

# WHY IT MATTERS TO BE LOCAL

TO SAUDI LISTENERS

— Source: Ipsos Data 'The State Of Music Streaming In MENA 2020' ~ a study commissioned by Choueiri Group & Anghami

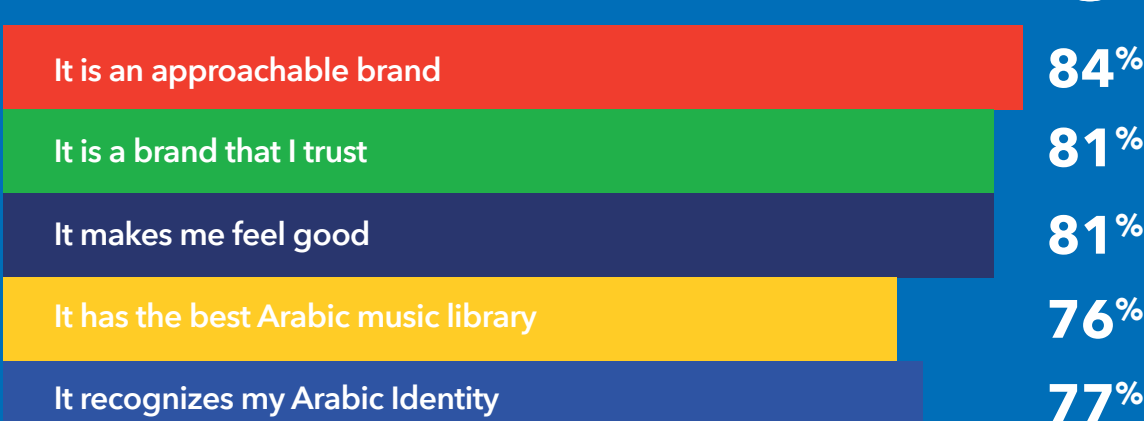
Just like music lovers across the MENA region, Saudi listeners have an infinite appetite for music. The music industry has been on the rise in the Kingdom over the past couple of years and the market has been eager and open to more and more global content all while producing local content for the world.

**Why do Saudi streamers love Anghami - the local player-in a market where global players are present?**



**59%**  
MUSIC STREAMING PENETRATION IN KSA

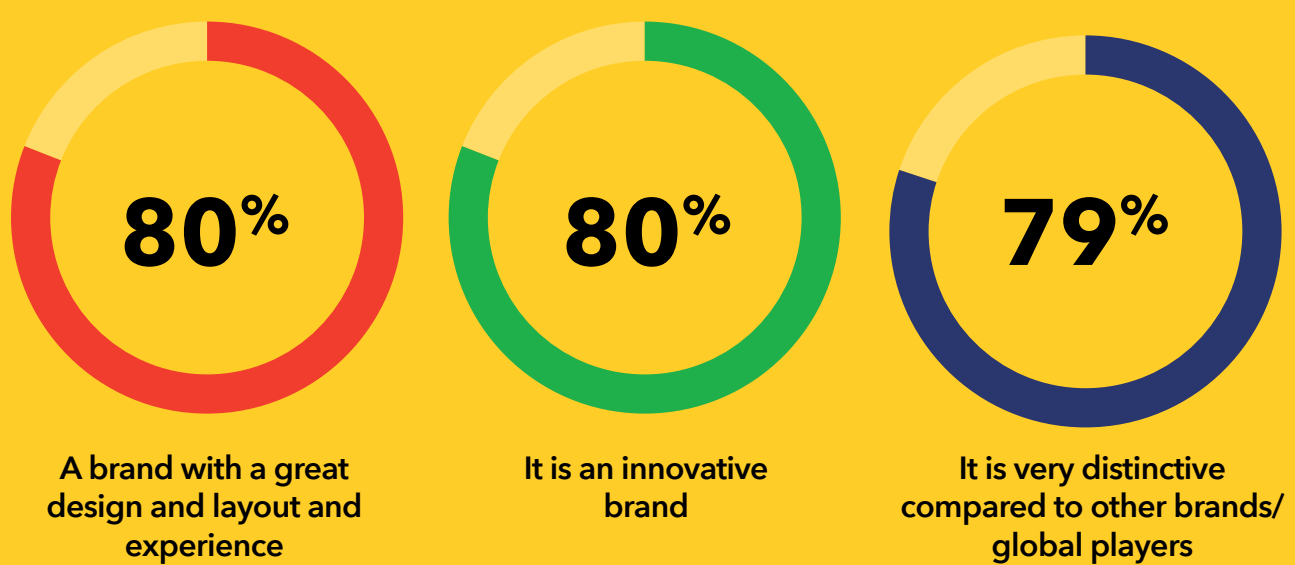
## A BRAND THAT FEELS LIKE HOME



— BASE N = 582

TOP 2 BOX (Agree + Strongly Agree)

## LOCAL, WITH GLOBAL STANDARDS



— BASE N = 582

TOP 2 BOX (Agree + Strongly Agree)

## ANGHAMI'S SAUDI AUDIENCE IS UNIQUE



\*users who don't use any another music streaming platform

— BASE N = 582

TOP 2 BOX (Agree + Strongly Agree)

## SAUDI STREAMERS ARE LOYAL AND ADVOCATES FOR THE BRANDS THEY LOVE

**61%**  
of Anghami users prefer the platform  
— BASE N = 582



— BRAND FUNNEL - KSA  
\*YT music was excluded for sample insignificance

## OUR USERS WILL LISTEN WHEN YOU SPEAK

Interested? Reach out to us at [advertise@anghami.com](mailto:advertise@anghami.com)

