INTERNET USAGE TRENDS IN THE ARAB WORLD

(22 COUNTRIES IN THE MIDDLE EAST & AFRICA)
Algeria, Bahrain, the Comoros Islands, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Mauritania, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, the United Arab Emirates, and Yemen

SOCIAL MEDIA & POLITICAL MOVEMENTS

TRENDING HASHTAGS
The volume of daily tweets increased in the following countries and circumstances of 2011 Quarter 1:

#libya 990,000 mentions

protest 620,000 mentions (not a hashtag)

#jan25 1.2 million mentions — Protests begin in Egypt

#egypt 1.4 million mentions

#bahrain 640,000 mentions — February 14 protests

COUNTRIES WITH PROTESTS INCREASED THEIR FACEBOOK USERS 30% IN 2011*

* EXCEPT FOR IN LIBYA

* Likely explained by a number of expat workers leaving the country or switching Facebook locations.

MORE INFO: HTTP://ICW.INK/ARAB_MEDIA

IN TUNISIA & EGYPT,

FACEBOOK WAS MAINLY USED TO:
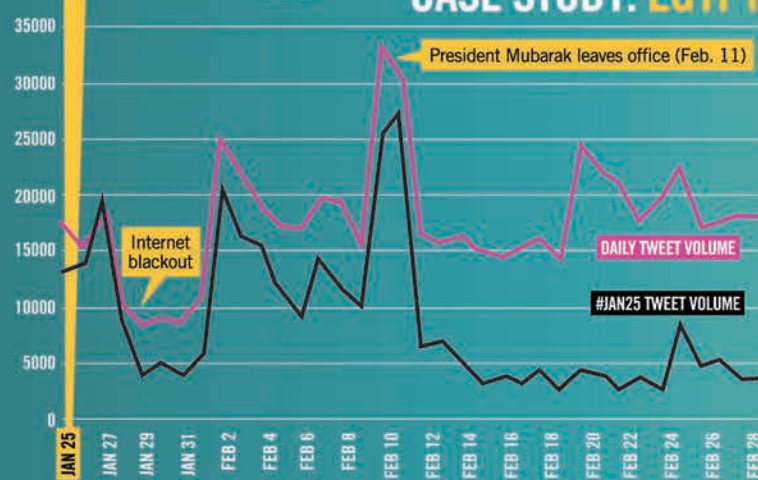- Raise awareness for civil movements
- Spread information globally about the civil movements
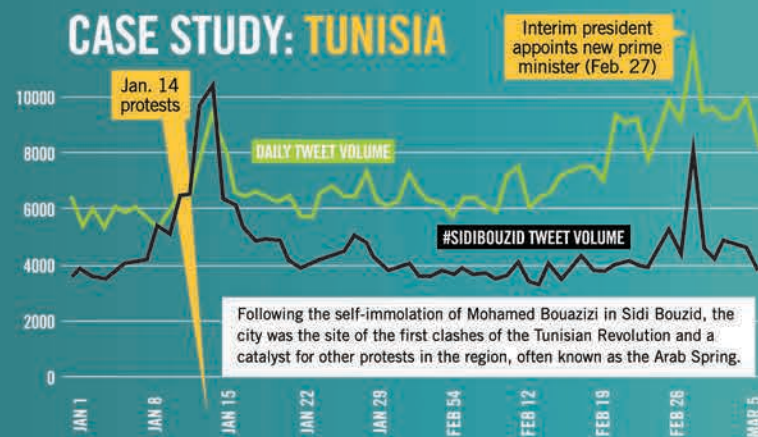- Organize activists and actions

ALMOST 60% of Facebook users in each country felt that Internet censorship was a ultimately positive for their social movements.

FROM THE ARAB SOCIAL MEDIA REPORT, EDITION #3: THE IMPACT OF FACEBOOK & TWITTER (MAY 2011)
MORE INFO: http://icw.ink/arab_media

CASE STUDY: EGYPT

President Mubarak leaves office (Feb. 11)

Internet blackout

DAILY TWEET VOLUME

#JAN25 TWEET VOLUME

(Chart axis values: 5000, 10000, 15000, 20000, 25000, 30000, 35000; dates JAN 25, JAN 27, JAN 29, JAN 31, FEB 2, FEB 4, FEB 6, FEB 8, FEB 10, FEB 12, FEB 14, FEB 16, FEB 18, FEB 20, FEB 22, FEB 24, FEB 26, FEB 28)

CASE STUDY: TUNISIA

Jan. 14 protests

DAILY TWEET VOLUME

Interim president appoints new prime minister (Feb. 27)

#SIDIBOUZID TWEET VOLUME

(Chart axis values: 0, 2000, 4000, 6000, 8000, 10000; dates JAN 1, JAN 8, JAN 15, JAN 22, JAN 29, FEB 54, FEB 12, FEB 19, FEB 26, MAR 5)

Following the self-immolation of Mohamed Bouazizi in Sidi Bouzid, the city was the site of the first clashes of the Tunisian Revolution and a catalyst for other protests in the region, often known as the Arab Spring.

REGIONAL LANGUAGES

Include several languages sharing Arabic script:

ARABIC لعربية
Spoken throughout Western Asia, North Africa, and the Horn of Africa.

URDU اُردُو
The national language of Pakistan.

FARSI فارسی
Also known as Persian, Farsi is primarily spoken in Iran, Afghanistan, and Tajikistan.

DARI درى
The variety of Persian language spoken in Afghanistan; one of the country's two official languages.

PASHTO پښتو
An Eastern Iranian language that is one of the two official languages of Afghanistan, as well as the second language of Pakistan.

And others in Latin script, such as Turkish and French.

EGYPT HAS 25% OF FACEBOOK USERS IN THE REGION

It gained close to 2 million new Facebook users between January 5 and April 5, 2011, which coincided with the country's civil movements.

MEAC = MIDDLE EAST & ADJOINING COUNTRIES REGION

ICANN

The region covered in the MEAC DNS Study covers a large geographic expanse, from the Atlantic Coast in the West to the Hindu Kush in the East.

The MEAC DNS Study focuses deeply on the following countries: Afghanistan, Egypt, Iran, Jordan, Lebanon, Morocco, Pakistan, Saudi Arabia, Tunisia, Turkey, Qatar, and United Arab Emirates.

MEAC DNS STUDY
HTTP://ICW.INK/MEAC_DNS_STUDY
The Middle East and Adjoining Countries (MEAC) DNS Study 2015 analyzes the MEAC region's domain name industry and registration data as it relates to the larger global internet environment. MEAC contains a structured survey of ccTLD registries in the region, supplemented with interviews with registries and registrars, and also offers suggested actions to stimulate wider uptake in the region.

MEAC-SIG
HTTP://ICW.INK/MEAC_SIG
Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG) launched as a part of ICANN's Middle East Engagement Strategy, devised by the Middle East Strategy Working Group. Through ICANN, the MEAC-SIG is an annual five-day event comprised of focused sessions tailored to fit the region's needs, covering a broad range of issues, ranging from technical to policy aspects of internet governance.

MIDDLE EAST STRATEGY WORKING GROUP
HTTP://ICW.INK/ME_STRATWG
Middle East Strategy Working Group (MESWG) was created by ICANN after ICANN 44 in Prague, and aims to:
- Develop a three-year (2013-2016) regional engagement strategy for the Middle East that focuses on the needs and priorities of the region
- Identify specific strategic areas, along with the problems and challenges of each area and their corresponding recommendations and actions
- Provide a preliminary plan of action, with activities, timelines and priorities
- Ensure multi-stakeholder approach in strategy implementation

MIDDLE EAST ENGAGEMENT STRATEGY
HTTP://ICW.INK/ME_ENGAGE
Developed in 2013 by the Middle East Strategy Working Group, with the hope of achieving the following in the region:
- Foster two-way engagement between ICANN and the Internet community
- Build up the local domain name industry
- Promote multi-stakeholder Internet governance mechanisms

ONLY 1% of the **WORLD'S REGISTERED DOMAINS** are in the MEAC region **BUT ANNUAL GROWTH RATES ARE STRONG AT >20%** (much higher than in the rest of the world)

REGIONAL LOWS & HIGHS

INTERNET CONNECTIVITY

UNITED ARAB EMIRATES **88%+**

AFGHANISTAN **6%**

LITERACY RATES
Essential for participation in internet usage.

ECONOMICS (GDP PER CAPITA)	0% - 33%	34% - 65%	66% - 89%	90% +
>$20,000			UNITED ARAB EMIRATES	HIGH LITERACY & HIGH GDP SAUDI ARABIA QATAR
$4,000 - $19,000			IRAN MOROCCO TUNISIA	JORDAN LEBANON TURKEY
$1,000 - $3,999		PAKISTAN		
< $999	LOW LITERACY & LOW GDP AFGHANISTAN			