



# Analysis Over-the-Top "OTT" Social Media Platforms Report

**First: Analyzing foreign platforms and measuring audience interaction with them**



## Conclusion and analysis for foreign platforms.

- On foreign platforms, men outperform women with a rate of 56.58% in following those platforms, compared to women with a rate of 43.32%.
- The age group from 25-34 has the highest follow-up rate, with a rate of 30.07%, then the group from 35-44, with a rate of 21.93%, and the group from 18-24, ranked third with a rate of 17.29% in follow-up.
- The United States of America occupies the lead countries in following the content of foreign platforms with a rate of 59.06%. Foreign platforms have the highest number of subscribers, significantly distributed between Tik Tok and Facebook accounts.

### ❏ Facebook accounts analysis:

- The Peacock platform is the platform with the highest growth in followers during the period from November 2022 to November 2023, at a rate of 2.30%, followed by the HBO MAX platform, at a rate of 1.99%, and then the Disney+ platform, at a rate of 0.99%. The Apple TV platform ranked last in terms of follower growth rate, with a rate of 0.02%.
- The Peacock platform maintained the lead with a noticeable difference in the rate of follower interaction with each post at 30.26% during the same period, followed by the Disney+ platform at 7.22% and the HBO MAX platform at 6.22%. The Apple TV platform also ranked last in the follower interaction rate with each post, at 0.21%.

## Conclusion and analysis for foreign platforms.

- All platforms are close in average monthly posts, between 6.97% for the Peacock platform and 8.31% for the Fox Nation platform, and the values of the average increase in the number of monthly followers for all platforms range between 7.55% and 7.77%, except for the Fox Nation platform, which is less than them by 3.74%. During the same period.
- The Peacock platform leads in average monthly engagement with posts by 1.57%, followed by the Disney+ platform by 0.27%, and the Apple TV platform is at the bottom of the list in average monthly engagement with posts by 0.04%.
- Through statistical operations, an initial measurement of the relationship between the number of monthly posts and (growth rate of followers, rate of interaction with each post, average monthly number of followers, average interaction per month) was reached.

The result was as follows for the Facebook accounts for those platforms:

Follower Growth	23.42%	Very weak
Engagement Rate per Post	62.10%	Middle
Avg Monthly followers	65.69%	Middle
Avg Monthly Engagement	31.81%	Weak

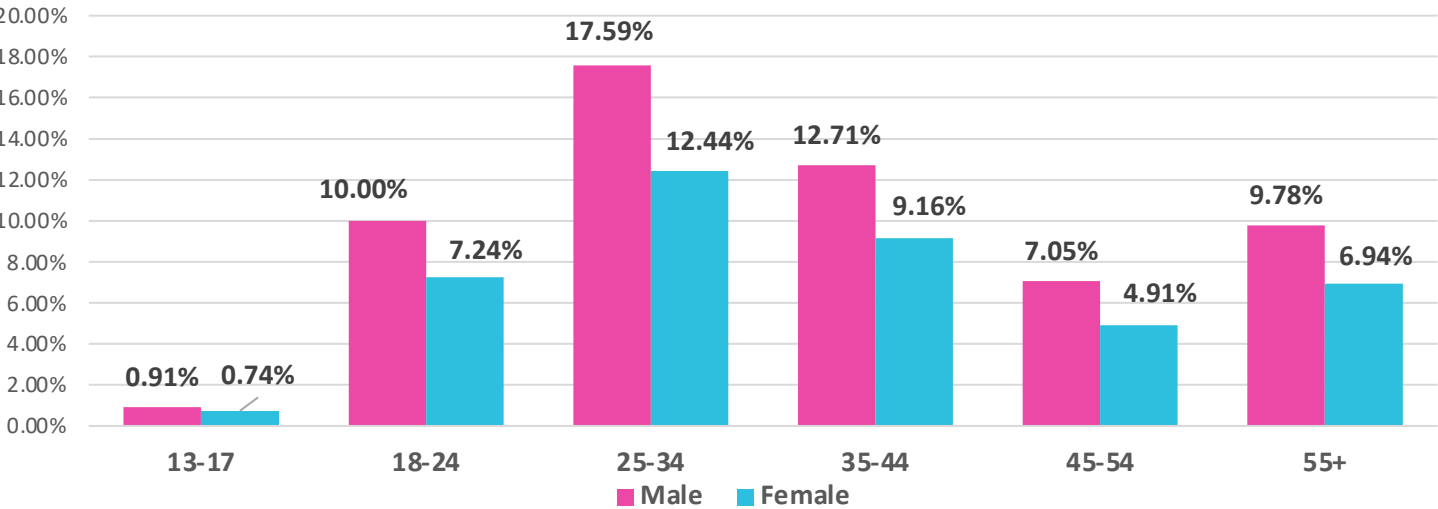
## Conclusion and analysis for foreign platforms.

### ❑ Instagram account analysis:

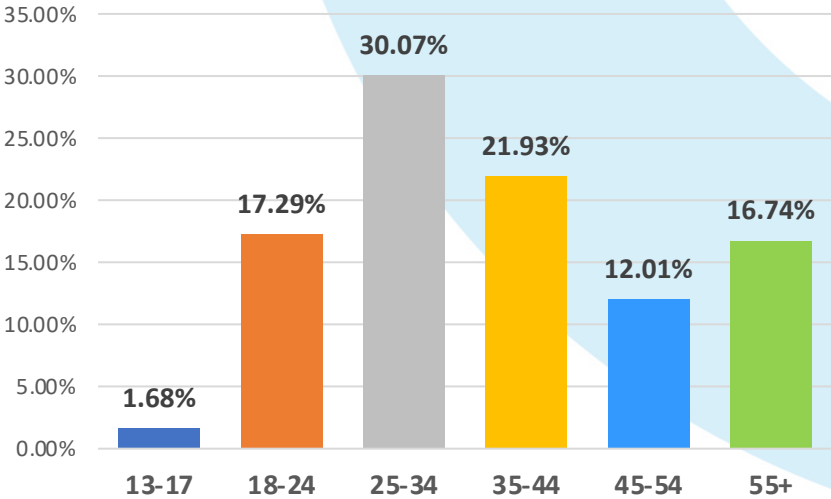
- The Apple TV platform topped the list with a rate of 3.22% and had the highest growth in followers during the period from November 2022 to November 2023, then the Peacock platform with a rate of 1.75%, and in third place was the Hulu platform with a rate of 0.96%, while the Netflix and Disney+ platform had the least growth in followers by a percentage. 0.36%.
- The Peacock platform took the lead with a rate of 52.54% in the rate of interaction of followers with each post, then in second place was the Disney+ platform with a rate of 50.59%, then the MAX HBO platform with a rate of 23.40%, and the Fox Nation platform was the lowest platform in the rate of interaction of followers with each post with a rate of 3.13%.
- All platforms are close in average monthly posts, ranging between 6.03% for the Disney+ platform and 8.07% for the Fox Nation platform. The Apple TV platform is unique at 11.05% among all platforms in the average increase in the number of monthly followers, while the values of the rest of the platforms range between 7.57% and 7.80%. During the same period.
- The Peacock platform leads in average monthly engagement with posts by 5.13%, followed by the Disney+ platform by 4.27%, and the Fox Nation platform is at the bottom of the list in average monthly engagement with posts by 0.44%.
- Through statistical operations on foreign platforms, an initial measurement of the relationship between the number of monthly posts and (the growth rate of followers, the rate of interaction with each post, the average monthly number of followers, the average interaction per month) was reached. The result was as follows for the Instagram accounts of those platforms:

Follower Growth	32.52%	Weak
Engagement Rate per Post	47.64%	Weak
Avg Monthly followers	54.04%	Middle
Avg Monthly Engagement	20.55%	Very weak

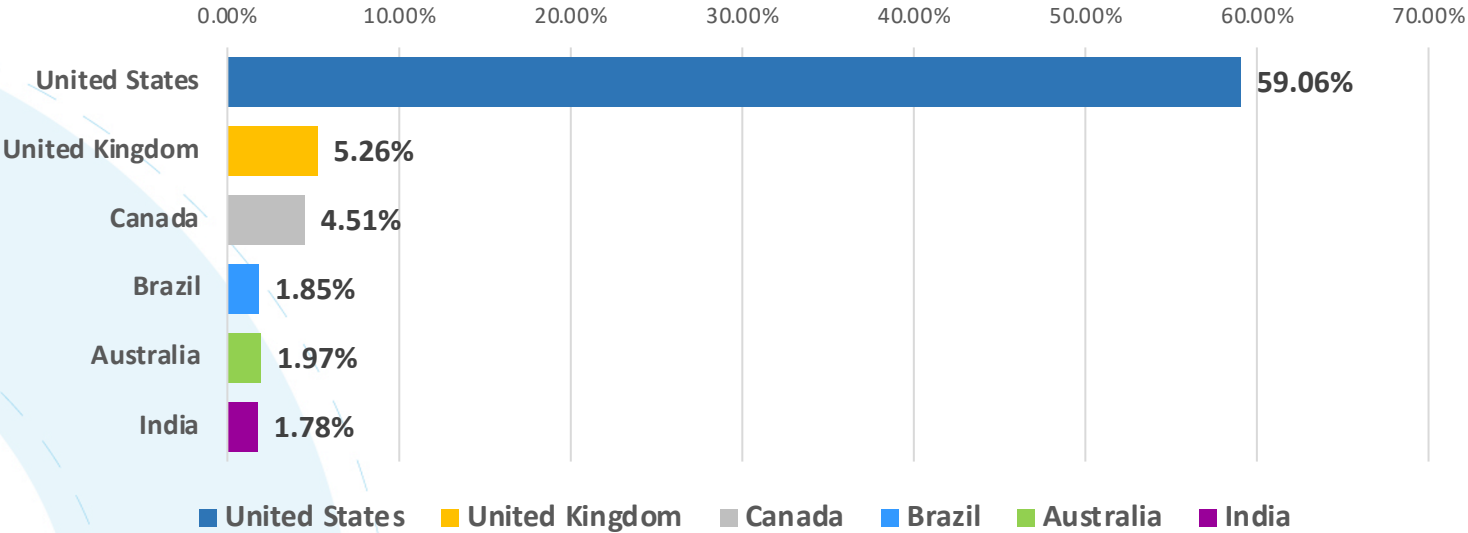
Averages of demographic and geographic distributions. Foreign platforms - Facebook - YouTube



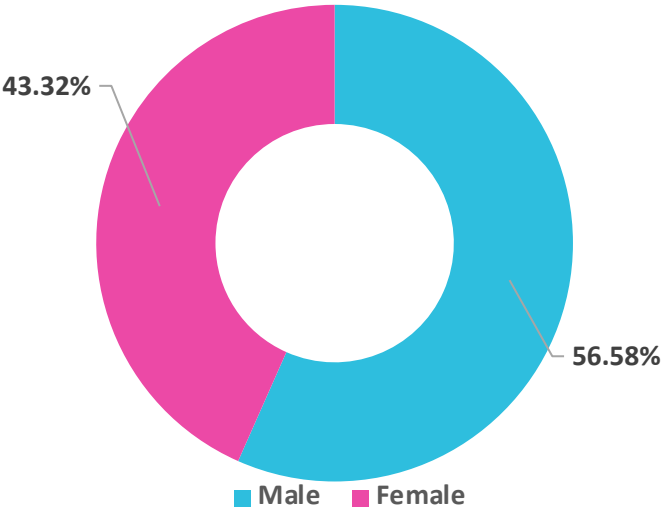
Total average distribution of followers by gender and age group



Total average distribution of followers by age group



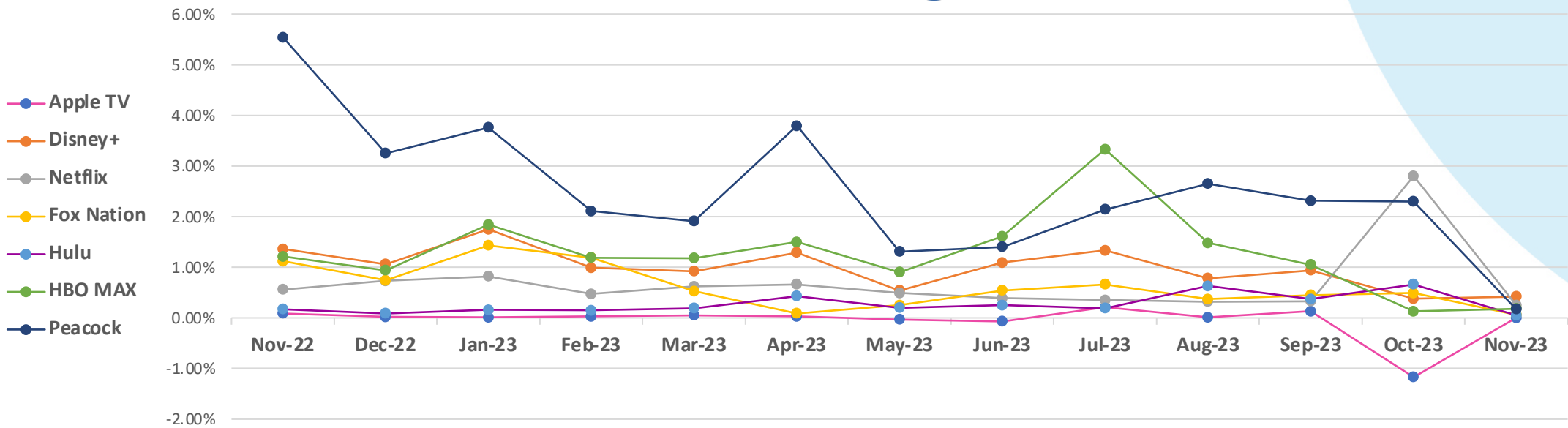
Audience distribution according to the most viewed countries



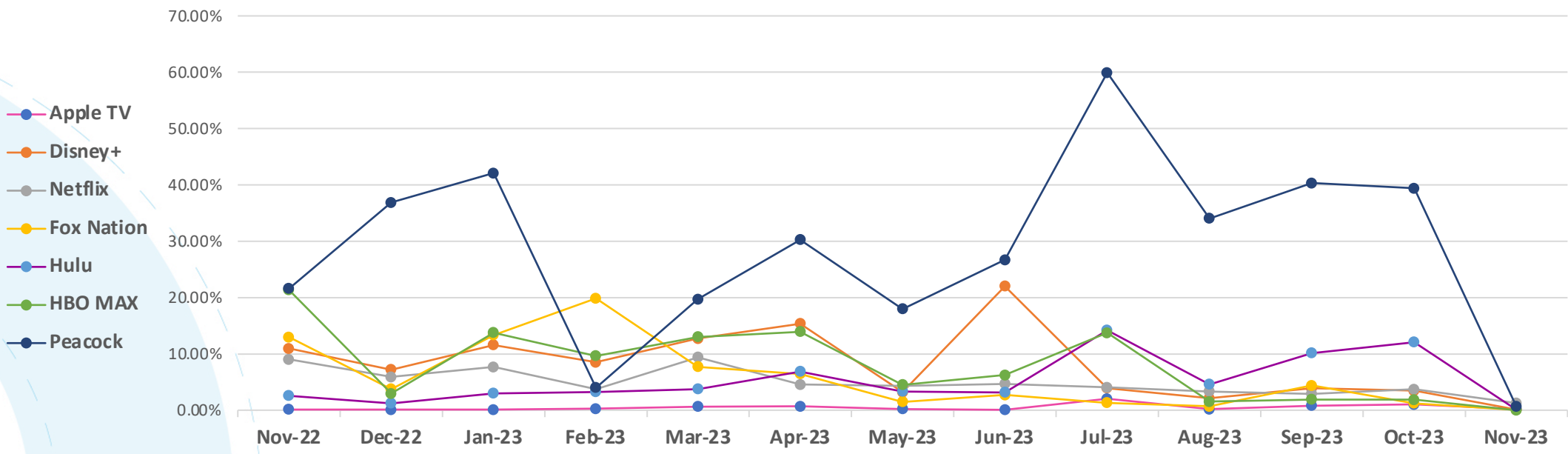
Distribution of audience by gender



Comparing the performance of foreign platforms - Facebook

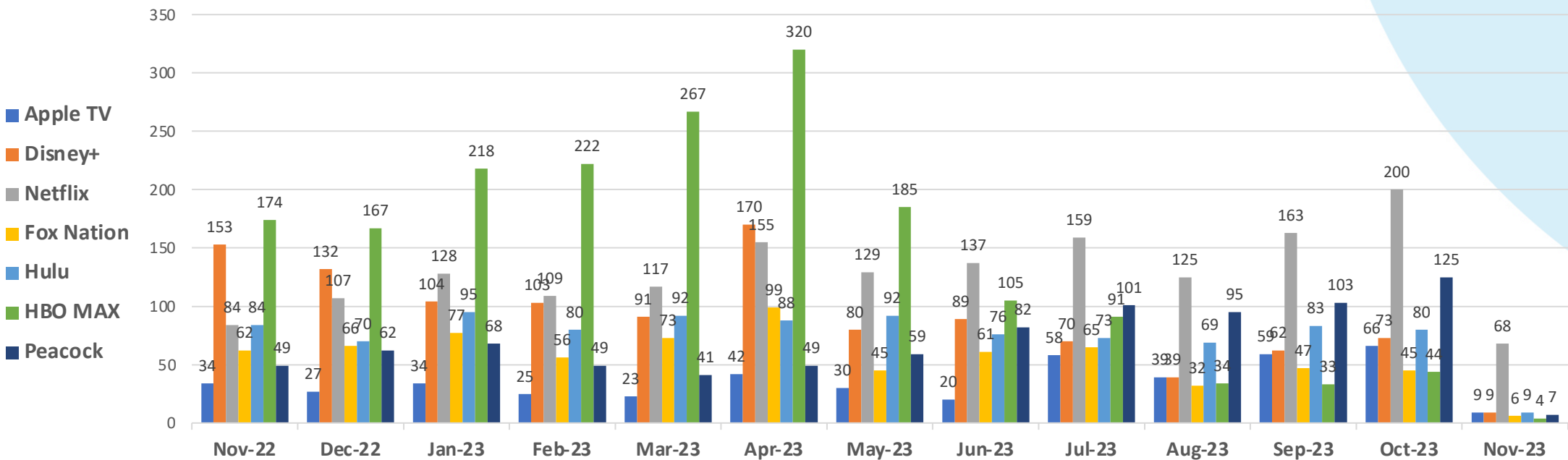


Followers' growth rate Monthly within a year

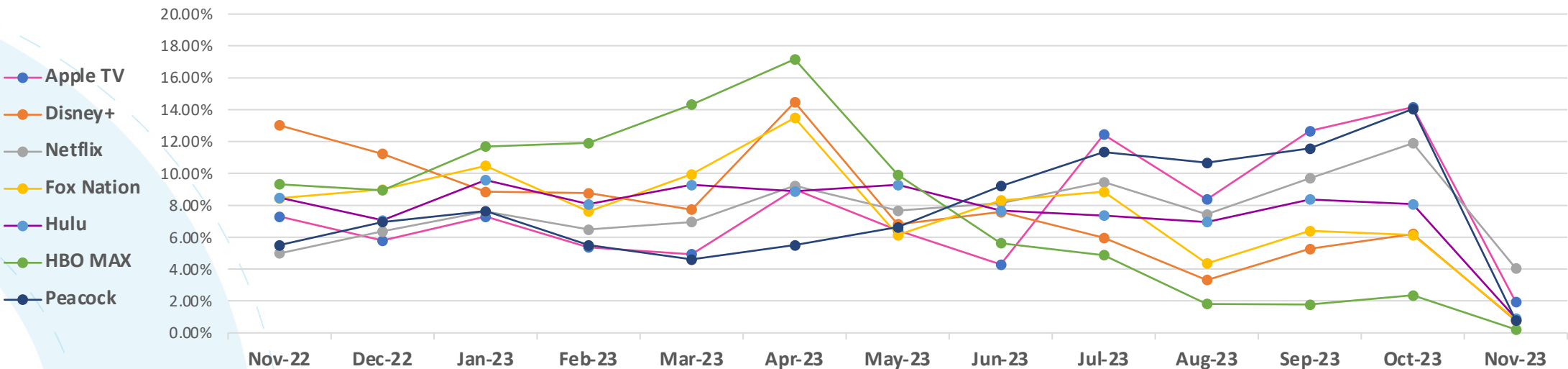


Monthly engagement rate With publications within a year

Comparing the performance of foreign platforms - Facebook



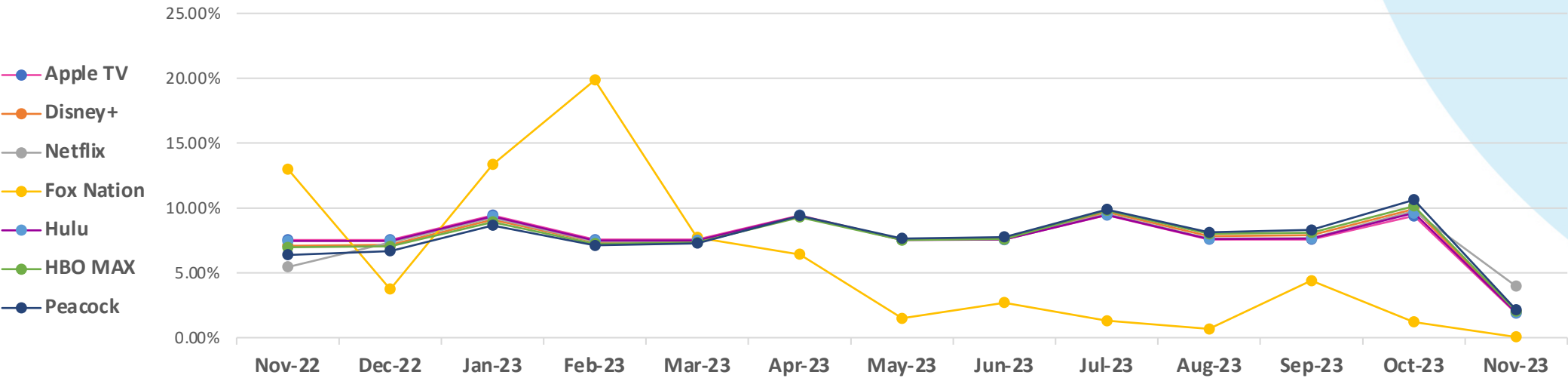
Number of publications Monthly within a year



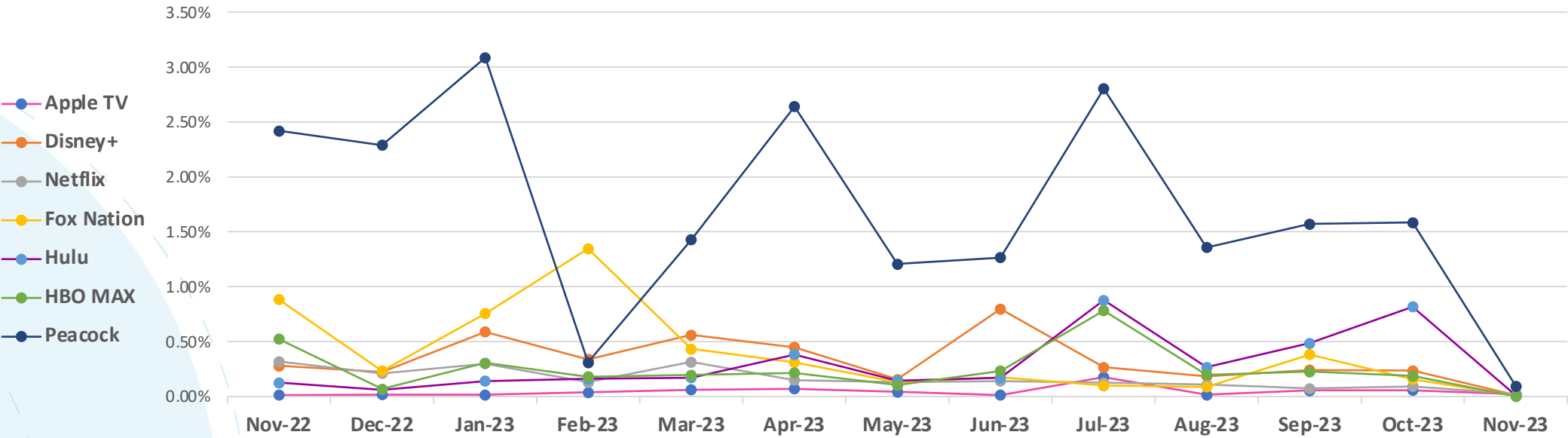
Average number of posts Monthly within a year



Comparing the performance of foreign platforms - Facebook

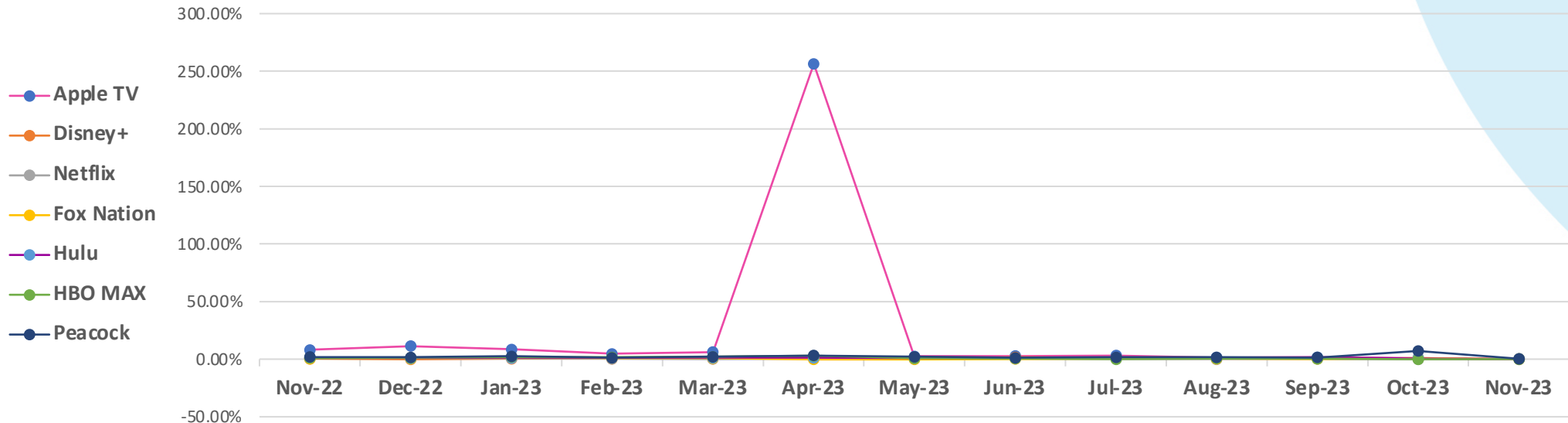


The average increase in the number of followers per month during a year

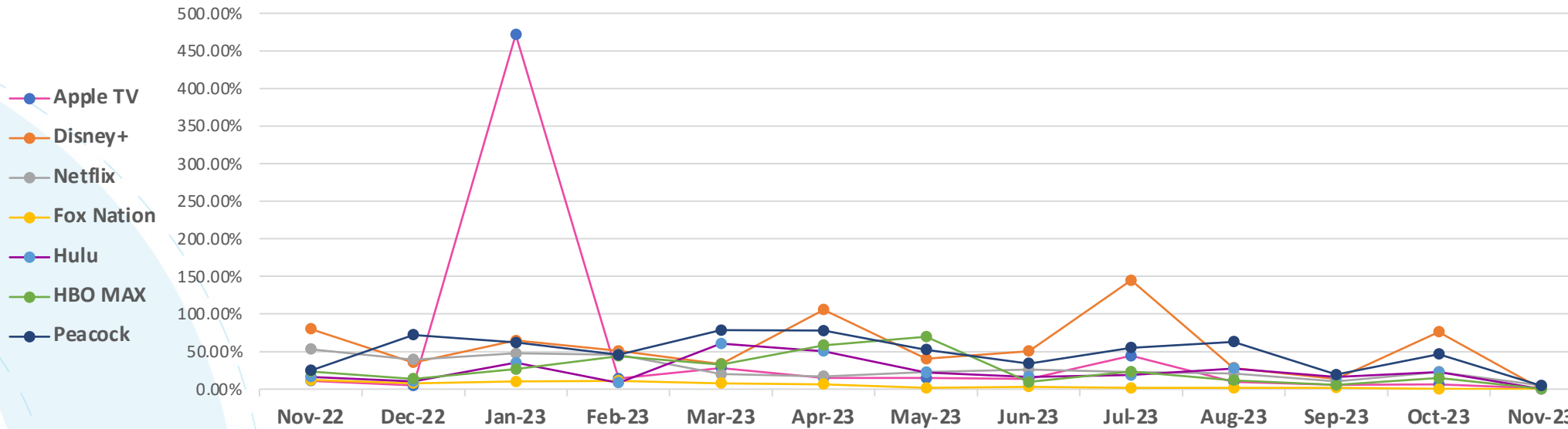


Average monthly engagement with posts over a year

Comparing the performance of foreign platforms - Instagram

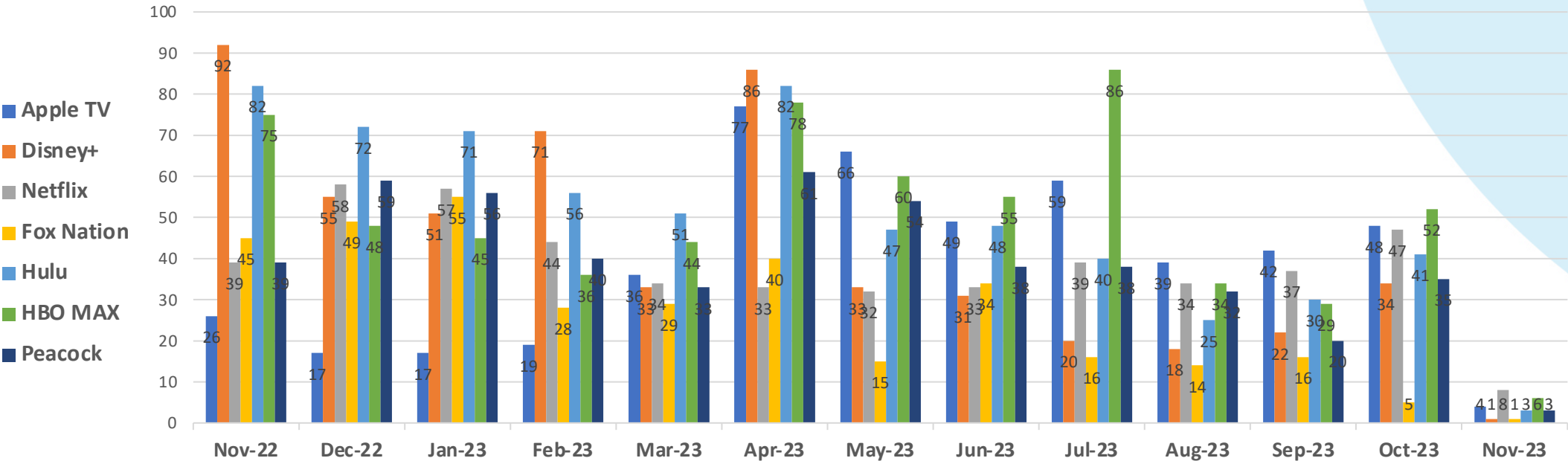


Followers' growth rate Monthly within a year

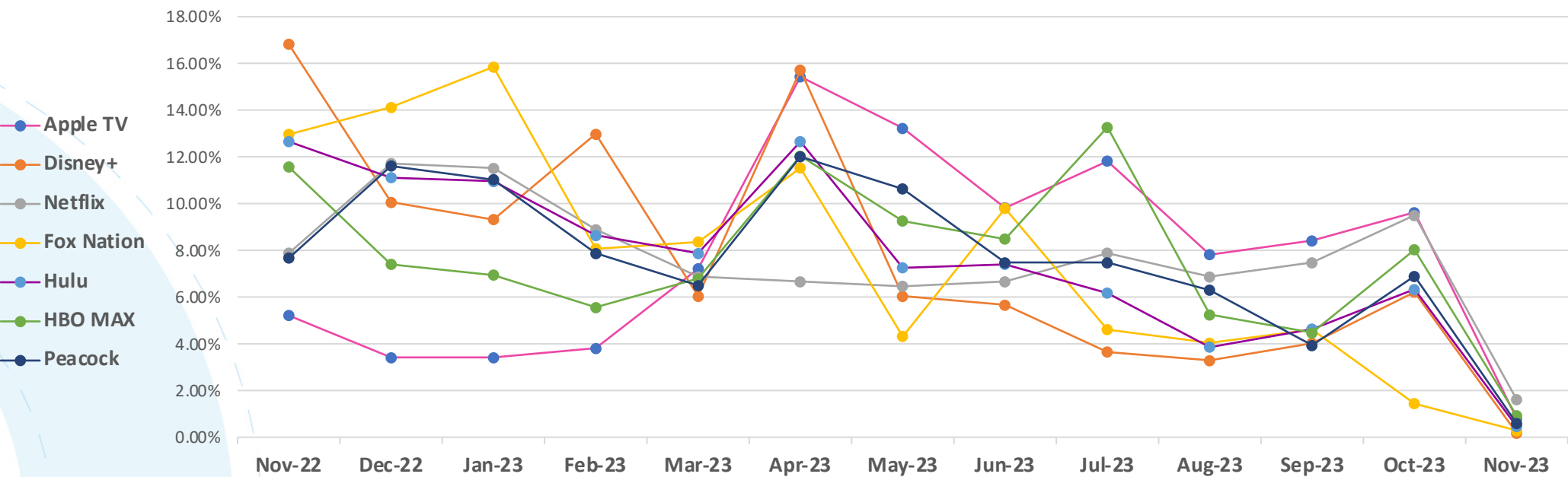


Monthly engagement rate With publications within a year

Comparing the performance of foreign platforms - Instagram

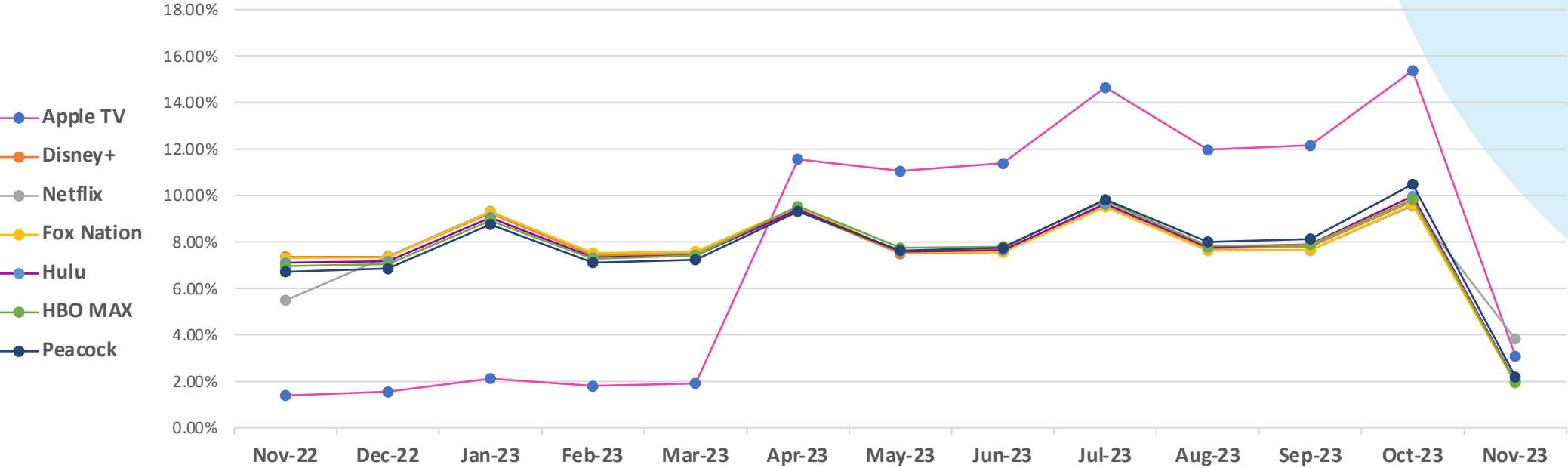


Number of publications Monthly within a year

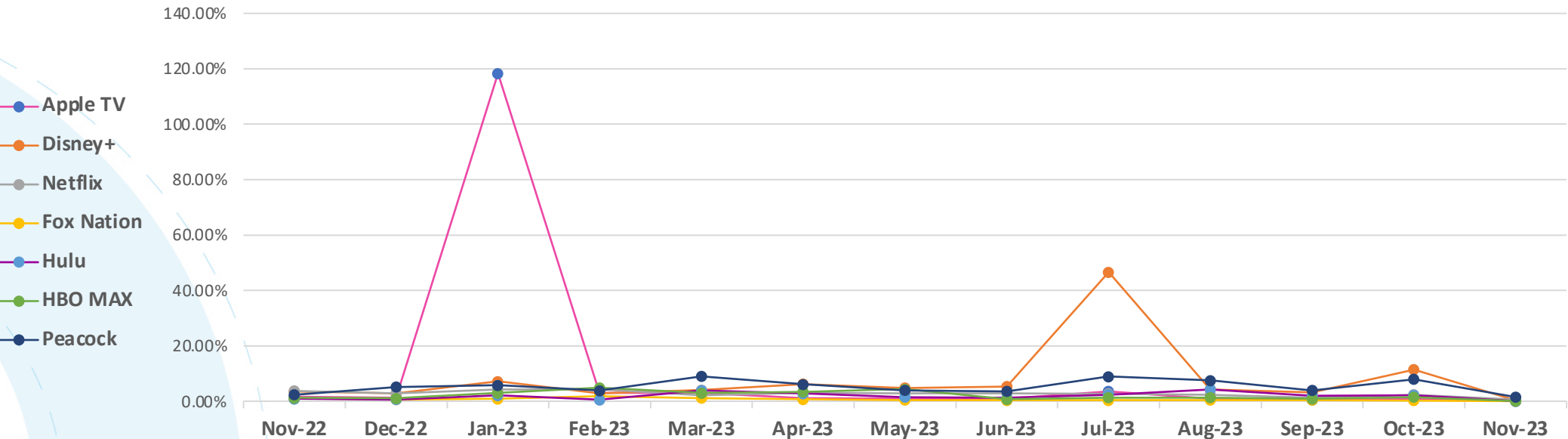


Average number of posts Monthly within a year

# Comparing the performance of foreign platforms - Instagram



The average increase in the number of followers per month during a year



Average monthly engagement with posts over a year

## Second: Analyzing Arab platforms and measuring audience interaction with them



## Conclusion and analysis for Arab platforms.

- On Arab platforms, men are more likely to follow these platforms by 66.53% than women by 33.38%.
- The age group of 25-34 has the highest follow-up rate of 34.36%, then the group of 18-24 has the rate of 24.49%, and the group of 35-44 ranks third with a rate of 22.27% in follow-up.
- Egypt ranks at the forefront of countries in following the content of Arab platforms, with a rate of 26.78%. Facebook accounts rank first in the number of subscribers on these platforms.

### ❏ Facebook accounts analysis:

- The WatchIT platform is the platform with the highest growth in followers during the period from November 2022 to November 2023, at a rate of 1.51%, followed by the Asharqnews platform, at a rate of 1.08%, and then the STARZPLAY platform, at a rate of 0.92%. The OSN+ platform ranked last in terms of follower growth rate, with a rate of 0.04%.
- The WatchIT platform maintained the lead with a noticeable difference in the follower interaction rate with each post at 18.29% during the same period, followed by the Asharqnews platform at 9.45% and the STARZPLAY platform at 5.46%. The OSN+ platform also ranked last in the follower interaction rate with each post, at 0.34%.



## Conclusion and analysis for Arab platforms.

- The Netflix platform leads MENA with 8.78% in average monthly posts, then the OSN+ platform with 8.49%, and the Asharqnews platform with 8.06%. The WatchIT platform ranks last among platforms in average monthly publications at 5.24%. The average increase in the number of monthly followers for all platforms ranges between 7.55% and 7.88% during the same period.
- The WatchIT platform leads in average monthly engagement with posts by 0.40%, followed by Shahid platform by 0.10%, and the Asharqnews platform is at the bottom of the list in average monthly engagement with posts by 0.02%.
- Through statistical operations, an initial measurement of the relationship between the number of monthly posts and (growth rate of followers, rate of interaction with each post, average monthly number of followers, average interaction per month) was reached. The result was as follows for the Facebook accounts for those platforms:

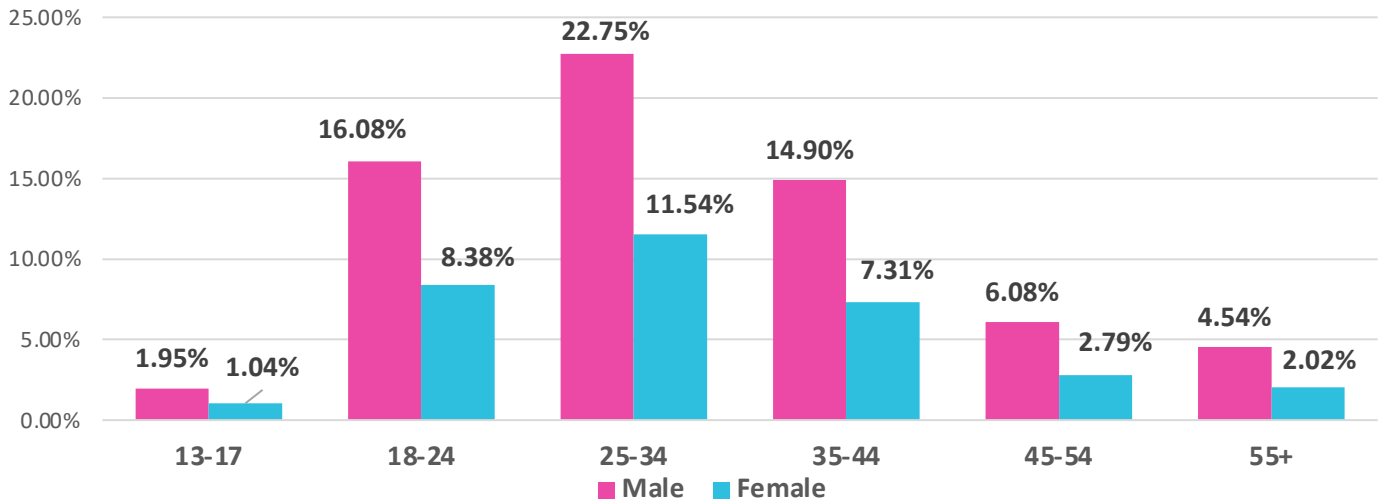
Follower Growth	58.43%	Middle
Engagement Rate per Post	65.37%	Middle
Avg Weekly followers	52.53%	Middle
Avg Monthly Engagement	38.41%	Weak

### ❏ Instagram account analysis:

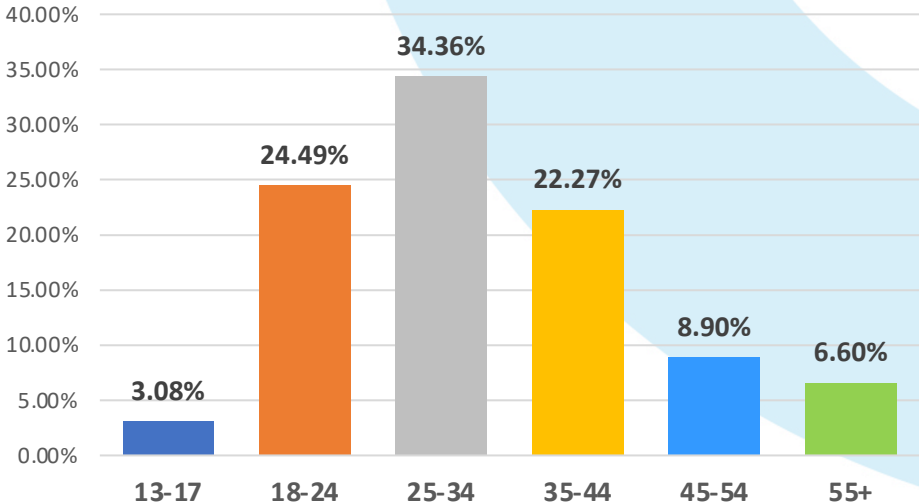
- The Asharqnews platform is the platform with the highest growth in followers during the period from November 2022 to November 2023, at a rate of 2.43%, followed by the WatchIT platform, at a rate of 1.66%, and then the Shahid platform, at a rate of 1.17%. The OSN+ platform ranked last in terms of follower growth rate, with a rate of 0.38%.
- The Asharqnews platform maintained the lead with a noticeable difference in the rate of follower interaction with each post at 82.42% during the same period, followed by the STARZPLAY platform at 37.63% and the Netflix MENA platform at 8.01%. The OSN+ platform also ranked last in the follower interaction rate with each post, at 2.17%.
- The Netflix platform leads MENA with 8.12% in average monthly posts, then the OSN+ platform with 8.01%, and the Shahid platform with 7.62%. The STARZPLAY platform comes in last among the platforms in terms of average monthly posts at 5.43%. The average increase in the number of monthly followers for all platforms ranges between 7.48% and 7.78% during the same period.
- The STARZPLAY platform leads in average monthly engagement with posts by 1.42%, followed by Netflix MENA with 1.22%, and WatchIT is at the bottom of the list in average monthly engagement with posts by 0.23%.
- Through statistical operations, an initial measurement of the relationship between the number of monthly posts and (growth rate of followers, rate of interaction with each post, average monthly number of followers, average interaction per month) was reached. The result was as follows for the Facebook accounts for those platforms:

Follower Growth	40.37%	Weak
Engagement Rate per Post	76.61%	High
Avg Weekly followers	33.48%	Weak
Avg Monthly Engagement	37.77%	Weak

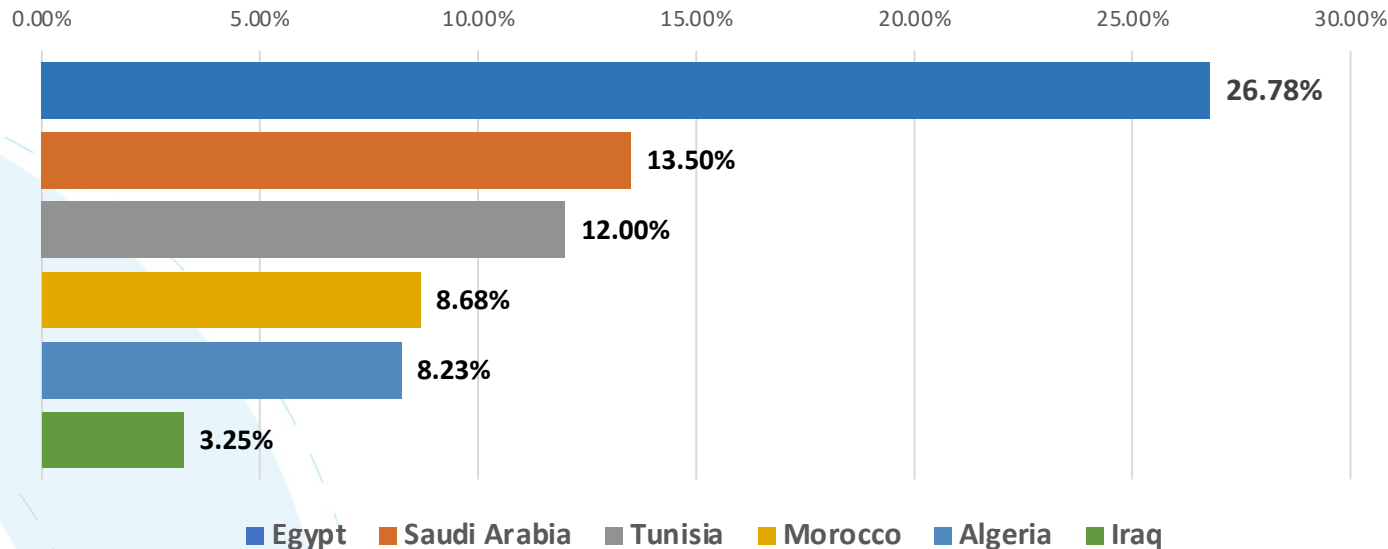
Averages of demographic and geographic distributions. Arab platforms - Facebook - YouTube



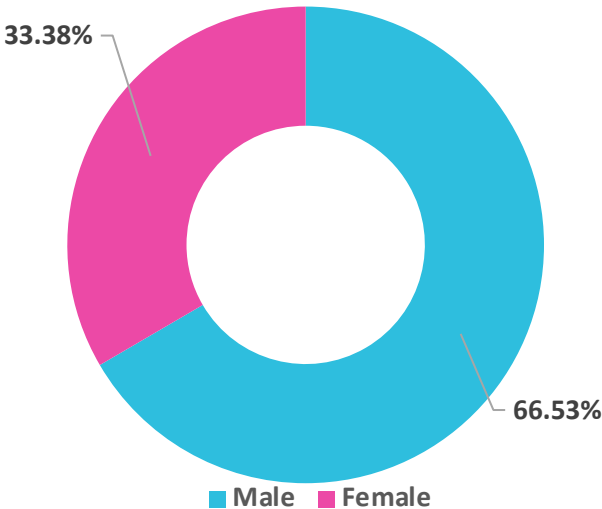
Total average distribution of followers by gender and age group



Total average distribution of followers by age group

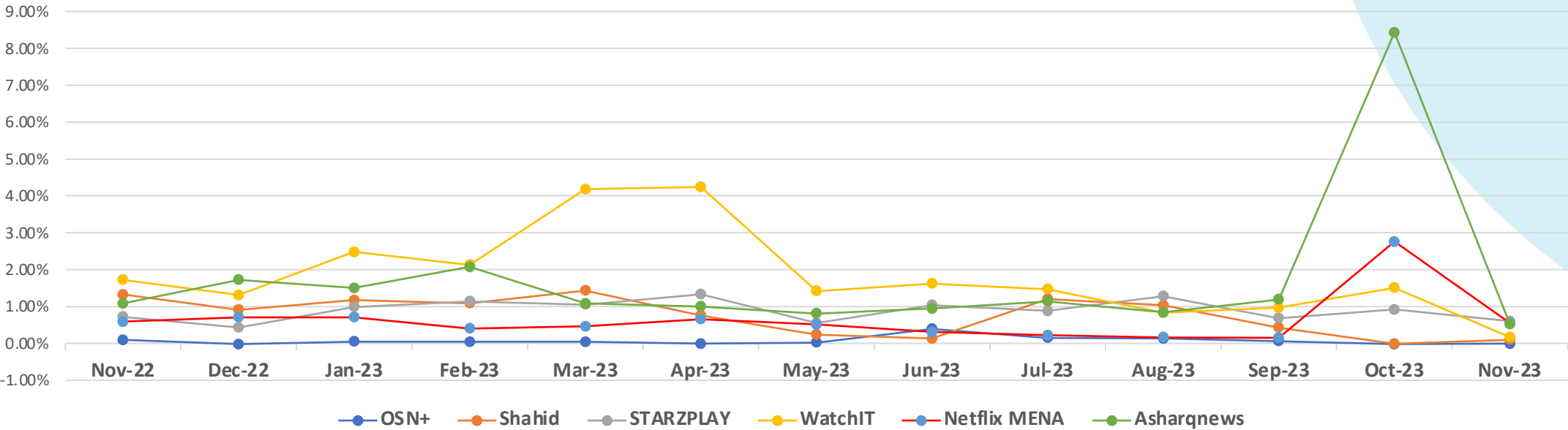


Audience distribution according to the most viewed countries

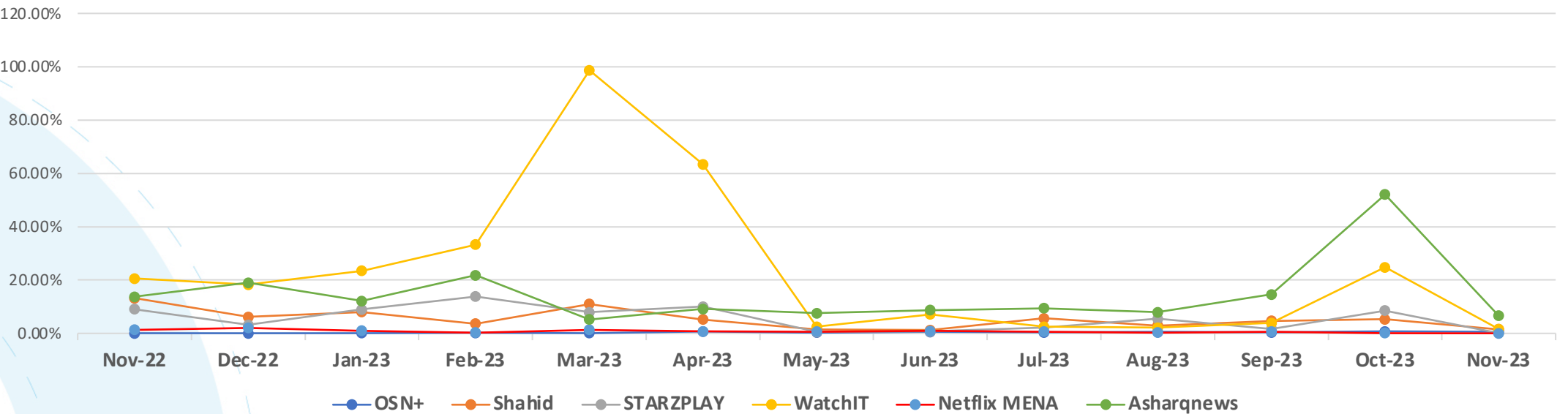


Distribution of audience by gender

Comparing the performance of Arab platforms - Facebook

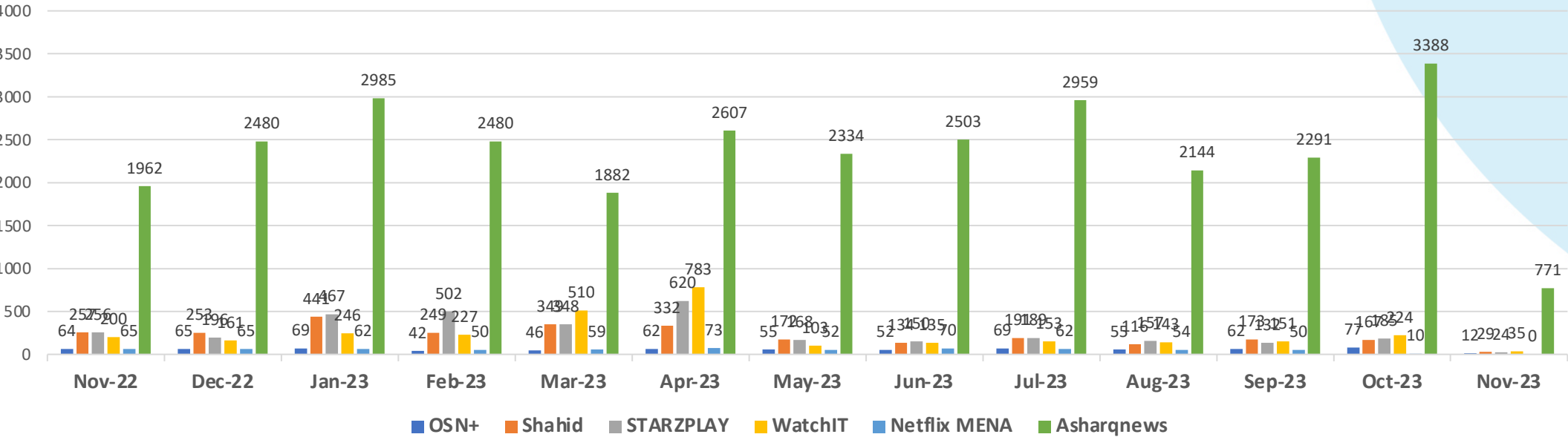


Followers' growth rate Monthly within a year

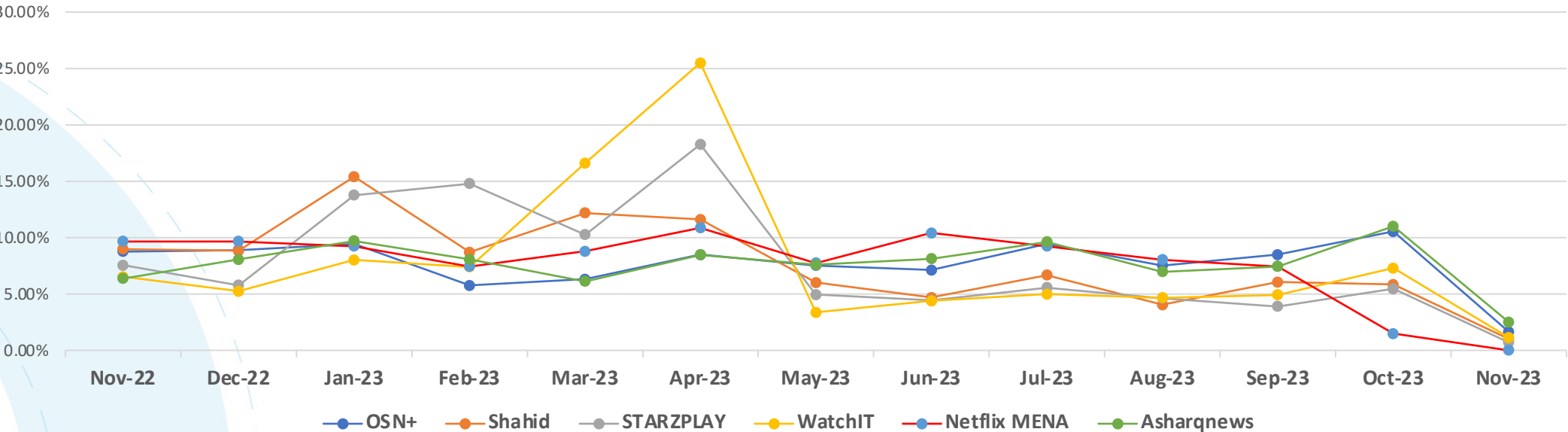


Monthly engagement rate With publications within a year

# Comparing the performance of Arab platforms - Facebook

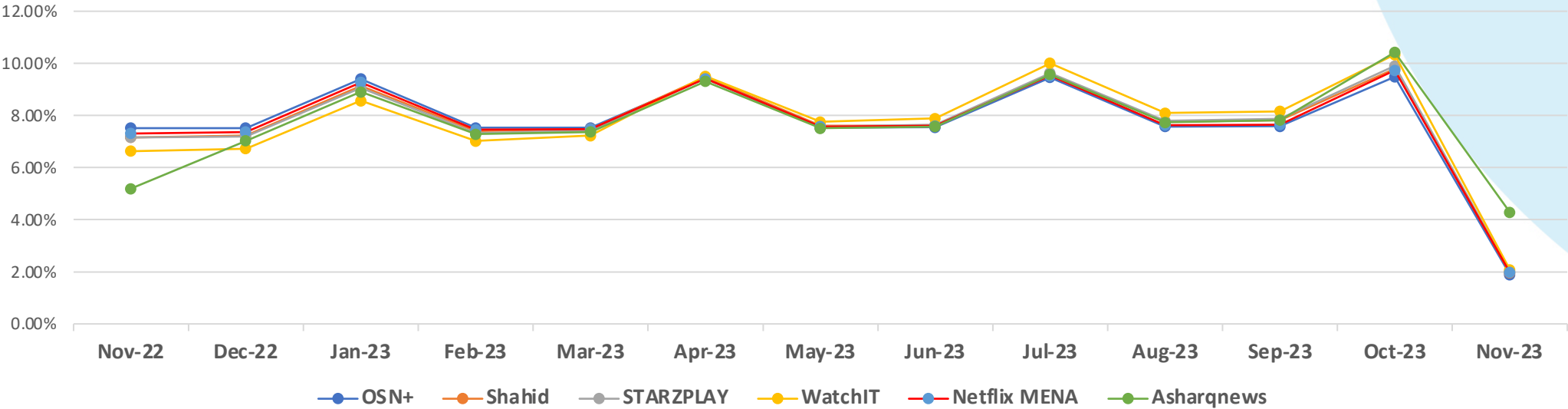


Number of publications Monthly within a year

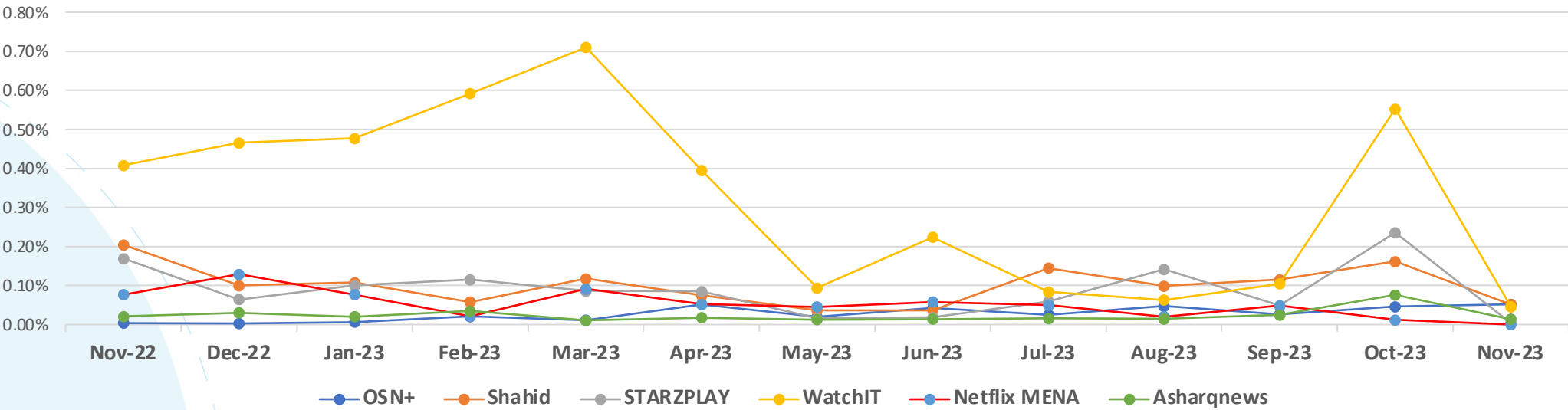


Average number of posts Monthly within a year

# Comparing the performance of Arab platforms - Facebook



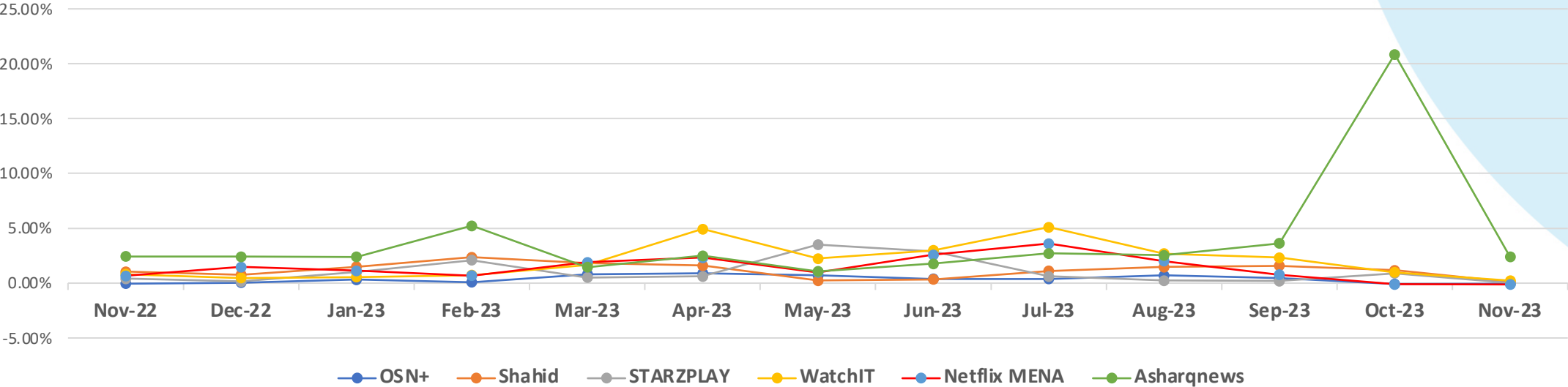
The average increase in the number of followers per month during a year



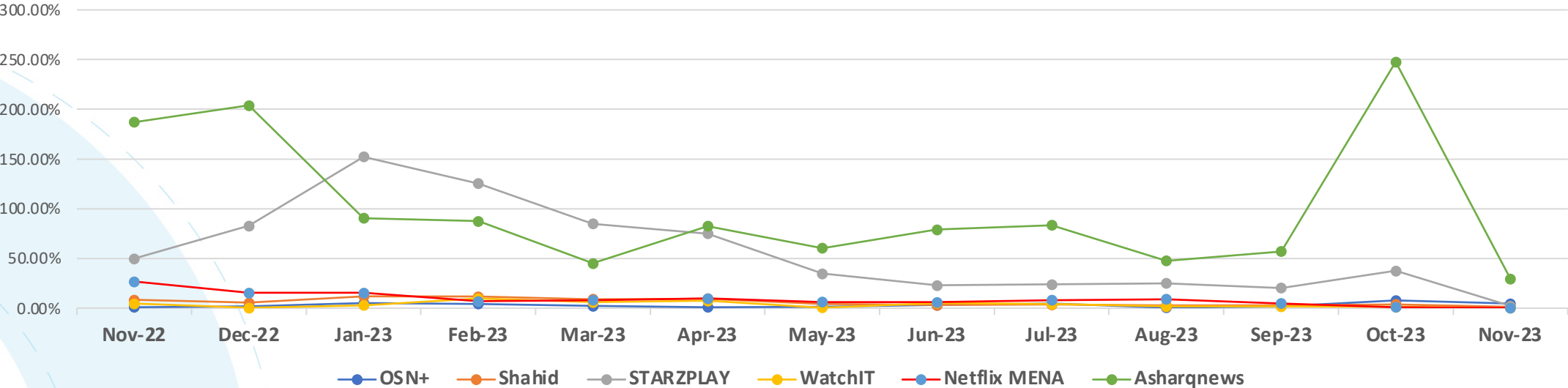
Average monthly engagement with posts over a year



# Comparing the performance of Arab platforms - Instagram

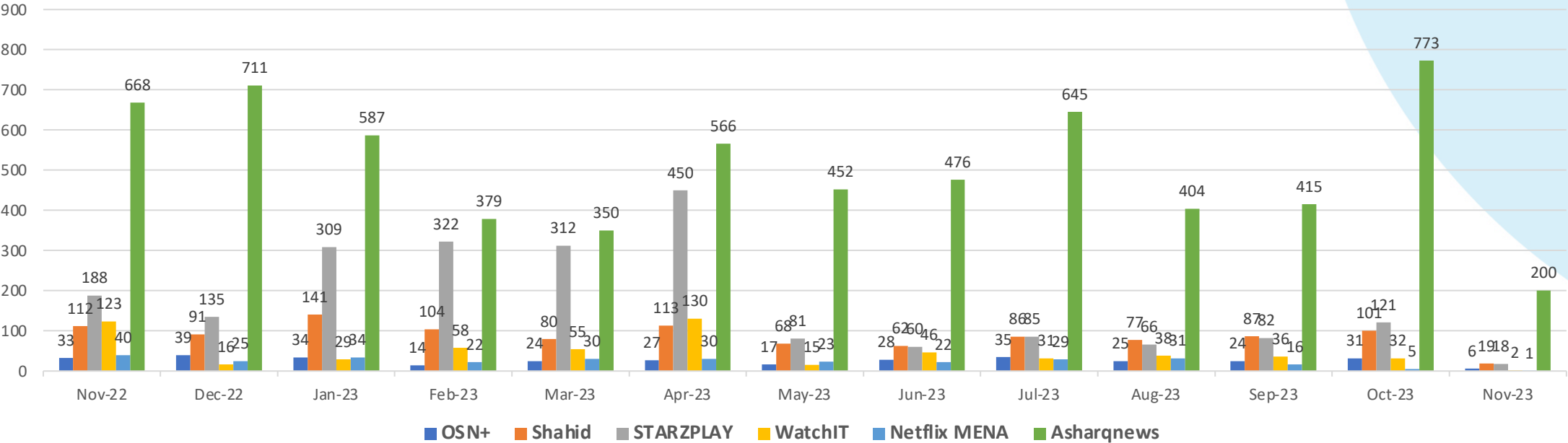


Followers' growth rate Monthly within a year

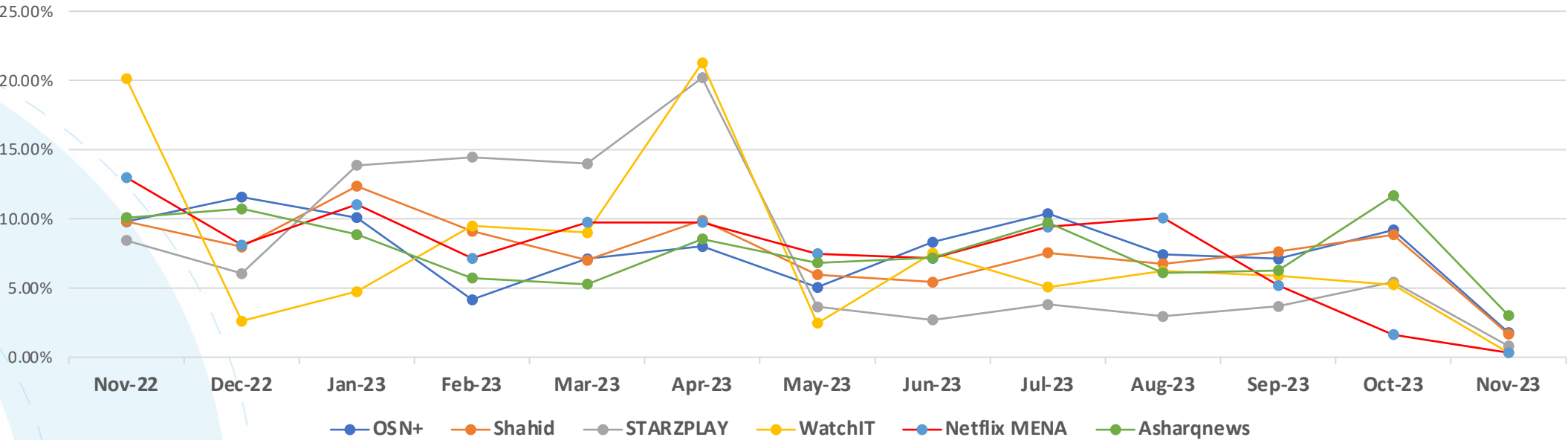


Monthly engagement rate With publications within a year

# Comparing the performance of Arab platforms - Instagram

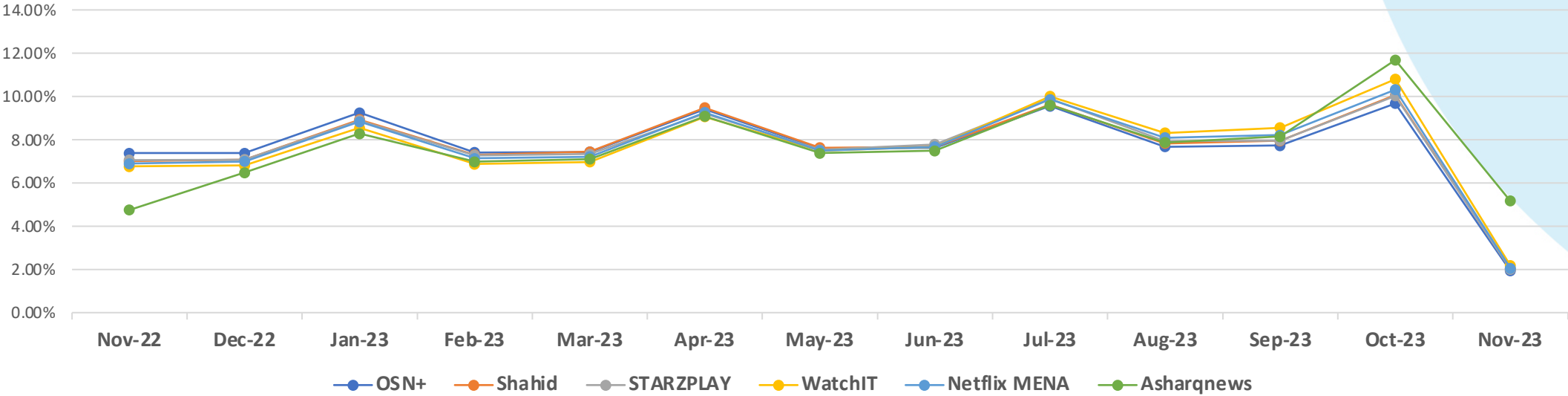


Number of publications  
Monthly  
within a year

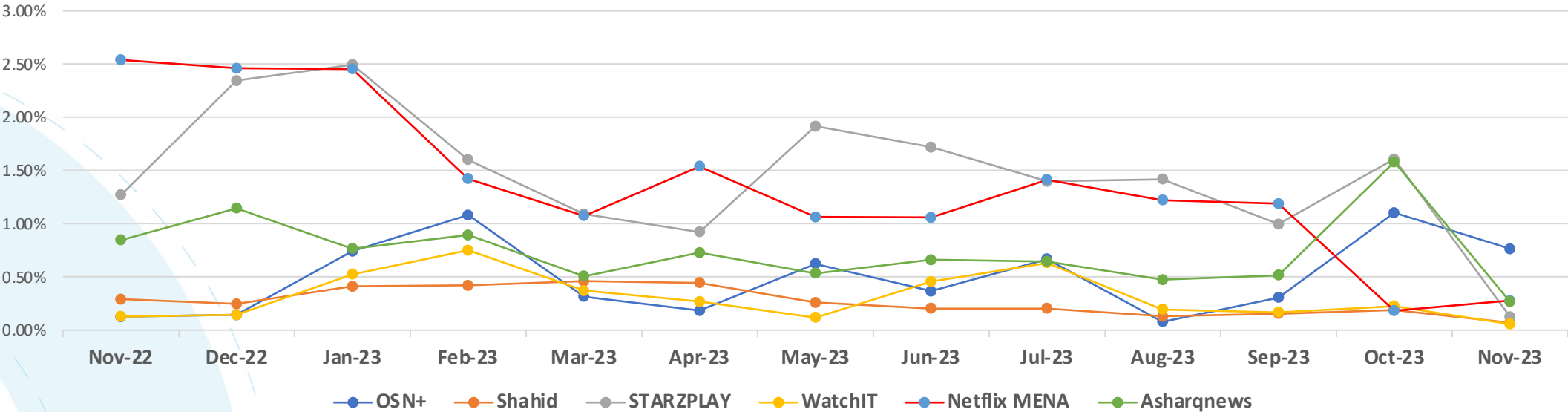


Average number  
of posts  
Monthly within  
a year

# Comparing the performance of Arab platforms - Instagram



The average increase in the number of followers per month during a year



Average monthly engagement with posts over a year

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