Voici la retranscription textuelle de l'image :

```
We are Social
Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL,
EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering
EVERYDAY FANDOM
Mischief Mode
The Offline Internet
Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com
```

En bas de l'image, il y a également une mention "Digital 2024 Qatar 17 sur 64" et une icône QR code à droite.Voici la retranscription textuelle de l'image fournie :

Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

- 55%: To better understand my target audience
- 34%: To raise brand awareness
- 43%: To manage brand reputation
- 29%: To gather and analyze consumer insights
- 30%: To benchmark against competitors
- 23%: To identify and manage a crisis

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

PARTNER CONTENT

Meltwater

State of Social Media 2024

[Image of a person holding a tablet, with social media icons and graphs]

Download the report

[QR code]

Digital 2024 Qatar

[symbols: magnifying glass, printer, download arrow, folder, and language switch icon for French]**JAN 2024 POPULATION ESSENTIALS**
DEMOGRAPHICS AND OTHER KEY INDICATORS

1. **TOTAL POPULATION**
   Icon: Three people (two adults, one child)
   - 2.73 MILLION

2. **FEMALE POPULATION**
   Icon: Female symbol
   - 27.8%

3. **MALE POPULATION**
   Icon: Male symbol
   - 72.2%

4. **YEAR-ON-YEAR CHANGE IN TOTAL POPULATION**
   Icon: Arrow pointing up
   - +0.8% (+21 THOUSAND)

5. **MEDIAN AGE OF THE POPULATION**
   Icon: Family
   - 33.9

6. **URBAN POPULATION**
   Icon: City buildings
   - 99.4%

7. **POPULATION DENSITY (PEOPLE PER KM²)**
   Icon: Map pin
   - 235.3

8. **OVERALL LITERACY (ADULTS AGED 15+)**
   Icon: Book
   - 97.8%

9. **FEMALE LITERACY (ADULTS AGED 15+)**
   Icon: Book with female symbol
   - 97.6%

10. **MALE LITERACY (ADULTS AGED 15+)**
   Icon: Book with male symbol
   - 97.8%

QATAR
Flag: Country flag

Sources:
Kepios Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, IndexMundi, Knoema.

LOGOS:
We Are Social, Meltwater

Lower area:
Digital 2024 Qatar; 19 sur 64; Français**JAN 2024**
POPULATION OVER TIME
Population by year, with year-on-year change

JAN 2014
2.11M
+9.5%

JAN 2015
2.31M
+8.6%

JAN 2016
2.51M
+6.4%

JAN 2017
2.68M
+2.7%

JAN 2018
2.75M
+1.4%

JAN 2019
2.79M
+1.5%

JAN 2020
2.83M
-4.8%

JAN 2021
2.69M
-0.3%

JAN 2022
2.68M
+0.8%

JAN 2023
2.71M
+0.8%

JAN 2024
2.73M

Sources: United Nations, local government authorities, KEPIOS analysis. Note: where letters are shown next to figures above bars, "K" denotes thousands (e.g. 123K = 123,000), "M" denotes millions (e.g. 1.23M = 1,230,000), and "B" denotes billions (e.g. 1.23B = 1,230,000,000). Where no letter is present, values are shown as-is. Comparability: Source changes and base revisions: figures may not correlate with values published in our previous reports.

we are social Meltwater
Digital 2024 Qatar
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QATAR
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE

IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

[Flag of Qatar]

TOTAL POPULATION
2.73 MILLION

YEAR-ON-YEAR CHANGE
+0.8%
+21 THOUSAND

URBANISATION
99.4%

CELLULAR MOBILE CONNECTIONS
4.75 MILLION

YEAR-ON-YEAR CHANGE
-11.9%
-643 THOUSAND

TOTAL vs. POPULATION
174.2%

INDIVIDUALS USING THE INTERNET
2.70 MILLION

YEAR-ON-YEAR CHANGE
+0.8%
+21 THOUSAND

TOTAL vs. POPULATION
99.0%

SOCIAL MEDIA USER IDENTITIES
2.60 MILLION

YEAR-ON-YEAR CHANGE
-0.9%
-24 THOUSAND

TOTAL vs. POPULATION
95.2%

SOURCES: UN; GOVERNMENT AUTHORITIES; GLOBAL INTELLIGENCE; ITU;
EUROSTAT; CIA; KNATAR & IAMAI; PLATFORM REGURES; OEDA REACH

Digital 2024 Qatar   15 sur 64   we are social   Meltwater
Jan 2024
Financial and Developmental Indicators
World Bank indicators for financial development, access to essential services, and device ownership
Qatar

1. Gross Domestic Product (Current U.S. Dollars)
$235.5 billion
Percentage of the population earning less than $3.65 (2017, PPP per day)
[N/A]

2. Gross Domestic Product (PPP, Current International Dollars)
$328.1 billion
Percentage of the population with access to basic drinking water
100%

3. Gross Domestic Product per capita (Current U.S. Dollars)
$82.0 thousand
Percentage of the population with access to basic sanitation
99.9%

4. Gross Domestic Product per capita (PPP, Current International Dollars)
$114 thousand
Percentage of the population with access to electricity
100%

5. Net National Income per capita (Current U.S. Dollars)
$48.2 thousand
Percentage of the population that owns a mobile phone (any type)
[N/A]

Sources: IMF World Bank (most latest published data up to 2021)
Definitions: $3.65 (2017 PPP): Reflects Local Purchasing Power Parity - Based on the

World Bank's 2017 exchange benchmark. Basic Drinking Water: Percentage of the total population using an improved source. Improved Sanitation: Measures those with improved facilities. NNPc: Net National Income per capita (current US$). GDP (current) & GDP (PPP): World Bank/IMF.

Comparability: Figures use latest published values. Gross Domestic Unit Data can be found on the same date as this report

We Are Social - MeltwaterJAN 2024

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

[Flag of Qatar]

1. TOTAL INTERNET USERS
   2.70 MILLION

2. INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION
   99.0%

3. YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS
   +0.8%
   +21 THOUSAND

4. MOBILE INTERNET PROXY: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES
   100.0%

[SOURCES: KEPIOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, LOCAL GOVERNMENT AUTHORITIES, COMPANY ADVERTISING RESOURCES, UNITED NATIONS. NOTE: IT STAND-ALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES GIVES A USEFUL PROXY. MOBILE CONNECTION FIGURES MAY INCLUDE INCIDENTAL USERS. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA.]

français

AGE DISTRIBUTION OF THE POPULATION
THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

AGE	POPULATION (K)	PERCENTAGE (%)
AGE 0-4	132 K	4.8%
AGE 5-9	150 K	5.5%
AGE 10-14	143 K	5.2%
AGE 15-19	109 K	4.0%
AGE 20-24	104 K	3.8%
AGE 25-29	299 K	11.0%
AGE 30-34	432 K	15.8%
AGE 35-39	436 K	16.0%
AGE 40-44	347 K	12.7%
AGE 45-49	234 K	8.6%
AGE 50-54	153 K	5.6%
AGE 55-59	89.3 K	3.3%
AGE 60-64	52.8 K	1.9%
AGE 65-69	24.8 K	0.9%
AGE 70-74	10.6 K	0.4%
AGE 75-79	5.49 K	0.2%
AGE 80-84	2.58 K	<0.1%
AGE 85-89	1.48 K	<0.1%
AGE 90-94	429	<0.1%
AGE 95-99	60	<0.1%
AGE 100+	3	<0.1%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN TO THE RIGHT OF EACH BAR: "B" DENOTES INCONSIDERABLE BASE (i.e., BASE < 12K); "N" DENOTES NEGLIGIBLE (i.e., BASE < 1.2K); "M" DENOTES AGE-GROUPS THAT DO EXIST BUT WILL NOT BE DISPLAYED FOR REPORTING CONSISTENCY; WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE DEFINITIONS. FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED ELSEWHERE.

we are social @ MeltwaterJAN 2024 INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

JAN 2014: 1.93 M (+11.2%)

JAN 2015: 2.15 M (+11.2%)
JAN 2016: 2.39 M (+9.0%)
JAN 2017: 2.61 M (+4.4%)
JAN 2018: 2.72 M (+1.4%)
JAN 2019: 2.76 M (+1.5%)
JAN 2020: 2.80 M (-4.8%)
JAN 2021: 2.67 M (-0.3%)
JAN 2022: 2.66 M (+0.8%)
JAN 2023: 2.68 M (+0.8%)
JAN 2024: 2.70 M

SOURCES:
KIPOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; LOCAL ADVERTISING RESOURCES; CINIC; KANTAR IBOPE; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO THE VALUES ABOVE, SEE FOOTNOTES AND COMPARISONS FOR FURTHER DETAILS. ALL FIGURES ARE PLUS YEAR, EXCLUDING GWI, WHICH IS H2 + 12 M - Q2 2021/2022 / AND Q2 + 12 M = Q2 2022/2023. FIGURES SHOWN INCLUDE INTERNET USERS AGED 18 + (N= 125,000,000,000) AND 10+ (N= 1,290,000,000). ** GWI FIGURES ARE BASED ON 90 DAYS.

Digital 2024 Qatar

we are social MeltwaterJAN 2024

INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

QATAR FLAG

INTERNET USERS: ITU
Green globe icon
2.73 MILLION
vs. POPULATION
100.0%

INTERNET USERS: CIA WORLD FACTBOOK
Blue globe icon
2.70 MILLION
vs. POPULATION
99.0%

INTERNET USERS: INTERNETWORLDSTATS
Red globe icon
3.18 MILLION
vs. POPULATION

116.6%

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Digital 2024 Qatar
27 sur 64Jan 2024
Internet Adoption Rate Over Time (YoY)
Number of individuals using the internet as a percentage of total population, and year-on-year relative change

January 2014: 91.5% (+1.5%)
January 2015: 92.9% (+2.4%)
January 2016: 95.1% (+2.4%)
January 2017: 97.4% (+1.7%)
January 2018: 99.0% (0%)
January 2019: 99.0% (0%)
January 2020: 99.0% (0%)
January 2021: 99.0% (0%)
January 2022: 99.0% (0%)
January 2023: 99.0% (0%)
January 2024: 99.0% (0%)

Sources: HFCS Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, China Internet Network Information Center (CNNIC), Kantar I&M, Government Resources, United Nations.
Notes: Data is not available for 2023 for this report. We use data from the most widely reported regional group, not necessarily specifically for countries shown. The relative changes in internet adoption in the aforementioned sources should not be fully attributed to single sectors. Figures do include forecast data where necessary.

Digital 2024 Qatar (Located at bottom left with page number 26 sur 64)
We Are Social, Meltwater, Data Reportal (Located at bottom right).J'ignore qui cela pourrait être.

JAN 2024

INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET
CONNECTIONS

(MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS)
Icon: Green mobile phone
DOWNLOAD (MBPS): 243.95
UPLOAD (MBPS): 28.44
LATENCY (MS): 19

(YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET
CONNECTIONS)
Icon: Orange mobile phone
DOWNLOAD: +38.5%
UPLOAD: +13.2%
LATENCY: 0%

(MEDIAN SPEED OF FIXED INTERNET CONNECTIONS)
Icon: Red hourglass
DOWNLOAD (MBPS): 124.59
UPLOAD (MBPS): 111.27
LATENCY (MS): 4

(YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET
CONNECTIONS)
Icon: Blue hourglass
DOWNLOAD: +37.0%
UPLOAD: +90.2%
LATENCY: 0%

Logo: We are social (left), Ookla (middle-left), Meltwater (middle-right), Meltwater (right)

SOURCE: OOKLA. NOTE: Figures represent median download and upload speeds in
Megabits per second, and median connection latency in Milliseconds in November
2023. TIP: A negative value for year-on-year change in latency represents an
improvement, because lower latency should result in faster content delivery.

[28] Digital 2024 Qatar 28 sur 64
Icon: Previous (left arrow), Next (right arrow)
Pages: 1, 2, ..., 28, ..., 64
Languages: français, (language icon)JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

[Mobile Phones]
71.95%
YEAR-ON-YEAR CHANGE
+1.3% (+90 BPS)

[Laptop and Desktop Computers]
26.72%
YEAR-ON-YEAR CHANGE
-3.5% (-96 BPS)

[Tablet Devices]
1.30%
YEAR-ON-YEAR CHANGE
+4.0% (+5 BPS)

[Other Devices]
0.03%
YEAR-ON-YEAR CHANGE
+200% (+2 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE PERCENTAGE OF PAGES FROM A STARTING VALUE OF 50% WOULD EQUAL 67%. (BPS) "BPS" VALUES REPRESENT 'BASIS POINTS', AND INDICATE THE ABSOLUTE CHANGE FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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Digital 2024 Qatar

français**JAN 2024**
SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

Qatar (Drapeau de Qatar)

1. **CHROME**: 66.6%
2. **SAFARI**: 16.2%
3. **UC BROWSER**: 5.8%
4. **OPERA**: 3.5%
5. **EDGE**: 3.2%
6. **SAMSUNG INTERNET**: 2.3%
7. **FIREFOX**: 1.1%
8. **OTHERS**: 1.1%

Note:
Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

Source: Statcounter

We Are Social | Meltwater

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SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

[Flag of Qatar]

GOOGLE
96.2

2.8% BING
0.5% YAHOO!
0.2% DUCKDUCKGO
0.2% YANDEX
0.03% COCOSOCC
0.03% ECOSIA
0.07% OTHER

SOURCE: STATCOUNTER. NOTE: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT YEAR-ON-YEAR CHANGE (I.E., AN INCREASE OF 0.2PPT FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 50.2%). P PPT VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE

TO ROUNDING.

We Are Social Logo [icon resembling an eye] MeltwaterBien sûr, voici la retranscription textuelle de l'image :

JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	QATAR	100
02	GOOGLE	15
03	TRANSLATE	15
04	CRICKET	13
05	WEATHER	11
06	WHATSAPP	10
07	YOUTUBE	9
08	IPL	8
09	CRICKET LIVE	7
10	WEB WHATSAPP	7
11	CRICBUZZ	7
12	GOOGLE TRANSLATE	6
13	PRAYER TIME	5
14	QATAR AIRWAYS	5
15	WORLD CUP	5
16	MOI	5
17	FACEBOOK	5
18	b¦1bÆEb'	Â B À
19	INSTAGRAM	4
20	TRANSLATE ENGLISH	4

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023
NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY HEIGHT CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT SHARE ABSOLUTE SEARCH VOLUMES. THE INDEX "TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES IN EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

Digital 2024 Qatar *33 sur 64*
we are social **Meltwater**JAN 2024

MOST STREAMED CONTENT ON AMAZON PRIME
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

LEFT SIDE:
MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

1. PATHAAN - 100
2. VARISU - 51
3. JAILER - 49
4. DRISHYAM 2 - 46
5. CULPA MÍA - 41
6. ROCKY AUR RANI KII PREM KAHAANI - 39
7. BAWAAL - 28
8. ENNALUM ENTE ALIYA - 26
9. PACHUVUM ATHBHUTHAVILAKKUM - 25
10. SATYAPREM KI KATHA - 25

RIGHT SIDE:
MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

1. FARZI - 100
2. TOM CLANCY'S JACK RYAN - 62
3. THE LORD OF THE RINGS: THE RINGS OF POWER - 56
4. REACHER - 56
5. DAHAAD - 49
6. THE WHEEL OF TIME - 44
7. THE SUMMER I TURNED PRETTY - 41
8. GEN V - 38
9. CITADEL - 38
10. HAPPY FAMILY, CONDITIONS APPLY - 28

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE RELATIVE "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS
OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

QATAR

FACEBOOK: 62.8%
INSTAGRAM: 12.8%
YOUTUBE: 11.2%
X (TWITTER): 6.3%
PINTEREST: 5.7%
LINKEDIN: 0.7%
REDDIT: 0.4%
OTHERS: 0.2%

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM
MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF
PLATFORMS AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS
ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON
THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH
PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE
AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

Digital 2024 Qatar™™"3, 7W" cI™™français

we are social™MeltwaterBien sûr ! Voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

_HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS)_

Qatar

NUMBER OF SOCIAL MEDIA USER IDENTITIES:
- ![Icon] 2.60 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION:
- ![Icon] 95.2%

SOCIAL MEDIA USER IDENTITIES AGE 18+ vs. TOTAL POPULATION AGE 18+:

- ![Icon] 116.2%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET:
- ![Icon] 96.2%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES:
- ![Icon] +1.0%
- +26 THOUSAND

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES:
- ![Icon] -0.9%
- -24 THOUSAND

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES:
- ![Icon] 35.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES:
- ![Icon] 65.0%

SOURCES: KEPROS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CENSUS; META RESEARCH CENTER; OPEN, U.N. ADVISORY. SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS COMPARABLE DUE TO DUPLICATE AND FAKE ACCOUNTS. WE ARE DISCLAIMERS: DIFFERENT REPORTING PERIODS AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. _COMPARABILITY:_ SOURCE AND METHODOLOGY CHANGES, IMPORTANT BASE SIZE NOTES _DATA_.

Digital 2024 Qatar
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| ![Sources] | ![We Are Social] | ![Meltwater] |

(Note: Icons such as "![Icon]" represent the relevant graphical elements found in the original source such as symbol icons for demographics or change indicators.)**JAN 2024
MOST STREAMED CONTENT ON NETFLIX
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023**

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	F9	100
02	LUTHER: THE FALLEN SUN	87
03	HUNGER	86
04	THE MOTHER	81
05	HEART OF STONE	74
06	MURDER MYSTERY 2	72
07	NOWHERE	67
08	EXTRACTION 2	65
09	AKA	63
10	JAWAN	60

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE NIGHT AGENT	100
02	KING THE LAND	93
03	THE GLORY	92
04	TRUE BEAUTY	91
05	ONE PIECE	75
06	STRONG GIRL NAM-SOON	62
07	DOCTOR CHA	57
08	THE WITCHER	57
09	GINNY & GEORGIA	56
10	LUPIN	55

SOURCE: FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TIMES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. 'INDEX' VALUES COMBINE THE FLIXPATORL 'POINTS' VALUE FOR EACH TITLE INTO THE FLIXPATROL 'POINTS' VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKINGS.

qat we are social **Meltwater**.

34

Digital 2024 Qatar

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françaisJAN 2024
FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

Web traffic referred by Facebook as a percentage of web traffic referred by social media platforms (any device)

86.71%
DEC 2013
+1.4%

87.91%
DEC 2014
+3.7%

91.13%
DEC 2015
+2.2%

93.09%
DEC 2016
-18.0%

76.33%
DEC 2017
+0.2%

76.46%
DEC 2018
+4.5%

79.93%
DEC 2019
-11.0%

71.15%
DEC 2020
+23.9%

88.13%
DEC 2021
-16.2%

73.89%
DEC 2022
-14.9%

62.85%
DEC 2023

Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms only. Figures represent the share of web traffic arriving onto third-party websites via clicks on social media links, based on data collected in January of each year. However, the chart shows 'December YYYY' rather than 'January YYYY' as the most likely month to which the data relate. Changes in share indicate relative year-on-year change in percentage points. For example, an increase of 5% from a starting value of 50% would equal 6%, not 55%. 'Any device' values represent both desktop and mobile devices.Jan 2024

Facebook: Advertising Audience Overview

The potential audience that marketers can reach with ads on Facebook

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

Qatar

Total potential reach of ads on Facebook
2.40 million

Facebook ad reach vs. total population
88.0%

Facebook ad reach vs. total internet users
88.9%

Quarter-on-quarter change in reported Facebook ad reach
0% [unchanged]

Year-on-year change in reported Facebook ad reach
+23.1%
+450 thousand

Share: Female Facebook ad reach vs. overall Facebook ad reach
25.0%

Share: Male Facebook ad reach vs. overall Facebook ad reach
75.0%

Adoption: Overall Facebook ad reach aged 18+ vs. overall population aged 18+
107.4%

Adoption: Female Facebook ad reach aged 18+ vs. female population aged 18+
119.4%

Adoption: Male Facebook ad reach aged 18+ vs. male population aged 18+
107.7%

Sources: Meta's advertising resources, Kepios analysis. Notes: Based on eligible audiences. Gender data only available for "female" and "male". Source data for reach figures may show very small differences to numbers published in past reports due to continuous updates in audience and population data. Figures compared to Kepios's previous report unless otherwise stated. Different source bases, sample sizes, and definitions mean that users should read the notes on data, and changes in relevant populations, to understand the figures above.

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TOP YOUTUBE SEARCHES (QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023)

- SEARCH QUERY - INDEX

01 - MOVIE - 100
02 - SONG - 95
03 - SONGS - 50
04 - MOVIES - 26
05 - HINDI MOVIE - 25
06 - NEW MOVIE - 16
07 - QATAR - 14
08 - MUSIC - 13
09 - MALAYALAM FULL MOVIE - 12
10 - BABY - 12
11 - DANCE - 12
12 - b6:bvFd¢ Ò
13 - KARAOKE - 8
14 - HINDI MOVIES - 8
15 - NEW MOVIES - 7
16 - TAMIL FULL MOVIE - 7
17 - HINDI SONG - 7
18 - dVDbv' - 7
19 - NEW HINDI MOVIE - 6
20 - CARTOON - 6

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUSHED BY GOOGLE TRENDS, AND ARE REPRODUCED AS IS TO DERIVE RESULTS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE SEARCH WITHIN THE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH

ACTUAL SEARCH VOLUMES: THE INDEX "100" EQUATES TO THE SEARCH QUERIES MADE THE GREATEST VOLUME OF SEARCHES; OTHER QUERIES ARE SCALED RELATIVE TO THE "100" QUERY. ADVISORY: GOOGLE TRENDS USES DATA SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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we are social | Meltwater**JAN 2024**

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
- 2.57 MILLION
  ![YouTube Icon] KEPIOS

YOUTUBE AD REACH vs. TOTAL POPULATION
- 94.2%
  ![People Icon] we are social

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
- 95.2%
  ![Globe Icon] Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
- 0% [UNCHANGED]
  ![Yellow Circle Icon] 90

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
- -1.9% (-50 THOUSAND)
  ![Red Circle Icon] 365

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
- 22.2%
  ![Female Icon]

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
- 77.8%
  ![Male Icon]

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
- 103.0%
  ![Group Icon] Meltwater

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
- 99.0%
  ![Green Female Icon] we are social

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
- 104.2%
  ![Blue Male Icon] we are social

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS.
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY; AGE AND GENDER DATA ARE ONLY AVAILABLE FOR USERS AGED 18 AND ABOVE; VALUES INDICATE EACH DEMOGRAPHIC GROUP'S ADOPTION RATE VS BASE; VALUES COMBINING STATISTICS MAY EXCEED 100% DUE TO BASE OVERLAPS; AD REACH DATA CAN BE PRONE TO MISREPORTING OF USERS AGES; VALUE WITHIN 2 SIGNIFICANT FIGURES; AD REACH VALUES BASED ON ADVERTISERS' ESTIMATES PROVIDED BY EACH PLATFORM.

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![we are social logo] ![Meltwater logo]Voici la retranscription textuelle de l'image:

Jan 2024

TikTok: Advertising Audience Overview

The potential audience aged 18+ that marketers can reach with ads on TikTok.

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.)

Total Potential Reach of Ads on TikTok
2.60 million

TikTok Ad Reach vs. Total Population
95.2%

TikTok Ad Reach vs. Total Internet Users
96.2%

Quarter-on-quarter change in reported TikTok ad reach
+2.1% (+55 thousand)

Year-on-year change in reported TikTok ad reach
+21.3% (+456 thousand)

Share: Female TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+
38.4%

Share: Male TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+
61.6%

Adoption: Overall TikTok ad reach aged 18+ vs. overall population aged 18+
116.2%

Adoption: Female TikTok ad reach aged 18+ vs. female population aged 18+
193.6%

Adoption: Male TikTok ad reach aged 18+ vs. male population aged 18+
93.0%

Sources: TikTok's advertising resources, Kepios analysis.
(Note: Does not include Douyin. Reach data are only available for "female" and "male" users aged 18+. Data are not available for "non-binary" genders. Data also based on midpoints of ad reach estimates for eligible audiences in TikTok's tools. Minors under the age of 18 may still see ads on TikTok. Reach values based on eligible audiences and do not address restrictions on advertising to minors in different locations. See here for notes on data used for advertising reach.)

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER.
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
1.65 MILLION

MESSENGER AD REACH vs. TOTAL POPULATION
60.5%

MESSENGER AD REACH vs. TOTAL INTERNET USERS
61.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
+17.9% (+250 THOUSAND)

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+
25.3%

SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+
74.7%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
73.9%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
78.8%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
69.8%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON DEMOGRAPHICALLY PROFILED RANGES. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'. SOURCE DATA FOR EACH AGE GROUP MAY NOT SUM TO PUBLISHED TOTAL. ADVISORIES: INTERNET USER BASES USED TO

CALCULATE VALUES MAY DIFFER. USERS EXCLUDED FROM PUBLISHED VALUES MAY RESULT IN PUBLISHED POPULATION AD RATES EXCEEDING 100%. RATES OF REPORTING MAY VARY ACROSS COMPANIES, LIMITING DIRECT COMPARABILITY. INCLUSION BASED ON AVAILABILITY OF SOURCE DATA.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
1.65 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
60.5%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
61.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
+3.1%
+50 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+50.0%
+550 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
35.9%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
64.1%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
71.6%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
110.8%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
59.3%

Sources:

- META ADVERTISING RESOURCES
- KEPIOS ANALYSIS

Notes:

- BASED ON USERS AGED 18+
- GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTALS
- INSTAGRAM AD REACH NUMBERS MAY BE SUBJECT TO SIGNIFICANT VARIATION OVER TIME

Source Data for Reach by Gender may not sum to published totals due to rounding and other factors.

Users with non-binary gender identities will be included in published totals, but population data available by gender at the time of this report is limited to male and female populations.
Instagram's advertising resources publish audience reach data for users aged 13+. TikTok's advertising reach tools only publish audience data for users aged 18+.
Instagram's advertising audience reach numbers are based on monthly active users.

Comparability:

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X: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

QATAR

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
- 802.1 THOUSAND

X AD REACH % TOTAL POPULATION
- 29.4%

X AD REACH % TOTAL INTERNET USERS
- 29.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
- -6.7%
- -58 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
- -23.6%
- -248 THOUSAND

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
- 34.3%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
- 65.7%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED
18+
- 34.7%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED
18+
- 51.3%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
- 29.7%

SOURCES:
ITS ADVERTISING RESOURCES; KEPIOS ANALYSIS

NOTES:
VALUES ARE MEDIANS OF PUBLISHED RANGES. GENDER DATA ARE ONLY
AVAILABLE FOR "FEMALE" AND "MALE"

ADVISORY:
SIGNIFICANT ANOMALIES FOUND IN SOURCE PUBLISHED AGED 13+ AUDIENCE
FIGURES FOR THIS PLATFORM MEAN THAT DATA MAY SIGNIFICANTLY OVER-
ESTIMATE USERS AGED 13–17, AND MAY COMPRESS COUNTRY-SPECIFIC
FIGURES VS. GLOBAL AVERAGES. AD REACH FINDINGS ARE HIGHLY
SUSCEPTIBLE TO EXCHANGE RATE INFLATIONS AND ARE BEST USED AS
COMPARABLE INDICATORS.**JAN 2024 - SNAPCHAT: ADVERTISING AUDIENCE
OVERVIEW**

**THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
SNAPCHAT**
*Note: Please read the important notes on comparing data at the start of this report
before comparing data on this chart with previous reports.*

1. **TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT**
   - Icon: Snapchat logo
   - 1.07 million

2. **SNAPCHAT AD REACH vs. TOTAL POPULATION**
   - Icon: 3 persons
   - 39.1%

3. **SNAPCHAT AD REACH vs. TOTAL INTERNET USERS**
   - Icon: Globe
   - 39.5%

4. **QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH**
   - Icon: 90
   - +9.2% (+90 thousand)

5. **YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH**
   - Icon: 365
   - +9.2% (+90 thousand)

6. **SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+**
   - Icon: Female symbol
   - 43.5%

7. **SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+**
   - Icon: Male symbol
   - 54.8%

8. **ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+**
   - Icon: Two persons
   - 42.0%

9. **ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+**
   - Icon: Female
   - 79.1%

10. **ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+**
    - Icon: Male
    - 29.9%

Qatar Flag

SOURCES
Snap's advertising resources; Kepios analysis
NOTES:
Data are not available for all countries. Values based on endpoints of available data only. Gender data are for users aged 18+ only; age 13+ and aged 13-17 gender splits not available. Audience overlaps mean the unique reach is likely to be lower than the totals published in this report.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

Total Potential Reach of Ads on LinkedIn:
1.40 million

LinkedIn AD Reach vs. Total Population:
51.3%

LinkedIn AD Reach vs. Total Internet Users:
51.9%

Quarter-on-Quarter Change in Reported LinkedIn AD Reach:
0% [UNCHANGED]

Year-on-Year Change in Reported LinkedIn AD Reach:
+16.7% +200 thousand

Share: Female LinkedIn AD Reach Aged 18+ vs. Overall LinkedIn AD Reach Aged 18+:
26.5%

Share: Male LinkedIn AD Reach Aged 18+ vs. Overall LinkedIn AD Reach Aged 18+:
73.5%

Adoption: Overall LinkedIn AD Reach Aged 18+ vs. Overall Population Aged 18+:
62.7%

Adoption: Female LinkedIn AD Reach Aged 18+ vs. Female Population Aged 18+:
58.2%

Adoption: Male LinkedIn AD Reach Aged 18+ vs. Male Population Aged 18+:
48.3%

Sources: LinkedIn's advertising resources; Keplar Analysis Notes: Values refer to registered members 18+; ads not comparable with other platforms in this report; gender data may under/overrepresent; reach may not represent unique accounts, differing remits; exchange rate: MB; including unknowns and bots; members include active profiles; adoption calculation male = male advisor; must include ads. Latest value considered for analysis. Comparability: changes in total population, growth in LinkedIn average accounts, differing memberships, and changes in reported populations.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
77.85%
YEAR-ON-YEAR CHANGE
+1.4% (+108 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
21.97%
YEAR-ON-YEAR CHANGE
-4.6% (-107 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.16%
YEAR-ON-YEAR CHANGE
-11.1% (-2 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.02%

YEAR-ON-YEAR CHANGE
+100% (+1 BP)

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MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

QATAR

Number of Cellular Mobile Connections (Excluding IoT)
4.75 Million

Number of Cellular Mobile Connections Compared with Total Population
174.2%

Year-on-Year Change in the Number of Cellular Mobile Connections
-11.9% (-643 Thousand)

Share of Cellular Mobile Connections That Are Broadband (3G, 4G, 5G)
97.1%

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POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH GRAPH USES VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURE CELLULAR CONNECTION FIGURES THAT INCLUDE CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.*
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Footer:
Digital 2024 Qatar   *(Icon of document)* **51 sur 64** *(Zoom In Icon)* *(Zoom Out Icon)* *(Full Screen Icon)* *(Download Icon)* *(Share Icon)* *(Language Selection Icon: "français")*JAN 2024
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

(Qatar Flag Image)
QATAR

Q4 2021
4.79 M
+1.8%

Q1 2022
4.88 M
-0.8%

Q2 2022
4.84 M
+0.8%

Q3 2022
4.88 M
+10.4%

Q4 2022
5.39 M
-4.7%

Q1 2023
5.14 M
-8.4%

Q2 2023
4.71 M
-0.04%

Q3 2023
4.71 M
+0.9%

Q4 2023
4.75 M

(Source)
SOURCE: GSMA INTELLIGENCE NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G. 12.3K = 12,300), 'M' DENOTES MILLIONS (E.G. 1.23 M = 1,230,000), AND 'B' DENOTES BILLIONS (E.G. 1.23 B = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY BASE CHANGES, SEE NOTES ON DATA.