

SHORT-FORM CONTENT

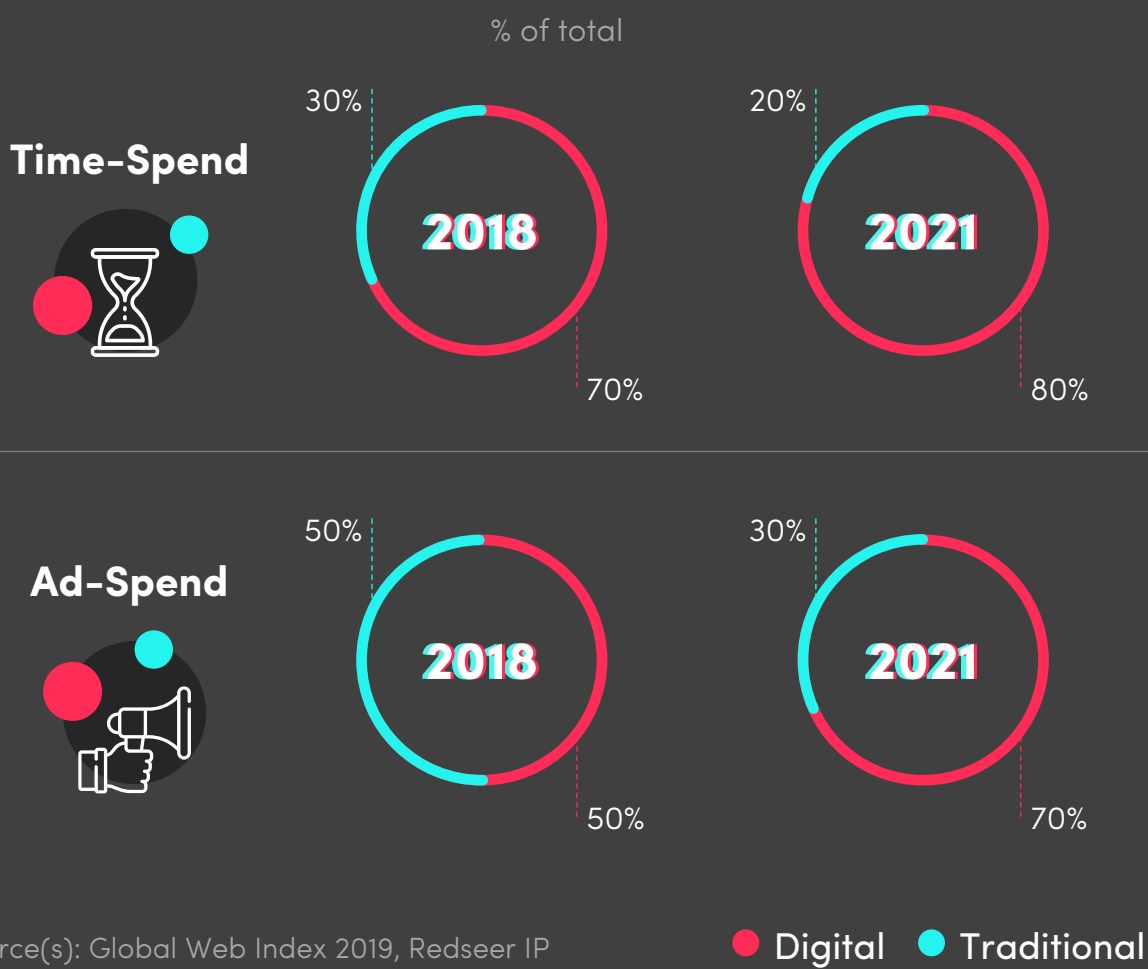
TAKING MENA DIGITAL MEDIA LANDSCAPE BY STORM

Short-form video content, in particular on TikTok, is set to drastically change the make-up of the Middle East's digital media sector, according to a new report by RedSeer.

➤ Last year, online users increased their time spent on digital media to **80%** up from **70%** in 2018

➤ **2 to 2.5 hours** spent daily on social media and messaging apps, and **90 minutes** looking at short-form content.

MENA Ad Spend and Time Spend Evolution – 2018 vs 2021



RedSeer's research highlights that online users in the MENA region have embraced digital media, including short-form content, very rapidly compared to other regions of the world.

Short-form content is developed in such a way that it is easily understandable and visually appealing to users.

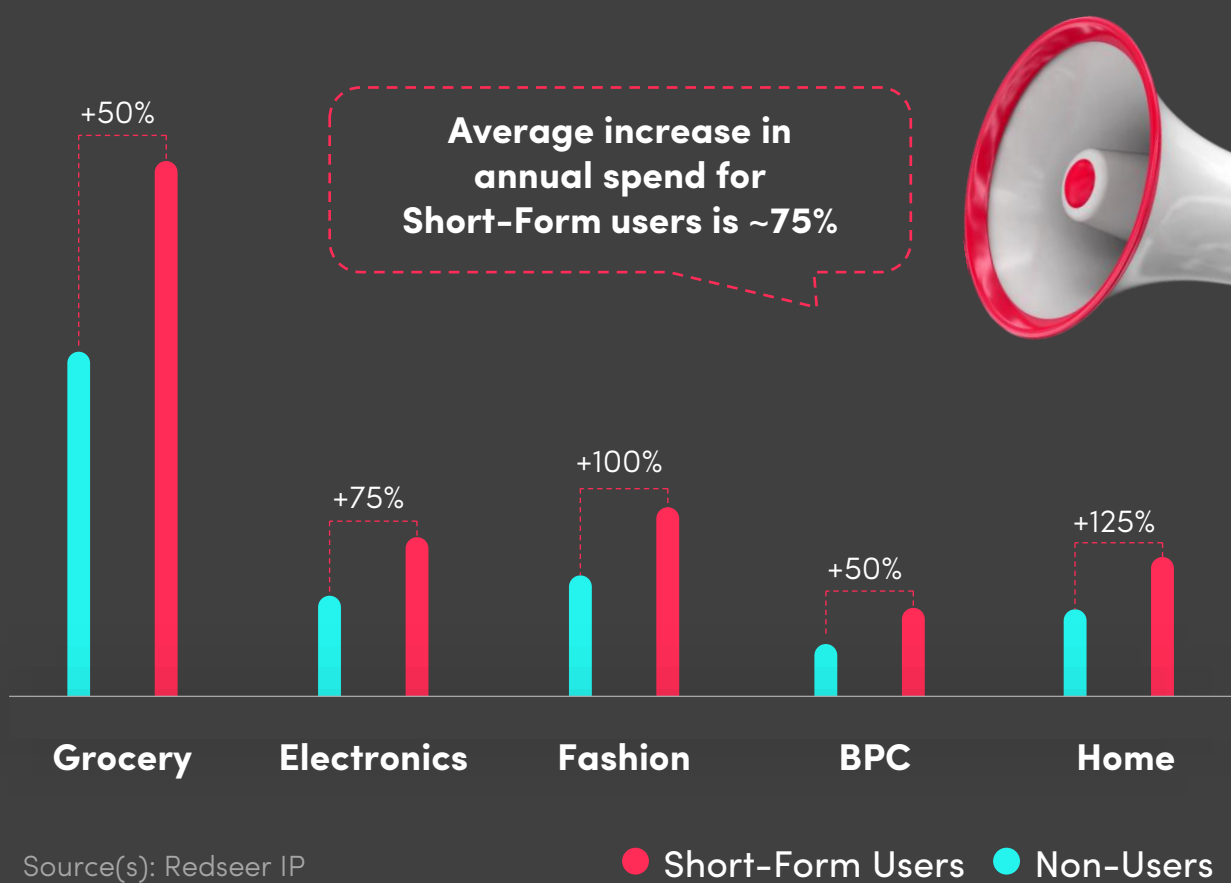


Short-form content, and TikTok videos in particular, accounts for around 15% of the total time spent on social media across the region.

➤ Consumers of short-form videos tend to be bigger online spenders than other digital media content users.

Online Purchase Annual Spend by User Type – MENA

Annual spend by sector



Brands and marketing companies should therefore prepare their short-form content strategies well in advance of blockbuster e-commerce events such as Black Friday and Ramadan, with for instance over 50% of consumers surveyed in the UAE stating that they would use TikTok to discover new products and services for this year's Black Friday shopping fest.



- Sandeep Ganediwalla, Managing Partner of RedSeer Consulting in the Middle East.