

RESEARCH PUBLICATION

The Attention Economy

How Egypt Consumes Time Online & What It Means for Media Tech

Investia Capital Group | Proprietary Research

The Headline Number: 43.7 Million Hours Per Day

Egyptians spend 43.7 million hours daily watching series and video content alone

43.7M

HOURS/DAY ON VIDEO



52.4M

viewing hours daily across all
entertainment (films + series + video)



39.8M

e-commerce users driving 70M daily
visits



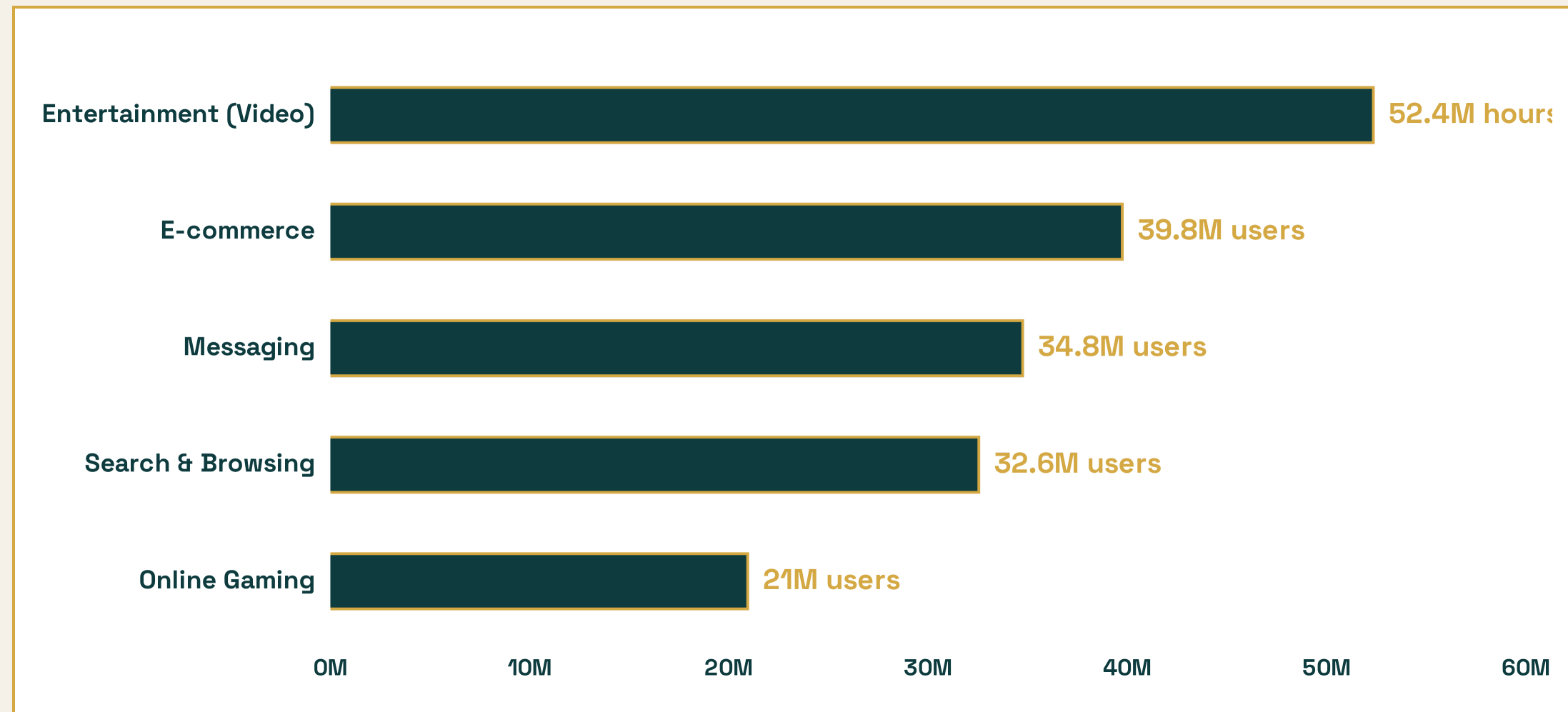
34.8M

messaging app users sending 47.8M
messages daily

This research examines how Egypt's 70M+ internet users allocate their digital time and what this means for media technology infrastructure, investment, and strategy.

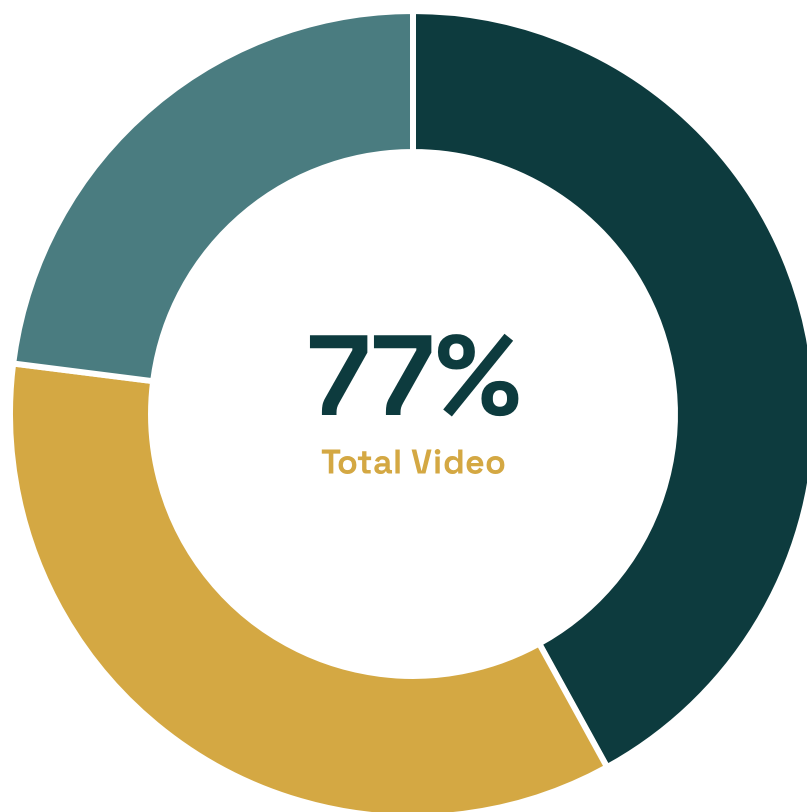
Egypt's Digital Consumption — A Nation Online

Key metrics across major digital categories



Where The Hours Go: Time Allocation

Breakdown of daily online time by content type



- TV / Films / Long-form Video
42%
- Short-form Video (TikTok/Reels)
35%
- Everything Else (Social, Gaming, etc.)
23%

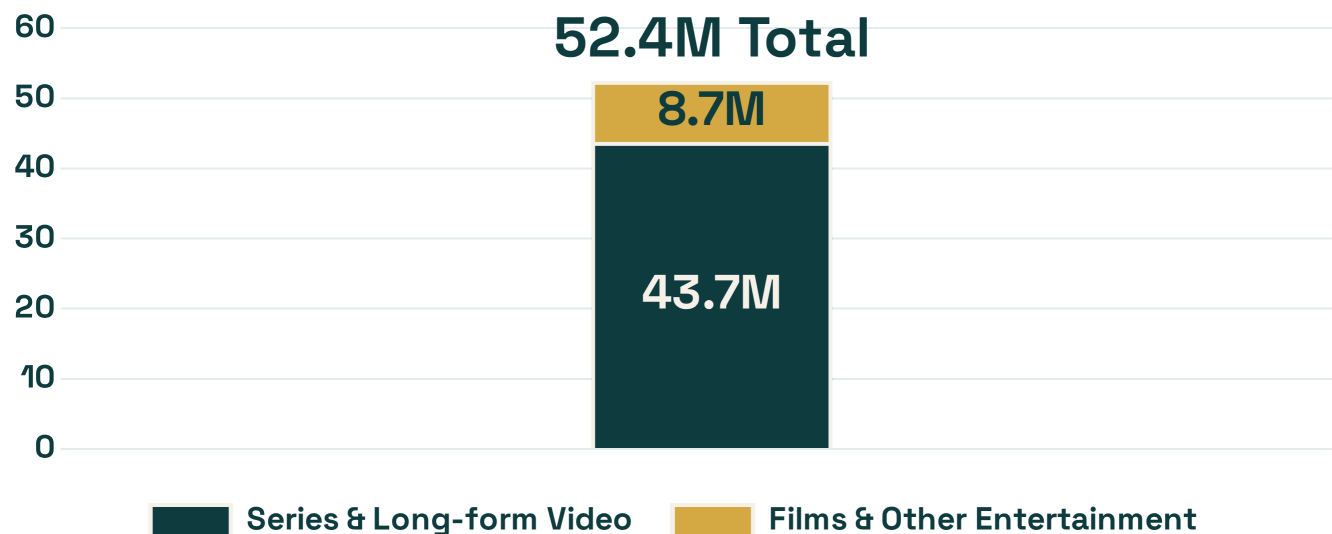
77%

of all digital time is spent on
video content — long-form
and short-form combined

Entertainment Leads – 52.4 Million Viewing Hours Daily

Films, series, and video content dominate Egypt's digital attention

Daily Viewing Hours Breakdown (Millions)



Short-Form Explosion

While long-form leads today, short-form video is experiencing an explosive growth trajectory, rapidly capturing new attention share.

KEY INSIGHT

"Video is not just the leading category – it is the category. Everything else competes for the remaining 23% of attention."

The Short-Form Revolution — TikTok, Reels & the New Attention Currency

Tens of millions of users, rapid growth, and a fundamental shift in content consumption

ENGAGEMENT METRICS COMPARISON

User Base Tens of millions (growing rapidly)

Daily Time Multiple hours per user

Growth Rate Fastest-growing content category

35%

OF ALL DIGITAL TIME NOW GOES TO SHORT-FORM VIDEO — AND RISING

 15-60 SECOND CLIP



 ALGORITHM AMPLIFICATION



 VIRAL REACH



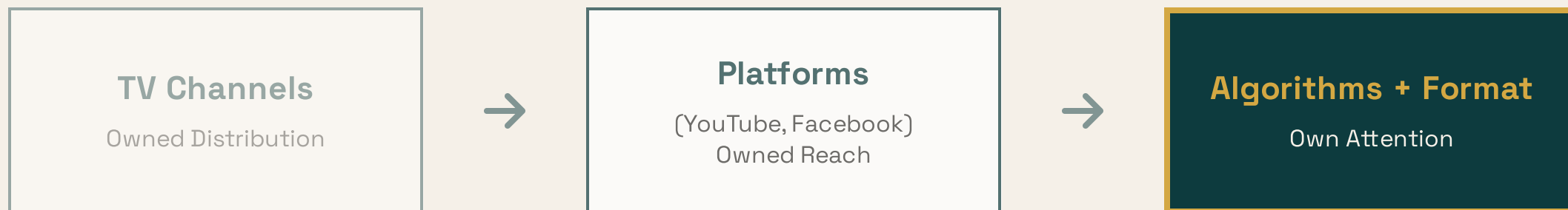
 MONETIZATION

What This Means for Media Tech

Seven structural shifts reshaping the media technology landscape in Egypt

The Power Shift: Platforms → Algorithms → Creators

Recommendation engines now own attention, not content libraries



1 Recommendation engines
> content libraries

2 AI-driven feeds >
scheduled programming

3 Personalization becomes
the core product

"IF YOUR TECH DOESN'T LEARN USER BEHAVIOR FAST, YOU'RE IRRELEVANT."

Death of "Content" — Rise of "Format"

It's not about what you produce — it's about how it's packaged

LONG-FORM: STILL BIG

43.7M

hours/day on series & video



SHORT-FORM: CATCHING UP FAST

35%

of digital time and growing



Auto-clipping Tools

Transforming long content into short clips automatically for algorithmic distribution.



AI Captioning & Hooks

Automated thumbnails, dynamic captions, and engagement optimization at scale.



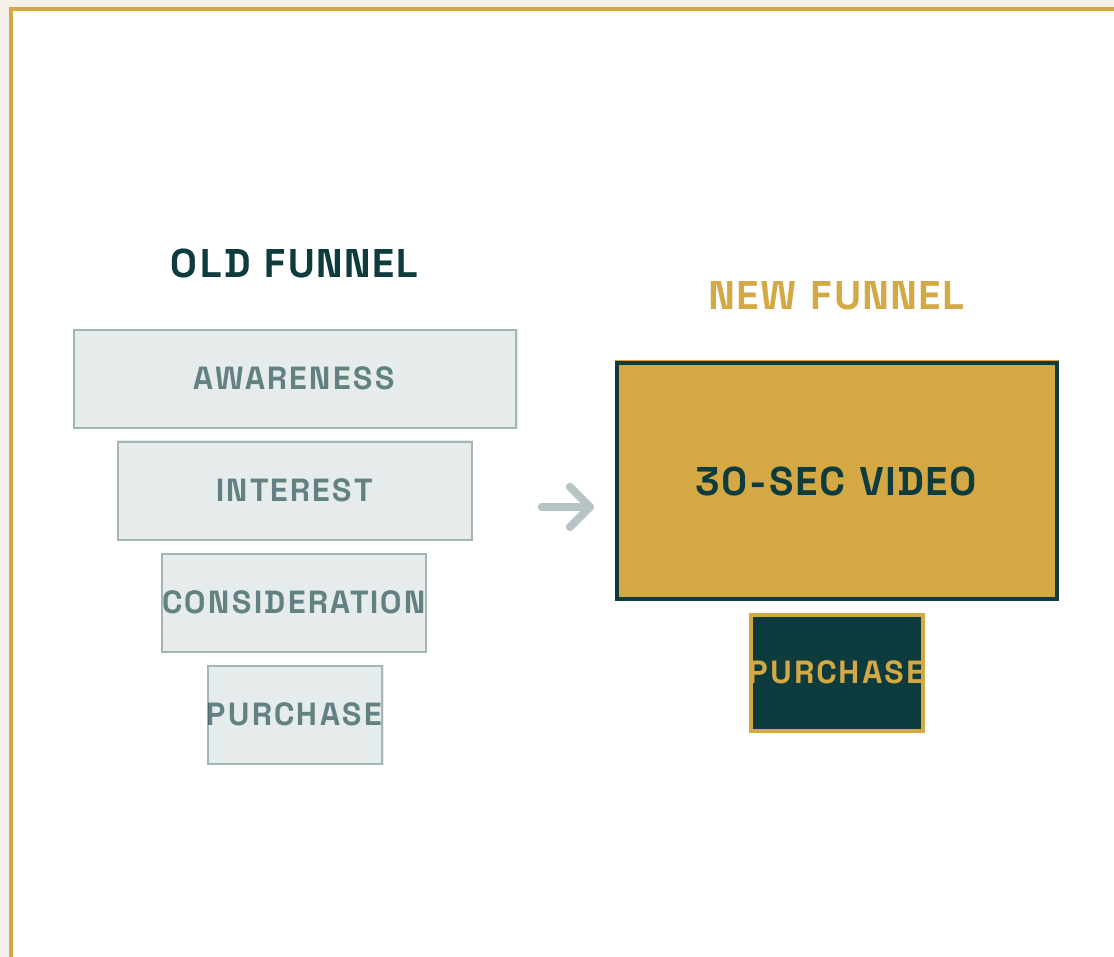
Real-time Analytics

Performance measured in seconds, not weeks, driving immediate content iteration.

"THE WINNERS BUILD **CONTENT FACTORIES**, NOT STUDIOS."

Attention → Conversion in 30 Seconds

The traditional marketing funnel has collapsed into a single video



 TikTok → Shops

 Instagram → Checkout

 YouTube → Direct Monetization

VIDEO → ONBOARDING → TRANSACTION

**“CONTENT + DISTRIBUTION +
CONVERSION MUST EXIST IN ONE
FLOW.”**

Rise of Creator Infrastructure — Systems, Not Celebrities

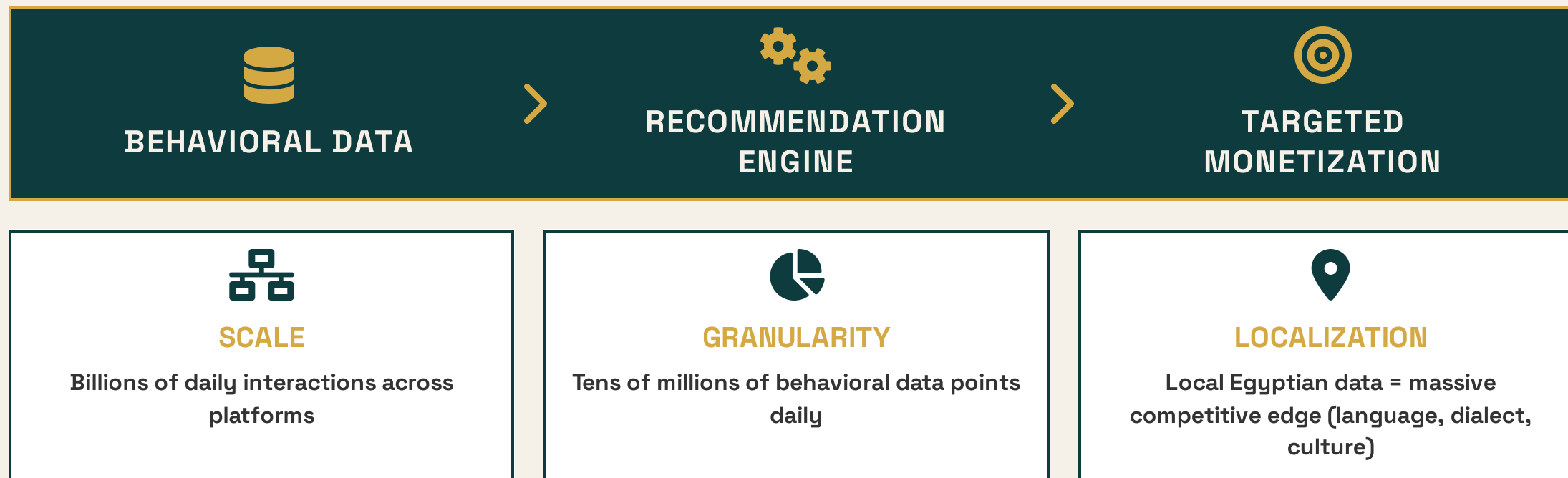
You don't need influencers — you need scalable creator pipelines

OLD MODEL	NEW MODEL
★ Celebrity influencers	🏗️ Scalable creator pipelines
🎯 One-off campaigns	⚙️ Automated campaign deployment
👤 Manual management	👥 Creator CRM systems
📺 Fixed fees	📊 Revenue-sharing platforms
👤 Human-only content	🤖 AI-generated content at scale

“OWN THE RAILS BEHIND CREATORS, NOT THE CREATORS THEMSELVES.”

Data Is the New Core Asset — Not Content

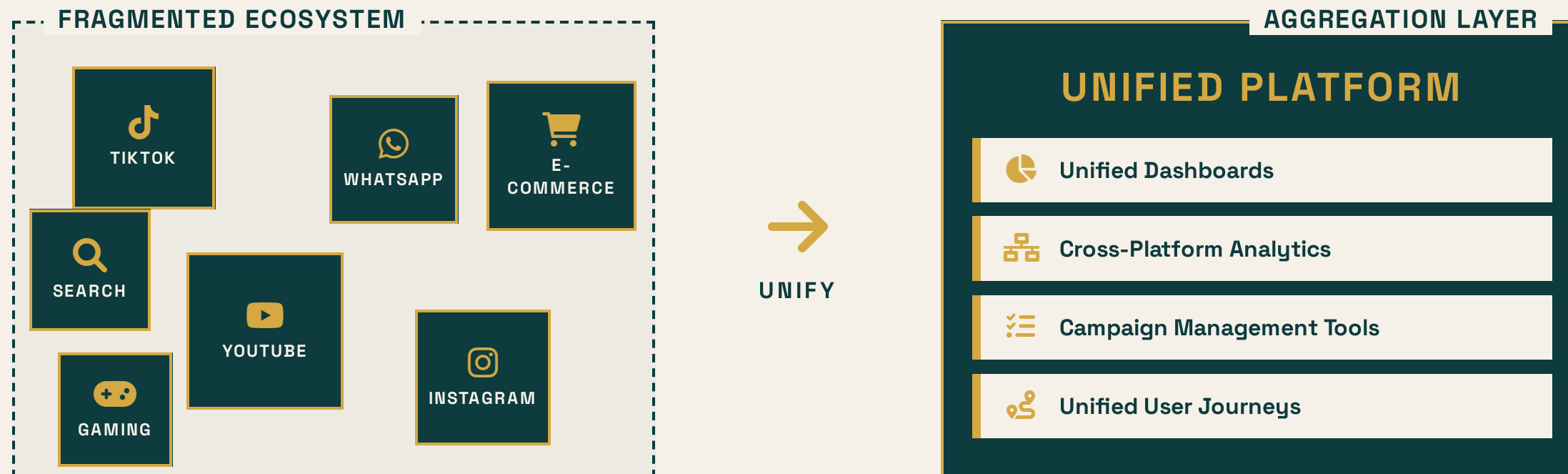
From content companies → data companies



“Local data in Arabic dialect, cultural context, and Egyptian consumer behavior is an irreplaceable asset that global platforms cannot easily replicate.”

Fragmentation Creates the Aggregation Opportunity

Users are scattered — the opportunity is to unify



"THIS IS AN INFRASTRUCTURE PLAY, NOT A CONTENT PLAY."



THE HARD TRUTH

“Media tech is no longer ‘tools for content’”

“It is now: infrastructure for attention, behavior, and monetization”

“If a business doesn’t understand short-form video and algorithmic distribution, it’s structurally behind”

Egypt's Digital Ecosystem — The Full Picture

Key metrics across all major digital categories

ENTERTAINMENT

52.4M hours/day

43.7M hours on series alone

SHORT-FORM VIDEO

Tens of millions

35% of digital time

SOCIAL MEDIA

Tens of millions

Billions of interactions

MESSAGING

34.8M users

47.8M messages/day

E-COMMERCE

39.8M users

70M daily visits

ONLINE GAMING

21M users

Several hours/day per user

SEARCH & BROWSING

32.6M users

Tens of millions of searches

Where the Value Sits — Strategic Implications

Three pillars for media-tech positioning in Egypt



PILLAR A MEDIA-TECH INFRASTRUCTURE

- ✓ Creator economy rails
- ✓ Video distribution engines
- ✓ AI content production tools



PILLAR B EMBEDDED DISTRIBUTION

- ✓ Every product needs a content engine
- ✓ Not marketing — native distribution
- ✓ Content as a core business function



PILLAR C DATA OWNERSHIP STRATEGY

- ✓ Own user journeys end-to-end
- ✓ Build proprietary behavioral datasets
- ✓ Local data = structural competitive advantage

Key Takeaways

What every stakeholder in Egypt's digital economy must understand

1 VIDEO IS THE ECONOMY — 77% of digital time goes to video (long + short form)

2 SHORT-FORM IS THE FUTURE — 35% and rising; algorithmic distribution is the new gatekeeper

3 DATA > CONTENT — The winning companies will be data companies, not content companies

4 INFRASTRUCTURE WINS — Own the rails (creator tools, analytics, distribution), not the content

5 LOCAL ADVANTAGE — Egyptian behavioral data, dialect, and culture create a defensible moat

The Investia logo consists of the word "Investia" in a white, sans-serif font, centered within a dark teal square. A thin white line forms a partial border around the top and right sides of the square.

Investia

THE ATTENTION ECONOMY

Investia Capital Group — Proprietary Research

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