

Top 10 Companies in the Middle East Media Industry: IT Spending Predictor 2010

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Abstracts

Introduction

This databook provides estimates of IT spending for the top 10 companies in the Middle East Media industry. The databook is a comprehensive source of IT spending by company, including assessment by technology and channel.

Scope

Ovum's view of the top 10 companies in the Middle East Media sector in terms of IT spending

A breakdown of the estimated IT budget by technology for each of the top 10 companies

A breakdown of the estimated IT budget by channel for each of the top 10 companies

Highlights

The top 10 companies in the Middle East media industry in terms of estimated IT spending spent the largest portion of their IT budgets on hardware, a segment that accounted for about 27% of the IT budgets among these firms. This was followed by spending on services and software.

Among the top 10 companies, a major portion of IT spending is allocated to internal IT. Internal IT alone accounted for 32% of the total estimated IT spending by these companies. Turkiye Radyo Televizyon Kurumu remained the leading company in terms of spending on the various channels, followed by Ihlas Holding A.S. and Saudi Research & Mkg Group.

Reasons to Purchase

Gain insight into IT budget breakdown of top 10 companies in the Middle East Media industry and identify notable areas of allocation

Identify organizations with top IT expenditures in your target markets

Leverage IT spending pattern information to tailor account targeting based on company demographics

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