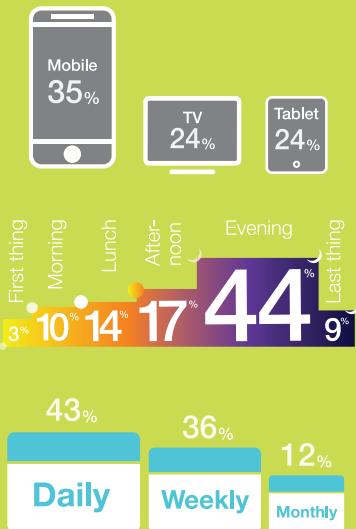


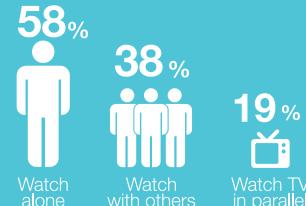
# xplains: UAE Online Video Consumption

Here's some data explaining the consumption behavior\* of UAE viewers

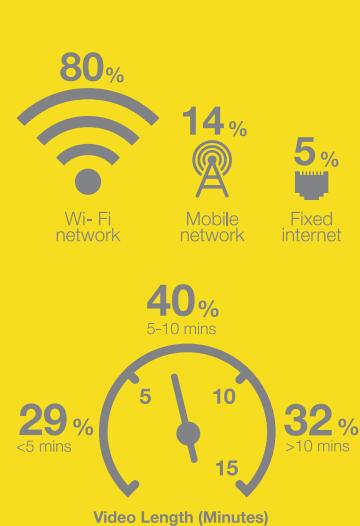
Online videos are watched on mobile phones in the evenings



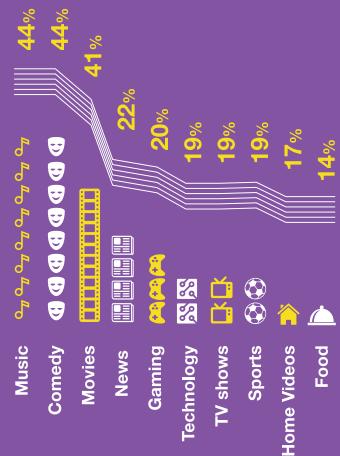
UAE users consider watching videos more of an individualistic act



Viewers mainly rely on Wi-Fi and watch 5 to 10 minute-long videos



Music & Comedy are the most viewed online video genres



Source: Google Consumer Barometer