



SNEAK PREVIEW

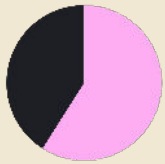
Middle East & North Africa

Music 360

EGYPT, SAUDI ARABIA, & THE UAE

LUMINATE

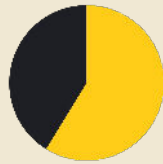
% Population Has Listened to Music in the Past 12 Months



Egypt
59%



Saudi Arabia
53%



UAE
67%

Average Weekly Hours With Music



Egypt
10.3



Saudi Arabia
7.7



UAE
9.8

Top Monthly Genre Listenership

Egypt

- Tarab
- Classical
- Sha'Abi
- Mahraganat

Saudi Arabia

- Khaliji
- Classical
- Tarab
- Sha'Abi

UAE

- Hindi Music
- Classical
- Bollywood
- R&B

Top Monthly Music Formats in Egypt, Saudi Arabia, and the UAE



Music Video
Streaming



Videos on Short
Video Clip Sites



Audio
Streaming



AM/FM
Radio



Personal Digital
Music Library

% Listeners Have Purchased Digital or Physical Music in the Past Year

Egypt **62%**

Saudi Arabia **70%**

UAE **68%**

% Stream Music Online (Audio and/or Video)

95%

Egypt

94%

Saudi Arabia

94%

UAE

You can also find out how many people **stream music for free**, how many people **pay for premium music** streaming services, and what services listeners use most.

Music Listeners' Activity Engagement (Rank)

Egypt

- Engaging on social media
- Watching TV
- Streaming short video clips
- Watching movies
- Cooking food

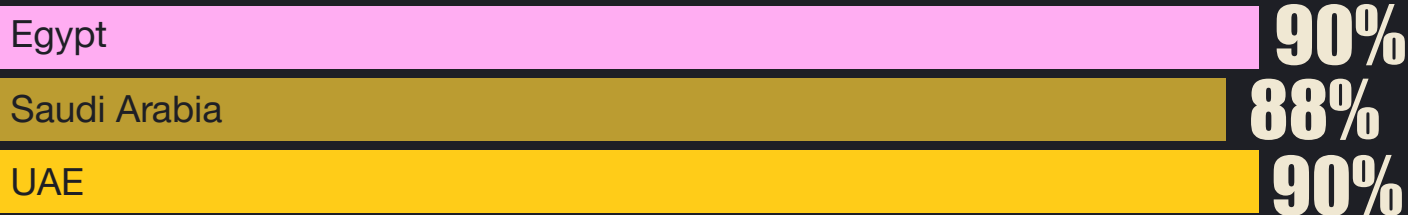
Saudi Arabia

- Engaging on social media
- Watching TV
- Streaming short video clips
- Cooking food
- Watching movies

UAE

- Engaging on social media
- Cooking food
- Streaming short video clips
- Watching movies
- Watching TV

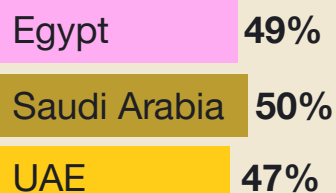
% Use Video Streaming Services



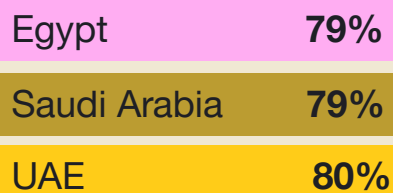
% Would View a Brand More Favorably If It Supported a Charity Event With a Music Artist



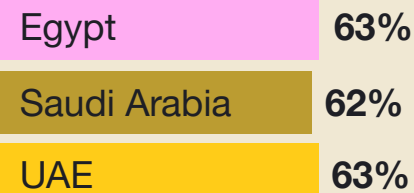
% Has Played a Video Game in the Past Year



% Uses Social Media



% Uses Short Video Clip Social Sites



How Do I Learn More About the Middle East & North Africa Music Market?

Accessing Middle East & North Africa Music 360

New Online Dashboard + Full Report

The results are now available on a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips. Also available is a prepared report showcasing highlights of the research.

Filter Data by:

Gender	Age	Generation	Race / Ethnicity	Languages Spoken
Regions	LGBTQ+	Entertainment Fans	Genre Fans	Genre Listeners
Listening Format	Purchase Format	Live Music Goers	Music Streamers	Streaming Platforms
Social Media	Category Buyers	Beverage Buyers	Future Purchasing	+ more!

DATA CAN BE FILTERED BY ONE OR MORE GROUPS TO GET A DEEPER LOOK AT TARGET AUDIENCES*



Did You Know?

Visual music content is very popular in these Middle East & North Africa music markets. **Music video streaming & watching music videos on short video clips** are the most popular music formats in these markets. As fans of visual music content, an average of 1-in-4 listeners plan on attending a **live music streamed event** in the next 12 months.

But are Gen Z more active on these sites? What about Mahraganat fans? ...

The answers to these questions and more can be found in the Middle East & North Africa Music 360 Dashboard



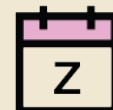
Actionable Insights to Guide You In This Dynamic Environment



Which **music partnerships and brand activations** offer the best opportunities to reach target audiences?



How has the **music streaming landscape shifted** and what is the **conversion potential** to premium tiers?



What **music touchpoints** are most relevant for **modern music fans** of today, such as **Gen Z**?



How has **digital entertainment blurred the lines** between gaming, live events, music, and more?



How have **social media and short-form video platforms evolved** into key outlets for new music and artist discovery?



What is the relationship between **livestreamed music events** and **in-person music events** as people go back to live?



Insight Categories

• Music Behaviors & Preferences

Including time with music, money spent & music discovery

• Genre & Language

Including location & language preferences

• Role of Technology

• Format Purchasing

Including digital & physical
— e.g. vinyl, CDs

• Playlisting

• Audio & Video Streaming

Including platform usage, features & VPN usage

• Brand Activations

• Livestream Performances

• Health & Wellness

• Live Music Events

• Broadcasting & Awards Shows

• Social Media & Short Video Clips

• Gaming

Additional Countries Covered

The Americas

- U.S. (Q1 & Q3)
- Canada (Q2)
- Argentina (Q3)
- Brazil (Q3)
- Chile (Q3)
- Colombia (Q3)
- Mexico (Q3)

Asia-Pacific

- Australia (Q2)
- India (Q2)
- Indonesia (Q2)
- Japan (Q2)
- Malaysia (Q2)
- Philippines (Q2)
- South Korea (Q2)
- Thailand (Q2)
- Vietnam (Q2)

Europe

- France (Q2)
- Germany (Q4)
- Ireland (Q2)
- Italy (Q4)
- Netherlands (Q2)
- Portugal (Q2)
- Poland (Q2)
- Spain (Q2)
- U.K. (Q4)

Middle East & Africa

- Turkey (Q2)
- Egypt (Q2)
- Saudi Arabia (Q2)
- UAE (Q2)
- South Africa (Q2)



To gain access to the full online dashboard, please [contact us](#).