

News Release

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Deloitte and Noor Telecommunications define the digital services landscape for the Middle East

24 February, 2014 - Given the significant growth in the digital services landscape in the Middle East, Noor Telecommunications Kuwait, in coordination with [Deloitte](#), have issued a report entitled "[Defining the Digital Services landscape for the Middle East](#)" to define the various dimensions across this evolving landscape.

In addition to introducing a framework to describe the digital services landscape, the report provides observations on the maturity of digital services across the Middle East. This assessment draws on regional case studies, and is further substantiated by insights from interviews with key players in the region.

"The landscape definition in this report seeks to be comprehensive and is structured in a way that allows present and potential digital services players to draw their own roadmap to exploit the opportunities in this sector," said Eng. Ayman Al Bannaw, Chairman & Chief Executive Officer of Noor Telecommunications. "It will enable players to identify certain complementary and synergetic roles which they can fulfill to further expand their respective market shares and promote the digital services sector as a whole."

Santino Saguto, Technology, Media and Telecommunications leader at Deloitte Middle East, stated: "Compared with global trends, many aspects of digital services are under-served in the Middle East region, with many services either absent or immature. Demand in the region for new services – even those which have been successful elsewhere globally – is developing but consumer willingness to pay for them is still to be proven." He added: "Opportunities for investors, entrepreneurs and established players exist in many areas of the Digital Services landscape described in this report."

Main findings of the report include:

- 2014 and beyond is an exciting time for those with an interest in the digital services landscape in the Middle East. Appetite for social media and consumer goods market (CGM) relating to news and current affairs is unique to the region, and emerging niches such as religious digital services present opportunities for regional entrepreneurs.
- Other services including e-commerce and key elements of the digital ecosystem such as digital advertising are well established internationally, but have so far lacked the stimuli or the supporting infrastructure to mirror such success in the region.
- Certain categories which typically feature in a more mature market, such as rights and royalties management and digital services skills and recruitment, have limited presence in today's market. It is expected that these categories will rapidly follow international trends and become well established over the next 5 years.
- Services including government services and TV, radio and music have significant growth potential, but will require investment and/or a substantial customer base in order to succeed. Established organizations offering 'adjacent' services (e.g. TV broadcasters) may have the appetite for joint ventures to stimulate the market or provide a platform for their own expansion.

"We anticipate that the digital services landscape will grow at pace in the Middle East over the next 3 to 5 years, in some areas following global trends and in others carving out a unique path for the region. This will provide interest for global, regional and local players and stakeholders alike," concludes Saguto.



To view the whole report, go to: <http://bit.ly/1c0ycoE>

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About Noor Telecommunications:

Noor Telecommunications Company K.S.C.C. (also known as Noortel) is a Sharia-Compliant, Kuwait based closed shareholding company that was established July 11, 2007.

Noor Telecommunications' primary objective is to be a leading company in the GCC region in the Telecommunication, Media and Technology (TMT) sector. Noor Telecommunications' strategy takes advantage of the company's unique position taking advantage of opportunities by acting as a catalyst between the industry's main players. Noor Telecommunications' strategy focusses on three sectors: IT system integration, Digital Media, and Strategic Telecom Projects.

To achieve success in executing its strategy, Noor Telecommunications took a leading role in the enablement and stimulation of key areas in the industry like Entrepreneurship and e-government. In order to achieve its objectives, Noor Telecommunications has established a solid support foundation with a prominent international operator and many leading technology providers working in support its group of companies.

Additionally, Noor Telecommunications is continually working to develop partnerships with companies in other regions to improve its strategy advantage in broadening its market base. Noor Telecommunications' devoted team of professionals with the support and leadership of the Chairman and Chief Executive Officer, Eng. Ayman Al-Bannaw and affiliate companies are dedicated to fulfilling the expectations of its shareholders and delivering the very best of innovative solutions available to its client's needs.

We at Noor Telecommunications stand committed to its clients and employees in always maintaining a professional environment dedicated to the development of well sustained relationships with those we serve and its team members.

About Deloitte:

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Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of 200,000 professionals, all committed to becoming the standard of excellence.

Deloitte's professionals are unified by a collaborative culture that fosters integrity, outstanding value to markets and clients, commitment to each other, and strength from cultural diversity. They enjoy an environment of continuous learning, challenging experiences, and enriching career opportunities. Deloitte's professionals are dedicated to strengthening corporate responsibility, building public trust, and making a positive impact in their communities.

About Deloitte & Touche (M.E.):

Deloitte & Touche (M.E.) is a member firm of Deloitte Touche Tohmatsu Limited (DTTL) and is the first Arab professional services firm established in the Middle East region with uninterrupted presence since 1926.

Deloitte is among the region's leading professional services firms, providing audit, tax, consulting, and financial advisory services through 26 offices in 15 countries with around 3,000 partners, directors and staff. It is a Tier 1 Tax advisor in the GCC region since 2010 (according to the International Tax Review World Tax Rankings). It has received numerous awards in the last few years which include Best Employer in the Middle East, best consulting firm, and the Middle East Training & Development Excellence Award by the Institute of Chartered Accountants in England and Wales (ICAEW).