

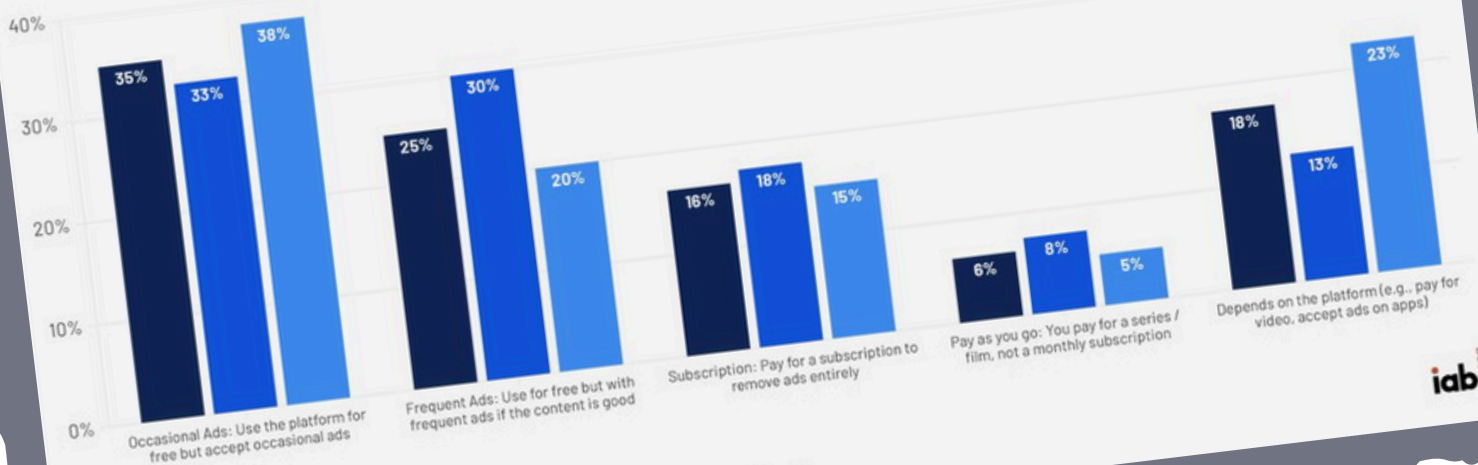


MENA Insights

KSA AD-FUNDED V SUBSCRIPTION CONSUMER INSIGHT

Ads are widely preferred for the platforms, with willingness to pay for roughly a quarter of KSA respondents; 35+ least keen on frequent ads
When using digital platforms, which of the following do you prefer?

■ Total ■ 16-35 ■ 35+



KSA Daily App or Website users. 50:50 Male Female, 50:50 Under 35 vs. over 35yrs old, n=80

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