# Ramadan is one of the biggest conversations on Twitter

# **#Connect with what's happening**

Ramadan generates yearly over

**48M** mentions globally 11M mentions in KSA 673K

mentions in UAE

Egypt

**#Facts** 

**KSA** 

Twitter is the first go-to platform to discover what's happening during Ramadan

what's happening during Ramadan 65% 52% 59%

UAE

**Favorite sources of video entertainment** 



### during Ramadan

	KSA	UAE
Other	11%	14%
Online paid streaming	20%	18%
Online free streaming	37%	35%
Social Media	41%	38%
<u>tv / / / / / / / / / / / / / / / / / / /</u>	42%	46%

#### **Shopping during Ramadan**

45% more spending in KSA 1 in 3

explore and try new products during Ramadan

## **#Be culturally relevant**

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#### The more active a brand is on Twitter, the more people see it as culturally relevant

88% correla and per

correlation between spend on Twitter and perceptions of a brand's cultural relevance

#### Source: Twitter Insight Survey, Twitter audience, KSA (979), UAE (317), Egypt (1,128)