

STUDY OF WEB PRESENCE OF OMANI MEDIA HOUSES IN GCC - A DATA SCIENCE PRESPECTIVE

Murtaza M. Junaid Farooque, Mohammed Abdul Imran Khan Mohammed Aref, Abdul Rashed, and Tahani Khadim Bait FarajAllah2

Abstract— Digital Presence or web presence of an entity can be defined as having a website, having one or more social media account. Organization try present themselves digitally use these strategy. Digital presence enhance a firm’s image digital and enhance its accessibility to global audience. Most of the organization including, government bodies, business houses, education intuitions, Charitable and voluntary organizations, media house aspire to improve their digital image using web presence and social media engagement. In this study an attempt has made to study the digital presence of Omani Media houses using different web metrics.

Keywords—Digital Presence, Web Analytics, Media Houses, websites, Social media engagement.

I. INTRODUCTION

Digital Presence or web presence of an entity can be characterized as having a web site, having at least one internet based life account. Organizations or individuals attempt present themselves online utilize this Approach. Digital presence can helps in enhancing e a company's image in real and digital world. It improve its visibility to worldwide crowd. The most of the organization and association including, government bodies, business houses, training instincts, Charitable and deliberate associations, media house try to improve their computerized picture utilizing web presence and social engagement.

II. OMANI MEDIA HOUSES

Omani media comprising of Print and Electronic media. The print media includes the newspapers published in English as well as in Arabic details are given in table 1.

Electronic media i.e. radio and television are overseen by the Ministry of Information. A director general of Radio and Television reports to the Minister of Information. The director general is responsible for complete oversight of operations. Radio and television media are entirely government funded [1]

Manuscript received November 9, 2020. (M. M. Junaid Farooque is Assistant Professor in College of commerce & Business Administration, Dhofar university, Salalah, Sultanate of Oman, His email is mfarooque@du.edu.om, (Corresponding Author)

M. Aref Abdul Rasheed is Assistant Professor in College of commerce & Business Administration, Dhofar university, Salalah, Sultanate of Oman, His email mohammed_aref@du.edu.om

Table 1
List of Omani News Papers

	Public ation	Lau nch ed	Circ ulat ion	langua ge	Own ershi p	Owned By
1	AlWat an	197 1	* 47,0 00	Arabic daily	Priva te	Omani Establishment For Press, Printing, Publishing & Distribution LLC
2	Oman	197 2	* 41,7 21	Arabic daily	Gove rnme nt	Oman Establishment for Press, News Publication & Advertising
3	Alshab iba	199 3	* 37,0 00	Arabic daily	Priva te	Muscat Press & Publishing House
4	Oman Obser ver	198 1	7,00 0	Englis h daily	Gove rnme nt	Oman Establishment for Press, News Publication & Advertising
5	Times of Oman	197 5	21,0 00	Englis h daily	Priva te	Muscat Press & Publishing House
6	ARro' yah	200 9	NA	Arabic daily	Priva te	ARro'yah Establishment for Press and Publishing
7	Nizwa	199 4		Arabic daily and Englis h daily	Priva te	Oman Establishment for Press, News Publication & Advertising

M. A. Imran khan is Assistant Professor in College of commerce & Business Administration, Dhofar university, Salalah, Sultanate of Oman, His email is imran@du.edu.om

Tahani Khadim Bait FarajAlla is an officer with department of Administratie affaris, Ministry of Information, Sultanate of oman

Table 2
Oman Radio and Television

	Publication	Launched	language
1	Oman Radio	1970	Arabic daily and English daily
2	Oman TV	1974	Arabic daily

III. SOCIAL MEDIA PRESENCE

Media channels having a Social media account is a good indicator of the digital presence and social media engagement.

Table 3
Social media presence

		Facebook	WhatsApp	Instagram	Twitter	Sound cloud	YouTube
1	Oman	Yes	No	Yes	Yes	No	Yes
2	Al-Watan	Yes	No	Yes	Yes	No	No
3	Oman observer	Yes	Yes	Yes	Yes	No	Yes
4	Shabiba	Yes	Yes	Yes	Yes	No	Yes
5	Al-Roya	Yes	Yes	Yes	Yes	No	Yes
6	Times of Oman	Yes	Yes	Yes	Yes	No	Yes
7	Nizwa	Yes	No	No	Yes	No	No
8	Oman Radio	Yes	No	No	Yes	Yes	Yes
9	Oman TV	Yes	No	No	Yes	Yes	Yes

It is found that all media houses (print and Electronic) have their Facebook account, four newspapers have WhatsApp account. All newspaper except Nizwa has Instagram account. Both Electronic media radio and television has Sound cloud account. Al watan and Nizwa does not have YouTube accounts. Hence we can conclude that most of the media houses are taking efforts to gain web presence through social media accounts and engagements.

IV. WEB ANALYTICS

The website of these media houses were analyzed using Alexa.com which is a website of Alexa Internet, Inc. is an American web traffic analysis company based in San Francisco. It is a subsidiary of Amazon. [2] It provides various web metrics like site provides including average page views per individual user, bounce rate (the rate of users who come to, and then leave a webpage), and user time on website, visitor demographics, clickstream and web search traffic statistics.[3] These matrix represented different data which can be are explained below in Table 4.

Another important point to consider about website is their global and national ranking. Alexa's ranks are based on the net surfing Pattern of people globally and nationally. A site's position is determined on the basis of Unique Visitors and Page view. The Global and National ranking is given in Table No 5 and 6 respectively.

It is evident from the table 5 and 6 at national level the ranking of Arabic newspaper sites is higher while at Global level the ranking of English newspaper websites is higher.

The Visitor geography can be an important parameter in analyzing the popularity of the Omani newspaper amongst various nations. Table 6, 7 and 8 gives a snapshot of percentage of readers from different parts of the world visiting these websites.

Most of the Arabic websites are popular in 4 or 5 countries. Some of these newspapers media websites are visited in USA and UK. Fig 1 indicates the numbers and their popularity in numbers countries beside Oman while Fig 2 is indicating the countries and media website.

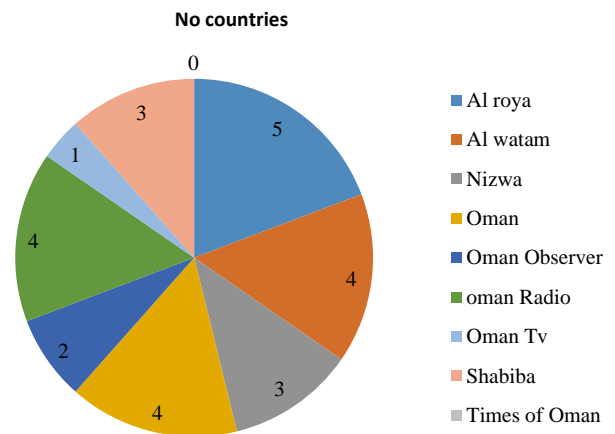


Fig 1 Media website and No of countries

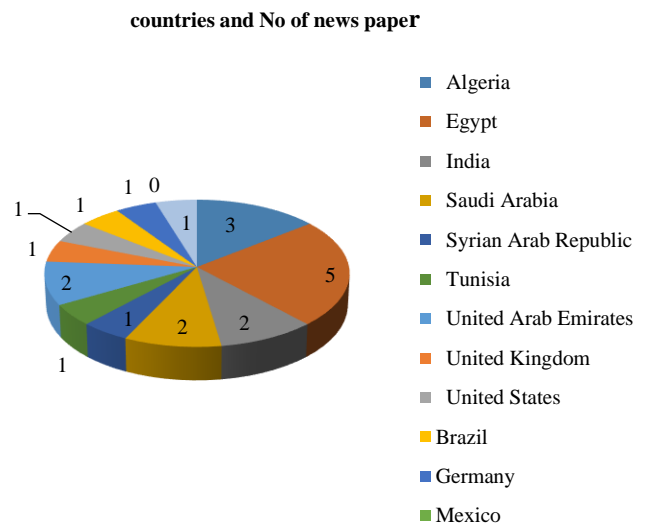


Fig 2 No of Omani Media website visited in different countries

The fig 1 shows newspapers, radio and television with sites in some countries: Al-Watan newspaper in 4 countries, Nizwa newspaper in 3 countries, Oman newspaper in 4 countries, Oman newspaper in two countries, Radio Amman in 4 countries, Oman TV in one country and Shabiba newspaper in 3 countries. The fig 2 shows some countries with newspapers and radio sites. It indicates Algeria 3 Newspapers and Egypt 5 Newspapers, India 2, Saudi Arabia 2, Syria 1 newspaper, Tunisia 1 newspaper United Arab Emirates 2, United Kingdom 1 newspaper, United States 1 newspaper, and Brazil 1 radio only. This indicates that most of Omani media websites are very popular in Egypt

Table 4
Web Analytics

	Metrics	Definition	Indicates	Ref
1	average page views per individual user,	The total number of page views divided by the total number of visits during the same timeframe.	Excellent indicator of how compelling and easily navigated the content is.	4
2	Bounce Rate	It represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site. It is calculated	High bounce rates typically indicate that the website is not doing a good job of attracting the continued interest of visitors	5
3	user time on website	It indicates amount of time all visitors spend on a particular page.	If the user is spending more time this indicates, he is reading the contents.	6
4.	visitor demographics	It indicates the factors like gender, education and browsing location of visitors	Can be useful in customizing location and profiling visitor	7
5	web search traffic statistics	Which sites did people visit immediately before and after this site, Which sites have link to this site	It can be useful in identify competition,	7

Table 5:-
Alexa Ranking National (Oman) of websites of news Papers

Name	Rank	
shabiba	32	1
alroya	37	2
Oman TV	1,619	3
alwatan	141	4
Times of Oman	16,176	5
nizwa	2,005	6
Oman observer	339	7
oman	347	8
Oman Radio	8,733	9

Table 6:-
Alexa Ranking Global of websites of news Papers

Media Name	Global rank	Ranking in Oman
Oman Observer	118,998 23,240	1
Times of Oman	4,250,267 9,633,963	2
Al roya	51,647 5,502	3
Nizwa	512,144 159,107	4
Oman Tv	637,466 212,048	5
Al watam	90,276 1,722	6
Oman	187,381 10,518	7
Shabiba	33,019 3,198	8
Radio	7,147 2,768	9

Table 7
Percentage of visitors from different parts of the world

	Al roya	Al watam	Nizwa	Oman	Oman Observer	oman Radio	Oman Tv	Shabiba	Times of Oman
Algeria		2.900%	15.500%	1.300%					
Canada					3.400%				
Egypt	1.800%	4.500%	6.300%	1.600%			4.000%	1.600%	
India				2.800%	7.800%				
Morocco			6.700%						
Oman	79.400%	58.100%	39.400%	71.000%	43.900%		53.700%	85.000%	80.600%
Saudi Arabia	3.800%	6.500%		3.300%					
Switzerland					25.800%			1.900%	
Syrian Arab Republic		6.400%							
Tunisia			7.300%						
United Arab Emirates					1.300%			1.400%	
United Kingdom	1.700%							1.300%	
United States	2.000%					5.200%			
Brazil						5.300%			
Germany						5.000%			
Mexico	5.900%								
Russia						5.600%			

Table 8 Web Traffic statistics obtained from Alexa

sr. no	Media Name	Media Type	Lang uage	Global rank	Oman rank	Bounc e rate	Bounce rate 2	Daily Pagevie ws_Max	DailyPa geviews_Min	Daily Time_NO	Dail y Time _per	SearchVi sit_high	SearchVi sit_low
1	Oman	Print	Arabi c	187,381 10,518	347	52.30 %	6.00%	2.1	0.48%	1:37	1.0 0%		
2	Al watam	Print	Arabi c	90,276 1,722	141	60.70 %	12.00%	3.00	16.85%	3:14	18.0 0%	47.60%	12.00%
3	Oman Observer	Print	Engli sh	118,998 23,240	339	0.521 %	9.00%	2.80	2.46%	4:06	6.00 %	30.60%	11.00%
4	Shabiba	Print	Arabi c	33,019 3,198	32	58.70 %	24.00%	2.2	22.58%	6:38		25.20%	6.00%
5	Al roya	Print	Arabi c	51,647 5,502	37	59.50 %	4.00%	3.50	6.20%	6:52	22.0 0%	36.90%	12.00%
6	Radio	Electro nic	Arabi c	7,147 2,768	2,005	84.90 %	1.00%	1.32	5.04%	1:41	2.00 %	30.30%	10.00%
7	Nizwa	Print	Arabi c	512,144 15,9107	8,733	83.50 %	6.00%	1.40	10.00%	1:53	30.0 0%	65.50%	
8	Times of Oman	Print	Engli sh	4,250,267 9,633,963	1,619	27.30 %	1.00%	3.00	200.00%	3:12	1.00 %		
9	Oman Tv	Electro nic	Arabi c	637,466 21,2048	16,176	51.60 %	1.00%	2.30	5.69%	2:16	1.00 %	30.30%	

V. CONCLUSION

Social media analytic and web analytics are two important source to find out the reach of any organization or Business. For the media house weather print or electronic, this can one of the important metrics to find out their reach and engagement.

With latest development in technology most of the people globally access their favorite newspaper, radio or television channel using Internet. Hence measuring and analyzing their outreach using a suitable metric is important for attracting customers and advertisers. The authors has tried presents the status of various media house in Oman using these matrix.

REFERENCES

- [1] <http://www.pressreference.com/No-Sa/Oman.html#ixzz5ef8F4ONd>
- [2] <http://digitalbusinessuk.com/social-media/what-is-alexa-traffic-rank-and-how-to-get-the-alexa-toolbar/#comments>.
- [3] <https://try.alexa.com/marketing-stack/competitive-analysis-tools>
- [4] Eric Peterson on July 11, 2005, <https://analyticsdemystified.com/reporting/average-page-views-per-visit/>
- [5] Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; David J. Reibstein (2010). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. Upper Saddle River, New Jersey: Pearson Education, Inc. ISBN 0-13-705829-2.
- [6] DAVID ZHENG THE 15 SECOND RULE: 3 REASONS WHY USERS LEAVE A WEBSITE ON 28TH MARCH 2018 <HTTPS://WWW.CRAZYEGG.COM/BLOG/WHY-USERS-LEAVE-A-WEBSITE>,
- [7] <HTTPS://WWW.ALEXA.COM/SITEINFO>