

2022 MENA Digital Adspend

\$5.5bn

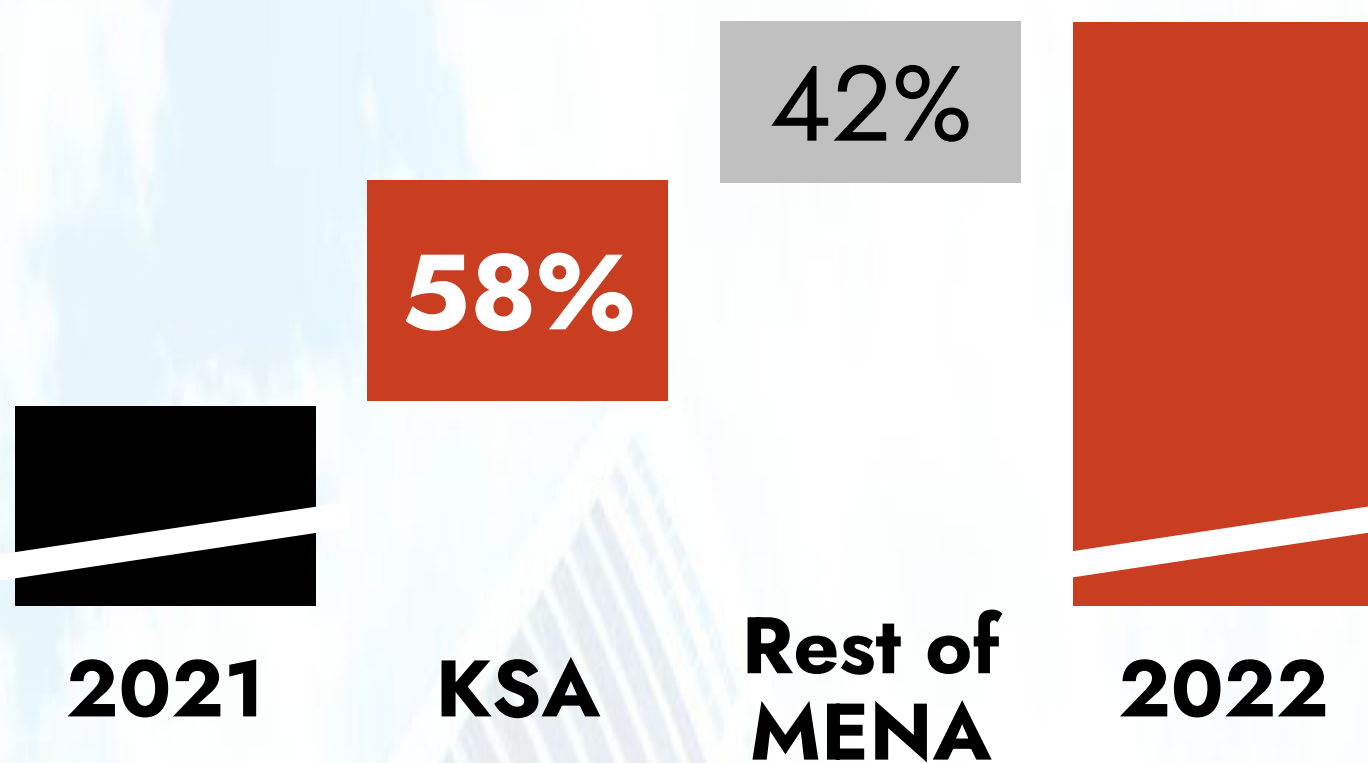
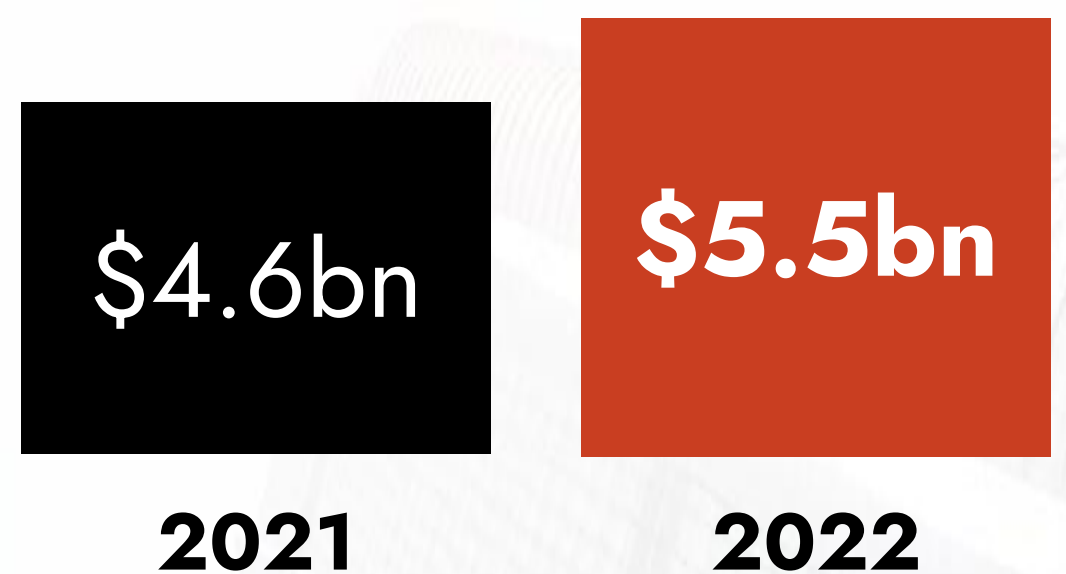
2022 MENA Adspend

MENA moved up two spots since 2021 and is now one of the **Top 4 EMEA markets by size**

\$900m increase in Adspend

20.1% YoY Growth

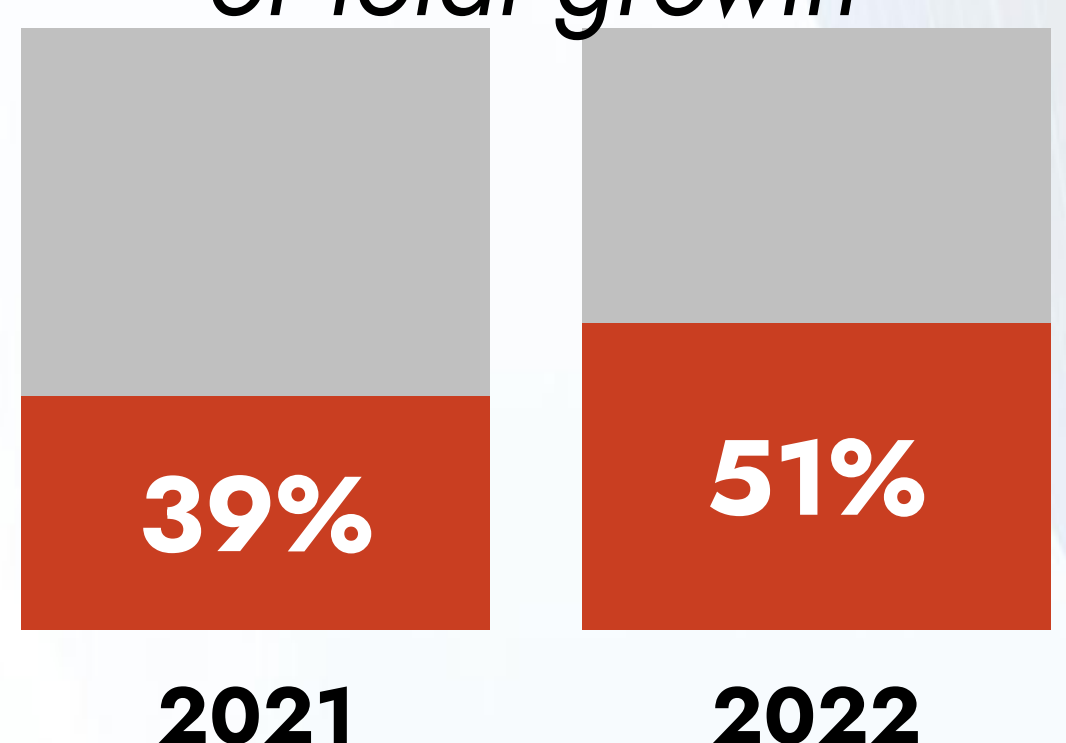
MENA markets in **Top 2 fastest growing** markets in EMEA



KSA accounts for 58% of overall MENA growth

Social Video was responsible for 51% of total MENA growth

Social Video Share of total growth



- Date: June 2023
- Source: IAB MENA estimates
- Includes input from 23 member companies
- USD Billion unless stated otherwise
- Constant USD currency