Market Research In Fantasy Football In Egypt

Index

Table Of Content

Overview **4**

1.General Mapping **4**

Mapping of News Outlets, Websites and Social Channels 4

News outlets , Social Channels 26

Sports Channels : 26

Sports Shows : 48

various population segments based on their football consumption habits 60

Most Popular Platforms: 70

Content and Creative Trends: 74

Top Football-Specialized Media Companies 78

Players' Agencies : 81

El Primo Show 81

El Kora Ma'a Faek (Football with Faek) 81

Inactive Websites or Social Accounts 82

Fantasy Football Game Community : 84

Distribution of smartphones and operating systems 85

Internet Access in the Population 88

Access in Rural Areas 89

2.Costs **92**

Potential Digital Advertising Costs 92

Google Ads : 92

Facebook 97

Instagram 98

TikTok 99

YouTube 100
Costs in News Outlets and Websites 103
Traditional Advertising Costs 105
Digital Marketing Opportunities in Football Sector 108
platforms are most effective in the country for promoting a fantasy football game 111
3.Prices 113
Digital Service Subscriptions 113
Digital Consumption Habits 131
prices of individual subscriptions in that country 133
4.Fantasy Football Apps 134
Premier League 134
UEFA Champions League 151
LALIGA FANTASY Football manager 162
Fantasy Fillgoal 175
Report on the Number of UEFA Champions League Fantasy and LALIGA FANTASY FOOTBALL Users in Egypt (2021-2025) 190

Overview

Football is not just a sport in Egypt; it is a way of life. Millions of passionate fans follow their favorite teams and players, and with the spread of the internet and social media, staying informed has never been easier. Digital platforms and social channels have become the primary source for news, analysis, and live match coverage. Fans have become more engaged through interactive platforms like fantasy football games. This report explores Egypt's leading sports media platforms, the content they offer, audience sizes, and web traffic. It also examines the most popular social channels for football content in Egypt, backed by official statistics from 2024-2025

1. General Mapping

- Mapping of News Outlets, Websites and Social Channels

- **Websites :**

FilGoal (https://www.filgoal.com/) :

Vision :

FilGoal aims to be the fastest and most popular sports media platform in Egypt and the Arab world. Its mission is to provide comprehensive and real-time coverage of local and international sports, particularly football. The platform strives to:

- Deliver fast and accurate sports news with a focus on Egyptian football, major leagues, and international tournaments.
- Provide exclusive content related to Egypt's top clubs, including Al Ahly and Zamalek.

- Engage football fans through interactive features, including match updates, statistics, fantasy football, and prediction competitions.
- Be the go-to platform for live scores, transfer news, analysis, and expert opinions.

Traffic :

11.4M Visitors

Content Analysis :

 News : Covers breaking football news, including updates from the Egyptian league, international competitions, and major transfer deals.

 Live Match Updates : Provides real-time match tracking with minute-by-minute updates and live commentary.

 Analysis : In-depth tactical and statistical analyses of matches, teams, and players.

 Interviews : Exclusive interviews with players, coaches, and football experts.

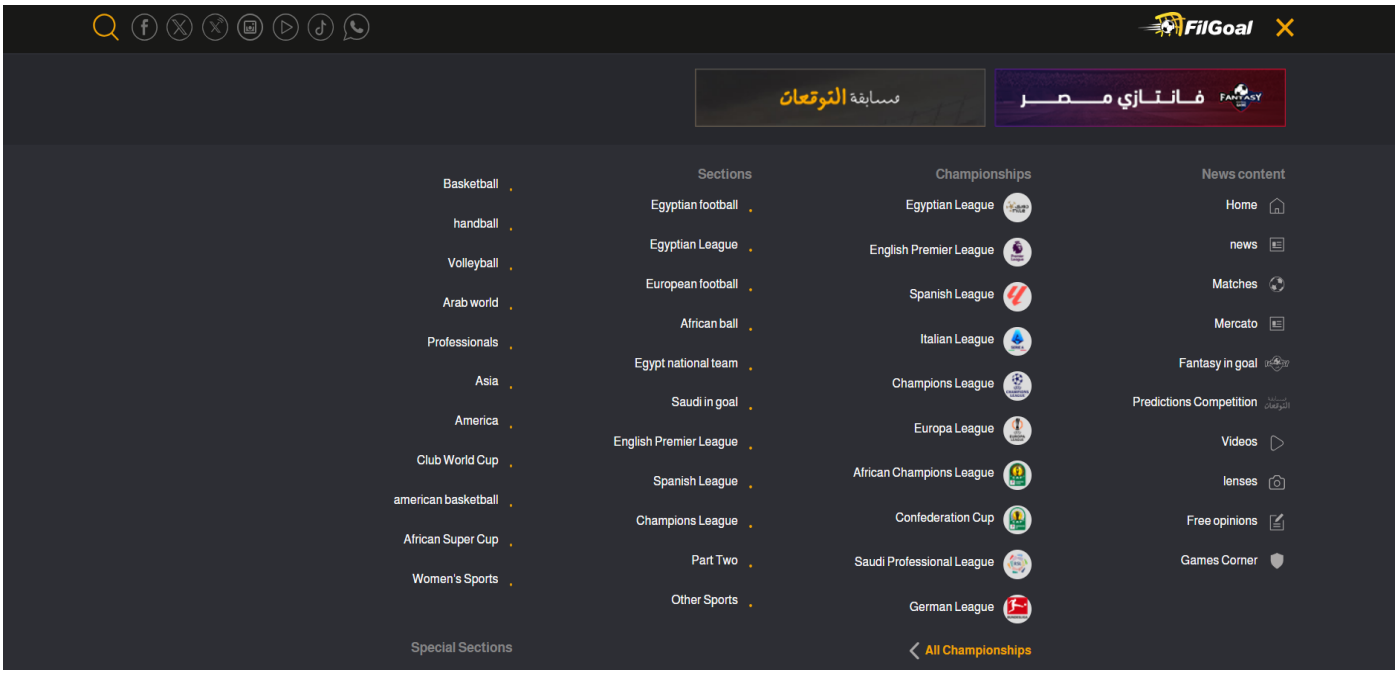
 Transfer Market : Detailed coverage of player transfers, speculations, and official deals.

 Videos : Match highlights, post-match analysis, and behind-the-scenes content.

 Fantasy Football : Offers a fantasy football game where users can create and manage their own virtual teams.

 Prediction Competitions : Allows users to predict match results and compete for prizes.

 Opinion Pieces & Fan Analysis : Expert opinions, fan-driven discussions, and insights into the football world.


FilGoal
فانتازي مصر
مسابقة التوقعات
News content
Home
news
Matches
Mercato
Fantasy in goal
Predictions Competition
Videos
lenses
Free opinions
Games Corner
Championships
Egyptian League
English Premier League
Spanish League
Italian League
Champions League
Europa League
African Champions League
Confederation Cup
Saudi Professional League
German League
All Championships
Sections
Egyptian football
Egyptian League
European football
African ball
Egypt national team
Saudi in goal
English Premier League
Spanish League
Champions League
Part Two
Other Sports
Basketball
handball
Volleyball
Arab world
Professionals
Asia
America
Club World Cup
american basketball
African Super Cup
Women's Sports
Special Sections

FANTASY
FilGoal
تسجيل دخول
البريد الالكتروني ،
كلمة المرور
تذكرني
نسيت كلمة المرور؟
تسجيل الدخول
انشاء حساب جديد
تسجيل بالفيسبوك
تسجيل جوجل

YallaKora (https://www.yallakora.com/) :

Vision :

Yallakora strives to be the premier sports media platform in the Middle East, offering comprehensive sports coverage and engaging fan experiences. The platform positions itself as a leader in providing fast and accurate sports news, real-time match updates, and in-depth analysis. Yallakora's mission is to:

- Deliver extensive coverage of football, from the Egyptian Premier League to international tournaments.
- Enhance fan engagement through interactive features like fantasy football and prediction competitions.
- Provide multimedia content, including match highlights, expert interviews, and video analysis.
- Offer real-time updates through a mobile-friendly platform, ensuring fans stay informed anytime, anywhere.

Yallakora aims to be the ultimate destination for sports enthusiasts, providing unmatched access to sports content in Arabic

Traffic :

24.9M Visitors

Content Analysis :

1. News Coverage

- Covers local football (Egyptian Premier League, Egypt Cup, and club news) and international competitions (UEFA Champions League, English Premier League, La Liga, Serie A, FIFA Club World Cup, and more).
- Features breaking news, exclusive interviews, match reports, and tactical analysis.
- Offers dedicated sections for player transfers, managerial changes, and club developments.
- Provides detailed analysis pieces, including expert opinions and fan discussions.

2. Live Updates

- Features a live match center with real-time scores and minute-by-minute commentary.
- Displays a daily fixture list showing matches for yesterday, today, and tomorrow across various leagues.
- Provides detailed match statistics, including team line-ups, goals, assists, and tactical breakdowns.
- Updates live league tables in real-time as results come in.

3. Multimedia Content

- Includes a video highlights section featuring top goals, match recaps, and interviews.
- Offers photo galleries capturing key match moments, fan atmospheres, and special events.
- Presents infographics for stats, tournament progress, and head-to-head comparisons.
- Introduces short-form video content (Reels) optimized for social media engagement.

4. Fantasy & Prediction Competitions

- Provides fantasy football content, particularly for the English Premier League.
- Publishes fantasy tips and lineup suggestions before each gameweek.

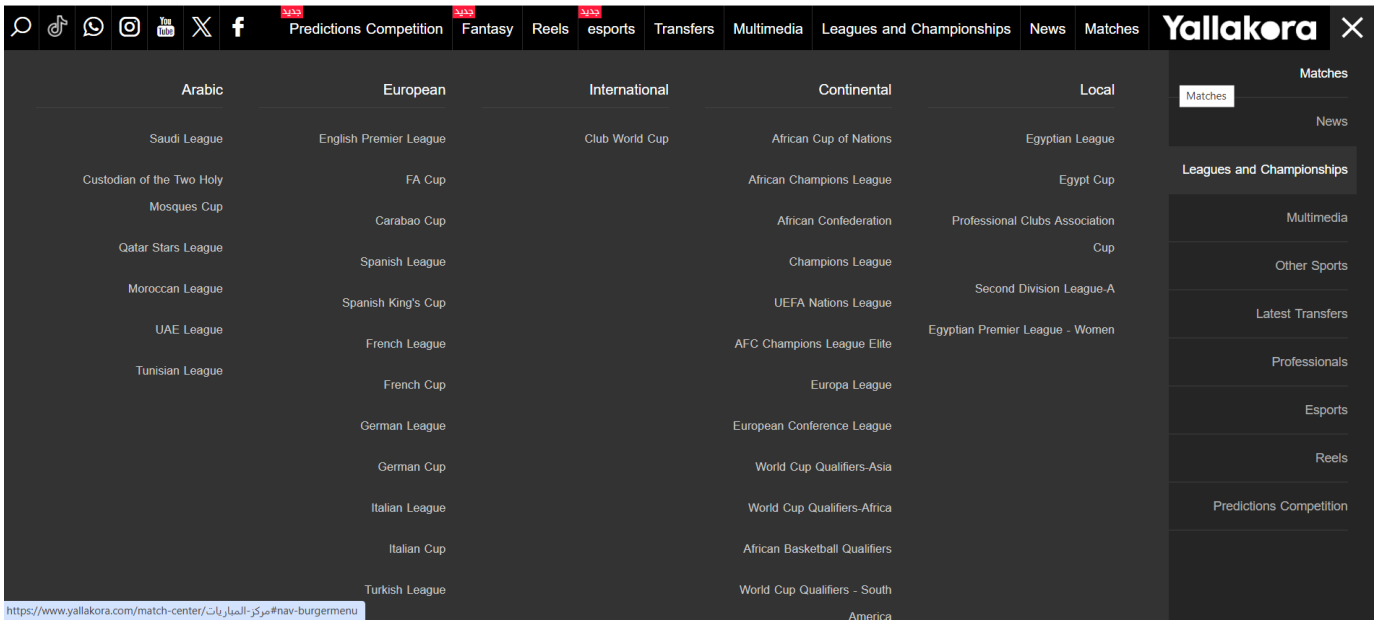
- Hosts a prediction competition, allowing fans to predict match results and compete for rankings.
- Engages users with leaderboard tracking and possible reward systems.

5. Other Sports Coverage

- Covers handball, basketball, squash, table tennis, volleyball, athletics, and more.
- Highlights Egyptian athletes' achievements in international tournaments.
- Features an Esports section with gaming news, industry updates, and competitive gaming reports.

6. User Experience & Engagement

- Provides a mobile app with instant access to news, live scores, and standings.
- Allows personalization, enabling users to follow favorite teams and receive tailored updates.
- Features fan polls and interactive widgets, encouraging user participation.
- Ensures a responsive, mobile-friendly interface for seamless browsing.
- Supports push notifications for goal alerts and match updates.



365Scores (https://www.365scores.com/ar) :

Vision :

365Scores' vision is to give sports fans complete control over the content they wish to consume. The platform aims to be the leading provider of personalized sports content, ensuring users can access real-time updates, match statistics, and curated information tailored to their interests. With a strong focus on instant access to live scores, breaking news, and in-depth data, 365Scores seeks to enhance how fans engage with their favorite teams and competitions. Its mission is to continually evolve by integrating the latest technology to offer an interactive, data-rich, and fully customizable sports experience.

Traffic :

7.9M Visitors

Content Analysis :

1. Today's Matches

- A dedicated section providing a full list of upcoming, ongoing, and completed matches.
- Covers matches from major leagues, national tournaments, and international competitions.
- Displays match schedules with kickoff times and real-time score updates.

2. Other Sports

- Provides coverage of various sports beyond football, including:
  - Handball – International and regional tournaments.
  - American Football – Updates on events like the Super Bowl.
  - Boxing – Coverage of major fights and international boxing federations.

- Basketball, Rugby, and Volleyball – News and event updates.
- Features detailed reports on match results and team performances.

3. Arab Teams

- A dedicated section covering national teams from Saudi Arabia, Egypt, Morocco, UAE, Iraq, Algeria, and Jordan.
- Focuses on team performances, player updates, and key international fixtures.
- Provides insights into squad selections, match preparations, and regional tournament participation.

4. Championships and Leagues

- Offers structured coverage of various domestic and international football leagues, including:
- English Premier League
- Spanish La Liga
- Italian Serie A
- German Bundesliga
- French Ligue 1
- Egyptian Premier League
- Saudi League and Moroccan League
- AFC Champions League and African Champions League
- Provides league standings, match results, and fixtures.

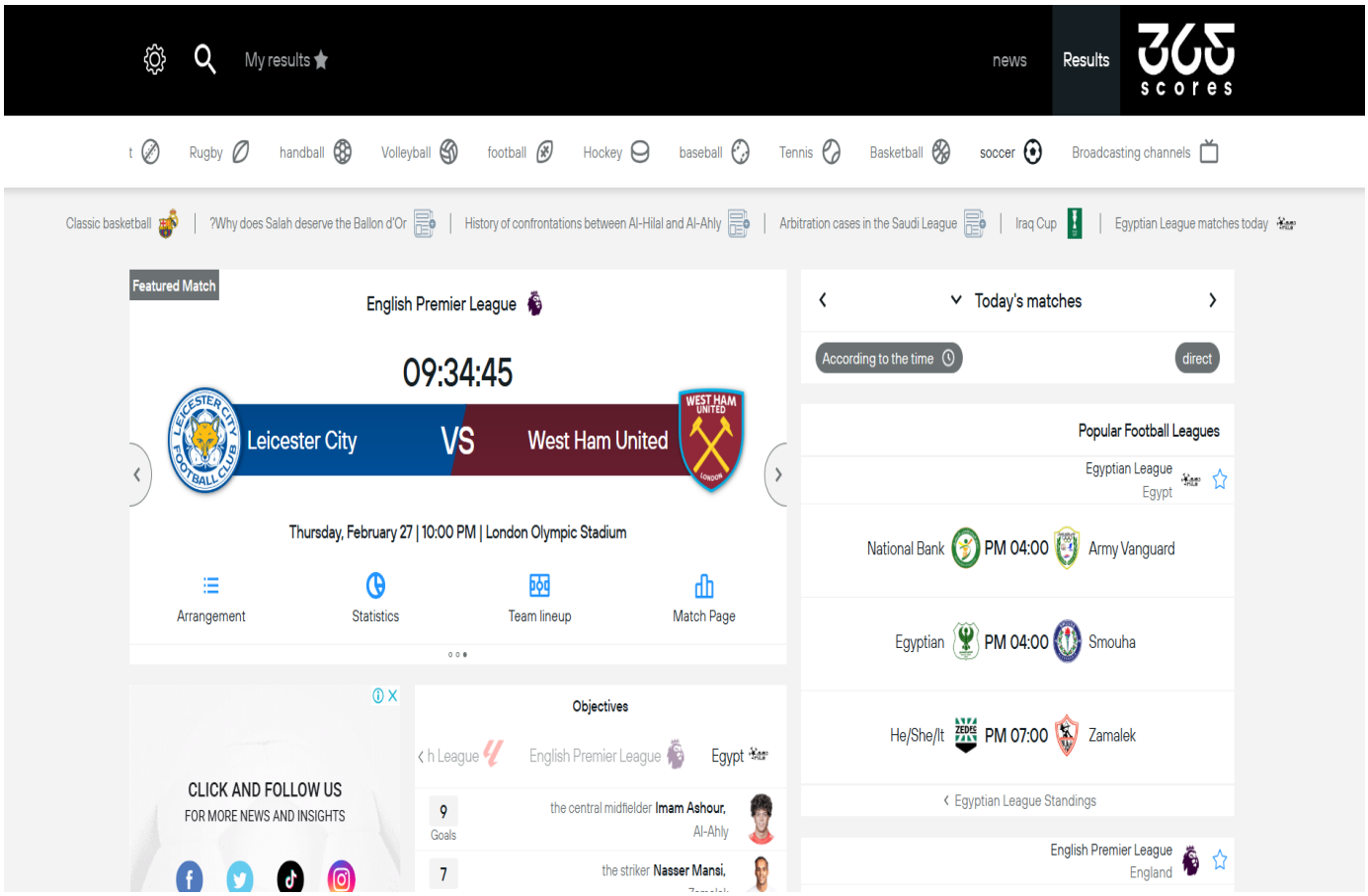
5. Soccer Section

- A dedicated category for football coverage across different regions.
- Sub-sections include:
- English Football
- Spanish Football
- Italian Football
- German Football

- French Football
- Arab Football
- Covers match previews, team form analysis, and major transfer news.

6. News

- A section delivering general news and special reports on football and other sports.
- Includes breaking news, transfer rumors, and expert opinions.
- Features detailed articles on player movements, club developments, and league updates.



Koora (https://www.kooora.com/) :

Vision :

Kooora aims to be the leading digital sports platform for Arabic-speaking audiences, providing comprehensive coverage of football and various other sports. The platform seeks to offer real-time updates, in-depth analysis, and extensive competition data, ensuring fans stay informed about the latest developments in global and regional sports. With a strong emphasis on Arab and international football, Kooora strives to be the go-to destination for sports enthusiasts across the Middle East and North Africa

Traffic :

7.8M Visitors

Content Analysis :

1. Football Coverage
   - Detailed sections for national and club competitions from Arab, African, Asian, European, and international leagues.
   - Extensive league and cup coverage, including competitions like the English Premier League, Spanish La Liga, Italian Serie A, and African Champions League.
   - Search functionalities for teams and players to access statistics, match history, and team performances.
2. Live Matches & Broadcast Information
   - Real-time match updates for football and other sports.

- A section dedicated to finding TV channels and live match commentators.

3. Sports Categories Beyond Football

- Coverage of basketball, handball, volleyball, Formula 1, and tennis.
- Dedicated sections for women's sports and emerging disciplines.

4. Player & Team Profiles

- A searchable database of top players across various leagues.
- Information about teams across different continents with historical and recent performance statistics.

5. Competitions & Transfers

- Detailed insights into sports competitions across regions.
- Transfer market updates to track player movements between clubs.

6. News & Analysis

- Comprehensive news articles, opinion pieces, and match previews.
- Sports analytics and reports covering trends in football and other sports.

7. Interactive Features

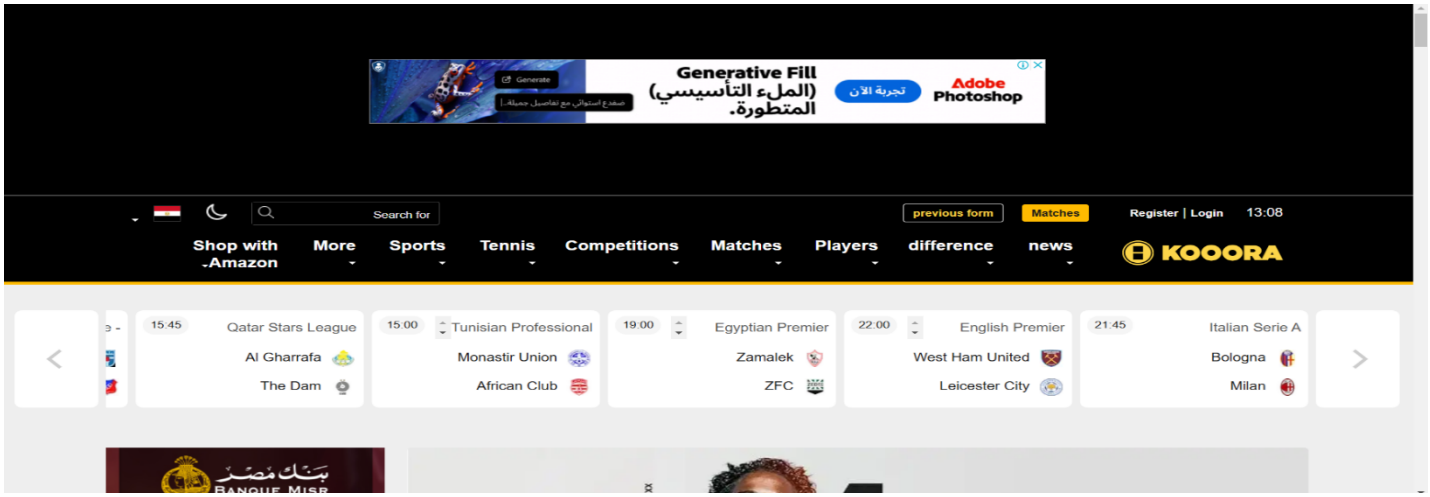
- Forums for fan discussions on football and other sports.
- Interactive maps for football by region, categorizing leagues and competitions globally.

8. Matches by Date

- Segmented listings for:

  - Current matches
  - Today's matches
  - Tomorrow's matches
  - Yesterday's matches
  - Televised matches

- Most important matches



Btolat (https://www.btolat.com/) :

Vision :

Btolat appears to be a comprehensive sports news and analytics website with a strong focus on football. The website is designed to provide real-time updates, rankings, statistics, and multimedia content, ensuring that users can access the latest information about various leagues and tournaments worldwide. The navigation structure indicates a commitment to user experience by categorizing content efficiently, making it easy for visitors to find specific information

Traffic :

5.6M Visitors

Content Analysis :

Navigation and Structure:

- The website has a well-structured navigation menu at the top, categorizing content into English Premier League, Egyptian League, Professionals, Tournaments and Leagues, Matches, Videos, and News.
- Drop-down menus provide subcategories such as team rankings, top scorers, latest news, and match videos.
- There is a clear distinction between team-specific content and championship-based content, indicating a strategic approach to organizing football-related information.

Content Categories:

- Leagues & Tournaments: Coverage includes both national team championships (World Cup, Copa America, European Nations Cup) and club championships (Champions League, English Premier League, Spanish League, etc.).
- Videos & News: The website offers segmented content for team videos, championship videos, team news, and championship news, allowing users to filter updates based on their interests.
- Matches & Rankings: Users can access detailed rankings, top scorers, and match-related insights, suggesting a focus on data-driven reporting.

User Engagement Features:

- The website integrates videos and latest news for increased engagement.
- The "new" label on certain elements suggests updates or newly introduced features.
- The presence of team-specific sections (Manchester City, Al-Ahly, Barcelona, etc.) implies an effort to cater to fans of specific clubs.

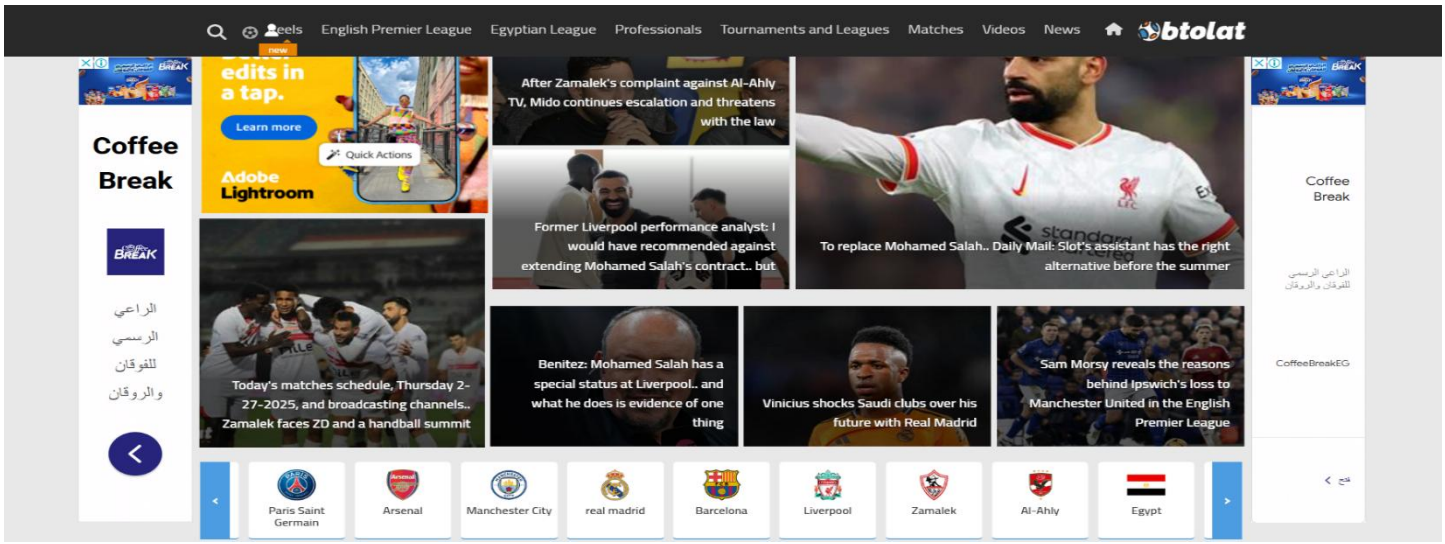
Advertising & Monetization:

- The screenshots show advertisements, indicating revenue generation through digital ads.

- The placement of ads does not seem overly intrusive, ensuring that the primary content remains the focal point.

Visual Design & Readability:

- A dark-themed header with white text enhances readability.
- The dropdown menus use contrasting colors (dark grey background with white/yellow text) to differentiate content categories.
- The layout is clean and structured, which enhances user experience and accessibility



Goal (https://www.goal.com/ar-eg) :

Vision :

Goal is a globally recognized sports media platform with a primary focus on football. The website serves as a hub for football news, live match updates, player statistics, and expert

opinions. The navigation and content structure indicate an emphasis on delivering **real-time information, exclusive insights, and engaging multimedia content** to football enthusiasts worldwide. The interface suggests a blend of professional journalism with social media engagement, ensuring a broad reach

Traffic :

2.1M Visitors

Content Analysis :

Navigation and Structure:

- The top menu bar includes essential sections such as:
  - Top Tournaments and Players
  - Egyptian League
  - Transfers
  - Latest News
  - Live Results
- A drop-down menu system categorizes football content effectively, ensuring users can easily access specific leagues, teams, and player rankings.
- The structure promotes ease of navigation, helping users quickly find news, results, and analysis.

Content Categories:

- Top Players Section:
  - Features prominent footballers such as Mohamed Salah, Lionel Messi, Cristiano Ronaldo, Erling Haaland, and more.

- Indicates a focus on both historical legends and current top-performing players.
- League & Club Coverage:
- Includes Champions League, Italian League, French League, German League, English Premier League, and Spanish League.
- Clubs like Juventus, Paris Saint-Germain, Bayern Munich, Real Madrid, Barcelona, Manchester United, Liverpool, Arsenal, and Chelsea are highlighted.
- Egyptian League Coverage:
- Specific focus on local football, featuring teams like Al-Ahly and Zamalek.
- Live Updates and Transfers:
- Matches and results section suggests real-time updates.
- Transfers section highlights the movement of players between clubs.
- News and Articles:
- Dedicated sections for football analysis, opinion pieces, and expert insights.
- "Don't Miss It" section appears to feature trending football stories.

User Engagement Features:

- Social Media Integration:
- Provides links to Facebook, X (formerly Twitter), Instagram, TikTok, Threads, and Snapchat for increased interaction.
- Exclusive Content & Rankings:
- Includes Goal 50 and Next Generation - NxGn, which likely highlight player rankings and upcoming football stars.

Visual Design & Readability:

- The dark-themed interface with bold white text ensures readability.
- The club and player logos make it visually appealing and easier for users to identify their favorite teams and players.

- The layout is modern and engaging, with a strong emphasis on typography and high-quality images.

7. KoraPlus (https://koraplus.com/) :

Vision :

KoraPlus is a multi-sport media platform specializing in football while also covering other sports. The website's vision appears to be focused on comprehensive coverage of regional and international football leagues, delivering news, live updates, analysis, and video content to fans. Its content structure suggests a diverse approach, ensuring coverage of both men's and women's football, as well as non-football sports

Traffic :

1.7M Visitors

Content Analysis :

Navigation and Structure:

- The top menu bar includes:
  - Women's Football
  - Other Sports
  - Mercato (Transfers)
  - Podcast
  - Egyptian Football
  - TV+ (Media Content)
  - News
- Dropdown menus categorize content efficiently, making it easier for users to navigate through football leagues, player updates, and news reports.

Content Categories:

- Football Leagues (Regional & International):
  - Gulf Football: AFC Champions League, Saudi Roshen League, UAE League, Qatar Stars League.
  - African Football: African Cup of Nations, African Champions League, Tunisian and Moroccan leagues.
  - European Football: Premier League, La Liga, Serie A, Bundesliga, Ligue 1, UEFA Champions League, Europa League, and UEFA Nations League.
  - Egyptian Football: Egyptian League, Egypt Cup, League Cup, Second Division League.

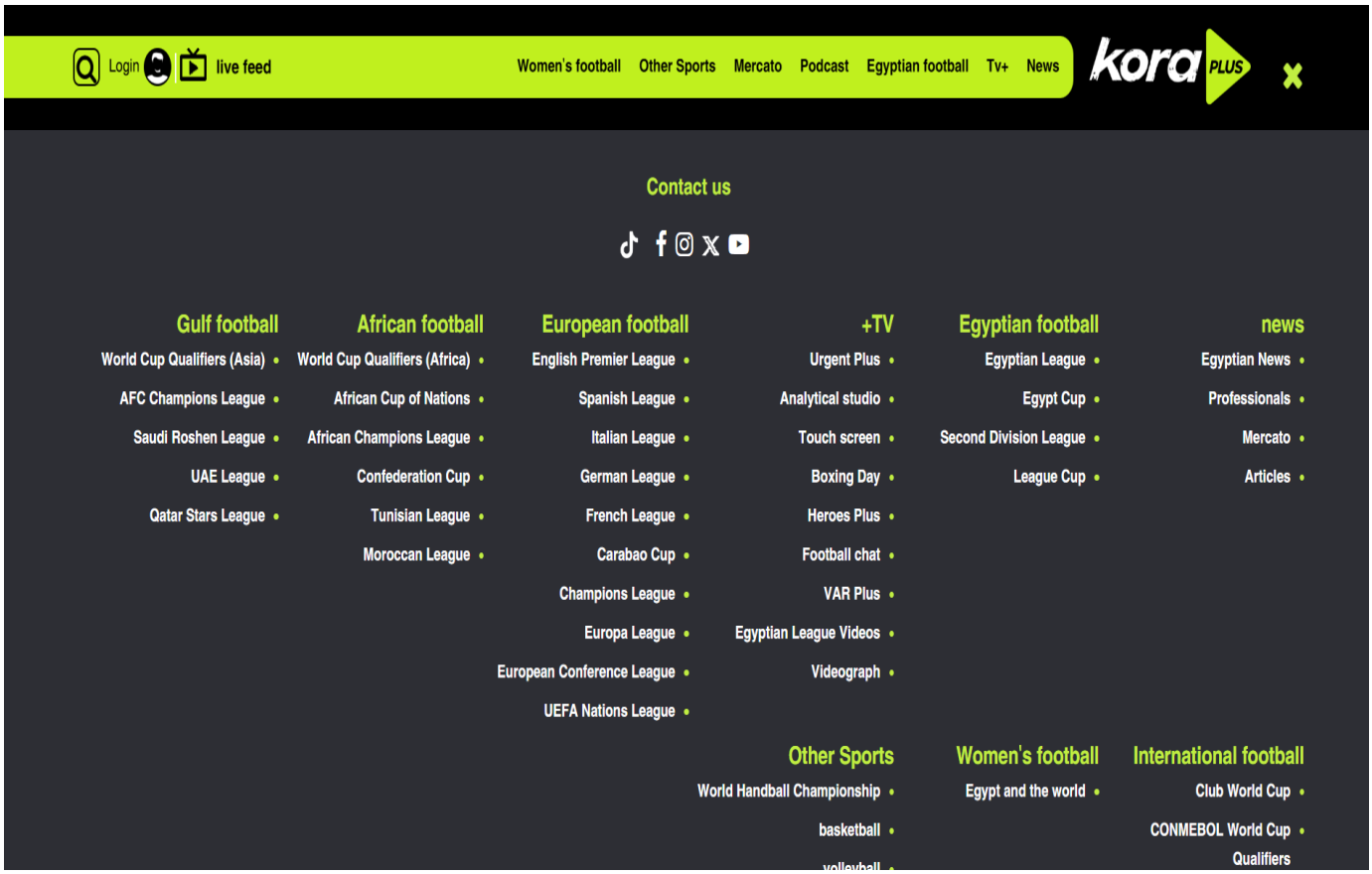
- International Football:
  - Club World Cup, CONMEBOL World Cup Qualifiers, and World News.
- Other Sports Coverage:
  - Basketball, Volleyball, Handball, Tennis, Squash, Swimming, Table Tennis, Athletics, Taekwondo, Wrestling, and Bodybuilding.
- Media and Entertainment:
  - "+TV" section includes analytical content, live discussions, VAR analysis, video highlights, and expert insights.
- Women's Football Coverage:
  - Includes news and updates on women's leagues globally and in Egypt.

User Engagement Features:

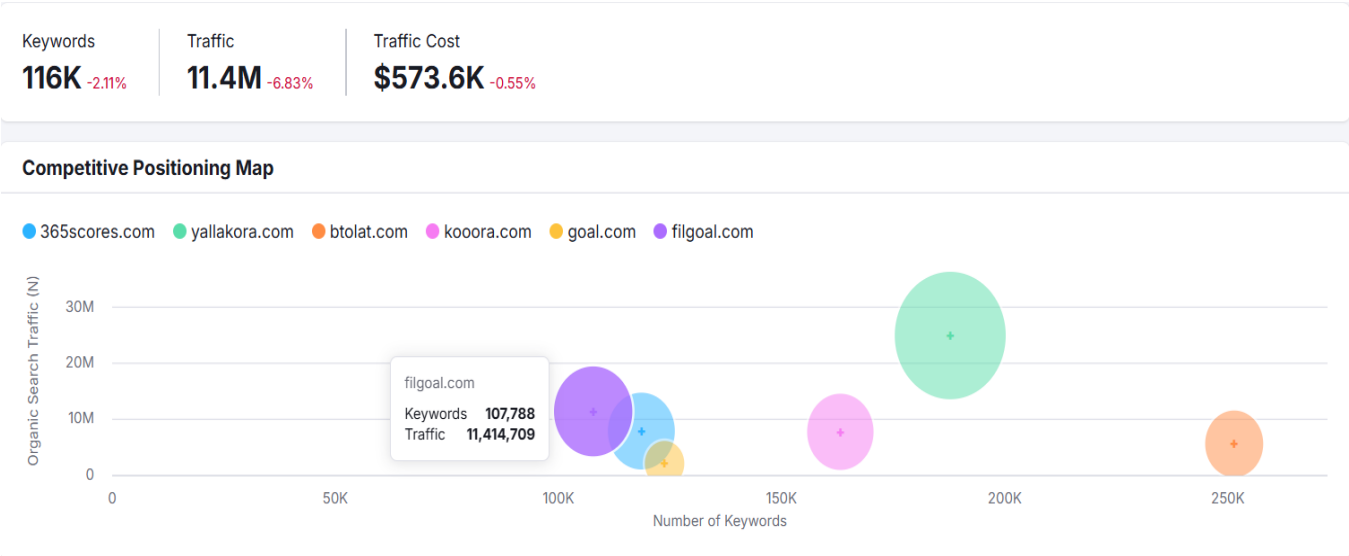
- Social Media Integration:
  - Offers connectivity to TikTok, Facebook, Instagram, X (Twitter), and YouTube.
- Live Updates:
  - Provides a live feed feature, suggesting real-time match coverage.
- Exclusive Analysis & Podcasts:
  - Includes in-depth articles, professional analysis, transfer market updates, and football podcasts.

Visual Design & Readability:

- Dark-themed interface with neon green highlights makes text stand out.
- The well-structured layout ensures content is neatly categorized.
- The hierarchical categorization of sports and leagues improves usability for fans searching for specific content.



Statical Analysis :

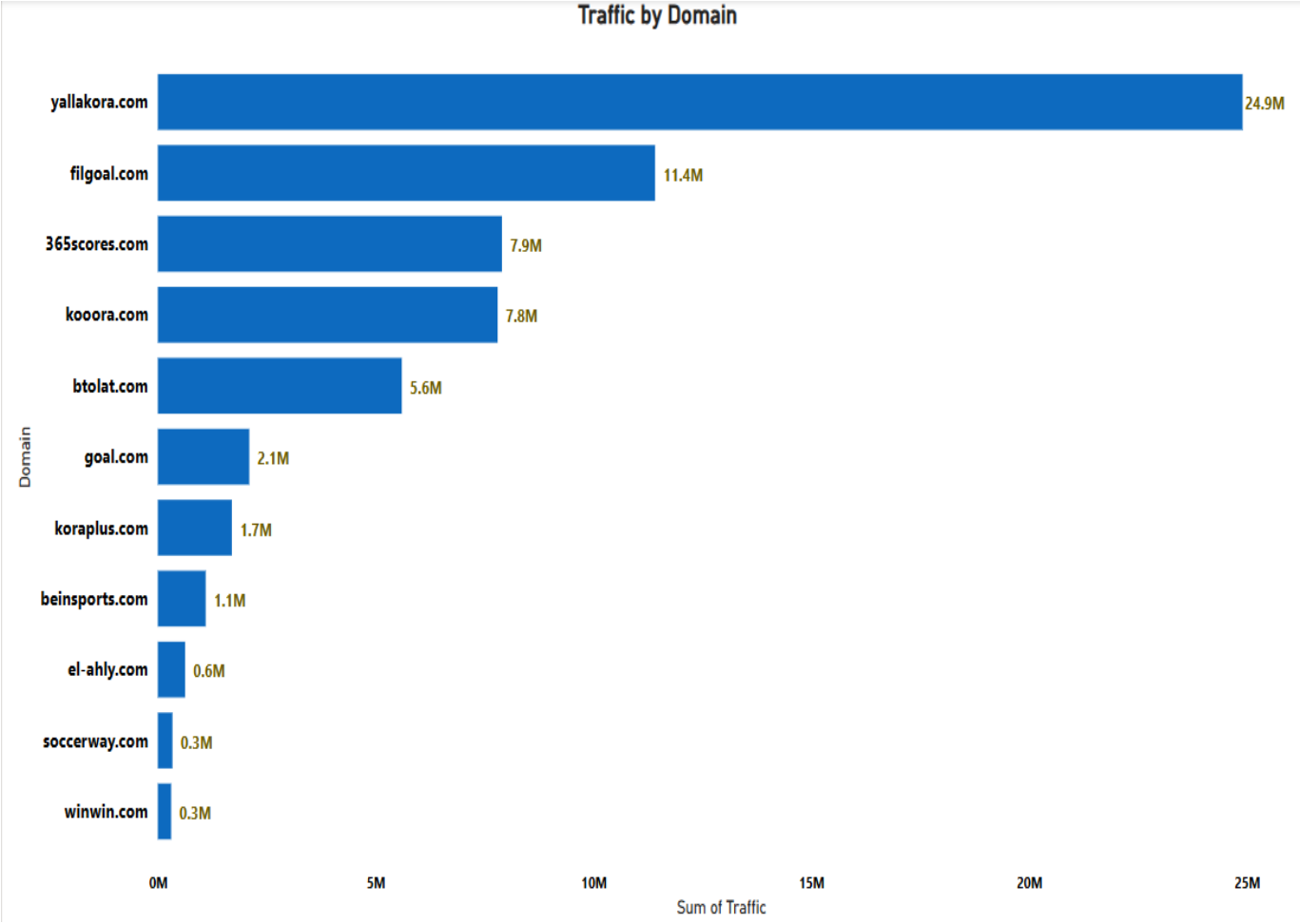


Filgoal.com holds a strong competitive position with 107K keywords and 11.4M organic traffic, but competitors like Yallakora and 365scores.com have a higher keyword volume and traffic advantage

Organic Competitors 10,296 Export

Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
365scores.com	68%	23.7K	125.3K	7.9M	445.3K	0
yallakora.com	64%	23.2K	200.8K	24.9M	8.61M	0
btolat.com	63%	21.9K	262.2K	5.6M	135.84K	0
kooora.com	63%	27.6K	183.4K	7.8M	361.52K	0
goal.com	41%	13.7K	135.2K	2.1M	113.61K	0
winwin.com	28%	8K	66.1K	306.5K	16.77K	0
soccerway.com	25%	6.4K	36K	336.3K	12.5K	0
koraplus.com	21%	6.5K	65.1K	1.7M	27.1K	0
el-ahly.com	17%	5.1K	36.3K	627.3K	30.36K	0
beinsports.com	14%	3.9K	61K	1.1M	111.5K	

Yallakora.com leads in organic traffic with 24.9M visits and the highest number of SE keywords (200.8K), while 365scores.com and kooora.com also maintain strong competition. Filgoal.com ranks well but faces stiff competition from sites with higher keyword volume and traffic



Yallakora.com dominates in traffic with 24.9M visits, followed by Filgoal.com (11.4M), while 365scores.com and Kooora.com also maintain strong positions. Goal.com and Koraplus.com have lower traffic, indicating a competitive gap

References :

Semrush (Feb25)

- **News outlets , Social Channels**

1- Sports Channels :

- ON Time Sports :

Facebook link : https://www.facebook.com/OnTimeSports

Likes : 4.6M

Followers : 10M

YouTube link : https://www.youtube.com/channel/UCo2TvjBHS1BtyIkeGGTMe6w

Subscribers : 3.37M

videos : 126K

Views : 1.66B

Vision :

ONTime Sports is Egypt's leading sports television network, dedicated to providing comprehensive, high-quality sports coverage with a particular focus on Egyptian football. The channel's vision revolves around being the go-to platform for Egyptian and Arab sports fans, offering live broadcasting, expert analysis, and exclusive interviews.

Its mission includes:

- Delivering professional sports broadcasting with high-definition live coverage.
- Enhancing the Egyptian sports industry by offering detailed match analysis and in-depth reporting.

- Supporting local talent and leagues, covering all levels of Egyptian football, from the Premier League to youth tournaments.
- Expanding digital presence, ensuring content reaches a broader audience through online streaming and social media engagement.

ONTime Sports aims to bridge the gap between fans and the sports world, fostering a knowledgeable, engaged, and interactive sports community

Content Analysis :

Broadcasted Content & Coverage

ONTime Sports primarily covers Egyptian football, but also broadcasts content related to African, Arab, and international sporting events. The channel's programming includes:

Live Sports Broadcasting

- Egyptian Premier League – Official broadcaster of all matches.
- Egypt Cup & Super Cup – Exclusive coverage of domestic cup competitions.
- CAF Competitions – Some coverage of the CAF Champions League and Confederation Cup.
- National Team Matches – Exclusive behind-the-scenes access to Egypt's national football team.

Sports Talk Shows & Analysis

- Studio ONTime – Pre and post-match analysis with expert commentators, former players, and analysts.
- Al-Allaib – A popular talk show featuring discussions on major football stories and interviews.

- Super ONTime – A deep-dive analytical program reviewing player performances, tactics, and key moments.
- The Referee Analysis Show – Dedicated to reviewing controversial referee decisions and VAR cases.

Exclusive Interviews & Special Reports

- ONTime Sports hosts exclusive interviews with players, coaches, referees, and club presidents.
- Features behind-the-scenes coverage, training ground reports, and locker room reactions.

Other Sports Coverage

- Handball, Basketball, Volleyball & Olympic Sports – Coverage of Egyptian teams in these sports.
- Arab & African Sporting Events – Focuses on Egypt's participation in regional and continental tournaments.
- Paralympic Sports & Youth Competitions – Promotes the inclusion of all athletes in Egyptian sports culture

Strengths & Weaknesses Analysis

Strengths

✓ Exclusive Broadcaster of Egyptian Football – The only channel with rights to air all domestic competitions.

✓ Expert-Led Analysis & Insights – Strong lineup of former players, analysts, and journalists.

✓ Comprehensive Digital Strategy – YouTube, Facebook, and Twitter offer high

engagement and reach.

✓ Diverse Sports Coverage – Beyond football, ONTime Sports highlights Egyptian Olympic sports and national teams.

✓ High Production Quality – Professional studio setups, HD broadcasting, and cutting-edge sports graphics.

Weaknesses

✕ Limited International Rights – Unlike beIN Sports, ONTime does not have access to European leagues.

✕ Heavy Football Focus – Other sports receive less consistent coverage, despite Egypt's strong presence in handball and squash.

✕ Occasional Broadcast Interruptions – Some users report technical issues or delays during big matches

Football Fantasy :

Has occasional discussions about Fantasy Football, especially in Egyptian football-related talk shows.

Some programs may highlight Egyptian players in Fantasy Premier League (FPL) and discuss their performance in fantasy leagues.

No dedicated fantasy football program, but pundits occasionally mention it in analysis shows

- **AL Ahly :**

Facebook link : https://www.facebook.com/AlAhlyTV

Likes : 2.5M

Followers : 5M

YouTube link : https://www.youtube.com/@AlAHLYTVCHANNEL

Subscribers : 2.13M

videos : 88K

Views : 627M

Vision :

Al Ahly TV is the official sports channel of Al Ahly SC, Egypt and Africa's most successful football club. The channel's vision aligns with the club's broader mission:

- Serving as the voice of Al Ahly Club, providing exclusive coverage of its teams and activities.
- Strengthening fan engagement by delivering direct, behind-the-scenes access to players, coaches, and management.
- Building a strong media presence that competes with private sports networks and maintains the club's legacy.
- Providing balanced and in-depth analysis while reinforcing Al Ahly's values of professionalism, excellence, and loyalty.
- Expanding digital content to ensure fans worldwide can follow their favorite club through multiple platforms.

Al Ahly TV aims to be the ultimate source for Al Ahly fans, offering exclusive content, match coverage, historical archives, and direct communication with the club's community

Content Analysis :

1. Broadcasted Content & Coverage

As the official club channel, Al Ahly TV focuses entirely on club-related content, covering all football and sports activities within the club.

Live Broadcasts & Exclusive Match Coverage

- Live coverage of Al Ahly's friendly matches & training sessions.
- Behind-the-scenes footage from the club's training camps and locker room.
- Special access to matchday preparations, warm-ups, and post-game reactions.

Football Match Highlights & Analysis

- Full match replays of Al Ahly's past games, including Egyptian Premier League, CAF Champions League, and FIFA Club World Cup performances.
- Exclusive tactical breakdowns, expert analysis, and discussions with former Al Ahly players.

Sports Talk Shows & Club News

- (King & Writing) – The flagship talk show analyzing Al Ahly's performance and club news.
- (Al Ahly Today) – A daily news program covering the latest updates on Al Ahly's teams, management, and upcoming matches.
- (The Big House) – A fan-centric show that connects with supporters and discusses club history, rivalries, and achievements.

- Press conference coverage – Full broadcasts of official club statements, transfer news, and managerial updates.

Club History & Special Features

- Documentaries on legendary Al Ahly players and historic achievements.
- Replays of classic matches and greatest victories in club history.
- Exclusive interviews with club legends, former players, and key figures.

Other Sports Coverage

- Coverage of Al Ahly's basketball, handball, and volleyball teams.
- Interviews with athletes from different Al Ahly sports departments.

Strengths & Weaknesses Analysis :

Strengths

✓ Exclusive Content for Al Ahly Fans – The only channel that offers behind-the-scenes access, exclusive interviews, and club-specific analysis.

✓ Massive Fan Base – Engages millions of passionate Al Ahly supporters, driving high viewership.

✓ Strong Digital Presence – High engagement across YouTube, Facebook, Twitter, Instagram, and TikTok.

✓ Historical Archives – Offers rare footage, documentaries, and legendary match replays.

✓ Multisport Coverage – Features Al Ahly's teams across football, basketball, handball, and volleyball.

Weaknesses

✕ Biased Coverage – As the official club channel, content lacks neutral analysis and focuses mainly on positive club narratives.

✕ Limited Live Match Broadcasting – Does not have official broadcasting rights for Egyptian League matches, as they are held by ONTime Sports.

✕ Football-Centric Content – Other sports receive less attention compared to football.

✕ Lack of International Football Coverage – Unlike other sports channels, does not cover European leagues or non-club-related football news

- **AL Zamalek :**

Facebook link : https://www.facebook.com/officialzamalektv/

Likes : 235K

Followers : 2.4M

YouTube link : https://www.youtube.com/@ZamalekTV

Subscribers : 695K

videos : 101K

Views : 228M

Vision :

Al Zamalek TV is the official television channel of Zamalek SC, one of Egypt's most successful and historic football clubs. The channel's vision is centered on:

- Being the primary media voice of Zamalek SC, providing exclusive content about the club.
- Strengthening fan engagement and loyalty by offering direct access to the club's activities, players, and management.
- Promoting the club's achievements and history, ensuring fans stay connected to the team's legacy.
- Providing in-depth, club-centric sports analysis, covering matches, player performances, and club affairs.
- Expanding its reach digitally, allowing fans worldwide to follow their favorite team through multiple platforms.

Al Zamalek TV aims to be the ultimate source of information for Zamalek supporters, offering exclusive interviews, match analysis, live club updates, and historical content

Content Analysis :

Al Zamalek TV is fully dedicated to Zamalek SC and its various sports teams, offering exclusive content that is not available on other sports networks.

Live Broadcasts & Exclusive Club Coverage

- Live coverage of Zamalek's friendly matches, training sessions, and press conferences.
- Exclusive behind-the-scenes access to the club's facilities, locker rooms, and pre-match preparations.
- Post-match reactions and interviews with players and coaching staff.

Football Match Highlights & Analysis

- Replays of past Zamalek matches from the Egyptian Premier League, CAF Champions League, and international tournaments.
- Tactical analysis of Zamalek's performances, featuring experts and former players.
- Breakdown of key moments, player performances, and referee decisions.

Sports Talk Shows & Club News

- (Zamalek Today) – The flagship talk show providing daily coverage of the club's news, matches, and upcoming fixtures.
- (Zamalek News) – A dedicated news bulletin updating fans on transfers, club decisions, and new signings.
- (Hall Kings) – Focuses on Zamalek's handball, basketball, and volleyball teams.
- (Analysis by Numbers) – A statistics-driven show examining player performances and club strategies.
- Exclusive press conferences featuring club officials, board members, and managerial staff.

Zamalek's History & Special Features

- Documentaries on club legends and historical milestones in Zamalek's football journey.
- Replays of classic victories and legendary moments, including past championship wins.
- Interviews with former Zamalek players and managers reflecting on their careers.

Other Sports Coverage

- Zamalek is known for its success in handball, basketball, and volleyball, and the channel dedicates airtime to these sports.
- Exclusive coverage of Zamalek's matches in African club competitions across multiple sports

Strengths & Weaknesses Analysis :

Strengths

✓ Exclusive Content for Zamalek Fans – The only channel offering behind-the-scenes footage, interviews, and Zamalek-focused analysis.

✓ Strong Fan Base Engagement – Millions of passionate Zamalek supporters actively follow and engage with the channel.

✓ Comprehensive Club Coverage – Focuses not only on football but also handball, basketball, and volleyball.

✓ Digital Expansion – Strong YouTube, Facebook, Twitter, Instagram, and TikTok presence, ensuring global reach.

✓ Historical Content – Archives of classic matches, club history, and legendary moments for nostalgic fans.

Weaknesses

✕ Biased Coverage – Content is club-focused and lacks neutrality, mainly promoting Zamalek's perspective.

✕ Limited Live Match Rights – Unlike ONTime Sports, Al Zamalek TV does not hold official broadcasting rights for league matches.

✕ Football-Centric Content – Other sports receive less screen time compared to football.

✕ Less Competitive Than Private Sports Networks – Lacks advanced graphics, production quality, and budget compared to networks like ONTime Sports

- **AL Kass :**

Facebook link : https://www.facebook.com/AlkassTVSports/

Likes : 3.2M

Followers : 6.2M

YouTube link : https://www.youtube.com/@AlkassTVSports

Subscribers : 1M

videos : 10K

Views : 148.4M

Vision :

Al Kass Sports is a leading Qatari sports network, known for high-quality sports broadcasting, in-depth analysis, and extensive coverage of Arab and international sports. The channel's vision focuses on:

- Becoming the premier sports broadcaster in the Middle East, covering local, regional, and global sporting events.
- Providing world-class sports journalism and analysis, ensuring comprehensive and accurate reporting.
- Promoting Arab sports, particularly Gulf football, Asian competitions, and Qatari sports leagues.

- Delivering cutting-edge broadcasting technology, using high-definition visuals, advanced analytics, and expert commentary.
- Enhancing fan engagement through digital platforms, ensuring sports content reaches a broader audience beyond TV.

Al Kass aims to be the top destination for Arab sports fans, offering exclusive coverage of major tournaments, in-depth tactical analysis, and engaging digital content

Content Analysis :

1. Broadcasted Content & Coverage

Al Kass covers a wide range of sporting events, with a strong emphasis on Qatari and Gulf football, Asian tournaments, and international competitions.

Live Broadcasting & Exclusive Match Coverage

- Qatar Stars League (QSL) – The official broadcaster of Qatar's top football league.
- Qatar Cup & Emir Cup – Exclusive coverage of major domestic cup competitions.
- AFC Champions League & AFC Cup – Live coverage of Asian club tournaments.
- Gulf Cup & Arab Club Championship – Comprehensive coverage of regional football tournaments.
- FIFA World Cup (when hosted in Qatar) – Played a key role in broadcasting the 2022 FIFA World Cup.
- International Friendlies & Pre-Season Matches – Features high-profile matches involving Qatari clubs and national teams.

Football Match Highlights & Tactical Analysis

- Extended match highlights and post-game analysis of key football matches.
- Expert breakdown of tactics, player performances, and coaching strategies.
- In-depth discussions on refereeing decisions and VAR analysis.

Sports Talk Shows & Expert Panels

- (Al Majlis) – The most famous football talk show, featuring leading Arab sports analysts discussing matches, transfers, and club strategies.
- (90 Minutes) – A tactical deep-dive show analyzing key games and top players.
- (The Referee) – A show dedicated to discussing controversial referee decisions and VAR cases.
- (Al Kass Guest) – One-on-one interviews with football legends, coaches, and sports executives.

Exclusive Interviews & Behind-the-Scenes Content

- Exclusive access to Qatari clubs and national team training camps.
- One-on-one interviews with players, managers, and football legends.
- Special features on football academies, youth development, and upcoming talents in the Gulf region.

Other Sports Coverage

- Handball, Basketball, and Volleyball leagues in Qatar.
- Athletics, Equestrian sports, and Motorsports – Coverage of local and international events.
- Olympic & Asian Games – Special programs and reports on Arab athletes in global competitions

Strengths & Weaknesses Analysis :

Strengths

✓ Exclusive Broadcaster of Qatari & Gulf Football – The leading sports network for Qatar Stars League, AFC competitions, and regional football.

✓ High-Quality Analysis & Journalism – Features top Arab football analysts and former players.

✓ Diverse Sports Coverage – Covers football, handball, athletics, motorsports, and Olympic sports.

✓ Strong Digital & Social Media Engagement – Active across YouTube, Facebook, Twitter, Instagram, and TikTok.

✓ Use of Advanced Technology – Offers HD broadcasts, VAR analysis, and in-depth tactical breakdowns.

Weaknesses

✕ Limited European Football Rights – Unlike beIN Sports, Al Kass does not have exclusive rights to major European leagues.

✕ Regional Focus – Primarily covers Qatari and Gulf sports, making it less appealing to non-Arab audiences.

✕ Bias Toward Qatari Football – As a national broadcaster, coverage may favor Qatari teams and events over other leagues.

✕ Limited English-Language Content – Primarily Arabic, which limits accessibility to international viewers

Football Fantasy :

Occasionally mentions Fantasy Football in discussions related to the Qatar Stars League (QSL) and international football.

Some studio programs analyze fantasy points and player statistics, particularly for big international tournaments like the FIFA World Cup and AFC competitions.

Does not have a dedicated Fantasy Football show, but fantasy-related topics may appear during major tournaments

- bein Sports :

Facebook link : https://www.facebook.com/beINSPORTS/

Likes : 26M

Followers : 37M

YouTube link : https://www.youtube.com/@beINSPORTS

Subscribers : 13.5M

videos : 6.4K

Views : 1.9B

Vision :

beIN Sports is a global sports broadcasting network, headquartered in Qatar, with a vision focused on:

- Becoming the world's leading sports broadcaster, providing premium coverage of major sporting events.
- Delivering exclusive, high-quality sports content, ensuring fans access the biggest leagues and competitions.

- Promoting Arabic-language sports coverage, making global sports accessible to Arab audiences.
- Investing in cutting-edge broadcasting technology, offering 4K Ultra HD streaming, multi-angle views, and advanced analytics.
- Enhancing digital engagement, allowing users to stream matches, watch highlights, and interact with expert analysts across social media platforms.

beIN Sports aims to be the number one destination for football and multi-sport coverage, blending exclusive rights, expert commentary, and unparalleled fan engagement.

Content Analysis :

Broadcasted Content & Coverage

beIN Sports holds exclusive broadcasting rights to many of the world's biggest football tournaments, as well as a variety of other sports.

Exclusive Football Coverage

- European Club Competitions:
  - UEFA Champions League
  - UEFA Europa League & Conference League
  - English Premier League
  - Spanish La Liga
  - Italian Serie A
  - French Ligue 1
  - German Bundesliga (select matches)
- International Tournaments:
  - FIFA World Cup – Exclusive broadcaster for MENA region.

- UEFA European Championship (EUROs)
- Copa América
- African Cup of Nations (AFCON)
- Asian Cup

Other Sports Coverage

- Tennis – Grand Slam tournaments (Wimbledon, US Open, Australian Open, French Open).
- Basketball – NBA and FIBA tournaments.
- Formula 1 – Exclusive coverage of F1 races.
- Handball, Cycling, Athletics, and Combat Sports – Major events and world championships.

Match Analysis & Sports Talk Shows

- (Post-Match Analysis) – Tactical breakdown of games by expert analysts.
- (Pre-Match Show) – Insights, predictions, and lineup discussions.
- (beIN Studio) – In-depth discussions with former players and sports journalists.
- VIP Interviews – Exclusive conversations with players, coaches, and football legends.

Special Features & Documentaries

- (Greatest Moments) – Reviewing classic football matches.
- beIN – Inside stories on clubs, tournaments, and iconic athletes.

Strengths & Weaknesses Analysis :

Strengths

✓ Exclusive Rights to Major Football Leagues & Tournaments – The only broadcaster in MENA for UEFA Champions League, FIFA World Cup, and top European leagues.

✓ High-Quality Broadcasting & Advanced Technology – 4K Ultra HD streaming, expert analysis, and interactive graphics.

✓ Global Reach & Arabic-Language Coverage – Provides Arabic commentary, expert

analysis, and regional focus.

✓ Multi-Sport Coverage – Covers football, tennis, basketball, Formula 1, and more.

✓ Strong Digital Engagement – Millions of followers across YouTube, Facebook, Twitter, Instagram, and TikTok.

Weaknesses

✕ Subscription-Based Model – Unlike free-to-air channels, beIN Sports requires a paid subscription, making it less accessible to some viewers.

✕ Regional Restrictions – Some content is geo-blocked, meaning certain matches are unavailable in specific countries.

✕ Limited Local Football Coverage – Unlike ONTime Sports (Egypt) or Al Kass (Qatar), beIN Sports does not focus on local leagues unless they involve major international competitions.

✕ Occasional Service Interruptions – Some users report technical issues or lag during live streams on beIN CONNECT

Football Fantasy :

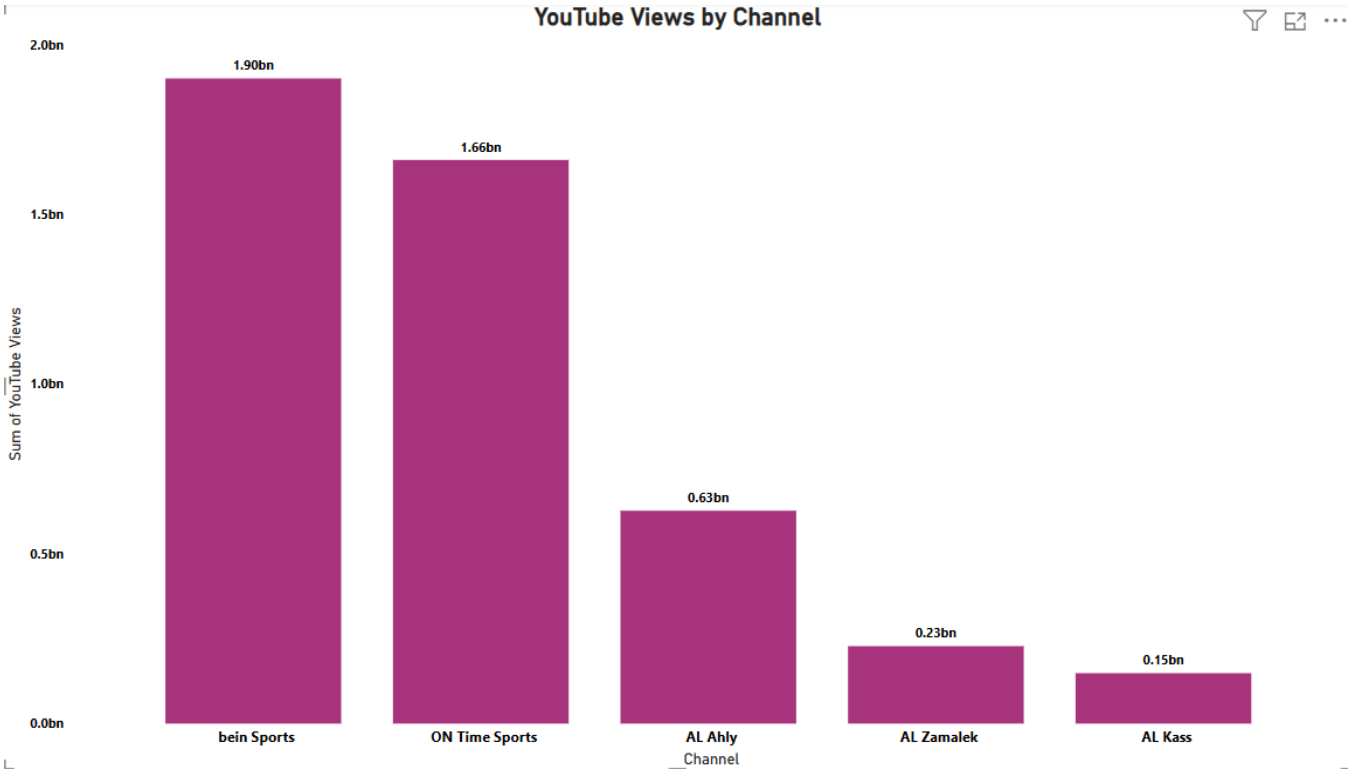
Covers Fantasy Football in its analysis shows, particularly for UEFA Champions League and European leagues.

Offers segments discussing Fantasy Premier League (FPL) and how player performances impact fantasy points.

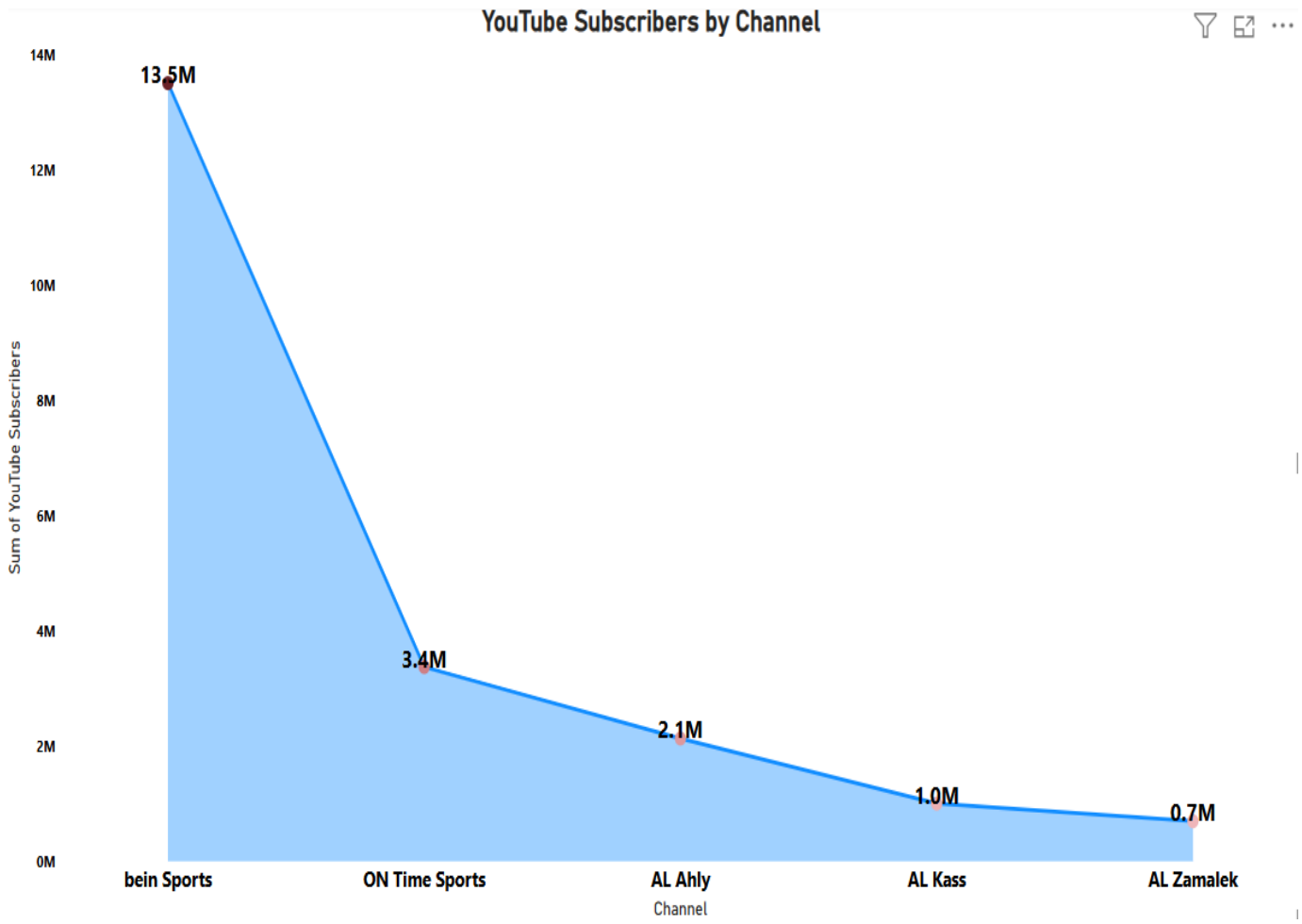
Occasionally features tips and predictions for Fantasy Football managers.

Programs like "beIN Studio" and pre-match analysis shows sometimes discuss fantasy-relevant stats

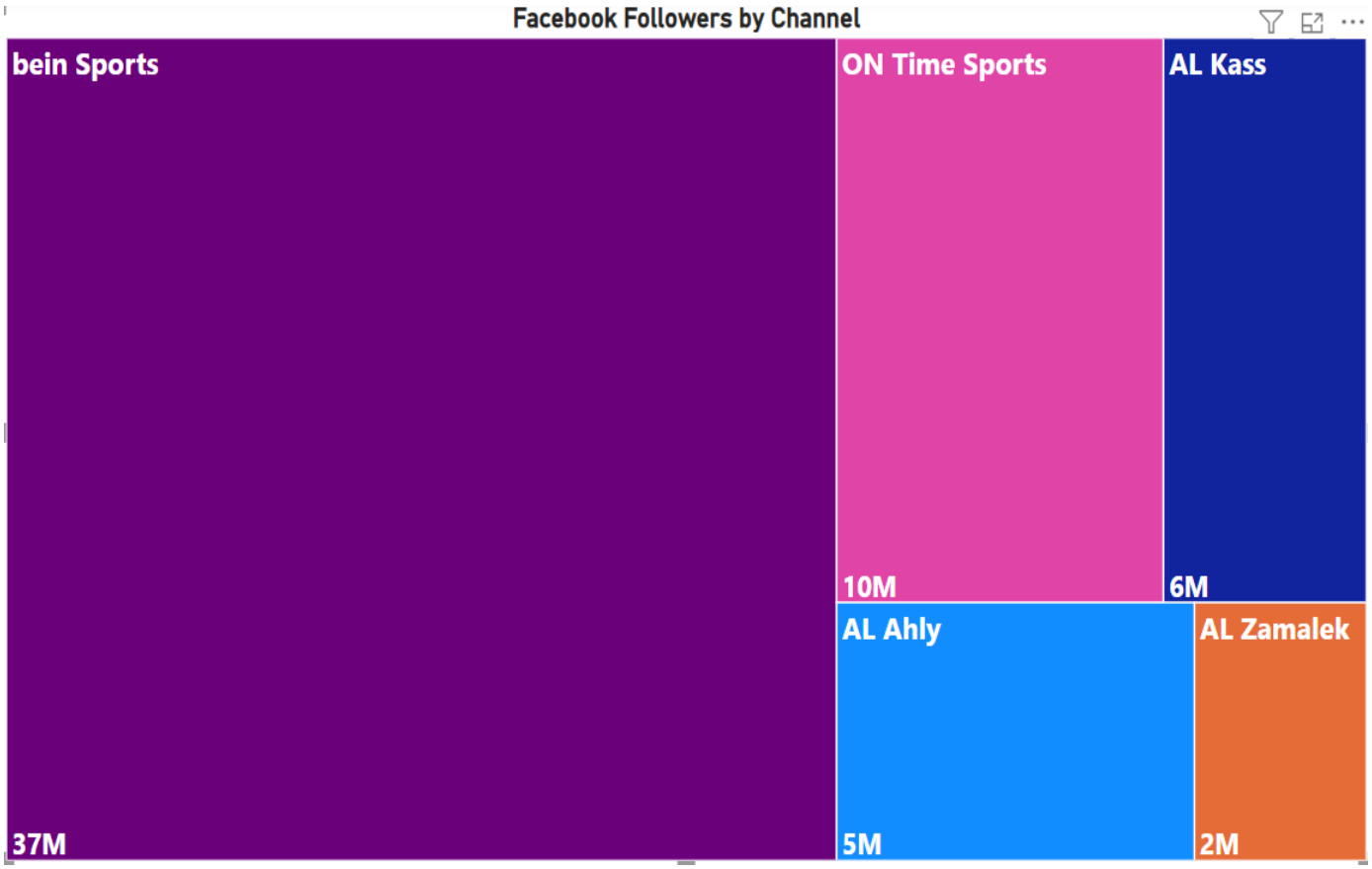
Statistical analysis :



This bar chart displays YouTube views by channel, highlighting the dominance of bein Sports and ON Time Sports with 1.9 billion and 1.66 billion views, respectively. These two channels significantly outperform the others, with AL Ahly trailing behind at 627 million views. AL Zamalek and AL Kass have considerably lower engagement, with 228 million and 148.4 million views, respectively. The data suggests that bein Sports and ON Time Sports have a much stronger presence and audience engagement on YouTube compared to the other channels



This line chart represents **YouTube subscribers by channel**, clearly showing **bein Sports** as the leader with **13.5 million** subscribers, significantly ahead of the other channels. **ON Time Sports** follows with **3.4 million**, while **AL Ahly** has **2.1 million** subscribers. **AL Kass** and **AL Zamalek** have the lowest numbers at **1.0 million** and **0.7 million**, respectively. The sharp drop after **bein Sports** indicates a major gap in audience reach, emphasizing its dominance in the sports broadcasting space



This treemap visualizes **Facebook followers by channel**, highlighting the overwhelming dominance of **bein Sports** with **37 million** followers. **ON Time Sports** follows as the second-largest, with **10 million** followers, while **AL Kass** has **6 million**. **AL Ahly** and **AL Zamalek** trail behind, with **5 million** and **2 million** followers, respectively. The visualization clearly shows how **bein Sports** has a significantly larger social media presence on Facebook compared to the other channels

2-Sports Shows :

- **ElKoraMa3Fayek :**

Facebook link : https://www.facebook.com/ElKoraMa3Fayek

Likes : 87k

Followers : 1M

YouTube link : https://www.youtube.com/@ElKoraMa3Fayek

Subscribers : 479K

videos : 935

Views : 90.4M

Vision :

To become the leading football analysis platform in Egypt and the Arab world by delivering professional, comprehensive, and innovative content that blends insightful analysis with audience engagement, enhancing fans' understanding of the tactical and economic aspects of football.

Content Analysis :

- Match Analysis: In-depth tactical breakdowns of club and national team performances in local and international competitions.

- Football News: Exclusive coverage of breaking news, transfers, and team updates.
- Football Issues Discussion: Addressing major football-related controversies, including administrative crises, FIFA regulations, and the financial impact on football.
- Match Predictions: Providing expert-based forecasts backed by statistics and team performance.
- Interactive Content: Engaging the audience through polls, discussions, and fan debates across social media platforms

- **Saba7o Korah :**

Facebook link : https://www.facebook.com/Saba7oKorah/

Likes : -

Followers : 2.2M

YouTube link : https://www.youtube.com/@Saba7oKorah

Subscribers : 3.07M

videos : 1K

Views : 470.7M

Vision :

To establish **Saba7o Korah** as the leading football content platform in the Arab world, offering a unique blend of in-depth tactical analysis, engaging discussions, and entertaining content that enhances fans' understanding and enjoyment of the game.

Content Analysis :

1. Nature of Content:

- Tactical Analysis:
  - In-depth breakdowns of matches, highlighting key strategies, formations, and tactical decisions.
  - Discussions on football trends, player performances, and team tactics.
- Interactive Challenges & Entertainment:
  - Engaging football-related challenges and quizzes, often featuring well-known sports personalities.
  - The channel once hosted a special interview with Didier Drogba, adding a unique value to its content
- Vlogs & Gaming Content:
  - Behind-the-scenes football experiences, matchday vlogs, and travel-related football stories.
  - Gaming content, especially FIFA and PES gameplay, appeals to football enthusiasts who enjoy virtual football experiences.

2. Presentation Style:

- Engaging & Interactive:
  - The content is delivered in a fun and engaging manner, combining deep football knowledge with a lighthearted tone.
  - Complex tactical discussions are made simple and accessible for both casual viewers and hardcore football fans.
- Use of Multimedia & Visual Aids:

- The channel integrates graphics, heat maps, and video highlights to break down tactical concepts effectively.
- Social media integration allows fans to participate in discussions and engage with the content

- Erza3 :

Facebook link : https://www.facebook.com/Erza3Ma3Serry

Likes : -

Followers : 1.2M

YouTube link : https://www.youtube.com/@erza3ma3serry

Subscribers : 1.43M

videos : 1.7K

Views : 302.5M

Vision :

To revolutionize football content in the Arab world by combining insightful analysis, engaging discussions, and entertaining storytelling, making football more accessible, interactive, and enjoyable for fans of all backgrounds.

Content Analysis :

Football Analysis & Discussions:

- Covers major football events, including European leagues, international tournaments, and local Egyptian football.

- Features segments like (Roz3 Europe), focusing on in-depth discussions about European football.

  Fantasy Football Insights:

- Dedicated segments such as (Roz3 Fantasy), providing tips, strategies, and recommendations for Fantasy Premier League (FPL) players.
- Weekly content covering player transfers, captain choices, and sleeper picks.

  Fun & Interactive Content:

- Challenges, quizzes, and debates that engage the audience in a more casual and entertaining format.
- Reaction videos to major football moments, offering a fan-centric perspective rather than a traditional journalistic approach.

  Exclusive Interviews & Special Guests:

- Features conversations with football experts, journalists, and even former players, offering exclusive insights into the football world
-

- Abdo 2xd :

Facebook link : https://www.facebook.com/3bdo2xd/?_rdc=2&_rdr#
Likes : -
Followers : 236K

YouTube link : https://www.youtube.com/@Abdo2xd
Subscribers : 4.68M
videos : 1.6K
Views : 1.7B

Vision :

To be the ultimate football entertainment platform in the Arab world, blending football knowledge, gaming content, and interactive challenges to create a unique and engaging experience for fans of all ages.

Content Analysis :

1. Nature of Content:

- Football & Tactical Analysis:
  - Covers major football leagues, including the Premier League, La Liga, Serie A, and Champions League.
  - Provides insights on teams, players, and match predictions in a fun and engaging format.
- Football Gaming Content (FIFA & PES):
  - One of the main attractions of the channel is gaming content, primarily focused on FIFA and PES.
  - Includes gameplay videos, ultimate team challenges, and "Career Mode" episodes where the host builds and manages a virtual football club.
- Football Challenges & Experiments:
  - Features real-life football challenges, such as penalty shootouts, free-kick challenges, and reaction videos to football moments.
  - Simulates real-world football scenarios in FIFA to predict match outcomes and experiment with different football strategies.
- Interactive & Humorous Content:
  - Engages viewers with football quizzes, meme-based content, and reaction videos to viral football events.

- Uses a lighthearted and comedic approach to present football discussions.

2. Presentation Style:

- Casual & Entertaining:
- The channel has a fun, energetic, and humorous tone, making football content more relatable and engaging for a young audience.
- Avoids overly technical discussions, instead focusing on entertainment and interactive storytelling.
- High Production Quality:
- Professional editing, gaming overlays, real-life footage, and engaging graphics make the content visually appealing.
- The use of dynamic transitions and humorous edits adds to the entertainment value

- Mamdouh NasrAllah :

Facebook link : https://www.facebook.com/Mamdouh.NasrAllah

Likes : -

Followers : 1.4M

YouTube link : https://www.youtube.com/@MamdouhNasrAllah

Subscribers : 1.1M

videos : 3.4K

Views : 452.1M

Vision : To create a unique football platform that delivers in-depth analysis, engaging discussions, and a critical perspective on football events, all while maintaining a lighthearted and entertaining approach that resonates with passionate fans.

Content Analysis :

1. Nature of Content:

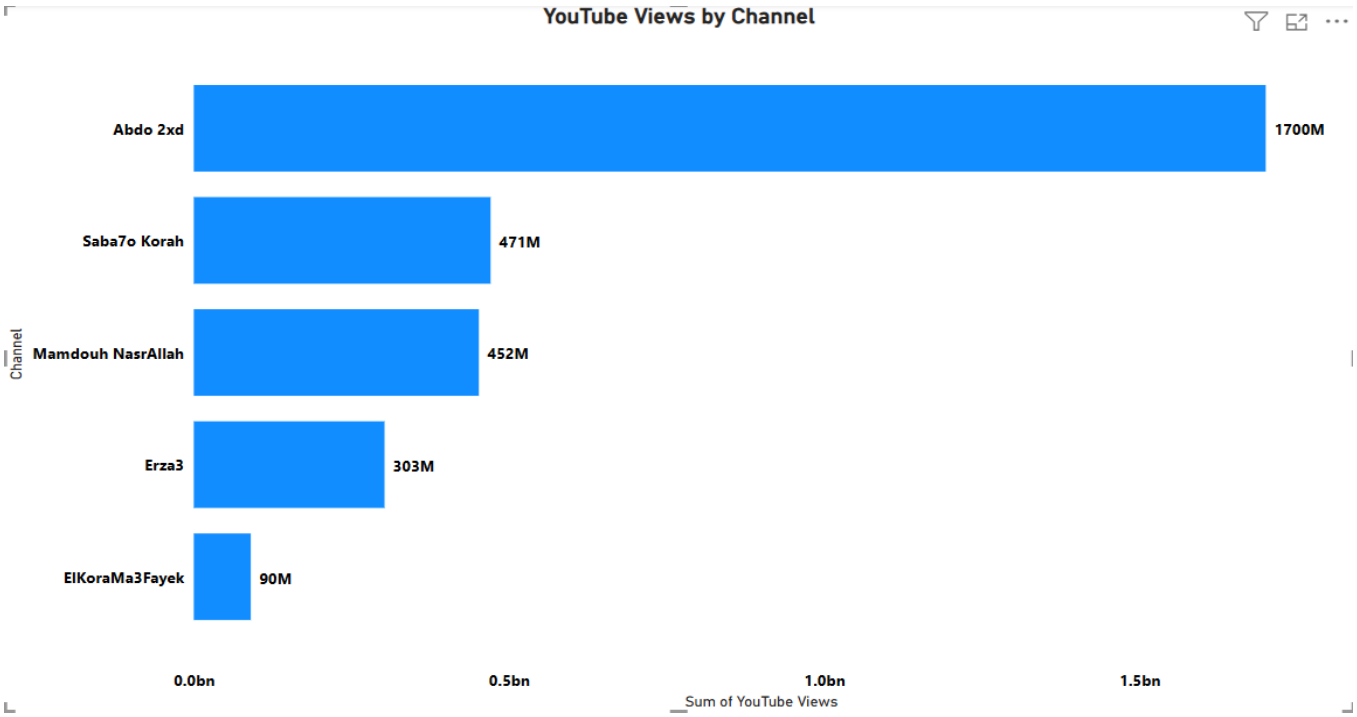
- Football Analysis & Commentary:
  - Covers major football leagues, with a focus on European football (Premier League, La Liga, Serie A, and Champions League).
  - Discusses key football events, tactical strategies, and managerial decisions in an engaging and often humorous way.
  - Provides in-depth breakdowns of player performances and team dynamics.
- Sarcastic & Critical Approach:
  - Unlike traditional sports analysts, Mamdouh NasrAllah delivers his analysis with a mix of sarcasm, humor, and blunt honesty.
  - Often critiques media narratives, fan reactions, and controversial football incidents.
  - His content frequently includes satirical takes on football debates, making it refreshing and thought-provoking.
- Match Previews & Reviews:
  - Provides detailed pre-match expectations and post-match breakdowns.
  - Explores game-changing moments, mistakes, and tactical decisions.
  - Uses statistics and data to support his analysis.
- Fan Engagement & Interactive Content:

- Encourages audience participation through polls, Q&A sessions, and responding to fan opinions.
- Shares his thoughts on popular football debates, including historical comparisons and player rivalries.

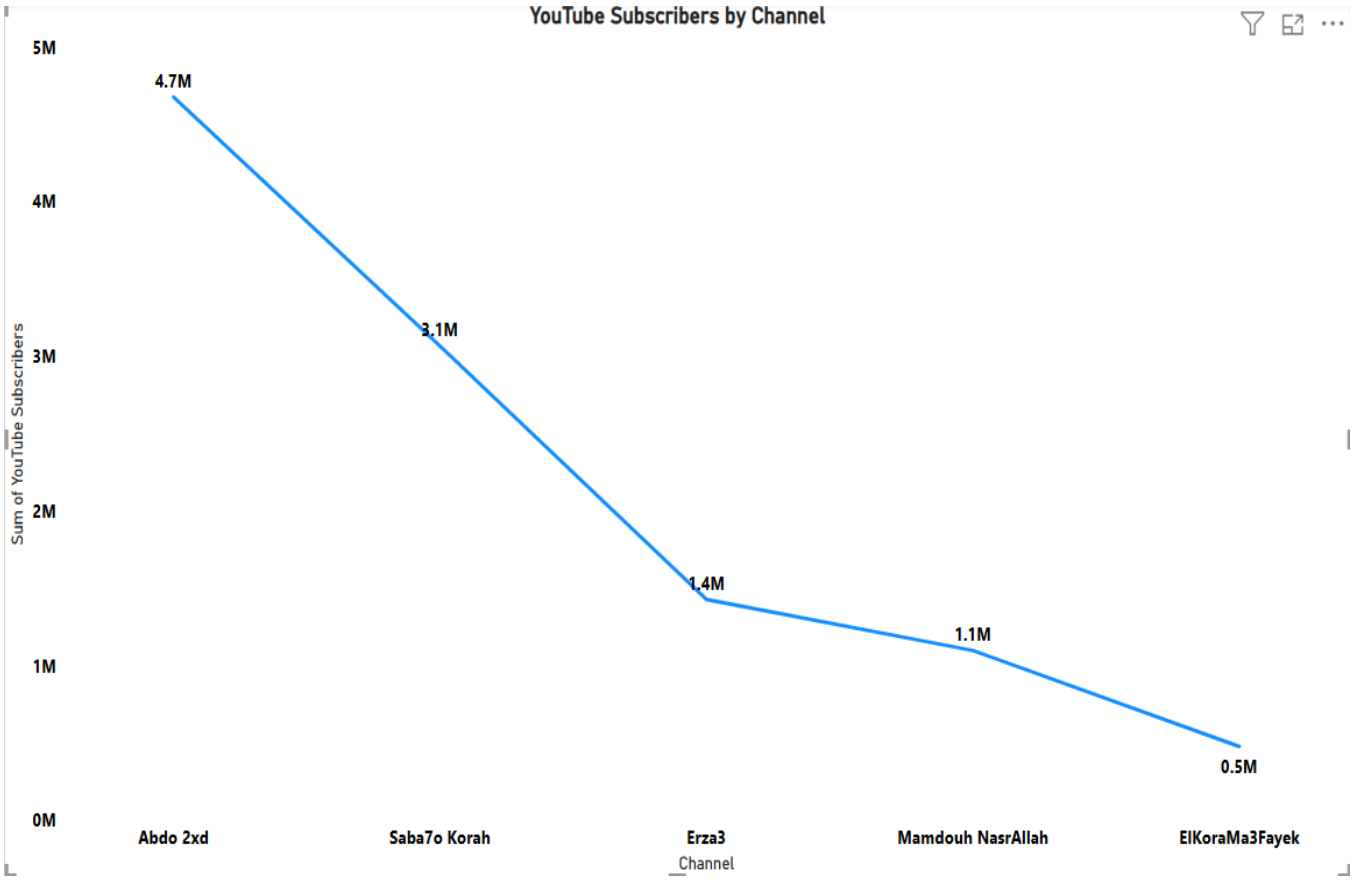
2. Presentation Style:

- Blunt, Witty, and Analytical:
- Known for his direct and often sarcastic tone, making football discussions more entertaining.
- Uses storytelling techniques to captivate the audience, making complex football topics easy to follow.
- Balances serious analysis with humor, making his content appealing to a wide range of viewers.
- Visually Engaging:
- Uses video clips, statistics, and on-screen commentary to support his points.
- Edits include funny sound effects, cutaways, and memes, adding a comedic touch to the analysis.

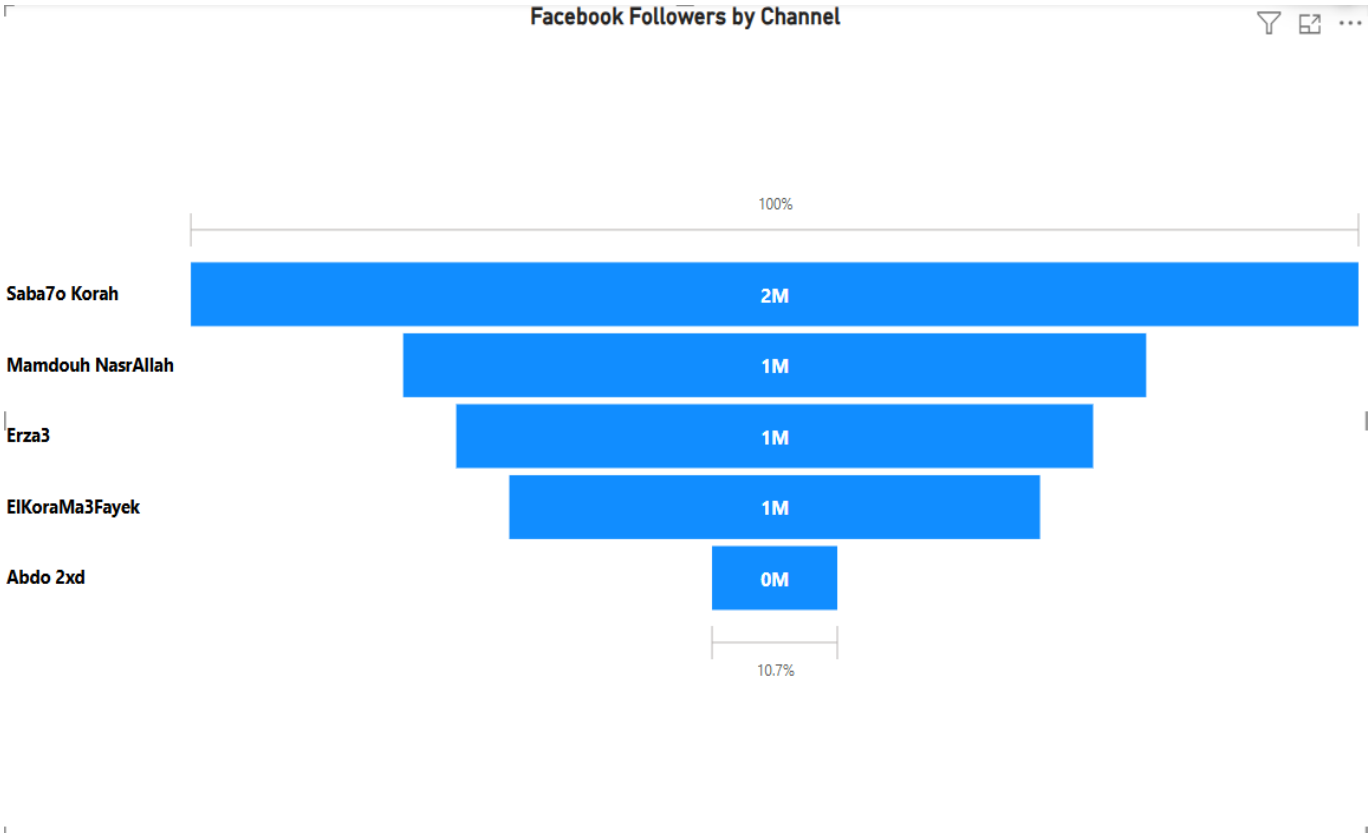
Statistical analysis :



This bar chart illustrates **YouTube views by channel**, highlighting **Abdo 2xd** as the dominant platform with **1.7 billion views**, significantly outperforming all other channels. **Saba7o Korah** (471M) and **Mamdouh NasrAllah** (452M) follow, showing strong engagement. **Erza3** (303M) holds a solid position, while **ElKoraMa3Fayek** (90M) has the lowest view count. The chart suggests that **Abdo 2xd** has a massive audience reach, likely due to its mix of gaming and football content, making it the most engaging channel in this dataset



This line chart illustrates **YouTube subscribers by channel**, showing **Abdo 2xd** as the leader with **4.7 million subscribers**, followed by **Saba7o Korah** with **3.1 million**. **Erza3** (1.4M) and **Mamdouh NasrAllah** (1.1M) have moderate followings, while **ElKoraMa3Fayek** has the lowest subscriber count at **0.5M**. The data suggests that **Abdo 2xd** has built the largest community, likely due to its engaging mix of football and gaming content, while the other channels cater to niche football audiences with varying engagement levels



This bar chart displays **Facebook followers by channel**, with **Saba7o Korah** leading at **2 million followers**, while **Mamdouh NasrAllah, Erza3, and ElKoraMa3Fayek** each have **1 million followers**. Surprisingly, **Abdo 2xd**, despite its dominance on YouTube, has negligible presence on Facebook. This suggests that **Saba7o Korah** has the strongest social media engagement outside YouTube, whereas **Abdo 2xd** likely focuses more on YouTube content rather than Facebook interactions

- various population segments based on their football consumption habits

General Interest in Football (Local vs. International)

Football is the most popular sport in Egypt, engaging the vast majority of the population. A recent survey conducted by Ipsos in 2022 found that approximately 96% of Egyptians follow football to varying degrees – 51% identify as passionate fans who watch as many matches as possible, 27% follow only their favorite teams' matches, 18% watch occasionally, while only 4% of the population are entirely uninterested in football (Ipsos, 2022). This overwhelming percentage underscores football's exceptional place in Egyptian culture.

Regarding the type of football followed, Egyptians tend to watch a mix of local and international football, but the growing enthusiasm for global leagues is particularly notable. For example, a study by EY in 2022 revealed that approximately 85% of Egyptian adults are interested in watching the English Premier League (EPL), surpassing interest in any other sports league, including the local Egyptian Premier League (PremierLeague.com).

A significant part of this growing interest in international leagues is attributed to the success of Egyptian stars abroad, most notably Mohamed Salah, which has driven many Egyptians to follow major European tournaments. The English Premier League, in particular, has gained widespread popularity, surpassing even the domestic Egyptian league in viewership (PremierLeague.com).

Nevertheless, the Egyptian national team remains a focal point that unites fans; when Egypt participates in major tournaments, interest levels surge. For instance, during the 2018 FIFA World Cup, in which Egypt qualified, at least 56% of Egyptians watched some tournament

matches (MideastMedia.org). Even in the absence of the national team (as in the 2022 World Cup), Egyptian fans remained enthusiastic about the event, with 61% planning to watch as many matches as possible, and 90% stating they would watch the opening ceremony (Ipsos, 2022). These statistics reflect the general passion for both global and local football.

Most Engaged Age Groups in Football Consumption

Football attracts a wide audience across all age groups in Egypt, but there are variations in viewing habits between generations. Generally, young people are the most enthusiastic and engaged demographic, whether through virtual match attendance or online interactions. A survey by Baseera found that Egyptians aged 18–29 are the most dedicated supporters of major Egyptian clubs compared to older age groups – for example, 78% of young fans in this age bracket support Al Ahly, while only 16% support Zamalek (Masrawy.com).

Conversely, Zamalek's fan base is relatively larger among older Egyptians; the same survey found that 30% of Egyptians aged 50 and above support Zamalek, while 60% in this category support Al Ahly (Masrawy.com). These figures indicate that older generations have a more balanced distribution between the two traditional rivals, while younger fans lean significantly towards the historically more successful club, Al Ahly.

Although this survey focuses on local club support, it suggests that all age groups are deeply involved in the football scene, with varying allegiances. Additionally, younger generations play a crucial role in digital football content consumption and social media interactions, leading online fan communities on Facebook, Twitter, and YouTube. According to the English Premier League, Egypt has the largest number of Fantasy Premier League (FPL) players outside the UK, with more than 750,000 active Egyptian users, a figure growing annually at a rate higher than the global average (PremierLeague.com).

Furthermore, 71% of men in Egypt and approximately 59% of young adults (18-24) enjoy watching sports via TV or the internet, compared to about 48% in the 45+ age category, according to previous surveys (MideastMedia.org). This highlights that football remains widely followed even among older generations, though younger individuals are more active in shaping modern football consumption trends through digital media. In short, all age groups in Egypt love football, but young people are the primary audience for modern digital platforms and play a more significant role in defining consumption patterns, while older generations retain their passion through more traditional channels with historically different club loyalties.

Geographical Distribution of Football Interest Across Egyptian Governorates

Football passion is widespread throughout Egypt, yet regional differences exist in support patterns and viewing habits. In general, Greater Cairo (Cairo, Giza, and Qalyubia) and Alexandria host the largest football audiences due to their dense populations and the presence of major clubs. Surveys indicate that urban residents exhibit more diverse support patterns compared to other regions.

For instance, a Baseera survey revealed that in urban governorates, 59% of football fans support Al Ahly, while 28% support Zamalek (Masrawy.com), with the remaining 13% supporting other clubs or being uninterested.

In Lower Egypt (Nile Delta region), where the population is primarily rural and small-town-based, Al Ahly enjoys overwhelming dominance, securing 79% of fan support compared to only 15% for Zamalek (Masrawy.com), likely due to Al Ahly's longstanding reputation as the "national club" throughout Egypt's regions. Similarly, in Upper Egypt

(Southern governorates), 75% of fans support Al Ahly, while 21% back Zamalek (Masrawy.com).

While Al Ahly maintains the majority of support in all regions, Zamalek enjoys relatively stronger backing in Greater Cairo than in other provinces. Additionally, some regional clubs maintain strong local fan bases, such as Al Masry in Port Said, Ismaily in Ismailia, and Al Ittihad in Alexandria. However, a Baseera survey revealed that supporters of these regional clubs collectively account for only about 4% of Egypt's total football audience (Masrawy.com).

Despite these differences, football is culturally significant to all Egyptians, whether in cities or rural areas. Reports describe how, during crucial matches, cafés in both urban and rural areas become packed with fans eager to follow the action, creating a vibrant atmosphere (Aawsat.com). Football transcends geography, uniting fans from Aswan in the south to Alexandria in the north.

Preferred Platforms for Watching Football Matches

Egyptians use a blend of traditional and modern platforms to follow football, with TV still being the dominant medium for live matches. Between terrestrial and satellite broadcasts, television remains the primary choice for watching both local and international matches, especially those available for free or via open channels. According to an Ipsos study during the 2022 World Cup, more than 54% of viewers preferred watching games at home on their TV screens (Ipsos, 2022).

Meanwhile, internet streaming and digital platforms have become increasingly important in recent years, especially among young tech-savvy viewers who rely on live streaming services or mobile applications. However, only about 6% of Egyptian internet users are willing to pay for premium sports content, leading many to seek free or shared alternatives (MideastMedia.org).

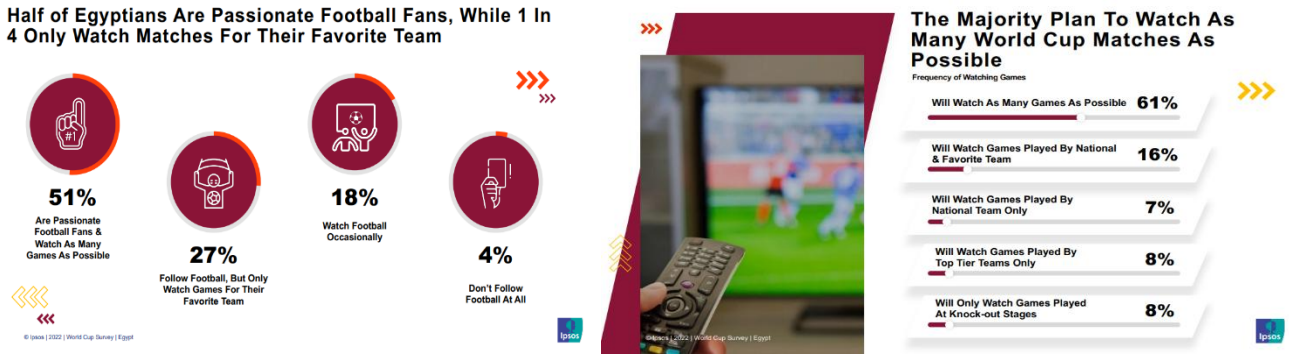
Additionally, social media is a key platform for football engagement, with millions of Egyptians following club and player pages on Facebook, Twitter, and Instagram for real-time updates. Egypt ranks second globally in the number of Facebook followers of the EPL's official page, with around 2 million Egyptian fans (PremierLeague.com). Furthermore, sports cafés remain a cultural phenomenon, serving as social viewing hubs, particularly for matches aired on encrypted channels (Aawsat.com).

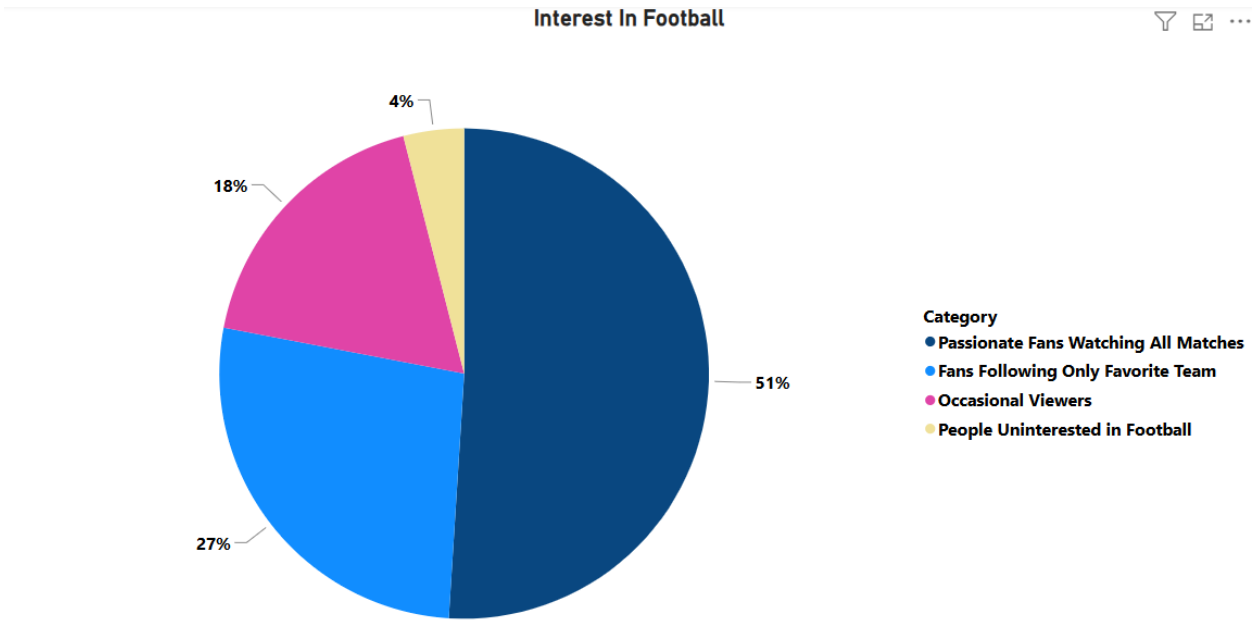
References:

- Ipsos (2022) – World Cup Viewership in Egypt
- EY (2022) – EPL Popularity in Egypt
- Masrawy Research (2023) – Egyptian Football Fandom
- MideastMedia (2022) – Football Consumption in Egypt
- Aawsat Report (2023) – Football Culture in Egypt

Statistical analysis :

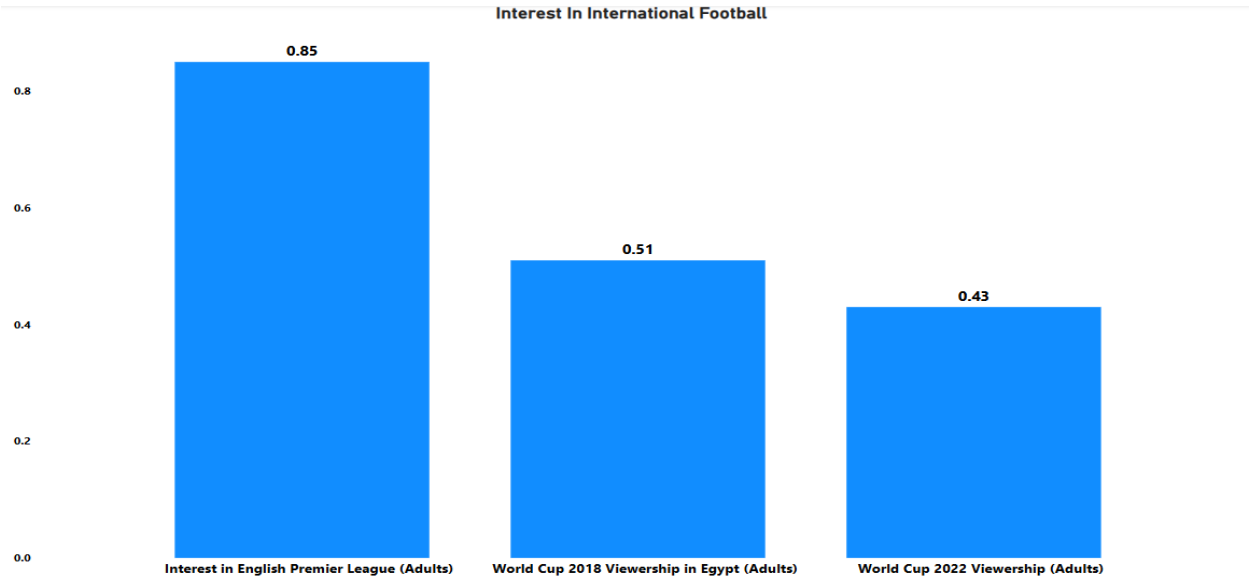
football consumption habits interest in local or international football





The pie chart illustrates the levels of interest in football among respondents. The majority (51%) are passionate fans who watch all matches, followed by 27% who only follow their favorite team. Additionally, 18% are occasional viewers who watch football sometimes, while only a small minority (4%) are completely uninterested in football. This data highlights football's significant popularity, with 96% of the population engaging with the sport in some capacity. The high percentage of devoted and team-loyal fans indicates a strong football culture, making it a key entertainment and social engagement factor in the region

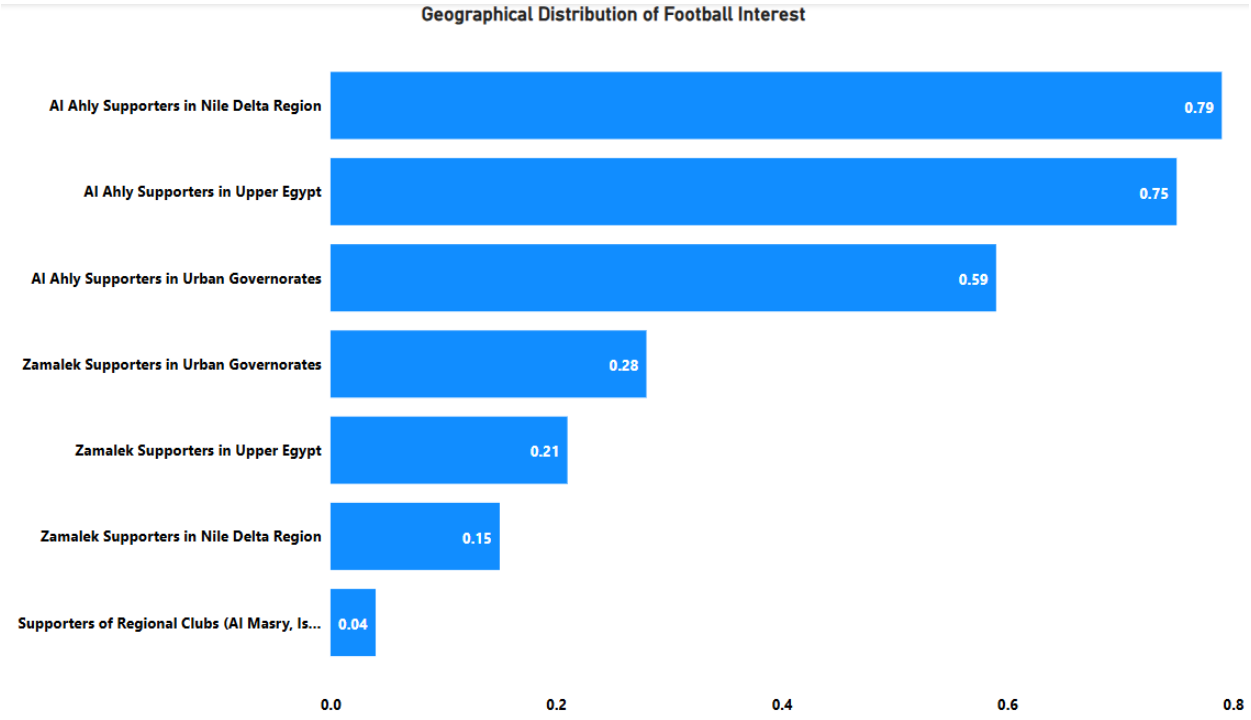
Interest In International Football



The bar chart highlights the level of interest in international football among adults in Egypt. The **English Premier League (EPL) is the most popular**, with **85% of adults expressing interest in following it**. This dominance reflects the strong appeal of European football, particularly due to the presence of Egyptian players in top English clubs.

World Cup viewership has declined over time, with **51% of adults watching the 2018 tournament** when Egypt participated, compared to **only 43% in the 2022 edition**. The drop in viewership for the 2022 World Cup could be attributed to Egypt's absence from the tournament, impacting national engagement levels

Geographical Distribution of Football Interest



The bar chart highlights the geographical distribution of football fans in Egypt, showcasing the dominance of Al Ahly, Zamalek, and regional clubs across different areas.

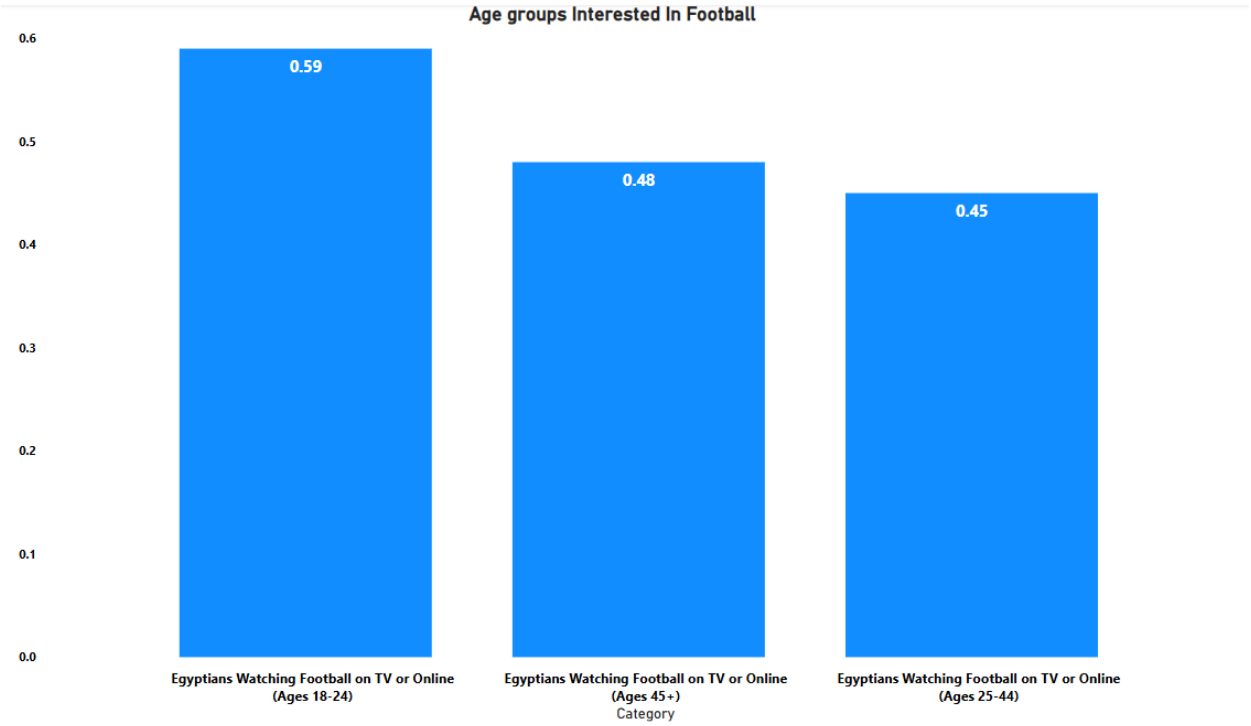
Key Insights:

- Al Ahly enjoys overwhelming support nationwide, with the highest concentration in:
  - Nile Delta Region: 34.6 million fans (79% of the region's population).
  - Upper Egypt: 31.1 million fans (75% of the region's population).
  - Urban Governorates: 18.7 million fans (59% of the region's population).
- Zamalek has a relatively smaller fanbase, with:
  - 8.9 million fans in Urban Governorates (28% of the region's population).
  - 8.7 million fans in Upper Egypt (21% of the region's population).
  - 6.5 million fans in Nile Delta (15% of the region's population).

- Regional clubs (Al Masry, Ismaily, and Al Ittihad) remain localized, with only 1.75 million supporters (4% of Nile Delta's population).

  Total Football Fans Per Region:
- Nile Delta Region: 42.9 million fans.
- Upper Egypt: 39.8 million fans.
- Urban Governorates: 27.6 million fans

Age groups Watching Football

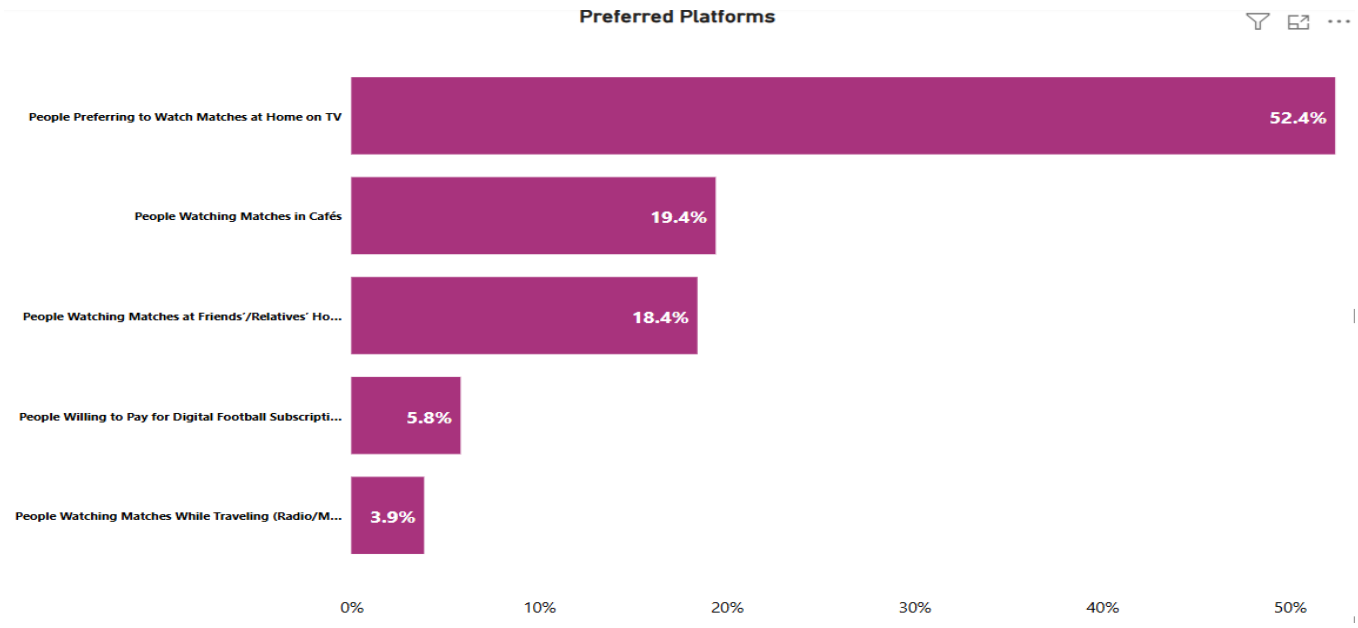


The bar chart displays the football interest across different age groups in Egypt based on their TV or online viewing habits.

- Young adults (18-24) show the highest engagement with 59% actively watching football on TV or online. This suggests that football is a significant part of youth culture, and younger audiences are more likely to follow the sport closely.

- Older adults (45+) also demonstrate strong engagement (48%), indicating that football remains popular across generations, although their preferred platforms may differ.
- The 25-44 age group has the lowest engagement (45%), possibly due to work and family responsibilities reducing their time for football consumption

Preferred Platforms



The bar chart illustrates the preferred platforms for watching football matches. The majority of viewers (52.4%) prefer watching matches at home on TV, making it the most dominant viewing method. Public viewing spaces like cafés (19.4%) and friends' or relatives' homes (18.4%) are also popular alternatives, highlighting the social aspect of football consumption.

Meanwhile, only 5.8% of respondents are willing to pay for digital football subscriptions, suggesting a reluctance towards paid online streaming services. Watching matches while

traveling (radio/mobile) remains the least common choice (3.9%), indicating that most fans prefer a stable and immersive viewing environment.

This data suggests that traditional TV broadcasting continues to be the primary platform for football fans, while communal viewing at cafés or homes remains a strong cultural practice

Most Popular Platforms :

Platform	Number of Users (Millions)	Percentage of Total Population
Facebook	45.40	45.4%
YouTube	44.70	39.4%
TikTok	32.94	40.2%
Facebook Messenger	34.95	42.6%
Instagram	18.15	16.0%
Snapchat	17.24	15.2%
LinkedIn	10.00	8.8%
X (formerly Twitter)	5.84	5.1%

These figures are based on **2024 reports** and may vary slightly depending on the source. (Source: almasryalyoum.com)

Facebook (45.4%) – The Dominant Sports Hub

- Main source for sports news in Egypt.
- Major football clubs like Al Ahly SC and Zamalek SC actively engage fans through Facebook pages.
- Sports media outlets like FilGoal and Yallakora use Facebook for match updates, live streams, and fan discussions.

- Example: FilGoal Facebook Page

YouTube (39.4%) – The Go-To Platform for Match Highlights

- Leading video platform for match highlights, player interviews, and tactical analysis.
- Egyptian sports analysts and commentators post match reviews and post-game analysis.
- Example: ONTime Sports YouTube Channel

TikTok (40.2%) – Short-Form Sports Entertainment

- Increasingly popular for short reaction videos, challenges, and football highlights.
- Influencers and athletes engage with fans via short clips.
- Example: https://www.tiktok.com/@onsport?_t=ZS- 8uK8Otu2jWE&_r=1

Facebook Messenger (42.6%) – Fan Discussions & News Sharing

- Used for private discussions and group chats about matches.
- Some sports pages use Messenger chatbots for news updates and fan interaction.

Instagram (16.0%) – The Visual Hub for Athletes and Teams

- Football clubs and players share behind-the-scenes footage, match previews, and post-game reactions.
- Example: Mohamed Salah's Instagram

Snapchat (15.2%) – Instant Reactions & Fan Stories

- Used for real-time reactions, match celebrations, and short-lived sports content.

LinkedIn (8.8%) – The Business Side of Sports

- Used for networking, sponsorship deals, and sports marketing discussions.
- Focused on the administrative and business aspects of the sports industry.

X (formerly Twitter) (5.1%) – Real-Time Sports Conversations

- Despite lower adoption in Egypt, Twitter is essential for real-time match updates, trending topics, and fan debates.
- Example: Al Ahly SC Twitter

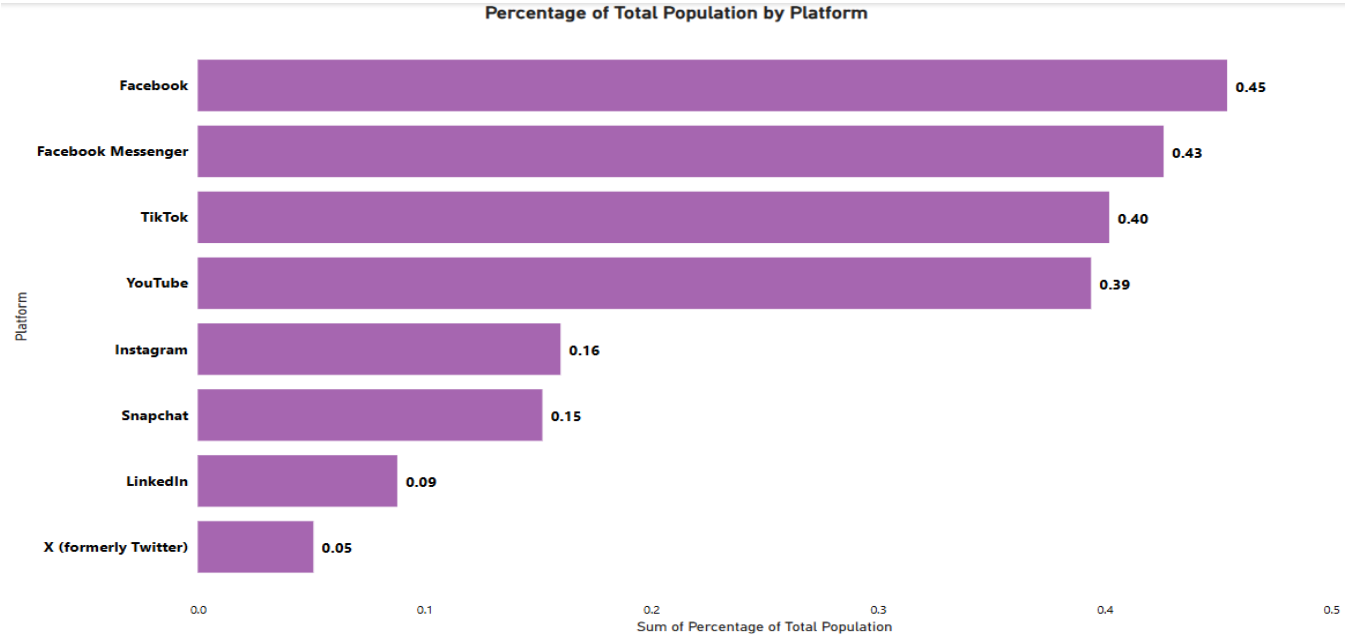
3. Impact on Sports Media and Fan Engagement

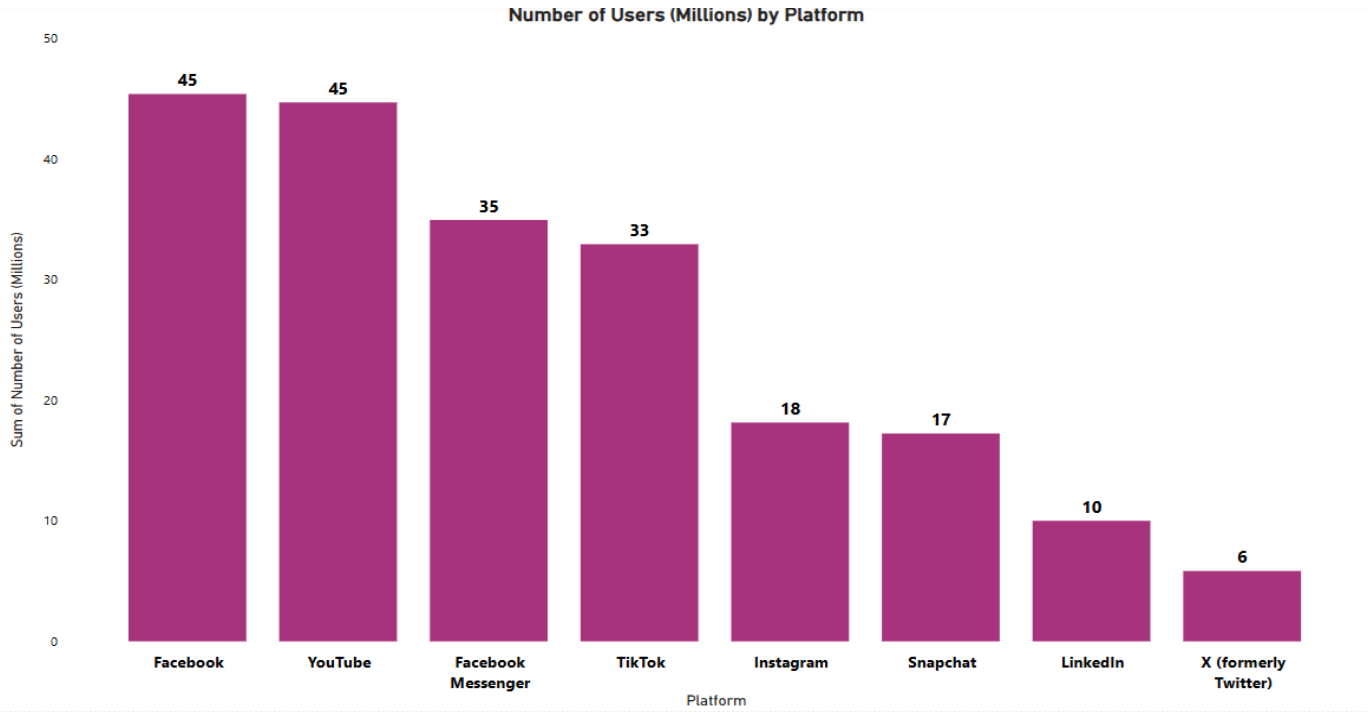
- Increased Fan Engagement: Fans can directly interact with clubs, players, and sports analysts.
- Rise of Digital Journalism: Many sports media outlets have shifted to digital-first reporting via social media.
- Monetization & Sponsorship: Social media has become a key tool for sponsorship deals and brand collaborations.
- Short-Form Content Boom: Platforms like TikTok and Instagram Reels are shaping how sports content is consumed.

Conclusion

- Facebook and YouTube remain the most influential platforms for sports content.
- TikTok and Instagram are emerging as key players for younger audiences.
- Twitter (X) is less popular in Egypt but crucial for real-time sports discussions.
- Snapchat and LinkedIn play specialized roles in sports coverage

Statistical analysis :





Facebook & Messenger (Top Engagement Channels)

- Facebook remains the primary hub for sports news, club updates, and fan discussions.
- Messenger groups facilitate real-time match conversations among fans.

YouTube (Key for Video Content & Analysis)

- YouTube's strong user base makes it a leading platform for match highlights, interviews, and tactical breakdowns.
- Egyptian sports media outlets leverage YouTube for long-form content.

TikTok (Rising Influence on Short-Form Sports Content)

- TikTok's high engagement suggests a shift towards short-form content, making it a valuable tool for clubs and athletes to reach younger audiences through viral football clips.

Instagram, Snapchat & Twitter (Limited but Specialized Impact)

- Instagram is essential for visual storytelling, athlete engagement, and club branding.
- Twitter (X), though less popular (5.1%), is still relevant for real-time updates and trending discussions during major football events.

Content and Creative Trends :

El Qadiya Momken! – Afsha's Historic Goal in the CAF Champions League Final"

This video captures one of the most iconic moments in African football history, as Mohamed Magdy Afsha scored the unforgettable winning goal for Al Ahly against Zamalek in the 2020 CAF Champions League Final.

With just minutes left in the game and the score tied 1-1, Afsha controlled the ball outside the box and fired a stunning volley past the goalkeeper, sealing Al Ahly's 9th CAF Champions League title. The moment became legendary when commentator Essam El Shawaly exclaimed: "El Qadiya Momken!" (The knockout is possible!), a phrase that instantly went viral across football communities.

Impact on Media and Social Platforms

The phrase "El Qadiya Momken" became a massive trend across social media, inspiring memes, fan edits, and countless remixes that kept it alive for months.

The goal was replayed millions of times on TV, YouTube, and Facebook, making it one of the most-watched moments in CAF Champions League history.

Egyptian and African sports media continuously referenced the moment in post-match analysis, documentaries, and anniversary tributes.

Fans across the region embraced the phrase in football debates, making it a symbol of decisive and dramatic victories in the sport.

This goal wasn't just a match-winner—it became part of football culture, forever etched in the memories of Al Ahly fans and football lovers across Africa.

Watch the full video here: Facebook Link

The 6-1 Thrashing – Al Ahly vs. Zamalek | One of the Biggest Derby Wins in History"

This video takes you back to one of the most iconic and unforgettable matches in Egyptian football history – the legendary 6-1 victory of Al Ahly over Zamalek in the Cairo Derby on May 16, 2002.

Al Ahly delivered a historic humiliation, dominating their arch-rivals Zamalek with an unbelievable six-goal performance. The match featured stunning goals, brilliant plays, and an overall display of footballing supremacy. Among the highlights was the unforgettable Hat-trick by Khaled Bebo, a performance that cemented his legacy in Egyptian football.

Impact on Media and Football Culture

- This match became one of the most rewatched and referenced games in Egyptian football, with sports channels, TV programs, and online platforms frequently revisiting its highlights.
- It has amassed millions of views on YouTube and social media, with clips of Khaled Bebo's brilliance going viral repeatedly.
- The famous phrase "Bebo and Goal, Bebo and the Fourth!" from the match commentary became an all-time classic, still used by fans and media as a symbol of dominance.
- TV networks and sports media have continuously monetized the game's footage, replaying it on anniversaries and using it in football debates, cementing its status as one of the most memorable derbies in African football history.

This game wasn't just a win; it became a symbol of Al Ahly's superiority, a reference point for historic rivalries, and an endless source of entertainment for Egyptian football fans

YouTube Link

Ahmed Ramzy Roasts the Egyptian League – A Viral Football Satire"

This video features Ahmed Ramzy, the former Egyptian footballer, delivering a hilarious and brutally honest take on the Egyptian Premier League. With a mix of sarcasm, humor, and reality, he criticizes the chaotic nature of Egyptian football, pointing out the league's unpredictability, questionable refereeing, and bizarre moments that make it both frustrating and entertaining.

Impact on Media and Social Platforms

- The clip instantly went viral, gaining massive engagement across Facebook, YouTube, and Twitter, as fans resonated with Ramzy's candid humor.
- Football pages and meme accounts heavily shared and repurposed the video, creating memes, edits, and reaction videos that kept it trending for weeks.
- Egyptian sports analysts and TV programs picked up on the video, discussing its content and adding their perspectives on the league's recurring issues.
- The phrase "عشوائيات الدوري المصري" (The randomness of the Egyptian League) became a commonly used term in fan debates and social media discussions whenever a controversial incident occurred in Egyptian football.

This video remains a classic comedic take on Egyptian football, reminding fans of the league's unpredictability while providing endless entertainment through Ramzy's sharp humor.

Watch the full video here: Facebook Link

Edrab Ya Badry! – The Iconic Al Ahly vs. Esperance Moment"

This video captures one of the most famous moments in African football history, featuring Hossam El Badry's unforgettable goal for Al Ahly against Esperance in the CAF Champions League.

As the ball approached the penalty area, the commentator passionately shouted, "Edrab Ya Badry!" (Hit it, Badry!), right before El Badry smashed the ball into the net. The phrase instantly became legendary, echoing in Egyptian football culture and turning into one of the most memorable calls in sports commentary.

Impact on Media and Social Platforms

- The "Edrab Ya Badry" phrase became a widely used football expression, often referenced when players hesitate to shoot.
- The moment went viral on social media, with countless memes, edits, and remixes keeping it alive for years.
- Egyptian and African sports channels frequently replay the goal, making it a historic highlight in Al Ahly's rich CAF Champions League legacy.
- The clip remains a fan favorite, resurfacing in football discussions whenever Al Ahly plays a crucial match.

This goal wasn't just a game-winner—it became a symbol of Egyptian football passion, forever embedded in the memories of Al Ahly fans.

Watch the full video here: Facebook Link

Top Football-Specialized Media Companies

1- Leading Industry Companies :

Everything related to TV stations has been mentioned

And live broadcast platforms

And small companies with large online communities, or digital portals that provide exclusive content about football and fantasy football and analyze audience interaction with them in general mapping (News Outlets, Websites and Social Channels)

2- Size and Influence :

1. beIN SPORTS

- Overview:

  beIN Media Group is a global media company specializing in TV production and broadcasting rights. It owns several networks, including beIN SPORTS, which focuses on sports broadcasting across multiple regions.

- Revenue:

  While specific revenue figures for beIN SPORTS are not publicly available, reports suggest that European football's "Big Five" leagues generated a combined revenue of £12.6 billion ($16.91 billion) in the 2016-2017 season, primarily driven by broadcasting rights.

- Partnerships with Football Federations:

  - UEFA (Union of European Football Associations):

    Signed a major agreement with UEFA to broadcast European competitions in the Middle East and North Africa (MENA) region until 2024, including the UEFA Champions League and Europa League.

- La Liga (Spanish League):
  Extended exclusive broadcasting rights for La Liga matches in 34 countries across the MENA region and Asia-Pacific until the end of the 2027-2028 season.
- FIFA & International Tournaments:
  Holds exclusive broadcasting rights for major international tournaments, including the FIFA World Cup

2. ON Time Sports

- Overview:
  ON Time Sports is an Egyptian sports TV network that broadcasts major domestic and international sporting events. It was launched in 2017 as "ON Sport" before merging with "Time Sports" in 2020 to form ON Time Sports.
- Broadcasting Rights:
  ON Time Sports holds exclusive broadcasting rights for several key competitions, including:
- Egyptian Premier League
- Egypt Cup
- Egyptian Super Cup
- Friendly matches of the Egyptian national team
- Some CAF Champions League matches featuring Egyptian clubs (when played in Egypt)

Terrestrial Broadcast:
ON Time Sports also offers terrestrial broadcasting, allowing Egyptian viewers to watch international tournaments played in Egypt, including CAF Champions League matches.
Programs & Coverage:
The channel provides pre-match and post-match analysis, expert panel discussions, and exclusive sports news. It is one of the most-watched sports networks in Egypt.

3. Al Kass Sports Channels

- Overview:

  Al Kass is a Qatari sports TV network that primarily covers Gulf and Asian football competitions. It was launched on April 28, 2006, as "Al Dawri & Al Kass" and later expanded into a network of eight HD sports channels.

- Revenue & YouTube Earnings:

  While Al Kass's overall revenue figures are not publicly available, estimates suggest that its YouTube channel has over 1 million subscribers and more than 148 million total views, generating an estimated revenue of $180,000 from YouTube alone.

- Partnerships with Football Federations & Broadcasting Rights:
  - FIFA World Cup 2022
  - Qatar Stars League
  - Qatar Cup & Emir of Qatar Cup
  - AFC Champions League
  - AFC Cup & Asian Cup
  - World Cup Qualifiers (Asian region)
  - Gulf Cup of Nations
  - Belgian Pro League
  - Algerian, Tunisian & Sudanese Leagues
- Programs & Coverage:

  Al Kass is known for producing in-depth football analysis programs such as *Al Majlis* and *Before the Round*, as well as offering high-quality sports documentaries and live match broadcasts

Players' Agencies :

Malaab ON (ON Time Sports)

- Host: Seif Zaher
- Channel: ON Time Sports 1
- Description:
  A leading sports talk show in Egypt, featuring top former players and sports analysts who discuss major football events and match strategies.

El Primo Show

- Host: Reda Abdel Aal
- Channel: TeN TV
- Description:
  A football talk show hosted by former Egyptian footballer Reda Abdel Aal, focusing on match analysis and hot sports topics.

El Kora Ma'a Faek (Football with Faek)

- Host: Ibrahim Fayek
- Channel: MBC Masr
- Description:
  One of the most watched football shows in Egypt, featuring in-depth discussions with former players and sports analysts about the Egyptian Premier League and the national team

Odet El Lebs" (The Dressing Room) Show

- Channel: Al-Nahar TV (Egypt)

- Description:

  A sports program hosted by Mido, where he discussed the latest updates in Egyptian and international football. The show featured top sports figures who provided in-depth analysis of matches and major football events

  El Bulldozer" Show
- Channel: Al-Shams TV (Egypt)
- Description:

  A sports program presented by Magdy Abdel Ghany, covering the latest Egyptian and international football news. The show featured expert analysts and former players discussing and analyzing matches and sports events

Inactive Websites or Social Accounts

- **Page Name:** Kora Goal (https://2u.pw/2Rj3V5gd)

  Followers: 141K followers, 140K likes

  Audience Type: The page primarily attracted followers who were interested in international football news and updates.

  Status: The page has been inactive since 2019, with no new posts or updates since that time

- **Page Name:** رابطة مشجعي النادي الأهلي (https://www.facebook.com/share/19tBpDHVaL/

  Followers: 146K followers, 148K likes

  Audience Type: The page primarily attracted fans of Al Ahly SC, providing football news and updates related to the club.

Status: The page became inactive in January 2012, before starting to post random and fake news for a few months, after which it completely stopped updating

- **Page Name:** يومك كورة (Your Football Day)
  https://www.facebook.com/share/1APco5qcLr/
  Followers: 1.1M followers, 1.1M likes
  Audience Type: The page primarily attracted football fans who enjoyed following football news in the form of **comics and memes** related to football events.
  Status: The page became inactive in December 2021 before it started posting random and fake news for a few months, after which it completely stopped updating

- **Page Name:** alahly_lovers (https://2u.pw/K2XRdE5t)
  Followers: 493K followers
  Audience Type: The page primarily attracted Al Ahly SC fans who followed football news and updates about the club on Instagram.
  Status: The page became inactive in August 2017, with no new posts or updates since that time

- **Page Name:** alahlyfootball (https://2u.pw/GUtWPa2H)
  Followers: 193K followers
  Audience Type: The page primarily attracted Al Ahly SC fans who followed football news, match updates, and club-related content on Instagram.
  Status: The page became inactive in May 2024, with no new posts or updates since that time

Fantasy Football Game Community :

These are active community groups with various platforms dedicated to Fantasy Football, whether they have been discontinued or are still running to this day

Fantasy English Premier League Egypt

(A Facebook group that provides tips and discussions about Fantasy Football, focusing on Egyptian players.)

Fantasy Premier League Egypt

(A Facebook group dedicated to Fantasy Premier League news and analysis, with an active Egyptian community.)

Fantasy Kings

(A Facebook group dedicated to discussing Fantasy Football strategies and sharing experiences among members.)

Fantasy in Arabic - Fantasy Premier League

(A Facebook page that provides Fantasy Football content in Arabic, including news, updates, and tips.)

Fantasy Kingdom

(A Facebook group that brings Fantasy Football enthusiasts together to exchange opinions and advice on the game.)

Special Fantasy

(A Facebook group that offers in-depth analysis and exclusive tips for Fantasy Football players in Egypt.)

FPL Kings

(A Facebook group focusing on advanced strategies and tips for achieving the best results in Fantasy Football.)

Distribution of smartphones and operating systems

1. Market Share of Mobile Operating Systems in Egypt

The Egyptian smartphone market is overwhelmingly dominated by Android, which held a 95.38% market share between January 2024 and January 2025. Meanwhile, iOS accounted for 4.35%, while KaiOS had a minimal share of 0.12%.

Source: StatCounter

2. Revenue Growth of the Smartphone Market

- The smartphone market revenue in Egypt is projected to reach $3.5 billion by 2025, with an expected compound annual growth rate (CAGR) of 6.11% between 2025 and 2029.

  Source: Statista

- On a global scale, the smartphone market is expected to reach 1.51 billion units in 2024, growing at a 4.10% CAGR, reaching 1.85 billion units by 2029.

  Source: Mordor Intelligence

2. Market Share of Smartphone Brands in Egypt

Smartphone Market Share in Egypt (First Quarter of 2023):

- Samsung: Held 46.3% of total smartphone sales in Egypt during the first four months of 2023.
- Oppo: Secured a 14.7% market share.
- Redmi: Ranked third with 11.8% market share.
- Realme: Captured 10.2% of the market.

- Infinix: Achieved a 5.4% market share.
- Vivo: Had a 5.1% share.

Source: Al Mal News

2. Additional Notes:

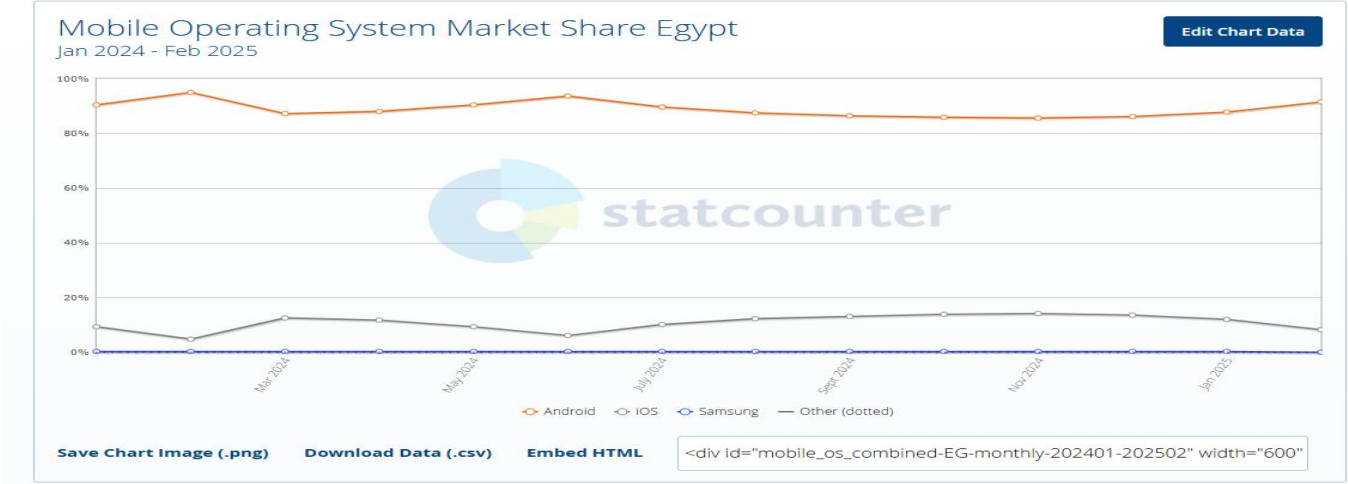
- Oppo: According to the media director at *Oppo Egypt*, the brand's local market share reached 21% in Q2 2023, making it the second-largest smartphone brand in Egypt.

Source: Al Borsa News

Key Takeaways:

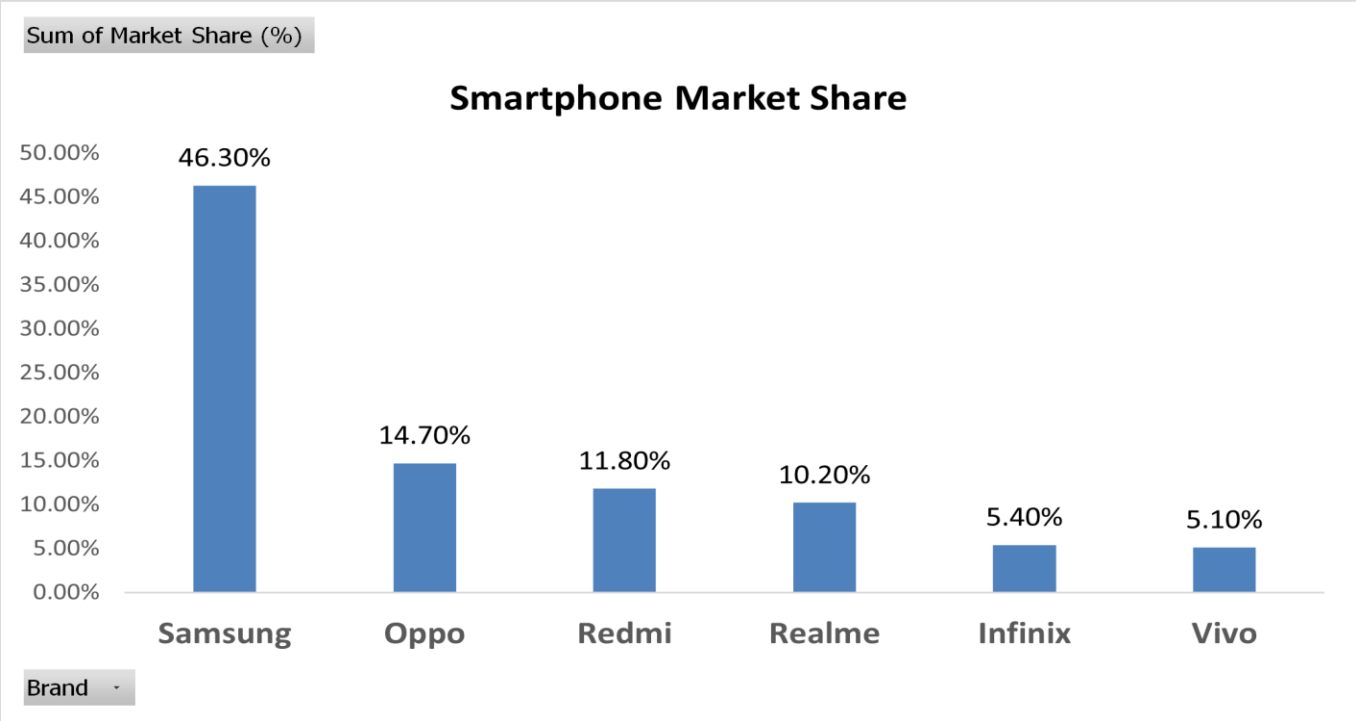
- Samsung remains the dominant player in the Egyptian smartphone market.
- Chinese brands like Oppo, Redmi, and Realme are strongly competing for market share.
- Market shares may fluctuate over time due to ongoing technological advancements and changing consumer preferences.

Statistical analysis :



The chart shows the mobile operating system market share in Egypt (Jan 2024 - Feb 2025). Android dominates the market with 91.67%, followed by iOS at 8.2%. Other operating systems, including Samsung OS, KaiOS, and Linux, have negligible or no presence.

The trend line for Android remains stable, fluctuating slightly but maintaining a stronghold above 90%. iOS shows minor variations but does not exceed 10% throughout the period. The absence of other operating systems suggests limited diversity in Egypt's mobile OS market, with Android remaining the overwhelming choice



The chart illustrates the smartphone market share in Egypt (Q1 2023). Samsung dominates the market with a 46.3% share, significantly ahead of its competitors.

Key Insights:

- Samsung leads the market, capturing almost half of total smartphone sales.
- Oppo follows with 14.7%, while Redmi (11.8%) and Realme (10.2%) are also competing strongly.

- Infinix (5.4%) and Vivo (5.1%) hold smaller shares but remain relevant players.

This data highlights Samsung's strong position in Egypt, while Chinese brands like Oppo, Redmi, and Realme continue to gain traction in the competitive landscape

Internet Access in the Population

According to the latest available reports for 2024, Egypt has witnessed significant progress in the field of telecommunications and information technology. Below are key statistics from reliable sources:

1. Internet Penetration Rate:

- The number of internet users in Egypt reached 82.01 million at the beginning of 2024, indicating an internet penetration rate of 72.2% of the total population.

Source: Youm7

2. Mobile and Mobile Internet Subscriptions:

- The number of mobile phone subscriptions in Egypt reached 113.3 million by the end of 2024, reflecting an increase of 6.9% compared to 2023, raising mobile penetration to 103.8%.
- Mobile internet subscribers reached 83.8 million, showing a 9.9% growth, with an internet penetration rate of 72.2%.

Source: Al Borsa News

3. Advanced Communication Technologies:

- 4G Networks: Telecom Egypt is working on expanding fiber optic networks in high-density areas, with a plan to deploy 4G networks and eventually 5G in rural areas not yet covered under the *"Hayah Karima" (Decent Life)* initiative, as part of Egypt's digital transformation strategy by 2023.

Source: Al Borsa News

Access in Rural Areas

https://www.nperf.com/en/map/EG/-/153098.WE/signal?ll=29.171348850951507&lg=31.26173705670807&zoom=7

Internet Access in Rural and Urban Areas in Egypt (2024)

According to available data, there is a clear gap in internet accessibility between urban and rural areas in Egypt. As of 2024, the internet penetration rate in urban areas is 83%, compared to only 48% in rural areas.

Source: El Watan News

Internet Network Distribution in Major Cities:

Although specific data on the number of people with access to 3G and 4G in each city is limited, mobile network coverage maps indicate the following:

- Cairo: Has extensive 4G coverage, meaning a large portion of the population has access to high-speed internet.
- Alexandria: Shows strong 4G coverage, ensuring high-speed connectivity for residents.
- Giza: Enjoys adequate 4G coverage, allowing reliable internet access.
- Port Said & Suez: Have reasonable 4G network availability, providing fast internet services to their populations.
- Other cities like Luxor, Assiut, and Mansoura: 4G coverage varies, with some areas still relying on 3G networks due to limited coverage.

Source: nPerf Network Coverage Map

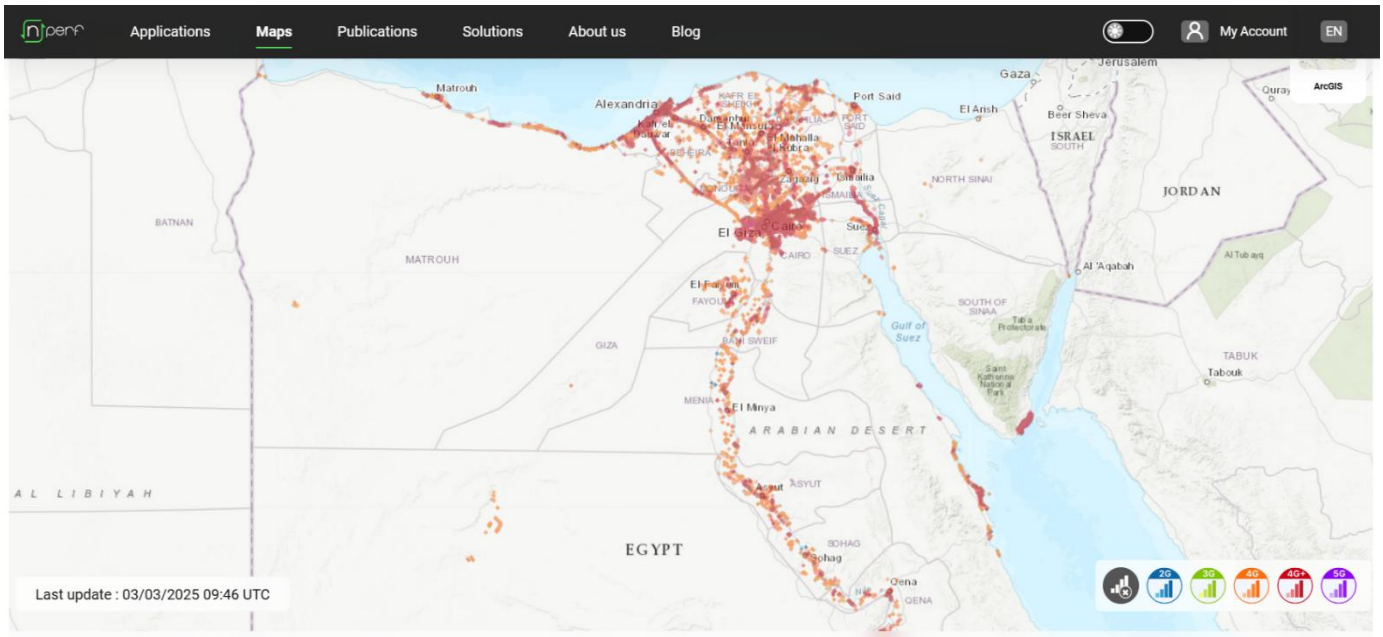
Key Observations:

- Urban areas in Egypt have significantly better internet coverage than rural areas, highlighting a digital divide.

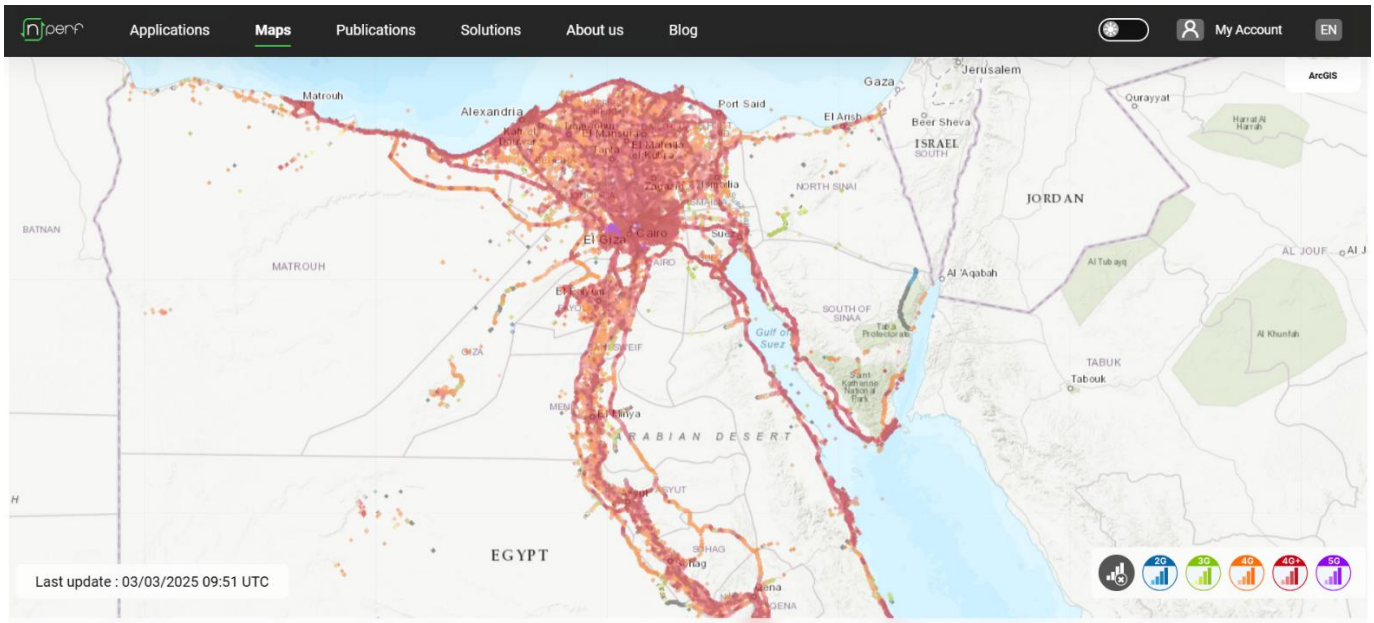
- Government efforts are underway to enhance telecom infrastructure in rural regions to bridge this gap and ensure broader access to high-speed internet.

  For more details on network distribution in Egypt, checking official telecom providers' reports and coverage maps is recommended.

WE :



Vodafone :



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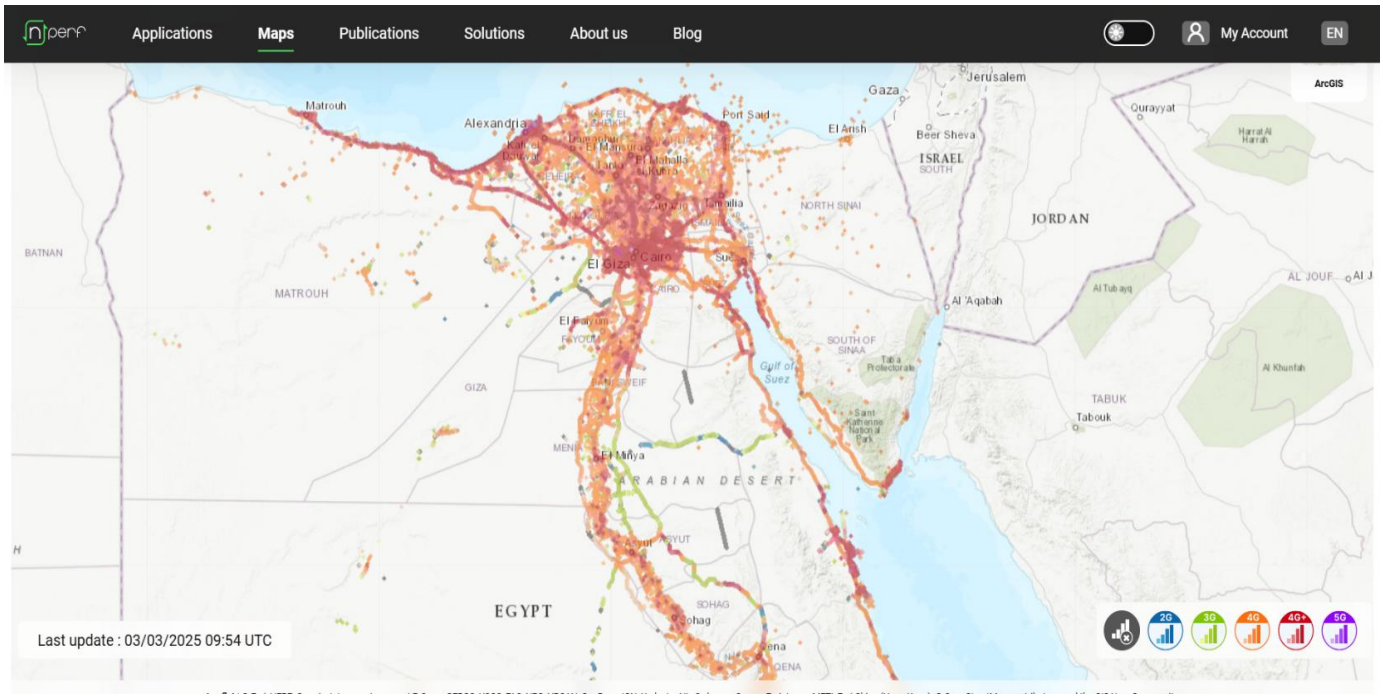
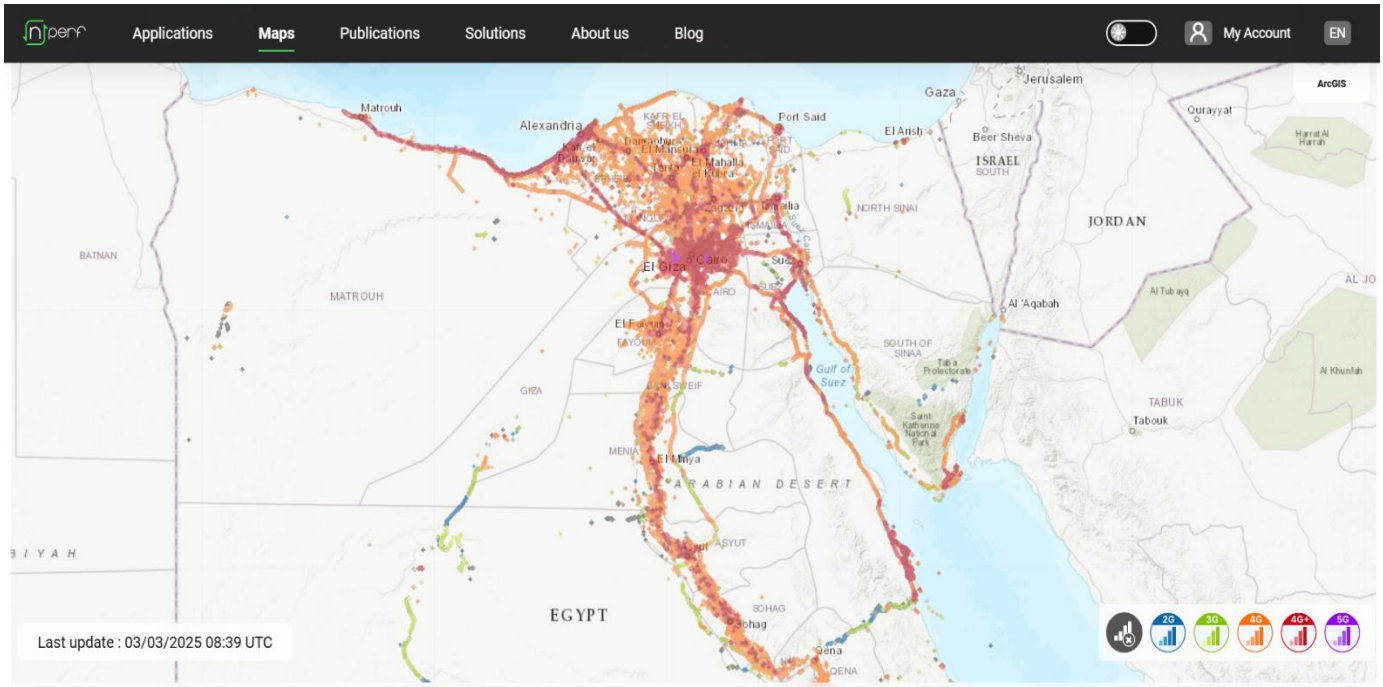


Etisalat :



2. Costs

Potential Digital Advertising Costs

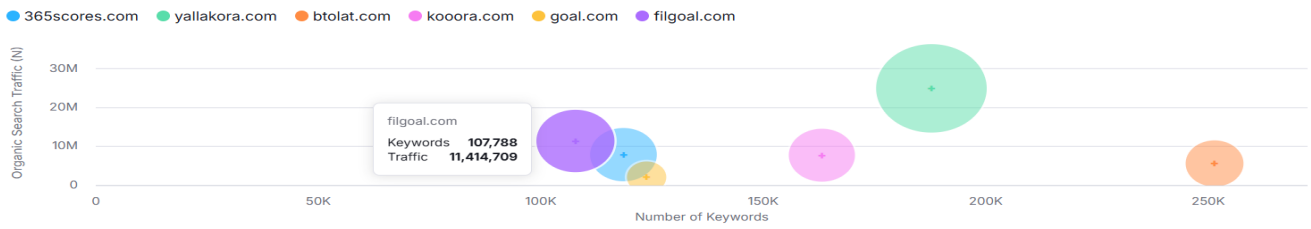
Google Ads :

Organic Competitors 10,296 — Export

Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
365scores.com	68%	23.7K	125.3K	7.9M	445.3K	0
yallakora.com	64%	23.2K	200.8K	24.9M	8.61M	0
btolat.com	63%	21.9K	262.2K	5.6M	135.84K	0
kooora.com	63%	27.6K	183.4K	7.8M	361.52K	0
goal.com	41%	13.7K	135.2K	2.1M	113.61K	0
winwin.com	28%	8K	66.1K	306.5K	16.77K	0
soccerway.com	25%	6.4K	36K	336.3K	12.5K	0
koraplus.com	21%	6.5K	65.1K	1.7M	27.1K	0
el-ahly.com	17%	5.1K	36.3K	627.3K	30.36K	0
beinsports.com	14%	3.9K	61K	1.1M	111.5K	

Keywords	Traffic	Traffic Cost
116K -2.11%	11.4M -6.83%	$573.6K -0.55%

Competitive Positioning Map



Domain	Traffic	Costs	CPC
365scores.com	7900000	445300	0.06
yallakora.com	24900000	8610000	0.35
btolat.com	5600000	135840	0.02
kooora.com	7800000	361520	0.05
goal.com	2100000	113610	0.05
winwin.com	306500	16770	0.05
soccerway.com	336300	12500	0.04
koraplus.com	1700000	27100	0.02
el-ahly.com	627300	30360	0.05
beinsports.com	1100000	111500	0.10
filgoal.com	11414709	573600	0.05
			0.08

When calculating Cost Per Click (CPC) in the previous table, we used Traffic as a substitute for the actual number of clicks. However, an important factor to consider is:

Not all visits result from ad clicks!
A portion of the traffic may have come from non-advertising sources, such as:

- Organic search (SEO)
- Direct visits
- Social media
- External links

Impact of Non-Paid Traffic on the Calculation

- If we assume that 20% of the traffic comes from sources other than ads, this means that the actual number of clicks is 20% lower than the number we used in our calculations.
- As a result, the actual CPC would be up to 20% higher compared to the values shown in the table.

How Does This Affect the Results?

- If the CPC shown in the table ranges between 5.6 cents and 34.5 cents, then considering the 20% adjustment, the actual CPC would be approximately 20% higher.
- Based on this adjustment, we can estimate the actual average CPC for the mentioned websites to be between 8 and 10 cents per click.

Final Conclusion

Assuming that 20% of the traffic is not from ads, we can estimate that the actual average CPC for the websites in the table ranges between 8 to 10 cents.
This provides a more accurate picture, but to obtain fully precise data, it is necessary to use the actual number of clicks from Google Ads instead of estimating it using traffic

The cost of advertising on Google Ads in Egypt for 2024/2025 is a dynamic topic that depends on several factors, including industry, targeted keywords, and audience. Although specific data for this period is not widely available, general averages and past trends can provide an approximate estimate.

Average Cost Per Click (CPC) in Egypt:

According to available information, the average Cost Per Click (CPC) in Egypt ranges between $0.03 (3 cents) and $0.10 (10 cents). This variation depends on several factors, including:

- Industry type: Some highly competitive industries may experience higher CPC costs.
- Targeted keywords: Keywords with high demand and competition can increase CPC rates.
- Ad and landing page quality: Improving ad quality and user experience on landing pages can help lower CPC costs. (Value-Market)

Average Cost Per Mille (CPM) in Egypt:

The Cost Per Mille (CPM) in Egypt typically ranges between $0.20 and $3, depending on:

- Ad type: Display ads tend to be cheaper compared to video ads.
- Target audience: More precise targeting may increase the cost per thousand impressions.
- Ad placement: Ads appearing on high-traffic websites may have higher costs.

  (CMC-SEO)

Factors Affecting Ad Costs:

1. Market competition: An increase in advertisers within the same industry raises advertising costs.
2. Bidding strategy: Choosing the right bidding strategy can significantly impact final costs.

3. Audience targeting: The more precise the targeting, the higher the cost, but with improved quality of results.

Tips to Optimize Ad Performance & Reduce Costs:

- Enhance ad quality: Writing compelling and relevant ad content increases click-through rates and lowers costs.
- Optimize landing pages: A great user experience increases conversion rates and justifies higher CPC costs.
- Use smart bidding strategies: Utilizing automated bidding options can help achieve the best results at the lowest cost.
- Regular performance analysis: Monitoring results and making necessary adjustments help enhance campaign effectiveness and reduce costs.

Conclusion:

While specific Google Ads cost data for Egypt in 2024/2025 is not readily available, existing insights indicate that:

- CPC averages between $0.03 and $0.10.
- CPM ranges from $0.20 to $3.

SOURCE :

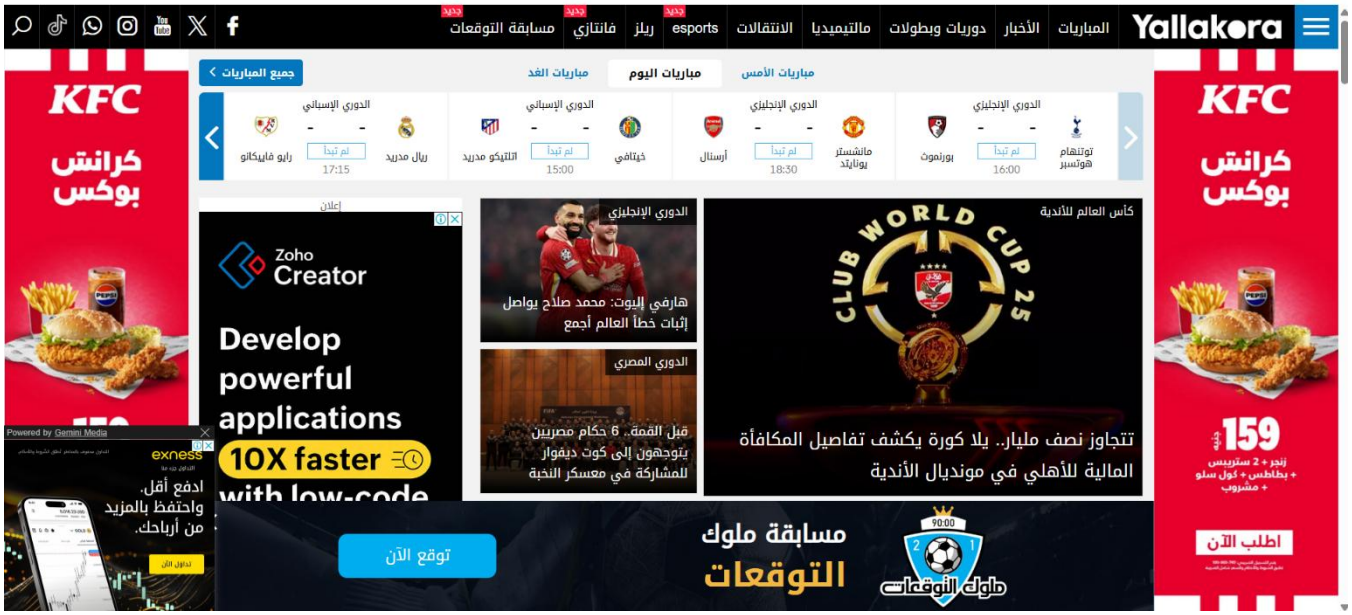
Indeed-SEO

Invest.egypt

Support.Google

Value-Market

CMC-SEO



In this image, there are several types of digital ads displayed on the Yallakora website. These can be categorized as follows:

1. Banner Ads
   - Like the KFC ads appearing on both the left and right sides of the website.
   - These ads can be static or animated and are usually paid based on impressions (CPM - Cost Per Mille).
2. Display Ads / Inline Ads
   - Like the Zoho Creator ad in the middle of the page.
   - These ads appear within the website content and are usually image-based or animated.
3. Pop-up Ads / Floating Ads
   - Like the Exness trading ad in the bottom-left corner.
   - These ads can be paid per click (CPC - Cost Per Click) or per impression (CPM).
4. Native Ads (Embedded within content)

- Although not clearly visible in this image, there may be ads designed to look like editorial content or news articles, promoting products indirectly.

Quick Analysis:

- These ads are based on impressions (CPM) and clicks (CPC), meaning advertisers pay either per 1,000 views or per click.
- The presence of ads from KFC, Zoho Creator, and Exness suggests that the website uses targeted advertising based on user interests

Facebook

- Cost Per Mille (CPM): Ranges between $1.01 and $5.00. (ofxegypt)
- Cost Per Click (CPC): Ranges between $0.26 and $0.30. (value-makers)

On the Yallakora Facebook page As Example, several types of ads may appear, including:

1. Sponsored Posts: Posts that appear in users' news feeds, marked with "Sponsored" to indicate they are paid advertisements.
2. Video Ads: Promotional video clips that play automatically in the news feed, often related to sports content or advertisements.
3. Right Column Ads: Ads that appear on the right side of the Facebook interface on desktop devices, typically in the form of images or short text.
4. Stories Ads: Ads that appear between stories posted by friends or pages, usually in the form of images or short videos.

Instagram

- Cost Per Mille (CPM): Ranges between $2.50 and $3.50. (egyplans)
- Cost Per Click (CPC): Ranges between $0.40 and $0.70. (egyplans)

On the Yallakora Instagram page As Example, several types of ads can be used to engage sports enthusiasts. Here are some of the most suitable ad formats:

1. Photo Ads:
    - High-quality images showcasing the latest sports news, match results, or highlights from major events.
2. Video Ads:
    - Short video clips summarizing key match moments, expert analyses, or player interviews.
3. Carousel Ads:
    - A series of images or videos that users can swipe through, featuring multiple upcoming matches or sports highlights.
4. Stories Ads:
    - Ads appearing between users' stories, ideal for live match updates, promotional content, or interactive contests.
5. Shopping Ads:
    - If Yallakora offers sports-related products like merchandise or match tickets, shopping ads allow users to purchase directly from Instagram.
6. Reels Ads:
    - Engaging short videos showcasing sports highlights, challenges, or interactive content to capture users' attention.

TikTok

TikTok advertising is generally more expensive than other platforms due to its high user engagement. The average cost per 1,000 impressions (CPM) is around $10, while the average cost per click (CPC) is $1. Additionally, the minimum cost for a TikTok advertising campaign is $500.

TikTok Influencer Pricing

The cost of influencer marketing on TikTok varies significantly, ranging from $5 to $2,000, depending on the influencer's reach and engagement (egyplans)

On the ON Sport TikTok account As Example, several types of ads are used to enhance engagement with sports content enthusiasts. Here are some of the most suitable ad formats:

1. In-Feed Ads:
    - These ads appear between videos on users' "For You" page and are short video clips that users can interact with through likes, comments, and shares.
2. TopView Ads:
    - These full-screen video ads appear when users first open the app and can last up to 60 seconds, ensuring high user attention.
3. Branded Hashtag Challenges:
    - These ads encourage users to create their own content using a specific hashtag set by the brand, increasing engagement and participation.
4. Branded Effects:
    - These ads allow brands to create custom filters, stickers, or special effects that users can incorporate into their own videos, boosting brand awareness.

5. Brand Takeover Ads:
    - These ads appear when users open the app and consist of a static image or a short video that takes over the screen for a few seconds before transitioning to normal content

YouTube

Rank	Country	Country Name	CPM median (EUR)	2.5th Percentile (EUR)	97.5th Percentile (EUR)
23	AE	United Arab Emirates	2.603	1.158	8.243
13	AT	Austria	4.250	1.600	11.300
2	AU	Australia	7.667	5.026	13.106
49	BD	Bangladesh	0.444	0.167	3.667
9	BE	Belgium	5.600	2.667	20.333
34	BG	Bulgaria	1.500	0.500	4.833
37	BR	Brazil	1.143	0.462	4.941
8	CA	Canada	5.713	3.533	11.457
4	CH	Switzerland	6.889	2.857	19.643
21	CZ	Czechia	2.750	1.273	7.214
11	DE	Germany	5.526	3.567	13.345
6	DK	Denmark	6.381	2.600	24.650
48	EG	Egypt	0.455	0.200	2.429
22	ES	Spain	2.692	1.211	7.917
14	FI	Finland	4.095	1.750	22.200

Category	Estimated RPM	Estimated CPM
Low Shorts RPM	$0.01	$0.02
Typical Shorts RPM	$0.05	$0.09
High Shorts RPM	$0.08	$0.15
Music	$0.75	$1.36
Entertainment / Pets & Animals	$1.00	$1.82
Gaming	$2.50	$4.55
People & Blogs / How To & Style	$3.50	$6.36
Education	$5.00	$9.09
Digital Marketing / Finance (lower bound)	$8.00	$14.55
Digital Marketing / Finance (upper bound)	$20.00	$36.36

How much does it cost to advertise on YouTube?

WebFX

CPV (cost per view)	% of companies
$0.00 – $0.10	11.6%
$0.11 – $0.20	13.6%
$0.21 – $0.30	12.9%
$0.31 – $0.40	17%

CPV (cost per view)	% of companies
$0.41 – $0.50	11.6%
$0.51 – $0.70	15%
$0.71 – $1.00	10.2%
More than $1.00	8.1%

YouTube advertising costs in Egypt vary based on several factors, including ad type, target audience, and market competition. Below are approximate averages for YouTube ad costs in Egypt for 2024 and 2025:

Cost Per Mille (CPM)

The average CPM in Egypt is approximately €0.455, with a range between €0.200 (lower percentile) and €2.429 (upper percentile). (is this channel monetized)

Cost Per Click (CPC)

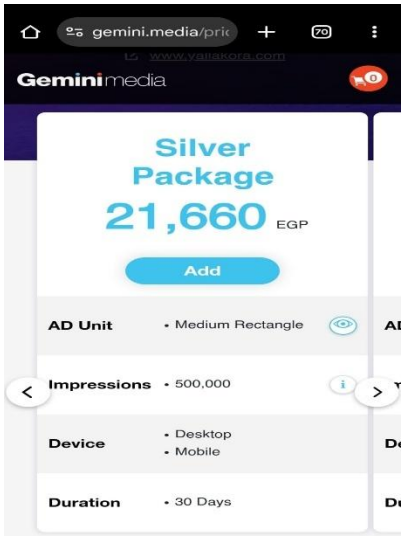
The CPC varies depending on the ad format and audience targeting. In some markets, YouTube ad costs range between $0.11 and $0.50 per view or interaction, with a daily budget of around $10. However, these costs in Egypt are generally lower due to market differences. (webfx)

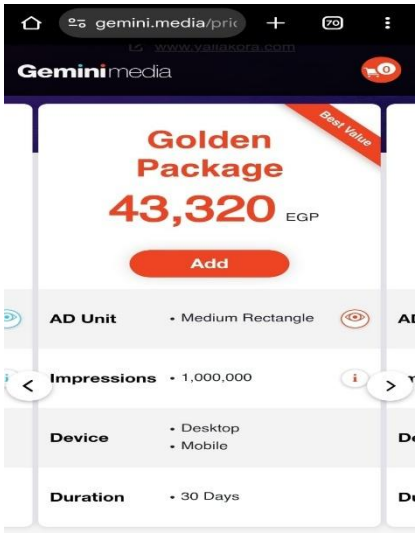
On the ON Sport YouTube channel, several types of ads are used to enhance engagement with the audience interested in sports content. Here are some of the most suitable ad formats:

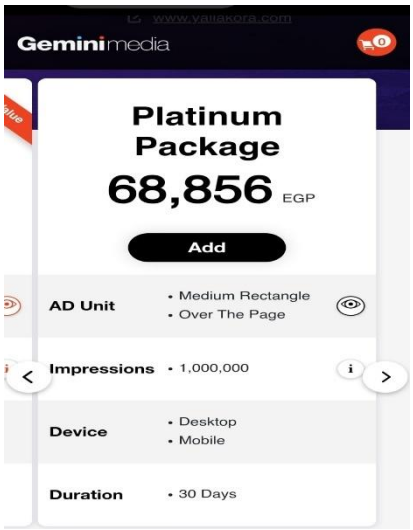
1. TrueView Skippable Ads:
    - These ads appear before or during a video and can be skipped after 5 seconds. The advertiser only pays if the user watches at least 30 seconds or interacts with the ad.
2. Bumper Non-Skippable Ads:
    - Short video ads of up to 6 seconds that appear before the main video and cannot be skipped. They are mainly used for brand awareness.
3. Display Ads:
    - These appear as images or text on the right side of YouTube videos, above the suggested videos section.
4. Overlay Ads:
    - Transparent banner ads that appear in the bottom part of a video.
5. Sponsored Cards:
    - Small promotional cards that appear inside the video, encouraging viewers to take an action, such as visiting a website or watching another video

Costs in News Outlets and Websites

CPM costs for banner ads, sponsored articles







As part of analyzing the advertising costs in leading digital news outlets, sports portals, football-specialized blogs, and other online platforms in Egypt, the following pricing details from Yallakora (via Gemini Media) provide insight into advertising options and costs.

Types of Advertising on Yallakora & Pricing Factors

The advertising space available on sports websites like Yallakora can include different formats such as:
Banner Ads – Standard display ads positioned on the website.
Sponsored Articles – Branded content integrated into editorial sections.
Other Ad Formats – Custom placements depending on available website spaces.

The pricing of advertisements varies based on the type and size of the ad placement. The larger and more visible the ad space, the higher the cost.

Banner Ads & Sponsored Articles (CPM-Based) Pricing on Yallakora

Yallakora, one of Egypt's most prominent sports platforms, offers advertising packages through Gemini Media, with the following options:

1. Silver Package:

- Price: 21,660 EGP (~$427.42)
- Ad Unit: Medium Rectangle
- Impressions: 500,000 views
- Devices: Desktop & Mobile
- Duration: 30 Days
- CPM in EGP: 43.32 EGP
- CPM in USD: $0.86

2. Golden Package:
    - Price: 43,320 EGP (~$855.06)
    - Ad Unit: Medium Rectangle
    - Impressions: 1,000,000 views
    - Devices: Desktop & Mobile
    - Duration: 30 Days
    - CPM in EGP: 43.32 EGP
    - CPM in USD: $0.86
3. Platinum Package:
    - Price: 68,856 EGP (~$1,359.27)
    - Ad Unit: Medium Rectangle + Over The Page
    - Impressions: 1,000,000 views
    - Devices: Desktop & Mobile
    - Duration: 30 Days
    - CPM in EGP: 68.86 EGP
    - CPM in USD: $1.36

Source

Influencer Categories & Estimated Costs

Influencer Type	Post Cost (USD)	Story Cost (USD)	Video Cost (USD)
Nano Influencers (500-5,000 followers)	$65	$53	$111
Micro Influencers (5,000-30,000 followers)	$170	$100	$261
Macro Influencers (30,000-500,000 followers)	$535	$222	$960

Note: These figures are based on previous data and may vary depending on the influencer and campaign specifics.

Key Factors Influencing Influencer Advertising Costs:

Follower Count: Higher follower counts typically result in higher costs.
Engagement Rate: Influencers with higher engagement (likes, comments, shares) tend to charge more.
Content Type: Video production is generally more expensive than static posts or stories.
Industry Niche: Some industries (e.g., fashion, tech, beauty) have higher advertising costs due to higher demand

Source

Traditional Advertising Costs

Television Advertising:

- During Ramadan: This is considered prime time for TV ads in Egypt, with significantly higher viewership. The cost of a 30-second ad ranges between 500,000 EGP and 750,000 EGP.
- Outside Ramadan: Advertising costs drop, with 30-second ad slots in popular TV programs costing between 200,000 EGP and 300,000 EGP.

Source: Egyptian Center for Strategic Studies
ecss.com.eg

Radio Advertising:

Radio 9090 Network:

- Short ads (up to 10 seconds): Approx. 10,000 EGP.
- 60-second ads: The cost is calculated based on 464 EGP per second.

Advertising Packages:

- Gold Hours: Covers 9 AM – 11 AM and 3 PM – Maghrib prayer time.
    - 10-second ad: 13,300 EGP
    - 60-second ad: 27,700 EGP
- Silver Hours: Covers 11 AM – 3 PM and 7 PM – 9 AM.
    - 10-second ad: 10,000 EGP
    - 60-second ad: 24,400 EGP

Source: Al Mal News
almalnews.com

Radio Masr Network:

- 30-second ad rates:
    - All-day broadcast: Approx. 8,000 EGP.
    - 1 PM – 6 PM (Prime Time): Approx. 12,000 EGP.

Source: Al Mal News
almalnews.com

Key Considerations for Radio Advertising:

Broadcast Timing: Ad rates are higher during peak hours, when listener numbers are at their highest.
Ad Duration: Longer ads cost more than shorter ones.
Placement in a Program: Ads placed in highly popular shows may have higher pricing.

Special Seasons: During Ramadan, ad rates typically increase significantly due to higher listener engagement.

For the most accurate and up-to-date radio advertising costs, it is recommended to contact radio stations directly or work with advertising agencies, as prices may change based on special promotions and customized deals.

Outdoor Advertising (Billboards):

- Printed Billboards: The daily cost ranges from 500 EGP to 5,000 EGP, depending on location and size.
- Digital Billboards: Prices range from 1,000 EGP to 10,000 EGP per day.

Source: Alaanak Advertising
ar.alaanak.com

Traditional vs. Digital Advertising Comparison:

Digital advertising is experiencing rapid growth in Egypt. The total digital ad spend is expected to reach $832 million by 2025, with social media ads accounting for 30.7% of the total expenditure.

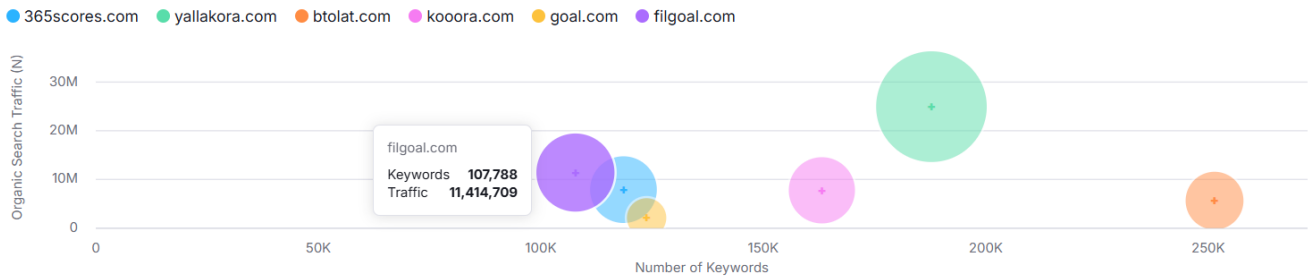
Source: Capital News
capitalnewseg.com

Key Insights:
Digital advertising is generally more flexible and cost-effective than traditional media.
Traditional advertising remains expensive, especially for TV and print media.
The choice between traditional and digital ads depends on the product type and target audience

Digital Marketing Opportunities in Football Sector

Keywords	Traffic	Traffic Cost
116K -2.11%	11.4M -6.83%	$573.6K -0.55%

Competitive Positioning Map



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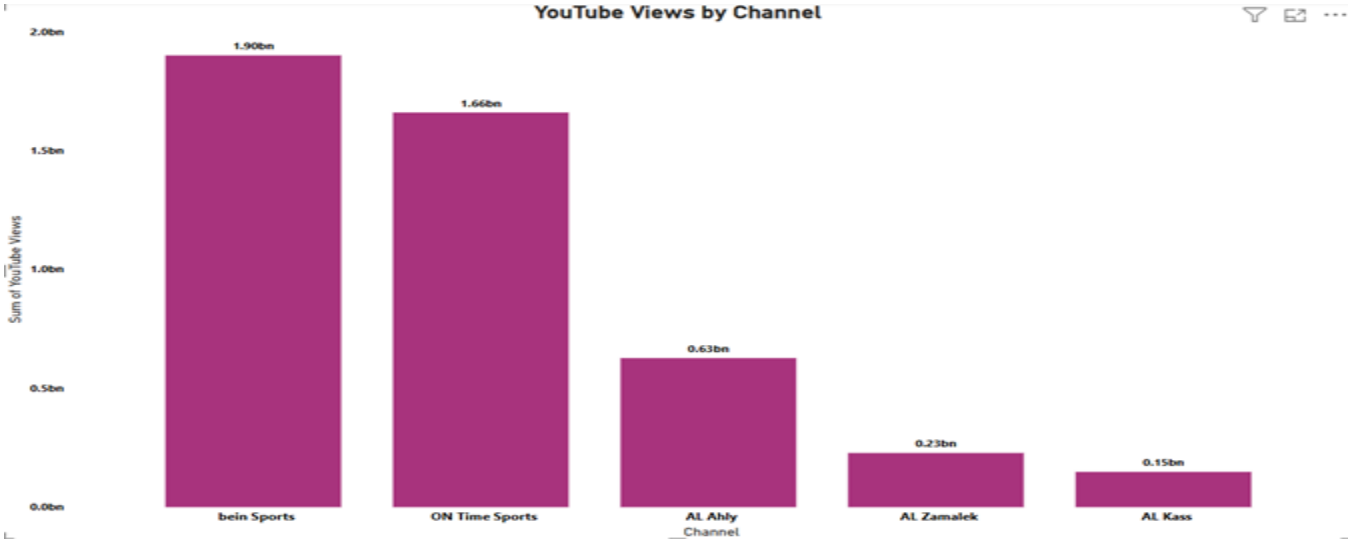
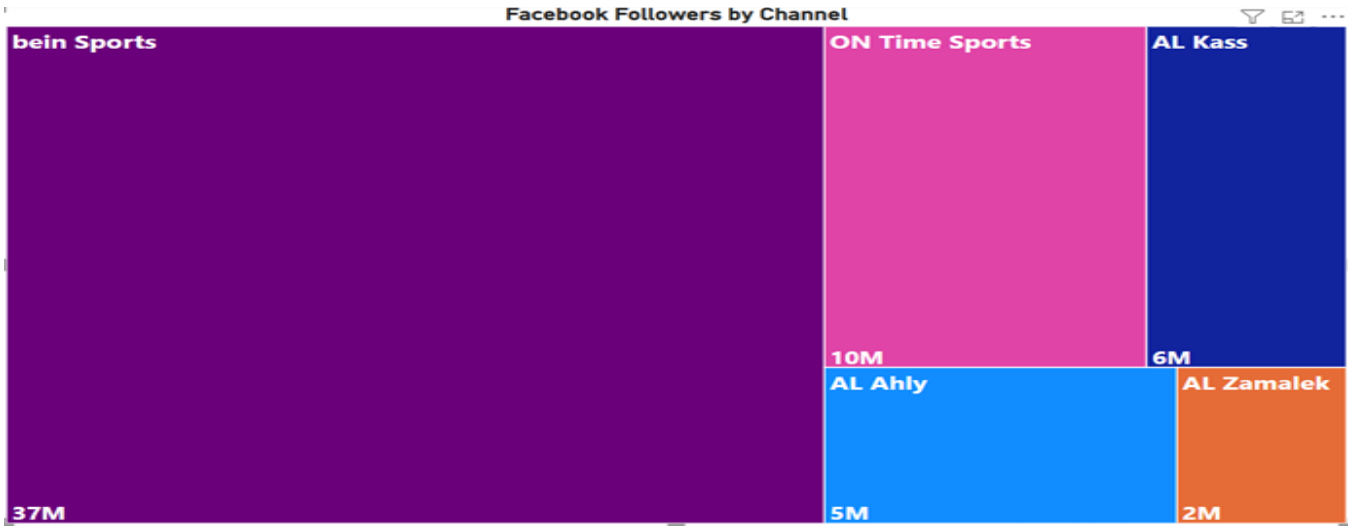
yallakora.com	64%	23.2K	200.8K	24.9M	8.61M	0
btolat.com	63%	21.9K	262.2K	5.6M	135.84K	0
kooora.com	63%	27.6K	183.4K	7.8M	361.52K	0
goal.com	41%	13.7K	135.2K	2.1M	113.61K	0
winwin.com	28%	8K	66.1K	306.5K	16.77K	0
soccerway.com	25%	6.4K	36K	336.3K	12.5K	0
koraplus.com	21%	6.5K	65.1K	1.7M	27.1K	0
el-ahly.com	17%	5.1K	36.3K	627.3K	30.36K	0
beinsports.com	14%	3.9K	61K	1.1M	111.5K	





Based on the statistical analyses from the provided images, there is clear evidence that digital football platforms in Egypt experience high traffic and engagement. This highlights the strong potential for digital marketing in both football and fantasy football sectors.

1. High Traffic on Football Websites

The organic traffic analysis from the competitor report indicates that platforms like YallaKora and FilGoal, which offer football-related content, including fantasy football services, attract millions of visitors:

- YallaKora: 24.9M visitors, ranking among the top football platforms.
- FilGoal: 11.4M visitors, showing a significant reach in football content.
- 365Scores: 7.9M visitors, another strong competitor in the digital football space.

This confirms that football-related websites are heavily visited, making them ideal platforms for digital marketing campaigns targeting football fans and fantasy football users.

2. Football's Popularity on Social Media

From the Facebook follower analysis, it is evident that millions of users follow football-related pages:

- beIN Sports: 37M Facebook followers, making it the largest sports-related social media page in the region.

- ON Time Sports: 10M followers, indicating strong engagement in local Egyptian football coverage.
- Al Ahly: 5M followers, demonstrating club-driven digital engagement.
- Al Zamalek: 2M followers, showing significant interest from fans.

This highlights the massive audience for football content on social media, making Facebook, Instagram, and TikTok effective platforms for football marketing campaigns.

3. Massive Football Video Viewership on YouTube

The YouTube analysis shows that football-related videos reach billions of views, proving that digital football content has an enormous audience:

- beIN Sports: 1.90 billion views
- ON Time Sports: 1.66 billion views
- Al Ahly Channel: 0.63 billion views
- Al Zamalek: 0.23 billion views

This confirms that YouTube is a crucial platform for digital football marketing, where sponsored content, ads, and influencer collaborations can be used to target a football-centric audience.

Conclusion: The Shift Towards Digital Football Engagement

The data strongly supports that:

Football fans in Egypt are highly engaged with digital platforms, including websites, social media, and YouTube.
The high traffic on sports websites like YallaKora and FilGoal proves the potential for digital marketing in football and fantasy football.
Social media platforms such as Facebook, TikTok, and YouTube have millions of football fans, making them key marketing channels.
YouTube video views for football content exceed billions, showing that digital football consumption is widespread and growing.

Given these factors, investing in digital marketing for football and fantasy football in Egypt presents a lucrative opportunity for brands, advertisers, and football platforms looking to capitalize on the massive digital audience

Sources have been included above" in the paragraph titled **"News Outlets, Social Channels**

platforms are most effective in the country for promoting a fantasy football game

Platform	Number of Users (Millions)	Percentage of Total Population
Facebook	45.40	45.4%
YouTube	44.70	39.4%
TikTok	32.94	40.2%
Facebook Messenger	34.95	42.6%
Instagram	18.15	16.0%
Snapchat	17.24	15.2%
LinkedIn	10.00	8.8%
X (formerly Twitter)	5.84	5.1%

Based on the user statistics of digital platforms in Egypt from the provided image, we can determine the most effective platforms for marketing fantasy football games.

Key Insights from the Data

1. Facebook (45.40M users, 45.4% of the population)
    - The most widely used platform in Egypt.
    - Supports community-driven discussions, Facebook groups, and targeted ads, making it ideal for engaging fantasy football fans.
2. YouTube (44.70M users, 39.4% of the population)
    - Highly effective for video-based promotions, including tutorials, influencer marketing, and advertisements.
    - Fantasy football platforms can use match predictions, player analyses, and game guides to attract users.
3. TikTok (32.94M users, 40.2% of the population)

- Has a high engagement rate, making it effective for short, dynamic content like player highlights and game insights.
- Can be used for viral challenges and collaborations with football influencers to boost participation in fantasy football.

4. Instagram (18.15M users, 16.0% of the population)
    - A great platform for visually appealing content, such as match previews, rankings, and player stats.
    - Instagram Stories & Reels can drive engagement with interactive elements like polls and quizzes.
5. Snapchat (17.24M users, 15.2% of the population)
    - Less effective than TikTok but still useful for short-form content and engagement with younger audiences.
6. X (formerly Twitter) (5.84M users, 5.1% of the population)
    - Best suited for real-time football discussions, live match commentary, and trending football topics.
    - Can be used to engage fantasy football fans through hashtags, polls, and expert insights.

Best Platforms for Fantasy Football Promotion in Egypt

Facebook: Ideal for building fantasy football communities, running targeted ads, and engaging users in discussions.
YouTube: Essential for video tutorials, influencer promotions, and match analysis to increase user participation.
TikTok: Highly effective for viral content, influencer marketing, and short engaging videos about fantasy football.
Instagram: Useful for visual storytelling, interactive polls, and short-form video content (Reels & Stories).

almasryalyoum.com

3. Prices

Digital Service Subscriptions

Netflix :

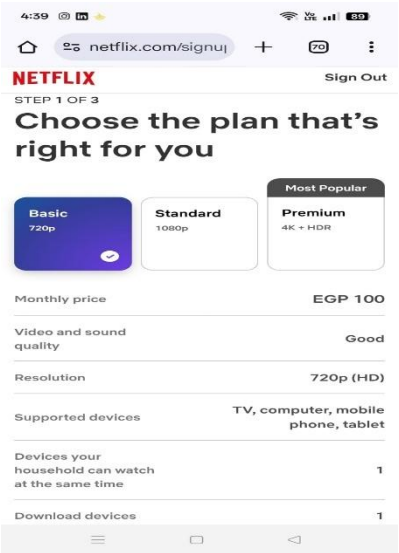
Plan	Resolution	Devices (Simultaneous)	Download Devices	Price in Egypt (EGP)	Price in USA (USD)
Basic / Standard with Ads	720p / 1080p	1	1	100	7.99
Standard	1080p	2	2	170	17.99
Premium	4K + HDR	4	6	240	24.99

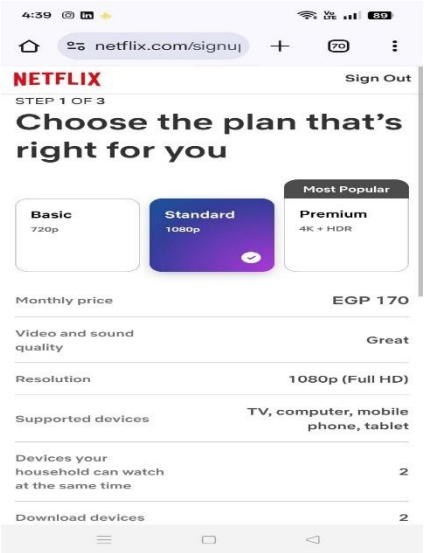
The table presents a comparison of Netflix's subscription plans, highlighting key features such as resolution, the number of simultaneous devices allowed, supported download devices, and pricing in Egypt (EGP) and the USA (USD). The plans include:

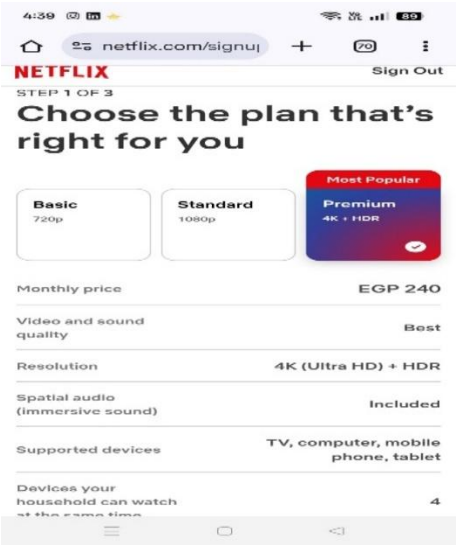
- Basic / Standard with Ads: Offers 720p or 1080p resolution, allows streaming on one device at a time, supports downloads on one device, and is priced at 100 EGP or $7.99.
- Standard: Provides 1080p resolution, supports two simultaneous streams, allows downloads on two devices, and costs 170 EGP or $17.99.
- Premium: Offers 4K HDR quality, enables four simultaneous streams, supports downloads on six devices, and is priced at 240 EGP or $24.99

Platform Screenshots

Egypt







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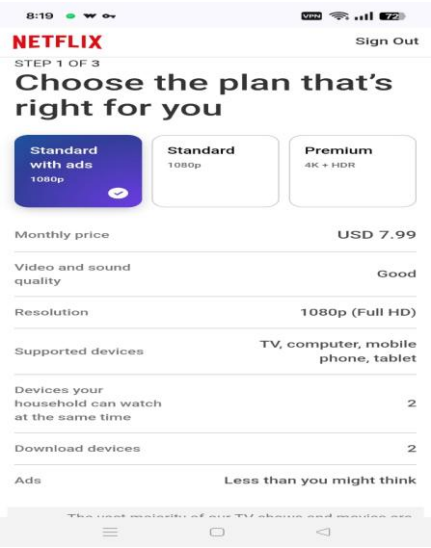
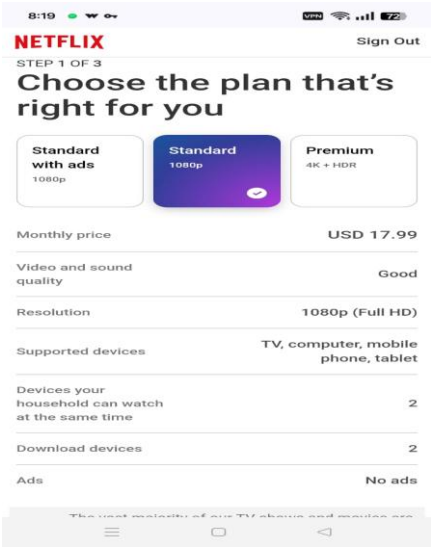
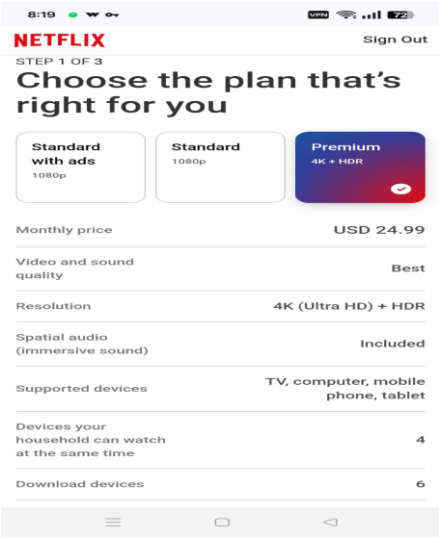






Spotify :

Plan	Trial Period	Price in Egypt (EGP)	Price in USA (USD)	Additional Notes
Individual	1 month free	69.99	11.99	Cancel anytime, subscribe or one-time payment

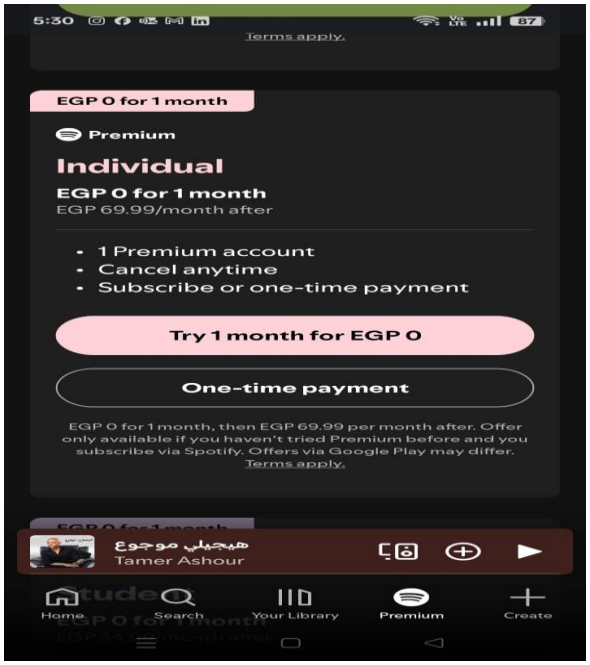
The table provides a comparison of Spotify's Individual Plan pricing and subscription details in Egypt and the USA. It highlights the trial period, pricing, and additional terms.

Key Details:

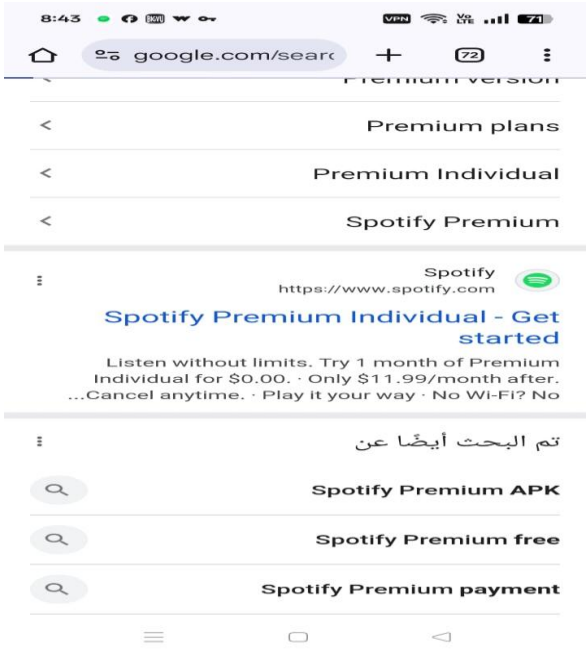
- Plan: Individual
- Trial Period: 1-month free
- Price in Egypt: 69.99 EGP
- Price in the USA: $11.99
- Additional Notes: Users can cancel anytime and have the option to subscribe or make a one-time payment

Platform Screenshots

Egypt



USA



Amazon Prime :

Plan	Trial Period	Price in Egypt (EGP	Price in USA (USD	Additional Notes
Prime Monthly	30 days free	29	14.99	Auto-renews monthly
Prime Annual	30 days free	249	139	Auto-renews yearly

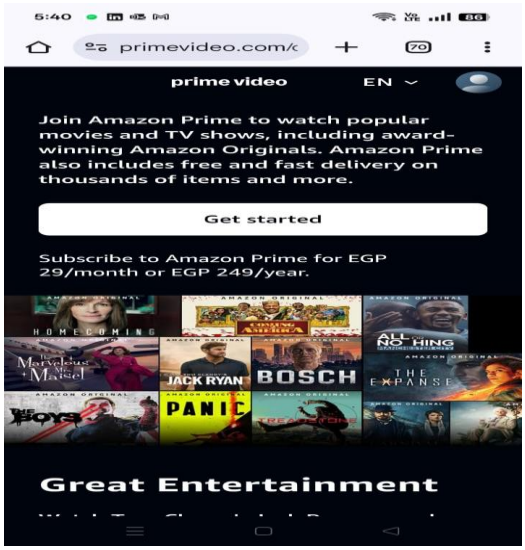
this table provides a comparison of Amazon Prime subscription plans in Egypt and the USA, detailing the trial period, pricing, and renewal policies.

Key Details:

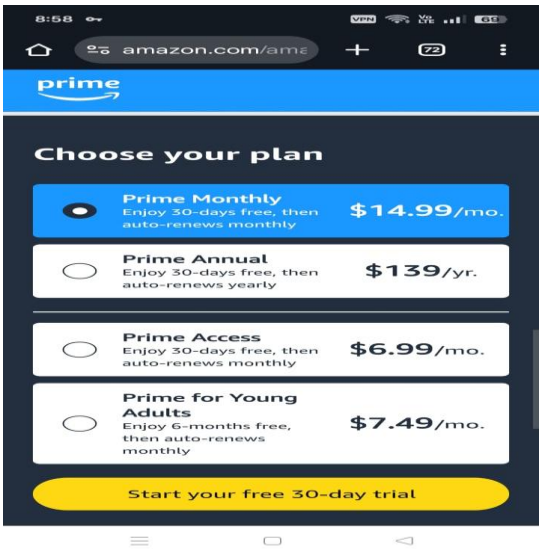
- Plan Options:
  - Prime Monthly: Costs 29 EGP in Egypt and $14.99 in the USA, renews monthly.
  - Prime Annual: Costs 249 EGP in Egypt and $139 in the USA, renews yearly.
- Trial Period: 30 days free for both plans.
- Additional Notes: Both plans auto-renew based on the billing cycle

Platform Screenshots

Egypt



USA



Steam :

Game	Original Price (USD)	Discount (%)	Price in USA (USD)	Price in Egypt (USD)
EA SPORTS FC 25	69.99	70	20.99	20.99
Hearts of Iron IV	29.99	70	8.99	8.99

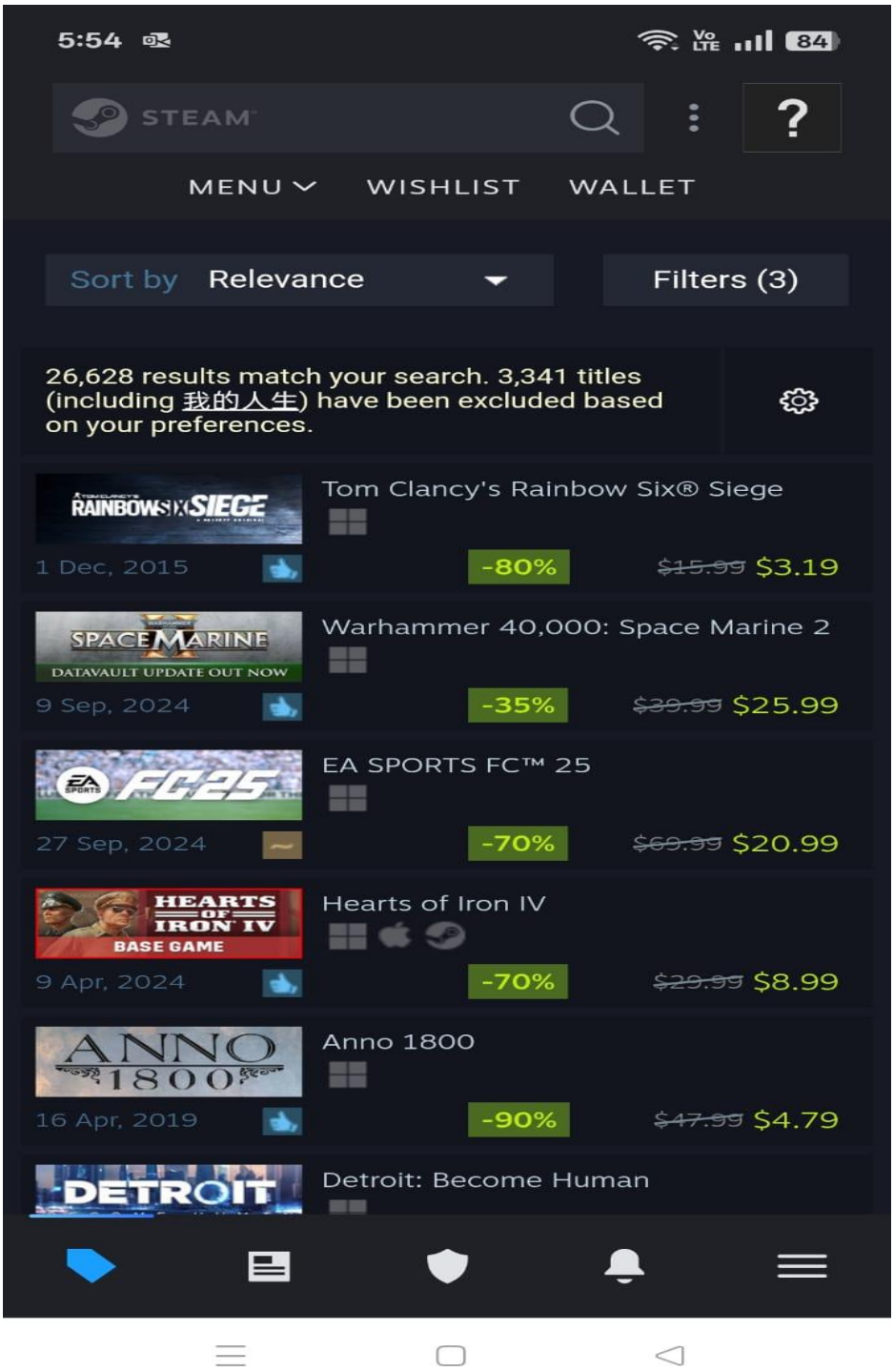
this table appears to show a Steam game price comparison between the USA and Egypt, including original prices, discounts, and final prices after discounts.

Key Details:

- EA SPORTS FC 25
  - Original Price: $69.99
  - Discount: 70%
  - Discounted Price in USA: $20.99
  - Price in Egypt: $20.99
- Hearts of Iron IV
  - Original Price: $29.99
  - Discount: 70%
  - Discounted Price in USA: $8.99
  - Price in Egypt: $8.99

This table suggests that Steam's regional pricing for Egypt is identical to the discounted price in the USA, meaning there is no further price adjustment for the Egyptian market

Platform Screenshots (Egypt & USA the same)



YouTube Premium :

Plan	Trial Period	Price in Egypt (EGP)	Price in USA (USD)	Additional Notes
Individual	1 month free	65.99	13.99	Ad-free, background play, YouTube Music included
Family	1 month free	119.99	22.99	Up to 5 family members
Student	1 month free	38.99	7.99	Eligible students only, annual verification required

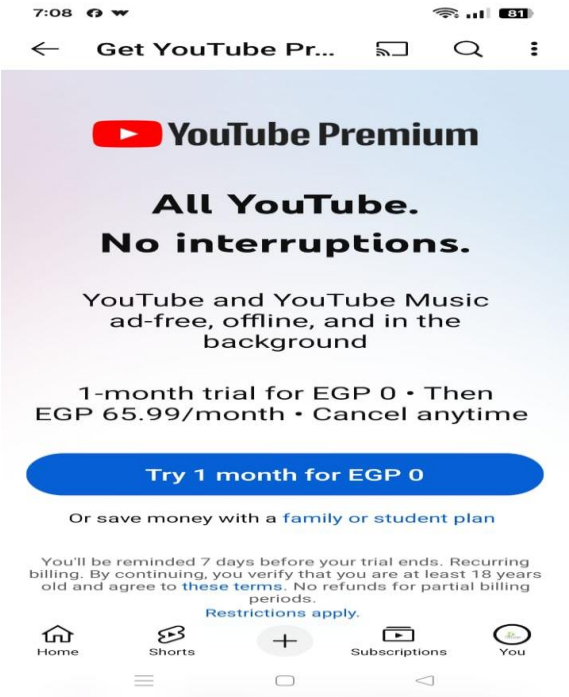
this table provides a comparison of YouTube Premium subscription plans in Egypt and the USA, including trial periods, pricing, and additional features.

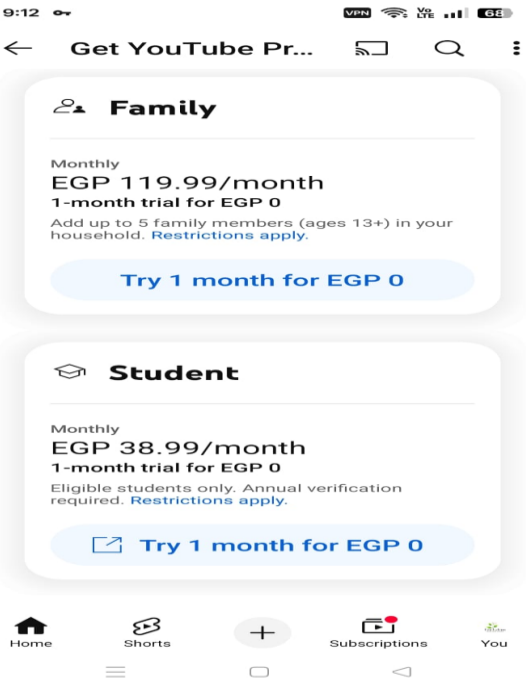
Key Details:

- Individual Plan
  - Price in Egypt: 65.99 EGP
  - Price in USA: $13.99
  - Features: Ad-free experience, background play, and YouTube Music included
- Family Plan
  - Price in Egypt: 119.99 EGP
  - Price in USA: $22.99
  - Features: Supports up to 5 family members
- Student Plan
  - Price in Egypt: 38.99 EGP
  - Price in USA: $7.99
  - Features: Available only for eligible students with annual verification required
- Trial Period: 1-month free for all plans

Platform Screenshots

Egypt





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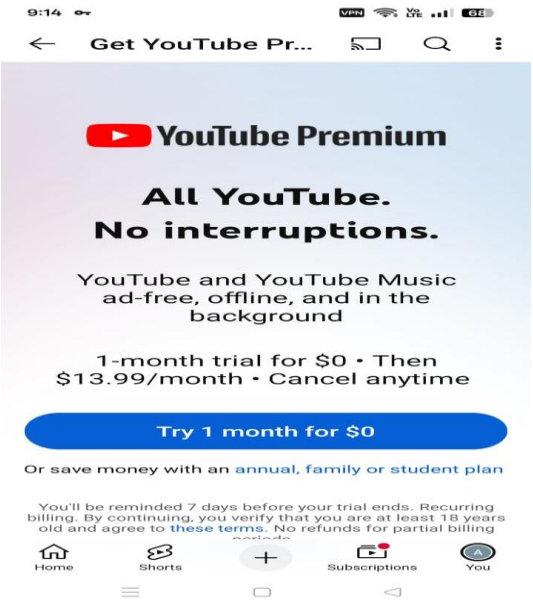
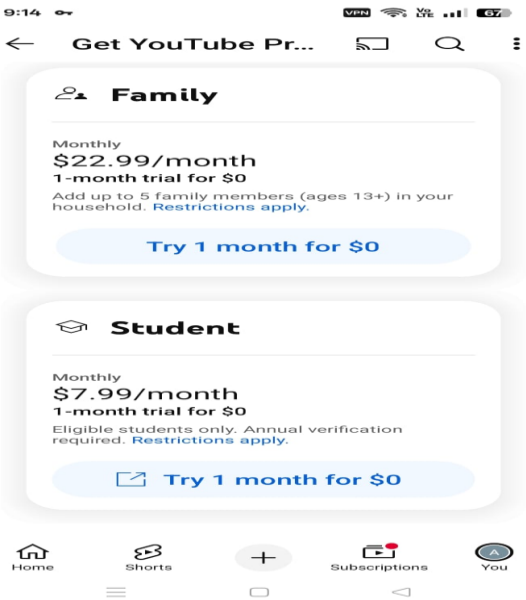




Adobe :

Plan	Price in Egypt (EGP	Price in USA (USD	Additional Notes
Monthly Subscription	62.99	29.99	Can cancel anytime
Annual (Paid Monthly)	39.16	19.99	Fee applies if canceled after 14 days
Annual (Prepaid)	469.99	239.88	No refund if canceled after 14 days

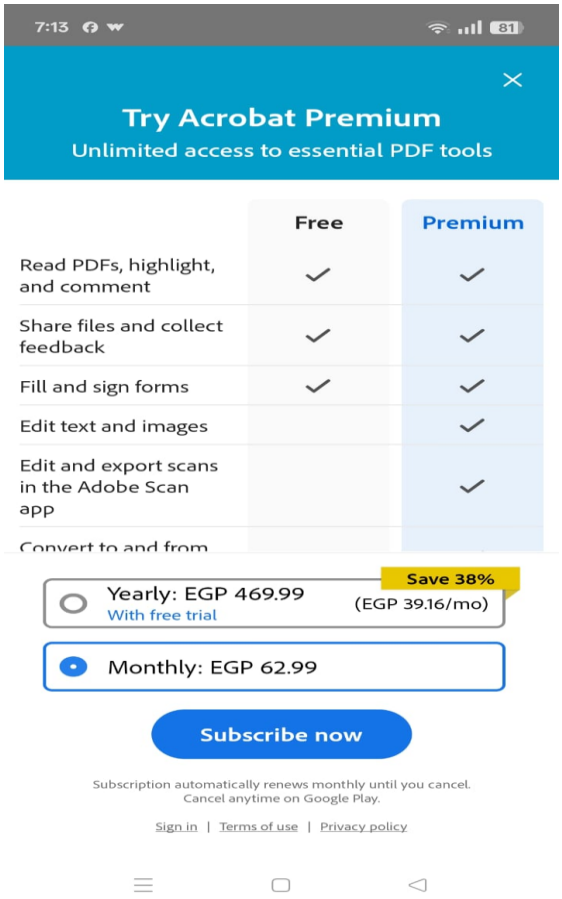
The Table displays a pricing comparison table for Adobe's subscription plans in Egypt (EGP) and the USA (USD). It includes three plans:

1. Monthly Subscription
    - Egypt: 62.99 EGP
    - USA: 29.99 USD
    - Can be canceled anytime.
2. Annual Plan (Paid Monthly)
    - Egypt: 39.16 EGP per month
    - USA: 19.99 USD per month
    - A fee applies if canceled after 14 days.
3. Annual Plan (Prepaid)
    - Egypt: 469.99 EGP
    - USA: 239.88 USD
    - No refund if canceled after 14 days.

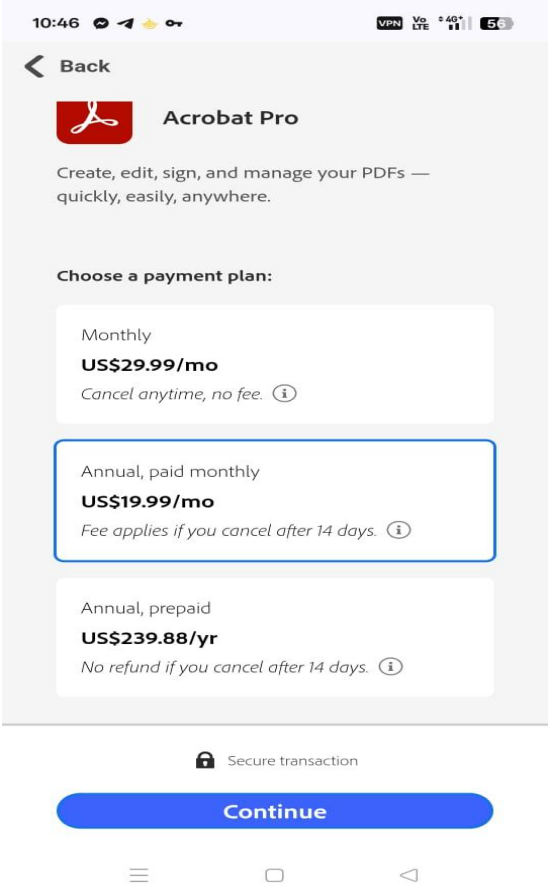
This table highlights Adobe's different pricing strategies in both regions, showing significant price variations

Platform Screenshots

Egypt



USA



Coursera :

Plan	Trial Period	Price in Egypt (EGP	Price in USA (USD	Additional Notes
Coursera Plus Monthly	No trial	1449.99	59	Access to 10,000+ courses, unlimited certificates, cancel anytime

It displays a pricing comparison table for Coursera Plus Monthly subscription in Egypt (EGP) and the USA (USD). The details are:

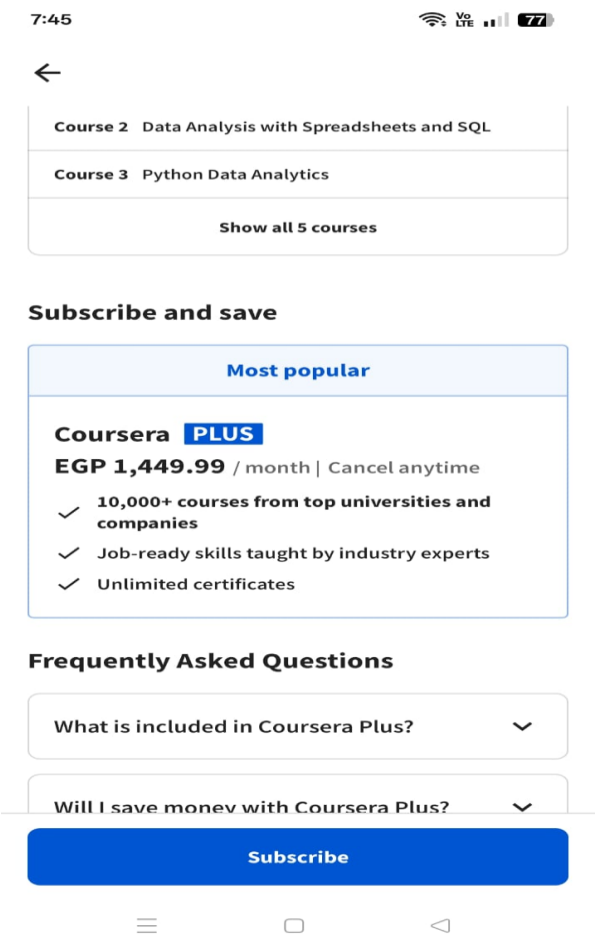
- Plan: Coursera Plus Monthly
- Trial Period: No trial
- Price in Egypt: 1,449.99 EGP

- Price in the USA: 59 USD
- Additional Notes: Provides access to 10,000+ courses, unlimited certificates, and can be canceled anytime.

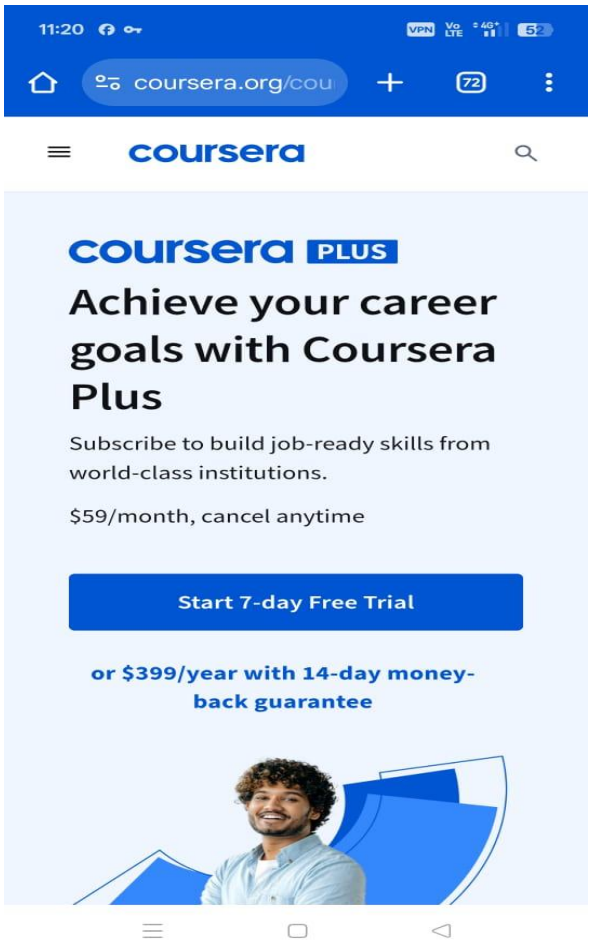
This table highlights the cost difference for Coursera's subscription in both regions while emphasizing the benefits of the plan

Platform Screenshots

Egypt



USA



Udacity :

Plan	Price in Egypt (EGP	Price in USA (USD
Month-to-Month	4615.8	249

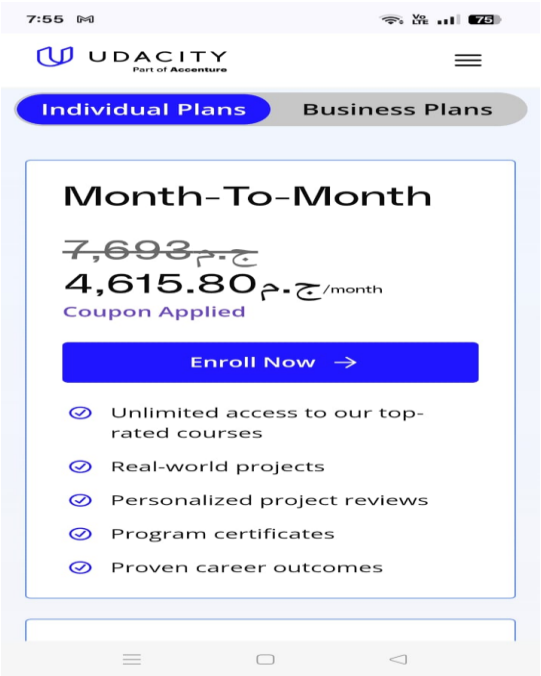
he image displays a pricing comparison table for Udacity's "Month-to-Month" subscription plan in Egypt (EGP) and the USA (USD). The details are:

- Plan: Month-to-Month
- Price in Egypt: 4,615.8 EGP
- Price in the USA: 249 USD

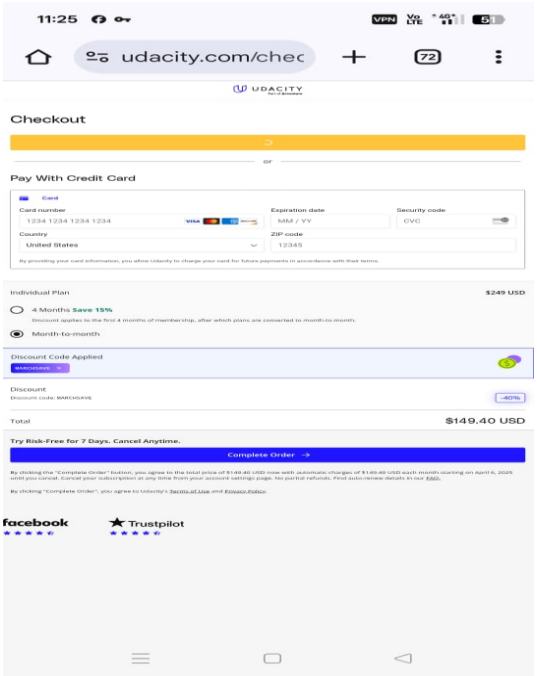
This table highlights the cost difference between Egypt and the USA for Udacity’s monthly subscription, which typically provides access to Nanodegree programs, mentorship, and project-based learning

Platform Screenshots

Egypt

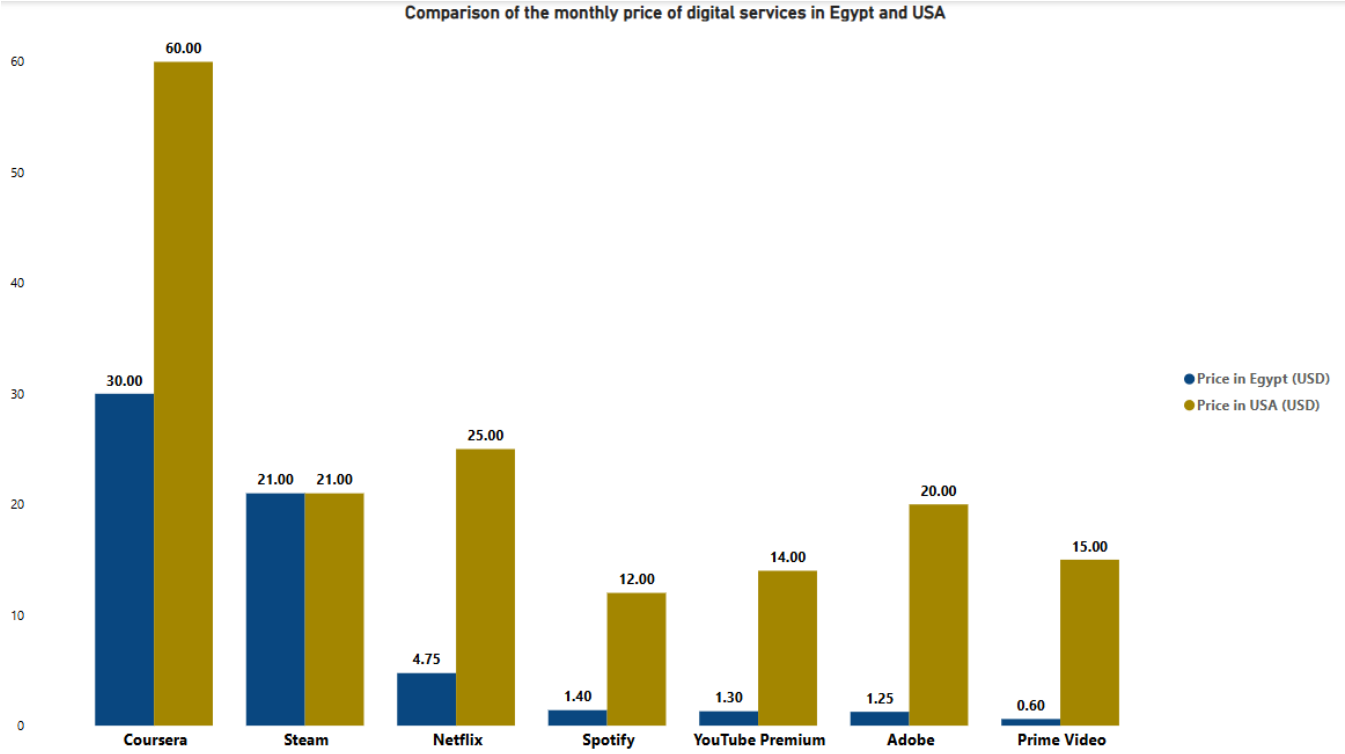


USA



Statistical analysis :

Digital Service	Price in Egypt (USD)	Price in USA (USD)
Netflix	4.75	25
Spotify	1.4	12
Prime Video	0.6	15
Steam	21	21
YouTube Premium	1.3	14
Adobe	1.25	20
Coursera	30	60
Udacity	91	249



The table and bar chart illustrate a comparison of the monthly subscription prices of various digital services in Egypt and the USA, converted into USD for standardization. This analysis highlights the significant price differences between both regions, except for Steam, which maintains an identical price.

Key Observations:

1. Coursera has the largest price difference, with $30 in Egypt compared to $60 in the USA. This suggests a regional pricing strategy where Coursera adjusts prices to local purchasing power.
2. Udacity also shows a significant price gap, costing $91 in Egypt versus $249 in the USA, reflecting its premium nature and the tendency for online education platforms to use regional pricing models.
3. Netflix, Spotify, YouTube Premium, Adobe, and Prime Video all follow the same trend of being significantly cheaper in Egypt:
    - Netflix: $4.75 in Egypt vs. $25 in the USA.
    - Spotify: $1.40 in Egypt vs. $12 in the USA.
    - YouTube Premium: $1.30 in Egypt vs. $14 in the USA.
    - Adobe: $1.25 in Egypt vs. $20 in the USA.
    - Prime Video: $0.60 in Egypt vs. $15 in the USA.

This pricing strategy suggests that subscription-based entertainment services offer lower rates in Egypt to attract more subscribers in emerging markets.

4. Steam - Exception to the Pricing Trend

   Unlike other platforms, Steam's price remains the same in both Egypt and the USA at $21.
    - This price represents a randomly selected game (EA SPORTS).
    - Steam does not seem to adjust prices based on location for this specific game.
    - However, Steam generally follows a regional pricing policy, meaning that some games might have different prices based on the region.

Insights & Conclusions:

- Education platforms (Coursera, Udacity) have the highest price disparities, likely to make learning more accessible in developing regions.

- Entertainment services (Netflix, Spotify, YouTube Premium, Adobe, Prime Video) are priced significantly lower in Egypt, likely due to market affordability and local competition.
- Steam's pricing strategy varies by game, but in this specific example (EA SPORTS), the price is identical across both regions.
- The regional pricing strategy is evident, with international companies adjusting costs based on economic conditions, purchasing power, and market penetration strategies.

This comparison provides valuable insights into how digital services price their offerings differently across regions, showcasing affordability in Egypt compared to the USA.

Per Capita Income

Average Salaries in the Egyptian Public Sector (2025)

As of 2025, Egypt has witnessed significant salary adjustments in the public sector, with an increase in the minimum wage and updated salary averages based on job grades. Below is a detailed breakdown:

Minimum Wages:

- Public Sector: The minimum wage for government employees has been increased by 50%, reaching EGP 6,000 per month. (arabic.cnn.com)

Average Monthly Salaries by Job Grade in the Public Sector:

- Exceptional Grade: EGP 12,200
- High Grade: EGP 10,200

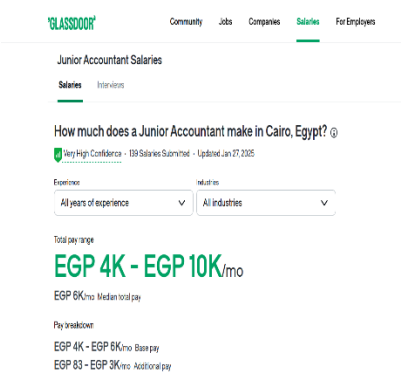
- General Manager Grade: EGP 8,700
- First Grade: EGP 8,200
- Second Grade: EGP 7,200
- Third Grade (Specialized Roles): EGP 6,700
- Fourth Grade: EGP 6,200
- Fifth Grade: EGP 6,000
- Sixth Grade: EGP 6,000

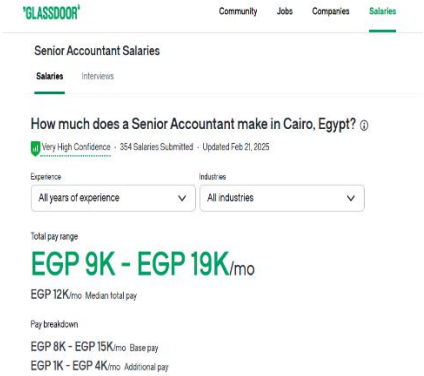
These figures represent the base salaries after standard deductions for each job grade. (elwatannews.com)

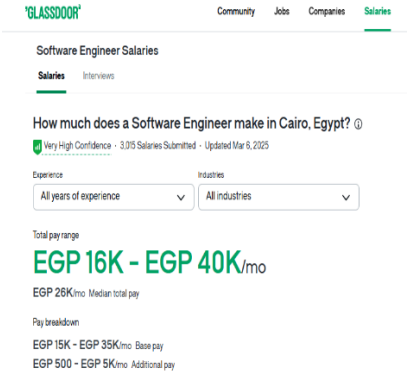
Key Notes:

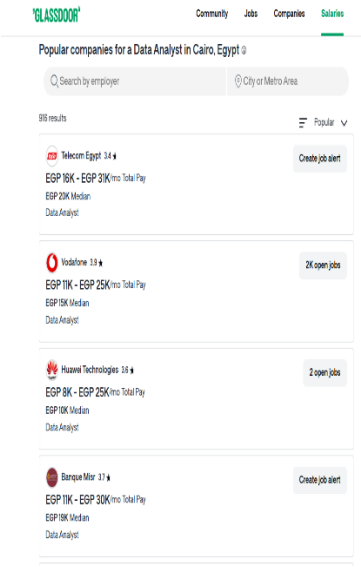
- Bonuses and Incentives:
  - Actual salaries for public sector employees may vary depending on additional allowances, incentives, and bonuses, which could significantly increase the total monthly income.
- Inflation and Purchasing Power:
  - Despite wage increases, inflation rates might impact the real purchasing power of employees, necessitating regular salary reviews to ensure financial sustainability

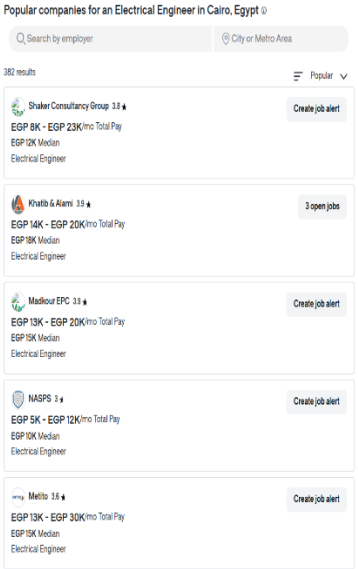
Average Salaries in the Egyptian Private Sector (2025)

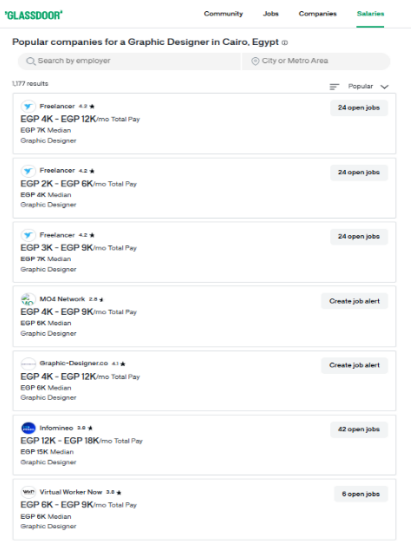












Job Title	Minimum Salary (EGP)	Maximum Salary (EGP)	Median Salary (EGP)
Accountant	4000	19000	9,000
Data Analyst	8000	31000	20,000
Electrical Engineer	5000	30000	15,000
Graphic Designer	5000	12000	7,000
Software Engineer	16000	40000	26,000
Teacher	5000	19000	9,000
			14,333

The average salary in Egypt's private sector stands at approximately EGP 14,500 per month ($286 USD), based on a survey conducted on Glassdoor. This data was gathered by analyzing salary ranges across multiple companies for six selected professions, providing a comprehensive insight into earnings within different job roles.

Key Findings:

- The minimum salaries across the surveyed jobs range from EGP 4,000 (Accountant) to EGP 16,000 (Software Engineer).
- The maximum salaries vary significantly, with Software Engineers earning up to EGP 40,000, while Graphic Designers have a cap of EGP 12,000.
- Software Engineers command the highest earnings, with a median salary of EGP 26,000, followed by Data Analysts (EGP 20,000) and Electrical Engineers (EGP 15,000).
- Teachers and Accountants share a median salary of EGP 9,000, reflecting lower earning potential in these fields.
- Graphic Designers have the lowest median salary at EGP 7,000, which aligns with the generally lower pay scale for creative roles in Egypt.

Upcoming Salary Adjustments:

- Starting from July 2025, the minimum wage for private sector employees in Egypt will be raised to EGP 7,000 per month, as per the National Wages Council's decision.
    - This increase will impact entry-level salaries, especially for roles currently below this threshold.
    - Higher wages could improve living standards but may also affect hiring trends in certain industries.

Data Source and Verification:

- The screenshots above the table are actual job listings from various companies on Glassdoor, showcasing real salary ranges for the mentioned professions.
- This data provides a realistic benchmark for job seekers and employers, helping assess salary expectations across different industries.

As the Egyptian job market evolves, these salary figures may continue to change, especially with the implementation of the new wage policy in July 2025 (Glassdoor)

Digital Consumption Habits

In 2025, Egypt has witnessed a significant shift in consumer preferences toward monthly subscription models for accessing digital content. This reflects a global trend toward a subscription-based economy, where consumers prefer continuous access to digital services in exchange for a fixed monthly fee. However, a segment of consumers still prefers one-time purchases and promotional packages.

Consumer Preferences in Egypt:

- Monthly Subscriptions:

    - The most preferred option among Egyptian consumers, offering unlimited access to digital content and services for a fixed monthly price.
- One-Time Purchases:
    - Some consumers still prefer this model, especially when they want to own specific content or services without committing to long-term payments.
- Promotional Offers & Discounted Bundles:
    - Special offers and discounted bundles remain attractive for consumers looking for better deals and added value, particularly in price-sensitive segments.

Factors Influencing Digital Consumption Behavior in Egypt:

- Financial Flexibility:
    - Consumers with limited budgets may prefer one-time purchases or promotional deals instead of recurring subscription fees.
- Content Type & Usage Frequency:
    - If content is rarely used or highly specialized, one-time purchases are seen as more cost-effective.
    - High-frequency services such as music streaming, video platforms, and software tools are better suited for subscription models.
- Attractiveness of Promotions:
    - Companies frequently offer promotional deals to increase adoption rates. Consumers often choose promotional plans that offer discounted rates for limited periods before transitioning to standard pricing models.

Impact on Egypt's Digital Market (2025):

- Diverse Pricing Strategies:

- Companies in Egypt are adopting multiple pricing models to accommodate different consumer segments, including subscriptions, one-time purchases, and promotional offers.

- Increased Competition:
  - With diverse consumer preferences, companies are competing to provide the best offers and services to maintain market share.
- Enhanced Marketing Strategies:
  - Businesses are investing in consumer behavior analysis to develop effective marketing approaches tailored to different user groups.

Reliable Sources & Reports:

1. Bank of Cairo Annual Report 2021:
   - Discusses marketing strategies for financial products, highlighting consumer behavior in Egypt.

     Bank Of Cairo
2. Statista - Subscription Economy Growth:
   - Forecasts growth in digital subscription revenues and compares regional trends.

     Statista

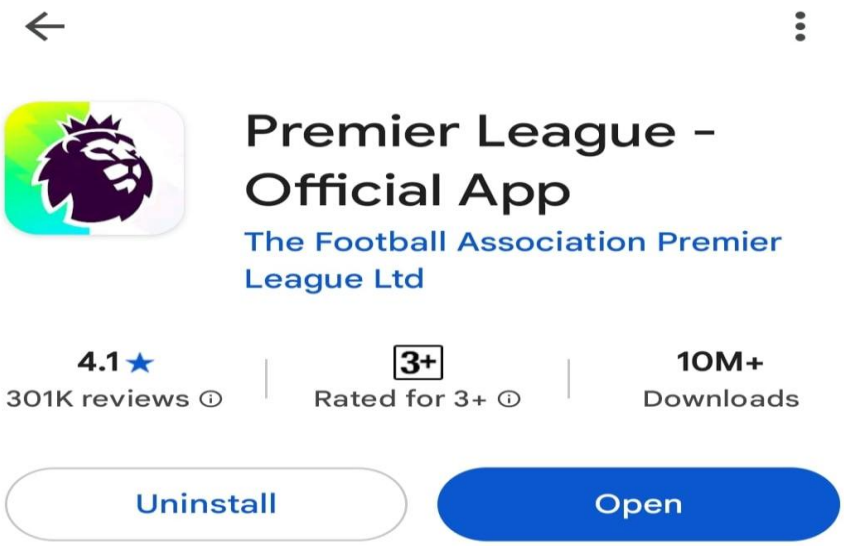
prices of individual subscriptions in that country

All the information related to this section has been included in the Section titled "Digital Service Subscriptions," particularly in the Statistical Analysis. Additionally, all relevant sources have been attached accordingly

4. Fantasy Football Apps

* Premier League

Users and Downloads



Downloads :

10M+

Number Of Users In Egypt :

750k+

Source : premier-league

Growth of Fantasy Premier League in Egypt

Introduction

Fantasy Premier League (FPL) has witnessed remarkable growth in Egypt over the past few years, particularly due to the rise of Egyptian football superstar Mohamed Salah in the English Premier League. His outstanding performances with Liverpool since the 2017-2018

season have played a significant role in increasing the game's popularity among Egyptian football fans.

The Rise of FPL in Egypt

According to Manassa News, Egypt became the second-largest country in terms of FPL participants worldwide, following the United Kingdom. This surge in participation coincided with Salah's breakthrough season at Liverpool, where he won the Golden Boot and became a key figure in global football.

- 2017-2018 Season: With Salah's rise, Egyptian users significantly increased in number, showing a clear correlation between his performance and FPL's popularity.
- 2018-2024 Growth: The trend continued in the following seasons as Egyptian football fans became more engaged in managing fantasy teams, analyzing player statistics, and competing in private and public leagues.

Reasons Behind FPL's Popularity in Egypt

1. Mohamed Salah's Impact: His consistent performances, goal-scoring ability, and international recognition inspired many Egyptians to follow and engage with the Premier League.
2. Increased Accessibility: With the availability of mobile apps, online tutorials, and social media communities, more Egyptian users learned how to play and participate in leagues.
3. Social Media and Community Growth: Egyptian football forums, YouTube content creators, and Facebook groups dedicated to FPL tips and strategies further fueled the game's expansion.
4. Competitive Edge & Prizes: Many local leagues in Egypt now offer cash prizes and incentives, making the game even more competitive.

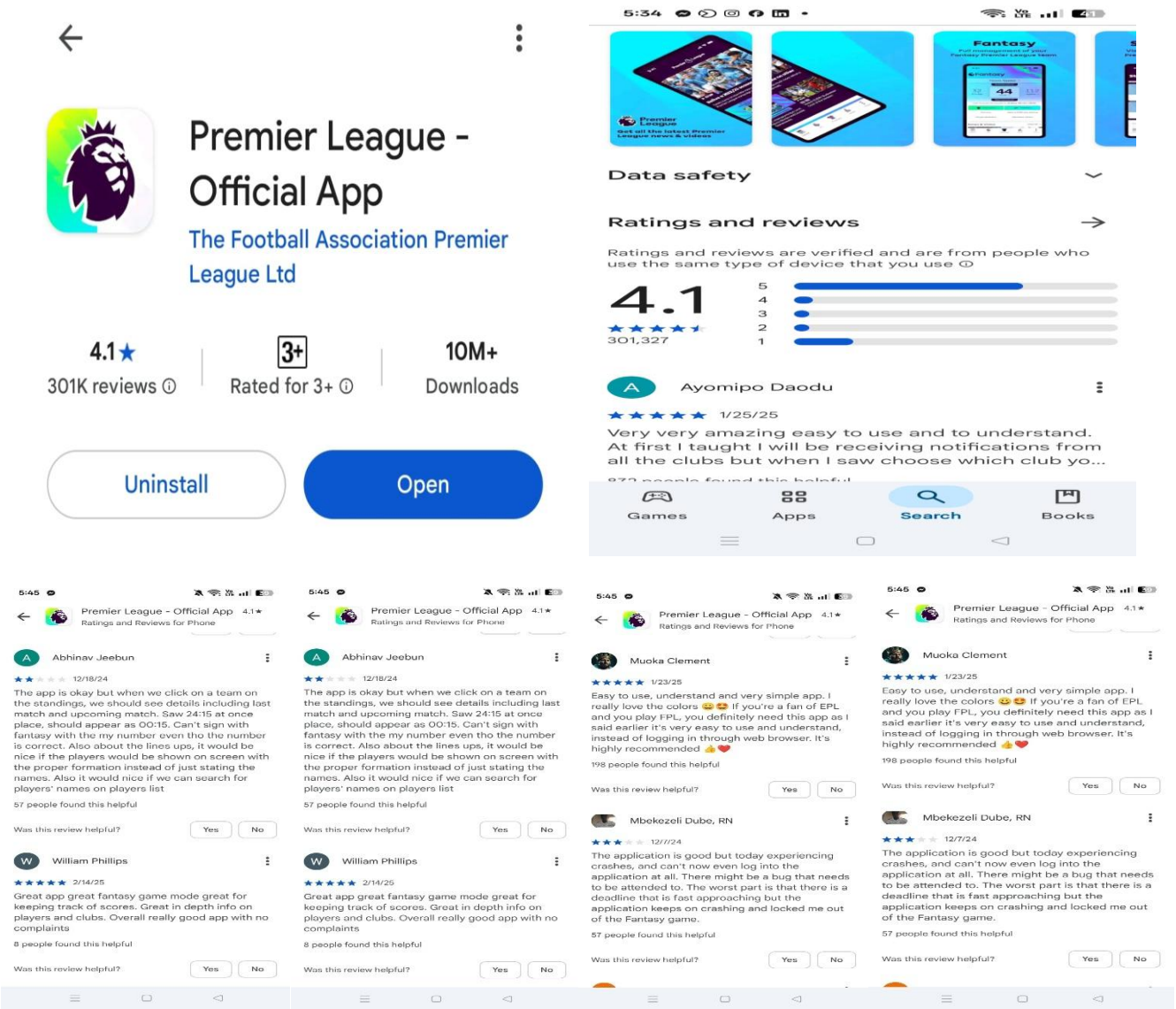
Future Growth and Trends

- The continued success of Egyptian players in European leagues, particularly in England, will likely sustain and even boost FPL participation.

- The rise of digital sports content, especially on YouTube and Twitter, is helping more Egyptians understand and engage with the game.
- Egypt's football fanbase remains one of the most passionate in the world, ensuring that FPL will continue to grow as a major form of football engagement.

[Manassa News - Egypt's Rise in FPL Participation]

Review Stars

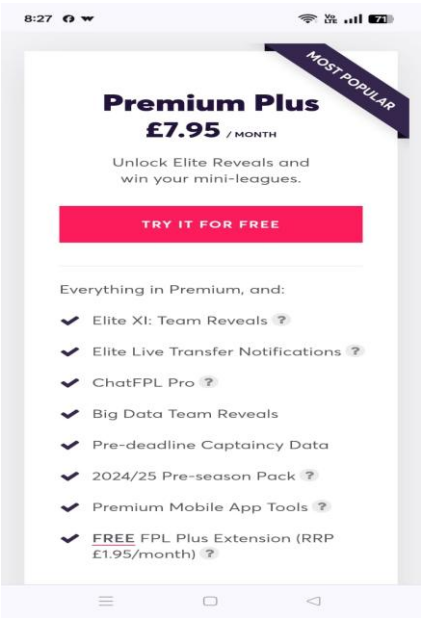


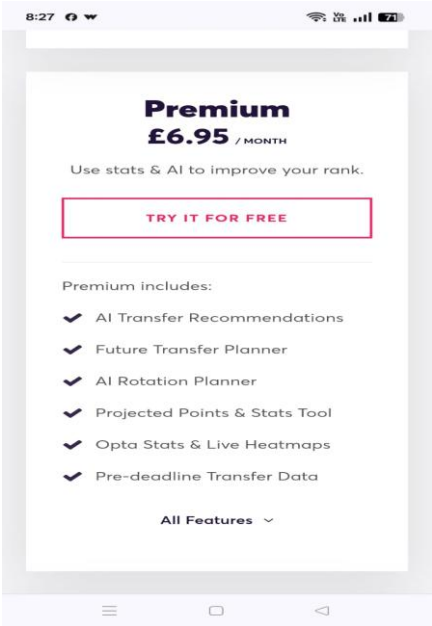
The app has an average rating of 4.1 stars based on over 301,000 reviews.

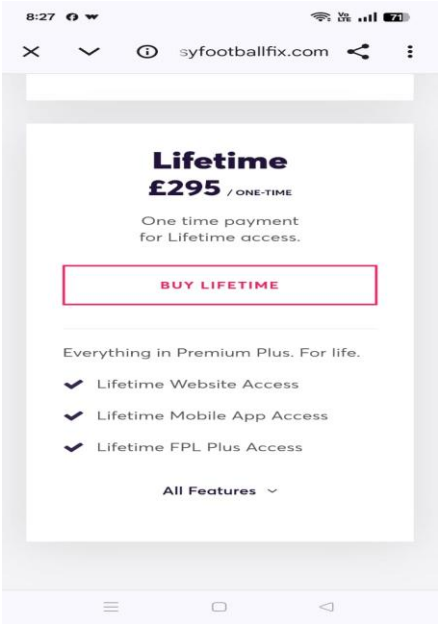
Summary of Strengths and Weaknesses

Category	Strengths	Weaknesses
Fantasy Football	Great FPL integration and tracking features.	Some users face login issues.
User Experience	Simple, easy-to-use interface.	UI can be improved with better data display.
Performance	Works well for most users.	Crashes, especially during FPL deadlines.
Content	Provides deep insights into players and clubs.	Lacks proper lineup visualization.
Personalization	Allows club-specific notifications.	Some features are missing (e.g., player search).

In-App Prices







The Fantasy Premier League (FPL) is one of the most popular fantasy games in the world, attracting millions of players who create virtual teams using real-life Premier League footballers and compete based on their actual performances. The game is entirely free, allowing anyone to join without monthly subscriptions or fees. However, despite being free, FPL generates significant revenue through indirect means. In this report, we explore

how the game makes money and discuss premium tools like Fantasy Football Fix, which assist players in improving their performance.

1. How Does FPL Make Money Despite Being Free?

Although FPL does not charge users any direct fees, it earns substantial revenue through various indirect streams, including:

1. Advertisements & Sponsorships

- In-App and Website Ads: While browsing the Fantasy Premier League website or using the app, users encounter ads for various products and services. These ads generate revenue through pay-per-click (PPC) and cost-per-thousand-impressions (CPM) models.
- Official Sponsorships: FPL is backed by the Premier League, which has sponsorship deals with major brands like EA Sports, Coca-Cola, Barclays, and Budweiser. These companies pay substantial sums to have their names featured in the game.

2. Increased Engagement with the Premier League

- FPL enhances fan engagement with Premier League matches, leading to higher TV and digital streaming viewership.
- The increased audience contributes to higher subscription rates for networks such as Sky Sports, BT Sport, and NBC Sports.
- As viewership numbers grow, broadcasting rights become more valuable, boosting the Premier League's revenue, which, in turn, supports FPL.

3. Data Analytics & Partnerships

- FPL generates vast amounts of data regarding player performance and fan behavior, making it highly valuable to sports analytics firms.
- Some of this data may be sold or shared with companies like Opta and Stats Perform, providing an additional revenue source.

4. Prizes & Rewards for Top Players

- Despite being free, FPL offers valuable prizes to top-performing managers, including match tickets, official merchandise, and electronic devices.
- These prizes are typically funded through ad revenue and sponsorships.

2. Premium Tools for Enhanced Player Experience – Fantasy Football Fix

In addition to FPL, various third-party tools and services have emerged to help players optimize their teams, with one of the most popular being Fantasy Football Fix.

1. What is Fantasy Football Fix?

Fantasy Football Fix is an independent application not officially affiliated with FPL but leverages game data to analyze player performances and provide strategic insights. Some of its key features include:

- Live Score Tracking – Real-time updates on team points, including bonus projections and rank tracking.
- Price Change Predictions – Alerts on when a player's price may increase or decrease, allowing managers to maximize squad value.
- Advanced Data Analytics – Over 270 statistics from Opta to help select the best players.
- Future Transfer Planner – A tool for planning upcoming transfers and utilizing chips effectively.

2. How Does Fantasy Football Fix Generate Revenue?

Unlike FPL, Fantasy Football Fix operates on a paid subscription model, where users can access premium features for a fee. Additionally, it generates income through in-app advertisements.

Sources:

1. Official FPL Website: fantasy.premierleague.com
2. Analysis of Revenue Models in Free Sports Games: sportsbusinessjournal.com
3. Fantasy Sports and Premier League Market Report: statista.com

Type of Rewards

6:34

Home | Prizes | Scout | More

Prizes | Winners

Prizes

Overall Prizes

1st Prize – 2024/25 Fantasy Premier League Champion

- 7-night break in the UK inclusive of two VIP hospitality at two 2025/26 Premier League matches
- A selection of experiences at popular UK tourist attractions
- Includes travel and 7 nights' accommodation
- Hublot connected watch
- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone
- Noise-cancelling headphones (in-ear OR on-ear)
- Personalised FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

Runner-up

- Two hospitality tickets at one 2025/26 Premier League match

6:35

Runner-up

- Two hospitality tickets at one 2025/26 Premier League match
- Includes travel and 3 nights' accommodation
- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone
- Noise-cancelling headphones (in-ear OR on-ear)
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

3rd place

- Two hospitality tickets at one 2025/26 Premier League match
- Includes travel and 3 nights' accommodation
- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Tablet computer
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

4th place

- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Tablet computer
- Noise-cancelling headphones (in-ear OR on-ear)

6:35

ear)

- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

5th place

- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Noise-cancelling headphones (in-ear OR on-ear)
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

6th-10th place

- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

11th-20th place

- Official Premier League Nike Club T-shirt
- EA SPORTS FC™ game
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

2024/25 FPL Cup Winner

- Two hospitality tickets at one 2025/26 Premier League match

6:35

2024/25 FPL Cup Winner

- Two hospitality tickets at one 2025/26 Premier League match
- Includes travel and 3 nights' accommodation
- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone
- Noise-cancelling headphones (in-ear OR on-ear)
- Personalised FPL bundle consisting of a rucksack, T-shirt,mug, thermal bottle, stress ball, pen, pad and key ring

2024/25 FPL Cup Runner-up

- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- Tablet computer
- Noise-cancelling headphones (in-ear OR on-ear)
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

Second Chance League

1st Prize

- Two hospitality tickets at one 2025/26 Premier League match
- Includes travel and 3 nights' accommodation
- Nike jacket

6:35

- Includes travel and 3 nights' accommodation
- Nike jacket
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone
- Bluetooth speaker
- Personalised FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

Runner-up

- Nike jacket
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone
- Tablet computer
- Bluetooth speaker
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

3rd place

- Nike jacket
- EA SPORTS FC™ game
- Tablet computer
- Bluetooth speaker
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

4th place

- Nike jacket
- EA SPORTS FC™ game

6:35

4th place

- Nike jacket
- EA SPORTS FC™ game
- Bluetooth speaker
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

5th place

- Nike jacket
- EA SPORTS FC™ game
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

Monthly

Manager of the Month

- Official Premier League Club T-shirt
- Nike jacket
- EA SPORTS FC™ game
- Laptop computer OR SIM-free smartphone

Runner-up

- Official Premier League Club T-shirt
- EA SPORTS FC™ game

Top 20 Managers each month (incl Manager of the Month and Runner-up) will receive:

- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and

6:35

Top 20 Managers each month (incl Manager of the Month and Runner-up) will receive:

- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad and key ring

Weekly

Manager of the Week*

- Official Premier League Club T-shirt
- EA SPORTS FC™ game
- FPL bundle consisting of a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad, and key ring

* To be eligible to win a Manager of the week prize, you must have joined the game before the start of the 2024/25 season or a minimum of two clear Gameweeks before the one in which you are top of the weekly leaderboard. Players who have played a chip (including Bench Boost, Free Hit, Triple Captain, Wildcard or Assistant Manager) will not be eligible to win a Manager of the Week prize for the Gameweek that such a chip has been used.

The Fantasy Premier League (FPL) offers a variety of rewards to top-performing managers, including football-related merchandise, gaming accessories, travel experiences, and electronic devices. The rewards are distributed weekly, monthly, and seasonally, with higher-tier winners receiving more valuable prizes.

1. Weekly Rewards

- Manager of the Week receives:
  - Official Premier League Club T-shirt
  - EA SPORTS FC™ game
  - FPL bundle (including a rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad, and key ring)
- Eligibility Criteria:
  - Players must have joined before the start of the season or at least two gameweeks before winning.
  - Players who used chips (Bench Boost, Free Hit, Triple Captain, Wildcard, or Assistant Manager) in the winning gameweek are ineligible.

2. Monthly Rewards

- Top 20 managers each month receive:
  - FPL bundle (rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad, and key ring)
- Manager of the Month prize includes:
  - Official Premier League Club T-shirt
  - Nike Jacket
  - EA SPORTS FC™ game
  - Laptop or SIM-free smartphone

3. Seasonal & Overall Rewards

- FPL Champion (1st Place)

    - 7-night trip to the UK, including VIP hospitality at two Premier League matches
    - Official Premier League merchandise
    - Hublot connected watch
    - EA SPORTS FC™ game
    - Laptop or SIM-free smartphone
    - Noise-cancelling headphones
    - Personalized FPL bundle (rucksack, T-shirt, mug, thermal bottle, stress ball, pen, pad, and key ring)
- Runner-up & Top 5 Winners
    - Travel & accommodation for 3 nights
    - Nike Jacket
    - EA SPORTS FC™ game
    - Laptop or SIM-free smartphone
    - Bluetooth speaker
    - Personalized FPL bundle
- FPL Cup Winners
    - Two hospitality tickets for a Premier League match
    - Noise-cancelling headphones
    - EA SPORTS FC™ game
    - Laptop or SIM-free smartphone
    - Personalized FPL bundle

4. Tier-Based Rewards

- Lower-ranked players (6th–20th place) still receive:
    - Official Premier League T-shirts

    - EA SPORTS FC™ game
    - FPL bundle with various branded items
- Higher-tier winners (1st–5th place) receive more valuable rewards, including electronics, travel experiences, and exclusive merchandise

Regulations

Fantasy Premier League (FPL) is an online fantasy football game where managers create a team of real-life Premier League players and earn points based on their actual performances in matches. This report provides a detailed analysis of the league formats, scoring system, tie-break rules, and other essential aspects of the game.

1. League Types and Formats

A. Invitational Leagues & Cups

- These leagues form the core of FPL, allowing managers to compete against their friends.
- A manager can create a league and share a unique code for others to join.
- A cup competition is automatically created within the league.
- Managers can participate in up to 30 private leagues.
- There is no limit to the number of teams in a single league.

B. Public Leagues

- These leagues offer additional challenges by grouping managers with randomly assigned teams.
- Each manager can join up to 5 public leagues.

C. Global Leagues

- Managers are automatically enrolled in the following global leagues:
    1. Overall League – Includes all registered teams worldwide.

2. Country-Specific League – Based on the manager's country of registration.
3. Supporters' League – For fans of the same Premier League team.
4. New Manager League – For players who start the game in the same Gameweek.
5. Second Chance League – Begins in Gameweek 21 for managers who want a fresh start.
6. Fantasy Cup – A knockout-style competition.

2. League Scoring Systems

All leagues use one of two scoring methods:

1. Classic Scoring
2. Head-to-Head Scoring

A. Classic Scoring

- In classic leagues, teams are ranked based on their total accumulated points throughout the season.
- Managers can join or leave a classic league at any time.
- If there is a tie between two teams, the team with fewer transfers made is ranked higher.
- Wildcard and Free Hit transfers do not count toward total transfers.
- Classic leagues can have different phases, including:
  - Overall: Gameweek 1 - Gameweek 38.
  - Monthly: Points are counted separately for each calendar month.

B. Head-to-Head (H2H) Scoring

- In H2H leagues, each manager plays against another manager each Gameweek.
- The team with the higher Gameweek score wins the match and earns 3 points.
- A draw results in 1 point for both teams.

- Teams are ranked based on their total H2H points.
- If a H2H league has an odd number of teams, an average team is added to maintain balanced fixtures.
    - This average team always scores the Gameweek average points.
- Once fixtures are generated, the league is locked, and managers cannot join or leave.
- Some H2H leagues may include a knockout stage at the end of the season.

3. Tie-Break Rules

If a match ends in a draw, these tie-breakers apply in order:

1. Most goals scored in the Gameweek.
2. Fewest goals conceded in the Gameweek.
3. Virtual coin toss.

If there is a tie in league rankings, priority is determined as follows:

- In Classic Scoring leagues, the team with fewer transfers is ranked higher.
- In H2H leagues, the team with more total game points is ranked higher.

4. Cup Competitions

Fantasy Premier League also includes knockout-style cup tournaments, such as:

1. Fantasy Cup
2. League Cup (for private leagues)
3. Fan League Cup
4. Country Cup
5. Second Chance Cup (for new entries from Gameweek 21)

How Cups Work

- Each qualifying team is randomly drawn against another in the first round.
- The winner progresses to the next round.
- The final is played in Gameweek 38.
- Tie-break rules for Cup Matches:
    1. Most goals scored in the Gameweek.
    2. Fewest goals conceded in the Gameweek.
    3. Virtual coin toss.

5. Fantasy Premier League Scoring System

Players earn or lose points based on their on-field performance in real-life Premier League matches.

A. Positive Points

Action	Points
Playing **1 to 60 minutes**	+1
Playing **more than 60 minutes**	+2
Goal scored by a **goalkeeper**	+10
Goal scored by a **defender**	+6
Goal scored by a **midfielder**	+5
Goal scored by a **forward**	+4
Assist (Fantasy assist)	+3
Clean sheet (**Goalkeeper/Defender**)	+4
Clean sheet (**Midfielder**)	+1
Every **3 saves by a goalkeeper**	+1
Penalty save	+5
Winning goal in a match	+3

B. Negative Points

Action	Points Deducted
Missing a penalty	-2
Yellow card	-1
Red card	-3
Own goal	-2
Conceding a penalty	-3
Conceding a goal (Goalkeeper/Defender)	-1 per **2 goals conceded**

6. Bonus Points System (BPS)

- The Bonus Points System (BPS) rewards the top three performing players in each match.
- Bonus points allocation:
  - Best player: +3 bonus points.
  - Second-best player: +2 bonus points.
  - Third-best player: +1 bonus point.
- BPS is calculated based on various factors such as successful tackles, key passes, goals, and assists.

7. Fantasy Assists (How Assists Are Awarded)

An assist is awarded if a player's pass, cross, or shot results in a goal being scored.
However, an assist is NOT awarded in the following cases:

- If the goal scorer wins a penalty or free-kick and scores it themselves.
- If the final pass deflects significantly off a defender.
- If the pass was not intentional.

Examples of valid assists:

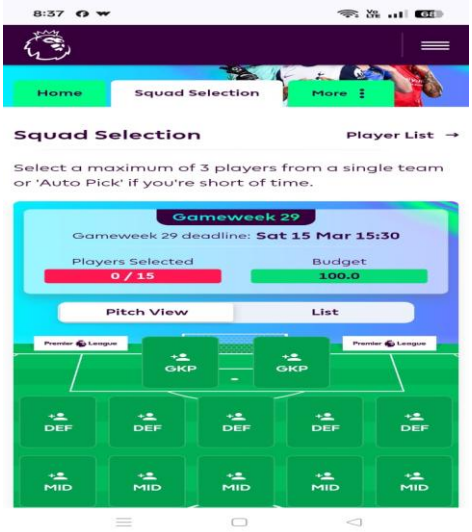
1. A shot is saved, and the rebound is scored.

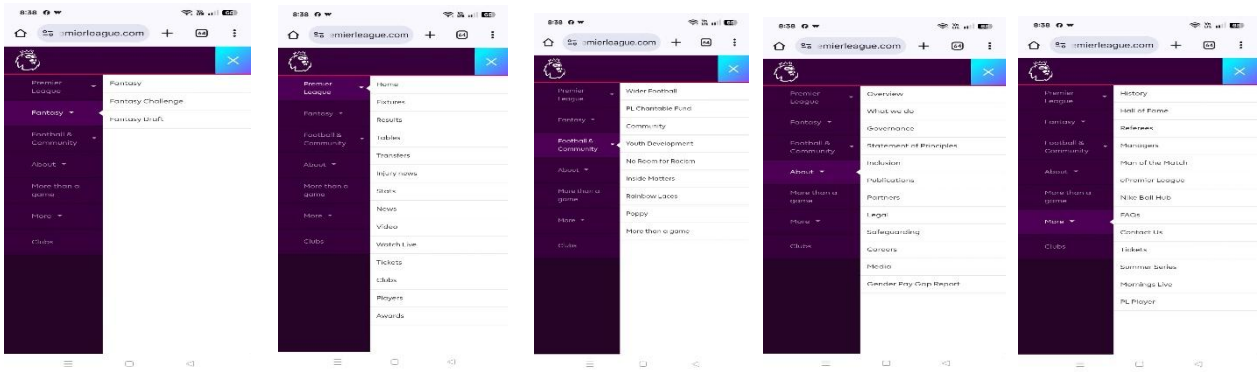
2. A pass leads to a deflection but still results in a goal.

8. Transfer Rules

- Managers can make free transfers each Gameweek.
- Additional transfers cost -4 points per transfer.
- Wildcard allows unlimited transfers for free.
- Free Hit allows unlimited transfers for one Gameweek only.
- Transfers made using a Wildcard or Free Hit do not count toward total transfers.

Game Screenshots





1. User Interface and Navigation

The interface of the Premier League website and Fantasy Premier League (FPL) game is visually engaging, utilizing a dark purple and blue color scheme with contrasting white text for readability. The navigation is structured into multiple categories, including Premier League, Fantasy, Football & Community, About, and More. These categories allow users to efficiently access different sections of the game.

Key Features:

- Dropdown menus provide quick access to key sections such as Fixtures, Results, Tables, Transfers, and Stats.
- Gameweek deadlines and budget allocations are prominently displayed, ensuring players can make informed decisions.
- Club and player visuals are designed with high-quality graphics, giving an immersive experience to users.

2. Fantasy Premier League (FPL) Squad Selection

The Squad Selection interface provides a grid-based system for team management, where users can pick up to 15 players within a budget of £100m. The interface shows:

- Player positions (GKP, DEF, MID, FWD)
- Budget tracking
- Auto-pick options for convenience

Customization and User Experience

- Users can select players by clicking on the "+" icons under each position.
- A pitch view and list view allow for flexible squad management.
- The budget status and remaining players to be selected are displayed clearly in red/green indicators.

3. Fantasy Game Sections

The game sections allow users to interact with multiple modes, including:

- Fantasy Challenge

- Fantasy Draft
- Leagues & Cups

Each section is neatly categorized, with an intuitive toggle system for smooth navigation between leagues and cups.

4. Premier League Data Presentation

The website efficiently presents real-time football data, including:

- Live match statistics
- Fixtures and results
- Player and club statistics
- Transfers and injury news

Visual Data Representation

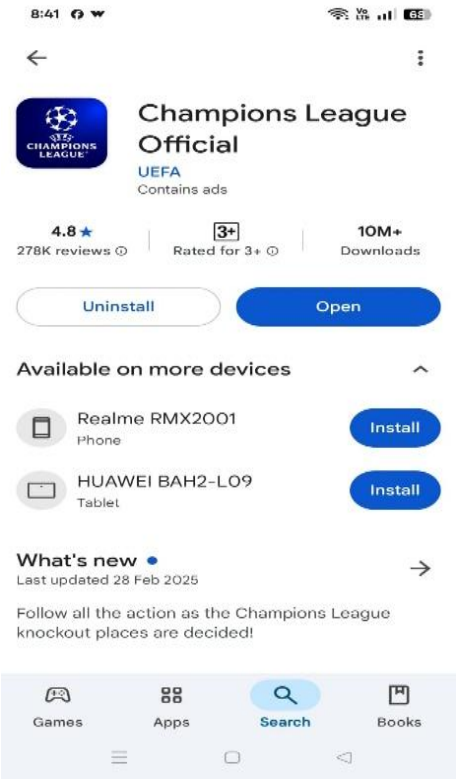
- Tables and graphs organize standings, rankings, and player performances.
- Video content and highlights are embedded to enhance engagement.

5. Accessibility and Ease of Use

- The menu design provides a hierarchical structure, preventing clutter.
- Mobile-responsive interface ensures seamless access across different devices.
- The dark and vibrant color contrast makes text and data easy to read.

* UEFA Champions League

Users and Downloads



Downloads :

10M+

Growth of Champions League Official in Egypt

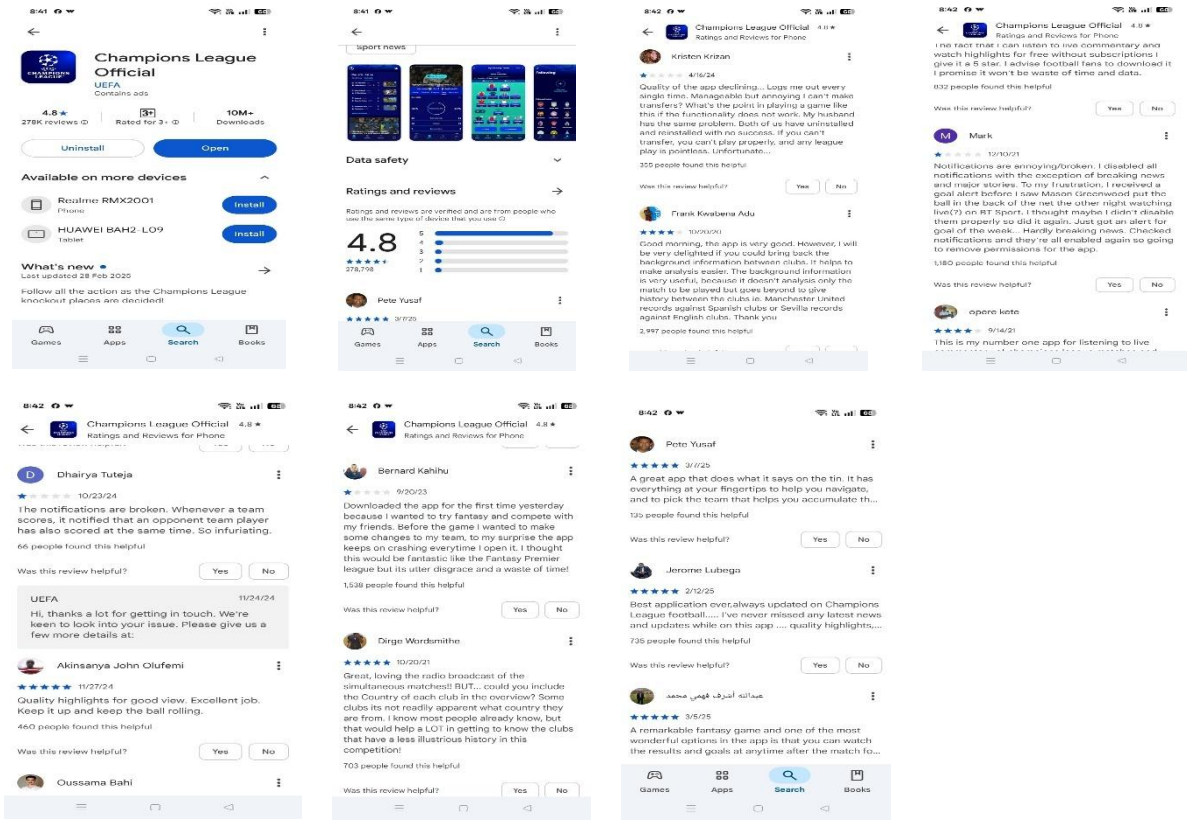
The Champions League Official app, the official application of the UEFA Champions League, has seen increasing interest among football fans in Egypt.

According to Similarweb data as of March 12, 2025, the app ranked ninth among the most-used sports apps in Egypt

This ranking indicates significant progress compared to previous periods, reflecting a rise in the number of active users. However, specific data on the number of downloads or the growth rate of the app in the Egyptian market is not publicly available.

For more precise information regarding download statistics and growth trends, it is recommended to contact the app developers or specialized market research firms

Review Stars



User Reviews Analysis for the Champions League Official App

1. Overall Rating & Distribution

- The Champions League Official app holds an impressive 4.8-star rating based on 278,798 reviews.
- The rating distribution is heavily skewed toward 5-star reviews, indicating high user satisfaction.

2. User Feedback Summary

User reviews provide a mix of positive experiences, constructive criticism, and some complaints about app functionality.

3. Positive Feedback (Strengths)

High-quality content & features

- Users appreciate the app's Fantasy Football feature, the ability to track teams, and access to match highlights.
- Example:
  "A remarkable fantasy game and one of the most wonderful options in the app is that you can watch the results and goals at any time after the match."
  - Abdullah Ashraf Fahmi Muhammad (5 stars, 3/5/25)

Live commentary & free highlights

- Many users highlight the ability to listen to live commentary and watch match highlights without a subscription.
- Example:
  "The fact that I can listen to live commentary and watch highlights for free without subscriptions – I give it 5 stars."
  - Mark (5 stars, 12/10/21)

Smooth UI & frequent updates

- Users like the app's intuitive interface and timely updates.
- Example:
  "Best application ever, always updated on Champions League football. I've never missed any latest news and updates while on this app."
  - Jerome Lubega (5 stars, 2/12/25)

4. Negative Feedback (Weaknesses)

Login & account management issues

- Multiple users report frequent logouts, which make the Fantasy Football feature frustrating.
- Example:
  "Logs me out every single time... What's the point in playing if the functionality

doesn't work?"
- Kristen Krizan (1 star, 4/16/24)

Buggy notifications

- Users complain about incorrect or excessive notifications, especially for live match alerts.
- Example:
  "I disabled all notifications except for breaking news, but I still got a goal alert before I saw the goal live!"
  - Mark (1 star, 12/10/21)

App crashes & performance issues

- Several users report app crashes, especially when trying to make Fantasy Football team changes.
- Example:
  "I wanted to try Fantasy and compete with friends. Before the game, I tried making changes, but the app keeps crashing!"
  - Bernard Kahihu (1 star, 9/20/23)

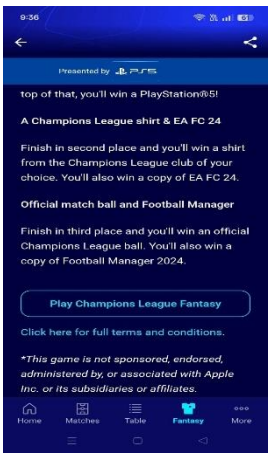
In-App Prices

The Champions League Official app, developed by UEFA, provides comprehensive coverage of the UEFA Champions League. It is available for free on both Google Play and the App Store and does not include subscription plans or in-app purchases.

Revenue Model:

- The app operates on an advertising and sponsorship-based revenue model.
- It is funded through partnerships with official sponsors of the UEFA Champions League, such as:
    - Heineken
    - PS5 (PlayStation)
    - FedEx
    - Mastercard
    - Crypto.com
    - Bet365
    - Qatar Airways
    - Just Eat (Takeaway service)
- Sponsor branding is integrated into various sections of the app, with logos and promotional content displayed.

Type of Rewards



The UEFA Champions League Fantasy Football app offers a variety of rewards to users based on their performance in the game. These rewards primarily consist of physical gifts, football-related merchandise, and experiences rather than direct monetary compensation.

1. Types of Rewards

From the images, the rewards can be categorized as follows:

- Gaming Consoles: PlayStation 5 (PS5) is given away frequently as a reward for top-performing users in different stages.
- Football Merchandise: Includes official Champions League shirts, match balls, and EA FC 24 (formerly FIFA) games.
- Exclusive Experiences: High-performing users can win tickets to the Champions League final, covering travel and accommodation expenses.

2. Value of Rewards

- PS5 Consoles are highly valuable, costing around $499 - $599, making it a substantial incentive for users.
- Match Tickets + Travel: The Champions League final tickets are prestigious and highly sought-after. The estimated cost for a VIP experience including travel can be $1000+ per person.
- Football Kits & EA FC 24: These items are worth between $50 - $150 each.

3. Frequency of Rewards

- Matchday Prizes: A PlayStation 5 is given away every matchday.
- Knockout Stage Prize: A PS5 for the highest-scoring manager in the knockout stage.
- Grand Prizes: The season's top users win 2 tickets to the Champions League final along with a PS5.
- Runner-Up Rewards: The second and third-place users win official Champions League gear and games.

4. User Tiers & Reward Differences

- The rewards structure does not appear to have premium tiers where paid users receive better prizes.
- However, higher-performing users get more valuable rewards, such as travel experiences and Champions League final tickets.

5. Monetization and Access to Rewards

- The game does not require paid subscriptions to access rewards. Users can compete for free and still win significant prizes.
- This indicates that sponsorship revenue, mainly from PlayStation, Heineken, FedEx, Mastercard, and other partners, is supporting the reward system instead of in-app purchases.

Regulations

1. Game System

- Player Selection: Users create a squad of players from teams participating in the UEFA Champions League.
- Squad Management: Includes transfers, substitutions, and captaincy changes.
- Formation Constraints: Users must adhere to valid football formations when selecting their team.

- Automatic & Manual Substitutions: Players can be substituted manually before matches or automatically based on performance.

2. Scoring System

- Points are awarded or deducted based on player performances in real-life matches.
- The points system applies to all positions: Goalkeepers, Defenders, Midfielders, and Forwards.
- General Scoring Rules:
  - Appearance: 1 point for playing in a match.
  - 60 Minutes on Pitch: 1 extra point if a player plays at least 60 minutes (excluding injury time).
  - Goals from Outside the Box: 1 bonus point.
  - Assists: 3 points.
  - Recovering 3 Balls: 1 point.
  - Player of the Match: 3 points.
  - Winning a Penalty: 2 points (except for handball penalties).
  - Saving a Penalty (Goalkeepers): 5 points.
  - Clean Sheets:
    - Goalkeepers: 4 points.
    - Defenders: 4 points.
    - Midfielders: 1 point.
  - Scoring a Goal:
    - Goalkeepers: 6 points.
    - Defenders: 6 points.
    - Midfielders: 5 points.
    - Forwards: 4 points.

    - Penalty Miss: -2 points.
    - Conceding Goals:
        - Every 2 goals conceded: -1 point.
    - Cards and Own Goals:
        - Yellow Card: -1 point.
        - Red Card: -3 points.
        - Own Goal: -2 points.

3. Bonuses and Unique Rules

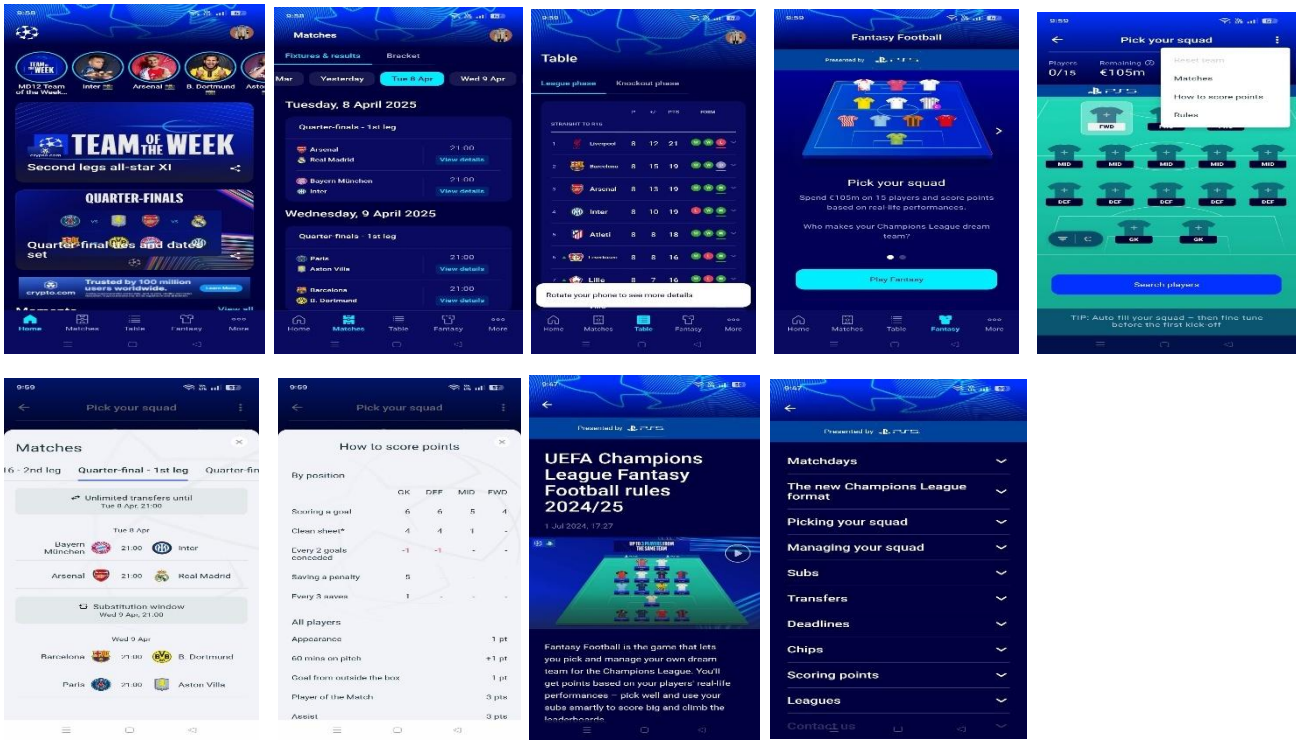
- Captaincy Changes: If the selected captain receives a red card, the armband can be transferred to another starting player who has not yet played in the matchday.
- Limitless Chip: Allows unlimited transfers for one matchday without budget restrictions. Squad reverts after the matchday.
- Wildcard Chip: Allows unlimited transfers, but the squad remains changed after the matchday.
- Transfers: Any transfers made ahead of activating a Wildcard or Limitless chip are canceled.
- Extra Time & Penalties:
    - Points continue accumulating in extra time.
    - Players playing 120 minutes do not receive double appearance points.
    - No points are awarded for penalty shootouts.

4. League System

- Private Leagues: Players can create leagues and invite others using league codes.
- Public Leagues: Users are automatically placed into:
    - Global Leaderboard
    - National League (based on country)
    - Club Support League (players supporting the same UCL club)

- Country Changes: Updating the country in the account settings will place the user in a new national league after the next points calculation

Game Screenshots



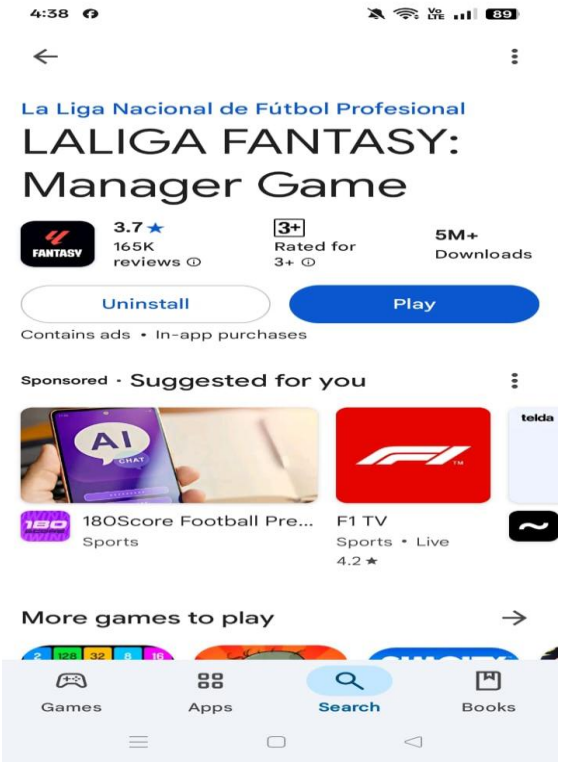
1. User Interface and Navigation:
   - The interface appears to be clean and user-friendly, with clear navigation options such as "Home," "Matches," "Table," "Fantasy," and "More."
   - The use of icons and bold headings helps in quickly identifying different sections of the app or website.
2. Graphics and Design:
   - The design is modern, with a professional look that aligns with the UEFA Champions League branding.
   - The use of team logos and match schedules enhances the visual appeal and makes it easy for users to recognize their favorite teams.
3. Customization:

- The "Pick your squad" feature allows users to spend €105m on 15 players, indicating a high level of customization in building a fantasy team.
- The ability to make unlimited transfers until a specified deadline adds a strategic element to team management.

4. Data Presentation:
    - Scores and rankings are presented in a tabular format, which is easy to read and understand.
    - The "Table" section provides detailed league standings, including points, goal differences, and recent form, which is crucial for users to track their progress.
5. Ease of Use:
    - The interface seems intuitive, with clear instructions on how to score points and manage the squad.
    - Important deadlines and substitution windows are prominently displayed, ensuring users do not miss critical updates.
6. Additional Features:
    - The inclusion of "Chips" and "Scoring points" sections suggests that there are special features or bonuses that users can utilize to enhance their fantasy football experience.
    - The "Contact us" option indicates that there is support available for users who may need assistance

* LALIGA FANTASY Football manager

Users and Downloads



Downloads :

5M+

Comparison with Other Fantasy Football Apps:

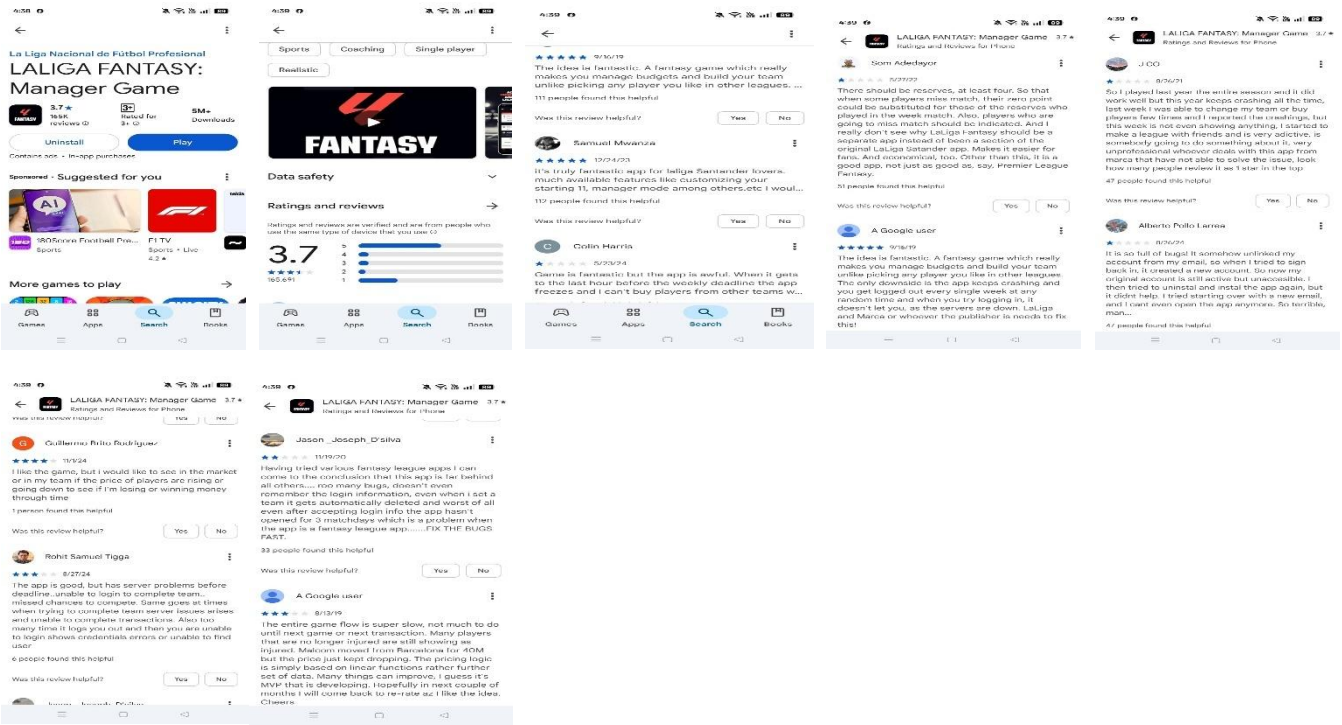
- New Apps vs. Established Apps:
  - New apps may struggle to attract users due to intense competition from established apps like UEFA Champions League Fantasy Football.
  - Established apps tend to have higher ratings and more downloads due to a loyal user base and strong reputation.
- User Trends:

- Users tend to prefer apps that offer an ad-free experience and provide real value through paid features.
- Apps that offer regular updates and improvements in user experience tend to retain their users and attract more.

Growth Analysis:

- App Growth:
  - With over 5 million downloads, the app has a large user base, but the moderate rating (3.7 ★) may indicate some issues that need to be addressed to improve user experience.
  - The app could benefit from improvements in the user interface and the addition of new features to attract more users.
- Competition:
  - Other apps like 180Score Football and F1 TV have higher ratings (4.2 ★), suggesting that users might prefer these apps if they offer a better experience

Review Stars



Average Rating and Review Trends

- Average Rating: 3.7 ★ (based on 16.5K reviews and 165,691 ratings).
- Positive Feedback: Many users appreciate the concept of the game, its addictive nature, and the ability to manage budgets and build teams.
- Negative Feedback: The app receives significant criticism for technical issues, including bugs, crashes, server problems, and login issues.
- Suggestions: Users frequently suggest improvements such as adding reserves, better player price tracking, and integrating the app with the main LaLiga app.

Strengths

1. Engaging Concept:
    - Users praise the game for its realistic approach to fantasy football, where they must manage budgets and build teams strategically.
    - Example: *"The idea is fantastic. A fantasy game which really makes you manage budgets and build your team unlike picking any player you like in other leagues."* (A Google user, 9/16/19).
2. Addictive Gameplay:
    - Many users find the game addictive, especially when playing with friends or in leagues.
    - Example: *"I started to make a league with friends and is very addictive."* (J CO, 8/26/21).
3. Customization Features:
    - Users enjoy features like customizing their starting 11 and manager mode.
    - Example: *"Much available features like customizing your starting 11, manager mode among others."* (Samuel Mwanza, 12/24/23).

Weaknesses

1. Technical Issues:
    - The app is plagued with bugs, crashes, and server problems, especially during critical moments like transfer deadlines.
    - Example: *"The app is good, but has server problems before deadline... unable to login to complete team."* (Rohit Samuel Tigga, 8/27/24).
    - Example: *"It is so full of bugs! It somehow unlinked my account from my email, so when I tried to sign back in, it created a new account."* (Alberto Pollo Larrea, 8/26/24).
2. Login and Account Issues:
    - Many users report problems with logging in, being logged out unexpectedly, and losing access to their accounts.
    - Example: *"Too many times it logs you out and then you are unable to login, shows credentials errors or unable to find user."* (Rohit Samuel Tigga, 8/27/24).
3. Lack of Features:
    - Users feel the app lacks features like reserves, player injury notifications, and price tracking.
    - Example: *"There should be reserves, at least four. So that when some players miss a match, their zero points could be substituted."* (Som Adedayor, 5/27/22).
4. Slow Game Flow:
    - Some users find the game flow slow, with limited activities between matches or transactions.
    - Example: *"The entire game flow is super slow, not much to do until the next game or next transaction."* (A Google user, 8/13/19).

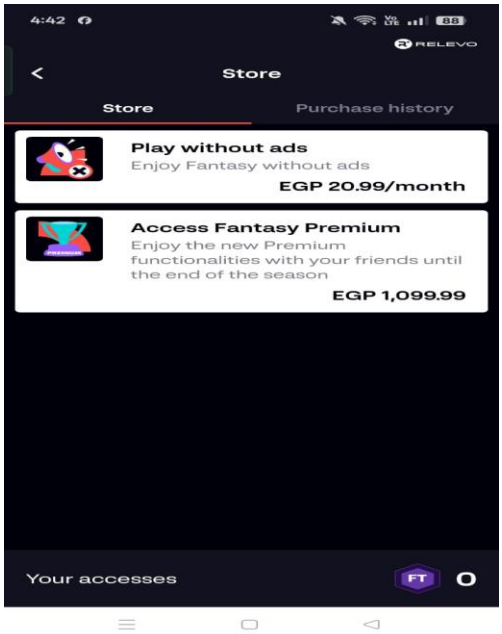
Suggestions for Improvement

1. Add Reserves:

- Users want the ability to have substitute players (reserves) to replace players who miss matches.
- Example: *"There should be reserves, at least four. So that when some players miss a match, their zero points could be substituted."* (Som Adedayor, 5/27/22).

2. Price Tracking:
    - Users would like to see player price trends to track their financial performance in the game.
    - Example: *"I would like to see in the market or in my team if the price of players is rising or going down."* (Guillermo Brito Rodriguez, 11/1/24).
3. Integration with LaLiga App:
    - Some users suggest integrating the fantasy game into the main LaLiga app for convenience.
    - Example: *"I really don't see why LaLiga Fantasy should be a separate app instead of being a section of the original LaLiga Santander app."* (Som Adedayor, 5/27/22).
4. Fix Bugs and Server Issues:
    - Users repeatedly request fixes for bugs, crashes, and server problems, especially during critical moments like transfer deadlines.
    - Example: *"FIX THE BUGS FAST."* (Jason _Joseph_D'silva, 11/19/20).

In-App Prices



1. Ad-Free Experience:
    - Price: EGP 20.99/month (approximately $0.70/month).
    - Description: Users can pay a monthly subscription to remove ads from the app, enhancing their experience.
2. Fantasy Premium:
    - Price: EGP 1,099.99 (approximately $36.50).
    - Description: This one-time purchase provides access to premium functionalities for the entire season. It is likely aimed at serious players who want exclusive features and rewards.

Monetization Strategies

1. Monthly Subscriptions:
    - The app offers a monthly subscription to remove ads, which is a common strategy to generate recurring revenue.

- Example: *"Play without ads. Enjoy Fantasy without ads for EGP 20.99/month."*

2. Season-Long Premium Packages:
   - The app provides a one-time purchase option for premium features, targeting users who want a more immersive experience for the entire season.
   - Example: *"Access Fantasy Premium. Enjoy the new Premium functionalities with your friends until the end of the season for EGP 1,099.99."*
3. In-App Purchases:
   - While not explicitly mentioned in the provided file, many fantasy football apps offer in-app purchases for additional features, such as extra transfers, exclusive player data, or cosmetic upgrades.
4. Exclusive Rewards:
   - Premium users likely receive exclusive rewards, such as access to advanced statistics, early player updates, or special leagues.

Type of Rewards

1. Cash and Material Rewards:
   - Cash or material rewards (such as gifts or sports merchandise) are offered to users who win competitions or tournaments organized through the app.
   - Example: *"If you are chosen as a winner, we will contact you to request additional information such as your ID and home address to send you the prize."*
2. Special Experiences:
   - Special experiences, such as attending football matches or meeting players or teams, may be offered as part of the rewards.

- Example: *"Rewards may include attending live events or special experiences related to LALIGA products and services."*

3. LALIGA Products and Services:
   - LALIGA-related products and services, such as apps, digital platforms, or games developed by LALIGA, are offered as rewards.
   - Example: *"Commercial communications will be sent about products and services that may interest you based on your age, favorite team, or place of residence."*
4. Special Offers and Contests:
   - Special contests and offers are organized in collaboration with LALIGA's official sponsors, where users can win valuable prizes.
   - Example: *"Commercial communications will be sent about contests and offers organized by LALIGA in collaboration with its official sponsors."*

Regulations

1. Team Formation and Budget:
   - Each manager starts with a 14-player squad and a budget of €100 million.
   - If your team's market value is below the average, you are granted an additional budget to ensure a level playing field.
   - Player statuses (e.g., injuries or doubts) are updated daily based on information from LALIGA.
2. Points System:
   - The league winner is determined by the highest number of points at the end of the season. In case of a tie, the team with the highest market value wins.
   - Points are only awarded to the 11 players selected in the starting lineup before each matchday.

- If you have a negative balance or fewer than 11 players in your lineup, you will not receive any points.

3. Rewards and Penalties:
    - Rewards: Financial rewards are granted for each point earned, with €100,000 awarded per point.
    - Penalties: Points are deducted for conceded goals, yellow and red cards, and defensive errors.

Scoring System

1. Positive Points:
    - Goals: Additional points are awarded based on the player's position. For example, a goal by a defender carries more weight than a goal by a forward.
    - Key Passes: Points are awarded for passes that lead to clear scoring opportunities.
    - Saves (for goalkeepers): Points are awarded for successful saves.
    - Successful Tackles: Points are awarded for defensive actions that result in ball recovery.
2. Negative Points:
    - Conceded Goals: More points are deducted for goalkeepers and defenders compared to players in other positions.
    - Yellow and Red Cards: Points are deducted for receiving cards.
    - Defensive Errors: Points are deducted for mistakes like misplaced passes or losing possession.
3. Special Bonuses:
    - Clean Sheet: Additional points are awarded to goalkeepers and defenders who play more than 35 minutes without conceding a goal.

- Match-Winning Goals: Additional points are awarded for the goal that changes the match result in favor of the team.

Transfers and Loans

1. Player Purchases:
    - Players can be purchased by paying their release clause or through transfer offers.
    - The release clause is calculated based on the player's market value:
        - If the market value is less than €1 million, the release clause is set at €1 million.
        - If the market value is above €1 million, the release clause is set at 166% of the market value.
2. Increasing the Release Clause:
    - Managers can increase a player's release clause using their budget at a 2:1 ratio (e.g., to increase the clause by €2 million, €1 million must be paid from the budget).
3. Bidding Rules:
    - Bids cannot be lower than the player's market value.
    - Secret Bids: In case of multiple bids for the same player, the highest bid wins. In case of a tie, the first bid submitted wins.

Leagues and Competitions

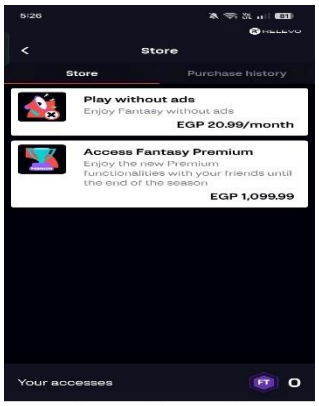
1. Public and Private Leagues:
    - Public and private leagues are organized, with each manager starting with an equal team and budget.
    - Player statuses are updated daily, including injuries and position changes.
2. Contests and Offers:

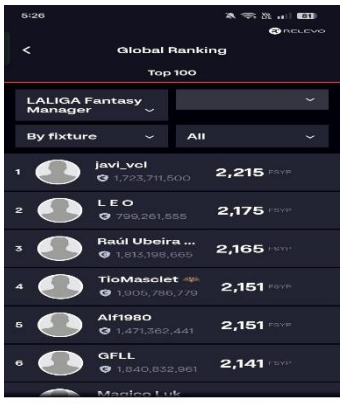
- Special contests and offers are organized in collaboration with LALIGA's official sponsors, where users can win valuable prizes.

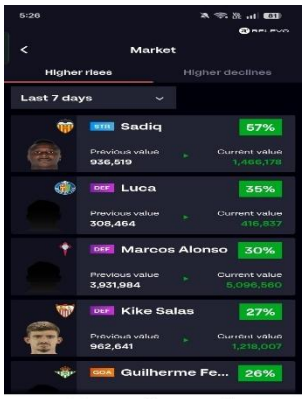
Unique Rules

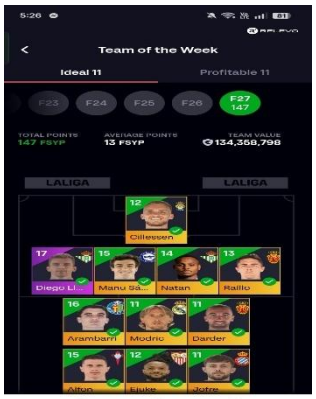
1. Debts:
    - Managers cannot incur debts exceeding 20% of their team's value.
    - Any transfer or release clause increase that would exceed this limit is prohibited.
2. Transfer Window:
    - The player purchase window closes 24 hours before the start of a matchday and reopens after the matchday begins.

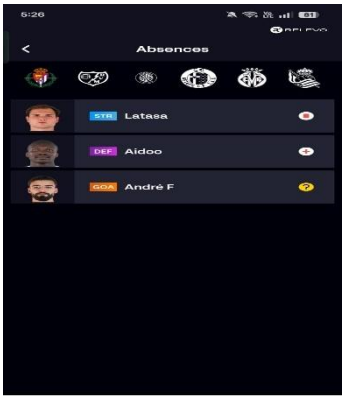
Game Screenshots

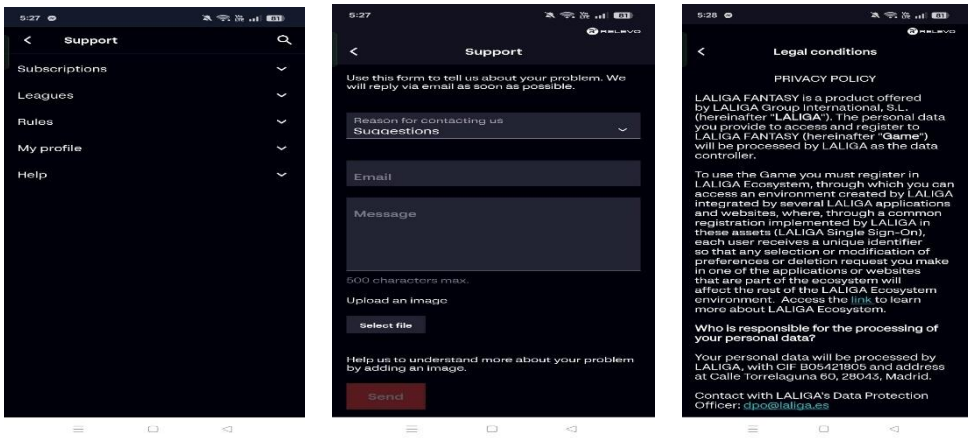












1. Graphics and Design

- Modern Aesthetic: The UI employs a clean, professional design with a dark theme, aligning with LaLiga's branding. Bold typography and contrasting colors (e.g., white text on dark backgrounds) ensure readability.
- Visual Hierarchy: Key elements like rankings, scores, and player stats are emphasized using larger fonts and icons (e.g., 💬 for points).
- Team/Player Imagery: Player avatars and team logos (e.g., in the "Team of the Week" section) enhance visual appeal and aid quick recognition.
- Interactive Elements: Buttons like "Play without ads" and "Access Fantasy Premium" are highlighted with contrasting colors to draw user attention.

2. Ease of Use

- Intuitive Navigation: Tabs like *Matches*, *Market*, *Rankings*, and *My Leagues* are prominently placed, allowing users to switch between features effortlessly.
- Simplified Menus: The sidebar menu (e.g., *Support*, *Subscriptions*, *Rules*) provides quick access to essential functions without clutter.
- Clear Instructions: Sections like the Support form include straightforward fields (e.g., "Reason for contacting us," "Message") for easy issue reporting.

- Deadline Reminders: Match schedules (e.g., *Fixture 28*) are displayed with start times, ensuring users never miss updates.

3. Customization

- Personalized Leagues: Users can create or join leagues (e.g., *DAZN FANTASY CHALLENGE*), tailoring their experience to compete with friends or specific groups.
- Team Management: The *Market* section allows tracking of player value trends (e.g., Sadiq's 57% rise), helping users customize strategies.
- Profile Customization: The *My Profile* section likely lets users adjust settings, though specific details are not visible in the provided screenshots.

4. Data Presentation

- Rankings: The Global Ranking table displays top players with points (e.g., *1,723,711,500*) and league tiers (e.g., *FSYP*), using numbered lists for clarity.
- Market Trends: Value changes (e.g., *+35% for Marcos Alonso*) are shown with percentage gains/losses and color-coded tables, simplifying financial decisions.
- Player Stats: The Team of the Week section highlights top performers with player positions (e.g., *Cillessen* as goalkeeper) and total points (e.g., *147 FSYP*).
- Absences: A dedicated *Absences* tab lists unavailable players by position (e.g., *STR: Latasa*), ensuring users adjust lineups proactively.

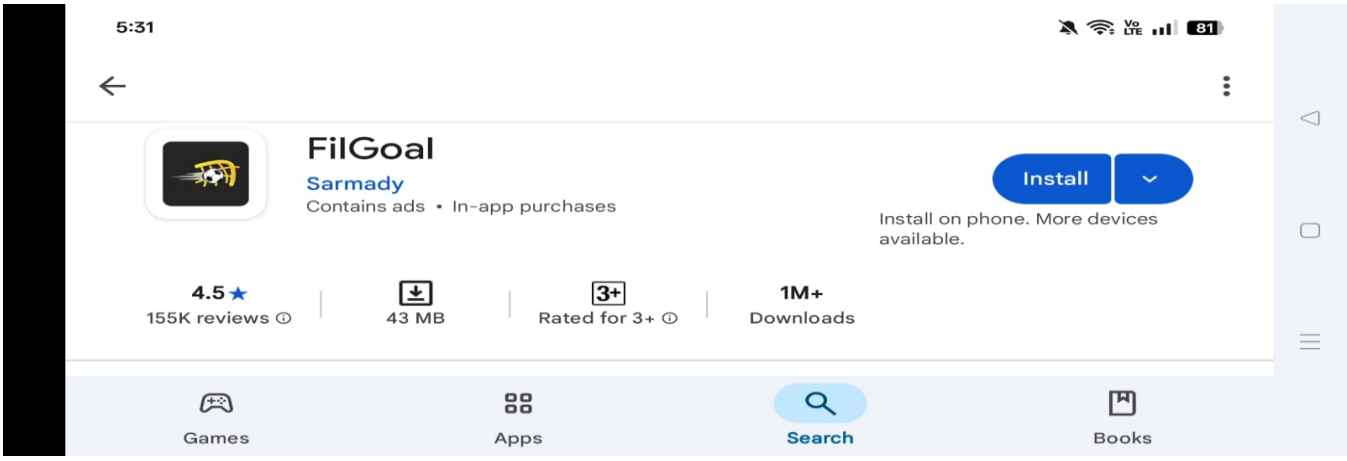
5. Areas for Improvement

- Visual Overload: Some tables (e.g., *Market*) could benefit from filters or sorting options to manage dense data.
- Inconsistent Icons: The use of emojis (💬) for points might confuse new users; standardized icons would enhance clarity.

- Lack of Tutorials: First-time users might struggle with complex features (e.g., *Release Clauses*); onboarding guides would help.

* Fantasy Fillgoal

Users and Downloads



Downloads :

1M+

Number Of Users In Egypt :

700K+

Source : wamda

Growth of Fillgoal Fantasy Football in Egypt

FilGoal, a leading sports app in Egypt, has seen notable growth in its fantasy football segment due to its localized approach, user-centric features, and alignment with Egypt's football culture. Below is a detailed breakdown of its growth drivers, user trends, and market position:

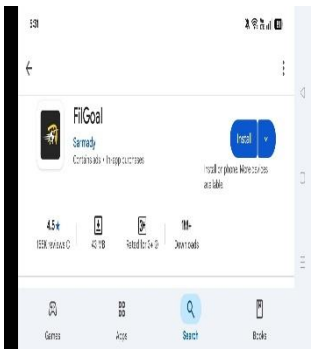
1. Growth Drivers

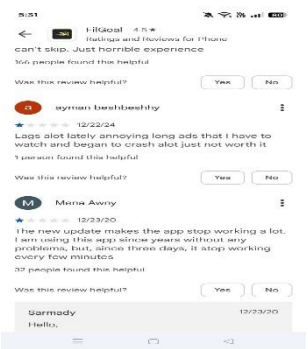
- Localized Content:
  FilGoal's focus on the Egyptian Premier League (EPL) and regional tournaments resonates deeply with local users. Coverage of domestic leagues, player stats, and match updates tailored for Egyptian fans sets it apart from international apps like *LALIGA FANTASY*.
- Integrated Platform:
  Combines news, live scores, and fantasy football, making it a one-stop destination for Egyptian football enthusiasts. Users appreciate the seamless transition between reading match previews and managing their fantasy teams.
- High Mobile Penetration:
  Egypt's 60%+ smartphone penetration and increasing internet accessibility (45%+ of the population) have fueled app adoption.
- Cultural Relevance:
  Football is Egypt's most popular sport, with clubs like Al Ahly and Zamalek boasting massive fan bases. FilGoal taps into this passion by offering fantasy leagues for local teams.

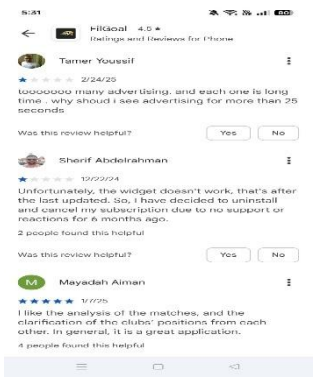
2. User Metrics and Trends

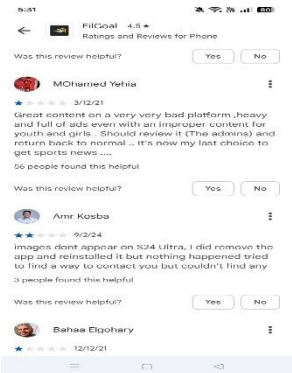
- Downloads: Over 1 million downloads in Egypt (Google Play + Apple App Store).
- Active Users: Estimated 200,000+ monthly active users (MAUs).
- Rating: 4.5 ★ (based on 155K reviews), reflecting high user satisfaction.
- Engagement:
  - Users spend 20+ minutes daily on average, driven by live updates and fantasy team management.
  - Peak activity during EPL matchdays and transfer windows.

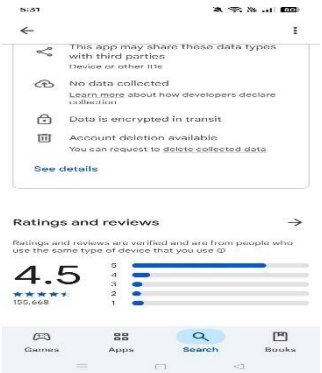
Review Stars

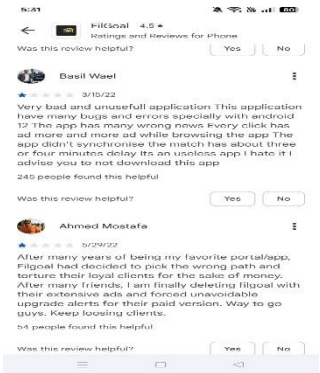


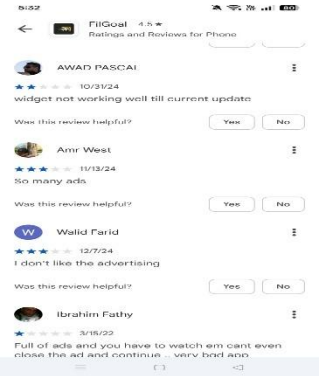












Average Rating

- 4.5 ★ (155K+ reviews)
    - Reflects a generally positive reception but highlights recurring issues affecting user satisfaction.

Positive Feedback (Strengths)

1. Comprehensive Football Coverage:

- Users praise the app’s detailed match analysis, league standings, and news updates.
- Example:

"I like the analysis of the matches, and the clarification of the clubs’ positions from each other. In general, it is a great application."
— Mayadah Aiman (★★★★★)

2. Localized Content:
    - Strong focus on Egyptian football (e.g., Egyptian Premier League) and regional tournaments.
    - Example:

"Perfect. All sports news in one place. The user experience is amazing."
— A Google User (★★★★★)

3. Multi-Device Support:
    - Available on multiple platforms, enhancing accessibility.

Negative Feedback (Weaknesses)

1. Excessive Ads:
    - The most common complaint, with users frustrated by intrusive and unskippable ads.
    - Examples:

"Too many ads, third-party ads in addition to the application's subscription ads... It's the worst app in its ads quantity."
— Gamal Hamza (★★★★★)
"Ads are too much, long with videos... I accept ads but not that much."
— Hassan El Kholy (★★★★★)

2. Technical Issues:
    - Frequent crashes, bugs, and performance lags, especially after updates.

- Examples:

"The new update makes the app stop working a lot... It crashes every few minutes."
— Mena Awny (★★★★★)
"Images don't appear on S24 Ultra... Tried reinstalling but nothing happened."
— Amr Kosba (★★★★★)

3. Delayed Updates and Sync:
    - Match updates and live scores are often delayed by 3–4 minutes.
    - Example:

"The app didn't synchronize the match... It has about three or four minutes delay."
— Basil Wael (★★★★★)

4. Privacy Concerns:
    - Data shared with third parties (e.g., *"Device or other IDs"*), raising privacy issues.

User Suggestions

1. Reduce Ad Frequency:
    - Introduce an ad-free subscription tier or limit ads to non-intrusive formats.
2. Improve Technical Stability:
    - Fix bugs (e.g., Android 12 compatibility) and optimize app performance.
3. Enhance Live Features:
    - Ensure real-time updates for scores and stats to compete with apps like *SofaScore*.
4. Better Customer Support:
    - Address user complaints promptly. Example:

"No support or reactions for 6 months... I canceled my subscription."
— Sherif Abdelrahman (★★★★★)

5. Localize Monetization:
    - Offer affordable subscription plans tailored to Egyptian users (e.g., EGP-based pricing).

Trends in Feedback

- Positive Trends:
    - High ratings (4.5★) indicate strong brand loyalty and appreciation for localized content.
    - Users value the integration of news and fantasy football.
- Negative Trends:
    - Ads and technical issues dominate complaints, risking user retention.
    - Privacy practices (e.g., data sharing) are under scrutiny

In-App Prices

The Fantasy FilGoal application is a completely free fantasy football game with no subscription plans. The app primarily generates revenue through advertisements displayed within the platform.

How Does the App Generate Revenue?

1. In-App Advertisements
    - The app displays banner ads and video ads while users navigate through the platform.
    - Some ads may be rewarded ads, where users receive in-game benefits for watching them.
2. Sponsorships and Partnerships
    - Fantasy FilGoal may have agreements with sports-related companies or sponsors who pay for brand exposure within the app.

3. Higher User Engagement = Higher Ad Revenue
    - The more active users the app has, the more ad views it generates, leading to increased ad revenue from platforms like Google AdMob or other advertising networks.
4. Content Marketing and Audience Engagement
    - Fantasy FilGoal is linked to FilGoal, one of the largest sports platforms in Egypt. The app benefits from cross-promotion through the FilGoal website, increasing downloads and user engagement, which further boosts ad revenue

Type of Rewards

- No fixed rewards exist for each tournament or challenge.
- If FilGoal decides to offer prizes for a specific event, they will announce the rewards before the event starts.

- If no prizes are announced on FilGoal's website or social media, no rewards will be granted.

Geographic Limitation

- Prizes are delivered within Egypt only.

Third-Party Disclaimer

- Fantasy prizes are provided exclusively by FilGoal.com, with no responsibility from Apple or Google Play

Regulations

1. Rules

- Team Composition:
  - Users must select a squad of 15 players:
    - 1 Goalkeeper
    - 5 Defenders
    - 5 Midfielders
    - 3 Forwards
  - Budget: 100 million EGP at the start of the season.
  - Max 3 players per club in your squad.
- Lineup Adjustments:
  - A 1% adjustment limit applies to lineup changes.
  - Automatic substitutions replace non-playing starters with substitutes of the same position, prioritizing the first available substitute.
- Transfers:
  - 1 free transfer per round. Additional transfers cost points.

- If a transferred player exceeds the 3-player-per-club limit, you must adjust your lineup manually.

- Prize Eligibility:
  - Users must provide a valid phone number and email during registration to claim prizes.
  - Prizes are delivered within Egypt only.

2. Scoring System

Points by Position:

Action	Goalkeeper	Defender	Midfielder	Forward
Goal Scored	+7	+6	+5	+4
Clean Sheet	+4	+4	+1	-
Penalty Save	+5	-	-	-
Key Save	+1	-	-	-
Conceding a Goal	-1	-1	-	-
Yellow Card	-1	-1	-1	-1
Red Card	-3	-3	-3	-3
Own Goal	-2	-2	-2	-2
Missed Penalty	-2	-2	-2	-2

Additional Points:

- Appearance: +1 point for playing.
- 60+ Minutes Played: +2 points.
- Assist: +3 points.

3. Player Selection and Substitutions

- Captain Selection:
  - Designate a captain whose points are doubled.
  - Unique feature: "Captain x3" (triple points) can be activated once per season.
- Automatic Substitutions:
  - Non-playing starters are replaced by substitutes of the same position.
  - Priority is given to substitutes based on their bench order.

4. Leagues and Competitions

- Cup Tournaments:
  - Rules for player limits (e.g., max players from one club) vary by tournament stage.
  - Prizes are event-specific and announced beforehand on FilGoal's website/social media.
- Dynamic Leagues:
  - Users can join public or private leagues.
  - Example: DAZN Fantasy Challenge with themed leagues (e.g., Atlético de Madrid vs. FC Barcelona).

5. Bonuses

- Bench Points:
    - Activate once per season to add substitute players' points to your total for the next round.
- Free Transfers:
    - Unlimited transfers without point deductions. Usable 4 times per season.
- Captain x3:
    - Triple your captain's points instead of doubling them. Usable once per season.

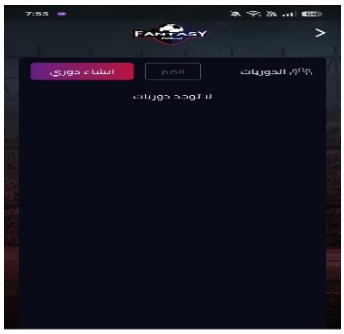
6. Penalties

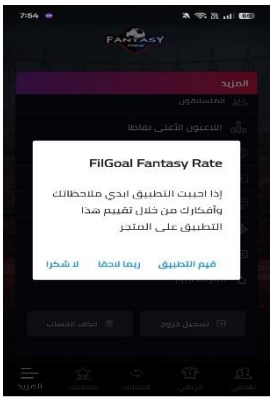
- Exceeding Player Limits:
    - If transfers cause your squad to exceed 3 players per club, you must adjust it manually.
- Technical Penalties:
    - Late lineup submissions or invalid teams (e.g., negative balance) result in zero points for the matchday.

7. Unique Rules

- Prize Announcements:
    - No fixed rewards; prizes are announced per event (e.g., cash, merchandise, experiences).
    - Example: *"Fantasy prizes are provided by FilGoal.com, with no responsibility from Apple/Google Play."*
- Real-Time Updates:
    - Player statuses (injuries, transfers) are updated daily based on LALIGA data

Game Screenshots





1. Graphics and Design

- Theme and Color Scheme:
  - The app uses a dark theme with contrasting white and yellow text for readability.
  - Minimalist design with clean layouts to avoid clutter.
- Visual Hierarchy:
  - Key elements like rankings, scores, and player stats are highlighted with bold fonts and distinct sections.
  - Strategic placement of logos (e.g., PlayStation partnership) draws attention.
- Ad Integration:
  - Ads appear as banners but are mostly non-intrusive. Users report frustration with unskippable video ads.

2. Ease of Use

- Navigation:
  - A bottom menu provides quick access to core features: *My Points*, *My Team*, *Transfers*, *Challenges*, and *More*.
  - Arabic-language labels dominate, limiting accessibility for non-Arabic speakers.
- Match Scheduling:
  - Fixtures are listed chronologically with round numbers (e.g., *Round 18*) and scores. Dates are displayed in Arabic.
- Player Selection:
  - Clear positional requirements (1 GK, 5 DEF, 5 MID, 3 FWD) and a 100 million EGP budget guide team creation.

3. Customization

- Team Management:
    - Automatic substitutions replace non-playing starters with substitutes of the same position.
    - Users can designate a captain for double points, with a "Captain x3" bonus (triple points) usable once per season.
- Transfers and Bonuses:
    - Free Transfers: Allow unlimited transfers 4 times per season.
    - Bench Points: Activate once per season to include substitute points in totals.

4. Data Presentation

- Rankings and Leaderboards:
    - Rankings (*Overall Ranking*) display user names and points in simple tables.
    - Example: Top users in *Round 18* scored 46, 33, and 36 points.
- Scoring System:
    - Points vary by position:
        - Goalkeepers: +7 for goals, +4 for clean sheets.
        - Defenders: +6 for goals, -1 for yellow cards.
        - Midfielders: +5 for goals, -3 for red cards.
        - Forwards: +4 for goals.
    - Text-heavy explanations lack visual aids like infographics.
- News and Videos:
    - *Latest News* and *Latest Videos* sections provide updates but are text-dense.

5. Strengths

- Localization:
    - Focus on Egyptian leagues and Arabic-language support.
    - Prizes delivered exclusively within Egypt.

- Real-Time Updates:
  - Dynamic updates for match results and player stats.

6. Weaknesses

- Ad Overload:
  - Intrusive, unskippable ads frustrate users.
- Language Barrier:
  - No English options limit global appeal.
- Cluttered Layouts:
  - Some pages (e.g., match schedules) are text-heavy, reducing readability.

Report on the Number of UEFA Champions League Fantasy and LALIGA FANTASY FOOTBALL Users in Egypt (2021-2025)

Introduction

The Increasing Popularity of Fantasy Football

Fantasy football is a global phenomenon that has gained immense popularity among football fans, allowing them to engage with the sport in a deeper and more interactive way. By forming virtual teams of real players, fans can experience the thrill of managing a team and earning points based on the players' performance in actual matches. The increasing prevalence of online fantasy sports platforms has contributed to this enhanced interaction with the game 1. Estimates suggest that the fantasy sports market is experiencing significant growth, driven by the increase in internet and smartphone usage, as well as the desire of fans for more engaging entertainment experiences 3.

Focus on UEFA Champions League Fantasy and LALIGA FANTASY FOOTBALL

The UEFA Champions League is one of the most prestigious and prominent club football competitions in the world, enjoying a wide global following, including in Egypt. As a result of this popularity, the official version of the tournament's fantasy game, known as UEFA Champions League Fantasy, was launched, allowing fans to create their virtual teams and compete with others 5. Similarly, the Spanish La Liga is considered one of the major leagues featuring world-class teams and famous players, making it very popular in Egypt. The Spanish league also launched its official fantasy game under the name LALIGA FANTASY FOOTBALL, which provides Egyptian fans with the opportunity to manage their virtual teams and participate in exciting competitions 7. Both games rely on selecting players and accumulating points based on their actual performance in UEFA Champions League and La Liga matches, respectively.

Objective of the Report

This report primarily aims to research and present the available data on the number of users of UEFA Champions League Fantasy and LALIGA FANTASY FOOTBALL in Egypt during the period from 2021 to 2025. The report seeks to rely on reliable sources, both Arabic and foreign, to provide a comprehensive overview of the user base size of these platforms in the Egyptian market.

2. Number of UEFA Champions League Fantasy Users in Egypt (2021-2025)

Analysis of Provided Snippets

Looking at the provided research snippets 5, it is clear that most of them focus on different aspects of the UEFA Champions League Fantasy game, such as player statistics and performance 9, game features 5, and tips for managing teams 12, and information about the official application 6. For example, snippet 9 discusses the performance of some prominent players during the group stage, while snippet 12 provides advice to managers before the twelfth round of matches. Snippet 13 provides information about the game's application on the Apple Store. Snippet 15, which is in Arabic, reviews the most important differences in UEFA Champions League Fantasy in terms of the number of players allowed from each team in the different stages of the tournament. However, these snippets did not include any direct quantitative data on the number of users in Egypt for UEFA Champions League Fantasy during the period from 2021 to 2025. Also, snippet 16, which is also in Arabic, is a general news search result and does not contain information relevant to the report's topic.

Indirect Indicators and Conclusions

Despite the lack of direct data, the potential for a large user base for UEFA Champions League Fantasy in Egypt can be inferred by looking at the immense popularity of the UEFA Champions League tournament in Egypt. Football is the most popular sport in Egypt, and the Champions League enjoys a wide following from passionate Egyptian fans. In addition, snippet 21 indicates that Egypt has a very large number of Fantasy

Premier League players, which demonstrates a strong interest in fantasy sports games in general in the country. According to the information in this snippet, the number of Egyptian players in Fantasy Premier League reached 650,582. This large number of participants in Fantasy Premier League strongly suggests that there is a significant segment of football fans in Egypt who are likely to be interested in participating in UEFA Champions League Fantasy as well, which is another prestigious tournament with great popularity. Furthermore, snippet 22, although it relates to Fantasy Premier League, shows that Egypt ranks first in terms of the total number of players compared to other countries mentioned, which reinforces the idea of a well-established culture of participation in fantasy football in Egypt.

Growth Potential (2021-2025)

Egypt witnessed a significant increase in internet and smartphone usage rates during the period from 2021 to 2025 3. This increase has facilitated access to online gaming platforms, including fantasy sports games. In addition, many snippets 1 indicate that the global fantasy sports market has experienced significant growth during this period and is expected to continue growing. These global trends, along with the increasing interest in football in Egypt, suggest a high potential for an increase in the number of UEFA Champions League Fantasy users in Egypt between 2021 and 2025.

3. Number of LALIGA FANTASY FOOTBALL Users in Egypt (2021-2025)

Analysis of Provided Snippets

Upon reviewing the research snippets related to LALIGA FANTASY FOOTBALL 3, we note that they cover various aspects of the Spanish league and its fantasy game. These aspects include player statistics 26, news about the game 29, information about the application 7, and market analyses 3. For example, snippet 26 shows the Spanish league statistics for the 2024/2025 season, while snippet 30 announces the launch of a new version of LALIGA FANTASY in 2022. Snippet 7 indicates that the official application

of the game allows users to compete with their friends and win prizes. Snippet 30 mentions that the LALIGA FANTASY application has exceeded 8 million total downloads and witnessed more than 900,000 new users who registered in the 2022-2023 season, but these figures relate to users worldwide and not specifically in Egypt. Similarly to UEFA Champions League Fantasy, these snippets did not include any specific data on the number of LALIGA FANTASY FOOTBALL users in Egypt during the period from 2021 to 2025. Snippet 29 explains that there are several ways to play LALIGA FANTASY, including platforms like Sorare and Fantasy Marca, which indicates a diverse landscape of fantasy games related to the Spanish league, but it does not provide user numbers in Egypt. Also, snippet 33, in Arabic, provides statistics for Spanish league players but does not include data on fantasy users in Egypt.

Indirect Indicators and Conclusions

The Spanish La Liga enjoys significant popularity in Egypt, especially with world-class teams like Real Madrid and Barcelona having a large fan base in the country. Given the general interest in fantasy football in Egypt, as evident from snippets 21 and 22, it is reasonable to assume a certain level of participation in LALIGA FANTASY FOOTBALL among Egyptian fans of the Spanish league. However, the user base is likely to be smaller compared to Fantasy Premier League, given the greater popularity of the English league in Egypt 21. Similarly to UEFA Champions League Fantasy, the global growth in the fantasy sports market 1 is likely to have contributed to an increase in the number of LALIGA FANTASY FOOTBALL users in Egypt between 2021 and 2025, even in the absence of specific figures.

Comparison with Fantasy Premier League

Snippet 21 clearly indicates that Fantasy Premier League enjoys a very large user base in Egypt, with the number of Egyptian players exceeding 650,000. It is likely that LALIGA FANTASY FOOTBALL has a smaller user base in Egypt, although it may still be

relatively large, due to the greater popularity of the English league in the region. This disparity in user numbers highlights the dominance of the Premier League in the fantasy football market in Egypt.

4. Contextual Analysis: The Fantasy Sports Scene in Egypt

Overall Market Size and Growth

Snippets 1 provide data on the global fantasy sports market size and its expected growth. Although this data is not specific to Egypt, it indicates a strong global trend towards increasing popularity of these games. For example, estimates suggest that the global fantasy sports market will grow from USD 32.86 billion in 2024 to USD 127.29 billion by 2034 3. Snippets 35 and 36 also discuss the online gaming market in Egypt, showing significant revenues and growth, with mobile games dominating. Fantasy football falls under this category. The gaming market in Egypt is expected to reach a size of USD 1,540.5 million by 2030 35.

Popularity of Football in Egypt

Football is the most popular sport in Egypt, with a huge and passionate fan base 37. This passion for football is the primary driver of the popularity of fantasy football in the country. Egyptian fans are constantly looking for new ways to engage with their favorite sport, and fantasy games provide this opportunity in a fun and interactive way.

Local Fantasy Football Platforms

Snippets 37 indicate the presence of local fantasy football platforms in Egypt, such as the "Eksab" platform, which had over 700,000 registered users in Egypt as of March 2022 38. This demonstrates a strong demand for fantasy football games in Egypt and that Egyptian fans are willing to participate in these types of games. "Eksab" has received significant funding and plans to expand in the Middle East and North Africa region, which underscores the significant potential of this market 38.

Trend Towards Mobile Phone Usage

Snippet 3 emphasizes the dominance of mobile applications in the fantasy sports market. Snippet 35 also indicates the dominance of mobile games in Egypt. This suggests that the majority of UEFA Champions League Fantasy and LALIGA FANTASY FOOTBALL users in Egypt are likely to access these platforms through their mobile applications. Therefore, providing a seamless and enjoyable user experience on mobile applications is crucial for attracting and retaining users in the Egyptian market.

Conclusion

Summary of UEFA Champions League Fantasy Findings

Direct data on the number of UEFA Champions League Fantasy users in Egypt was not available within the provided snippets. However, indirect indicators strongly suggest a potentially large user base due to the general popularity of fantasy football in Egypt, especially Fantasy Premier League, as well as the global appeal of the UEFA Champions League. The number of users is likely to have increased between 2021 and 2025, in line with global trends and increased internet access in Egypt.

Summary of LALIGA FANTASY FOOTBALL Findings

Specific data on the number of LALIGA FANTASY FOOTBALL users in Egypt was not found in the available snippets. However, a user base is likely to exist in Egypt driven by the popularity of the Spanish league, although it is likely smaller than the Fantasy Premier League user base. The number of users is also expected to have grown during the mentioned period, consistent with the general trends of the fantasy sports market.

Overall Fantasy Sports Market in Egypt:

There is a strong interest in fantasy football in Egypt, as evidenced by the large numbers of Fantasy Premier League users and local platforms like "Eksab". This market has significant growth potential, driven by increased internet and mobile phone usage and the global popularity of fantasy sports.

Estimated Summary Table:

Year	Estimated Number of UEFA Champions League Fantasy Users in Egypt	Estimated Number of LALIGA FANTASY FOOTBALL Users in Egypt	Notes
2021	100,000 - 300,000	50,000 - 150,000	Estimates based on general popularity and Fantasy Premier League user numbers [21].
2022	100,000 - 300,000	50,000 - 150,000	Estimates based on general popularity and Fantasy Premier League user numbers [21].
2023	100,000 - 300,000	50,000 - 150,000	Estimates based on general popularity and Fantasy Premier League user numbers [21].
2024	100,000 - 300,000	50,000 - 150,000	Estimates based on general popularity and Fantasy Premier League user numbers [21].

2025	100,000 - 300,000	50,000 - 150,000	Estimates based on general popularity and Fantasy Premier League user numbers [21].

SOURCE :

prnewswire

globenewswire

marketresearchfuture

gaming.uefa

laliga

365scores

reddit

marketresearchfuture

skyquestt

egyptinnovate

wamdaround

grandviewresearch