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OTT communication services in the Middle East: consumer survey

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About this report

This report provides an analysis of the use of over-the-top (OTT) communication services in the Middle East. It uses consumer survey data to identify which OTT apps are the most popular in the region, which app features are the most used and what the barriers to VoIP adoption are.

The survey was conducted in association with On Device Research between July and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.

GEOGRAPHICAL COVERAGE

Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE

KEY QUESTIONS ANSWERED IN THIS REPORT

- Which OTT communication apps are used the most in the Middle East?
- Where is there potential for growth in the OTT communication market?
- Which OTT communication app features are most-frequently used?
- Is there any remaining potential for monetisation by mobile operators?
- Which channels do consumers prefer to use to interact with brands?

WHO SHOULD READ THIS REPORT

- Operator-based strategy executives and marketing managers who are interested in understanding consumer market trends, and the changing role of operators as communications providers.
- Market intelligence and research executives in service providers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities in mobile communication services.
- Equipment/device manufacturers and software providers that want to identify end-user trends in service and device usage and help their operator customers to better address market opportunities.
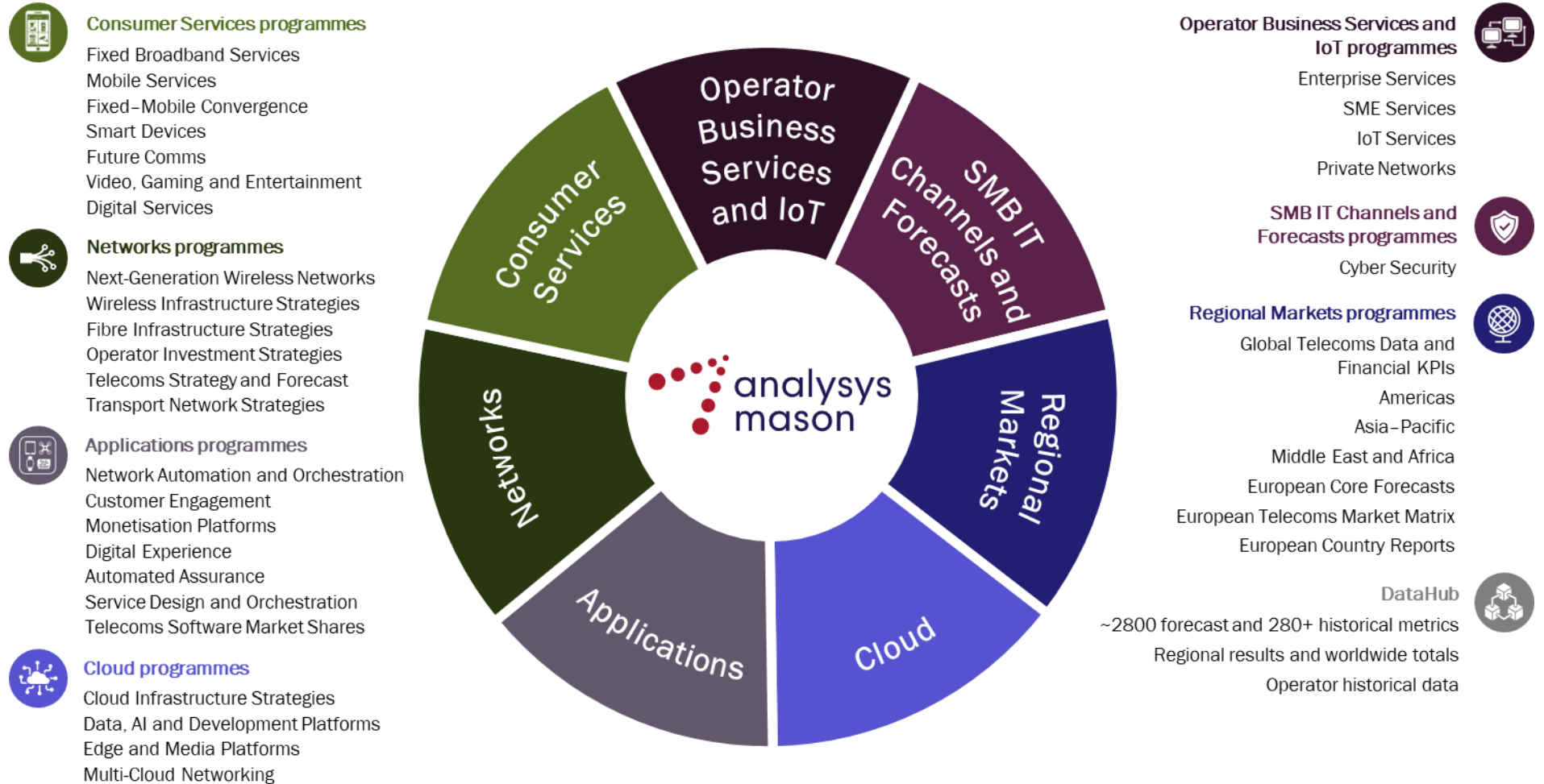
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Contents

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Our research programmes

Consumer Services programmes

Fixed Broadband Services
Mobile Services
Fixed–Mobile Convergence
Smart Devices
Future Comms
Video, Gaming and Entertainment
Digital Services

Networks programmes

Next-Generation Wireless Networks
Wireless Infrastructure Strategies
Fibre Infrastructure Strategies
Operator Investment Strategies
Telecoms Strategy and Forecast
Transport Network Strategies

Applications programmes

Network Automation and Orchestration
Customer Engagement
Monetisation Platforms
Digital Experience
Automated Assurance
Service Design and Orchestration
Telecoms Software Market Shares

Cloud programmes

Cloud Infrastructure Strategies
Data, AI and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

Operator Business Services and IoT programmes

Enterprise Services
SME Services
IoT Services
Private Networks

SMB IT Channels and Forecasts programmes

Cyber Security

Regional Markets programmes

Global Telecoms Data and Financial KPIs
Americas
Asia–Pacific
Middle East and Africa
European Core Forecasts
European Telecoms Market Matrix
European Country Reports

DataHub

~2800 forecast and 280+ historical metrics
Regional results and worldwide totals
Operator historical data

Wheel diagram segments: Operator Business Services and IoT · SMB IT Channels and Forecasts · Regional Markets · Cloud · Applications · Networks · Consumer Services — with analysys mason logo at centre.

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