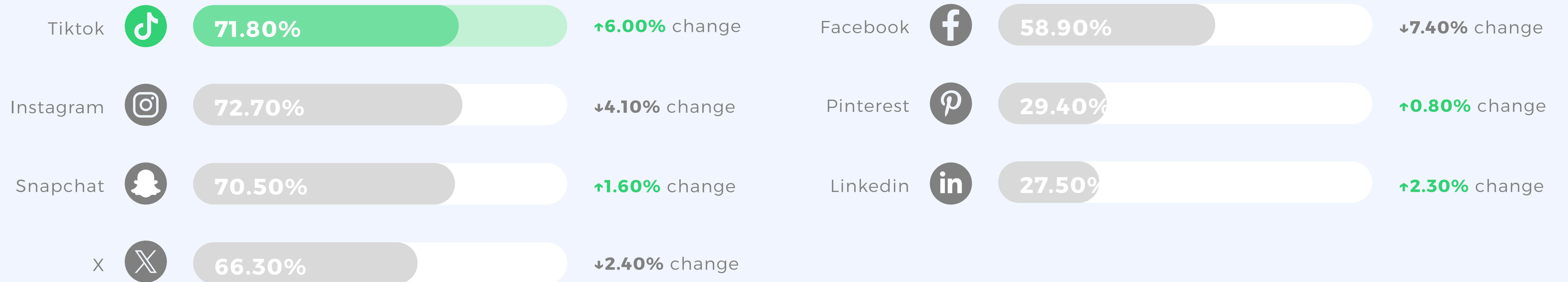
ABOUT CROWD ANALYZER



KSA

## MOST USED SOCIAL MEDIA

# PLATFORMS





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

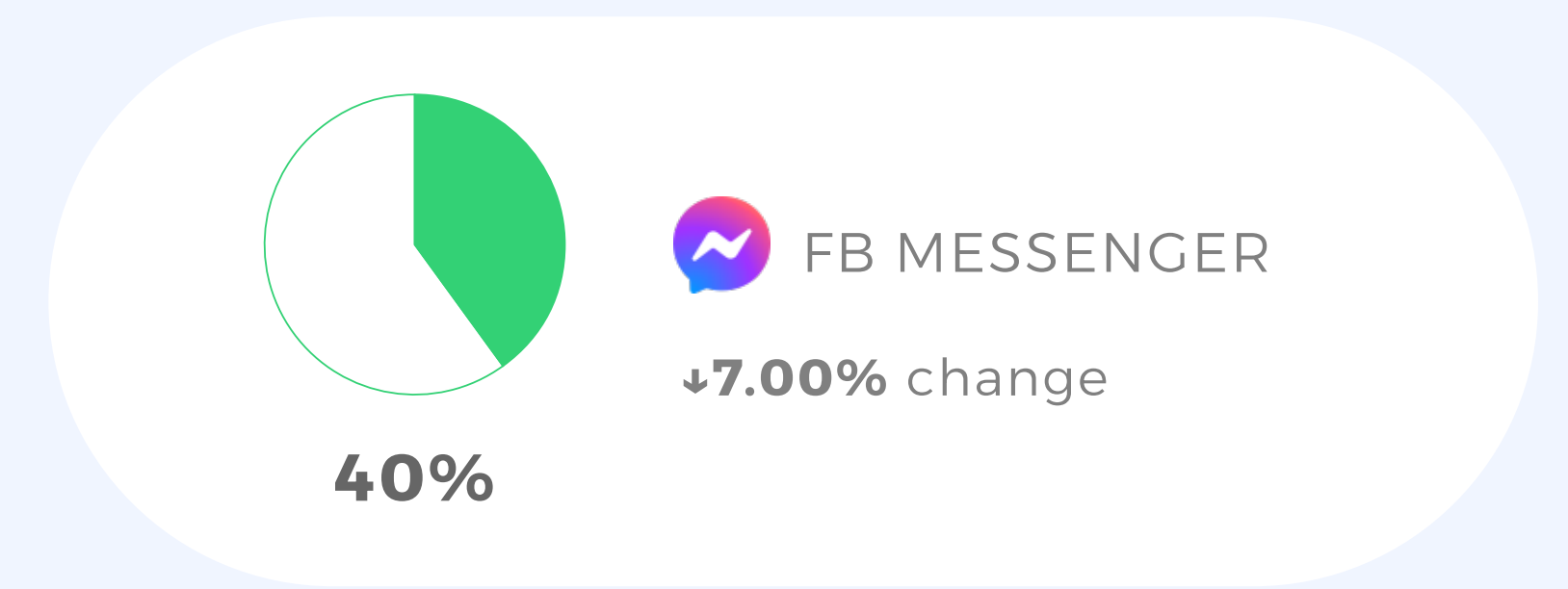
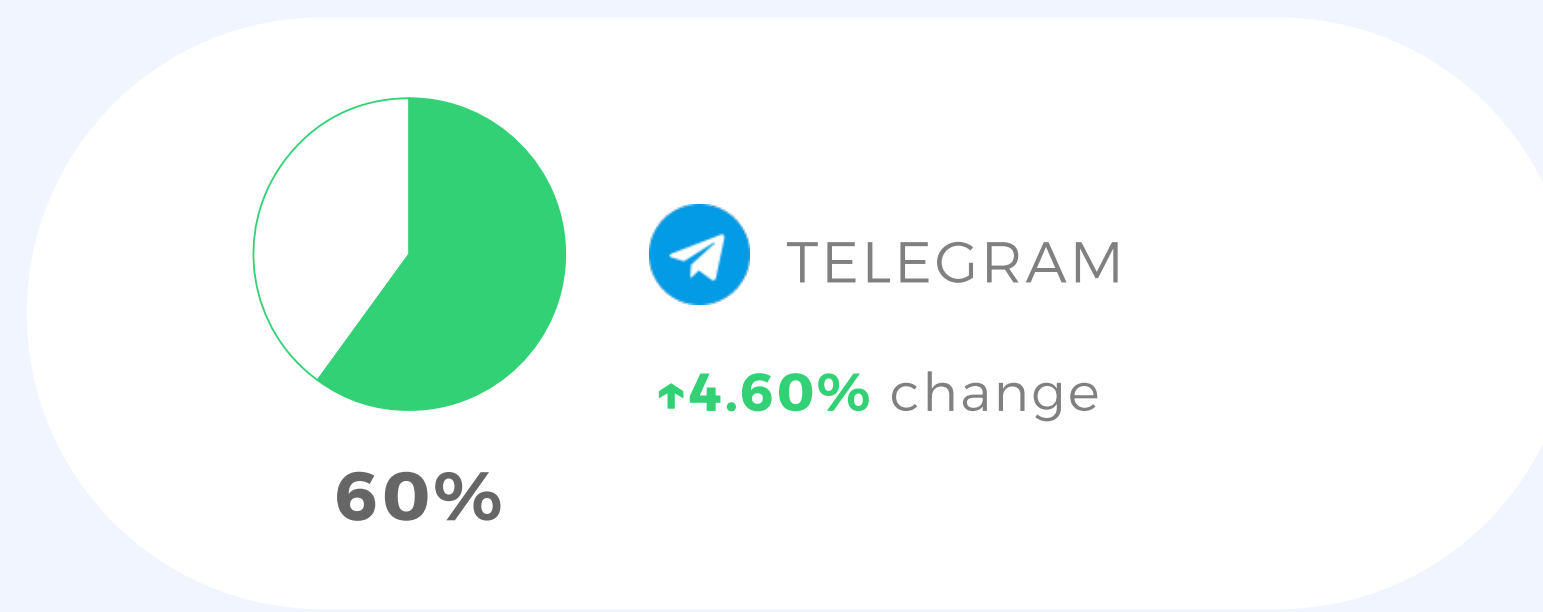
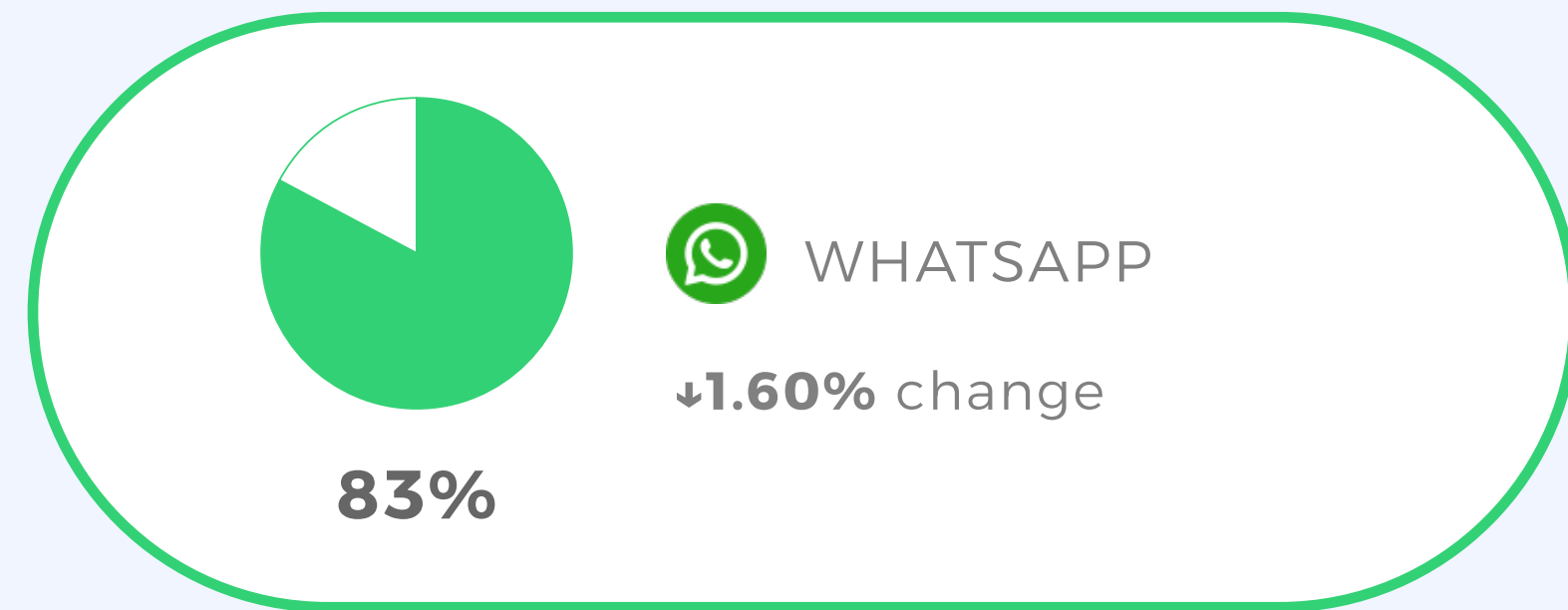
GLOSSARY

ABOUT CROWD ANALYZER



KSA

## MOST USED MESSAGING PLATFORMS

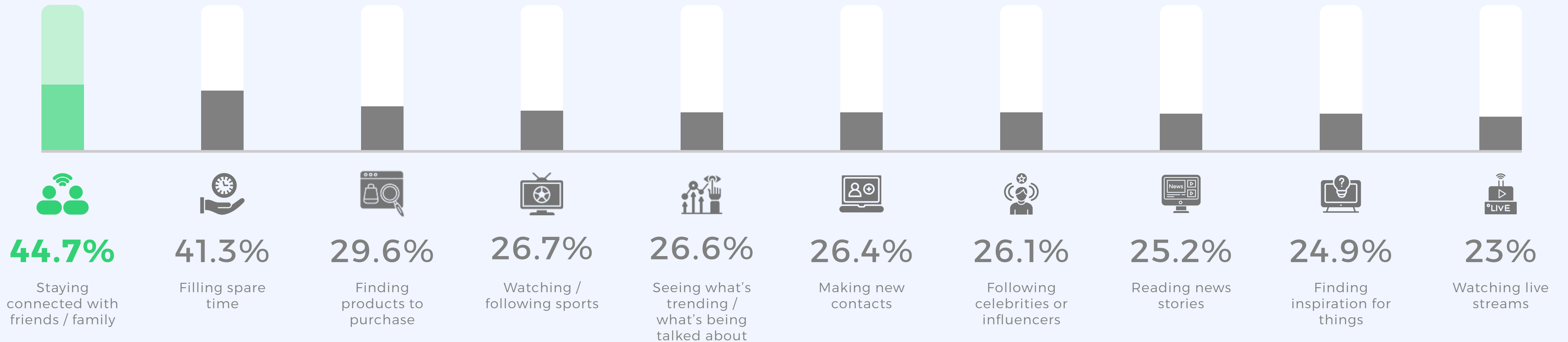






KSA

# MAIN REASONS FOR USING SOCIAL MEDIA





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# MOBILE APPS



## TOP DOWNLOADED APPS



Temu



Trendyol



SHEIN



NAFATH | نفاذ



imo

## TOP FREE APPS



Whatsapp



Facebook



Youtube



imo



Google

## TOP PAID APPS



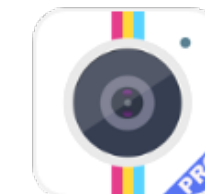
MX Player Pro



Simple Gallery Pro



IDM+: Browser & Video Download



Timestamp Camera Pro



Noteshelf Notes





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

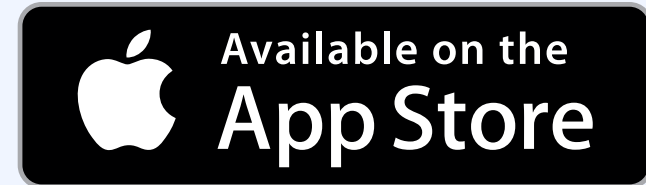
GLOSSARY

ABOUT CROWD ANALYZER



KSA

# MOBILE APPS



## TOP DOWNLOADED APPS



Temu



Trendyol



SHEIN



NAFATH | نفاذ



imo

## TOP FREE APPS



Trendyol



جوابك جوابهم



Webook



Temu



Yango Play

## TOP PAID APPS



Minecraft



Forest: Focusfor Productivity



الملازم انس امن الطرق



Passport Photo



Driving Zone



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

**MOST VISITED**

# WEBSITES



**NEWS**



Sabq



Argaam



Al-Marsd



Mawdoo3



MBC



**E-COMMERCE & SHOPPING**



Haraj



Temu



Aliexpress



Noon



Opensooq



**ARTS & ENTERTAINMENT**



Youtube



3ck



Netflix



Manga-like



Dailymotion



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA



**MOST VISITED**

# WEBSITES



## FINANCE



Alrajhibank



Investing



Alahli



SE



Bupa

## TRAVEL



Booking



Saudia



Flynas




Almosafer



Flyadeal


## GAMES



Twitch




Roblox



Asuratoon



Poki



Poe



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

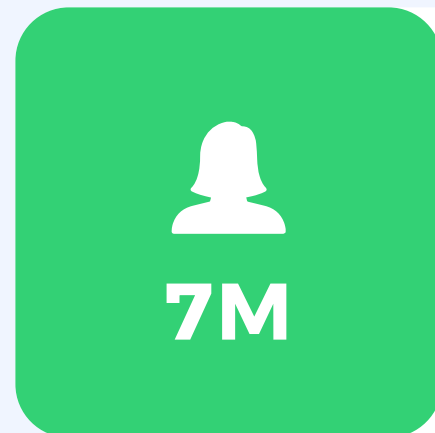
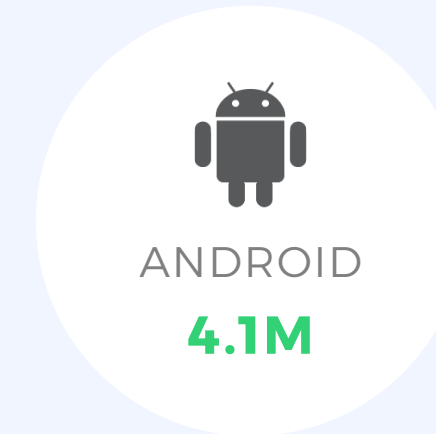
ABOUT CROWD ANALYZER



KSA



**X'S  
USERS**



**GEN Z** ( 13 - 25 )

**2.6M**

**GEN Y** ( 26 - 40 )

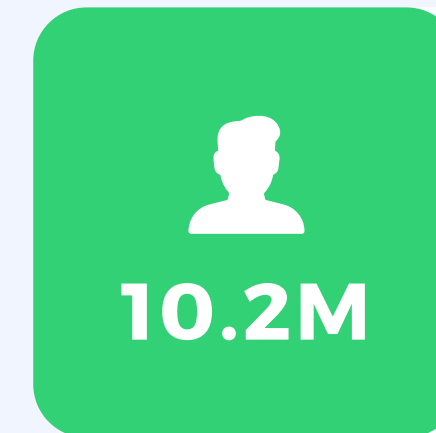
**3.3M**

**GEN X** ( 41 - 55 )

**1M**

**BABY BOOMERS** ( 56 - 65 )

**100K**



**GEN Z** ( 13 - 25 )

**2.4M**

**GEN Y** ( 26 - 40 )

**4.9M**

**GEN X** ( 41 - 55 )

**2.4M**

**BABY BOOMERS** ( 56 - 65 )

**300K**



**SHOPPING & FASHION**

**3.1M**

**EDUCATION**

**10.6M**

**FOOD & DRINK**

**5.8M**

**GAMING**

**9.2M**

**SPORTS**

**10.9M**

**TRAVEL**

**10.7M**

**HEALTH**

**5.8M**

**MOVIES & TV**

**10.1M**

**MUSIC**

**9.3M**





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# FACEBOOK'S USERS



ARABIC  
41%



ENGLISH  
59%



ACTIVE USERS  
16.5M



IOS  
1.9M



ANDROID  
12.7M



3.8M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

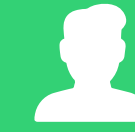
BABY BOOMERS ( 56 - 65 )

902.2K

2.1M

601.7K

154.5K



12.7M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

BABY BOOMERS ( 56 - 65 )

2.7M

7.3M

2.2M

455.6K



HOBBIES

SHOPPING & FASHION

FITNESS & WELLNESS

FOOD & DRINK

12.7M

7.7M

9M

GAMING

SPORTS

TRAVEL

8.9M

8.3M

9.7M

TV

MOVIES

MUSIC

4.1M

9M

6M



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# INSTAGRAM'S USERS



ARABIC  
51%



ENGLISH  
49%



ACTIVE USERS  
17.1M



IOS  
1.2M



ANDROID  
3.2M



7.3M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

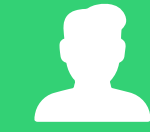
BABY BOOMERS ( 56 - 65 )

2.8M

3.5M

762.9K

285.2K



9.5M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

BABY BOOMERS ( 56 - 65 )

3.1M

5M

1.1M

305.9K



HOBBIES

SHOPPING & FASHION

FITNESS & WELLNESS

FOOD & DRINK

4.5M

2.7M

11.5M

GAMING

SPORTS

TRAVEL

6.7M

11.9M

7.4M

TV

MOVIES

MUSIC

2.7M

11.2M

7.5M



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# SNAPCHAT'S USERS



ARABIC  
**76%**



ENGLISH  
**24%**



ACTIVE USERS  
**22.9M**



IOS  
**15M**



ANDROID  
**7.9M**



**10.6M**

**GEN Z ( 13 - 25 )**

**GEN Y ( 26 - 40 )**

**GEN X ( 41 - 55 )**

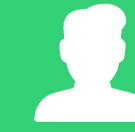
**BABY BOOMERS ( 56 - 65 )**

**2.9M**

**4.6M**

**1M**

**500K**



**12.2M**

**GEN Z ( 13 - 25 )**

**GEN Y ( 26 - 40 )**

**GEN X ( 41 - 55 )**

**BABY BOOMERS ( 56 - 65 )**

**3.5M**

**5.8M**

**1.1M**

**500K**



**HOBBIES**

**SHOPPERS**

**HEALTHY LIFESTYLE**

**FOODIES**

**20.8M**

**7.5M**

**14.1M**

**GAMERS**

**SPORTS FANS**

**TRAVEL ENTHUSIASTS**

**18.3M**

**15.1M**

**18.4M**

**FASHION & STYLE GURUS**

**FILM & TV FANS**

**MUSIC FANS**

**9.9M**

**18.1M**

**14.8M**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

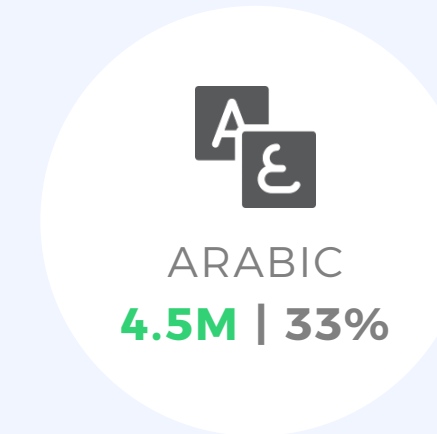
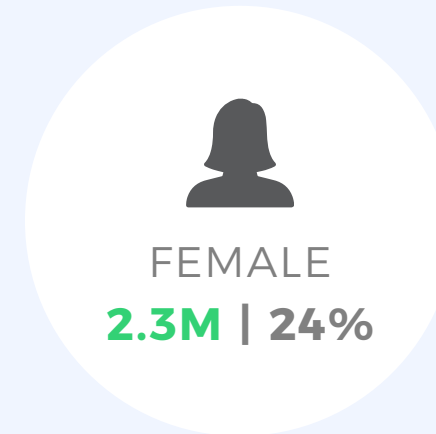
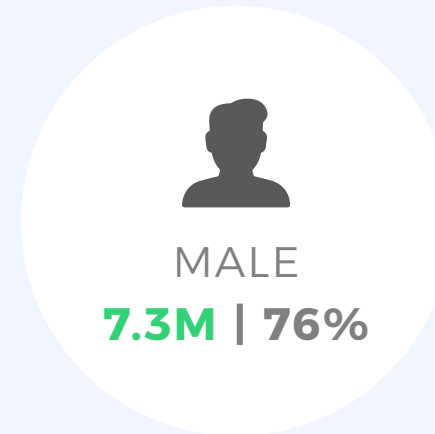
GLOSSARY

ABOUT CROWD ANALYZER



KSA

# LINKEDIN'S USERS JOB LEVELS



1. Unpaid



46K users  
0.80%

2. Training



115K users  
1.99%

3. Entry



2.9M users  
50.15%

4. Senior



1.6M users  
27.67%

5. Manager



631K users  
10.91%

6. Director



233K users  
4.03%

7. Vice President



94K users  
1.63%

8. CXO



82K users  
1.42%

9. Partner



16K users  
0.28%

10. Owner



66K users  
1.14%

Legend : Users 5.8m | Percentage 100%





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



KSA

# LINKEDIN'S USERS JOB FUNCTIONS

Legend : Users **5.99m** | Percentage **100%**

**Operations**  
994K users | 16.71%

**Sales**  
630K users | 10.59%

**Engineering**  
540K users | 9.08%

**Administrative**  
460K users | 7.73%

**Education**  
432K users | 7.26%

**Healthcare Services**  
334K users | 5.62%

**Accounting**  
330K users | 5.55%

**Information Technology**  
313K users | 5.26%

**Business Development**  
243K users | 4.09%

**Customer Success and Support**  
204K users | 3.43%

**Human Resources**  
163K users | 2.74%

**Arts & Design**  
158K users | 2.66%

**Marketing**  
135K users | 2.27%

**Research**  
133K users | 2.24%

**Media & Communication**  
130K users | 2.19%

**Program and Project Management**  
130K users | 2.19%

**Finance**  
129K users | 2.17%

**Military and Protective Services**  
110K users | 1.85%

**Legal**  
93K users | 1.56%

**Community & Social Services**  
78K users | 1.31%

**Quality Assurance**  
66K users | 1.11%

**Purchasing**  
56K users | 0.94%

**Consulting**  
46K users | 0.77%

**Real State**  
24K users | 0.40%

**Entrepreneurship**  
16.5K users | 0.28%





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

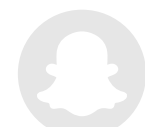

GLOSSARY

ABOUT CROWD ANALYZER




KSA

# TOP YOUTUBE CHANNELS


**Rotana**

23.4M SUBSCRIBERS   22.1B VIEWS   8.6K VIDEO COUNT




**Mmoshaya**

23M SUBSCRIBERS   18.1B VIEWS   1.22K VIDEO COUNT



**Arab Games Network**

20.7M SUBSCRIBERS   9.4B VIEWS   7.1K VIDEO COUNT



**Katakit Baby TV**

17.9M SUBSCRIBERS   7.5B VIEWS   222 VIDEO COUNT




**ماشا والدي**

17.3M SUBSCRIBERS   9.4B VIEWS   1.26K VIDEO COUNT




**حقائق وأسرار**

14.7M SUBSCRIBERS   2.25B VIEWS   1.4K VIDEO COUNT



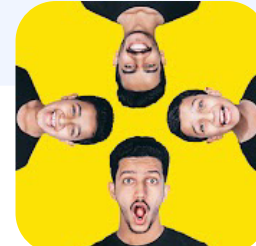
**BanderitaX**

15.6M SUBSCRIBERS   4.8B VIEWS   1.78K VIDEO COUNT




**روتانا خليجية**

11.1M SUBSCRIBERS   8.7B VIEWS   24.3K VIDEO COUNT



**قناة سعود**  
**Saud Channel**

10.6M SUBSCRIBERS   2.29B VIEWS   404 VIDEO COUNT



**MjrmGames**

10M SUBSCRIBERS   1.1B VIEWS   522 VIDEO COUNT



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# INTERNET OVERVIEW



INTERNET USERS

**82.1M**

72%

of total population



SOCIAL MEDIA USERS

**45.40M**

40%

of total population



FIXED BROADBAND

Download  
**63.4 Mbps**

Upload  
**8.12 Mbps**



MOBILE

Download  
**24.26 Mbps**

Upload  
**5.6 Mbps**



AVG. TIME SPENT ON THE INTERNET

**7H 55M**



AVG. TIME SPENT ON SOCIAL MEDIA

**2H 41M**



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

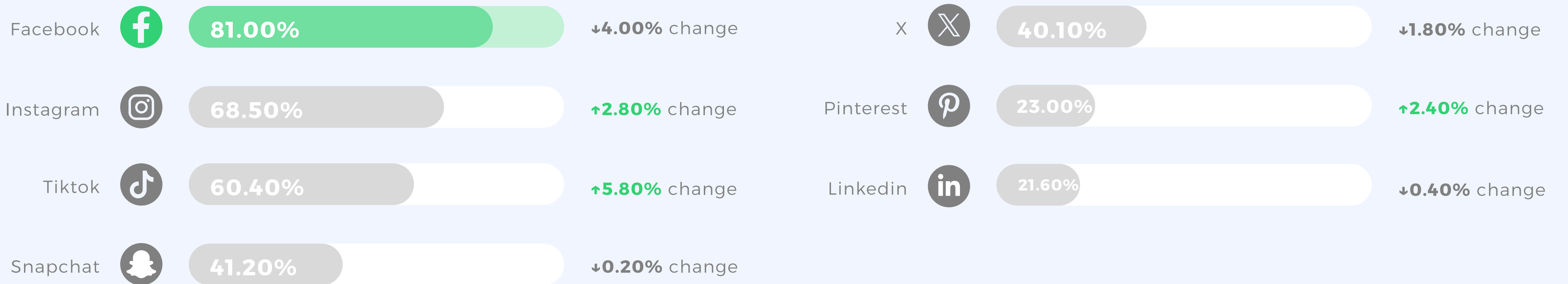
ABOUT CROWD ANALYZER



EGYPT

## MOST USED SOCIAL MEDIA

# PLATFORMS







INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

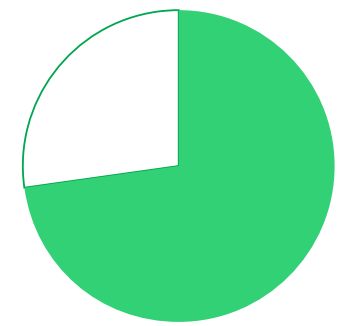
GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

## MOST USED MESSAGING PLATFORMS

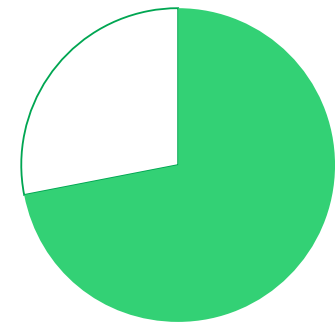


**73%**



FB MESSENGER

↑**1.40%** change

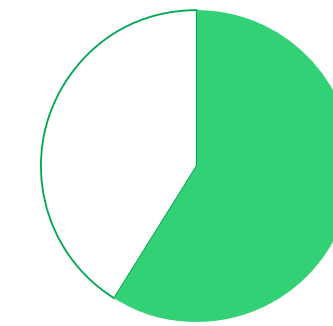


**72%**



WHATSAPP

↑**0.10%** change



**59%**



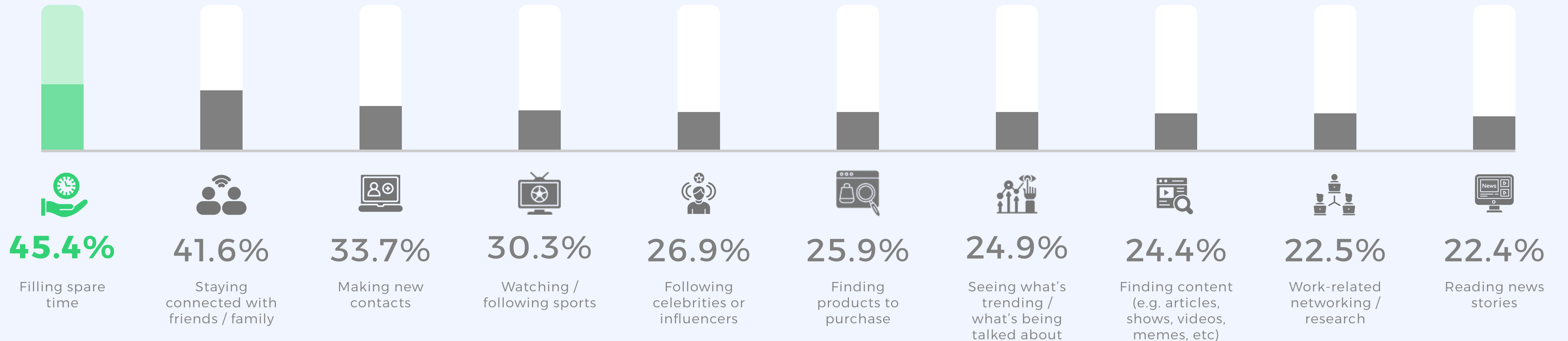
TELEGRAM

↑**5.80%** change



EGYPT

# MAIN REASONS FOR USING SOCIAL MEDIA





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# MOBILE APPS



## TOP DOWNLOADED APPS



TikTok



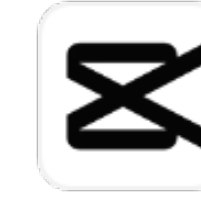
Whatsapp



Facebook



We Muslim:Athan



CapCut

## TOP FREE APPS



Whatsapp



Google Chrome



Facebook

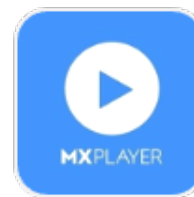


Youtube



Truecaller

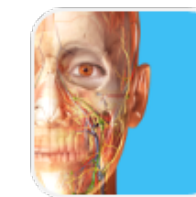
## TOP PAID APPS



MX Player Pro



Simple Gallery Pro



Human Anatomy Atlas 2024



ZArchiver



Moon Reader Pro



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

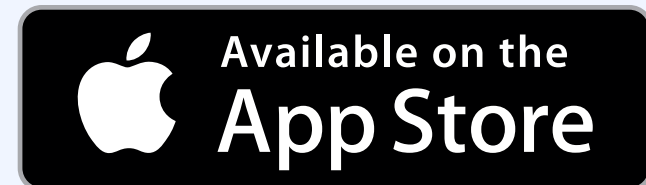
GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# MOBILE APPS



## TOP DOWNLOADED APPS



Tiktok



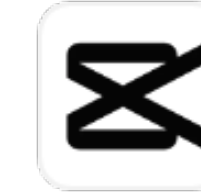
Whatsapp



Facebook



We Muslim:Athan



CapCut

## TOP FREE APPS



Yes Calculator



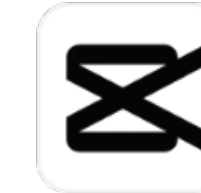
InstaPay Egypt



AppRaven



TikTok



CapCut

## TOP PAID APPS



Neighbours back From Hell



Driving Zone Germany Pro



TurboScan™ Pro:PDF scanner



Backgammon Premium



Smart Metronome & Tuner





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

MOST VISITED

# WEBSITES



**NEWS**



Youm7



Elbalad



Almasry Alyoum



Masrawy



Bald News



**E-COMMERCE  
& SHOPPING**



Noon



Amazon



Opensooq



Alibaba



Jumia



**ARTS &  
ENTERTAINMENT**



Youtube



Dailymotion



Top Cinema



Sm3ha



Azoramoon



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

**MOST VISITED**

# WEBSITES



**FINANCE**

مباشرة

Mubasher



Isagha



Banque Misr



NBE



CIB EG



**TRAVEL**

Booking

Booking



Trip Advisor

All Inclusive  
COLLECTION

All Inclusive  
Collection



Go Turkiye



Egypt Air



**GAMES**



Roblox



Poe



Chess



Twitch



Poki



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

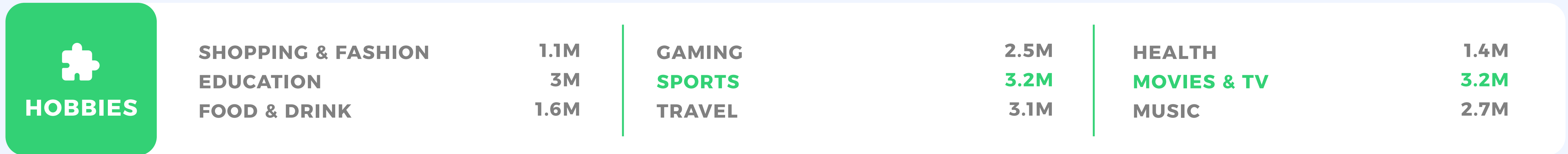
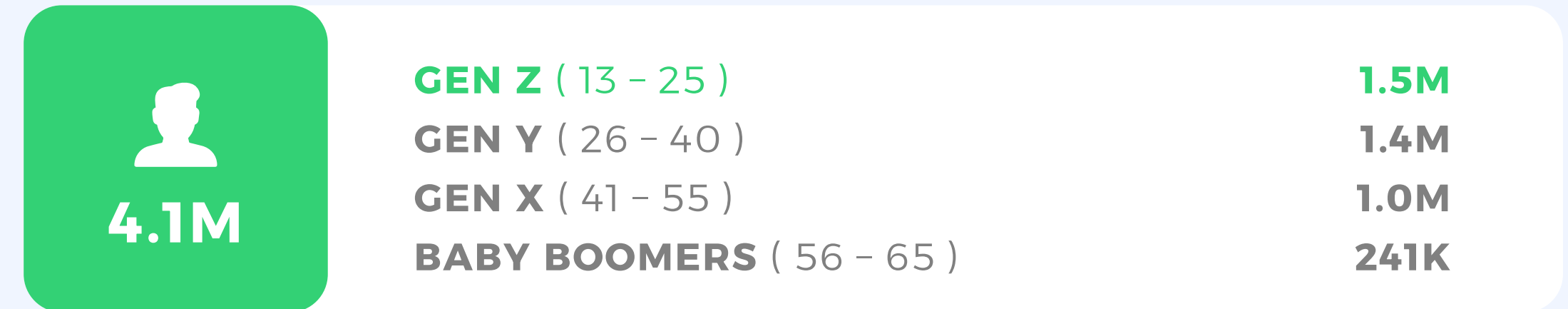
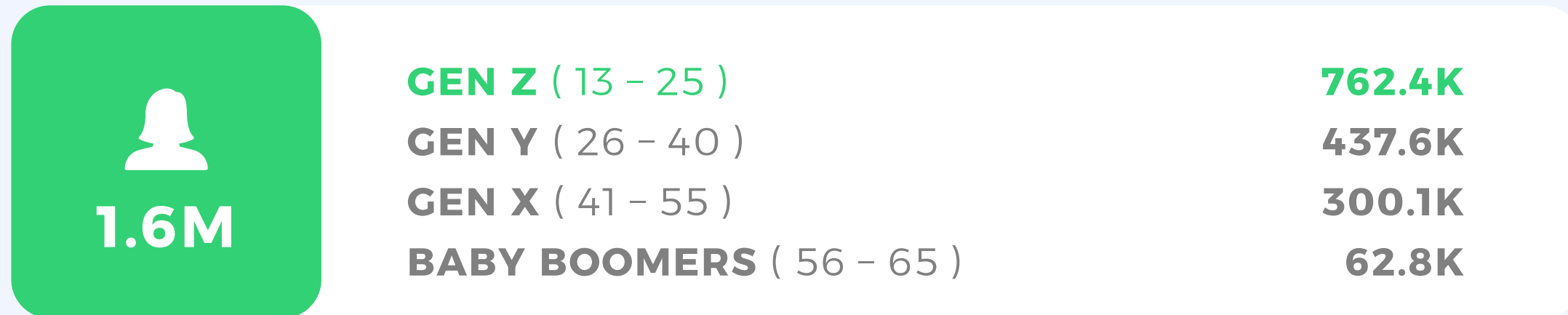
ABOUT CROWD ANALYZER



EGYPT



**X'S  
USERS**





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# FACEBOOK'S USERS



ARABIC  
83%



ENGLISH  
17%



ACTIVE USERS  
49.6M



IOS  
3M



ANDROID  
40.9M



19.4M

GEN Z ( 13 - 25 )

7M

GEN Y ( 26 - 40 )

8M

GEN X ( 41 - 55 )

3M

BABY BOOMERS ( 56 - 65 )

1.4M



30M

GEN Z ( 13 - 25 )

9.4M

GEN Y ( 26 - 40 )

12.6M

GEN X ( 41 - 55 )

5.5M

BABY BOOMERS ( 56 - 65 )

2.5M



HOBBIES

SHOPPING & FASHION

41.3M

FITNESS & WELLNESS

25.7M

FOOD & DRINK

33.1M

GAMING

22.2M

SPORTS

26.9M

TRAVEL

29.4M

TV

14.5M

MOVIES

26.9M

MUSIC

16.4M



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# INSTAGRAM'S USERS



ARABIC  
69%



ENGLISH  
31%



ACTIVE USERS  
19M



IOS  
1.9M



ANDROID  
11.9M

9M

**GEN Z** ( 13 - 25 )  
**GEN Y** ( 26 - 40 )  
**GEN X** ( 41 - 55 )  
**BABY BOOMERS** ( 56 - 65 )

**4.3M**  
**3.2M**  
**1M**  
**363.6K**

10M

**GEN Z** ( 13 - 25 )  
**GEN Y** ( 26 - 40 )  
**GEN X** ( 41 - 55 )  
**BABY BOOMERS** ( 56 - 65 )

**4.5M**  
**4M**  
**1.1M**  
**371.7K**

HOBBIES

**SHOPPING & FASHION** 15M  
**FITNESS & WELLNESS** 11.4M  
**FOOD & DRINK** 15.7M

**GAMING**  
**SPORTS**  
**TRAVEL**

10.6M  
15.7M  
13.7M

**TV**  
**MOVIES**  
**MUSIC**

6.5M  
14M  
10.4M





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# SNAPCHAT'S USERS



ARABIC  
**73%**



ENGLISH  
**27%**



ACTIVE USERS  
**12.9M**



IOS  
**2M**



ANDROID  
**10.9M**



**7.5M**

**GEN Z ( 13 - 25 )**

**GEN Y ( 26 - 40 )**

**GEN X ( 41 - 55 )**

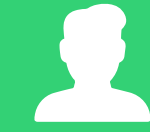
**BABY BOOMERS ( 56 - 65 )**

**3.1M**

**1.8M**

**300K**

**200K**



**5.3M**

**GEN Z ( 13 - 25 )**

**GEN Y ( 26 - 40 )**

**GEN X ( 41 - 55 )**

**BABY BOOMERS ( 56 - 65 )**

**2.3M**

**1.4M**

**200K**

**100K**



**HOBBIES**

**SHOPPERS**

**HEALTHY LIFESTYLE**

**FOODIES**

**10.1M**

**3.5M**

**5.5M**

**GAMERS**

**SPORTS FANS**

**TRAVEL ENTHUSIASTS**

**9.8M**

**6.1M**

**4.4M**

**FASHION & STYLE GURUS**

**FILM & TV FANS**

**MUSIC FANS**

**5M**

**7.1M**

**7.2M**



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

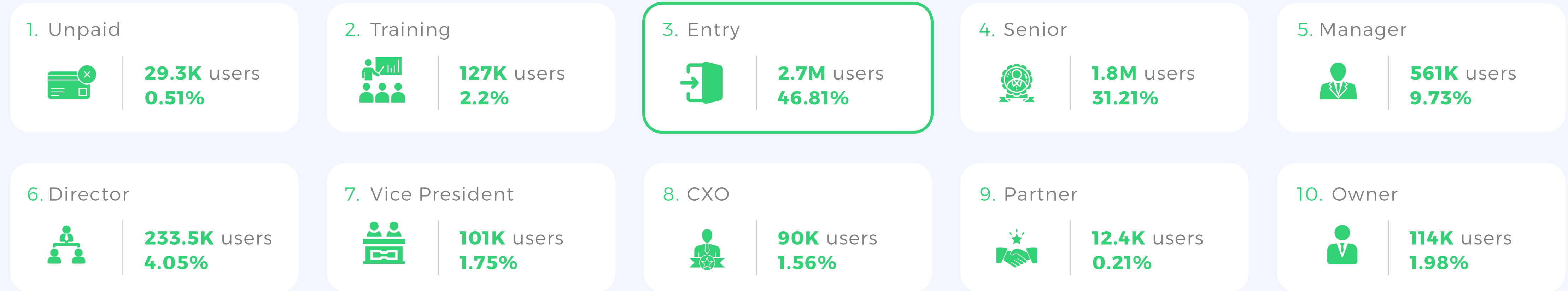
GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# LINKEDIN'S USERS JOB LEVELS



Legend : Users **5.77m** | Percentage **100%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



EGYPT

# LINKEDIN'S USERS JOB FUNCTIONS

Legend : Users **6.24m** | Percentage **100%**

**Operations**  
712.7K users | 11.42%

**Engineering**  
670K users | 10.7%

**Sales**  
660K users | 10.6%

**Education**  
553K users | 8.54%

**Accounting**  
470K users | 7.53%

**Purchasing**  
36.3K users | 5.82%

**Healthcare Services**  
333K users | 5.34%

**Administrative**  
321K users | 5.14%

**Information Technology**  
281K users | 4.5%

**Business Development**  
279K users | 4.47%

**Arts & Design**  
261K users | 4.18%

**Customer Success and Support**  
202K users | 3.24%

**Media & Communication**  
174K users | 2.80%

**Finance**  
171K users | 2.74%

**Marketing**  
162K users | 2.60%

**Human Resources**  
144K users | 2.31%

**Legal**  
119K users | 1.91%

**Program and Project Management**  
85K users | 1.36%

**Community & Social Services**  
82K users | 1.31%

**Quality Assurance**  
76K users | 1.22%

**Military and Protective Services**  
58K users | 0.93%

**Real State**  
38.2K users | 0.61%

**Consulting**  
23.3K users | 0.37%

**Entrepreneurship**  
13.6K users | 0.22%

**Research**  
6.9K users | 0.11%



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES


GLOSSARY

ABOUT CROWD ANALYZER




EGYPT

# TOP YOUTUBE CHANNELS


**Mohamed Ramadan**

15.5M SUBSCRIBERS | 5.7B VIEWS | 787 VIDEO COUNT



**MBC مصر**

23M SUBSCRIBERS | 7.1B VIEWS | 49.8K VIDEO COUNT




**Shawar**

11.5M SUBSCRIBERS | 4B VIEWS | 1.29K VIDEO COUNT



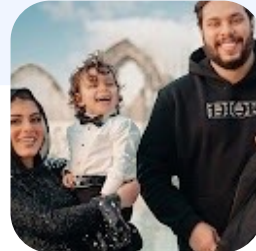
**Al Hayah TV Network**

9.3M SUBSCRIBERS | 9.3M VIEWS | 164.2K VIDEO COUNT




**Al Nahar TV**

9.1M SUBSCRIBERS | 3.7B VIEWS | 101K VIDEO COUNT



**أحمد حسن وزينب  
AZ Family**

8.8M SUBSCRIBERS | 588K VIEWS | 3 VIDEO COUNT




**Tamer Hosny**

8.5M SUBSCRIBERS | 3.6B VIEWS | 451 VIDEO COUNT




**حسن شاكوش  
Hassan Shakosh**

8.4M SUBSCRIBERS | 2.5B VIEWS | 346 VIDEO COUNT



**قناة المجلة**

8M SUBSCRIBERS | 1.2B VIEWS | 2.1K VIDEO COUNT



**يوميات  
حمدي ووفاء**

8.1M SUBSCRIBERS | 3.3B VIEWS | 760 VIDEO COUNT



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# INTERNET OVERVIEW



INTERNET  
USERS

**9.46M**

99%

of total  
population



SOCIAL  
MEDIA  
USERS

**10.73M**

112%

of total  
population



FIXED  
BROADBAND

Download  
**250.39 Mbps**

Upload  
**117.82 Mbps**



MOBILE

Download  
**290.38 Mbps**

Upload  
**27.28 Mbps**



AVG. TIME  
SPENT ON THE  
INTERNET

**8H 11M**



AVG. TIME  
SPENT ON  
SOCIAL MEDIA

**2H 58M**





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

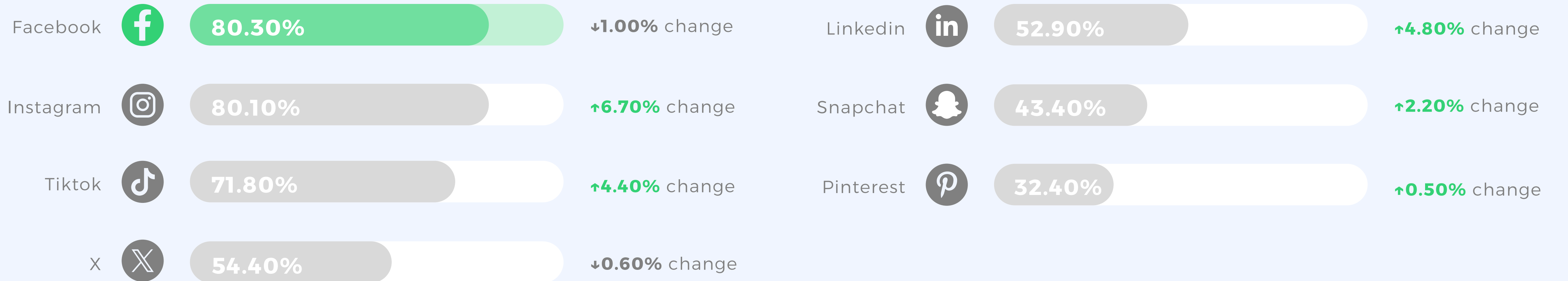
ABOUT CROWD ANALYZER



UAE

## MOST USED SOCIAL MEDIA

# PLATFORMS





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

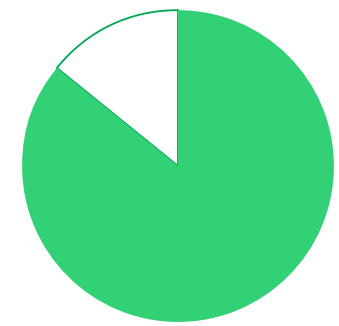
GLOSSARY

ABOUT CROWD ANALYZER



UAE

## MOST USED MESSAGING PLATFORMS

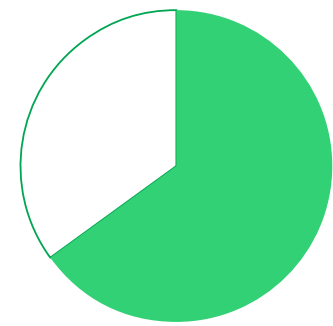


86%



WHATSAPP

↑6.20% change

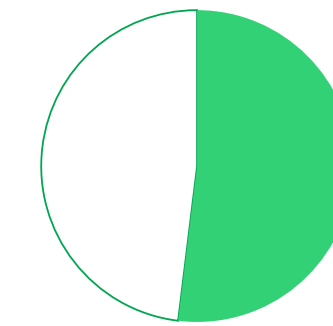


65%



FB MESSENGER

↑1.50% change



52%

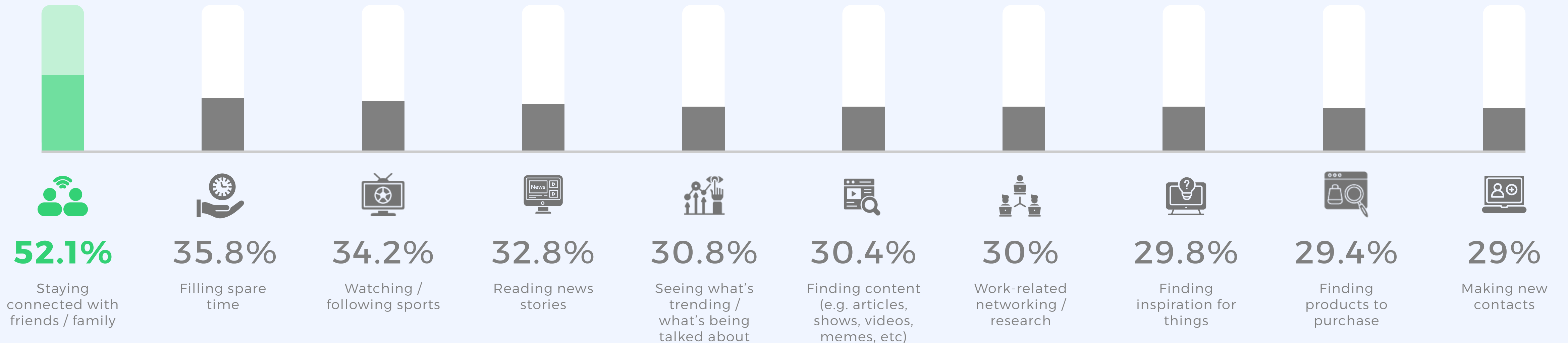


TELEGRAM

↑7.20% change



# MAIN REASONS FOR USING SOCIAL MEDIA





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# MOBILE APPS



## TOP DOWNLOADED APPS



Temu



UAE PASS



VPN Master



TikTok



Instagram

## TOP FREE APPS



Whatsapp



Facebook



Youtube



Google



Google Chrome

## TOP PAID APPS



MX Player Pro



JetAudio Hi-ResMusic Player



Simple Gallery Pro



FL STUDIO MOBILE



Premium VPN Pro



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

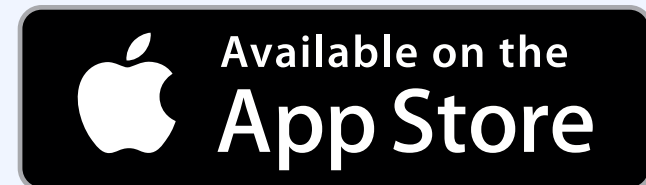
GLOSSARY

ABOUT CROWD ANALYZER



UAE

# MOBILE APPS



## TOP DOWNLOADED APPS



Temu



UAE PASS



VPN Master



Tiktok



Instagram

## TOP FREE APPS



Temu



UAE Prayer Timing



VPN Ladder



Whatsapp



Yango Play

## TOP PAID APPS



Minecraft



Threema The Secure Messenger



Earn to Die 2



Shadow Rocket



Purple Place Classic Games





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

**MOST VISITED**

# WEBSITES



**NEWS**



Khaleej Times



Yahoo



Gulf News



Manoram



Mathrubhumi



**E-COMMERCE & SHOPPING**



Amazon UAE



Dubizzle



Noon



Amazon



Temu



**ARTS & ENTERTAINMENT**



Youtube



Gheir



Netflix



Aniwave



IMDb



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# MOST VISITED WEBSITES



## FINANCE



Emirates NBD



ADCB



Mahzooz



Pionex



Trading View

## TRAVEL



Booking



Emirates



Make My Trip



Air Arabia

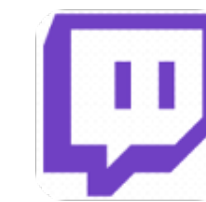


Trip Advisor

## GAMES



Roblox



Twitch



Poki



Chess



Asura Toon



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

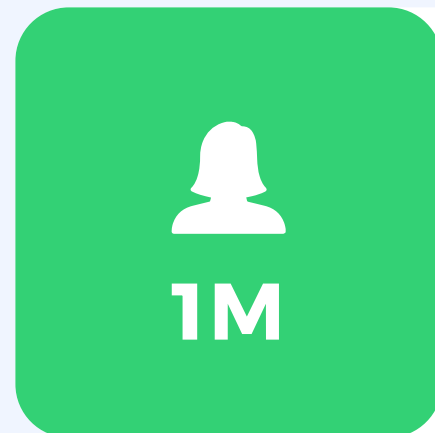
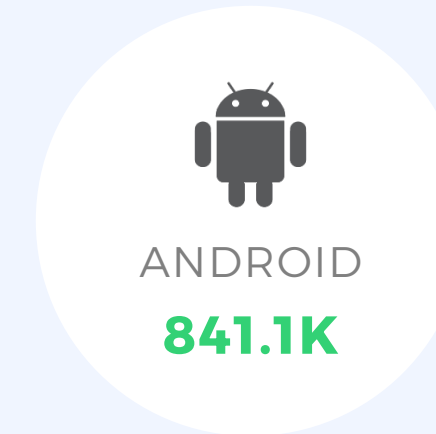
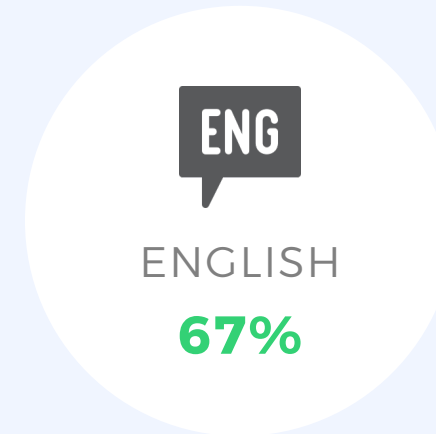
ABOUT CROWD ANALYZER



UAE

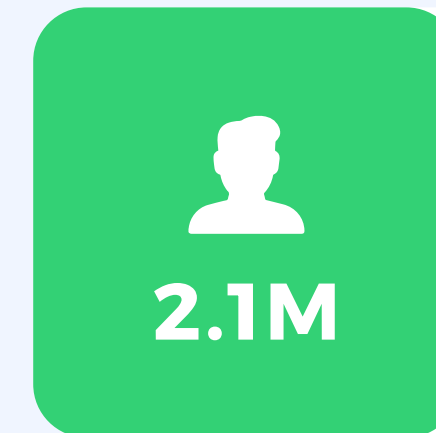


**X'S  
USERS**



GEN Z ( 13 - 25 )  
**GEN Y ( 26 - 40 )**  
 GEN X ( 41 - 55 )  
 BABY BOOMERS ( 56 - 65 )

361.3K  
**463.5K**  
 175.2K  
 00



GEN Z ( 13 - 25 )  
**GEN Y ( 26 - 40 )**  
 GEN X ( 41 - 55 )  
 BABY BOOMERS ( 56 - 65 )

437.8K  
**962K**  
 600K  
 65.4K



SHOPPING & FASHION 912.6K  
 EDUCATION 1.6M  
 FOOD & DRINK 1M

GAMING 1M  
**SPORTS 1.8M**  
 TRAVEL 1.7M

HEALTH 1M  
**MOVIES & TV 1.8M**  
 MUSIC 1.4M



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

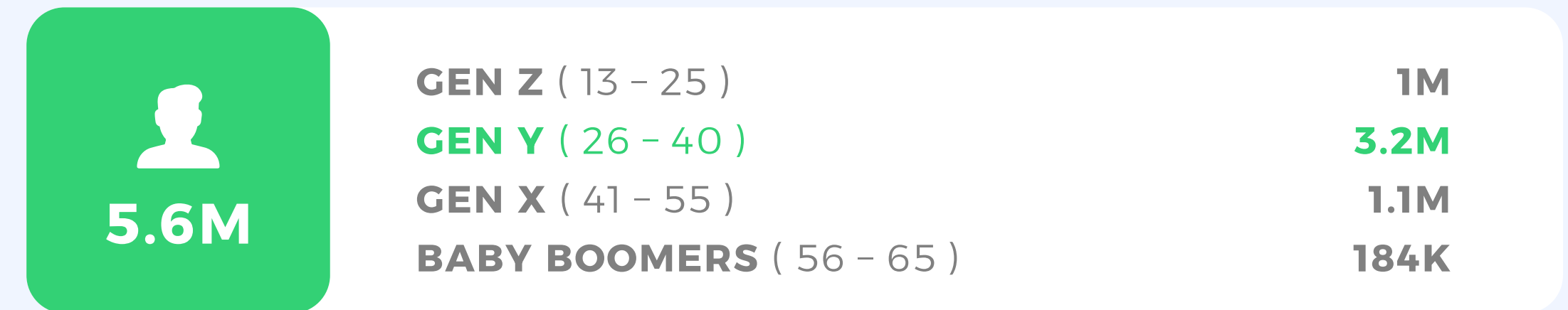
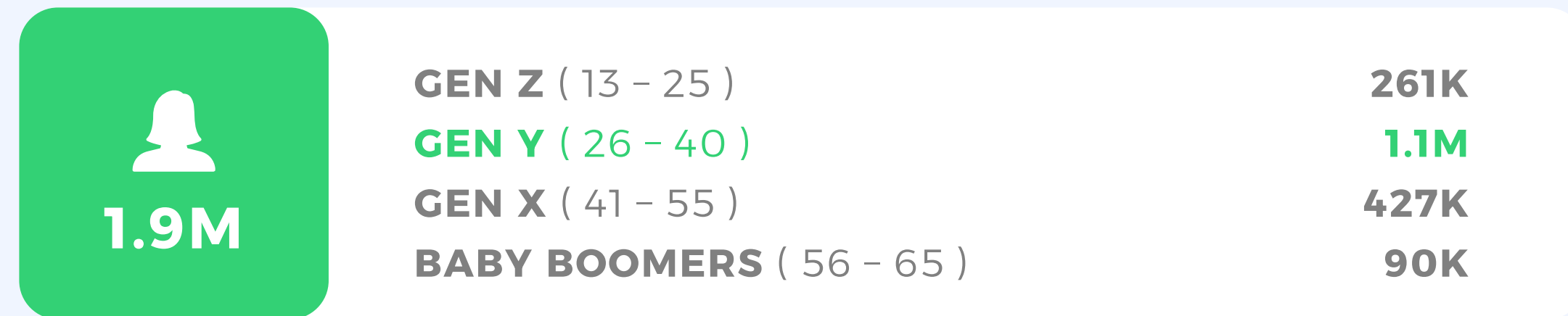
GLOSSARY

ABOUT CROWD ANALYZER



UAE

# FACEBOOK'S USERS





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# INSTAGRAM'S USERS



ARABIC  
24%



ENGLISH  
76%



ACTIVE USERS  
7.4M



IOS  
1.1M



ANDROID  
2.6M



2.7M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

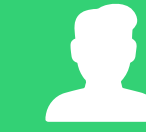
BABY BOOMERS ( 56 - 65 )

673.3K

1.5M

441.2K

87.3K



4.7M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

BABY BOOMERS ( 56 - 65 )

1.2M

2.7M

587.5K

128.9K



HOBBIES

SHOPPING & FASHION

FITNESS & WELLNESS

FOOD & DRINK

3.9M

3M

5.9M

GAMING

SPORTS

TRAVEL

4.4M

6M

5.2M

TV

MOVIES

MUSIC

2.1M

6M

4.6M





INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# SNAPCHAT'S USERS



ARABIC  
34%



ENGLISH  
66%



ACTIVE USERS  
4.4M



IOS  
2.3M



ANDROID  
2M



1.9M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

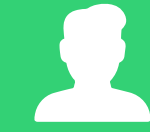
BABY BOOMERS ( 56 - 65 )

540K

810K

180K

110K



2.5M

GEN Z ( 13 - 25 )

GEN Y ( 26 - 40 )

GEN X ( 41 - 55 )

BABY BOOMERS ( 56 - 65 )

900K

1.2M

200K

00



HOBBIES

SHOPPERS

HEALTHY LIFESTYLE

FOODIES

3.6M

1.6M

1.9M

GAMERS

SPORTS FANS

TRAVEL ENTHUSIASTS

3.3M

2M

2.7M

FASHION & STYLE GURUS

FILM & TV FANS

MUSIC FANS

2M

2.6M

2.4M



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

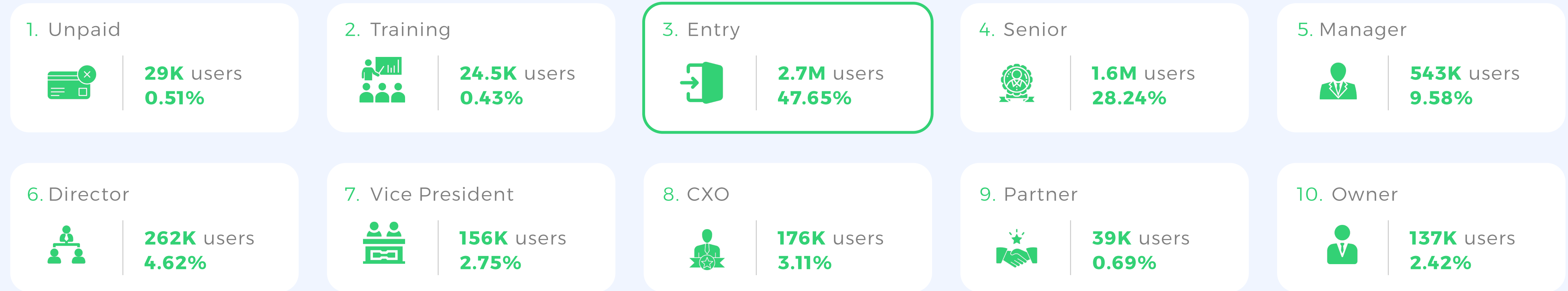
GLOSSARY

ABOUT CROWD ANALYZER



UAE

# LINKEDIN'S USERS JOB LEVELS



**Legend :** Users **5.67m** | Percentage **100%**



INTRODUCTION

**DIGITAL OVERVIEW**

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



UAE

# LINKEDIN'S USERS JOB FUNCTIONS

Legend : Users **5.99m** | Percentage **100%**

**Operations**  
1.3M users | 21.7%

**Sales**  
720K users | 12.01%

**Business Development**  
499K users | 8.33%

**Engineering**  
422K users | 7.04%

**Administrative**  
357K users | 5.96%

**Customer Success and Support**  
274K users | 4.57%

**Accounting**  
244K users | 4.07%

**Healthcare Services**  
242K users | 4.04%

**Information Technology**  
241K users | 4.02%

**Education**  
236K users | 3.94%

**Arts & Design**  
192K users | 3.20%

**Finance**  
186K users | 3.10%

**Marketing**  
155K users | 2.59%

**Human Resources**  
145K users | 2.42%

**Military and Protective Services**  
116K users | 1.94%

**Program and Project Management**  
114K users | 1.90%

**Media & Communication**  
104K users | 1.74%

**Community & Social Services**  
83K users | 1.38%

**Research**  
66K users | 1.10%

**Consulting**  
55K users | 0.92%

**Real State**  
55K users | 0.92%

**Legal**  
53K users | 0.88%

**Purchasing**  
48K users | 0.80%

**Quality Assurance**  
44K users | 0.73%

**Entrepreneurship**  
42K users | 0.70%





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER




UAE

# TOP YOUTUBE CHANNELS





**ZAMZAM ELECTRONICS TRADING**

54.6M SUBSCRIBERS   25B VIEWS   17.4 VIDEO COUNT




**Shfa**

42.5M SUBSCRIBERS   24.6B VIEWS   1.1K VIDEO COUNT




**Shfa show India**

2.7M SUBSCRIBERS   17.7B VIEWS   546K VIDEO COUNT




**Noor Stars**

20.8M SUBSCRIBERS   2.9B VIEWS   706K VIDEO COUNT




**Supercar Blondie**

19M SUBSCRIBERS   8.9B VIEWS   1.1K VIDEO COUNT




**FFUNTV**

8.8M SUBSCRIBERS   588K VIEWS   3 VIDEO COUNT



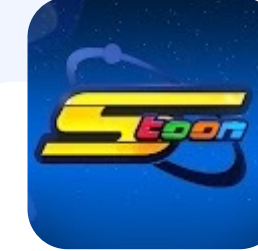
**MUSA TANVEER**

13M SUBSCRIBERS   7.98B VIEWS   1.1K VIDEO COUNT



**Hindi Fairy Tales**

11.4M SUBSCRIBERS   4.8B VIEWS   692 VIDEO COUNT



**Spacatoon**

10.4M SUBSCRIBERS   4.3B VIEWS   5.67K VIDEO COUNT



**Hussain Al Jassmi**  
حسين الجسمي

9.5M SUBSCRIBERS   4.66B VIEWS   718 VIDEO COUNT



# 03. KEY TOPICS



# TOPICS

## Introduction

This section delves into three key areas of interest: Expo 2030, the state of football in the Saudi, Egyptian, and Emirati leagues, and the ever-evolving field of Artificial Intelligence (AI).

**We'll provide a general overview of each topic, followed by a deep dive into the digital landscape.**

This digital overview will analyze online conversations to uncover trends, sentiment, and key influencers surrounding these subjects.

Here's a breakdown of what you'll find:

**Expo 2030:** We'll explore the upcoming World Expo and its significance for the region. We'll then analyze online discussions to understand public perception and anticipation.

**Football Leagues:** We'll offer a brief overview followed by an analysis of the digital conversations focused on these leagues, their teams, and key influencers.

**Artificial Intelligence:** We'll showcase the online buzz surrounding AI, the top five tools, and how AI is perceived by the public in Saudi Arabia, Egypt, and the UAE.



**EXPO 2030**



**FOOTBALL LEAGUES**



**ARTIFICIAL INTELLIGENCE**





# 03.1

## KEY TOPICS

# EXPO 2023

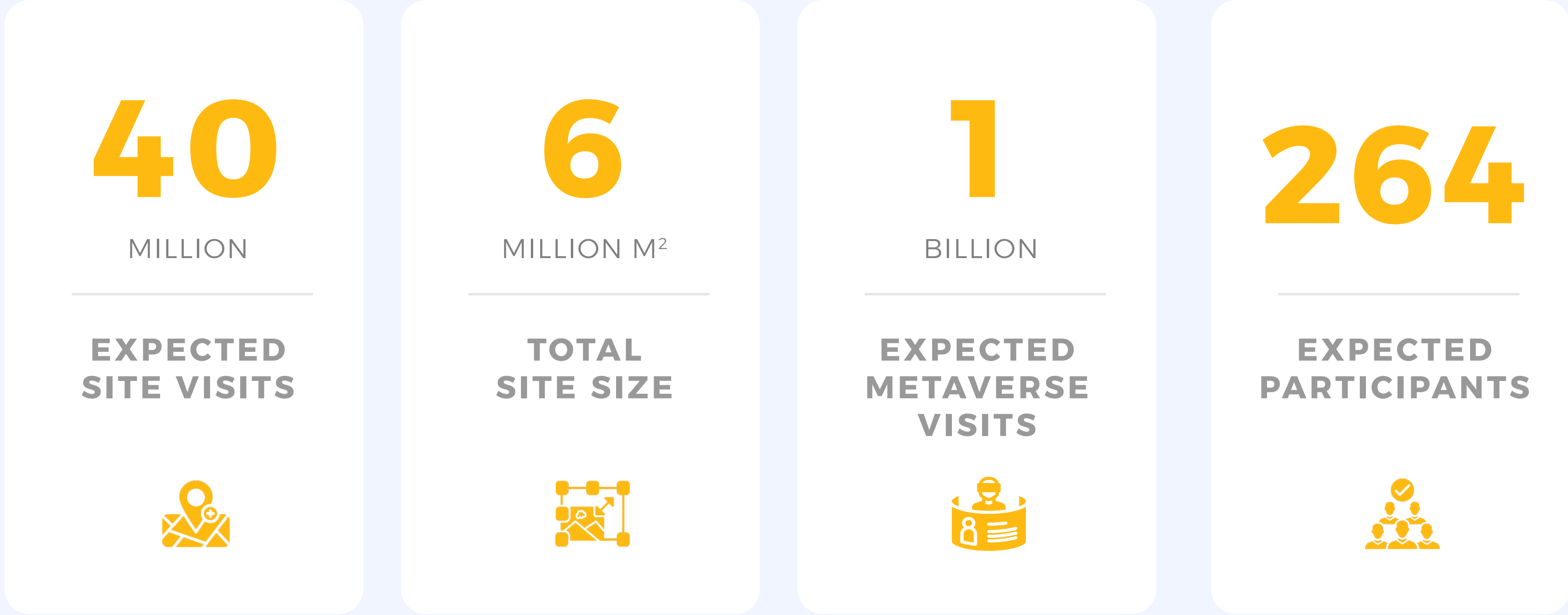


# GENERAL INFORMATION

**Expo 2030 will take place for six months during late 2030 and early 2031, opening on 1 October 2030 and closing on 31 March 2031.**

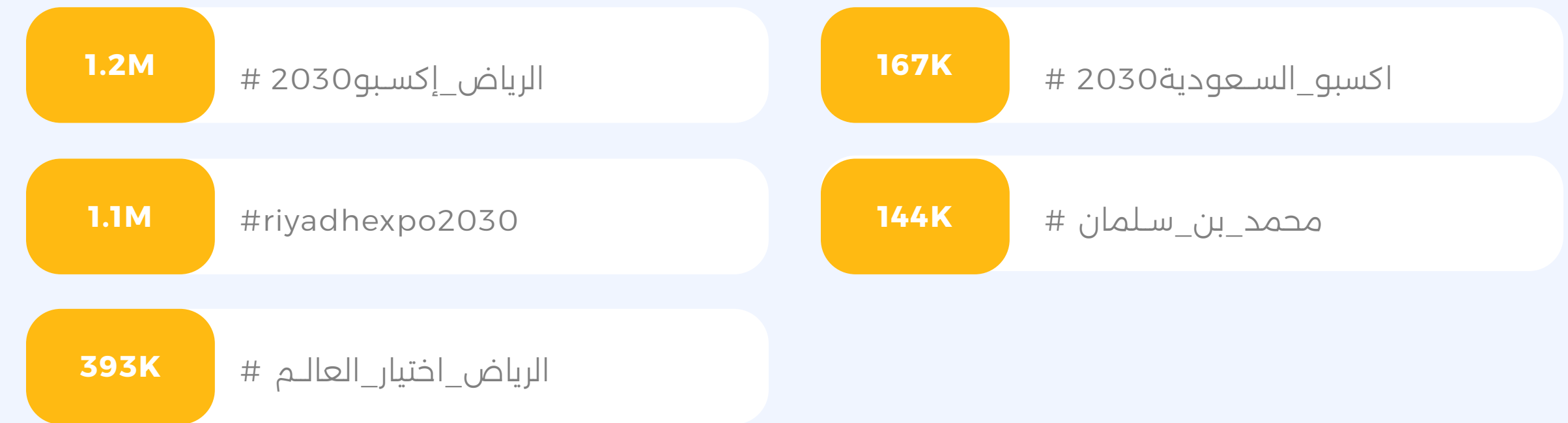
Riyadh will be the second Arab city to host the Expo after Dubai, United Arab Emirates in 2020, which took place in 2021 due to the pandemic.

The theme for the Expo is “The Era of Change: Together for a Foresighted Tomorrow” with sub-themes of “A Different Tomorrow”, “Climate Action” and “Prosperity for All”.





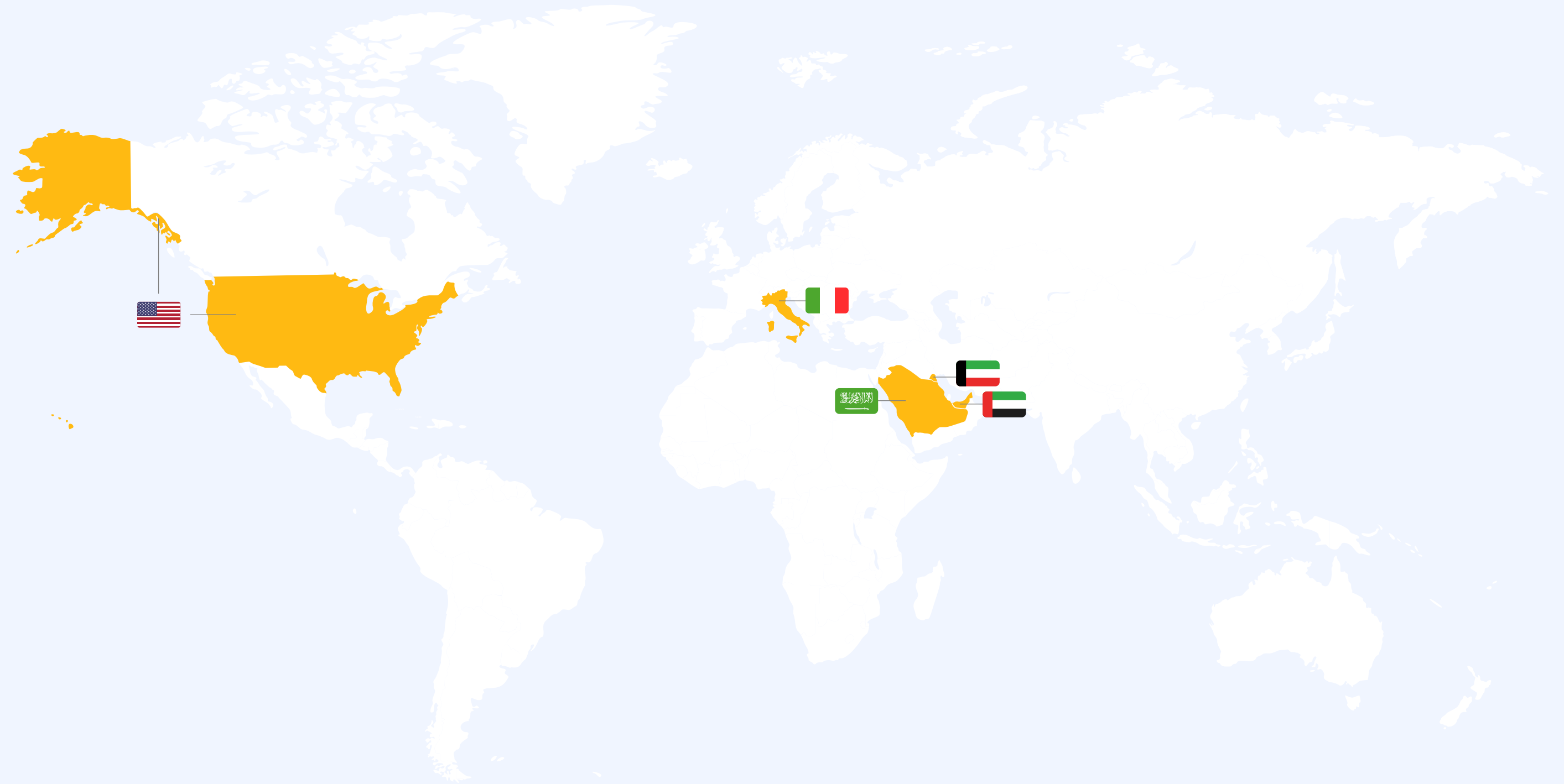
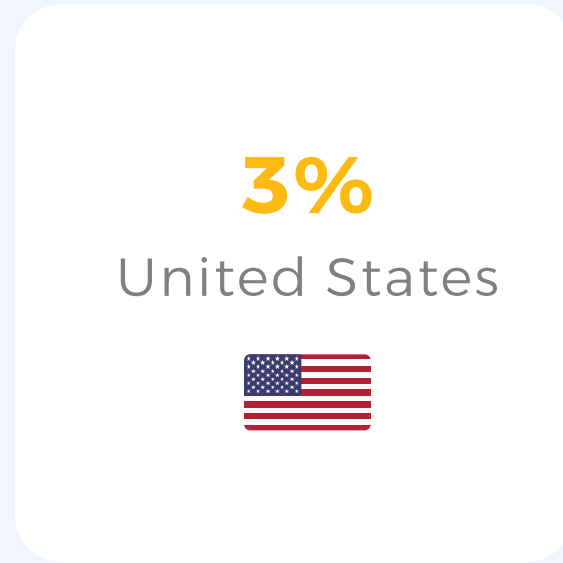
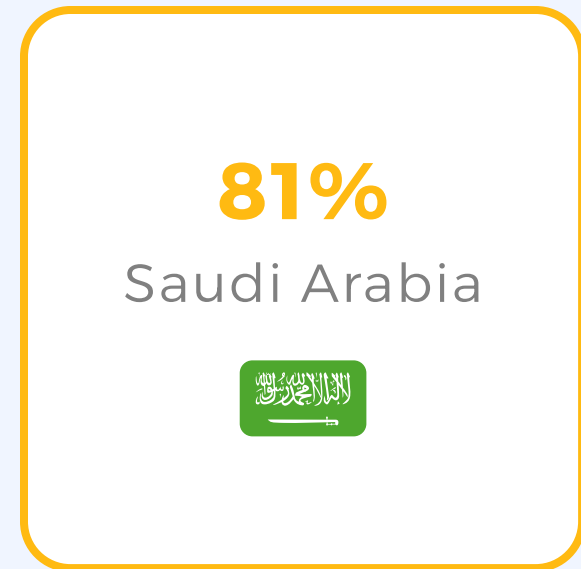
# DIGITAL PERFORMANCE



\*Please note that 2024 contains Jan and Feb data only.




# TOP 5 COUNTRIES





# TOP PROMOTERS IN KSA


 **الرياض إكسبو 2030**  
@Riyadh\_Expo2030

18 Following 245.4K Followers

رسميًا: المملكة العربية السعودية وعاصمتها الرياض وجهة العالم في معرض إكسبو 2030

#الرياض\_اختيار\_العالم  
#الرياض\_إكسبو2030

Translate post



6:22 PM · Nov 28, 2023 · 26.6M Views

4.6K 45K 47K 1K  
Replay Repost Like Bookmark

Neymar loves to party everywhere he goes 🤩🤩 #SPL  
#SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr  
#AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...

 **عبدالله بن ايمن القاضي**  
@aaalkadi

332 Following 71.2K Followers


#RiyadhExpo2030



6:33 PM · Nov 28, 2023 · 315.5K Views

284 53K 20K 315K  
Replay Repost Like Bookmark

Neymar loves to party everywhere he goes 🤩🤩 #SPL  
#SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr  
#AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...


 **SAUDI PINTEREST**  
@Saudiipinterest

0 Following 214.4K Followers

مارقي متن السماء شعب سوانا  
ولا ليع بين النجوم إلا وطننا

#RiyadhExpo2030

Translate post



6:15 PM · Nov 28, 2023 · 4M Views

286K 16K 38K 1.3K  
Replay Repost Like Bookmark

Neymar loves to party everywhere he goes 🤩🤩 #SPL  
#SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr  
#AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...





# TOP PROMOTERS OUTSIDE KSA

**traveltomtom**  
Traveltomtom

28 Following 1.2M Followers 19.4M Likes

Like 10.6K Comment 373 Bookmark 1121 Share 275

It is no secret that I am a big fan of traveling to Saudi and in the last 2 years I visited Saudi already 3 times. Saudi is all about incredible landscapes, fantastic people and...

**BIE**  
@bieparis

482 Following 16.2K Followers

World Expo 2030: 1st round of voting

- 🇰🇷 Republic of Korea - 29
- 🇮🇹 Italy - 17
- 🇸🇦 Saudi Arabia - 119
- Abstentions - 0

BIE Member States elect Saudi Arabia as host country of World Expo 2030! Congratulations Riyadh!

6:29 PM · Nov 28, 2023 · 2.9M Views

Replay 636 Repost 6.4K Like 8.8K Bookmark 481K

**مرزوق الغانم**  
@MarzouqAlghanim

519 Following 806.3K Followers

ندرك للملكة العربية السعودية قيادة و شمساً مسرعة يوماً للمجد فوزها باستضافة الحدث الأكبر عالمياً - أكتوبر 2030 ، يتوج هذا الإنجاز بعد الفوز بتنظيم كأس العالم 2034 تمهيداً بالتفوق للمملكة العظمى و التي مزدهر من الإنجاز و الإزدهار

#الرياض\_أكتوبر2030

Translate post

10:13 PM · Nov 28, 2023 · 1.3M Views

Replay 439K Repost 1.5K Like 4K Bookmark 46





03.2

KEY TOPICS

**FOOTBALL LEAGUES**



# WELCOME TO SAUDI PRO LEAGUE



**The Saudi Pro League (SPL), known as the Roshn Saudi League (RSL) for sponsorship reasons, is the highest division of association football in the Saudileague system.**

The first season of competition was the 1976-77 season. The league had been operating as a round-robin tournament from its inaugural season until the 1989-90 season, after that the Saudi Federation decided to merge the football League with the King's Cup in one tournament and the addition of the Golden Box.

**The Golden Box** would be an end of season knockout competition played between the top four teams of the regular league season. These teams would play at a semi-final stage to crown the champions of Saudi Arabia. The league reverted to a round-robin system in the 2007-08 season.



# GENERAL INFORMATION

## SAUDI PRO LEAGUE

**Founded** 1976

**Confederation** AFC

**Number of teams** 18



**Current Champions**  
(2022 - 2023)



King's Cup



Super Cup

**Domestic cups**



دوري اكشن  
السعودي

TV Partners



Market Value

€993.30M



# GENERAL INFORMATION

## BROADCASTER

MENA	SSC	بلهد	Austria	DAZN	Belgium	DAZN	Canada	DAZN	Germany	DAZN
Ireland	DAZN	United Kingdom	DAZN	Australia	10 play	Balkans	SK SPORTKLUB	Brazil	CANAL BRASIL BAND	
Caribbean	SPORTS MOTOR	South America	SPORTS MOTOR	China	咪咕视频 bilibili	France	CANAL+ FRANCE	Greece	COSMOTE	
Hungary	Spiler tv	India	SONY LIV CBS SPORT NETWORK	Italy	SI LA7	Japan	Abema TV	Myanmar	SKY NET	
Portugal	SPORT TV	Romania	PRIMA Sport	South Korea	SPOTV	Hong Kong	SPOTV	Southeast Asia	SPOTV	
Sub-Saharan Africa	StarTimes	Spain	MARCA	Turkey	WGS S SPORT+	United States	FOX SPORTS	Vietnam	VieON	



# DIGITAL PERFORMANCE



**177.2M**  
Digital Activities



SAUDI ARABIA

50%



UNITED STATES

11%



UNITED KINGDOM

6%



EGYPT

6%

GENDER:



MALE  
83%



FEMALE  
17%

LANGUAGE:



ARABIC  
93%



ENGLISH  
4%



JAPANESE  
1%



SPANISH  
1%





















PORTUGUESE  
0.3%



# DIGITAL STANDINGS

## FOOTBALL CLUBS

Legend : **Digital Activites**

1.  Al-Nassr <b>319.9M</b>	2.  Al-Hilal <b>248.5M</b>	3.  Al-Ittihad <b>174.6M</b>	4.  Al-Ahly <b>79.8M</b>	5.  Al-Shabab <b>42.5M</b>	6.  Al-Ettifaq <b>16.3M</b>
7.  Al-Khaleej <b>9.9M</b>	8.  Al-Wehda <b>9.8M</b>	9.  Al-Fateh <b>9.5M</b>	10.  Al-Riyadh <b>7.4M</b>	11.  Al-Fayha <b>6.4M</b>	12.  Abha <b>6.4M</b>
13.  Al-Tai <b>5.9M</b>	14.  Al-Hazm <b>5.3M</b>	15.  Damac <b>4.6M</b>	16.  Al-Raed <b>4.6M</b>	17.  Al-Taawoun <b>4.6M</b>	18.  Al-Okhdood <b>3.8M</b>





# KSA TOP POSTS COMING BY SPORTS ACCOUNTS

**goalglobal**  
GOAL

124 Following 5.3M Followers 204.3M Likes

892K Like 12.4K Comment 48.4K Bookmark 25.7K Share

Cristiano Ronaldo says the Saudi pro league will be one of the best in the world | @spl #football #soccer #ronaldo

**433**

0 Following 18M Followers 546.3M Likes

529K Like 1.3K Comment 18K Bookmark 3.6K Share

**BREAKING:** Karim Benzema has reached an agreement with Al-Ittihad and will continue his career in the Saudi Pro League (per @Fabrizio Romano) @Ismail Iwi

**yalaball**  
yalaball


23 Following 51.4K Followers 970K Likes


367K Like 7.5K Comment 27.3K Bookmark 44.1K Share

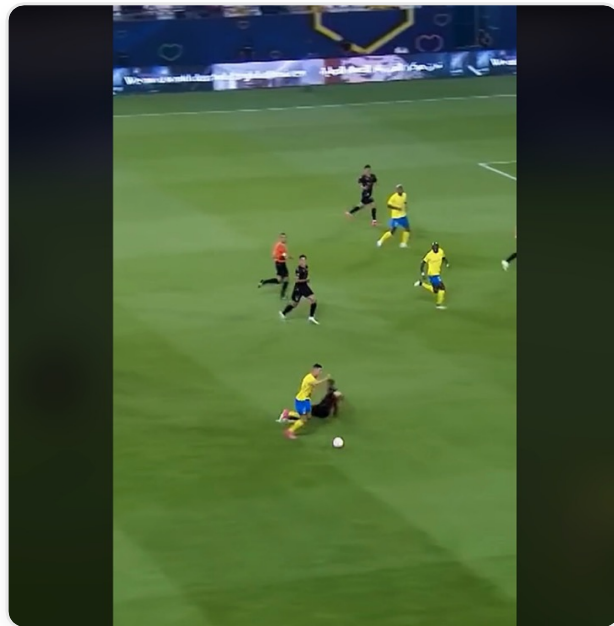
Neymar first Arabic Party 🤔❤️  
Neymar loves to party everywhere he goes 🤔🤔 #SPL #SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr #AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...







# KSA TOP POSTS COMING BY SPORTS ENTITIES

 spl  
spl


18 Following 2.5M Followers 41.7M Likes 





 1.6M  13.8K  95.7K  40.4K

Like Comment Bookmark Share





CR7 with his signature skill 🔥 #RoshnSaudiLeague #yallaRSL #sportsontiktok

 metropoleseportes  
Metrópoles Esportes

15 Following 449K Followers 28.6M Likes 





**METRÓPOLES ESPORTES**  
Fabinho, ex-Liverpool, ganha Rolex após boa atuação na Arábia Saudita


 310.6K  3.2K  10.1K  14.9K

Like Comment Bookmark Share

Após boa atuação de Fabinho, o jornalista Ibrahim Al-Faryan presenteou o volante do Al-Ittihad, da Arábia Saudita, com um relógio Rolex após vitória de 3 x 0 sobre Al-Raed, pela Saudi





 ESPN UK  
@ESPNUK

1K Following 1.3M Followers 



Odion Ighalo on players joining him in the Saudi Pro League

11:00 PM · Jul 26, 2023 · 10.9M Views

 2.2K  11K  122K  1.2K


Replay Repost Like Bookmark

Neymar loves to party everywhere he goes 🥳 #SPL #SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr #AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...





# KSA TOP POSTS COMING BY SPORTS ENTHUSIASTS


 **الوليد بن طلال**  
@Alwaleed\_Talal

60 Following 15.3M Followers 41.7M Likes 


تبارك لنادي #الاتحاد @ittihad تحقيق 🏆 دوري\_روشن\_السعودي لموسم ٢٠٢٣-٢٠٢٢  
وأعلن عن مكافأة ثلاثة مليون ريال للنادي


Translate post

10:59 PM · May 27, 2023 · 3.5M Views

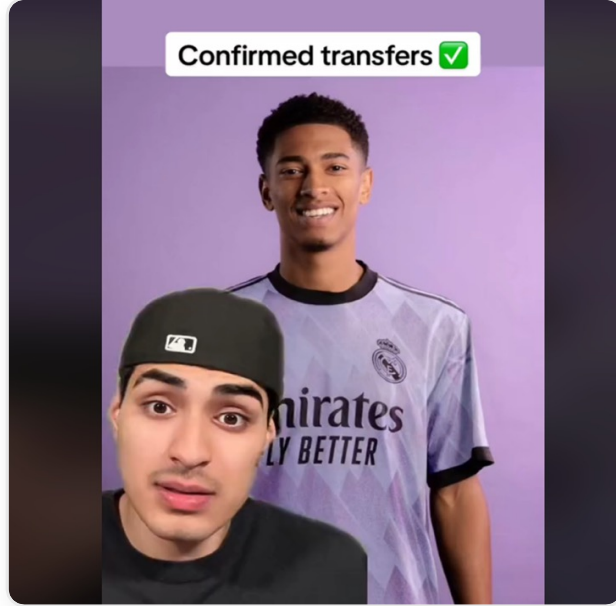
 3.7K  8.6K  16K  179  
Replay Repost Like Bookmark





CR7 with his signature skill 🏆 #RoshnSaudiLeague #yallaRSL #sportsontiktok

 **lifeofbradz**  
Bradz ⚡


15 Following 737.6K Followers 31M Likes 


Confirmed transfers ✅




 297.4K  1.2K  19.7K  5.5K  
Like Comment Bookmark Share

Saudi league collecting gems like Thanos... #fyp #viral #football #futbol #soccer #benzema #kante #bellingham #realmadrid #psg #ibrahimovic #zlatan #liverpool





 **Fabrizio Romano**  
@FabrizioRomano

2.5K Following 20.1M Followers 

Cristiano Ronaldo: "Saudi league is better than MLS".  
"I'm 100% sure I won't return to any European club. I opened the way to Saudi league... and now all the players are coming here!" 🗨️




1:22 AM · Jul 18, 2023 · 52.6M Views


 11K  32K  222K  1.9K  
Replay Repost Like Bookmark

Neymar loves to party everywhere he goes 🤪 #SPL #SaudiProLeague #SaudiLeague #YallaRSL #Neymar #NeymarJr #AlHilal #Hilal #YallaRSL #NationalDay Saudi National Day 🇸🇦...




# KSA TOP POSTS COMING BY SPORTS PLAYERS

 **Cristiano Ronaldo**  
@Cristiano

69 Following 110.9M Followers 41.7M Likes 


Happy to have scored my first goal in the Saudi league and great effort by whole team to achieve an important draw in a very difficult match! 🙌❤️





نادي النصر السعودي and AlNassr FC

10:09 PM · Feb 3, 2023 · 17.6M Views

8.6K 22K 296K 261  
Replay Repost Like Bookmark


 **alextelles13oficial**  
Alex Telles


241 Following 664K Followers 3.1M Likes 




126.5K 1.8K 5.4K 1.4K  
Like Comment Bookmark Share

Agora é Champions League @ نادي النصر السعودي

 **Giannis Antetokounmpo**  
@Giannis\_An34

12 Following 3.2M Followers 

Best duo in Saudi league!! 🙌🔥



11:24 PM · Aug 16, 2023 · 16.8M Views

3.6K 15k 139k 950  
Replay Repost Like Bookmark



# WELCOME TO EGYPTIAN LEAGUE



**The Egyptian Premier League founded in 1948**, unifying the local leagues that had existed previously.

70 clubs have competed in the league since its founding.

Al Ahly have won the title 43 times, more than any other club.

Their closest rivals, Zamalek, have won the league 14 times.

Only five other clubs have won the league; those clubs are Ghazl El Mahalla, Ismaili, Al Mokawloon Al Arab, Olympic Club, and Tersana.

**The Egyptian Premier League is one of the top national leagues, ranked second in Africa** according to CAF's 5-year ranking for the 2022-23 season, based on performances in African competitions over the past five seasons.

Egyptian teams have won the CAF Champions League a record 16 times, and Al Ahly was named the African Club of the Century by CAF. Two clubs have also won the CAF Confederation Cup.






# GENERAL INFORMATION

## SAUDI PRO LEAGUE

**Founded** 1948

**Confederation** 

**Number of teams** 18



**Current Champions**  
*(2022 - 2023)*



*Egypt Cup*



*Egyptian League Cup*



*Egyptian Super Cup*

**Domestic cups**



Egyptian Premier League  
Nile League

**TV Partner**



**Market Value**

**€159.80M**





# GENERAL INFORMATION

## BROADCASTER

### EGYPT BROADCASTER:

ONTime Sports





# DIGITAL PERFORMANCE



**50.6M**  
Digital Activities



EGYPT

63%



UNITED STATES

10%



SAUDI ARABIA

8%



UAE

4%

GENDER:



MALE  
83%



FEMALE  
17%

LANGUAGE:



ARABIC  
88%



ENGLISH  
11%



FRENCH  
0.2%



ITALIAN  
0.1%





















PERSIAN  
0.1%



# DIGITAL STANDINGS

## FOOTBALL CLUBS

Legend : **Digital Activites**

1.  Al Ahly <b>121.7M</b>	2.  Zamalek <b>82.2M</b>	3.  Pyramids <b>12.3M</b>	4.  Future FC <b>5.4M</b>	5.  Ismaily <b>3.8M</b>	6.  El Dakhleya SC <b>3M</b>
7.  Enppi <b>2.6M</b>	8.  Smouha SC <b>2.2M</b>	9.  Itthad Alex <b>1.9M</b>	10.  Zed FC <b>1.6M</b>	11.  Pharco <b>1.6M</b>	12.  Al Mokawloon Al Arab SC <b>1.5M</b>
13.  National Bank of Egypt SC <b>1.4M</b>	14.  Tala'ea El Gaish SC <b>1M</b>	15.  Al-Masry SC <b>575.3K</b>	16.  El Gouna <b>309.5K</b>	17.  Baladiyat EIMahalla <b>219.5K</b>	18.  Ceramica Cleopatra FC <b>60.5K</b>



# EGYPT TOP POSTS COMING BY SPORTS ACCOUNTS

**zamalekfantasy**  
zamalek is life 🇪🇬

0 Following 194.7K Followers 3.9M Likes

71.6K Likes 863 Comments 4.7K Bookmarks 1.6K Shares

أغلى لاعب في تاريخ الدوري المصري #zamalekfantasy #تم أنكونز foryoupage #ديزير القاهرة ##zamalek\_sc #foryoupage #zamalek\_tv #شيكابالا #بنشرفي #fyp #foryoupage

**ra2ej**  
رائج - Ra2ej

55 Following 819.1K Followers 8.1M Likes

100 Likes 100 Comments 100 Bookmarks 100 Shares

تاريخ من الشدن والغضب بين الاهلي والمصري البورسعيدى #الاهلي المصري البورسعيدى #الدوري المصري #learnontiktok #أحداث بورسعيد

**koraplus**  
KoraPlus

1 Following 1.3M Followers 12.7K Likes

47.4K Likes 219 Comments 2.9K Bookmarks 398 Shares

تحت شعار "عيش وسيني اعيش" كورة أحمد ياسر ريان "تجيب انفلونزا" ..  
وانسرعنا في الحكم على الجوهرة موديست ملخص السوبر المصري بشكل  
كوميدي في كورة كومكس رعاية #CMB GROUP الدوري المصري





# EGYPT TOP POSTS COMING BY SPORTS ENTITIES

**epl.eg**  
EPL- رابطة الأندية المحترفة - EPL

0 Following 156.5K Followers 984.9K Likes

91.7K Like 414 Comment 3.7K Bookmark 2.2K Share

#المصري | #الأهلي | #رابطة\_الأندية\_المحترفة | #nile | #دوري\_sportsontiktok#

**alahly**  
Al Ahly SC

9 Following 4.8M Followers 51.9M Likes

5.7K Like 284 Comment 1.1K Bookmark 602 Share

ليلة عودة الدوري إلى بيته 🏆 الأهلي بطل الدوري المصري موسم ٢٠٢٢-٢٠٢٣ للمرة الثالثة والأربعين 🏆

**مانشستر سيتي**  
@Cityrabia

148 Following 7.2M Followers

تهانينا للنادي الأهلي المصري @AlAhly على التتويج المستحق بلقب دوري أبطال أفريقيا 🏆🇪🇬 نراكم في المملكة العربية السعودية 🇸🇦 #السيتي

1.8K Replay 7.1K Repost 33K Like 185 Bookmark





# EGYPT TOP POSTS COMING BY SPORTS ENTHUSIASTS

**mostafa.yahya.eldoksh**  
الدكش yahia mostafa

20 Following 315.9K Followers 7M Likes

68K Like 296 Comment 2.9 Bookmark 597 Share

مين أقوى .. الدربي المصري ؟ ولا السعودي ؟ ... #جو\_شو  
#الدوري\_السعودي #الدوري\_المصري #صلاح #وليد\_الفرج

**ibrahimtuffaha\_caca**  
Ibrahim Tuffaha

304 Following 74.6K Followers 1.4M Likes

41.2K Like 393 Comment 4.5K Bookmark 667 Share

المارد الأحمر، الأهلي المصري، نادي القرن الإفريقي، ... #الأهلي #الأهلي  
#الأهلي\_المصري #الأهلي\_فوق\_الجميع #التراس\_التراس\_اهلاوي #الملك  
#الدوري\_المصري #مصر #القاهرة #كاس\_العالم\_للاندية #برشلونة ...

**tarek.\_asc**  
طارق

1965 Following 63.2K Followers 774.4k Likes

48.3K Like 1.8K Comment 6.8K Bookmark 14.3K Share

عندما ينسي المعلق أنه يعلق  
tarek\_sanad#



# EGYPT TOP POSTS COMING BY SPORTS PLAYERS


**Mido**  
@midoahm

1.056 Following 5.6M Followers 41.7M Likes

مدرّب أسطوري، معاً مصر عبرت تصفيات المونديال للمرة الأولى، فازت بكأس الأمم، قاد الأهلي لأول دوري أبطال في تاريخه، نجح مع الزمالك في الفوز بدوري الأبطال، أثر قوي في اللاعبين وأيقونة عند الجمهور. في الأردن وقبل أن يشعل سيجارته الأخيرة وضع الششام على خريطة كرة القدم في آسيا.

Translate post

**Pharaohs XI** @PharaohsXI · Sep 6, 2023  
No photo has ever said "It's the 90s, I've got a smoking addiction, a mix of old school maniacs and punk kids that sneak out for shisha after curfew, and I've decided to become the first person ever to win AFCON as a player and a coach" like this one.




34 Replay 75 Repost 408 Like 15 Bookmark

**Ahmed Shobier**  
Ahmed Shobier

190 Following 4.9M Followers 3.1M Likes

الفرق كلها طمعاية في بعض المباريات حلوة. نقاش مع وليد صلاح الدين وسامي الشيشيني عن إثارة دوري نابل

Translate post



From OnTime Sports


8:58 AM · Dec 25, 2023 · 14.5K Views

1 Replay 3 Repost 140 Like 0 Bookmark

**Hussein Elshahat**  
@husseinshahat

285 Following 2.1M Followers

بعد هدفة الرابع في شبكة الإسماعيلي  
حسين الشحات @husseinshahat وصل إلى الهدف رقم 27 بقميص الأهلي في الدوري المصري



11:51 PM · Oct 9, 2023 · 62.1K Views

34 Replay 35 Repost 1.6K Like 1 Bookmark



# WELCOME TO UAE LEAGUE



**The UAE Pro League known for sponsorship reasons as the ADNOC Pro League, is the top professional football league in the United Arab Emirates (UAE).**

The first team to win the title was Al Orouba (Sharjah), whilst Al Ain has the record with 14 league titles to their name.

Fourteen clubs compete in the League that operates on a system of promotion and relegation with the First Division League.

**The League was founded in 1973** as the UAE Football League.

The first 1973-74 season was a “trial” championship but was declared official by the UAE FA in 2001.

In February 2007, the Pro League Committee was formed, and became the organizing body of the League.





# GENERAL INFORMATION

## SAUDI PRO LEAGUE

**Founded** 1973

**Confederation** AFC

**Number of teams** 14



**Current Champions**  
(2022 - 2023)



كأس رئيس الدولة  
President's Cup

UAE  
President's  
Cup



كأس السوبر الإماراتي  
UAE SUPER CUP

UAE Super  
Cup

**Domestic cups**



ADNOC  
Pro League

**TV Partners**



**Market Value**

**€313.50M**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# GENERAL INFORMATION

## BROADCASTER

UAE



Abu Dhabi Sports

UAE



Sharjah Sports

UAE



Dubai Sports

UAE



Fan Seat





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# DIGITAL PERFORMANCE



**7.32M**  
Digital Activities



UAE

37%



UNITED STATES

16%



SAUDI ARABIA

11%



INDIA

8%

GENDER:



MALE  
82%



FEMALE  
18%

LANGUAGE:



ARABIC  
88.8%



ENGLISH  
9.7%



PERSIAN  
0.2%



NEPALI  
02%

















FRENCH  
0.2%



# DIGITAL STANDINGS

## FOOTBALL CLUBS

Legend : **Digital Activites**

1.  Shabab Al Ahli FC <b>4.94M</b>	2.  Al Jazira <b>2.15M</b>	3.  Al Ain <b>1.07M</b>	4.  Al Wasl SC <b>840.5K</b>	5.  Emirates FC <b>518.3K</b>	6.  Sharjah FC <b>515.6K</b>
7.  Al Wahda <b>405.5K</b>	8.  Baniyas <b>298.5K</b>	9.  Hatta <b>194K</b>	10.  AL NASR SC <b>155.8K</b>	11.  Ittihad Kalba FC <b>133.2K</b>	12.  Ajman <b>65.4K</b>
13.  Al Bataeh Club <b>42.7K</b>	14.  Khor Fakkan Club <b>20.8K</b>				



# EGYPT TOP POSTS COMING BY SPORTS ACCOUNTS

**القوة الزرقاء**  
@fans\_of\_alhilal

4 Following 397.8K Followers 41.7M Likes

ساد "رصيد العالم" وحامل لقب دوري أبطال آسيا في مواجهة شباب الأهلي الإماراتي  
احجز تذكرتك الآن  
tickets.qfa.qa/qfa/seatingPla

الاتحاد القطري يطرح تذاكر دور الـ 16 من بطولة دوري أبطال آسيا 2022

6:48 PM · Feb 15, 2023 · 390.9K Views

190 Replay 1.6K Repost 2.6K Like 13 Bookmark

**EuroFoot**  
@eurofootcom

3,259 Following 532.4K Followers 3.1M Likes

Andrés Iniesta still going strong at 39...  
He's currently playing in UAE Pro League for Emirates Club.

3:43 PM · Nov 18, 2023 · 987.7K Views

80 Replay 197 Repost 2.5K Like 23 Bookmark

**The CR7 Timeline.**  
@TimelineCR7

74 Following 307.4K Followers

Shabab Al-Ahli (UAE) will face Al-Wehdat (Jordan) tomorrow in the preliminary round of the AFC Champions League.  
The winner of this game will face Al Nassr in a play-off on 22nd August for a spot in the AFC Champions League group-stage.

2:51 PM · Aug 14, 2023 · 73.6K Views

22 Replay 195 Repost 3.1K Like 7 Bookmark





# EGYPT TOP POSTS COMING BY SPORTS ENTITIES

**uaeproleague**  
Adnoc Pro League

13 Following 376.4K Followers 2.2M Likes

37.8K Like 155 Comment 42 Bookmark 117 Share

إشاهد رسالة هامة من المدرب الجنوب إفريقي بيتسو موسيمان. لعشاق كرة القدم بالمنطقة A special message from South African coach, Pitso Mosimane, to football fans Stay tuned ...

**دوري روشن السعودي**  
@SPL

39 Following 2.3M Followers 3.1M Likes

تمنياتنا بالتوفيق لـ **#دوري\_روشن\_السعودي** في مواجهته أمام شباب الأهلي الإماراتي في الملحق المؤهل إلى دوري أبطال آسيا 2023/2024

2:12 PM · Aug 22, 2023 · 2M Views

935 Replay 635 Repost 2.2K Like 19 Bookmark

**Al Jazira Club**  
@AlJaziraFC\_EN

40 Following 14.9K Followers

Serero has his game face

#TheCream #ADNOCProLeague #AJC

5:31 PM · Mar 3, 2023 · 72.2K Views

23 Replay 121 Repost 2.3K Like 2 Bookmark



# EGYPT TOP POSTS COMING BY SPORTS ENTHUSIASTS

**ben**  
ben

773 Following 6.6M Followers 157.7M Likes

Arabian Gulf Super Cup  
Final

29.1K Like 346 Comment 1.1K Bookmark 386 Share

AI Ain O-1 Sharjah Insane Tifo #UAEProLeague @Adnoc Pro League

**husam.ibraheem**  
Husam.Ibraheem

77 Following 82.5K Followers 1.4 Likes

5K Like 19 Comment 207 Bookmark 19 Share

UAEProLeague # الجزيرة يفوز على الشارقة ومشاركة ايمن حسين # Adnoc Pro League @ دوري\_ادنوك # sportsontiktok # الجزيرة\_الشارقة\_الجزيرة\_#aymanhussen9

**Lorenz Köhler**  
@Lorenz\_KO

412 Following 99.8K Followers

@TheRealPitso has been appointed as the new head coach of Al Wahda.

The four-time UAE Pro League champions finished third last season. Off to Abu Dhabi soon.


12:42 AM · Jun 18, 2023 · 145.6K Views


87 Replay 564 Repost 4.1K Like 4 Bookmark









# EGYPT TOP POSTS COMING BY SPORTS PLAYERS

 **Andrés Iniesta**  
@andresiniesta8





127 Following 25.2M Followers 41.7M Likes 


[#SaveTheDate](#)  


 @Emirates\_FC - Aug 21, 2023  
Andres Iniesta calls on football fans across Ras Al Khaimah and the #UAE to attend the @Emirates\_FC match against Ajman Club in the ADNOC Pro League this Friday, 25 August 2023, at Emirates Club Stadium.  
#RasAlKhaimah





10:06 AM · Aug 22, 2023 · 365.5K Views

 36  62  960  3  
Replay Repost Like Bookmark





 **Laba kodjo fo-doh**  
@DohLaba

80 Following 8,812 Followers 3.1M Likes 


Important win tonight. #adnocproleague #alzaeem #ainawifamily  
#mawutayelo #midokpé #lkf9 



12:58 AM · Apr 20, 2023 from Togo · 18.3K Views


 110  125  296  0  
Replay Repost Like Bookmark

 **خالد الهاشمي**  
@KMAIhashmi

312 Following 4.561 Followers 

من لا يشكر الناس لا يشكر الله!  
شكراً لكل الحضور وشكراً للأمة وشكراً على الفوز طول وقت المباراة  
تستاهلون الفرحه وتستاهلون الأحتفال في القادم ان شاء الله.

[Translate post](#)

 @ADSportsTV · Sep 28, 2023  
"هذه المباريات تفوز بها بالقتل والإرادة والعزيمة"  
خالد الهاشمي - لاعب فريق العين  
#المنافرة\_العين...

[Show more](#)



11:13 PM · Sep 28, 2023 · 95.3K Views

 229  127  392  8  
Replay Repost Like Bookmark



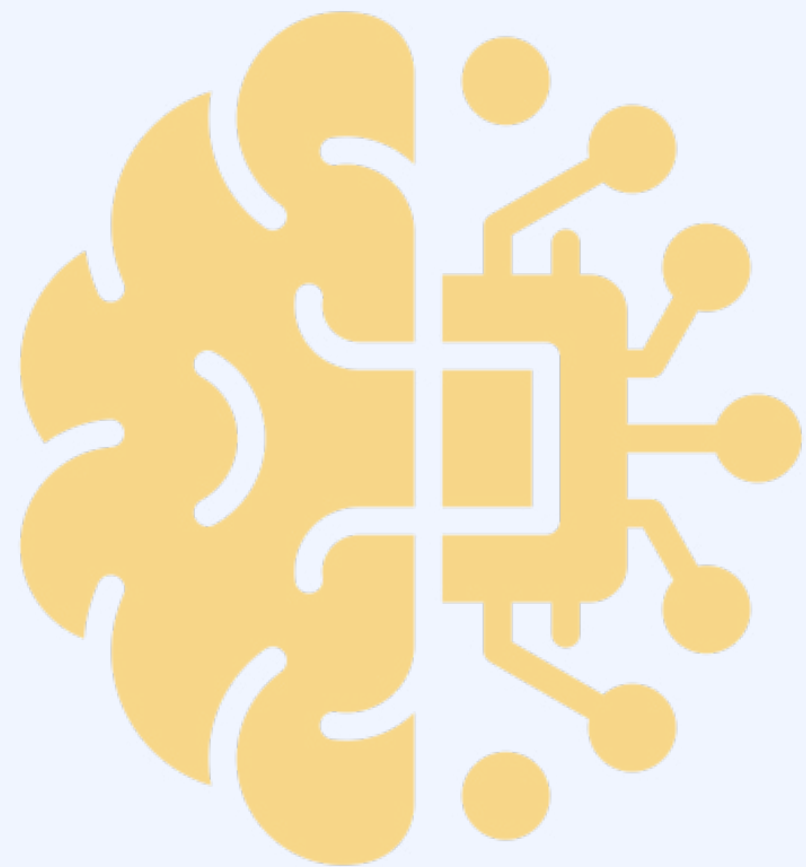
03.3

KEY TOPICS

**ARTIFICIAL INTELLIGENCE**



# ARTIFICIAL INTELLIGENCE



**Artificial intelligence (AI) is rapidly transforming** the world around us, and the Middle East is no exception.

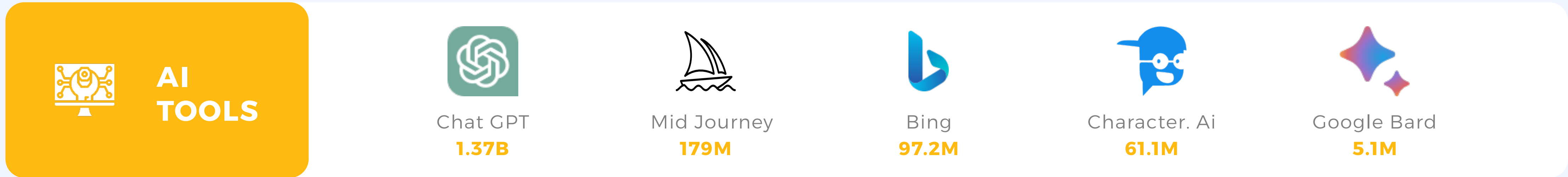
**This section of the report aims to** discover the conversations around AI globally and uncover how our main-focus three countries (KSA - Egypt - UAE) are dealing with it.



# AI TOOLS

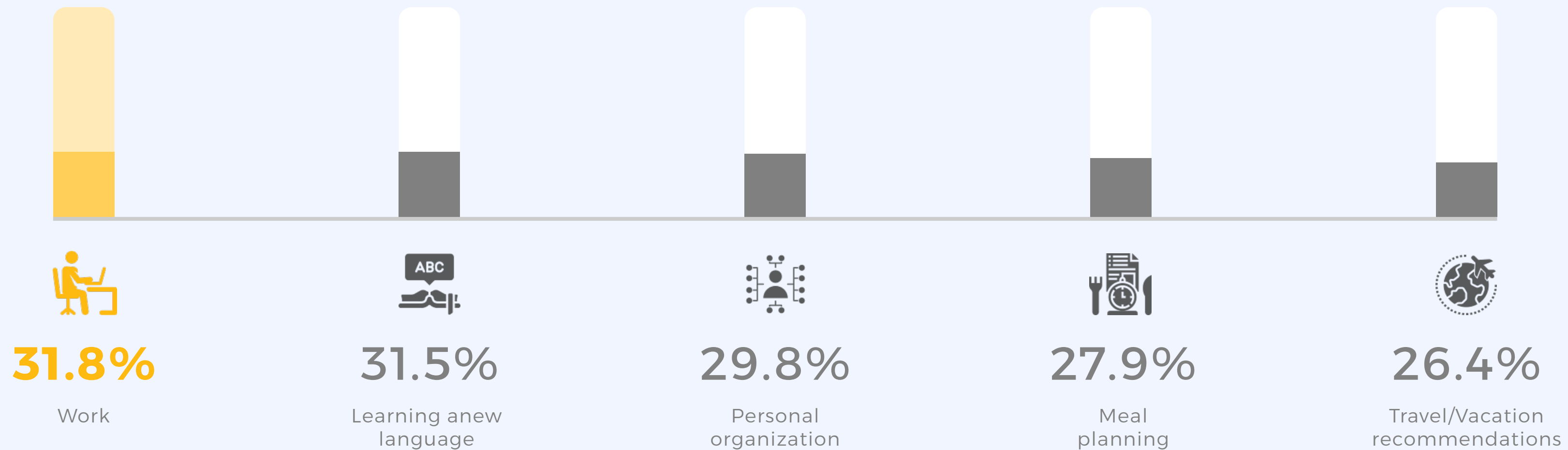
## AI TOPICS

Legend : **Digital Activities**





# TOP REASONS TO USE ARTIFICIAL INTELLIGENCE







# ATTITUDE

## TOWARDS ARTIFICIAL INTELLIGENCE

Legend : **Positive** | **Negative**



### UNITED ARAB EMIRATES



In the UAE, those with a positive view see AI as a helpful tool that simplifies their work and saves time on everyday tasks.

They are hopeful about how AI will improve their lives in the future.

Meanwhile, leaders are welcoming AI, engaging in talks to explore its benefits across various sectors.



### SAUDI ARABIA



In Saudi Arabia, the positive perspectives on AI comes from individuals who view it as the way forward, encouraging and supporting its use.

The country has even established an Olympiad to inspire youth to compete in programming and AI.

There's a clear interest in Saudi Arabia to promote awareness about AI applications and how to utilize its potential.



### EGYPT



In Egypt, public opinion was split. Individuals with negative perceptions found it as a way of fabrication and spreading false information through fabricated videos and photos.

They also showed concerns about AI replacing them and taking their jobs.

On the other hand, those with a positive view believe AI can simplify their work without replacing them. Additionally, there was excitement over the availability of ChatGPT in Egypt.



# 04. INDUSTRIES



# INDUSTRIES

## INTRODUCTION



**TOURISM**



**CIVIL AVIATION**



**TELECOM**



**BANKING & FINTECH**

**The digital landscape is a treasure** of insights, and social listening is the key to unlocking them. In this section, we go on a journey across four key industries: Tourism, Civil Aviation, Telecommunications, and Banking & Fintech.

**We'll be focusing on three dynamic markets** - the Kingdom of Saudi Arabia (KSA), Egypt, and the United Arab Emirates (UAE) - to understand how these industries leverage the power of digital channels and engage with their customers on social media.

**Get ready to meet the leading players in each industry** across these countries, and dive into the fascinating world of digital performance and social listening conversations!



# 04.1 INDUSTRIES TOURISM



# TOURISM

## INTRODUCTION



**Imagine social media as a giant conversation about tourism**, it reveals what excites and interests' today's tourists. By analyzing these conversations, we can uncover much information about tourism trends.

**This section dives into the heart of social media travel chatter**, revealing the most popular destinations, trending activities, and key tourism statistics.





INTRODUCTION

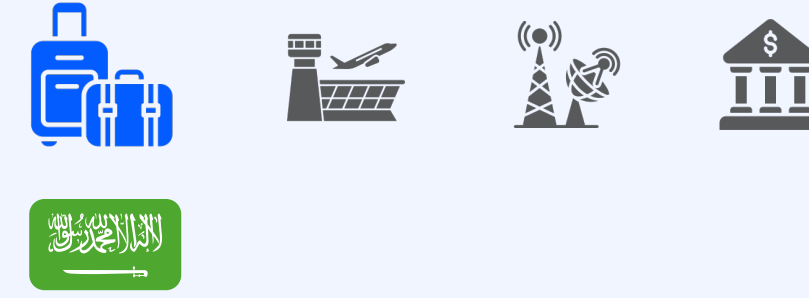
DIGITAL OVERVIEW

KEY TOPICS

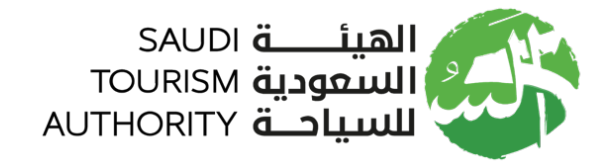
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOURISM DIGITAL ECOSYSTEM





# INDICATORS IN THE KINGDOM (JUNE 2023)

## INBOUND TOURISM



Tourists Number  
(Overnight Visitors)

**14.59M**



Tourists  
Spending

**SAR 86.9M**



Average Length  
of Stay

**18 Nights**



Average Spending  
per Trip

**SAR 5.9K**



Average Spending  
per Night

**SAR 332**

### TOP COUNTRIES



**BAHRAIN**

**12%**



**EGYPT**

**10%**



**KUWAIT**

**9%**



**PAKISTAN**

**8%**



**INDONESIA**

**7%**

### TOP DESTINATIONS

**MAKKAH**

**64%**

**EASTERN**

**20%**

**RIYADH**

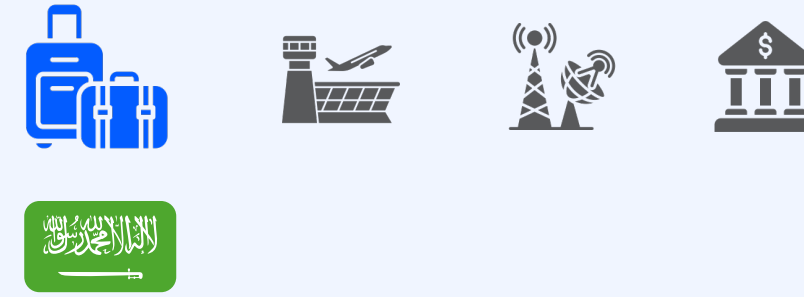
**11%**

**NORTHERN  
BORDERS**

**1%**

**MADINAH**

**1%**



## INDICATORS IN THE KINGDOM (JUNE 2023)

# DOMESTIC TOURISM



Tourists Number  
(Overnight Visitors)

**39M**



Tourists  
Spending

**SAR 63.12M**



Average Length  
of Stay

**6 Nights**



Average Spending  
per Trip

**SAR 1.6K**



Average Spending  
per Night

**SAR 256**

### TOP 5 CITIES

**RIYADH** 29%

**MAKKAH** 21%

**EASTERN** 17%

**ASEER** 8%

**MADINAH** 6%

### TOP 5 DESTINATIONS

**MAKKAH** 29%

**RIYADH** 18%

**EASTERN** 16%

**ASEER** 9%

**MADINAH** 7%



INTRODUCTION

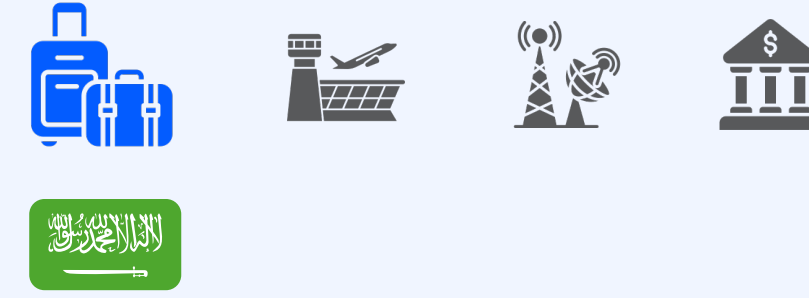
DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



## INDICATORS IN THE KINGDOM (JUNE 2023)

# OUTBOUND TOURISM



Tourists Number  
(Overnight Visitors)

**9.9M**



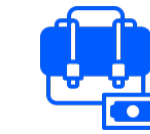
Tourists  
Spending

**SAR 36.8M**



Average Length  
of Stay

**18 Nights**



Average Spending  
per Trip

**SAR 3.7K**



Average Spending  
per Night

**SAR 203**

### TOP 5 DESTINATIONS



**BAHRAIN**

**26%**



**KUWAIT**

**20%**



**UAE**

**14%**



**QATAR**

**10%**



**JORDAN**

**10%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT SAUDI TOURISM

 **KSA** **61%**

 **USA** **19%**

 **UAE** **3%**

 **EGYPT** **3%**

 **INDIA** **2%**



MALE  
**76%**



FEMALE  
**24%**



TOURISM  
**39.46M**



ARABIC  
**96%**



ENGLISH  
**4%**

**AGE:**

18-24  
**24.6%**

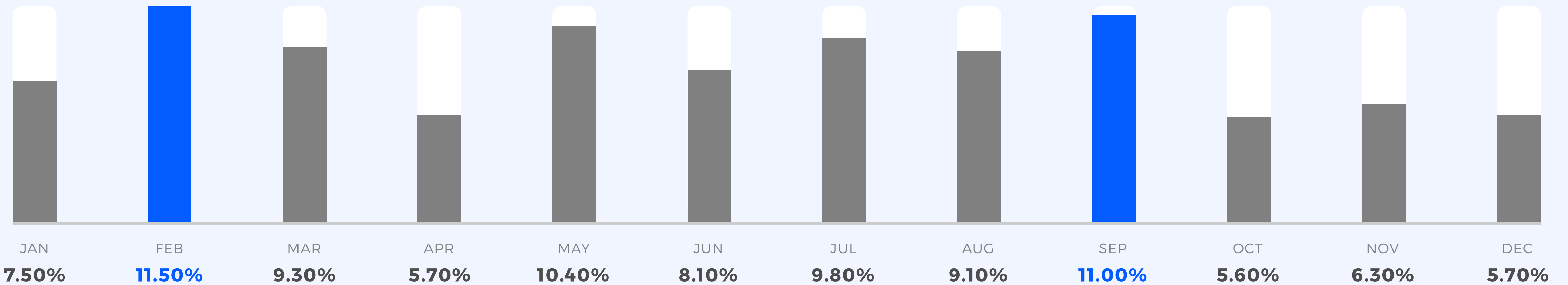
25-34  
**54.8%**

35+  
**20.6%**





# CONVERSATIONS ABOUT SAUDI & TOURISM SEASONALITY





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# MOST TALKED ABOUT

## DESTINATIONS

 **EGYPT** **6.49M**


 **UAE** **6.46M**

 **JORDAN** **3.93M**


 **KUWAIT** **3.59M**

 **BAHRAIN** **2.38M**

## TOPICS

  
Transportation  
**4.30M**

  
Prices  
**3.92M**

  
Safety  
**2.92M**

  
Accommodation  
**2.33M**

  
Visa  
**1.11M**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOP POSTS BY FOREIGNERS

**ghaith\_marwan**  
Ghaith Marwan

199 Following 2.3M Followers 14.9M Likes

164.7K Like 1.1K Comment 7.3K Bookmark 994 Share

من لسا ما راح عالسعودية؟ #visit\_saudi #روح\_السعودية @VisitSaudi

**mcasalss**  
mcasalss

252 Following 184.1K Followers 2.6M Likes

47.6K Like 986 Comment 5.3K Bookmark 1.05K Share

Mundial de clubes 2023 #Jeddah\_keda\_keda #SaudiWinter @VisitSaudi #alittihad #benzema #aucklandcity #fifaworldcup2023

**amadej\_tara**  
Amadej and Tara's Travels ✈️



79 Following 20.7K Followers 751.8K Likes

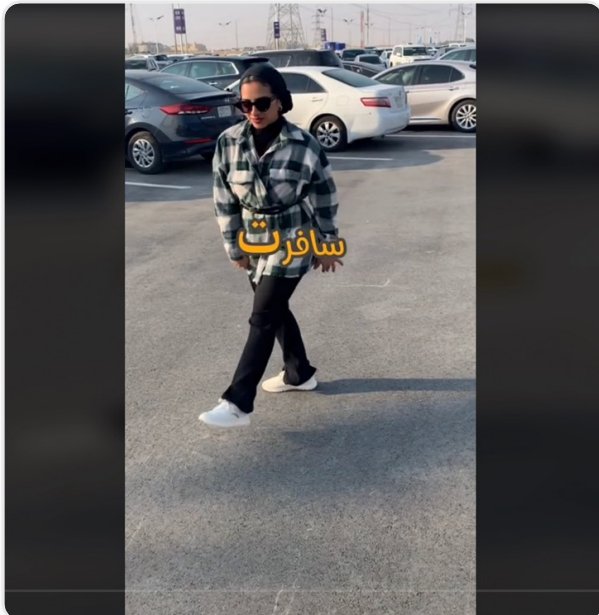
88.2K Like 1.7K Comment 9.7K Bookmark 1.6K Share





It is so chill to travel around Saudi Arabia because you never have to fear being robbed or stranded in a place. The locals are always willing to help, and the Saudi Tourism Authority has everything ...



# TOP POSTS BY LOCALS



 **esraa.bint.ahmed**  
 | esraa | 289 Following 190.8K Followers 2M Likes 




 53.8K  593K  3.9K  366


Like Comment Bookmark Share

#السعودية #اكسيلور #العالم #بوليفارد راكتم في بوليفارد العالم #اكسيلور #السعودية #foryourpage #foryou #explore #سياحة #بوليفارد #بوليفارد\_وورد #بوليفارد\_وورد




 **أحمد الجلعود**  
 @577\_ah | 909 Following 200.6K Followers 2.6M Likes 

#الرياض عاصمة المستقبل تسير بخطى وثقة لتصبح سمعتها العالمية كوجهة اقتصادية وسياحية وصناعية، خاصة أن قطاع النقل الجوي يرتبط مباشرة بهذه القطاعات الحيوية وأيضاً سيسهم بتقديم خدمات عالية المستوى للمسافرين ووفق أفضل الممارسات العالمية  #طيران\_الرياض

Translate post






5:44 PM · Mar 12, 2023 · 544K Views





 1.8K  4.3K  1.2K  0

Replay Repost Like Bookmark

Mundial de clubes 2023 #Jeddah\_keda\_keda #SaudiWinter @Visit Saudi #alittihad #benzema #aucklandcity #fifaworldcup2023

 **a7md\_3ziz1**  
 أحمد عزيز | 65 Following 402.6K Followers 5.1M Likes 



 17.6K  110  1.2K  263

Like Comment Bookmark Share

wheretovisit #سياحة ## أحياناً يخونني التعبير ، لكن أتمنى ان فكرتي وصلت السعودية #السعودية





INTRODUCTION

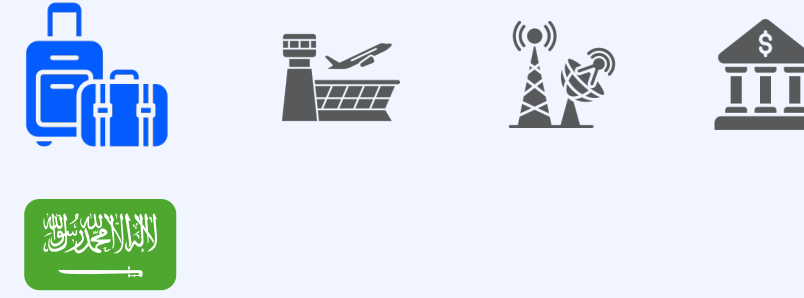
DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOP POSTS BY ENTITIES

**eremnewsofficial**  
Erem News - إرم نيوز

4 Following 3.4M Followers 50.7M Likes

117.6K Likes 1.4K Comments 8.1K Bookmarks 3.8K Shares

برفقة عائلته. النجم الأرجنتيني #ليونيل ميسي يستمتع بزيارة الوجهات السياحية في المملكة العربية #السعودية. #إرم\_نيوز #ميسي #ميسي\_بالسعودية #MeSSI

**kcon.official**  
KCON official

1 Following 232.5K Followers 5.1M Likes

47.2K Likes 750 Comments 2.2K Bookmarks 743 Shares

[#KCONSAUDIARABIA2023] #SUPERJUNIOR CHECK-IN COMPLETED! KCONers. See you in RIYADH 🇸🇦 By making history as being the first Asian artist to host a concert in Saudi Arabia, 2019, ...

**saudinews50**  
أخبار السعودية

1 Following 1.5M Followers 13.6M Likes

25K Likes 206 Comments 2.5K Bookmarks 1.4K Shares

وزير السياحة يكرم الشايفين حسن عواد العطوي، وزير عبد الرحمن العطوي بمدينة العُلا. بعد مبادرتهم وتوقيعهم لمشاهد حفاوة السعوديين بالسياح #السعودية #saude #ksa #gatlula #الصيوف #حسن\_عواد #العلا #





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOURISM DIGITAL ECOSYSTEM



الهيئة العامة لتنمية السياحة



Egymonuments





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

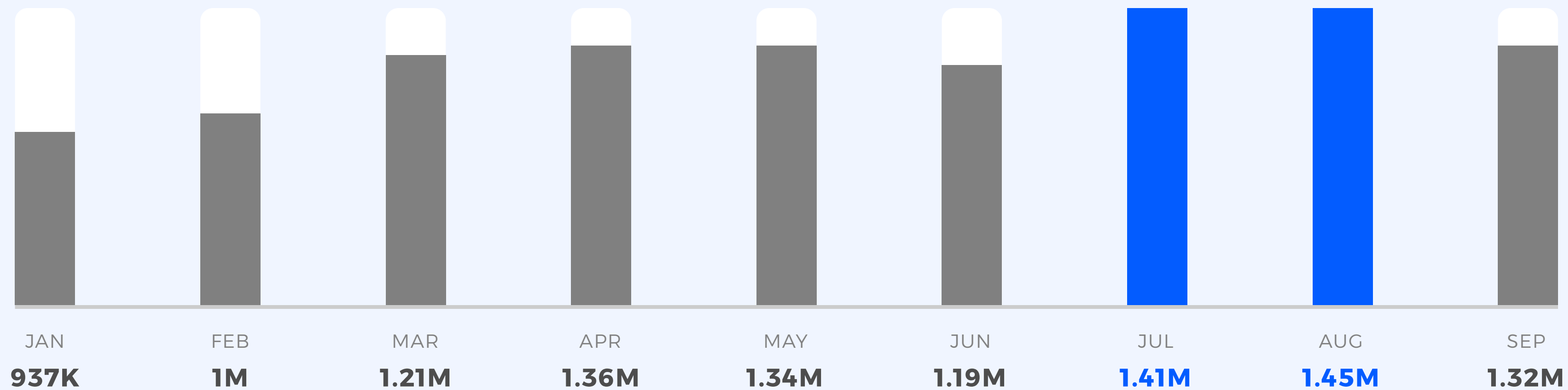
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# INTERNATIONAL TOURIST ARRIVAL



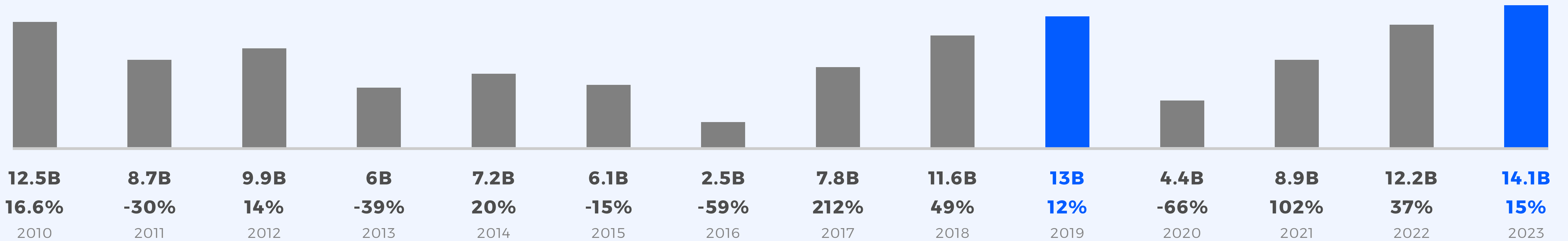
Inbound Tourism  
**14.9M Tourist**



Inbound International  
Tourism Receipts  
**\$14.1bn**



# RECEIPTS CREATED YOY



The tourism sector contributes approximately 11.3% of the total national income in Egypt. It also accounts for around 13% of foreign exchange reserves and employs approximately 12.6% of the total Egyptian workforce. During the first half of 2023 net foreign direct investment inflows in the tourism sector amounted approximately \$158.1 million. These figures are based on the monthly statistical bulletin issued by the Central Bank of Egypt in April 2023.



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & TOURISM

 **EGYPT** **50%**

 **USA** **20%**

 **KSA** **6%**

 **UAE** **5%**

 **UK** **3%**



MALE  
**71%**



FEMALE  
**29%**



TOURISM  
**42.7M**



ARABIC  
**87%**



ENGLISH  
**11%**

**AGE:**

18-24  
**23.6%**

25-34  
**41.6%**

35+  
**34.8%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER

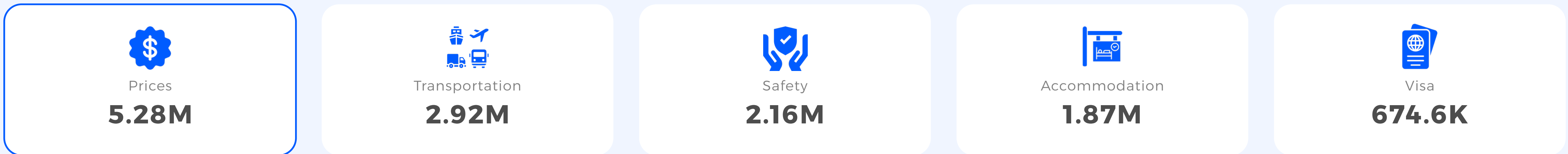


# MOST TALKED ABOUT

## DESTINATIONS



## TOPICS







INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# MOST TALKED ABOUT

## ENJOYABLE PLACES IN EGYPT

**PYRAMIDS**

**2.81M**

**LUXOR**

**1.56M**

**ALEXANDRIA**

**1.34M**

**OLD CAIRO**

**1.10M**

**ASWAN**

**844.3K**

## TOURISM RELATED ACTIVITIES



Sightseeing

**13.8M**



Shopping

**1.37M**



Hiking

**759.2K**



Diving

**418.6K**



Safari

**131.7K**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

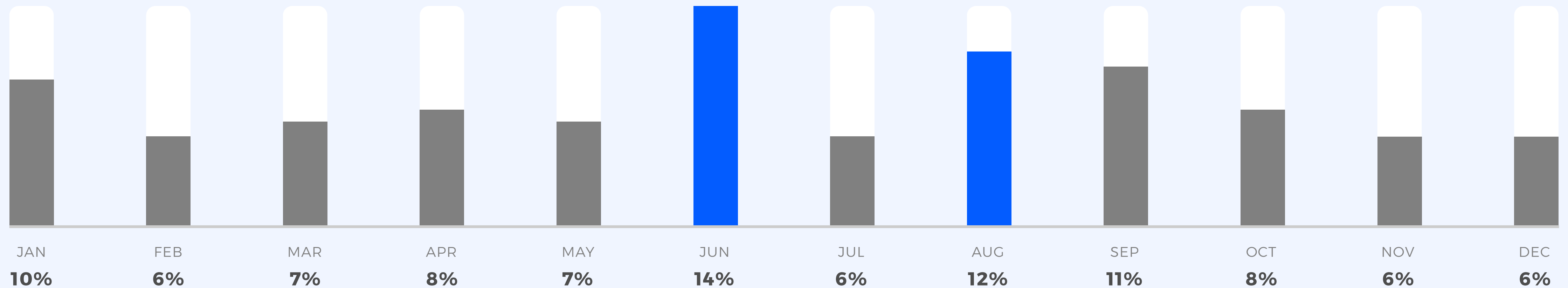
GLOSSARY

ABOUT CROWD ANALYZER



## CONVERSATIONS ABOUT EGYPT & TOURISM

# SEASONALITY





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS


**INDUSTRIES**


GLOSSARY

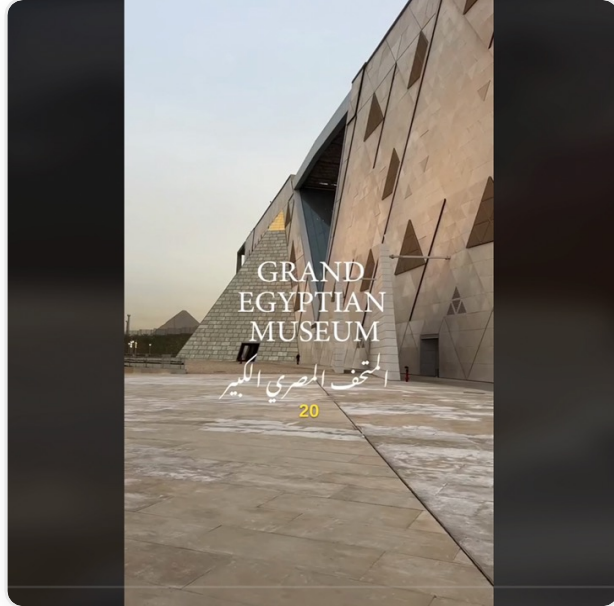
ABOUT CROWD ANALYZER



# TOP POSTS BY FOREIGNERS


 **analendl**  
Ana Lendl


66 Following 17.8K Followers 575.3K Likes 

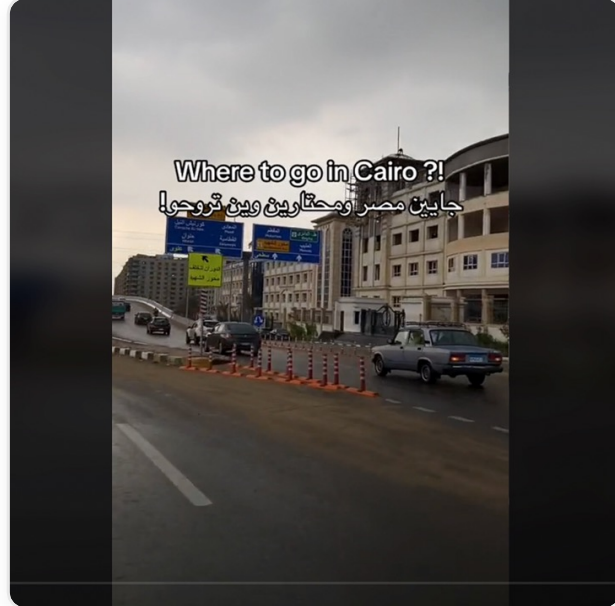


Like 418.3K Comment 3.3K Bookmark 48.5K Share 13.6K

Wow! This oek is for the books#grandegyptianmuseum#grandegyptianmuseum#egypt#traveltiktok@Grand Egyptian Museum


 **saray3135**  
سارة الشيخ


183 Following 53.2K Followers 826.4K Likes 




Like 57K Comment 481 Bookmark 25.8K Share 10K

لو كنتو نازلين مصر سياحة ومختارين وين تروحو اماكن دي بعض الاماكن اللي ممكن تغيرو فيها جو تايل سيتي على النيل فيه ستارباكس ومطعم لبناني والجلسات فيه طوه..

 **sam.mayfair**  
Sam Mayfair

121 Following 735.4K Followers 24.3M Likes 





Like 49K Comment 94 Bookmark 3.8K Share 2.2K

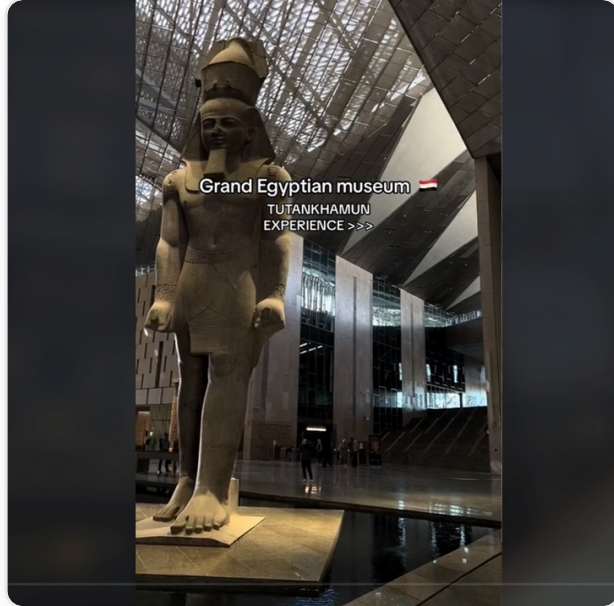
The crocodile museum located next to Kom Ombo temple #sam\_mayfair#egyptology#learnontiktok#archaeology#traveltiktok#placestovisit#Egypt







# TOP POSTS BY LOCALS

 **findswithshahd**  
findswithshahd

785 Following 11.3K Followers 1M Likes 





Grand Egyptian museum  
TUTANKHAMUN  
EXPERIENCE >>>

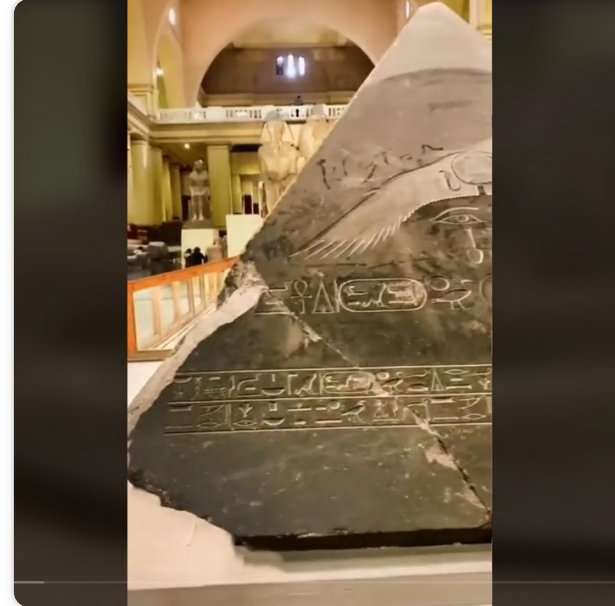
 138.6K  967  20.6K  3.9K





Like Comment Bookmark Share

The Grand egyptian museum #grandegyptianmuseum #tutankhamun #egypt #cometoegypt # المتحف\_المصري #thegrandegyptianmuseum #fyp #foryou #foryoupage

 **wahidegypt50**  
مصري


16 Following 600K Followers 5.6M Likes 





 103.2K  3.2K  6.7K  2.1K

Like Comment Bookmark Share





EGYPTIAN MUSEUM CAIRO. #caiomuseum #iloveegypt #iloveegypt #egypt #egyptiantiktok #egypte #civilization #ancientegyptians #cairo\_egypt #saqqara #gizapyramids

 **yasserstahp**  
Yasser Ahmed

342 Following 2.4M Followers 74M Likes 



Aswan, Egypt  
Unexpected!

 108.2K  223  3.9K  2.6K

Like Comment Bookmark Share

Turns out Aswan is WAY MORE than massive, historic monuments! I was blown away by the friendly locals and vivid colors! #Unexpected #EgyptNOW #ComeAlive #EgyptAlive #ExperienceEgypt





# TOP POSTS BY ENTITIES

**filgoal**  
filgoal

0 Following 508.4K Followers 4.5M Likes

20.1K Like 134 Comment 1.1K Bookmark 662 Share

خلال جولته السياحية في مصر جوارديولا يف مندهشا أمام أبو الهول ويفرح بسب سقوط أنفه جوارديولا #مصر #ابو\_الهول #egypt #pyramids

**World of Statistics**  
@stats\_feed

631 Following 3.8M Followers 2.6M Likes

The most iconic tourist attraction:

- China: the Great Wall of China
- India: the Taj Mahal
- France: the Eiffel Tower
- Canada: Niagara Falls
- Thailand: Patong Beach
- Brazil: Christ the Redeemer
- Cuba: Old Havana
- United Arab Emirates: Burj Khalifa
- Egypt: the Great Sphinx
- Japan: Mount Fuji
- UK: Buckingham Palace
- Australia: Sydney Opera House
- Greece: the Parthenon
- Bolivia: Salar de Uyuni salt flat
- Spain: La Sagrada Familia
- Iceland: Blue Lagoon
- Argentina: La Boca, Buenos Aires
- Mexico: Chichen-Itza
- New Zealand: Hobbiton
- Croatia: Dubrovnik Old Town
- Vietnam: Ba Na Hill mountain resort

3:39 PM · Jun 16, 2023 · 13.9M Views

2.4K Replay 6.6K Repost 43K Like 4.5K Bookmark

Mundial de clubes 2023 #Jeddah\_keda\_keda #SaudiWinter @Visit Saudi #alittihad #benzema #aucklandcity #fifaworldcup2023

**alarabiyabusiness**  
العربيةBusiness

19 Following 420.4K Followers 2.8M Likes

16.7K Like 543 Comment 2.5K Bookmark 3.6K Share

بدلاً من #الساجل الشرير.. محمد العبار يطلق تسمية #ساجل السعادة علي الجزء الأكبر استقطاباً للسياحة الفاخرة في #الساجل الشمالي #مصر #السياحة #الأسواق\_العربية #egypt #egyptian #egypt





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# TOURISM DIGITAL ECOSYSTEM

**The National Council of  
Tourism & Antiquities**





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



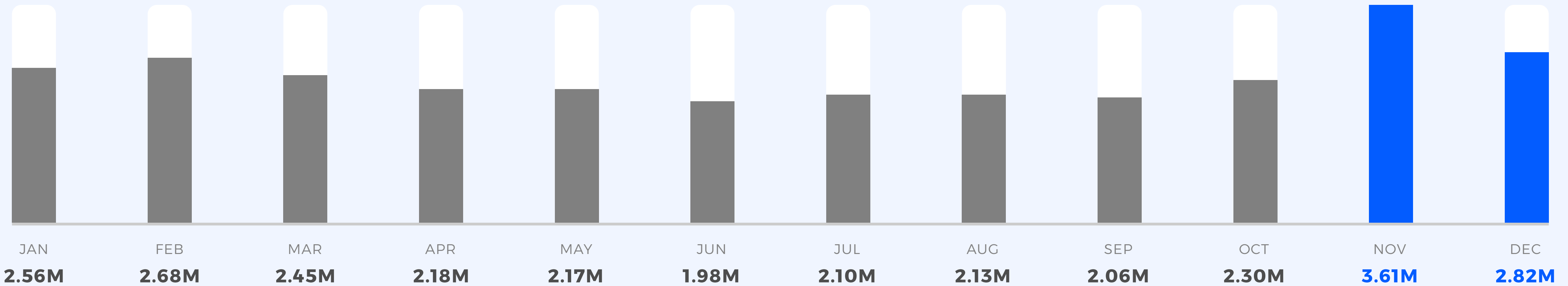
# INTERNATIONAL TOURIST ARRIVAL



Inbound Tourism  
**29.1M Tourist**

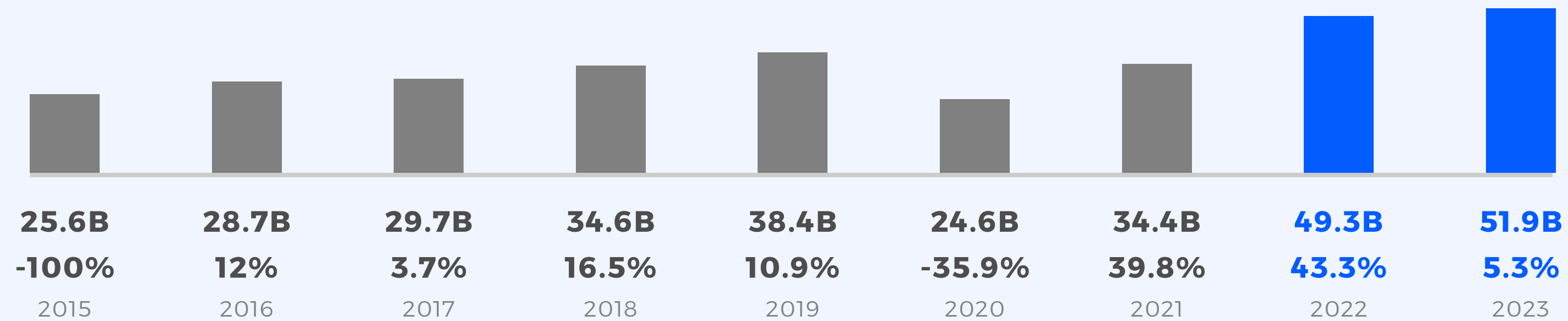


Inbound International  
Tourism Receipts  
**51.9B Receipts**





# RECEIPTS CREATED YOY



The UAE's tourism industry is thriving. In 2022, tourism contributed a significant 9% to the country's GDP, demonstrating its economic importance. This success is reflected in strong visitor numbers. Dubai, a major tourist hub, continues to break records. In the first four months of 2024 alone, they've seen an 11% increase in overnight visitors compared to the same period in 2023. Hotel occupancy rates are also impressive, with the UAE averaging 71% in 2022. These positive indicators suggest the UAE's tourism sector is on a healthy upward trajectory.



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT UAE & TOURISM

 UAE **38%**

 USA **30%**

 INDIA **8%**

 KSA **3%**

 EGYPT **3%**



MALE  
**79%**



FEMALE  
**21%**



TOURISM  
**54.6M**



ARABIC  
**66%**



ENGLISH  
**30%**

**AGE:**

18-24  
**26.5%**

25-34  
**46.4%**

35+  
**27.1%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# MOST TALKED ABOUT

## DESTINATIONS

 **FRANCE** **6.71M**


 **KSA** **5.97M**


 **JAPAN** **5.59M**


 **UK** **4.27M**

 **TÜRKIYE** **2.22M**

## TOPICS

  
Safety  
**4.52M**

  
Prices  
**4.27M**

  
Transportation  
**3.54M**

  
Accommodation  
**2.72M**

  
Visa  
**1.21M**





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# MOST TALKED ABOUT

## ENJOYABLE CITIES IN UAE

DUBAI 33M

ABU DHABI 13.7M

RAS AL-KHAIMAH 3.18M

AL AIN 1.66M

SHARJAH 1.24M

## TOURISM RELATED ACTIVITIES



Safari

4.55M



Sightseeing

2.49M



Hiking

1.79M



Shopping

1.02M

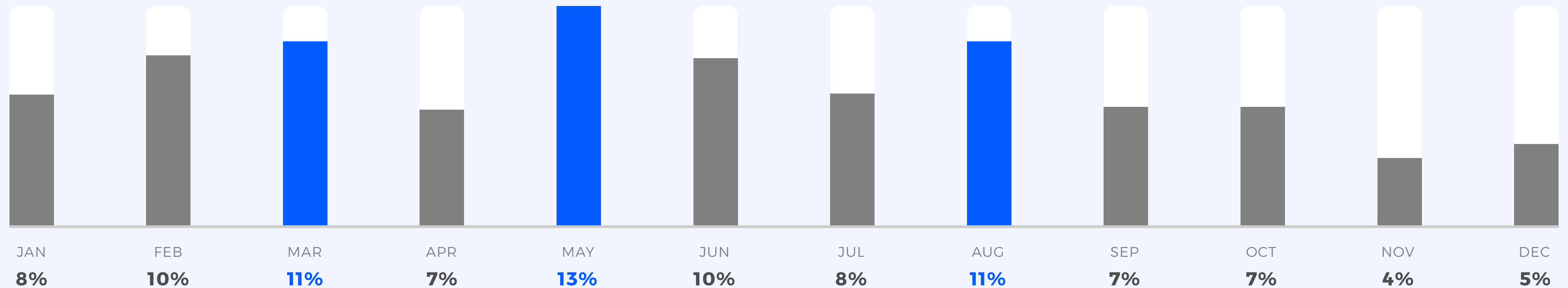


Diving

210.3K



# CONVERSATIONS ABOUT UAE & TOURISM SEASONALITY





# TOP POSTS BY FOREIGNERS

**guideindubai**  
Guide In Dubai

111 Following 223.4K Followers 1.6M Likes

238.8K Like 20.5K Comment 13.5K Bookmark 19.6K Share

#guideindubai #dubaimall #guide #tourist #tourguide #dubai #uae #deira #dubaitips

**jordentually**  
Jordan Tually

534 Following 3.7M Followers 141.6M Likes

168.6K Like 1.5K Comment 8.5K Bookmark 361 Share

whatheck #travel #australia #••Hello \_\_\_? #BYE AUSTRALIA #usa #uk #explore #uae #etihadairways #flying

**alexojeda**  
Alex Ojeda

1.8K Following 8.5M Followers 335.8M Likes

163K Like 858 Comment 17.6K Bookmark 2.4K Share

The UAE is one of my favorite tourist destinations! Filled with tons of waterparks, amazing food and many adventurous activities!  
#travel #waterpark #uae #dubai #adventure



# TOP POSTS BY LOCALS

**umutdxb**  
umutdxb

18 Following 177.1K Followers 2.1M Likes

166.8K Like 979 Comment 81.7K Bookmark 33.2K Share

Top 18 Places to Explore in Dubai 1. Love Lake - Al Qudra 2. Souk Madinat Jumeirah 3. Moon Lake 4. Hatta Dam 5. The Lost Chambers Aquarium 6. Miracle Garden 7. Dubai

**ahmedsharbal**  
Ahmed sharbal

104 Following 58.6K Followers 467.5K Likes

103.2K Like 3.2K Comment 6.7K Bookmark 2.1K Share

فنادق دبي بأقل الاسعار فندق the first collection بمنطقة التي في سي السعر 150 درهم لليلة ومع الافطار 200 درهم دخول ميكر الساعة 12 الظهور مع دخول الساعة 12 وسينغ سيرك #uae #دبي #الإمارات #اكسبلور #الإمارات #دبي #trending #fyp #استكشاف ##

**al\_kass**  
Ahmed Alkas احمد الكاس

0 Following 193.5K Followers 5.2M Likes


16K Like 332 Comment 8.8K Bookmark 8.4K Share


اسم المكان: Adrenark Adventure اضغط لمشاهدة تفاصيل المغامرة 🏔️ هذي أكبر وجهة داخلية للمغامرات في المنطقة 🇦🇪 فيها أول مضمار سباق متعدد المستويات في الإمارات لسيارات الكارتينغ الكهربائية 🏎️

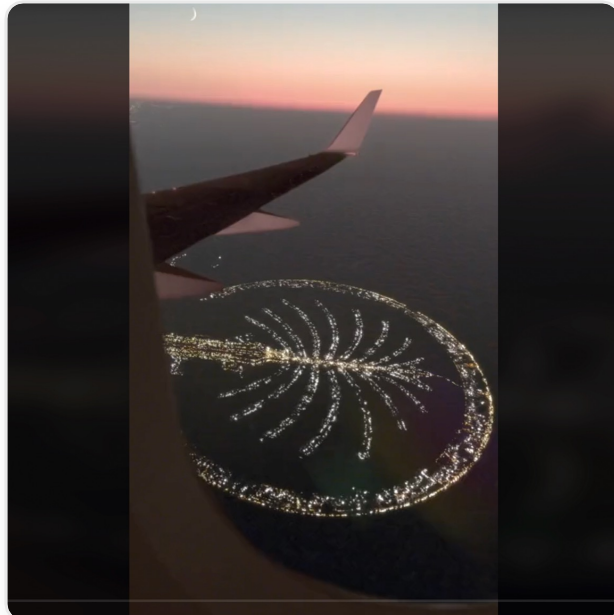








# TOP POSTS BY ENTITIES

 **pubityearth**  
Pubity Earth


29 Following 594.3K Followers 13.5M Likes 





 111.3K  654  7.8K  3.5K


Like Comment Bookmark Share

Ramadan at The Palm, Dubai 🌙🇦🇪 #explore #travel #uae #dubai #ramadan #fly (credit: @We create the surreal real.)





 **Visit Dubai IN**  
@VisitDubai\_IN

123 Following 49.8K Followers 2.6M Likes 

Whether you prefer daytime or nighttime adventures, you'll find it all in Dubai! 🌟  
 IG/k7lens  
[#VisitDubai](#)





11:04 AM · Apr 20, 2023 · 693.8K Views


 48  655  20K  27





Replay Repost Like Bookmark

Mundial de clubes 2023 #Jeddah\_keda\_keda #SaudiWinter @VisitSaudi #alittihad #benzema #aucklandcity #fifaworldcup2023

 **happylandtourism1**  
Happylandtourism

1 Following 21.7K Followers 183.6K Likes 



 59.6K  316  3.9K  2.5K

Like Comment Bookmark Share

BURJ KHALIFA - Buri Khalifa is the tallest building in the world, standing at 828 meters. It has observation decks where you can enjoy panoramic views of Dubai. It's a remarkable architectural





# TOURISM

## KEY TAKE AWAYS

**The UAE shows an international interest when it comes to the preferred travel destinations of their citizens.** In contrast, the other two countries prefer regional destinations. This can reflect the broader cultural and geopolitical context.

**Tourism conversations surged in Egypt during summer (June - August),** as Egypt starts welcoming global tourists at this time of the year.

**In KSA conversations peaked in September due to international Expos** like the Global Water Expo and Hotel & Hospitality Expo. February also witnessed increased activities during

the Riyadh season.

**In the UAE, Spring (March to May) witnessed an increase in conversations due to events** like the Middle East Film & Comic Con, Ultra Music Festival, Abu Dhabi International Book Fair, and Dubai Comedy Festival. Then conversations peaked again during Summer (August) where people tend to travel to spend their summer holidays.

**In the UAE, safety was the most frequently discussed topic.** People expressed their satisfaction with the safety level of the country. While in Egypt, prices were prominent, where

users found Egypt to be an affordable place to travel to. In Saudi Arabia (KSA), transportation took the lead, users started to mention the latest transportation project Saudi Arabia launched that are beneficial to tourism.

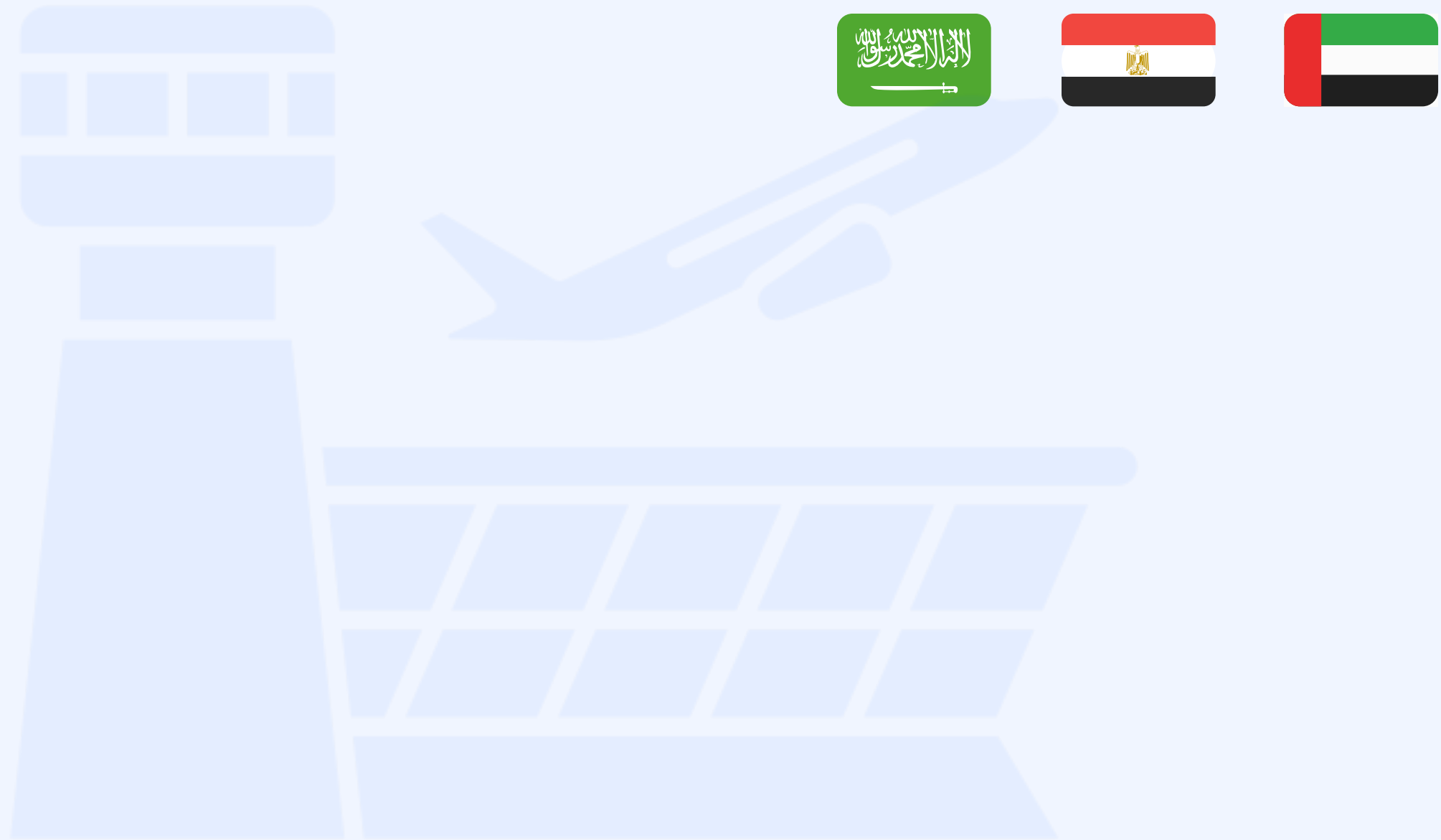


# 04.2 INDUSTRIES CIVIL AVIATION



# CIVIL AVIATION

## INTRODUCTION



**In this section, we'll be analyzing the top topics that keep passengers engaged,** from concerns about prices to excitement about new amenities.

**Additionally, we'll identify the key airports and airlines,** providing valuable insights into what truly resonates with today's air travelers.



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

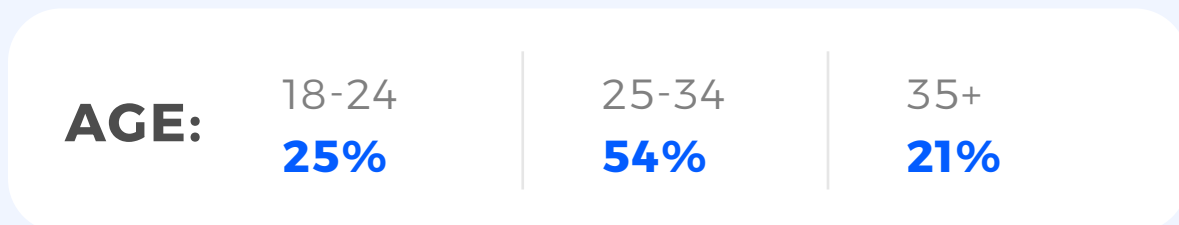
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER

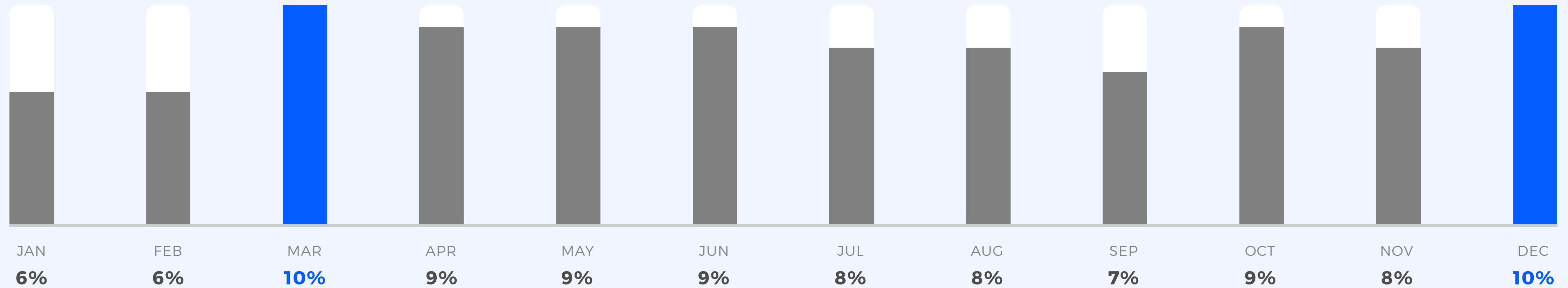


# CONVERSATIONS ABOUT SAUDI & CIVIL AVIATION





# CONVERSATIONS ABOUT SAUDI & CIVIL AVIATION







# TOP “CIVIL AVIATION” TOPICS

Legend : **Positive** | **Negative**



SERVICE QUALITY

**2.41M**

70%

30%



PRICES

**1.68M**

51%

49%



AMENITIES

**1.22M**

58%

42%



# TOP POSTS BY FOREIGNERS

**mohamed.elhady**  
Mohamed Elhady

222 Following 1.2M Followers 14.9M Likes

الدرجة الأولى على الطيران السعودي

ركبت

108.4K Like 386 Comment 8K Bookmark 639 Share

أول مرة يحصل معايا كده على أي طائرة 🇸🇦 تجربة درجة رجال الأعمال الطيران السعودي @SAUDIA محمد الهادي #السعودية #الطيران\_السعودي #درجة\_رجال\_الأعمال #مكة #المدينة #طيارة

**styledbyeman**  
Eman Ahmed

522 Following 736.4K Followers 7.1M Likes

هنسافر السعودية بأرخص سعر تيكيت طيران

29.4K Like 322 Comment 1.6K Bookmark 1.1K Share

أرخص سعر تيكيت طيران للسعودية من مصر وبلاد ثانية كثير لو حجزتوا على الخطوط السعودية واللينك في البايو #سفر #سياحة\_السعودية #السعودية #طيران\_السعودية

**abdulwahab2001**  
عبد الوهاب

748 Following 2.2K Followers 135.6K Likes

موسيقى الخطوط السعودية

46K Like 1.2K Comment 13.2K Bookmark 5.4K Share

الخطوط السعودية #طيران\_خطوط\_السعودية #الخطوط\_السعودية #fyp #explore



# TOP POSTS BY LOCALS

**1bt2l**  
هيف

88 Following 41.1K Followers 817.4K Likes

أول رحلة لطيارة السعودية  
ابتسام الشبيري

47.7K Like 0 Comment 6.8K Bookmark 5.1K Share

كفوووو جي عينها! #طيران #الطيران\_السعودي #السعودية #ابتسام\_الشهري #اكسبلور #explore

**محمد القعود**  
@alq3oud

315 Following 184.7K Followers 2.6M Likes

احفظها عندك كل شي عن قطر  
اذا تبي تسافر مكان قريب وبينة تحتية حديثة وفنادق فخمة..  
متى وين تروح في قطر

1:33 PM · Jul 28, 2023 · 3.8M Views

244 Replay 960 Repost 13K Like 7.7K Bookmark

**omar.787x**  
OMAR

156 Following 5086 Followers 127.1 K Likes


26K Like 1608 Comment 3824 Bookmark 5.3K Share


من اعظم اللحظات بعالم الطيران لحظة سنخلد للاجيال القادمة اول هبوط لطائرة الخطوط السعودية بالشارع الجديد  
#aviation #aviationdaily #boeing #الخطوط\_السعودية #saudia\_airlines #طيران #avgeek

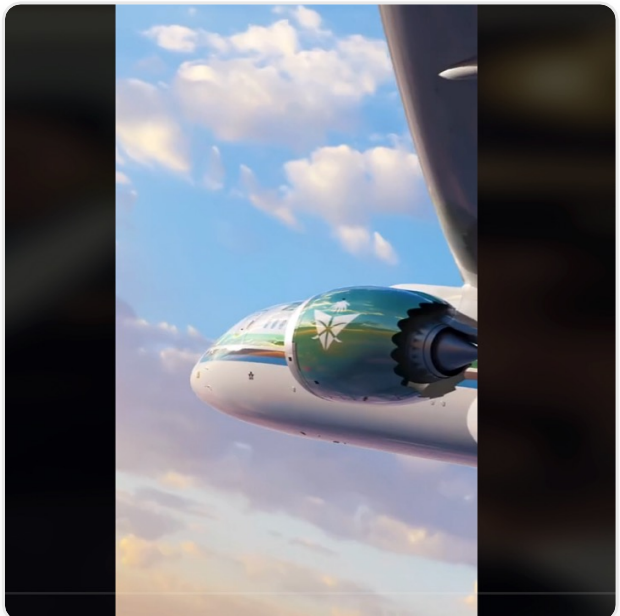








# TOP POSTS BY ENTITIES

 **saudia\_airlines**  
SAUDIA


0 Following 1.1M Followers 3.9M Likes 





 297.5K 
  5.1K 
  2.5K 
  11.9K





Like Comment Bookmark Share

السعودية لنا جونا #سفر #اجازة # Saudia # This is #السعودية هذه #السعودية #ThisIsHowWeFly #vacation #travel #aviation

 **jet\_so\_far**  
ชอบเครื่องบิน


56 Following 337.3K Followers 8M Likes 




 45K 
  205 
  3.7K 
  1.2K

Like Comment Bookmark Share

SAUDIA AIRLINES || B787-9 สายการบินจากชาติผู้ถือครองเครื่องบินพาณิชย์ 🇸🇦 #b787 #boeing787 #boeing #saudiaairlines


 **مطار الملك عبدالعزيز الدولي**  
@KAIAirport

10 Following 265.4K Followers 13.6M Likes 





#هلا\_الأبطال  
توقع الفوز في مباراة #الانحاز\_الاهلي\_المصري  
و ادخل السحب على  
جول 15 يونيو 🗓️

الشروط:  
- تابعنا @KAIAirport  
- شاركنا بالهشتاق #مرحبا\_بالعالم\_في\_جدة  
- توقع اسم الفائز فقط بالمثلثين  
- تنتهي المسابقة الساعة 9 مساء الجمعة 15 ديسمبر  
بالتوفيق 🍀🍀🍀

Translate post



10:50 AM · Dec 14, 2023 · 381K Views

 9.6K 
  3.6K 
  2.6K 
  19

Replay Repost Like Bookmark



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & CIVIL AVIATION

 **EGYPT** **73%**

 **USA** **7%**

 **KSA** **4%**

 **UAE** **3%**

 **INDIA** **2%**



MALE  
**76%**



FEMALE  
**24%**



TOURISM  
**16.75M**



ARABIC  
**92%**



ENGLISH  
**7%**

**AGE:**

18-24  
**28.8%**

25-34  
**55.5%**

35+  
**15.7%**





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

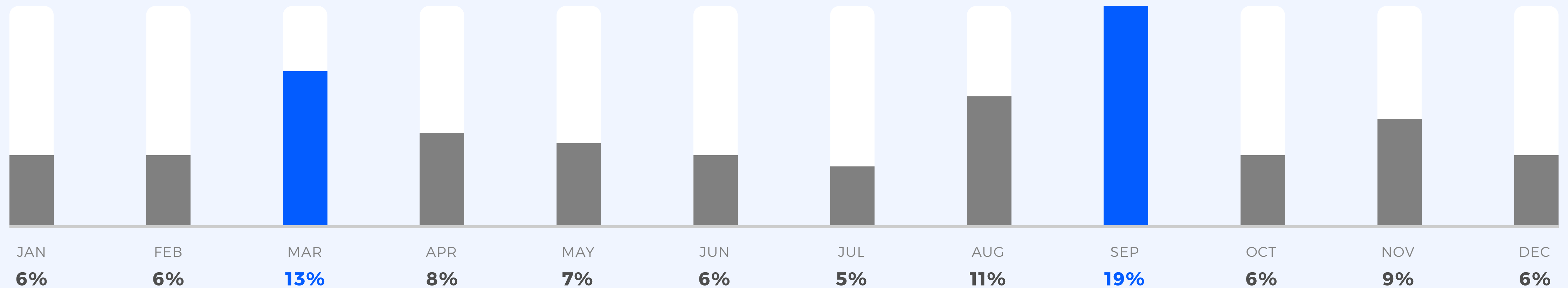
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & CIVIL AVIATION





# TOP “CIVIL AVIATION” TOPICS

Legend : **Positive** | **Negative**



SERVICE QUALITY

**3.14M**

56%

44%



AMENITIES

**2.72M**

45%

55%



PRICES


**1.16M**


41%


59%



# TOP POSTS BY FOREIGNERS


 **ssmrsmz**  
Smrsm


274 Following 71.9K Followers 965.1K Likes 




3.5K Like 186 Comment 290 Bookmark 159 Share

مصر للطيران #مصر\_للطيران #بحبك\_يامصر #اكسلور\_ #tiktok #


 **hippie.domaris**  
HIPPIE DOMARIS


86 Following 826.5K Followers 26.3M Likes 




3.5K Like 35 Comment 122 Bookmark 9 Share

La comodidad sobre todo ! #EGIPTO #egypt #airport #look #viaje

 **ksamila\_ferko**  
Ksam

74 Following 4.8K Followers 624.9K Likes 



4.6K Like 45 Comment 759 Bookmark 651 Share

الخطوط السعودية #طيران\_خطوط\_السعودية #الخطوط\_السعودية #fyp #explore



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS


**INDUSTRIES**


GLOSSARY


ABOUT CROWD ANALYZER



# TOP POSTS BY LOCALS


 **mareenelmasry**  
Mareen El Masry - مارين المصري


243 Following 882K Followers 8.1M Likes 




تالت سير من اسرار الطيران  
تالت سير من اسرار الطيران و الطيارين #  
mareenelmasry @Mareen El Masry #  
مارين المصري

143.2K Like 849 Comment 10K Bookmark 1.1K Share


 **mohamed.elhady**  
Mohamed Elhady


223 Following 1.2M Followers 15M Likes 




من القاهرة للقرنفة في 00 دقيقة #مصر #محمد\_الهادي #  
wheretovisit #summer\_vibes #طيران

57.3K Like 222 Comment 9.4K Bookmark 5.1K Share

 **mahmoudsobhy4**  
Mahmoud Sobhy

287 Following 3.7K Followers 35K Likes 



داخل الاجراء المصرية ❤️

#مصر #ام\_الدنيا #مطار\_القاهرة\_الدولي #القاهرة #  
emiratesairlines #emirates

26.3K Like 566 Comment 3.1K Bookmark 2.3K Share





# TOP POSTS BY ENTITIES

 **emirateslovesegypt**  
Mohamed Elhady


14 Following 293.8K Followers 1.5M Likes 




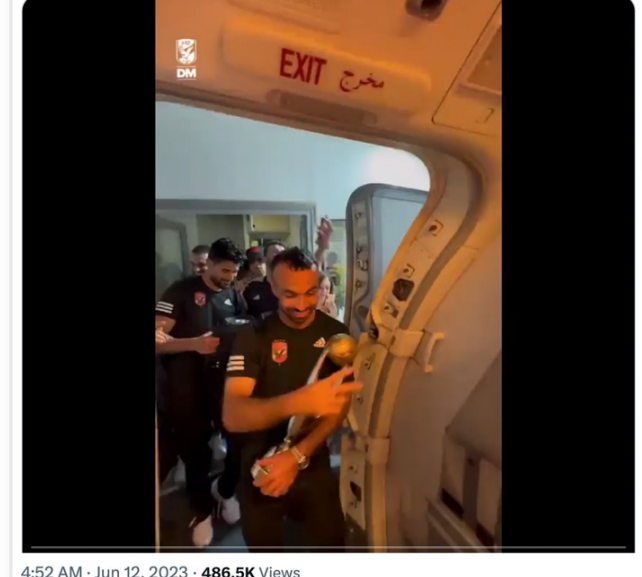
 25.6K  221  963  531


Like Comment Bookmark Share

صدق، اللي قال مصر ولادة.. كابتن طيار وبنها يكتبوا التاريخ في مجال الطيران 





 **النادي الأهلي**  
@AlAhly

37 Following 11.9M Followers 2.6M Likes 





احتفال خاص لملاك القارة افريقيا في طائرة العودة للاهرة 


4:52 AM · Jun 12, 2023 · 486.5K Views


 134  3K  16K  205

Replay Repost Like Bookmark





 **WHR**  
@whrumor

0 Following 687.5K Followers 13.6M Likes 



هكذا يُشجع الشعب المصري كابتن الطائرة لحظة الهبوط 

9:56 PM · Jan 16, 2023 · 3.5M Views

 296  591  7K  1.2K

Replay Repost Like Bookmark





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT THE UAE & CIVIL AVIATION

 UAE **32%**

 USA **26%**

 UK **8%**

 INDIA **6%**

 INDONESIA **3%**



MALE  
**74%**



FEMALE  
**26%**



TOURISM  
**89M**



ARABIC  
**43%**



ENGLISH  
**44%**

**AGE:**

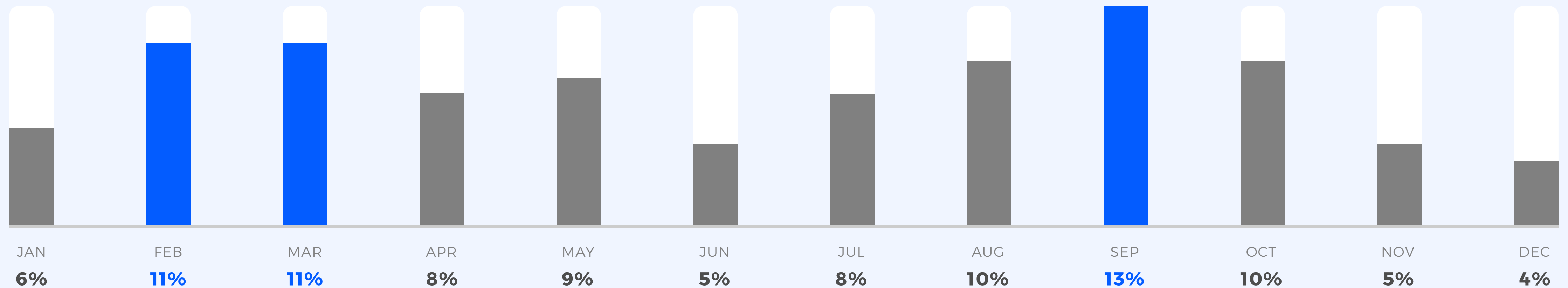
18-24  
**29.6%**

25-34  
**33.8%**

35+  
**36.6%**



# CONVERSATIONS ABOUT THE UAE & CIVIL AVIATION





# TOP “CIVIL AVIATION” TOPICS

Legend : **Positive** | **Negative**



SERVICE QUALITY

**15.7M**

81%

19%



PRICES

**6.28M**

71%

29%



AMENITIES

**5.01M**

79%

21%



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS



**INDUSTRIES**

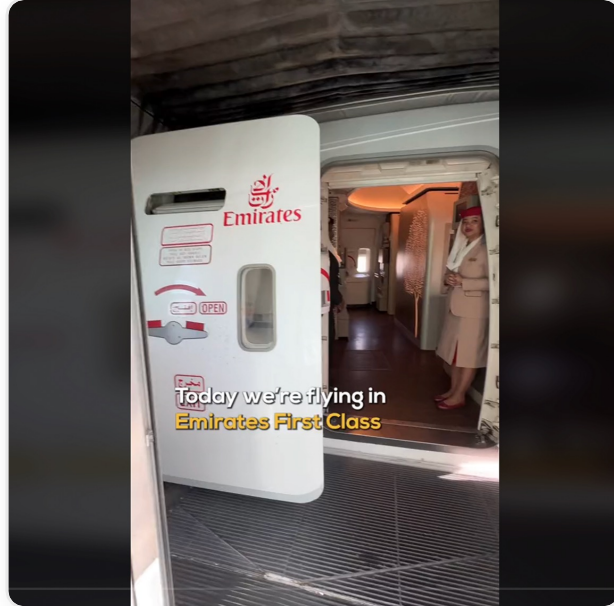
GLOSSARY





ABOUT CROWD ANALYZER



# TOP POSTS BY FOREIGNERS



 **karaandnate**  
Kara and Nate  
56 Following 343.9K Followers 6.1M Likes 

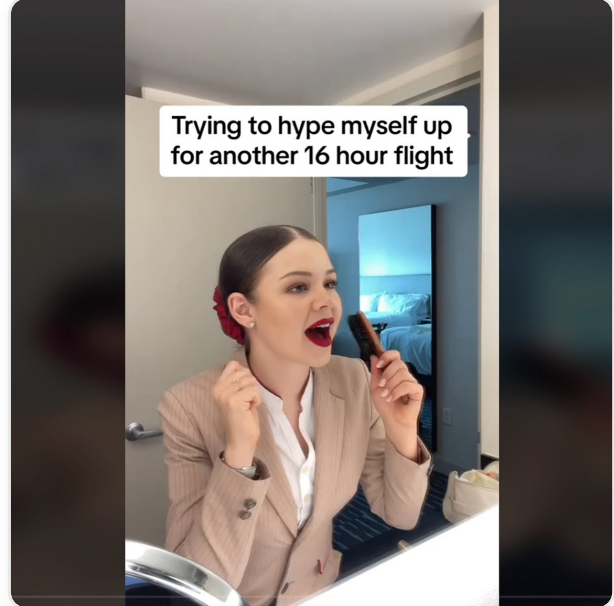






 767.4K  2.3K  48.2K  47.8K

Like Comment Bookmark Share

Private room on an airplane?! 🇦🇪 Emirates 777 First Class 🌍  
#emiratesgamechanger #emiratesfirstclass #travel #aviation #emirates777



 **amanda\_kingxx**  
Amanda king  
52 Following 207.4K Followers 4.8M Likes 

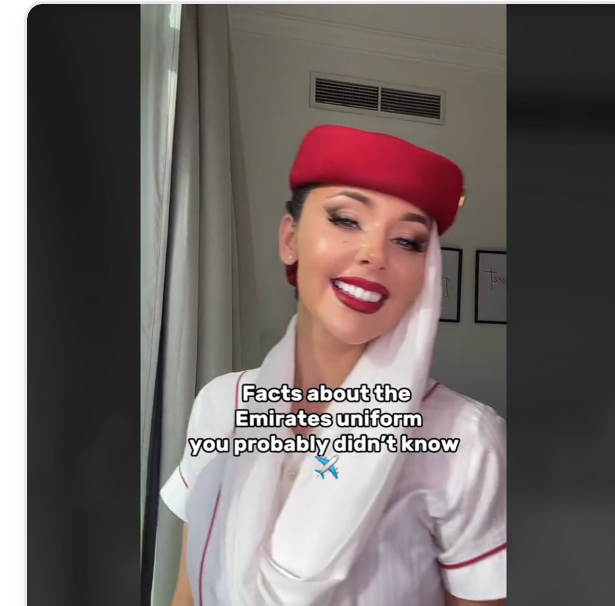






 1M  2.4K  75.1K  7.8K

Like Comment Bookmark Share

Sometimes you just gotta get those spirits up, especially being a flight attendant that flies long haul flights A LOT!. Does anyone else do this while getting ready for work?. Watch till the end 🙌👏...

 **danidboy1**  
Daniboy  
215 Following 510.2K Followers 12.1M Likes 



 1.5M  1.9K  65.3K  6.6K

Like Comment Bookmark Share

Fact about the Emirates uniform you probably didn't know. Part 2  
✈️#cabincrew #emirates #flightattendant #travel #stewardess





# TOP POSTS BY LOCALS

**lailaloves**  
Laila

2.5K Following 651.8K Followers 13.4M Likes

مصر للطيران دلع لدرجة بتقدم في  
القطار رز بلين

3.5K Like 186 Comment 290 Bookmark 159 Share

مصر للطيران #مصر\_للطيران #بحبك\_يامصر #اكسبلور\_  
#tiktok #

**hippie.domaris**  
HIPPIE DOMARIS

86 Following 826.5K Followers 26.3M Likes

travel with me and my  
toddler

73.3K Like 102 Comment 3K Bookmark 757 Share

Travel me with me and my son from Dubai to London  
#momsoftiktok #momlife #momtok #momandson #dayinmylife  
#mom #vlog #toddlervlog #emirates #fyp #vlog #adayinmylife

**waelontour**  
Waelalteen

76 Following 3.7M Followers 66.7M Likes

احزروا وين مسافر دولة اول حرف ج؟


33.5K Like 4.5K Comment 1.7K Bookmark 5.8K Share


احزروا وين مسافر دولة في افريقيا و اول حرف ج؟  
#طيران\_الامارات في درجة رجال الأعمال في طائرة  
A380-800. @Emirates #Emirates #tiktoktravel






# TOP POSTS BY ENTITIES

 **realmadrid**  
Real Madrid C.F.


26 Following 45.3M Followers 1B Likes 





Luka Alaba Kroos  
✓ ✗ ✓

Like 3.5M Comment 10.1K Bookmark 146.2K Share 11.6K

@Emirates football challenges! #LukaModric #Alaba #Kroos #FlyBetter

 **arsenal**  
arsenal


28 Following 7.2M Followers 90.4M Likes 





ME: Which movie?

Like 153.2K Comment 516 Bookmark 6.1K Share 2.3K

"You dont know who Elvis Presley is?!" #Emirates #Arsenal #Football #Travel #Flight

 **thenationalnews**  
The National News

18 Following 433.2K Followers 10.5M Likes 



Miriam

No need for a boarding pass.

Like 76.9K Comment 1.5K Bookmark 7.6K Share 14.2K

Emirates' biometric facial recognition: The future of passport-free boarding? #emirates #travel #flight #airline #dubai #uae



### CIVIL AVIATION KEY PLAYERS

# CONVERSATIONS OVERVIEW

 <b>Emirates</b>	<b>56.81M</b>	 <b>الإتحاد ETIHAD</b>	<b>7.51M</b>	 <b>Dubai Airports</b> Connecting the World	<b>3.94M</b>	 <b>السعودية SAUDIA</b>	<b>3.84M</b>
 <b>شركة ميناء القاهرة الجوي Cairo Airport Company</b>	<b>2.30M</b>	 <b>EGYPTAIR</b>	<b>1.89M</b>	 <b>مطار الملك عبدالعزيز الدولي King Abdulaziz International Airport</b>	<b>1.63M</b>	 <b>مطار أبوظبي ABU DHABI AIRPORT</b>	<b>1.53M</b>
 <b>flynas</b> طيران ناس	<b>1.27M</b>	 <b>مطار الملك فهد الدولي King Fahd International Airport</b>	<b>135.9K</b>	 <b>AIRCAIRO</b>	<b>101.4K</b>	 <b>HURGHADA</b> International Airport	<b>43.7K</b>



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY










ABOUT CROWD ANALYZER



# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.	 <b>Emirates</b>	<b>11.5M</b> Followers	<b>9K</b> Engagements per Post	2.	 <b>السعودية SAUDIA</b>	<b>6.79M</b> Followers	<b>515</b> Engagements per Post	3.	 <b>الإتجاه ETIHAD</b>	<b>4.9M</b> Followers	<b>2.6K</b> Engagements per Post
4.	 <b>flynas</b> طيران ناس	<b>3.53M</b> Followers	<b>106</b> Engagements per Post	5.	 <b>EGYPTAIR</b>	<b>1.8M</b> Followers	<b>174</b> Engagements per Post	6.	 <b>مطار أبوظبي ABU DHABI AIRPORT</b>	<b>189.1K</b> Followers	<b>80</b> Engagements per Post
7.	 <b>AIRCAIRO</b>	<b>136.9K</b> Followers	<b>101</b> Engagements per Post	8.	 <b>شركة ميناء القاهرة الجوي Cairo Airport Company</b>	<b>121.7K</b> Followers	<b>89</b> Engagements per Post	9.	 <b>HURGHADA</b> International Airport	<b>338</b> Followers	<b>00</b> Engagements per Post



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY


ABOUT CROWD ANALYZER



# X

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  السعودية SAUDIA	1.9M Followers	4 Engagements per Post	2.  Emirates	1.6M Followers	474 Engagements per Post	3.  طيران ناس flynas	823K Followers	18 Engagements per Post	4.  الإتجاه ETIHAD	822K Followers	31 Engagements per Post
5.  Dubai Airports Connecting the World	591K Followers	23 Engagements per Post	6.  مطار الملك عبدالعزيز الدولي King Abdulaziz International Airport	264K Followers	10 Engagements per Post	7.  EGYPTAIR	181K Followers	3 Engagements per Post	8.  مطار الملك فهد الدولي King Fahd International Airport	128K Followers	2 Engagements per Post
9.  مطار أبوظبي ABU DHABI AIRPORT	89K Followers	2 Engagements per Post	10.  AIR CAIRO	12K Followers	3 Engagements per Post	11.  شركة ميناء القاهرة الجوي Cairo Airport Company	466 Followers	00 Engagements per Post	12.  HURGHADA International Airport	81 Followers	00 Engagements per Post
















# INSTAGRAM

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

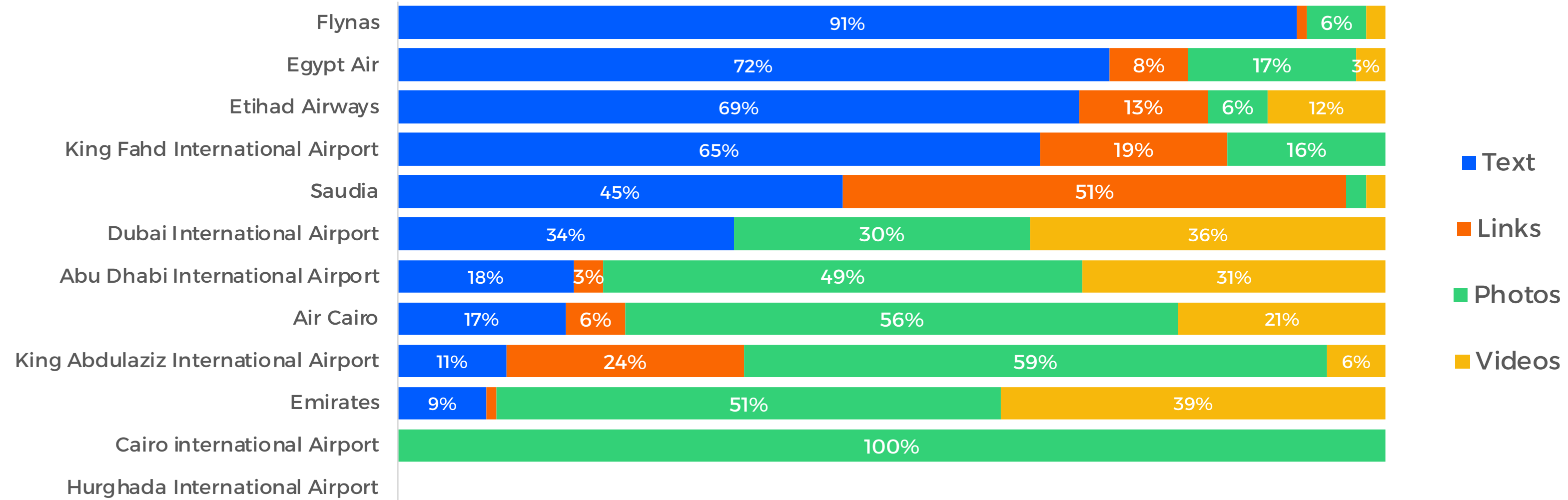
1.  <b>Emirates</b>	<b>7.3M</b> Followers	<b>46K</b> Engagements per Post	2.  <b>الإتجاه ETIHAD</b>	<b>2.1M</b> Followers	<b>51K</b> Engagements per Post	3.  <b>السعودية SAUDIA</b>	<b>809K</b> Followers	<b>20K</b> Engagements per Post	4.  <b>الإتجاه ETIHAD</b>	<b>463K</b> Followers	<b>18</b> Engagements per Post
5.  <b>Dubai Airports</b> Connecting the World	<b>449K</b> Followers	<b>1.1K</b> Engagements per Post	6.  <b>EGYPTAIR</b>	<b>209K</b> Followers	<b>466</b> Engagements per Post	7.  <b>مطار أبوظبي ABU DHABI AIRPORT</b>	<b>111K</b> Followers	<b>222</b> Engagements per Post	8.  <b>AIRCAIRO</b>	<b>26K</b> Followers	<b>84</b> Engagements per Post
9.  <b>مطار الملك عبدالعزيز الدولي King Abdulaziz International Airport</b>	<b>2.1K</b> Followers	<b>54</b> Engagements per Post	10.  <b>مطار الملك فهد الدولي King Fahd International Airport</b>	<b>981</b> Followers	<b>6</b> Engagements per Post	11.  <b>شركة ميناء القاهرة الجوي Cairo Airport Company</b>	<b>854</b> Followers	<b>00</b> Engagements per Post			





# CONTENT ANALYSIS

Note: "The analyzed data was collected over a one-month period"





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS











**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

1.  <b>Emirates</b>	<b>2.86K</b> Global Rank	<b>56</b> Country Rank	2.  <b>السعودية SAUDIA</b>	<b>7.20K</b> Global Rank	<b>58</b> Country Rank	3.  <b>الإتحاد ETIHAD</b>	<b>8.71K</b> Global Rank	<b>13.5K</b> Country Rank	4.  <b>طيران ناس flynas</b>	<b>11.8K</b> Global Rank	<b>74</b> Country Rank
5.  <b>EGYPTAIR</b>	<b>21.2K</b> Global Rank	<b>400</b> Country Rank	6.  <b>Dubai Airports</b> Connecting the World	<b>74.3K</b> Global Rank	<b>570</b> Country Rank	7.  <b>AIRCAIRO</b>	<b>104K</b> Global Rank	<b>1.49K</b> Country Rank	8.  <b>شركة ميناء القاهرة الجوي</b> Cairo Airport Company	<b>357K</b> Global Rank	<b>4.46K</b> Country Rank
9.  <b>مطار أبوظبي</b> ABU DHABI AIRPORT	<b>495K</b> Global Rank	<b>51.7K</b> Country Rank	10.  <b>HURGHADA</b> International Airport	<b>1.16M</b> Global Rank	<b>74K</b> Country Rank	11.  <b>مطار الملك فهد الدولي</b> King Fahd International Airport	<b>2.40M</b> Global Rank	<b>468K</b> Country Rank	12.  <b>جدة</b> مطار الملك عبدالعزيز الدولي King Abdulaziz International Airport	<b>3.6M</b> Global Rank	<b>73K</b> Country Rank



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

Legend: Total Visits | Avg. Visit Duration | Bounce Rate

1. <b>Emirates</b> 18.1M 8:15 34%	2. <b>الإتحاد ETIHAD</b> 9M 8:31 47%	3. <b>السعودية SAUDIA</b> 7M 6:58 47%	4. <b>flynas</b> طيران ناس 3.9M 15:55 57%
5. <b>EGYPTAIR</b> 2.5M 10:18 26%	6. <b>Dubai Airports</b> Connecting the World 526K 6:36 64%	7. <b>AIRCAIRO</b> 418K 12:44 62%	8. <b>شركة ميناء القاهرة الجوي Cairo Airport Company</b> 91.7K 15:49 21%
9. <b>مطار أبوظبي ABU DHABI AIRPORT</b> 68.1K 0:50 29%	10. <b>مطار الملك عبدالعزيز الدولي King Abdulaziz International Airport</b> 48.5K 0:48 65%	11. <b>مطار الملك فهد الدولي King Fahd International Airport</b> 18.7K 1:14 98%	12. <b>HURGHADA</b> International Airport 8.3K 4:22 33%



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# DIGITAL RANKING

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.





# CIVIL AVIATION

## KEY TAKEAWAYS

**Users on the internet favor the UAE’s civil aviation sector,** with topics related to civil aviation receiving significantly positive sentiments compared to KSA and Egypt.

**“Service Quality” is the most discussed topic across the three countries.** Users in KSA and the UAE express high levels of satisfaction of the service quality in the civil aviation sector, while in Egypt it is less favorable and needs improvement.

**The digital ranking reveals that UAE airway companies lead the sector,** followed closely by KSA. Egypt secured third place. In terms of airports, Egypt’s performance is better, and it holds the second place, with Cairo International Airport.





# 04.3 INDUSTRIES TELECOM



# TELECOMMUNICATIONS

## INTRODUCTION



**Telecommunications is a crowded market, but social media lets brands break through the noise.**

By understanding customer behavior online, you can craft engaging strategies that drive satisfaction. Here, we explore top Telecom brands' social media activity in the MENA region's most active markets, offering insights to help you win the social media war.



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

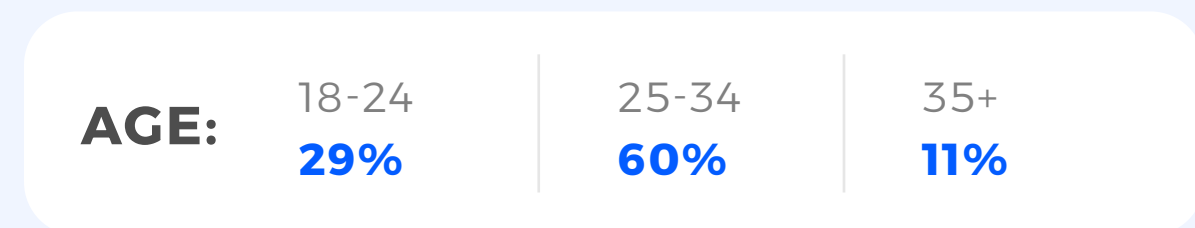
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT SAUDI & TELECOM





# TOP “TELECOMMUNICATIONS” TOPICS



Network reliability

**1.45M**



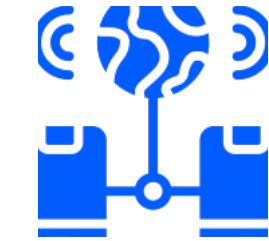
Customer service

**1.38M**



Prices

**926.7K**



Bundles

**618.5K**



Data speed

**271.3K**



TELECOM KEY PLAYERS

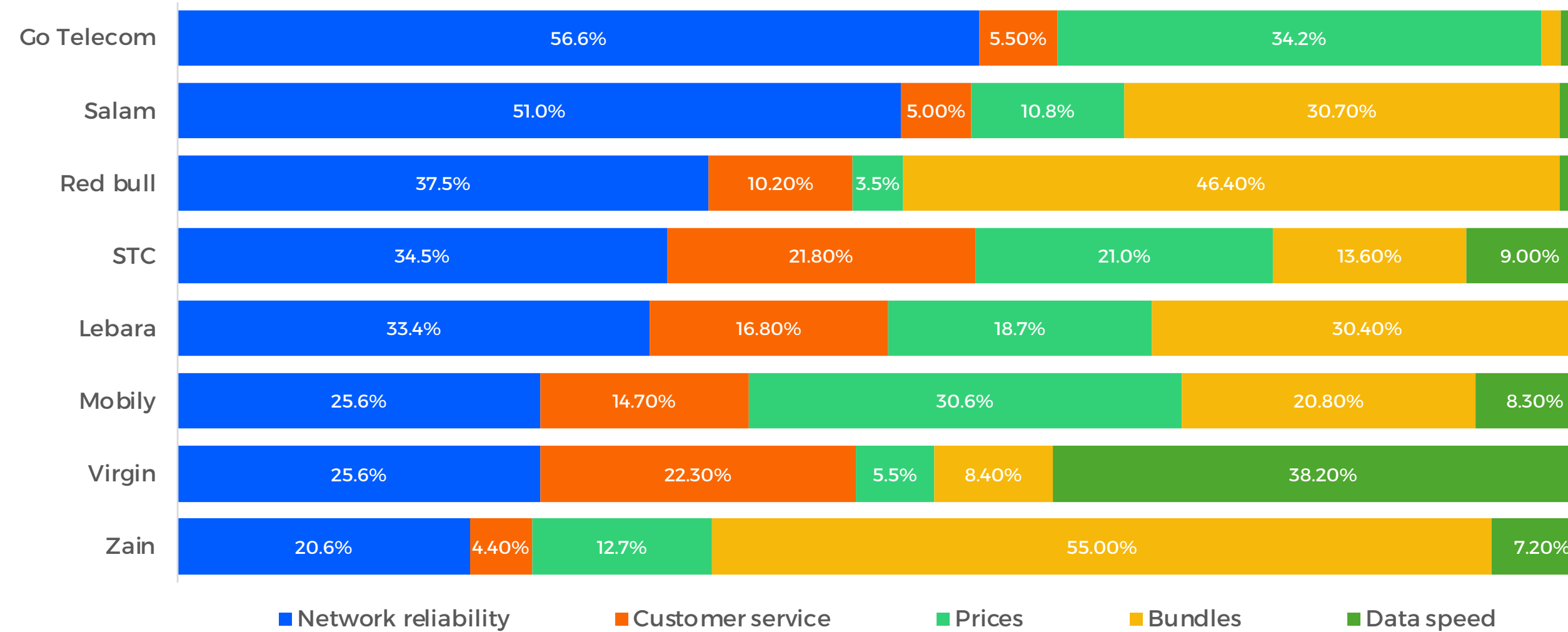
# CONVERSATIONS OVERVIEW







# TOPICS BY COMPANY

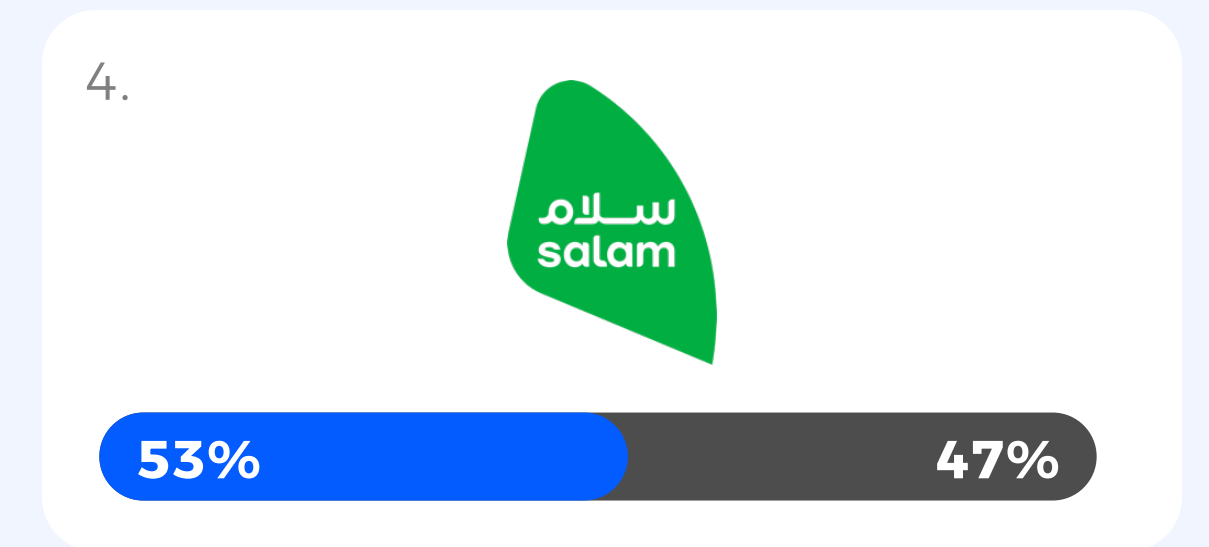




# NETWORK RELIABILITY

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**





# CUSTOMER SERVICE

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**





# PRICES

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**

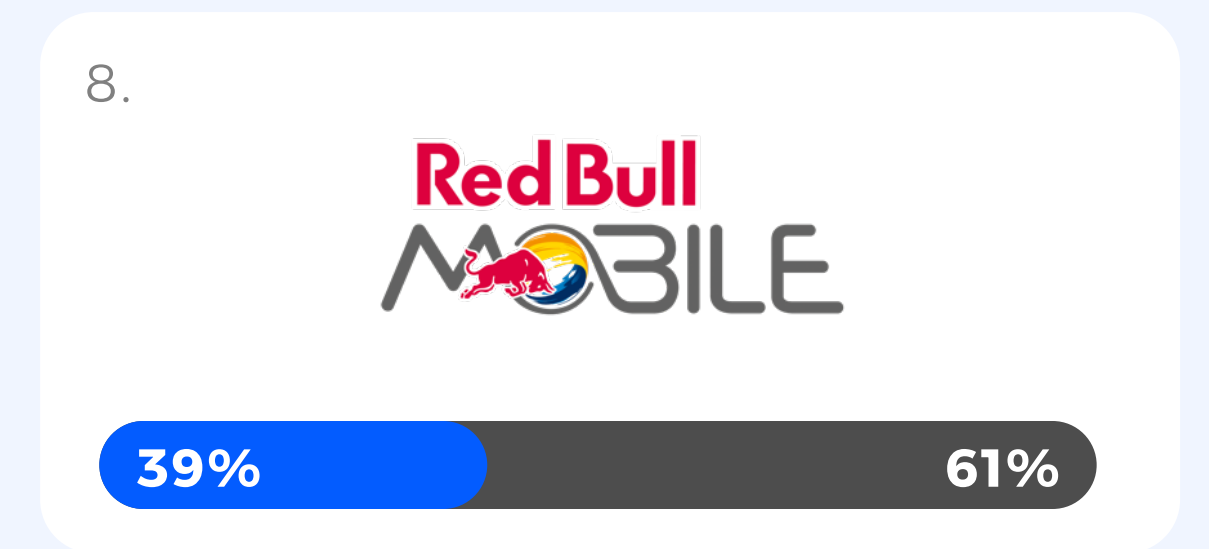




# BUNDLES

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**



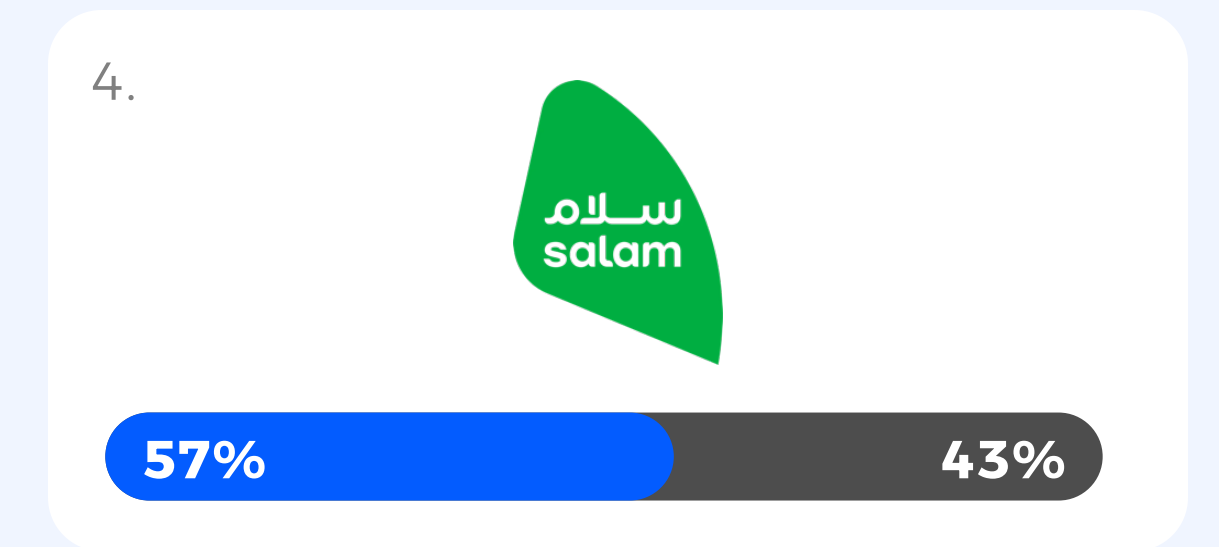




# DATA SPEED

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**













# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.	 الاتصالات السعودية	2.46M Followers	31 Engagements per Post
2.	 موبايلي	2.19M Followers	39 Engagements per Post
3.	 زين	1.61M Followers	78 Engagements per Post
4.	 Virgin mobile	382.3K Followers	16 Engagements per Post
5.	 ليبارا موبايل	377.4K Followers	25 Engagements per Post
6.	 سلام	49.8K Followers	29 Engagements per Post
7.	 Red Bull MOBILE	21.5K Followers	99 Engagements per Post
8.	 GO Telecom	10.9K Followers	3 Engagements per Post



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# X

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"









1.	 STC الاتصالات السعودية	4.45M Followers	56 Engagements per Post	2.	 موبايلي mobily	3.69M Followers	17 Engagements per Post	3.	 زين zain	2.10M Followers	110 Engagements per Post	4.	 Virgin mobile	236.2K Followers	1 Engagements per Post
5.	 LEBARA ليبارا موبايل	168.7K Followers	1 Engagements per Post	6.	 سalam salam	24.7K Followers	12 Engagements per Post	7.	 GO Telecom	18.1K Followers	10 Engagements per Post	8.	 Red Bull MOBILE	17.1K Followers	1 Engagements per Post



# INSTAGRAM

## DIGITAL PERFORMANCE

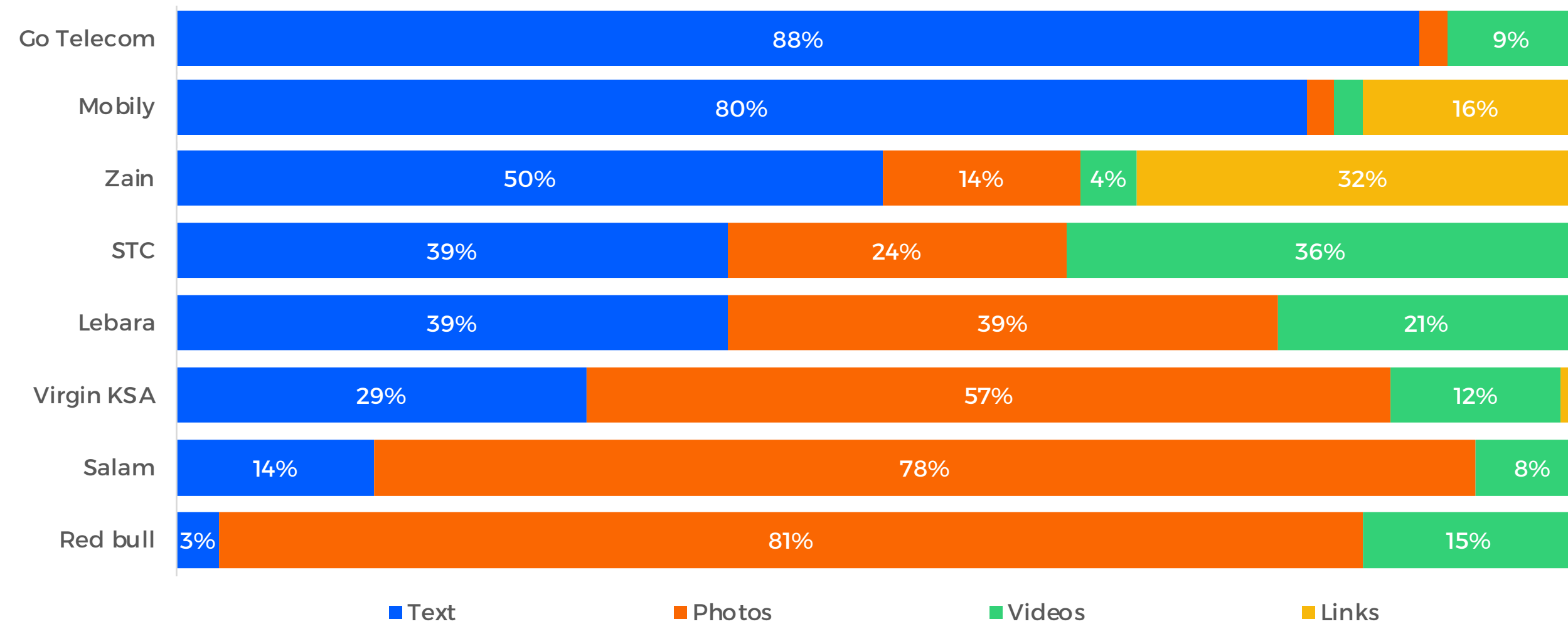
Note: "The analyzed data was collected over a one-month period"

1.	 STC الاتصالات السعودية	1M Followers	55 Engagements per Post
2.	 موبايلي mobily	636.2K Followers	64 Engagements per Post
3.	 زين ZAIN	584.3K Followers	60 Engagements per Post
4.	 Virgin mobile	119.5K Followers	18 Engagements per Post
5.	 LEBARA ليبارا موبايل	52.9K Followers	11 Engagements per Post
6.	 سلام salam	24.8K Followers	0 Engagements per Post
7.	 Red Bull MOBILE	20.5K Followers	80 Engagements per Post
8.	 GO Telecom	2.39K Followers	4 Engagements per Post



# CONTENT ANALYSIS

Note: "The analyzed data was collected over a one-month period"







INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

1.  الاتصالات السعودية	<b>11K</b> Global Rank	<b>62</b> Country Rank	2.  موبايلي	<b>20.7K</b> Global Rank	<b>106</b> Country Rank	3. 	<b>102.5K</b> Global Rank	<b>707</b> Country Rank	4.  ليبارا موبايل	<b>110.9K</b> Global Rank	<b>757</b> Country Rank
5.  سلام	<b>126.3K</b> Global Rank	<b>888</b> Country Rank	6. 	<b>214.3K</b> Global Rank	<b>1.6K</b> Country Rank	7. 	<b>1.06M</b> Global Rank	<b>14.4K</b> Country Rank	8.  زين	<b>1.07M</b> Global Rank	<b>913.3K</b> Country Rank



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

Legend: Total Visits | Avg. Visit Duration | Bounce Rate

1. **زيين**  
ZAIN

7.7M 6:07 55%

2. **STC**  
الاتصالات السعودية

4.6M 10:53 59%

3. **موبايلي**  
mobily

4.1M 5:38 63%

4. **LEBARA**  
ليبارا موبايل

363.4K 40:24 76%

5. **سلام**  
salam

361K 15:41 64%

6. **Red Bull**  
MOBILE

268.3K 2:45 82%

7. **Virgin**  
mobile


163.2K 15:11 51%

8. **GO**  
Telecom

80.9K 14:06 92%




# GO TELECOM'S TOP MENTIONS

 **Saudi Gazette**  
@Saudi\_Gazette

2 Following 531.7K Followers

For the first time, GO Telecom (Etihad Atheeb) reports annual operating profit of SR58 million and net profit of SR42 million in addition to clear all accumulated losses, and achieved retained profit.



Etihad Atheeb reports annual operating profit of SR58 million and net profit of SR42 mill...

From saudigazette.com.sa

5:46 PM · Jun 4, 2023 · 36.3K Views

1 Reply 169 Repost 406 Like - Bookmark

 **صحيفة مباشر نيوز**  
@mubasherr\_media

1 Following 396.5K Followers

لأول مرة منذ تأسيسها.. فر "الاتحاد عذيب" تحقق أرباحا تشغيلية سنوية 58 مليون ريال وصافي ربح 42 مليون


[mubasher.news/archives/306483](https://mubasher.news/archives/306483)

#عذيب\_للاتصالات  
#اتحاد\_عذيب\_#عذيب  
#فول\_للاتصالات\_#النتائج\_المالية



10:48 AM · Jun 4, 2023 · 15.3K Views


1 Reply 68 Repost 18 Like - Bookmark

 **صحيفة مباشر نيوز**  
@mubasherr\_media

1 Following 396.5K Followers

فول للاتصالات "اتحاد عذيب" تواصل الربحية... و144% قفزة في صافي الأرباح لـ9 أشهر

[mubasher.news/archives/295581](https://mubasher.news/archives/295581)



3:29 PM · Feb 5, 2023 · 3,612 Views

1 Reply 76 Repost 56 Like - Bookmark



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# LEBARA'S TOP MENTIONS

**صحيفة مباشر نيوز**  
@mubasherr\_media

1 Following 396.5K Followers

#الإفطار السنوي لمنسوبي "ليبارا موبيل" @LebaraKSA #شهر رمضان ٢٠ رمضان

Translate post

From صحيفة التونان

1:39 PM · Apr 11, 2023 · 53.8K Views

7 Replay 44 Repost 19 Like - Bookmark

**Kooora**  
@kooora

8 Following 2.9M Followers

نهاية الكلاسيك السعودي: الإتحاد (3) - الهلال (4) 🏆🏆🏆  
من سماح الجماهير تهافت "سار الليل يا أبو ثلاثة" في نهاية الشوط الأول إلى تحقيق ريمونتادا تاريخية في ملعب الإتحاد بثلاثية نظيفة في الشوط الثاني 🏆  
مباراة إستثنائية لزعيم أسيا والمعتقل المصري الكسندر ميتروفيتش 🏆🏆🏆

@lebaraksa  
#LebaraKSA #دائماً\_بجانك #دوري\_روشن\_السعودي

Translate post

11:15 PM · Sep 1, 2023 · 28.2K Views

3 Replay 7 Repost 228 Like 2 Bookmark

**Kooora**  
@kooora

8 Following 2.9M Followers

التشكيل الرسمي للكلاسيك السعودي 🏆🏆🏆  
#دائماً\_بجانك #دوري\_روشن\_السعودي @lebaraksa #LebaraKSA

Translate post

8:05 PM · Sep 1, 2023 · 23.7K Views

4 Replay 3 Repost 230 Like - Bookmark





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# MOBILY'S TOP MENTIONS

**مصرف الراجحي**  
@alrajhibank

14 Following 2.5M Followers

علنا منتجات "موبيلي" الموجوده في المتجر الإلكتروني في تطبيق #مصرف\_الراجحي  
وادخل معنا في المسح على 9 جوالا و 5 ساعات لـ 13 فلتز مع شريكنا "موبيلي"

رتويت  
شاركه في هاشتاق #سنيات\_مصرف\_الراجحي8  
تابعنا رتباع @Mobily

9 جوالا  
5 ساعات "ابل واتش"  
ننظركم في سنيات مصرف الراجحي

10:25 PM · Jul 29, 2023 · 615.8K Views

22K Replay 13K Repost 3.6K Like 26 Bookmark

**Khalid**  
@REMIX\_KSA

497 Following 43.3K Followers

تخطي تحديد السرعة 4G/5G على شركات الاتصالات STC - MOBILY - ZAIN بطريقة سهلة و مرتبة

ما الفائدة من ذلك؟ شركات الاتصالات على مستوى العالم في العادة تقوم بفتح جميع المنافذ و السرعات على موقع Speedtest لسبب واضح جدا ( لكسب الجوائز العالمية كأفضل مزود خدمة و كأسرع داونلود و الورد ) فعندما تقوم بعمل قياس للسرعة تتفاجئ بأن السرعة لديك مرتفعة جدا و لكن عندما تتصفح اليوتيوب و السبب شات و غيرها من برامج التراسل الاجتماعي او تقوم بتحميل بعض الملفات تجد ان السرعة بطيئة جدا و كأنما تم خداعك بطريقة ما!

الفكرة؟ صفحة بها مؤقت لمدة 5 ثواني .. تقوم بفتح الإتصال مع خوادم موقع Speedtest للقياس السرعة و يتم عمل تحديث للصفحة بشكل تلقائي كل 5 ثواني للإبهام بالك تريد عمل قياس للسرعة و سوف تستفيد من السرعة الكاملة.

النتيجة؟ تخطي تحديد السرعة و الإستفادة منها بأكثر قدر ممكن.

ملاحظة: ● يحصل لا تعمل الطريقة لديك إما بسبب إشتراكك ببطاقة محددة السرعة أو أي سبب آخر

تخطي STC  
.....ikhd.github.io/STC.html

تخطي Mobily  
.....ikhd.github.io/MOBILY.html

8:40 PM · Sep 24, 2023 · 2M Views

97 Replay 443 Repost 5K Like 3.9K Bookmark

**lamahnajjar**  
Lama

158 Following 708.3K Followers 14.5M Likes

عروض توسع الصدر مع موبيلي على باقات مسبق الدفع 10 و 1٨٠ @Mobily

6.7K Like 46 Comment 250 Bookmark 86 Share





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# RED BULL'S TOP MENTIONS

**khalidzain124**  
خالد زين

302 Following 2.2M Followers 43.3M Likes

13.9K Likes 93 Comments 745 Bookmarks 42 Shares

تخيل ردبول موبايل شركة اتصالات في السعودية . او تبا تعرف اكثر عن المميزات و الباقات حمل التطبيق . و انسى شي اسمه شبكة ضعيفه 🙄  
#عالم\_غير\_العاده #redbullmobile #unusual\_as\_usual #ردبول\_موبايل

**iimeeto**  
ميثو الشامسي

164 Following 18.6M Followers 533.9M Likes

92.2K Likes 328 Comments 4.3K Bookmarks 583 Shares

تخيل معي ا ردبول موبايل شركة اتصالات الان في السعودية 🇸🇦 شي جديد وغير عن العاده 🤩 الرابض في البايو # RedBullMobile #Unusual\_as\_Usual  
#عالم\_غير\_العاده #ردبول\_موبايل

**زين السعودية**  
@ZainKSA

10 Following 2.1M Followers

48 Replies 3 Reposts 11 Likes - Bookmarks



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# SALAM'S

## TOP MENTIONS

**techvoice**  
أدهم الغامدي - تيك فويس

17 Following 224.8K Followers 1.6M Likes

2.3K Like 18 Comment 22 Bookmark 22 Share

نقلت على الشريحة المدحمة ولا باقي؟ eSIM لها مميزات كثير أبرزها: ✓ صعوبة الضياع ✓ تقدر تستخدم رقمين مع بعض وشوي مميزات إضافية بالفيديو الان عليها خصم 50% من سلام موبايل: <https://bitly.co/JOVs>

**مشاريع السعودية**  
@SaudiProject

7 Following 1.7M Followers

شركة الدرعية للتطوير توقع مع شركة سلام وشركة نوال عقد تصميم وبناء شبكات الاتصالات السلكية واللاسلكية في **المشروع الدرعية**، البناء منظومة اتصالات تخدم الجول الرابع والخامس من خلال شبكة الألياف البصرية عالية السرعة، ويتضمن ذلك بناء أكثر من 80 برجاً وفق هوية الدرعية التوافقية

6:52 PM · Jan 31, 2023 · 119.4K Views

18 Replay 60 Repost 140 Like 8 Bookmark

**مشاريع السعودية**  
@SaudiProject

7 Following 1.7M Followers

مدينة الملك عبدالله الاقتصادية توقع مذكرات تفاهم مع كل من شركة سلام وشركة Edgnex وشركة ستورون كورب المحدودة لتطوير قطاع الاتصالات وتنفيذ مشاريع للبنية التحتية الرقمية في المدينة

5:15 PM · Jul 25, 2023 · 64.8K Views

10 Replay 56 Repost 154 Like 1 Bookmark





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# STC'S TOP MENTIONS

**7alsabe**  
عبدالله السبع

74 Following 1.3M Followers 18.3M Likes

35.6K Like 1351 Comment 13.9K Bookmark 13.5K Share

تحتاج #انترنت سريع وانت منطقتك ما فيها فايبر؟ تعرف على تقنية الانترنت المباشرة الي تعطيك سرعات انترنت عالية وصارت عندنا موجودة في Adstc الخدمة موجودة في Adstc #السعودية

**mmhr.4e**  
mmhr.4e

0 Following 89.1K Followers 773.8 Likes

95.6K Like 397 Comment 350 Bookmark 1.6K Share

السعودية هي المستقبل #stc #نطم\_ونحقق #اليوم\_الوطني\_السعودي\_93

**vl0sca**  
فلوسكا - VLOSCA

302 Following 1.1M Followers 21.7M Likes

29.6K Like 304 Comment 3.4K Bookmark 412 Share

Reply to @saifalmadi65  
الصورة الولي حقيقيه ولا تركيب الله  
مستقبل السعودية هو اللي نعيشه اليوم .  
وكل عام وانتوا بخير #فلوسكا #تفاعليات\_اليوم\_الوطني\_السعودي #stc



# VIRGIN'S TOP MENTIONS

**Tap Payments | تاب للمدفوعات**  
@TapPayments\_sa

4 Following 1.199 Followers

الجزء هام جديد في #سيمليس\_السعودية!  
يسعدنا الإعلان اليوم عن عقد شركة مع فيرجن موبائل السعودية، لتصبح ضمن الشركات الرائدة التي تعتمد على تاب للمدفوعات الرقمية عالية الجودة لعملائها في السعودية، وقد قام كل من السيد محارب السليح، المدير التنفيذي لشركة فيرجن موبائل السعودية، ومطلان العزي، المدير التنفيذي لتاب للمدفوعات في السعودية، بتوقيع هذه الاتفاقية خلال فعاليات #سيمليس\_السعودية.

@Virginmobileksa

9:04 AM · Sep 7, 2023 · 184.5K Views

1 Reply 5 Repost 54 Like 7 Bookmark

**زين السعودية**  
@ZainKSA

10 Following 2.1M Followers

#اليوم\_العالمي\_للاتصالات\_ومجتمع\_المعلومات  
كلنا نكمل بعض لمسيرة #التحول\_الرقمي في مملكتنا العظيمة

@McitGovSa  
@CST\_KSA  
@STC\_KSA  
@Mobily  
@Salam\_mobile\_SA  
@GOTelecom\_KSA@  
@RedbulmobileSA  
@LebaraKSA  
@Virginmobileksa

5:13 PM · May 17, 2023 · 24.5K Views

48 Reply 3 Repost 11 Like - Bookmark

**نادر العنزي**  
@NaderNaderkif

340 Following 17.5K Followers

👀  
Virgin Mobile KSA - فيرجن موبائل السعودية - @Virginmobileksa - Feb 13, 2023  
إذا باقي مخلصت للحق صررك 😊  
عروض ولا في الأمان، بياش وفاقح محبة لا محودة وبنفس السعر بين 🙏  
رش تشتقره الحق على العرض قبل ينتهي، حمل التطبيق الآن وطلب بالتح 📲  
#فيرجن\_موبايل

@Virginmobileksa

6:13 AM · Feb 14, 2023 · 13.3K Views

4 Reply 3 Repost 14 Like - Bookmark



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# ZAIN'S TOP MENTIONS

**irxkan**  
POWR Rakan

22 Following 919.1K Followers 6.8M Likes

95.2K Like 0 Comment 5.2K Bookmark 3.2K Share

باقات صاروخية وباسعار خيالية من زين! 🤩🇸🇦 @zainksa

**irOf**  
ابو شيوبهه

247 Following 988.8K Followers 31.3M Likes

71.6K Like 0 Comment 3.9K Bookmark 2.5K Share

لايفوتك عرض الباقة المتزلية 5G من زين سريع و سعره مناسب! #زين\_زينها #زين #zain #ابوشيوبهه #fyp #اعلان

**ahmed\_al\_nimri**  
احمد النمري

1.1K Following 1.9M Followers 22.4M Likes

11.5K Like 52 Comment 324 Bookmark 49 Share

لايفوتك عرض الباقة المتزلية 5G من زين سريع و سعره مناسب! #زين\_زينها #زين #5\_احمد\_النمري @ZainKSA





# DIGITAL RANKING

1.



2.



3.



4.



5.



6.



7.



8.





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

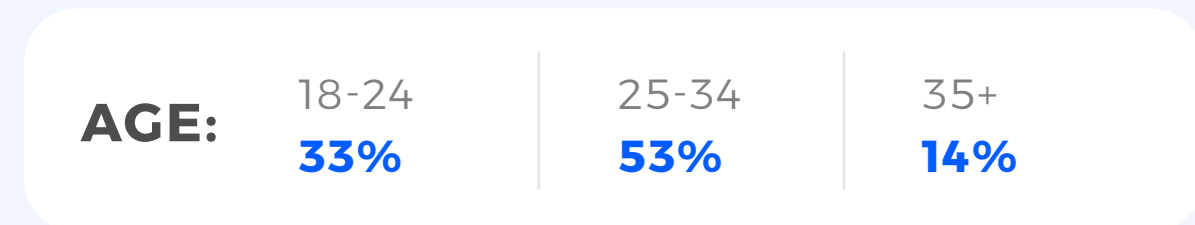
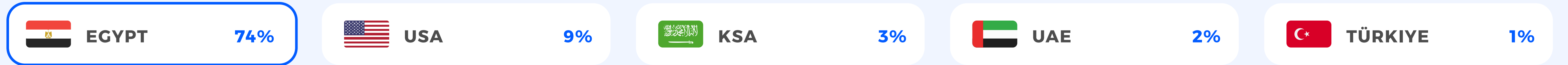
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & TELECOM





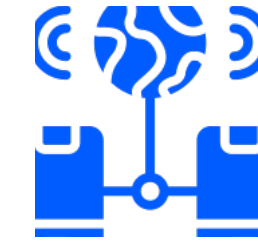
## TOP TELECOMMUNICATIONS TOPICS



Prices  
**329.1K**



Network reliability  
**268.9K**



Bundles  
**261.2K**



Customer service  
**222.3K**



Data speed  
**63.73K**



TELECOM KEY PLAYERS

# CONVERSATIONS OVERVIEW

1.



1.24M

2.



1.22M

3.



572.4K

4.

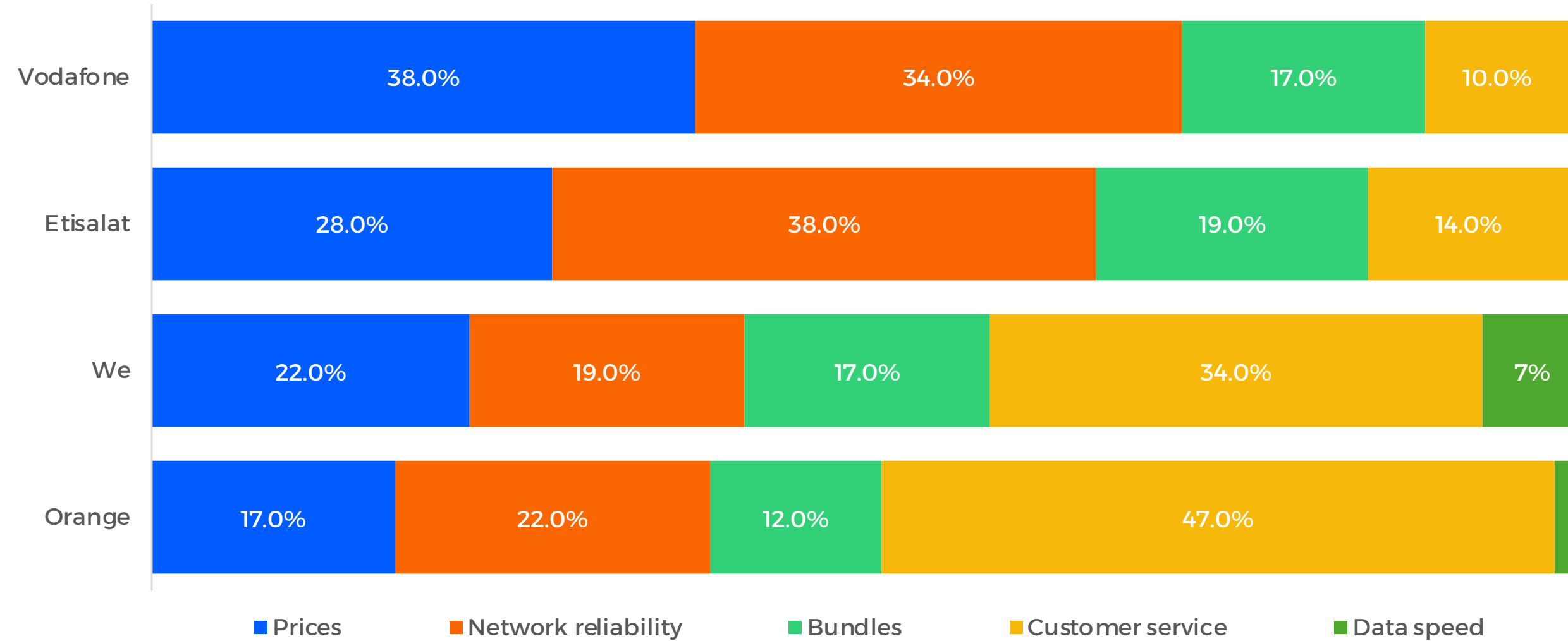


340.6K



# TOPICS

## BY COMPANY



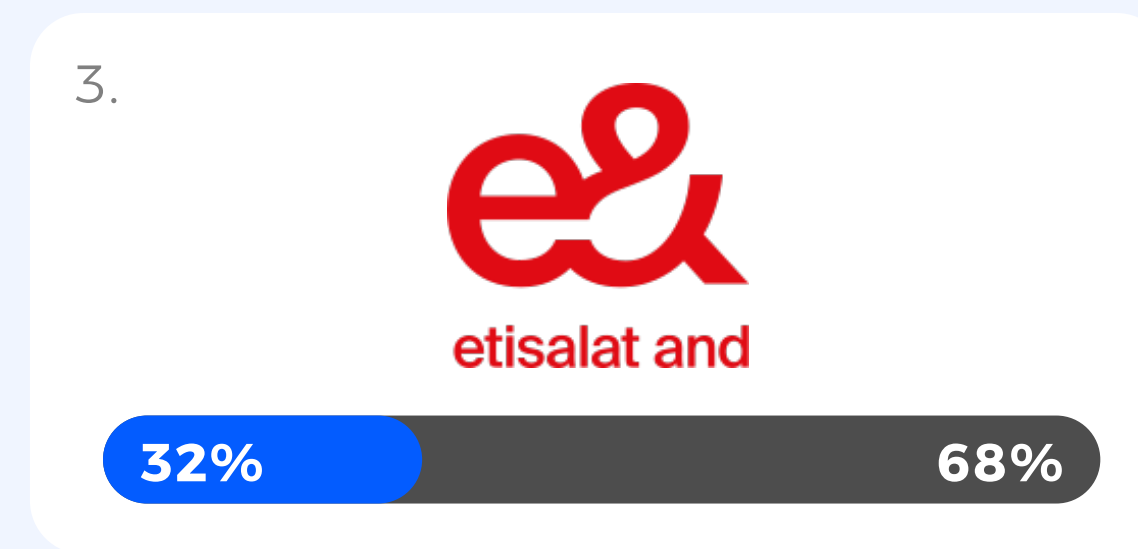




# PRICES

## SENTIMENT PER COMPANY

Legend : **Positive** | Negative

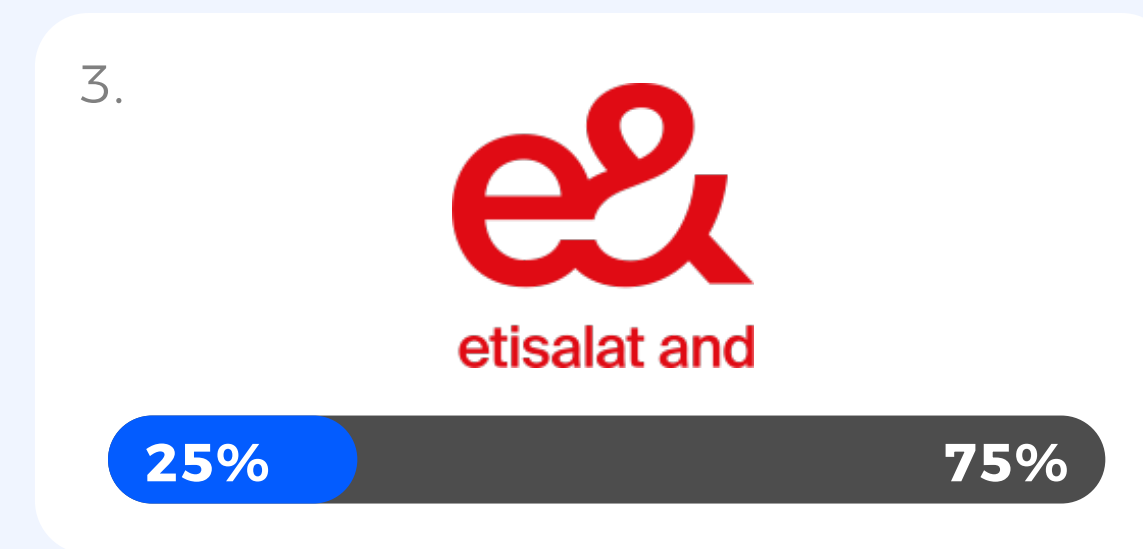




# NETWORK RELIABILITY

## SENTIMENT PER COMPANY

Legend : **Positive** | Negative





# BUNDLES

## SENTIMENT PER COMPANY

Legend : **Positive** | Negative

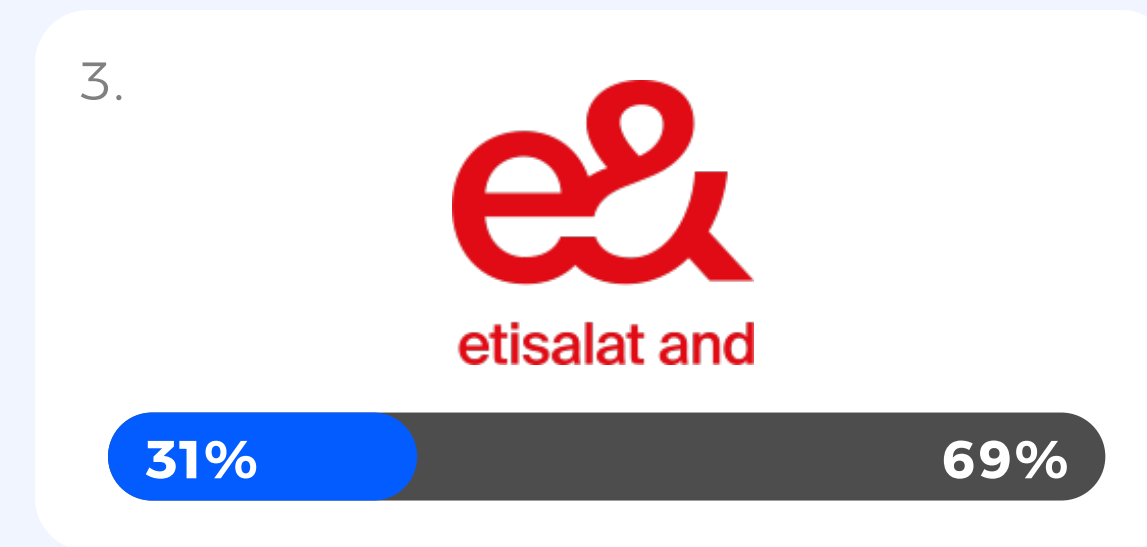




# CUSTOMER SERVICE

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**





# DATA SPEED

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**







# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1. **orange™** | **30.2M** Followers | **6.72K** Engagements per Post

2. **vodafone** | **12.6M** Followers | **7.74K** Engagements per Post

3. **e& etisalat and** | **9.82M** Followers | **1.38K** Engagements per Post

4. **we** | **9.02M** Followers | **3.86K** Engagements per Post



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY


ABOUT CROWD ANALYZER





# X


## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  **1.89M** Followers | **1** Engagements per Post

2.  **1.54M** Followers | **1** Engagements per Post

3.  **1.17M** Followers | **1** Engagements per Post

4.  **348.4K** Followers | **2** Engagements per Post



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY


ABOUT CROWD ANALYZER





# INSTAGRAM


## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  **1.48M** Followers | **5.1K** Engagements per Post

2.  **884.6K** Followers | **10.7K** Engagements per Post

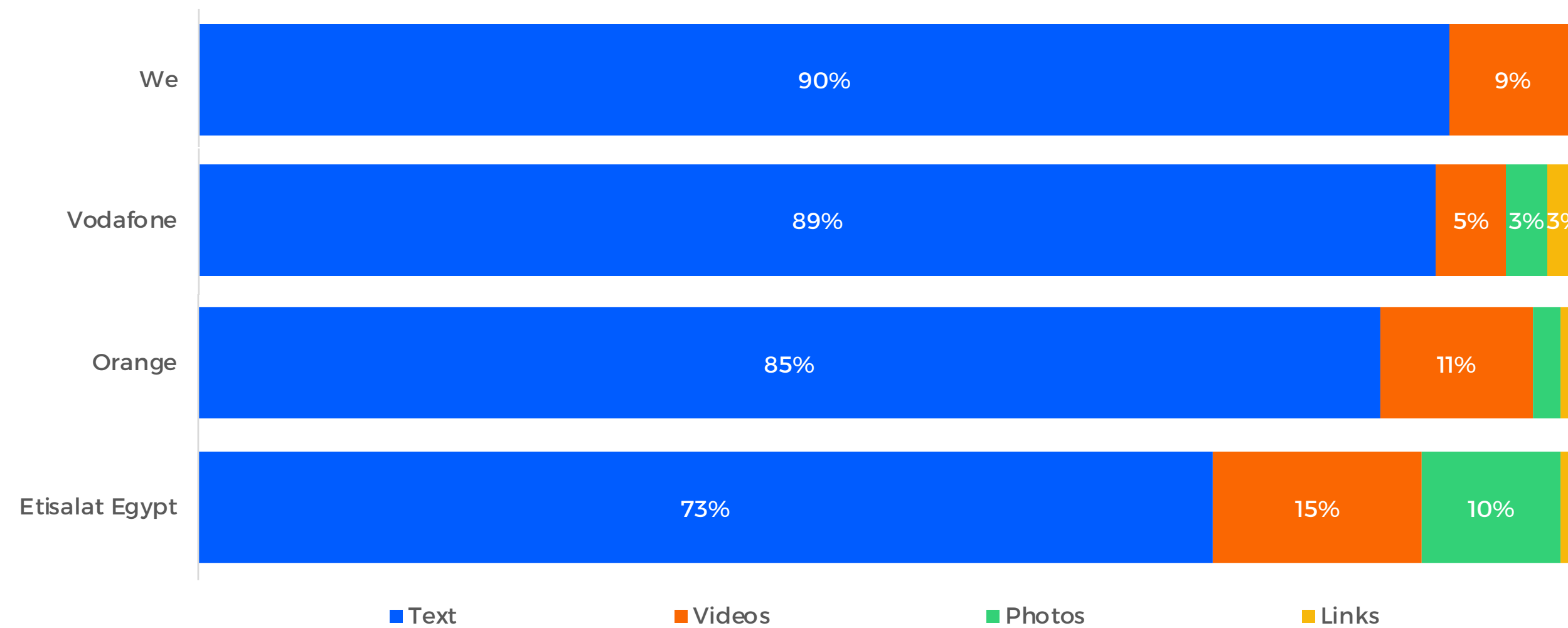
3.  **648.2K** Followers | **563** Engagements per Post

4.  **821.6K** Followers | **3.8K** Engagements per Post



# CONTENT ANALYSIS

Note: "The analyzed data was collected over a one-month period"





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS


**INDUSTRIES**


GLOSSARY


ABOUT CROWD ANALYZER




# WEBSITE ANALYSIS

1.  **6.44K** Global Rank | **28** Country Rank

2.  **10.7K** Global Rank | **52** Country Rank

3.  **21.6K** Global Rank | **138** Country Rank

4.  **43.1K** Global Rank | **330** Country Rank





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

Legend: Total Visits | Avg. Visit Duration | Bounce Rate

1. 15.5M 8:24 60%


2. 11.1M 7:09 63%


3. 10.2M 8:36 61%


4. 2.8M 5:27 64%







# VODAFONE'S TOP MENTIONS

 **sharktank.egypt**  
Sharktank.egypt

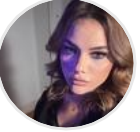
2 Following 542.9K Followers 5M Likes 





 54.2K  247  4.2K  461





Like Comment Bookmark Share

احمد طارق يطلب نسبة محدث طلبها قبل كدة، شوقوا رباكنن سمية! اتفرجوا على الحلقة بت حصري على @WATCH IT علشان تعرفوا أكثر. Vodafone Business Egypt Madinet Masr #SharkTank #

 **ghofranmuhammad5**  
Ghofran Muhammad


43 Following 232.8K Followers 798.2K Likes 




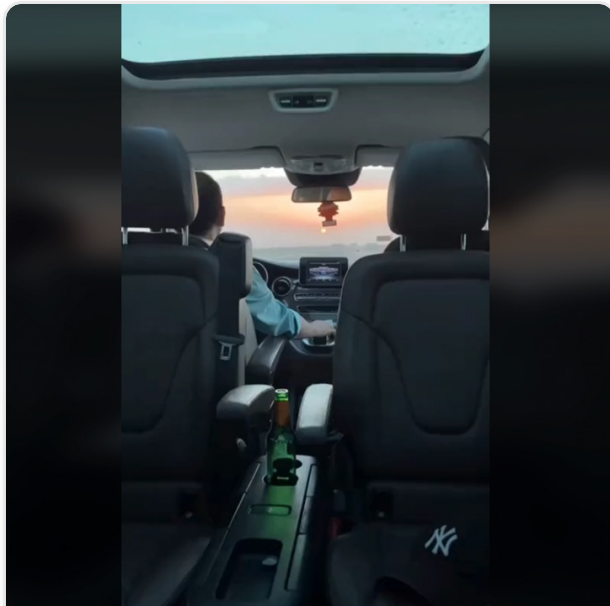
 41.8K  449  5.03K  2.4K





Like Comment Bookmark Share

في لحظة عازره اللي يعدل ميلاك ويستد يشيك ❤️ بلا عملوا منشن للناس التانيين في حياتكم و اهديلهم الاغنية #شكر\_من\_هنا\_ليكرة @amrdiab @VodafoneEgypt

 **muhamedadel\_74**  
Dula

137 Following 453.2K Followers 13.4M Likes 




 13.2K  30  1.1K  465


Like Comment Bookmark Share

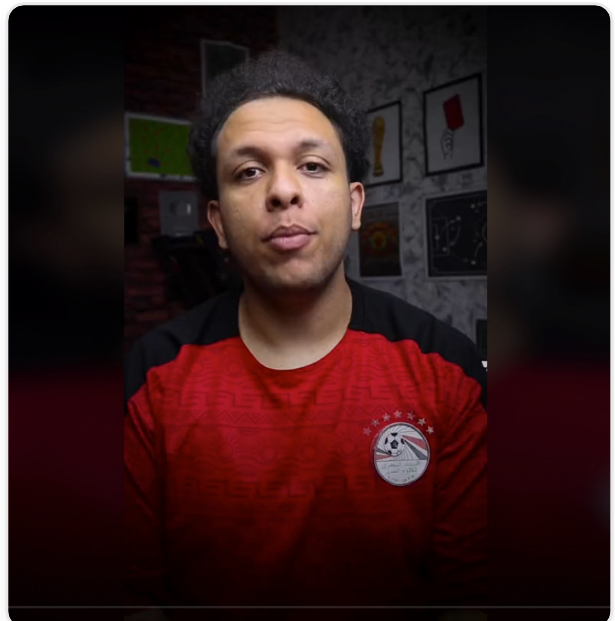
Summer state of mind! وروني انا وودافون صيفكم على اغنية عمرو دياب على #حلو\_نسمع\_بعض\_با\_ليل 🥰@vodafoneegypt



# ETISALAT'S TOP MENTIONS


 **omar\_aldawly**  
Omar Al Dawly | عمر الدولي


172 Following 1.8M Followers 41.6M Likes 

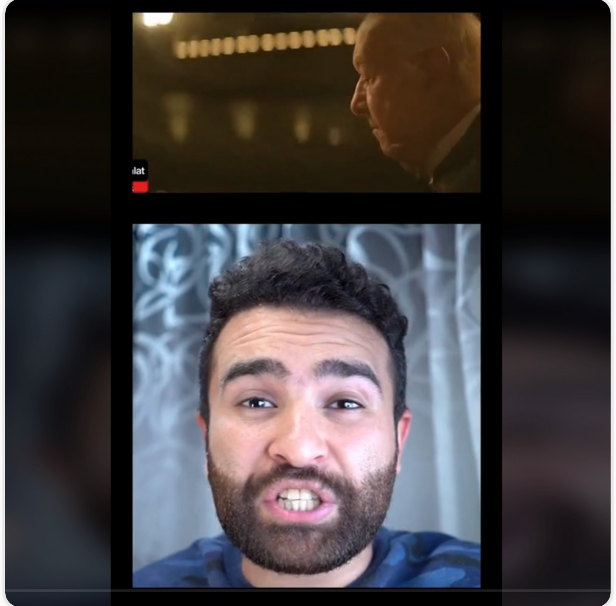


9.4K Likes 77 Comments 478 Bookmarks 66 Shares

sportsontiktok @Etisalat UAE # ودية قوية في ودية قوية # Etisalat Egypt @ مجلس أبوظبي الرياضي @The Influencers agency @


 **modygenic**  
MoDyMahmoud


0 Following 57.8K Followers 618.1K Likes 



1.5K Likes 19 Comments 174 Bookmarks 38 Shares


fyp #foryou #@MoDyMahmoud @Etisalat Egypt Commercial #fyp>viral #capcut #viralvideo #foryoupage #viral #fypage #foryourpage #edit #goviral #fyp>tiktok #reaction #fyp> #parati

 **حكي**  
@7akle

32 Following 352.3K Followers 

تصميم التيشيرت الاحتفالي لرجو إتصالات شفاف.

Translate post




2:01 PM · Aug 22, 2023 · 120.1K Views


36 Replies 69 Reposts 1.2K Likes 7 Bookmarks










# ORANGE'S TOP MENTIONS

 **kenzym.madbouly**  
Kenzy Madbouly

344 Following 2.2M Followers 48.8M Likes 




 35K  500  1.3K  240

Like Comment Bookmark Share  
#خلصانة\_ياورنج\_كاش@Orange Egypt

 **youssefismailmusic**  
Youssef Ismail

531 Following 2.2M Followers 20.4M Likes 






 4.7K  64  325  95

Like Comment Bookmark Share  
من اجمل اعلانات رمضان السنادي للفنان الجميل حسين الجاسمي  
@Orange Egypt باب\_رزق

 **mohannad\_hany73**  
hon da masr

437 Following 328.9K Followers 2.5M Likes 



 24.3K  188  3.5K  3.9K

Like Comment Bookmark Share  
رمضان ف مصر غير  #رمضان\_يجمعنا #رمضان\_كريم #رمضان  
#اغاني\_رمضان #رمضان2023 #حسين\_الجاسمي #اورانج #egypt #rmdan #fyp



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS


**INDUSTRIES**


GLOSSARY

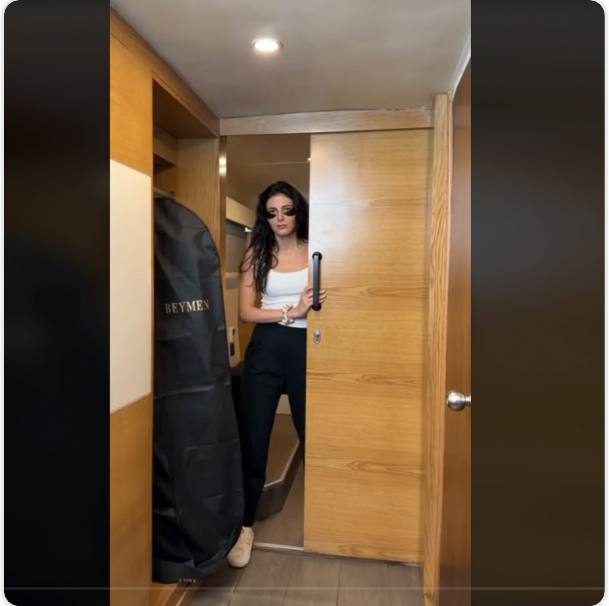
ABOUT CROWD ANALYZER







# WE'S TOP MENTIONS

 **razanejammal**  
Razane Jammal - رزان جمال


28 Following 748.7K Followers 3.4M Likes 




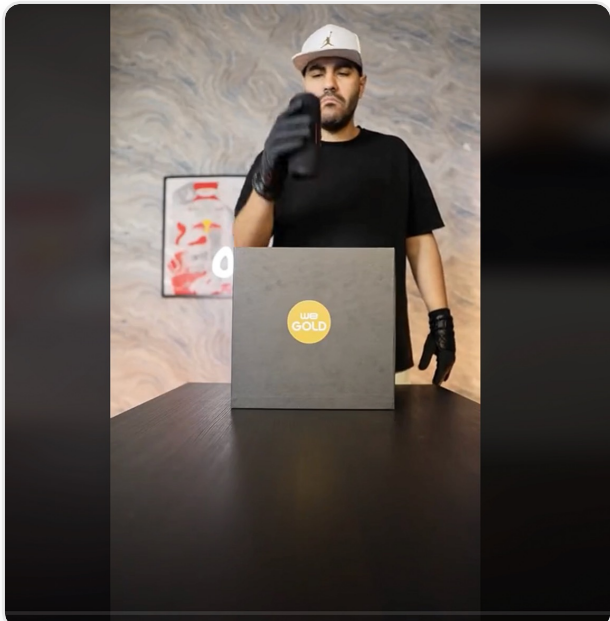
 92.9K  223  4.9K  682





Like Comment Bookmark Share

Makeup @Soha Khoury Hair @Ahmed Late but make it funny  
جمال رزان Mounir Dress @Yasmine Hawa Couture #razanejammal #  
#zahra ## #fypالمن #وي #وي جولد

 **b3shr\_**  
B3shr


734 Following 1.6M Followers 35.3M Likes 




 14.2K  108  721  126




Like Comment Bookmark Share

حاسس ان مفيش حاجه فايتاني كده، عاشان جالي النهاردة اليوكس ده من WE  
Gold، تعالوا نشوف باعنين ايه #وي #وي جولد #ملكش آخر #b3shr


 **awakil911**  
Ahmed El Wakil

447 Following 932.1K Followers 11.6M Likes 



 9K  16  307  110

Like Comment Bookmark Share

مفيش حد كبير عالمضنه  @Telecom Egypt هترمضن رمضان  
#وي #غير أي حد #احمد الوكيل #دنيا سمير غانم





# DIGITAL RANKING

1.



2.



3.



4.





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

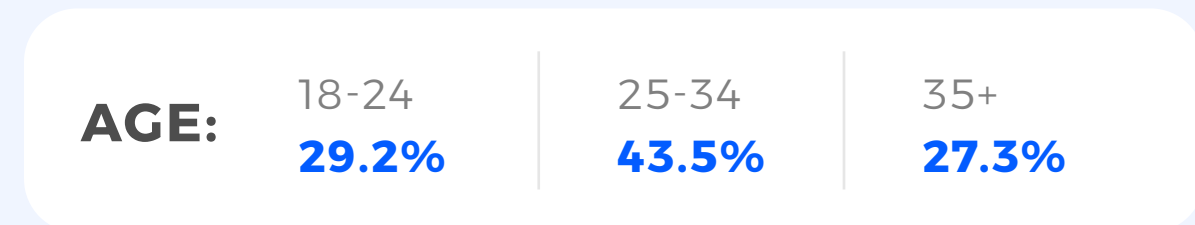
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT UAE & TELECOM





## TOP TELECOMMUNICATIONS TOPICS



Customer Services

**1.78M**



Network reliability

**1.60M**



Prices

**221K**



Data speed

**63.2K**



Bundles

**25.8K**



TELECOM KEY PLAYERS

# CONVERSATIONS OVERVIEW

1.



418K

2.



155.2K

3.

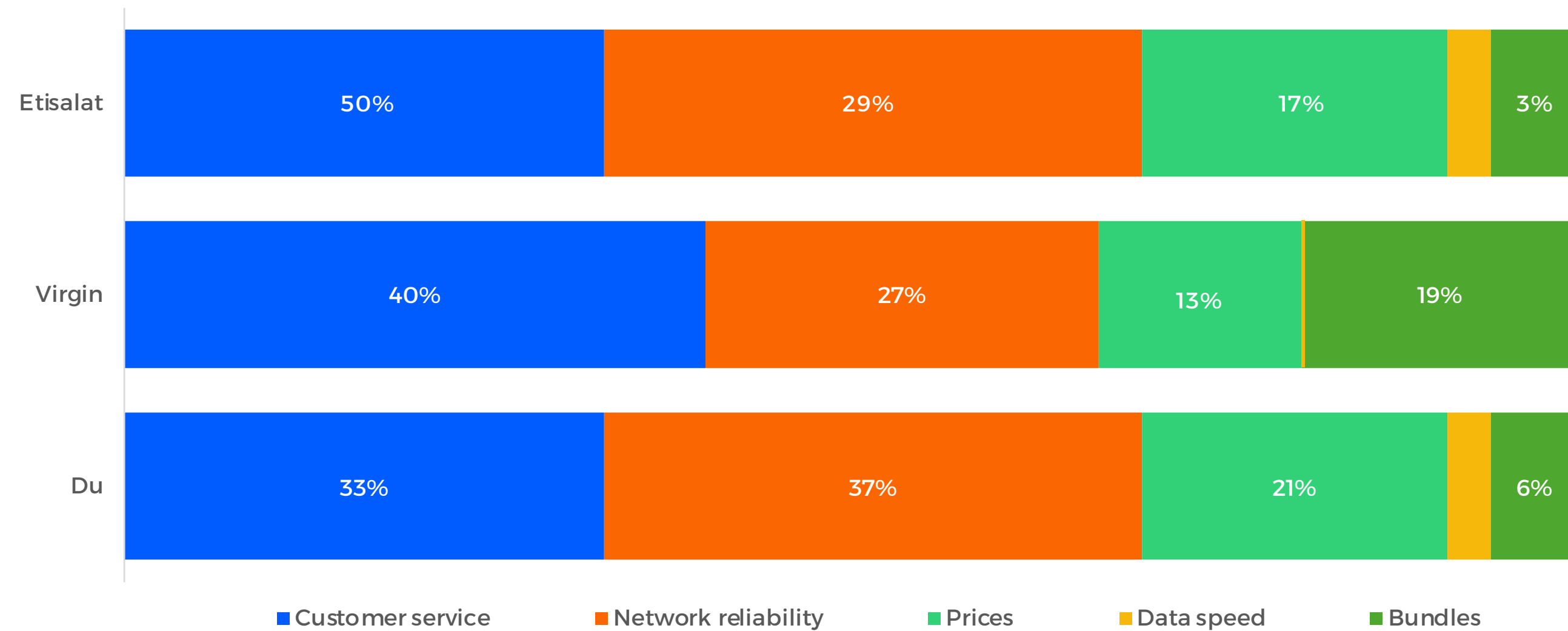


26.2K



# TOPICS

## BY COMPANY



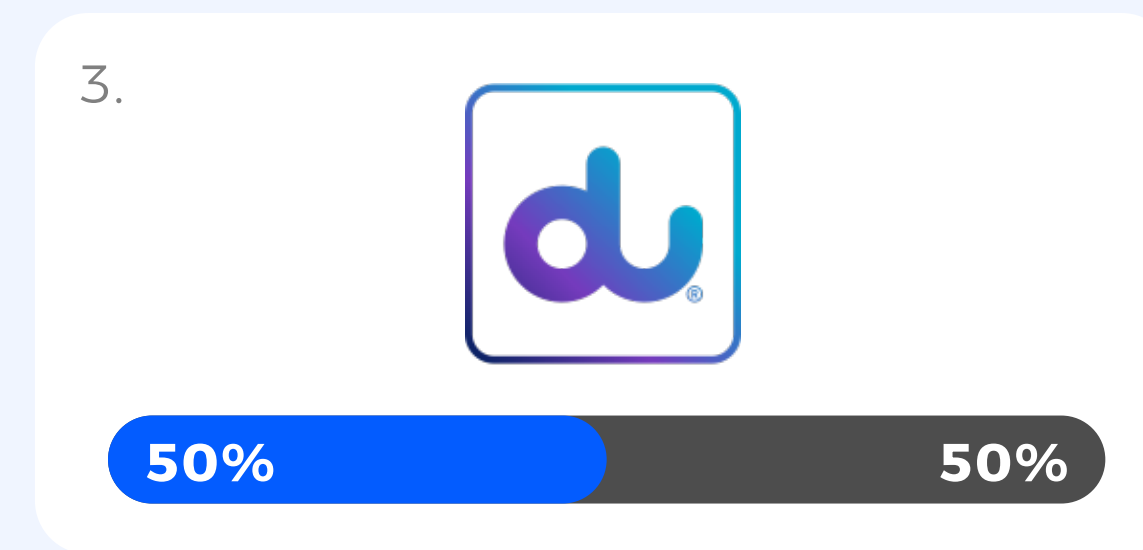




# CUSTOMER SERVICE

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**

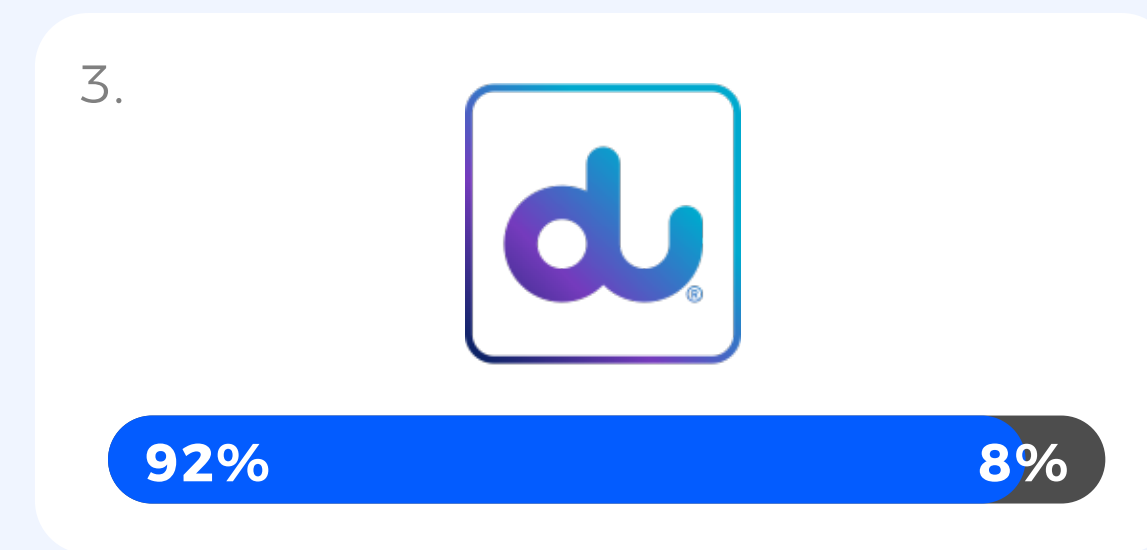




# NETWORK RELIABILITY

## SENTIMENT PER COMPAN

Legend : **Positive** | **Negative**

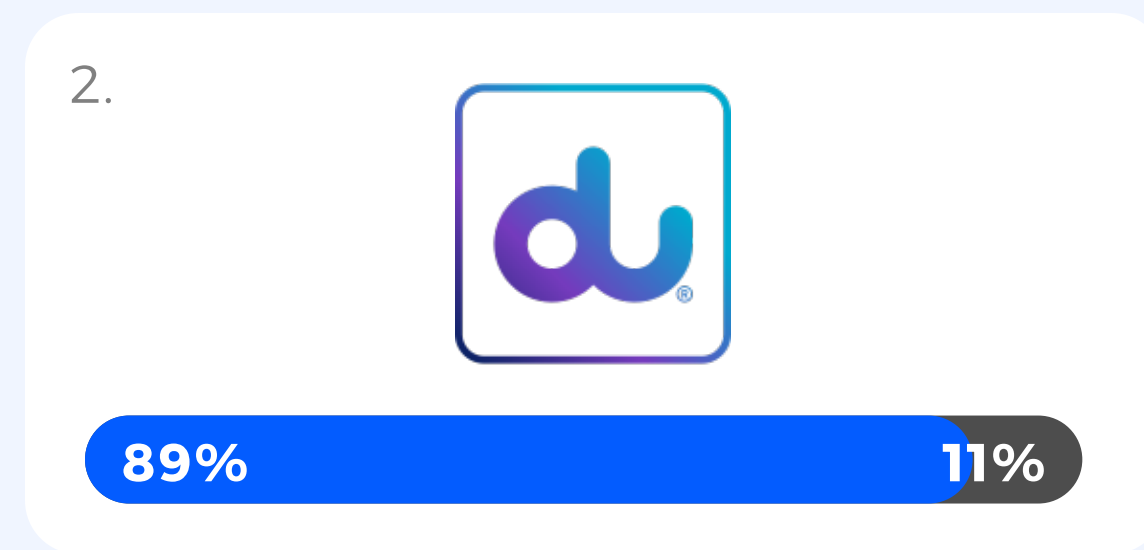




# PRICES

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**

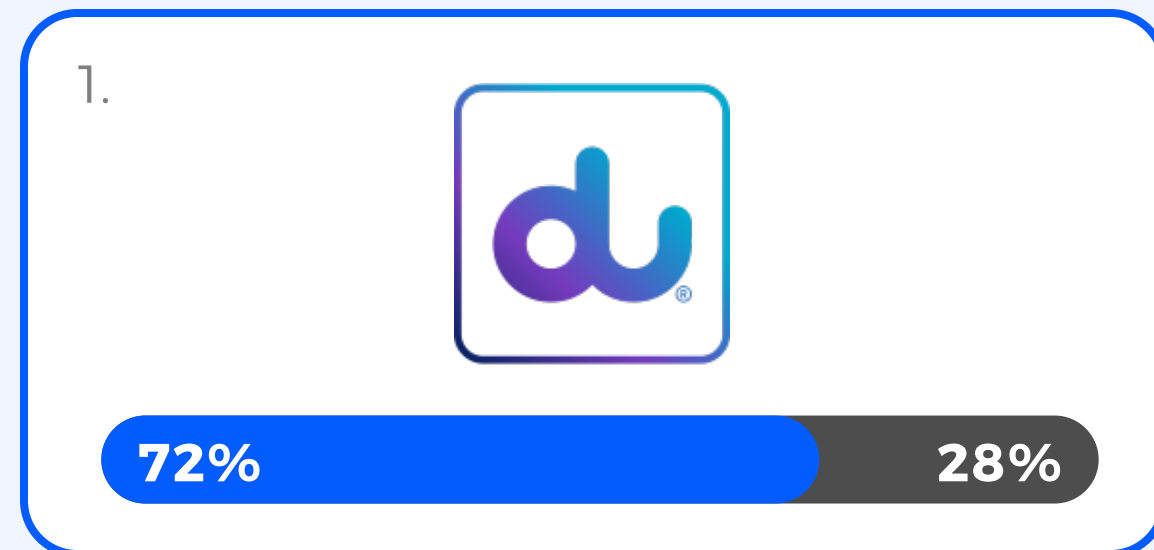




# DATA SPEED

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**

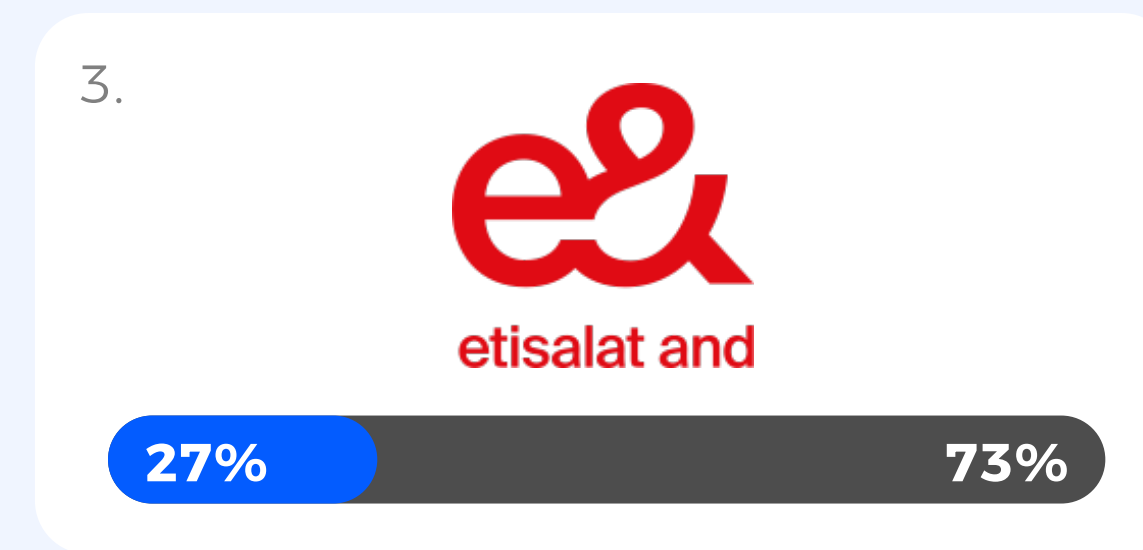
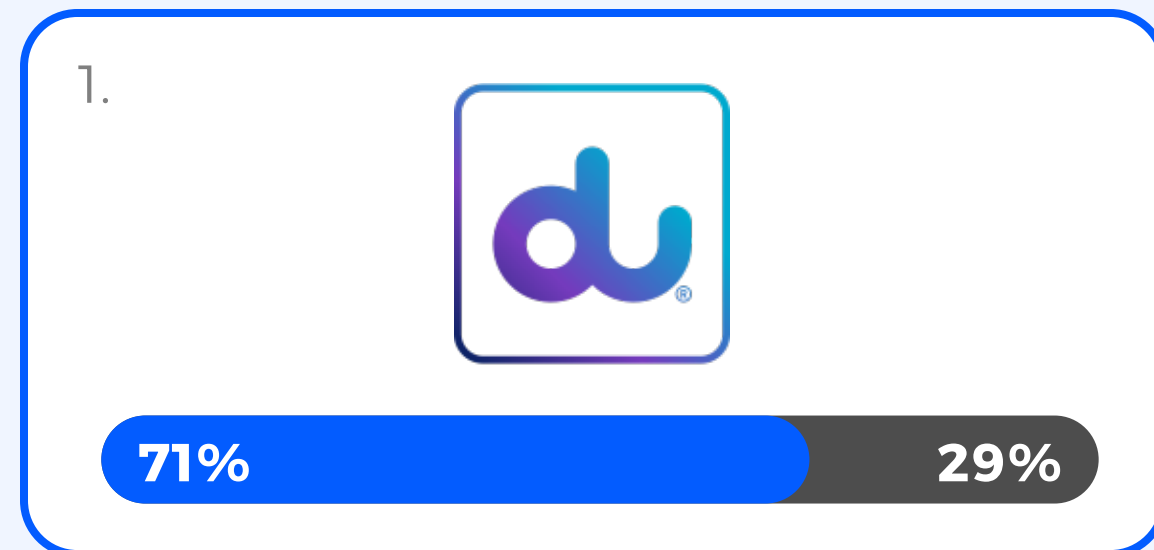




# BUNDLES

## SENTIMENT PER COMPANY

Legend : **Positive** | **Negative**










# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  **2.5M** Followers | **97** Engagements per Post

2.  **1.04M** Followers | **53** Engagements per Post

3.  **118.4K** Followers | **922** Engagements per Post



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY


ABOUT CROWD ANALYZER





# X

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  **2.08M** Followers | **4** Engagements per Post

2.  **1.54M** Followers | **2** Engagements per Post


3.  **4.8K** Followers | **1** Engagements per Post





# INSTAGRAM

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  **165.62K** Followers **317** Engagements per Post

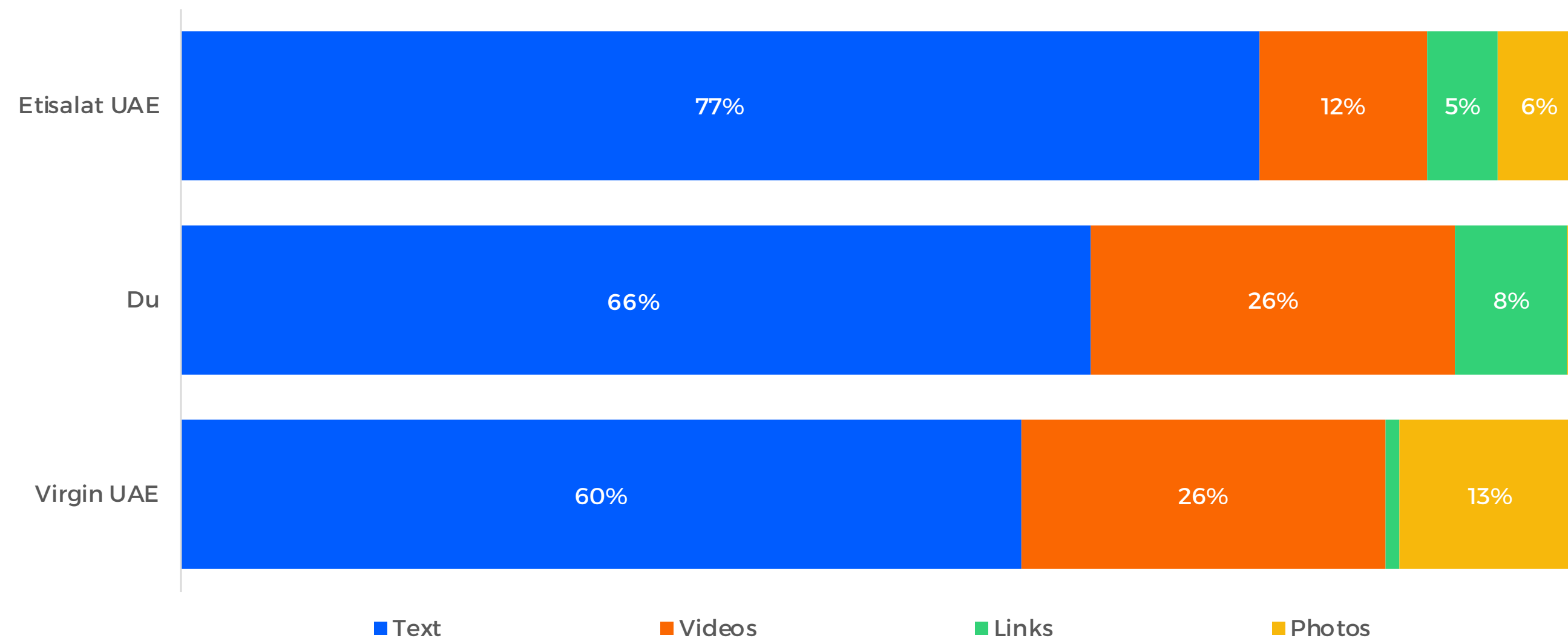
2.  **17.92K** Followers **39** Engagements per Post

3.  **10.34k** Followers **102** Engagements per Post




# CONTENT ANALYSIS


Note: "The analyzed data was collected over a one-month period"






# WEBSITE ANALYSIS

1.  **15.64K**  
Global Rank      **46**  
Country Rank

2.  **16.27K**  
Global Rank      **53**  
Country Rank

3.  **316K**  
Global Rank      **2.46K**  
Country Rank





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**





GLOSSARY





ABOUT CROWD ANALYZER







# WEBSITE ANALYSIS

**Legend:** Total Visits | Avg. Visit Duration | Bounce Rate

1.   **9.5M**  **6:54**  **62%**

2.   **6.8M**  **11:56**  **59%**

3.   **208.9K**  **2:32**  **52%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# DU'S TOP MENTIONS

**برق الإمارات**  
@UAE\_BARQ

14 Following 2.7M Followers

لتحظى بفرصة الفوز بجهاز "يغون 14" من "دو" .. أجب عن السؤال في خلية التعليقات للمشاركة في المسابقة، وانتظر اسمك في إعلان الفائزين يوم الأربعاء المقبل.

[@dutweets](#)

UAE BARQ  
برق الإمارات

**اربح مع "دو"**  
الأسبوع الأول من المسابقة بالتعاون مع "برق الإمارات"

مسابقة دو  
لعالم مستدام

ما هو شعار عام 2023 لدولة الإمارات ؟

1. التسامح 2. الاستدامة 3. المحبة

الإنجيين 04 - 09 - 2023

8:23 PM · Sep 4, 2023 · 330.2K Views

5.1K Replay 1.4K Repost 1.2K Like 9 Bookmark

**City Chief**  
@City\_Chief

819 Following 240.7K Followers

Man City fans in UAE face NOT being able to watch Treble defence. Negotiations collapsed between the regional TV rights-holders BeIN Sport and the United Arab Emirates' telecoms operator, DU.

[Daily Mail]

11:40 AM · Jul 1, 2023 · 28.8K Views

5 Replay 10 Repost 424 Like - Bookmark

**وزارة الموارد البشرية والتوطين**  
@MOHRE\_UAE

157 Following 291.6K Followers

We are glad to announce that we're now accepting nomination applications for the Emirates Labour Market Award - from June 1 until August 31 via the website [riyada.mohre.gov.ae](http://riyada.mohre.gov.ae)

The Award, which was approved by the UAE Cabinet in March @DAMACOfficial @EmiratesNBD\_AE @dutweets


NOMINATE FOR 2023  
EMIRATES LABOUR MARKET AWARD


7:49 PM · Jun 1, 2023 · 790.2K Views


14 Replay 35 Repost 359 Like 5 Bookmark







# ETISALAT'S TOP MENTIONS

 **ahmadalkashekh**  
Ahmad Salah


125 Following   353.1K Followers   5.6M Likes 




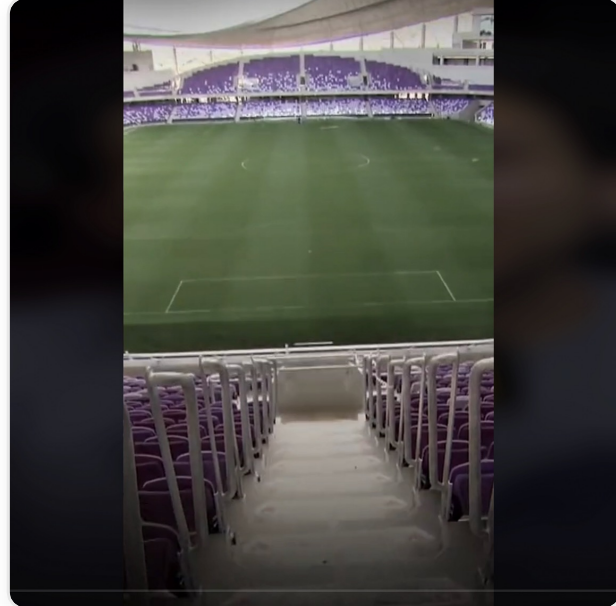
 17K    31    40    91





Like   Comment   Bookmark   Share

When you have to solve integrals and quadratic equations to calculate the rates. No need to do that anymore. Make your next international transfer with @e& money with the best exchange

 **omar\_aldawly**  
Omar Al Dawly  
عمر الدولي

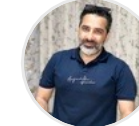
172 Following   1.8M Followers   41.6M Likes 





 14.9K    770    686    104





Like   Comment   Bookmark   Share

ازي تحضر ماتشي منتخب مصر في الامارات @The @Etisalat UAE  
Influencers agency @Etisalat Egypt @Sportsunited@  
Abu Dhabi Sports Council @Abu Dhabi Sports Council

 **amjad\_ali\_speaks**  
Amjad Ali Speaks

1.3K Following   1.6M Followers   43.8M Likes 



 8.2K    83    287    117

Like   Comment   Bookmark   Share

UAE Residents can call loved ones in Syria, Turkey for free by Etisalat. #AmjadAliSpeaks #Etisalat #Free #Call #Turkey #Syria #UAE #Respect #ThankYou #publicspeaking #realstory #





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# VIRGIN'S TOP MENTIONS

**TDR** **تدرا** TDR  
@tdrauae

50 Following 177.2K Followers

هل تلقيت مكالمة تسويقية بالرغم من تسجيلك في سجل عدم الاتصال (DNCR) يمكنك الآن رفع شكوى

لمتعاملي الاتصالات @etisalatuae  
...etisalat.ae/b2c/eshop/doNo...

لمتعاملي دو @dutweets  
...myaccount.du.ae/servlet/myacco...

لمتعاملي فيرجن @VirginMobileUAE  
...virginmobile.ae/dnccr/

2:04 PM · Mar 18, 2023 · 68.7K Views

25 Replay 43 Repost 81 Like 29 Bookmark

**Holly Branson**  
@HollyBranson

753 Following 54.1K Followers

All smiles chatting to the wonderful team at @VirginMobileUAE – more on this soon!

11:45 AM · May 23, 2023 · 6,230 Views

1 Replay 8 Repost 39 Like - Bookmark

**Master Sri Akarshana**  
@SriAkarshana

200 Following 6.3K Followers

Check it out!!! Podcast with @VirginMobileUAE

10:44 PM · Jan 29, 2023 · 393 Views

2 Replay 8 Repost 17 Like - Bookmark



# DIGITAL RANKING

1.



2.



3.







## DIGITAL RANKING KSA VS EGYPT VS UAE

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.





# TELECOMMUNICATIONS

## DIGITAL RANKING

**In KSA, the most frequently discussed topic was Network Reliability,**

where users expressed complaints about network coverage and stability. Meanwhile, in Egypt, Prices took the lead after news of rising service prices in the telecommunications sector. In the UAE, Customer Service emerged as the most popular topic, with people expressing dissatisfaction, particularly regarding Du's customer support services.

**While there are complaints in Egypt about prices** and in KSA regarding

Network Reliability, users in the UAE appear to be quite satisfied with their telecommunications providers on these two topics.

**Egypt and KSA dominate the top five companies** in the digital ranking, while

the UAE makes its first appearance in the 8th place with e& company.



# 04.4 INDUSTRIES BANKING & FINTECH



# BANKING & FINTECH

## INTRODUCTION



**Social media can revolutionize how banks and fintech institutions handle issues, feedback, and requests beyond traditional sales channels.**

This section dives into social media activity among top banks, helping you identify the most effective ways to connect and engage with your customers.



INTRODUCTION

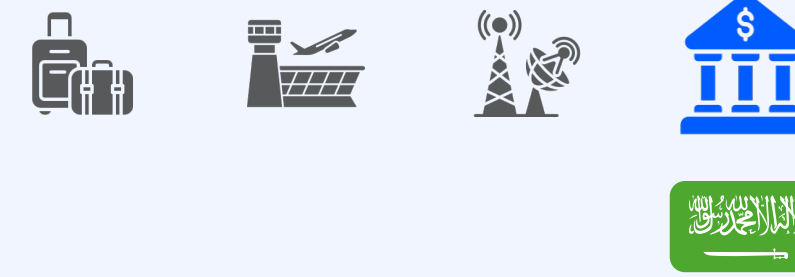
DIGITAL OVERVIEW

KEY TOPICS

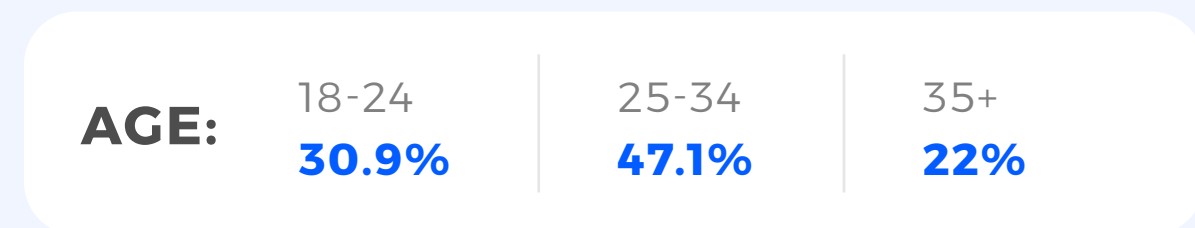
**INDUSTRIES**

GLOSSARY

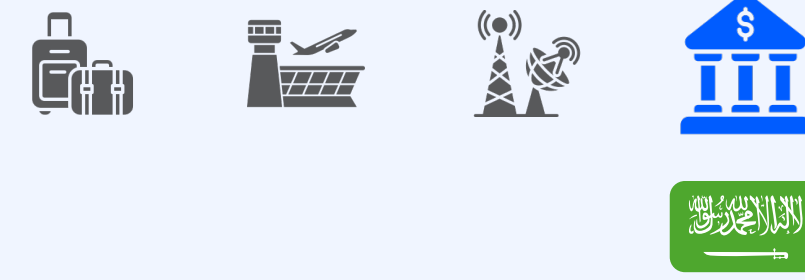
ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT SAUDI & BANKING







# TOP "BANKING" TOPICS

Legend : **Positive** | **Negative**



Loans & Installments  
**8.23M**



Digital Services  
**3.8M**

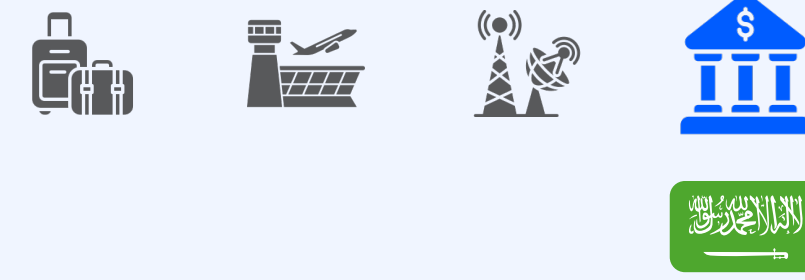


Accounts  
**3.10M**



Credit cards  
**210K**





# CONVERSATIONS ABOUT LOANS & INSTALLMENTS

Legend : **Male** | **Female**



Mortgage Loan  
**638.5K**

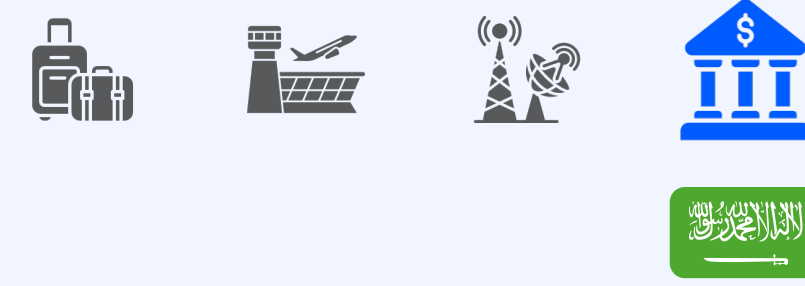


Car Loan  
**130.2K**



Personal Loan  
**94.1K**





# TOP MENTIONS BY ORGANIZATIONS

**مصرف الراجحي**  
@alrajhibank

14 Following 2.5M Followers

5000 ريال يوميًا موزعة على 10 فائزين 🎉

اذكر لنا اسم بطاقة من مصرف الراجحي تعطيك كاش باك يوصل حتى %10

تابعنا وشاركنا إجابتك في هاشتاق #بطاقاتنا\_تفوز وفالك الفوز بـ 500 ريال يتم إيداعها في بطاقتك الائتمانية أو مسبقه الدفع

12:51 AM · Apr 5, 2023 · 1.2M Views

16K Replay 8.5K Repost 5.9K Like 113 Bookmark

**Bank Albilad**  
@BankAlbilad

2 Following 950.5K Followers

أنيق وبتعلمي بنك البلاد يليق 🎉  
شاركوا معنا وانخلوا السحب لفرصة الفوز بأجهزة جاكسي S23 الشروط  
تابعنا  
ريويت للتغريدة  
اذكر اسم إحدى بطاقات البلاد في هاشتاق #بنك\_البلاد  
فاكم الفوز!

جوائزنا غير...  
في شهر الخير

8:30 PM · Mar 27, 2023 · 1.4M Views

10K Replay 8.6K Repost 4.3K Like 34 Bookmark

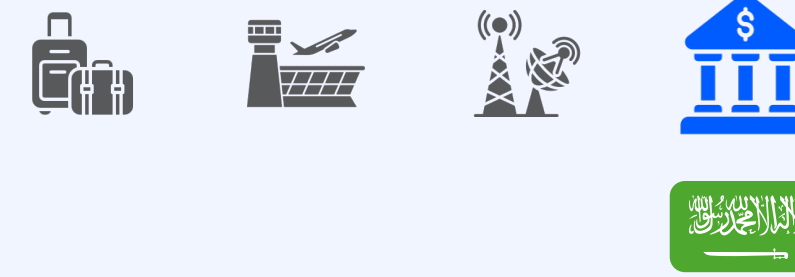
**مصرف الإنماء**  
@AlinmaBankSA

11 Following 1M Followers

ألف مليون مبروك للمعيد تحفيقه لقب #دوري\_روشن\_السعودي  
ويهدي المدامية بنسحب على 3,000 ريال رسيد في بطاقة المسافر لـ 5 فائزين متممة من مصرف الإنماء  
الشريك الرسمي لدوري روشن السعودي  
الشروط:  
لايك  
ريويت  
تابعنا  
ويترك للمعيد في هاشتاق #نشجع\_مع\_الإنماء  
وفالك الفوز  
inma.co/rsic

12:22 AM · May 28, 2023 · 1.1M Views

5.5K Replay 5.8K Repost 6.4K Like 184 Bookmark



# TOP MENTIONS BY USERS

**hemex\_7**  
hemexهمكس |

646 Following 5.8M Followers 268.1M Likes

49.9K Likes 774 Comments 2.8K Bookmarks 430 Shares

صفحة تاريخية للبنك السعودي للاستثمار #hemexsportsontiktok ## ريال مدريد #realmadrid#

**abdullah\_yw**  
عبدالله العلاوي

124 Following 2.4M Followers 37.8M Likes

32.5K Likes 166 Comments 10.3K Bookmarks 1.6K Shares

ضبط امورك المالية بهذه الفرصة المجانية فالك التوفيق - من البنك السعودي الفرنسي #learnontiktok هل تعلم #علمني

**TURKI ALALSHIKH**  
@Turki\_alalshikh

1.4K Following 6.8M Followers

8:49 PM · Sep 4, 2023 · 7.8M Views

2.4K Replies 3.1K Reposts 10K Likes 271 Bookmarks



INTRODUCTION

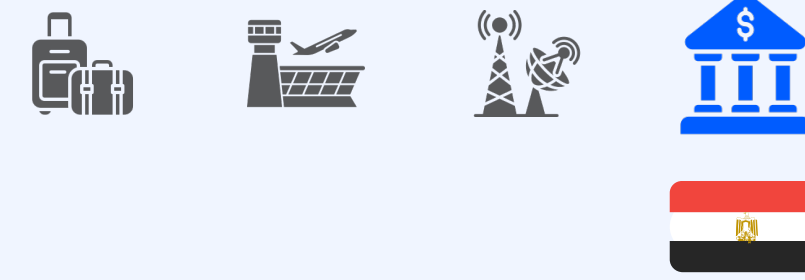
DIGITAL OVERVIEW

KEY TOPICS

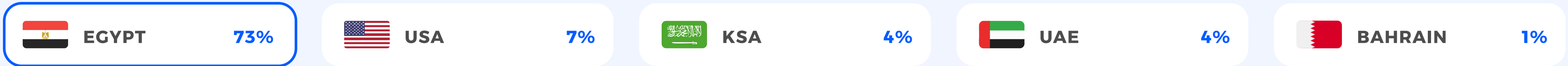
**INDUSTRIES**

GLOSSARY

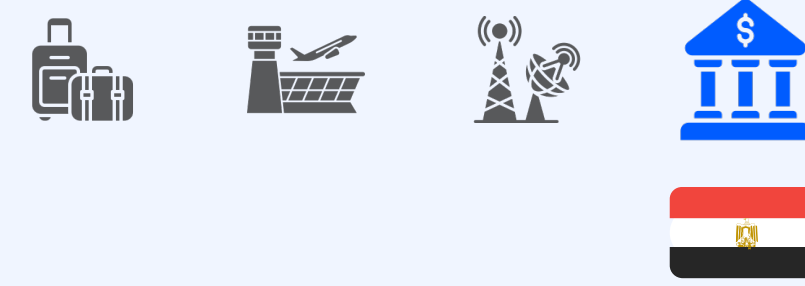
ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & BANKING







# TOP “BANKING” TOPICS

Legend : **Positive** | **Negative**



Loans & Installments  
**6.61M**



Digital Services  
**3.15M**



Accounts  
**2.58M**



Credit cards  
**192.9K**

26%

74%

65%

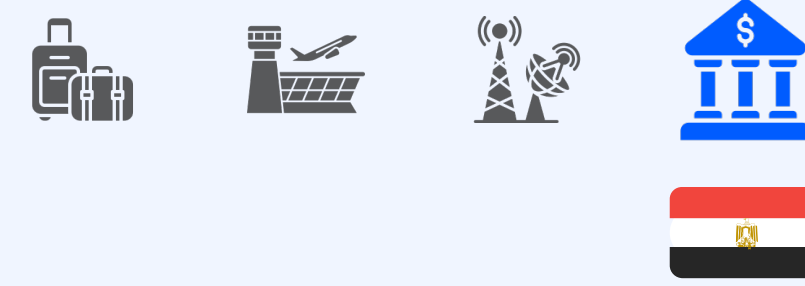
35%

26%

74%

34%

66%



# CONVERSATIONS ABOUT LOANS & INSTALLMENTS

Legend : **Male** | **Female**



Personal Loan  
**292K**

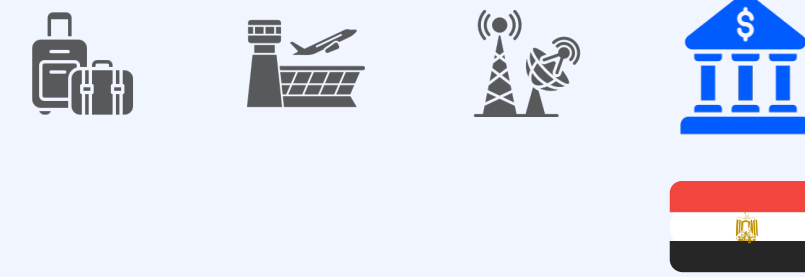


Car Loan  
**15.9K**




Mortgage Loan  
**14.9K**





# TOP MENTIONS BY ORGANIZATIONS

 **S.L. Kanthan**  
@Kanthan2030

6.8K Following 138.6K Followers

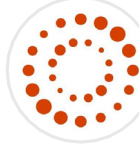
Egypt joins the special bank set up by BRICS. It means less reliance on World Bank, IMF and U.S. dollar. Also, Egypt had already submitted the application for BRICS membership.

A multipolar world in the making...

english.ahram.org.eg  
Parliament approves agreement allows Egypt to join BRICS  
MPs approved Sunday an agreement that allows Egypt to officially join the new Development Bank to be set up by ...


3:17 PM · Feb 7, 2023 · 169.6K Views

55 Replay 774 Repost 2.1K Like 67 Bookmark

 **Reuters**  
@Reuters


1.2K Following 25.6M Followers

Egypt central bank keeps interest rates steady as growth drops  
[reut.rs/3RSGFt](#)



12:25 AM · Dec 22, 2023 · 53.5K Views


2 Replay 5 Repost 12 Like 1 Bookmark

 **أخبار السعودية**  
@SaudiNews50

1 Following 21.4M Followers

وفق بيانات الصندوق السعودي للتنمية..  
أكثر الدول العربية المستفيدة من القروض والمنح #السعودية:  
مصر 31 مليار ريال  
فلسطين 18 مليار ريال  
المغرب 13.50 مليار ريال  
اليمن 10.04 مليار ريال

Translate post



11:36 PM · Nov 1, 2023 · 3.1M Views

1K Replay 1.9K Repost 4.4K Like 347 Bookmark





INTRODUCTION

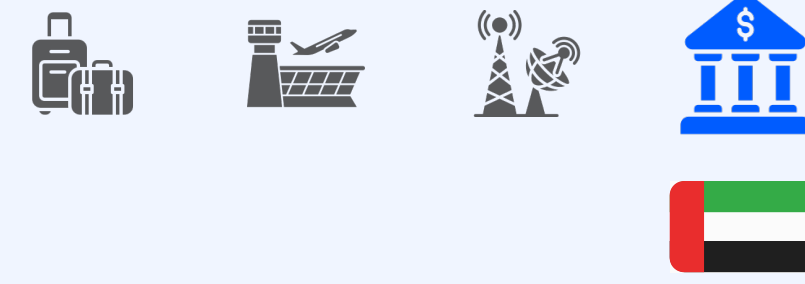
DIGITAL OVERVIEW

KEY TOPICS

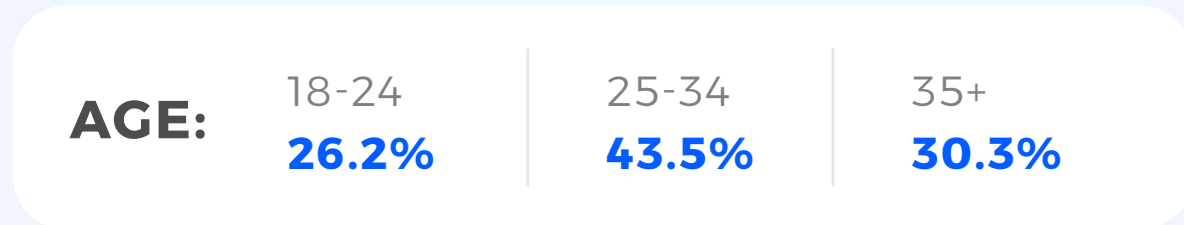
**INDUSTRIES**

GLOSSARY

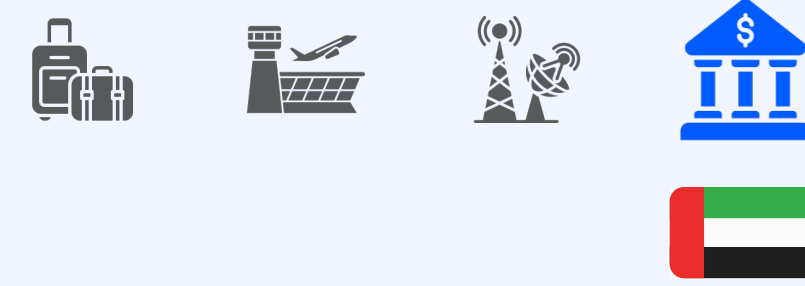
ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT UAE & BANKING







# TOP "BANKING" TOPICS

Legend : **Positive** | **Negative**



Loans & Installments  
**3.81M**



Digital Services  
**2.93M**

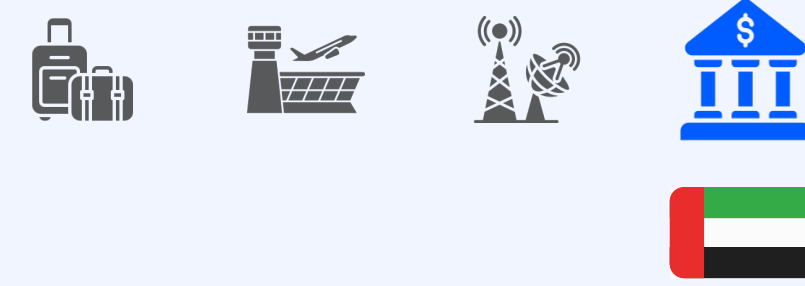


Accounts  
**2.40M**



Credit cards  
**331.5K**





# CONVERSATIONS ABOUT LOANS & INSTALLMENTS

Legend : **Male** | **Female**



Mortgage Loan  
**303.2K**



Personal Loan  
**36.5K**



Car Loan  
**22.4K**

66%

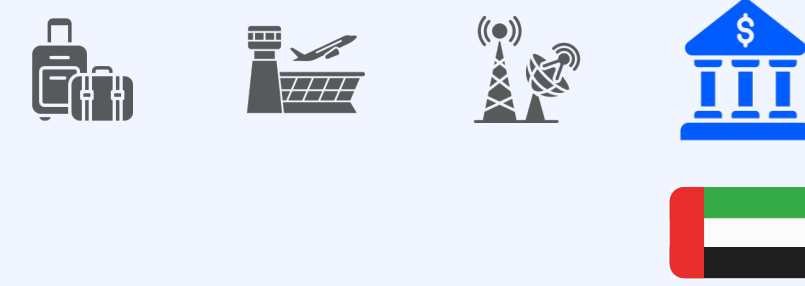
34%

77%


23%


89%

11%




# TOP MENTIONS BY ORGANIZATIONS





 **Watcher.Guru**  
@WatcherGuru

1 Following 2.3M Followers 


JUST IN: 🇦🇪 UAE Central Bank launches its 'The Digital Dirham' CBDC strategy.




1:08 PM · Mar 23, 2023 · 710.7K Views

 210  1K  4.3K  55

Replay    Repost    Like    Bookmark


 **malloftheemirates**  
Mall of the Emirates


1 Following 88K Followers 868.8K Likes 



4.4K Like    4 Comment    1 Bookmark    4 Share





في هذه الاوقات تحلي مظاهر الكرم وتكافل المجتمع تعمل مبادرة "الغذاء من اجل المستقبل" بالشراكة مع بنك الإمارات للطعام لجمع الغداء الفائض ومساعدة المجتمعات المحتاجة. انضموا إلينا في مهمتنا للقضاء على هدر...

 **ReserveBankOfIndia**  
@RBI

1 Following 2.2M Followers 

Reserve Bank of India and Central Bank of the UAE sign two MoUs to (i) establish a Framework to Promote the Use of Local Currencies for Cross-border Transactions and (ii) cooperation for interlinking their payment and messaging systems  
[https://rbi.org.in/Scripts/BS\\_Pre...](https://rbi.org.in/Scripts/BS_Pre...)

12:57 PM · Jul 15, 2023 · 853.4K Views

 77  608  2.3K  35

Replay    Repost    Like    Bookmark



INTRODUCTION

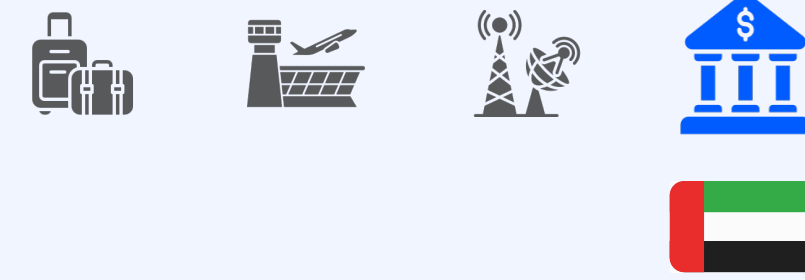
DIGITAL OVERVIEW

KEY TOPICS


**INDUSTRIES**


GLOSSARY


ABOUT CROWD ANALYZER







# TOP MENTIONS BY USERS

 **farahkhandilliwali**  
farah17khan


0 Following 54.6K Followers 659K Likes 





 20.6K  338  4.3K  4.5K





Like Comment Bookmark Share

Enjoy 5 amazing benefits by using your Emirates Id . 1 🤖 You can withdraw cash with your EID if you have the Emirates NBD mobile app on your phone. You'll use the app to generate a code that...

 **sadiqlader4**  
sadiqLeader


317 Following 284.1K Followers 4.7M Likes 





 12.2K  457  3.1K  3.8K





Like Comment Bookmark Share

GoldBank® بنك جولد بنك gives you digital access to real gold, so you can own it, grow it, & save it. <https://www.goldbank.app> Kuwait Hotline +965 2220 4916 +965 4100 4653 UAE Hotline +971 4439...

 **lawbyodeh**  
Ahmed Odeh

65 Following 375.6K Followers 2.2M Likes 



 3.1K  129  368  174

Like Comment Bookmark Share

Thank you @Mosab Qasrawi for your clear explanation in regard to setting up bank accounts in the UAE. #uae #dubai #lawyer #dubailawyer #uaelawyer #uaelaw #legal #bank #bankaccount...





## BANKING KEY PLAYERS

# CONVERSATIONS OVERVIEW







INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY










ABOUT CROWD ANALYZER



# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  بنك مصر BANQUE MISR	5.94M Followers	5.25K Engagements per Post	2.  بنك أبوظبي الأول FAB First Abu Dhabi Bank	2.61M Followers	32 Engagements per Post	3.  البنك الأهلي المصري NATIONAL BANK OF EGYPT	2.51M Followers	3.29K Engagements per Post	4.  Commercial International Bank	1.33M Followers	139 Engagements per Post
5.  Commercial International Bank	1.20M Followers	45 Engagements per Post	6.  الأول SAB	1.1M Followers	14 Engagements per Post	7.  مصرف الراجحي alrajhi bank	726.8K Followers	544 Engagements per Post	8.  البنك الأهلي السعودي SNB	472.9K Followers	34 Engagements per Post
5.  بنك أبوظبي التجاري ADCB	416.8K Followers	31 Engagements per Post									



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY










ABOUT CROWD ANALYZER



# X

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"










1.  مصرف الراجحي alrajhi bank	2.49M Followers	1.4K Engagements per Post	2.  البنك الأهلي السعودي SNB	1.32M Followers	346 Engagements per Post	3.  الأول SAB	590.6K Followers	4 Engagements per Post	4.  بنك الإمارات دبي الوطني Emirates NBD	168.5K Followers	2 Engagements per Post
5.  بنك أبوظبي الأول FAB First Abu Dhabi Bank	135.1K Followers	2 Engagements per Post	6.  بنك ناصر BANQUE MISR	85.4K Followers	5 Engagements per Post	7.  البنك الأهلي المصري NATIONAL BANK OF EGYPT	54.3K Followers	0 Engagements per Post	8.  بنك أبوظبي التجاري ADCB	49K Followers	7 Engagements per Post
5.  Commercial International Bank	896 Followers	1 Engagements per Post									



# INSTAGRAM

## DIGITAL PERFORMANCE

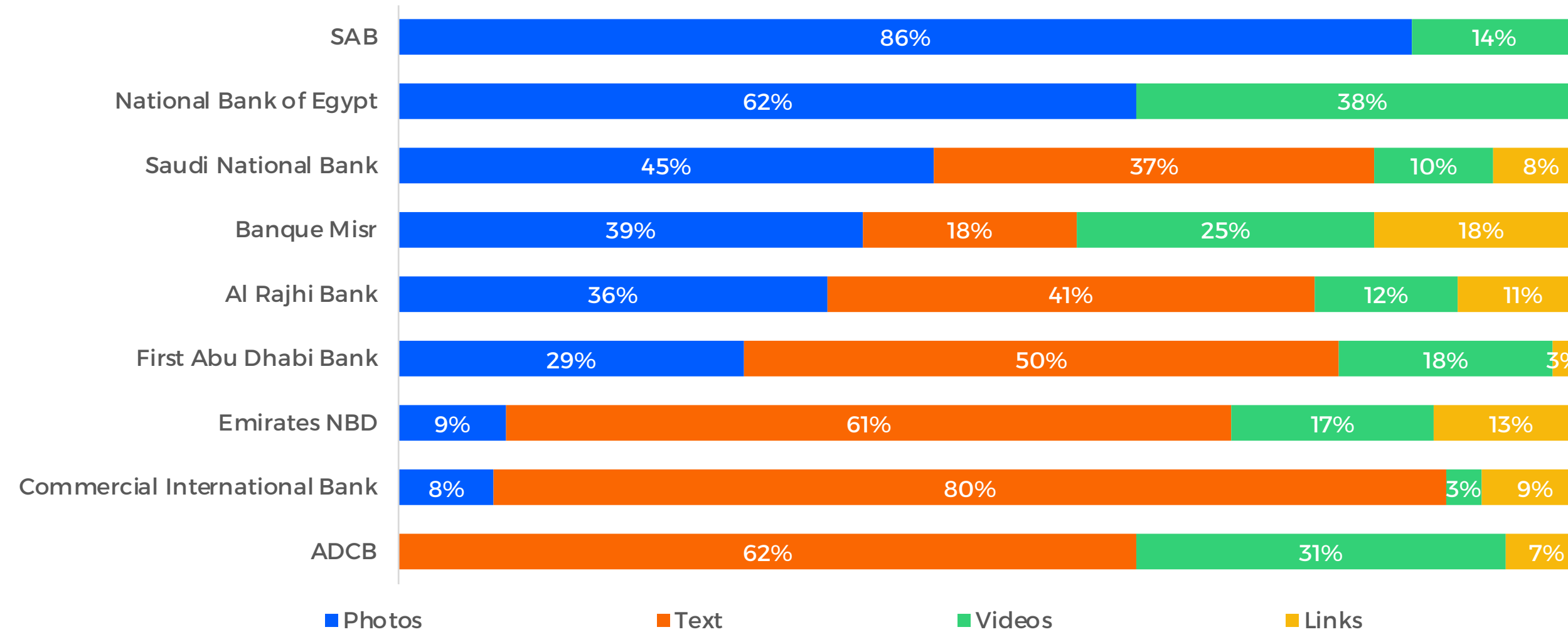
Note: "The analyzed data was collected over a one-month period"

1.  مصرف الراجحي alrajhi bank	469.4K Followers	85 Engagements per Post	2.  البنك الأهلي السعودي SNB	326.1K Followers	67 Engagements per Post	3.  بنك مصر BANQUE MISR	202.2K Followers	704 Engagements per Post	4.  البنك الأهلي المصري NATIONAL BANK OF EGYPT	182.9K Followers	600 Engagements per Post
5.  بنك الإمارات دبي الوطني Emirates NBD	141.8K Followers	301 Engagements per Post	6.  Commercial International Bank CIB	124.2K Followers	65 Engagements per Post	7.  الأول SAB	106.1K Followers	6 Engagements per Post	8.  بنك أبوظبي الأول FAB First Abu Dhabi Bank	49.6K Followers	95 Engagements per Post
5.  بنك أبوظبي التجاري ADCB	41.7K Followers	61 Engagements per Post									












# CONTENT ANALYSIS

Note: "The analyzed data was collected over a one-month period"





# WEBSITE ANALYSIS

1.  مصرف الراجحي alrajhi bank	<b>12.7K</b> Global Rank	<b>66</b> Country Rank	2.  بنك مصر BANQUE MISR	<b>24.4K</b> Global Rank	<b>163</b> Country Rank	3.  البنك الأهلي السعودي SNB	<b>25.9K</b> Global Rank	<b>130</b> Country Rank	4.  Commercial International Bank	<b>27.3K</b> Global Rank	<b>186</b> Country Rank
5.  بنك أبوظبي التجاري ADCB	<b>33.3K</b> Global Rank	<b>105</b> Country Rank	6.  بنك الإمارات دبي الوطني Emirates NBD	<b>34.5K</b> Global Rank	<b>114</b> Country Rank	7.  البنك الأهلي المصري NATIONAL BANK OF EGYPT	<b>38.3K</b> Global Rank	<b>283</b> Country Rank	8.  بنك أبوظبي الأول FAB First Abu Dhabi Bank	<b>55K</b> Global Rank	<b>158</b> Country Rank
9.  الأول SAB	<b>64.9K</b> Global Rank	<b>383</b> Country Rank									





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

Legend: Total Visits | Avg. Visit Duration | Bounce Rate

1. **alrajhi bank**

**6.6M** **12:40** **72%**

2. **البنك الأهلي المصري**  
NATIONAL BANK OF EGYPT

**5.6M** **12:22** **75%**

3. **Commercial International Bank**

**4.1M** **11:25** **39%**

4. **بنك مصر**  
BANQUE MISR

**3.1M** **8:27** **60%**

5. **بنك أبوظبي التجاري**  
ADCB

**2.9M** **11:05** **39%**

6. **البنك الأهلي السعودي**  
SNB

**2.6M** **3:45** **53%**

7. **بنك الإمارات دبي الوطني**  
Emirates NBD

**2.4M** **19:13** **53%**

8. **الأول**  
SAB

**995K** **6:33** **72%**

9. **بنك أبوظبي الأول**  
FAB  
First Abu Dhabi Bank

**786.4K** **8:17** **63%**



INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# DIGITAL RANKING

1.



مصرف الراجحي  
alrajhi bank

2.



بنك مصر  
BANQUE MISR

3.



البنك الأهلي السعودي

4.



البنك الأهلي المصري  
NATIONAL BANK OF EGYPT

5.



بنك الإمارات دبي الوطني  
Emirates NBD

6.



الأول  
SAB

7.



Commercial International Bank

8.



بنك أبوظبي الأول  
FAB  
First Abu Dhabi Bank

9.



بنك أبوظبي التجاري  
ADCB



INTRODUCTION

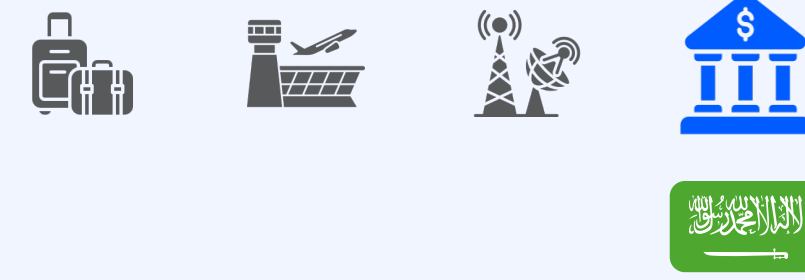
DIGITAL OVERVIEW

KEY TOPICS

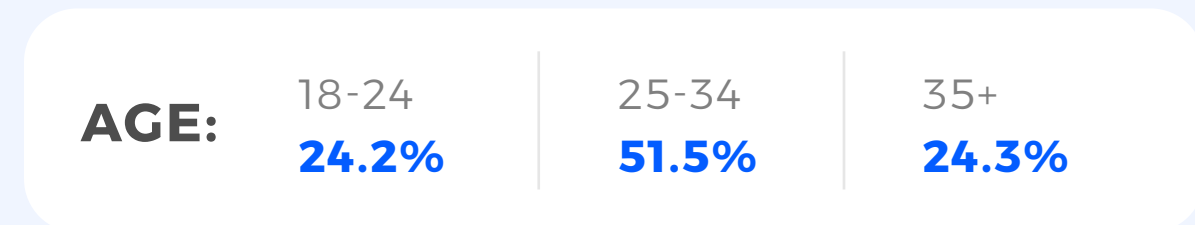
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT SAUDI & FINTECH





INTRODUCTION

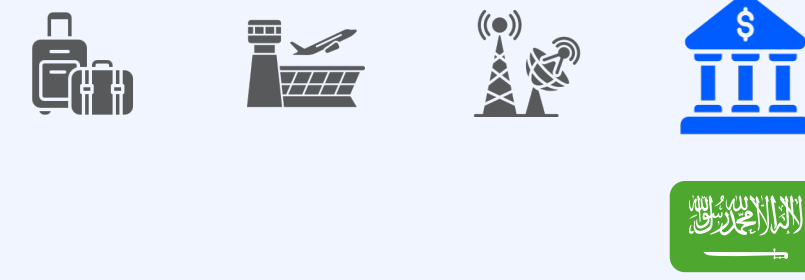
DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOP “FINTECH” TOPICS



Cryptocurrency

**6M**



Online payments

**3.53M**



Cybersecurity

**1.28M**



INTRODUCTION

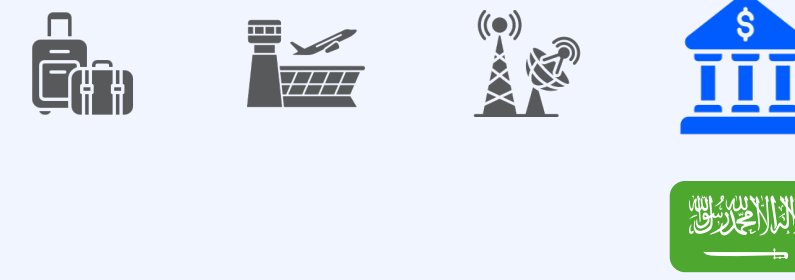
DIGITAL OVERVIEW

KEY TOPICS

INDUSTRIES

GLOSSARY

ABOUT CROWD ANALYZER



# TOP MENTIONS BY ORGANIZATIONS

**Mobily Pay**  
@MobilyPay

2 Following 256.7K Followers

10 أفونات لـ 10 فائزين 🎉👏👏  
-لايك وريتويت ❤️  
-التسجيل في المحفظة 📱  
-متابعة الحساب 📌  
-شاركنا عندك في هاشتاق #MobilyPay  
وقلمك القوز ✅

Translate post

9:36 PM · Jun 27, 2023 · 479.2K Views

29K Replay 17K Repost 14K Like 37 Bookmark

**AlinmaPay | الإنماء باي**  
@AlinmaPay

6 Following 228.3K Followers

منشن شخص تحت هاتفرية واكتب له ميزة من مميزات #AlinmaPay 🎁  
وادخل السحب على أيفون 14 📱  
كل اللي عليك تطبيق الشروط 📄  
- تابع حسابنا  
- ريتويت للتفرية  
- منشن شخص  
حفل التطبيق واستمتع بالعرض:  
[www.inma.co/6f0a20](https://www.inma.co/6f0a20)

Translate post

7:04 PM · Jan 26, 2023 · 615.9K Views

11K Replay 5K Repost 2.2K Like 24 Bookmark

**TechShop™ | تك شوب**  
@TechShopKSA

20 Following 94.9K Followers

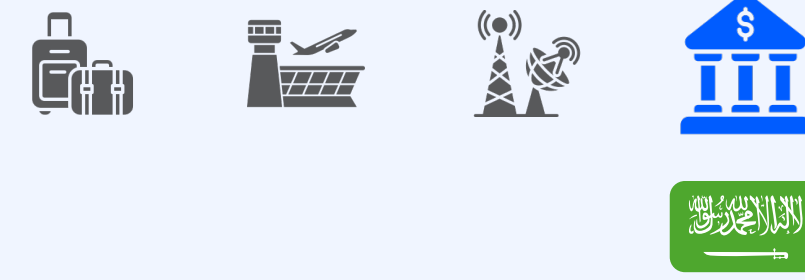
قريباً ضمن برامج #المسؤولية\_الاجتماعية  
برنامج #بنك\_الجزيرة لدعم الابتكار  
@BankAlJazira  
انطلاق #مبتكرون\_السابعة  
♦ في مجال: (الأمن السيبراني)  
♦ وذلك: من 7 - 17 مايو 2023  
♦ دعوا للمبتكرين من رواد الأعمال.  
📄 للتسجيل من خلال الرابط التالي:  
[forms.gle/2o9PSAq7Fe1St4](https://forms.gle/2o9PSAq7Fe1St4)  
#خبير\_الجزيرة\_لأهل\_الجزيرة  
#تك\_شوب\_السعودية

Translate post

10:57 AM · Apr 16, 2023 · 28.4K Views

- Replay 3.3K Repost 842 Like 6 Bookmark





# TOP MENTIONS BY USERS

**assadalsharif**  
Dr. Assad Rizq | د. اسعد رزق

114 Following 833.6K Followers 5.2M Likes

608K Like 3.8K Comment 68.8K Bookmark 23.8K Share

الاستثمار في الاصول قبل الخصوم. %30 لحدوة العملات الرقمية للمبتدئين ودورة التحليل المتقدمة وفنارة التداول الخاصة. www.rizqholding.com تبدأ من \$99 !!! ## fypبرنس #السعودية #بينكوين #عملات رقمية

**game.tech**  
بدر منصور

52 Following 1.1M Followers 10.4M Likes

50.8K Like 1K Comment 18.6K Bookmark 8.5K Share

اعطينا رأيك و تجربتك؟؟#بدر\_منصور #urpay #stcpay

**kkkh11**  
كُلُود

816K Following 56.2K Followers 4.6M Likes

34.3K Like 1.1K Comment 6K Bookmark 12.1K Share

كم لفتنو من عديتات يور باي ؟👉👈#بورباي #عديدة\_الراجحي #urpay #عديدة\_العيد #الراجحي #عديتات\_الراجحي #دور\_عديتك #سامحيتي\_على\_القصور #عديدة #عديدة\_الراجحي #بور\_باي #عيد



INTRODUCTION

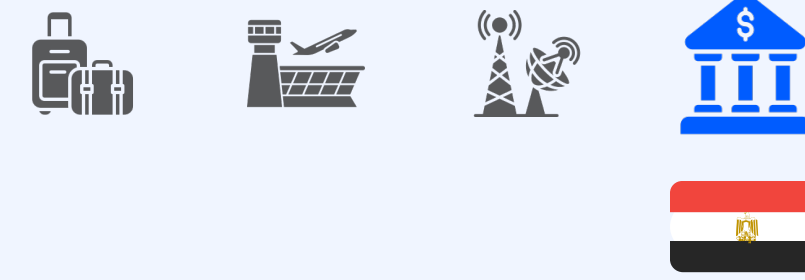
DIGITAL OVERVIEW

KEY TOPICS

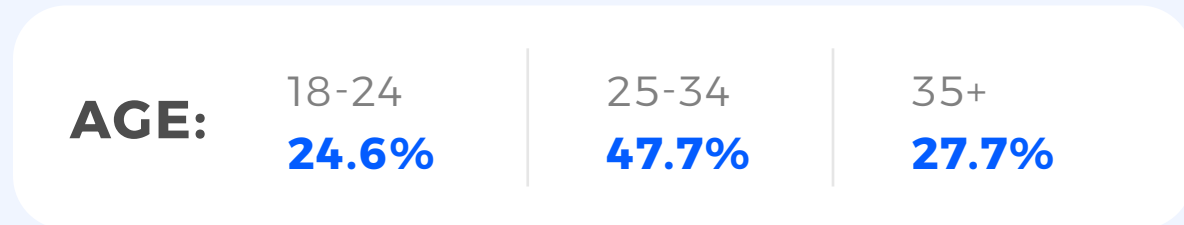
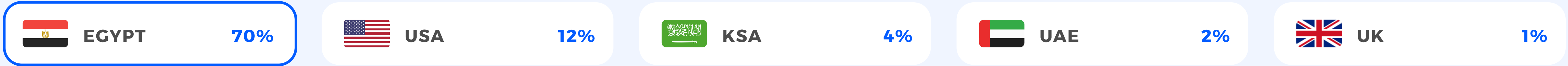
**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT EGYPT & FINTECH





INTRODUCTION

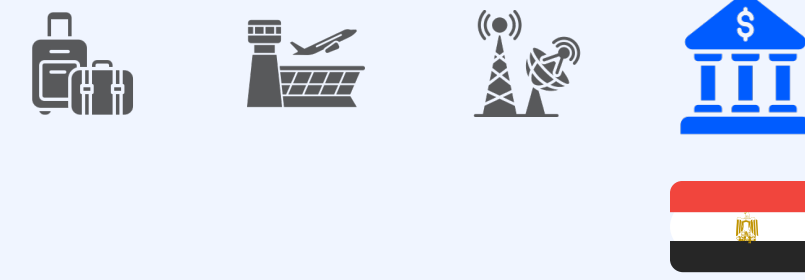
DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# TOP “FINTECH” TOPICS



Online payments

**4.50M**



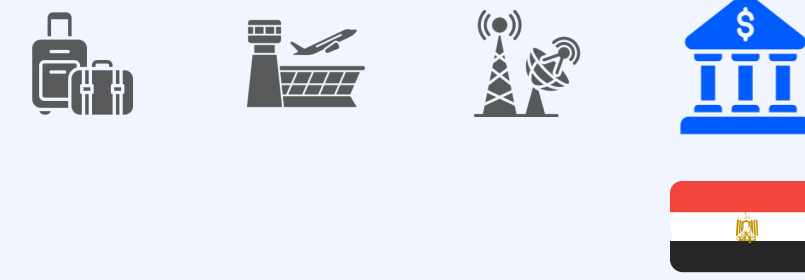
Cryptocurrency

**2.08M**



Cybersecurity

**1.55M**



# TOP MENTIONS BY ORGANIZATIONS

**orange\_egypt**  
Orange Egypt

0 Following 634.1K Followers 4.8M Likes

كاش كاش كاش كاش كاش

40.7K Like 289 Comment 241 Bookmark 860 Share

لأول مرة في مصر مع أورانج كاش تقدر تستقبل حوالة من بره مصر على محفظتك وكل ما تشحن بهرجملاك لحد 600 جنيه كاش بانك وكمان تقدر تدفع كل الفواتير أونلاين من مكانك #@Karim Mahmoud Abdel Aziz

**valuegypt**  
Valu

0 Following 179.4K Followers 886K Likes

لما اعرف ان ممكن اشقلب الفواتير من على الميكس فالبو

9.1K Like 59 Comment 63 Bookmark 133 Share

شقلب فواتيرك واستخرج كارت شراء أونلاين من أي محفظة واشترى اللي عايزه من أي موقع أونلاين من جوا أو برا مصر. #فالبو #BuyNowPayLater#BNPL valu #

**eandegypt**  
e& Egypt

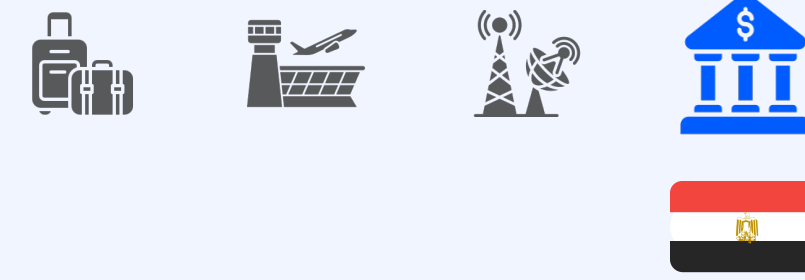
0 Following 1.2M Followers 9.7M Likes

تالي تالي تالي تالي تالي

207.9K Like 1.7K Comment 1.7K Bookmark 4.3K Share

الضيف لسه مكمل مع اتصالات كاش اشحن أقوى كارت .. حول واستقبل .. تكسب كاشات وهدايا تانية كتير افتح محفظة اتصالات كاش من أقرب فرع اتصالات اتصالات كاش ... متستناش #سابق\_بكتير رقم التسجيل الصريبي





# TOP MENTIONS BY USERS

**farahekordyy**  
Farah ElKordy | فرح الكردى

502 Following 2.5M Followers 44.1M Likes

35.1K Likes 52 Comments 2.2K Bookmarks 242 Shares

One way to feel happy with yourself, is to help someone else and make them happy! There are 7 charities you can choose from to donate to 🙌 You can find the screen in Cairo Festival City Mall

**azizelakkaad1**  
Azizelakkaad

2 Following 218.6K Followers 1.6M Likes

11K Likes 65 Comments 511 Bookmarks 795 Shares

هتتعرفني يعني هتتعرفني 🙌 عروض العيد لحد 50% هتبدأ من يوم 12 ل 18 ابريل، ولو دفععت عن طريق فودافون كاش، ليك خصم إضافي 20% لحد 40 جنيه، اشتراك في أمازون برايم واستمتع بعروض العيد قبل أي حد! To join

**Bassem**  
@bassemelhour

481 Following 10K Followers

هتكلّم عن منحة مبادرة رواد مصر الرقمية المقدمة من وزارة الاتصالات وتكنولوجيا المعلومات في مصر. أنا مكشش عندي أي معلومات عنها بس بعد ما بحثت لقيت أنها فعلاً ممكن تكون فرصة ممتازة لأي حد جاب جنبه بخش مجال تكنولوجيا المعلومات والتي بياكد علي كلامي ان من الواضح ان عليها زخم كبير ان لحد دلوقتي قدم عليها اكثر من ١٠ آلاف شخص في خلال اول اسبوع من الإعلان عنها.

المبادرة عبارة عن منحة مدتها ٦ شهور لتخصصات مختلفة في مجال تكنولوجيا المعلومات و هدفها ان تطلع خريجين معاهم ما يسمى job profile او مؤهلات لوظائف كثير مطلوبة في كل تخصص و انا بصراحة عجبني فكرة التفكير في التخصص ده و التخصصات المتاحة هي:

- 1- تطوير البرمجيات Software Development
- 2- الذكاء الاصطناعي Artificial intelligence
- 3- الفنون الرقمية Digital Art
- 4- الأمن السيبراني Cyber Security
- 5- النظم المدمجة Embedded Systems
- 6- تحليل البيانات Data Analytics
- 7- تخطيط الموارد المؤسسية "Enterprise Resource Planning" ERP

وكل مسار يهدف إلى التدريب بغرض التوظيف و العمل في الشركات او احتراف العمل الحر و الفريانس وليس هدف المنحة الدراسة فقط.

في كمان وصف كامل لكل المجالات جوة كل تخصص اللي بصراحة في تنوع كبير جداً و تقدر تلاقي الوصف ده و شروط القبول في كل job profile في كل تخصص من هنا و كمان الحاجات اللي هتدرسها و

11:35 AM · Dec 12, 2023 · 340.2K Views

48 Replies 337 Reposts 1.3K Likes 2K Bookmarks





INTRODUCTION

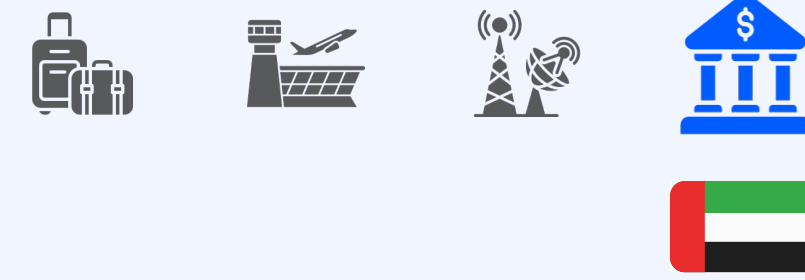
DIGITAL OVERVIEW

KEY TOPICS

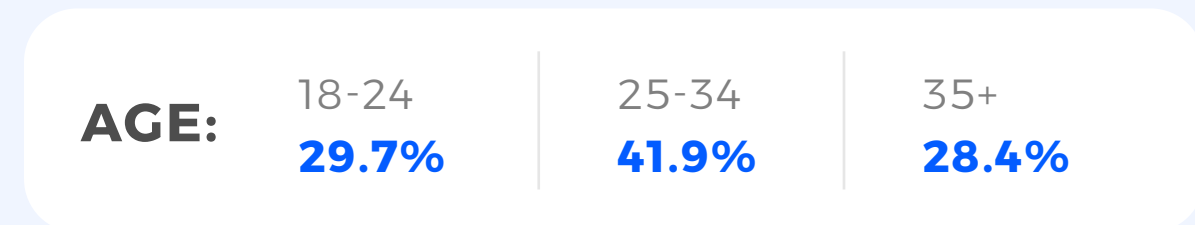
**INDUSTRIES**

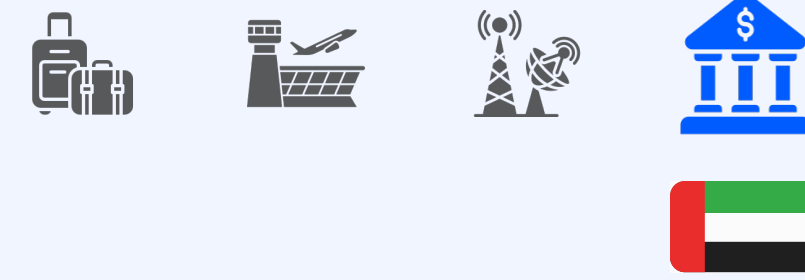
GLOSSARY

ABOUT CROWD ANALYZER



# CONVERSATIONS ABOUT UAE & FINTECH





# TOP “FINTECH” TOPICS



Cryptocurrency

**15M**



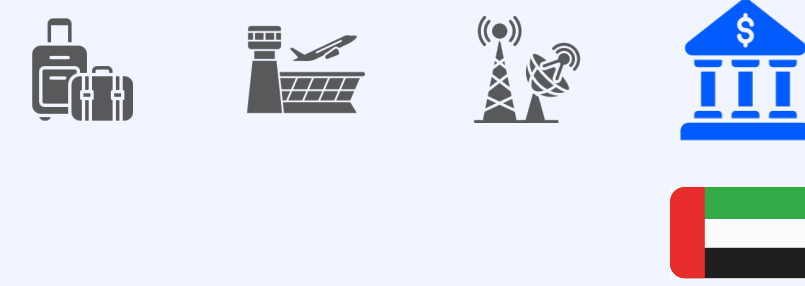
Cybersecurity

**1.7M**





Online payments

**659K**



# TOP MENTIONS BY ORGANIZATIONS

 **OneLiquidity**  
@oneliqidityhq


0 Following 959 Followers 

Why integrate your Fintech business with multiple different platforms, when you can do it all with one?

With OneLiquidity you can expand your service offering through one single integration.


Pick from our 10+ services to create a bespoke solution tailored to your business's needs. Join companies like Obiex and Wewire in providing liquidity, trading, compliance, and more. Start now with zero upfront fees.


🚀 One integration 🚀 One solution 🚀 One Liquidity




3:58 PM · Sep 15, 2023 · 1.9M Views

279 1K 6K 52  
Replay Repost Like Bookmark

 **Ripple**  
@Ripple

987 Following 2.7M Followers 


Day 2 at #RippleSwell started strong with Henson Orser, CEO of VARA, sharing insights on the regulatory opportunities, challenges, and the journey to make UAE a global hub for innovative financial technology, including crypto and blockchain. 🇦🇪




Keynote 1 from Day2

1:09 PM · Nov 9, 2023 · 157.3K Views

68 389 1.4K 18  
Replay Repost Like Bookmark

 **Vanar**  
@Vanarchain

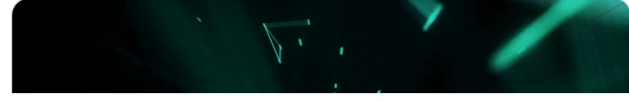
16 Following 117.1K Followers 

**Vanar, the revolutionary blockchain has taken web3 by storm in its first week of existence.**

Our weekly recap:

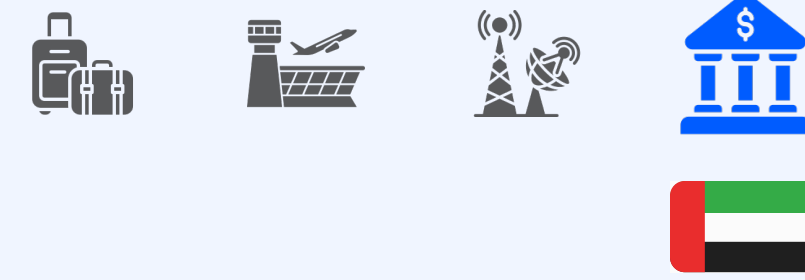
- Google Announced for infrastructure and carbon tracking with more collaborations in the pipeline
- Expansion into mainstream finance with Emirates Digital Wallet for 13m+ users
- Prestaking leads to over 70m+ TVK staked
- Multiple major CEX support the \$TVK to \$VANRY swap including **Binance**
- Expansion into Gamefi adoption with @Dequest\_io
- Expansion into token management and launchpads with @kaizen\_finance

Vanar's first week has been nothing short of extraordinary. With its relentless pursuit of real-world impact, **Vanar is poised to revolutionize the blockchain landscape.**





7:57 PM · Dec 3, 2023 · 143.1K Views

155 147 535 14  
Replay Repost Like Bookmark



# TOP MENTIONS BY USERS

 **Richard Teng**  
@\_RichardTeng

195 Following 298.8K Followers 

It is an honour and with the deepest humility that I step into the role of Binance's new CEO.

We operate the world's largest cryptocurrency exchange by volume. The trust placed on us by our 150m users and thousands of employees is a responsibility that I take seriously and hold dear.

With CZ, and our leadership team's support, I have accepted this role so that we can continue to meet and exceed the expectations of stakeholders while achieving our core mission, the freedom of money.





The foundation on which Binance stands today is stronger than ever.

To ensure a bright future, I intend to use everything I've learned over the past three decades of financial services and regulatory experience to guide our remarkable, innovative, and committed team.



My focus will be on:


- 1) reassuring users that they can remain confident in the financial strength, security and safety of the company
- 2) collaborating with regulators to uphold high standards globally that foster innovation while providing important consumer protections





10:47 PM · Nov 21, 2023 · 5.3M Views

 8.6K  7.1K  31K  642





Replay    Repost    Like    Bookmark

 **CZ**  **BNB**  
@cz\_binance


1.7K Following 8.9M Followers 


#Binance  has obtained the ISO 27001 (information security) and the ISO 27701 (data privacy) certifications in France , UAE , and Bahrain .


7:14 PM · Jun 4, 2023 · 1.2M Views

 1.3K  1.4K  8.9K  48





Replay    Repost    Like    Bookmark

 **Layah Heilpern**  
@LayahHeilpern

554 Following 660.7K Followers 

I was about to pay someone in the US \$5,000 for some work. My friend introduced me to someone in Pakistan that was happy to do the job for \$1,000. I paid in #bitcoin . This technology is putting people on the financial map. Incredible.

4:41 PM · Feb 9, 2023 · 1.1M Views

 794  402  8.6K  109

Replay    Repost    Like    Bookmark



## FINTECH KEY PLAYERS

# CONVERSATIONS OVERVIEW

1.



588.8K

2.



568.4K

3.



472.7K

4.



386.3K

5.



31.1K

6.



14.3K

7.



12.5K

8.



2.38K

9.



1.57K






# FACEBOOK

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  <b>fawry</b>	<b>2.63M</b> Followers	<b>1.44K</b> Engagements per Post	2.  <b>أمان</b>	<b>1.02M</b> Followers	<b>129</b> Engagements per Post	3.  <b>stc pay</b>	<b>159K</b> Followers	<b>61</b> Engagements per Post	4.  <b>paymob</b>	<b>67.9K</b> Followers	<b>13</b> Engagements per Post
5.  <b>Mobily Pay</b>	<b>40K</b> Followers	<b>90</b> Engagements per Post	6.  <b>osarwa</b>	<b>4.46K</b> Followers	<b>2</b> Engagements per Post	7.  <b>Telr</b>	<b>1.65K</b> Followers	<b>0</b> Engagements per Post	8.  <b>OPTASIA</b>	<b>1K</b> Followers	<b>3</b> Engagements per Post



# X

## DIGITAL PERFORMANCE

Note: "The analyzed data was collected over a one-month period"

1.  <b>627K</b> Followers	<b>2</b> Engagements per Post	2.  <b>264.9K</b> Followers	<b>8</b> Engagements per Post	3.  <b>254.8K</b> Followers	<b>122</b> Engagements per Post	4.  <b>4.06K</b> Followers	<b>1</b> Engagements per Post
5.  <b>1.22K</b> Followers	<b>1</b> Engagements per Post	6.  <b>512</b> Followers	<b>0</b> Engagements per Post	7.  <b>318</b> Followers	<b>1</b> Engagements per Post		



# INSTAGRAM

## DIGITAL PERFORMANCE

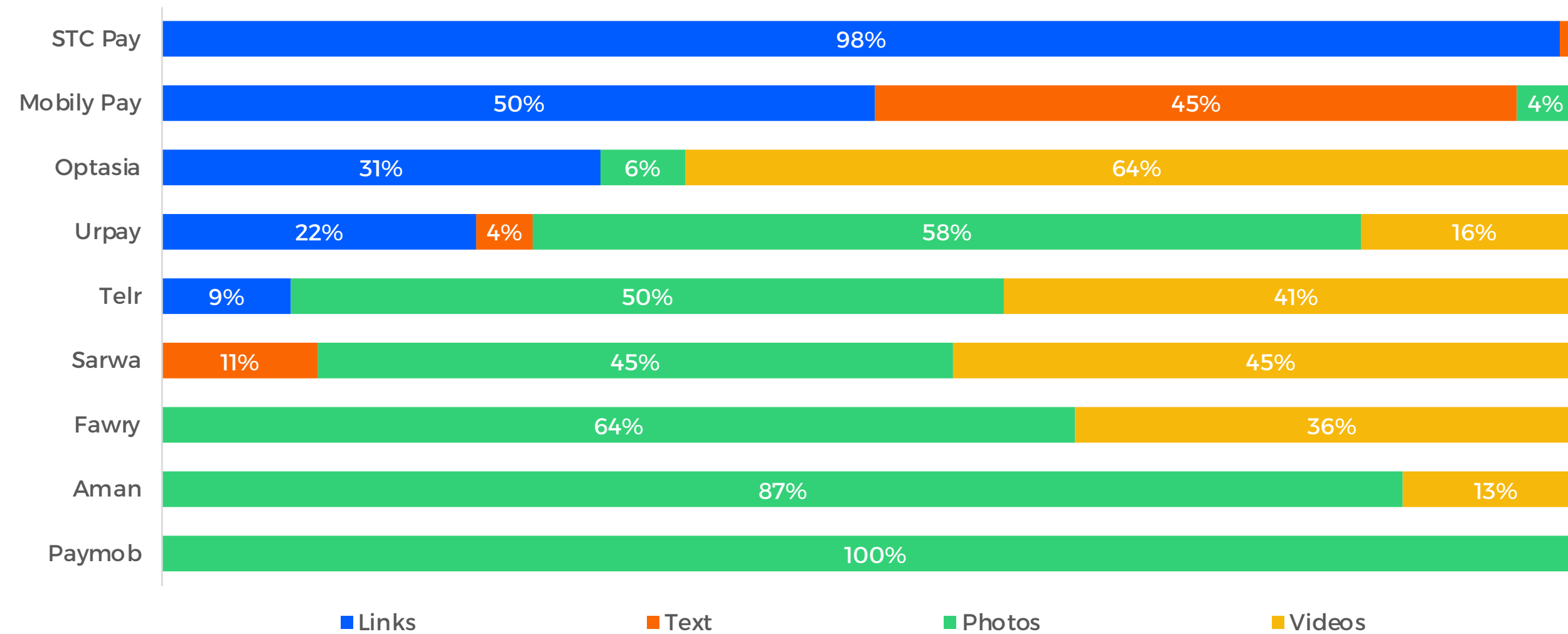
Note: "The analyzed data was collected over a one-month period"

1.  <b>96.7K</b> Followers	<b>73</b> Engagements per Post	2.  <b>80.4K</b> Followers	<b>77</b> Engagements per Post	3.  <b>27.7K</b> Followers	<b>161</b> Engagements per Post	4.  <b>24.61K</b> Followers	<b>28</b> Engagements per Post
5.  <b>11.32K</b> Followers	<b>34</b> Engagements per Post	6.  <b>10.8K</b> Followers	<b>28</b> Engagements per Post	7.  <b>5.8K</b> Followers	<b>0</b> Engagements per Post		



# CONTENT ANALYSIS

Note: "The analyzed data was collected over a one-month period"





# WEBSITE ANALYSIS

1. **stc pay** **72.3K** Global Rank **477** Country Rank

2. **Mobily Pay** **96.4K** Global Rank **714** Country Rank

3. **paymob** **146.38K** Global Rank **1.56K** Country Rank

4. **Telr** **234.8K** Global Rank **2.55K** Country Rank

5. **urpay** **287K** Global Rank **3.44K** Country Rank

6. **osarwa** **384.2K** Global Rank **7.94K** Country Rank

7. **fawry** **450.2K** Global Rank **4K** Country Rank

8. **أمان** **2.77M** Global Rank **29.7K** Country Rank

9. **OPTASIA** **7.02M** Global Rank **132.5K** Country Rank





INTRODUCTION

DIGITAL OVERVIEW

KEY TOPICS

**INDUSTRIES**

GLOSSARY

ABOUT CROWD ANALYZER



# WEBSITE ANALYSIS

Legend: Total Visits | Avg. Visit Duration | Bounce Rate

1. 1.5M 7:00 70%

2. 1.4M 2:46 62%

3. 765.7K 5:46 33%

4. 433.3K 11:58 41%

5. 428.9K 4:00 78%

6. 271.5K 0:42 79%

7. 60.5K 8:59 87%

8. 28.5K 4:28 41%

9. 846 0:12 59%



# DIGITAL RANKING

1.



2.



3.



4.



5.



6.



7.



8.



9.





# BANKING & FINTECH

## KEY TAKEAWAYS

**“Loans and Installments” conversations increased in KSA** during 2023 by 28.4% from the last year, while decreasing in Egypt and the UAE by 51.9% and 28%, respectively.

**Male participation dominated conversations about loans across all countries.** However, in KSA, a notable 41% of female participants engaged in discussions about car loans. In Egypt, 32% of females were involved in conversations related to personal loans, while in the UAE, 34% of females expressed interest in mortgage loans.

**Online payments are getting more popular in KSA.** The conversations around online payments increased by 48.4% during 2023 compared with 2022.

**In Egypt, online payments conversations witnessed a huge increase during 2023.** The conversations around online payments increased by 283.5% compared with 2022.

**Unlike KSA and Egypt, the UAE witnessed a decrease in online payments conversations,** they dropped by 46% compared with 2022.



# 05. GLOSSARY



# GLOSSARY

**Digital Activities:** It indicates the number of mentions of a specific topic or brand combined with any interactions related to those mentions.

**Estimated Unique Users Reached:** The number of unique users combined with the number of potential unique users to be reached by this content.

**Expo Expected Participants:** The number of country pavilions, international organizations, and non-official participants in the Riyadh Expo.

**Domestic Tourism:** Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.

**Inbound Tourism:** Internal tourism comprises domestic tourism and inbound tourism, that is to say, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.

**Outbound Tourism:** Outbound tourism comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.

**Followers:** The number of people who follow the account on social media platforms.

**Engagement per Post:** The number of engagements earned by a single post. The posts refer to the number

of published posts, reels, quotes, or X replies.

**Total Website Visits:** The total number of times users visit the website within a specific period.

**Avg. Website Visits Duration:** The average length of time users spend on the website during a single visit.

**Website Bounce Rate:** The percentage of visitors who leave the website after viewing only one page.





# METHODOLOGY

**Using the Crowd Analyzer social media analyzing tool, we collected data on the rising industries in the MENA region, covering: Tourism, Civil Aviation, Telecommunication, and Banking & Fintech in main three countries (KSA, Egypt, and the UAE).**

There were two main approaches in the data monitoring:

- 1- Social Accounts Performance:** monitored social accounts of key brands within each industry across social platforms (Facebook, X, and Instagram)
- 2- Public Social Mentions:** public mentions of relevant keywords for each topic, industry and monitored brand, from social platforms and online web sources (Blogs, Forums, and online news websites).
- 3- Timeline Frame:** 1 Jan 2023 to 31 Dec 2023



# 06 . ABOUT CROWD ANALYZER





## ABOUT



**Crowd Analyzer was founded in 2015 with a vision to revolutionize social media Arabic analysis. The company aimed to provide businesses with insights and data to help them make informed decisions based on social media trends and conversations.**

The company expanded its operations to the *KSA and Egypt in 2017.*

In 2019, Crowd Analyzer has *successfully raised over 6 Million USD* funds to support its growth and expansion.

Crowd Analyzer expanded even more and *acquired Task Spotting, activation platform.*

Crowd Analyzer has demonstrated its robust capabilities by *generating over 1.3k reports in 2021.*

In 2023, the company focused on being a knowledge hub, and crawled over 3 billion records setting her as *a leader in Data and Insights in the MENA region.*

And now, Crowd Analyzer *is acquired by IMTDAD ALATSAL Group* marking the start of a new era.





For more information about

# **CROWD ANALYZER**

PLEASE VISIT OUR WEBSITE:

**[WWW.CROWDANALYZER.COM](http://WWW.CROWDANALYZER.COM)**

OR OUR **SOCIAL MEDIA CHANNELS**

