

# Spotlight: Saudi Arabia

The Kingdom enjoys a good reputation for providing high-quality connectivity – and almost 80% of the workforce say their domestic broadband service is good



Saudi Arabia is held in high regard globally for its approach to connecting the whole country. It was ranked second among G20 markets in the 2021 Digital Competitiveness Report, supported by World Economic Forum data.

The Kingdom was also among the first to launch 5G services in a booming telecoms market. In addition, speed of mobile Internet has doubled to more than 57Mbps, while rural wireless broadband coverage has vastly improved.

## Mobile connections

Remote and hybrid working is now more prevalent than ever across the nation, with over half (51%) of the workforce relying on their home Internet to do their job or run their own business.

Dependence on high-performance Internet access is further underlined by the fact that almost two-thirds (65%) of respondents actively use their broadband for seven hours or more per day.

That said, nearly 4 in 5 (79%) of workers rate the reliability of their domestic broadband service as good. This is important since 73% of respondents reveal at least three people are online at any one time in their household, inevitably putting some pressure on connection quality.

## Key takeaways



**82%** : the amount of workers in Saudi Arabia stating reliable, quality broadband is important to them



**73%** of respondents reveal at least three people are online at any one time in their household



**51%** of the workforce rely on their home Internet connection to do their job or run their own business



**Almost 4 in 5** workers rate the reliability of their domestic broadband service as good

A majority of respondents (70%) use some form of mobile technology to connect to the Internet at home, including their mobile phone, or a 4G or 5G hub. Fibre-optic broadband is used by 17%. In the future, 29% would like to connect wirelessly through 5G.

Good connection also matters to people away from their home, with more than 8 in 10 (82%) stating everyone should have access to secure, fast and reliable services in public places and while on the move - regardless of location.

Meanwhile, almost 3 in 4 (73%) workers would be willing to pay extra for a safer broadband Internet connection, showing security is front of mind.

## Looking to the future

There are further reasons why respondents believe fast, reliable connectivity is crucial. 82% state access to fast, reliable Internet is crucial to the Kingdom's future economic growth. Meanwhile, more than 8 in 10 (81%) believe it is vital to developing and maintaining a well-educated and informed population.

When asked about what critical service they would prioritise when using their broadband connection in the future, 36% highlighted education.

Also looking ahead, 63% of workers in the country are planning to upgrade their Internet service at some point during the next 12 months.

## Home broadband use patterns anticipated over the next 12 months

