# The Digital Arabic Content Report



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# Introduction to the Report

- This report was prepared in collaboration with the UN-ESCWA.

- in line with the WSIS outcomes that recognize the importance of promoting digital content in local languages in order to "ensure a comprehensive approach to building a global information society". It also complements the efforts being made to implement the Arab Regional Initiative on this subject, which was adopted by the World Telecommunication Development Conference (WTDC), in Hyderabad, 2010.

- The report captures the status of digital Arabic content today and further analyses the opportunities and obstacles that it faces while proposing key recommendations to stakeholders especially policy makers.

- The analysis in this report is done on three axis: public/governmental, commercial, and social content.

# Overview
# on Arabic digital content

- Arab region contains about 96 million Internet users and about 350 million mobile subscribers
- During the period from 2000 to 2012 the Middle East, witnessed outstanding growth rates in access to the internet ( over 2740 % )
- Arab region population is about 5.1% of the world's population and about 4 % of gross domestic product in the world , however the Arabic content on the Internet is below those percentages with some estimate it to be about 3% of the total global content

- The digital gap is still large between the Arab region and the other countries of the world and among Arab countries themselves and also within each country between rural and urban
- Digital content has increased in the world during the recent due to the proliferation of social networking , smart phones and laptops, and the Arab region has witnessed similar growth

# Government Content

- The rate of creation and  increasing of government digital content in the Arab countries is very slow due to lack of experience , attention and financial resources , especially in the least developed countries

- Most of the ministries in the Arab countries have a website address which contain some important information about some of the administrative procedures and also some general information about the ministry

- The proliferation of social networks recently prompted many government agencies in the region to launch pages for them to connect with the community on sites like Twitter and Facebook

- some governments in the Arab region began to see the importance of saving and giving the possibility to access government information in a transparent manner as this would stimulate the development and provision of a suitable environment for the competitive markets , according to the experience of the OECD

# Government Content ( continued)
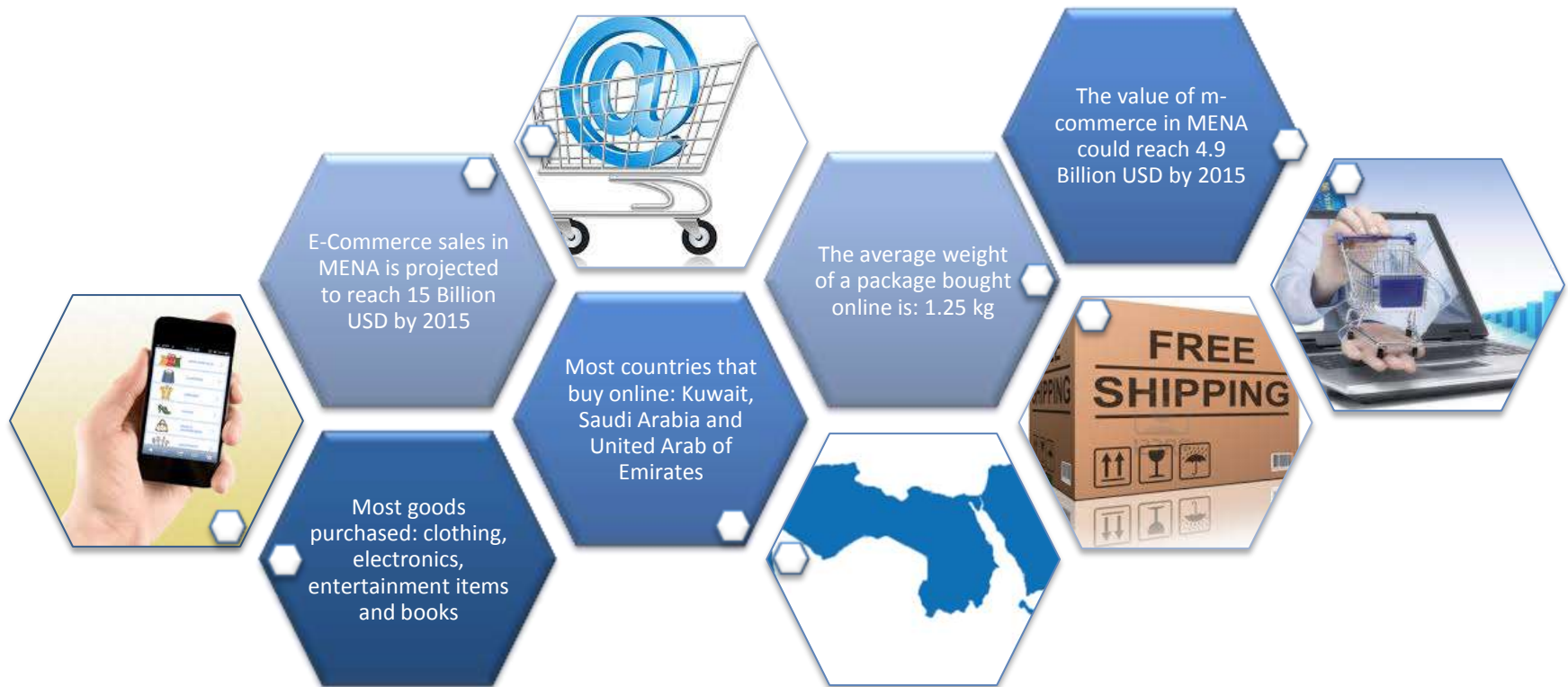


**E-Government Index**

# Arab commercial content

**Market estimates for DAC (Billion USD)**
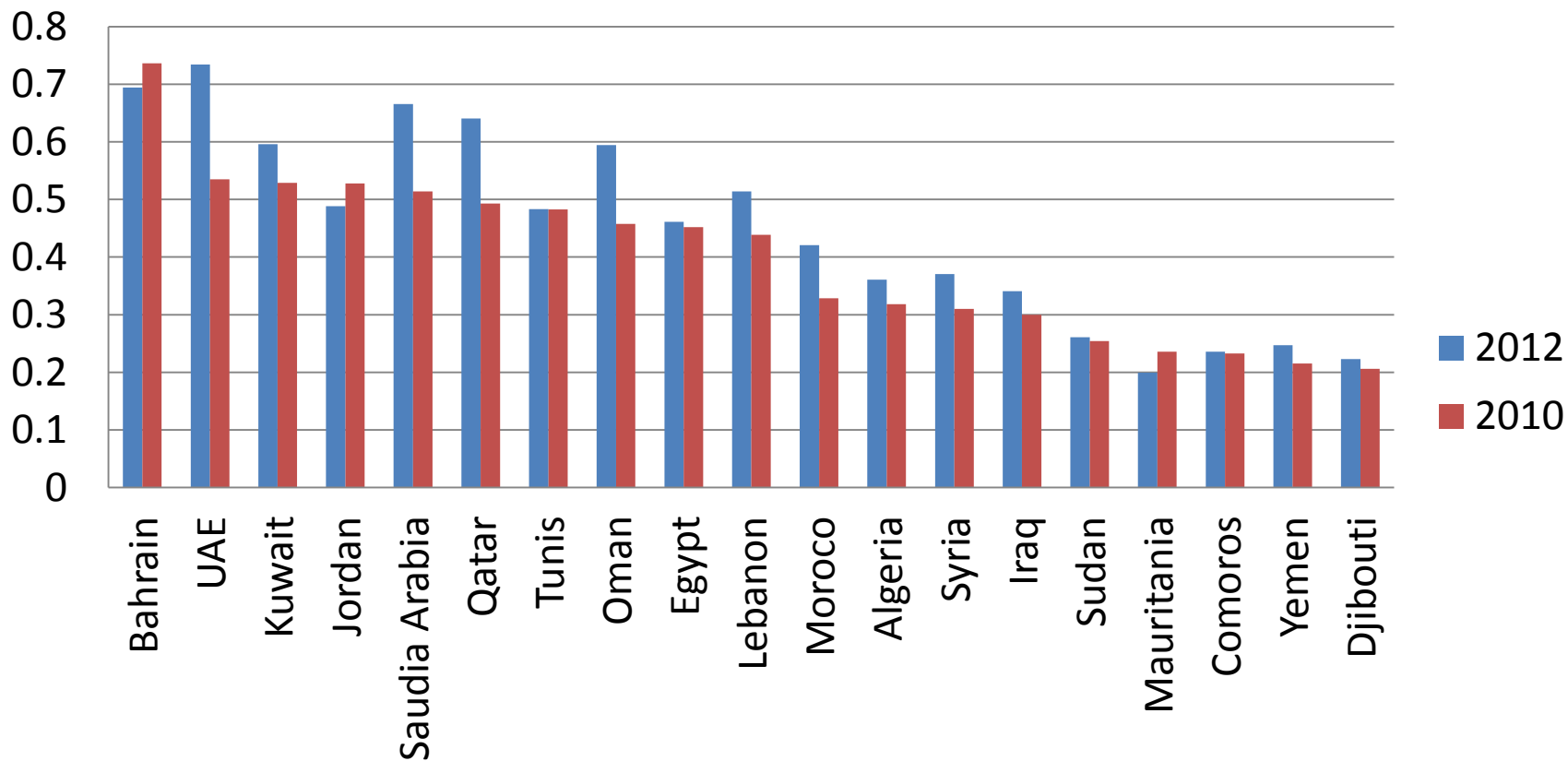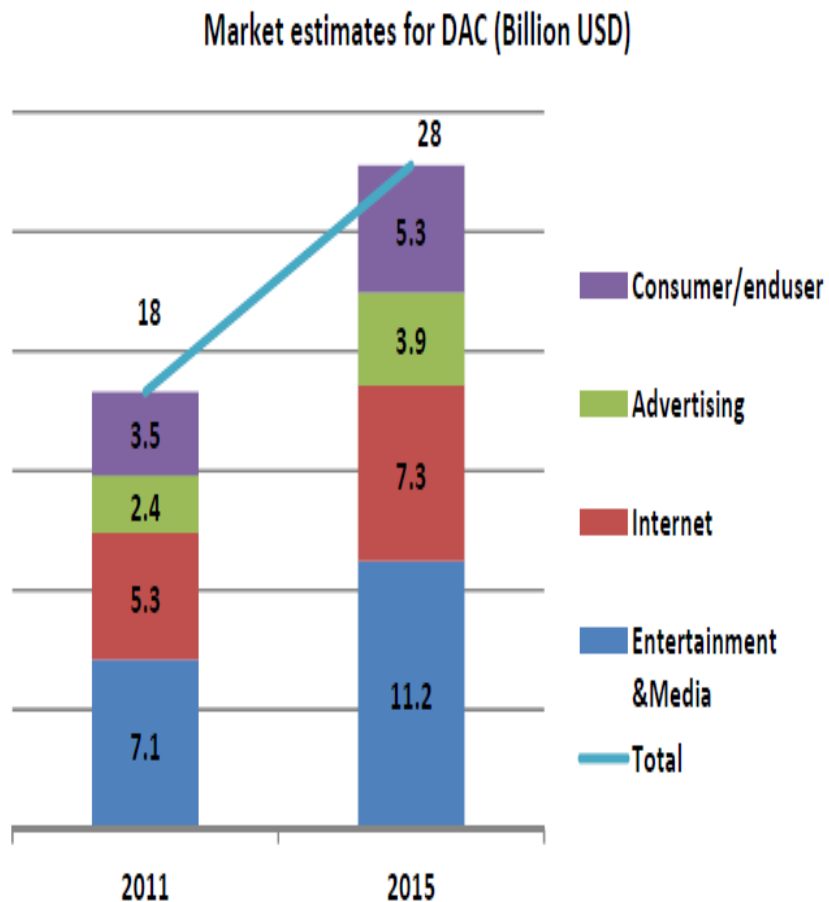


- Growth rates in the market for Arab digital content is like global growth rates for digital content .

- ESCWA organization expects to grow to 28 billion U.S. dollars by 2015.

- Most of this growth will be in Entertainment and Media.

# Arab commercial content ( continued)

E-Commerce sales in MENA is projected to reach 15 Billion USD by 2015

The value of m-commerce in MENA could reach 4.9 Billion USD by 2015

The average weight of a package bought online is: 1.25 kg

Most countries that buy online: Kuwait, Saudi Arabia and United Arab of Emirates

Most goods purchased: clothing, electronics, entertainment items and books

FREE SHIPPING

# Social content

- During the past few years the region has seen a significant increase in the Arab social networks users, especially the blogs which has had a significant positive impact on the Content

- In the study in the period between October-November 2011 and 2012, noted that there was an increase of 29 percent in Facebook users (ie, about 10 million new users compared with the total number of users in 2011 .

- The highest rates occurred in Qatar , Libya and Iraq , which saw an increase of 115 percent 86 percent , and 81 percent , respectively . However, it has maintained Egypt and Saudi Arabia at the highest presence on Facebook in the Middle East .

- Despite this , the social content in Arabic is still very little , for example Arabic content on Wikipedia represents only about 2% and also the Arabic content on YouTube represents about 3 % .

# Or behavior pattern generation of digital Arabic online

83% of Internet users use it on a daily basis

40% use it at least 5 hours per day

61% use social networking sites at least two hours per day

78% prefer the Internet to the TV

37% are dissatisfied with the presence of Arabic content on the Internet

41% are searching in the Internet in both Arabic and English

48% are dissatisfied with the quality of local websites

# Thanks

The report is available for online download in Arabic, English and French on the ITU Arab Regional Office Website:
http://www.itu.int/ITU-D/arb/index.html

You can also contact me on
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