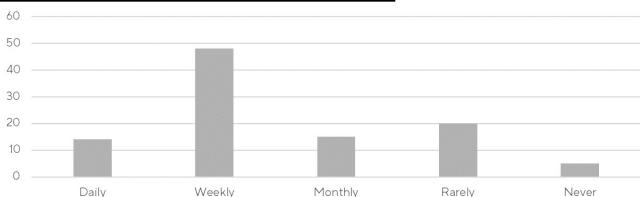


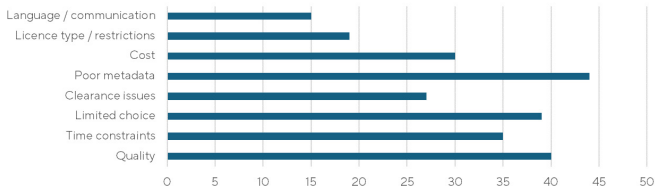


Survey 2024

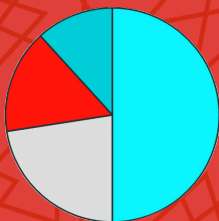
Frequency of MENA Footage Research



Biggest MENA Research Challenges



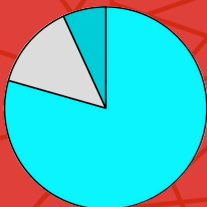
Usage of Arabic-language Research Service



- Yes, occasionally (50%)
- Yes, sometimes (23%)
- Yes, often (16%)
- No, I only do my own research (12%)

Industry Outlook

- Positive (79%)
- Neither positive nor negative (14%)
- Negative (7%)



Compared to Last Year

- More busy (43%)
- About the same (36%)
- Less busy (22%)

