

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:

- 0
- Kuwait
- Oman
- Saudi Arabia
- UAE



- 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.







Executive summary

Analysis

Appendix

Methodology and panel information

About the author and Analysys Mason



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



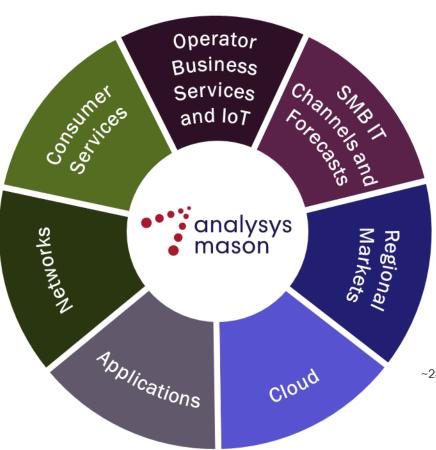
Applications programmes

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





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





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

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PUBLISHED BY ANALYSYS MASON LIMITED IN OCTOBER 2022

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