



MENA SVOD* DEEP DIVE 2018 Edition

Premium content delivered via
OTT continues
to **disrupt** in MENA



The number of internet users who paid to
use more than one OTTv service in 2017 in
KSA
18%

The Ipsos OTT report 2018 edition will be released in Q4 this year
in time for 2019 business plans

Main topics covered and tracked:



**Demographics and
technology audit**



**Awareness, consideration,
subscription intent SVOD services**



Online video consumption habits



**Satisfaction and pain points with
SVOD services to date, reason for
choosing**



**Content preferences by genre
and formats**



**SVOD repertoire, churn and
amount paid per month**



Motivations and barriers



**SVOD: complementing or
substituting Pay TV?**

How we do it:

Survey with robust samples sizes across MENA: KSA, UAE, Egypt and Kuwait

**SVOD: Subscription Video On Demand*

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