

Middle East Sports Market Shifts: Investment Surges, Esports Dominates, and

Sports Economics · Answer Key · 15 Questions

1. Which Middle Eastern country has announced plans to invest approximately \$38 billion into an esports hub by 2030, positioning itself as a dominant force in the sector?

- A) United Arab Emirates
- B) Saudi Arabia**
- C) Qatar
- D) Bahrain

2. As of early 2025, what is the projected total economic impact targeted by Dubai's ambitious Sports Sector Strategic Plan 2033?

- A) \$22 billion
- B) \$5 billion**
- C) \$10 billion
- D) \$1 billion

3. What is the total value of the six-season broadcast rights contract for Saudi football competitions across the Middle East and North Africa region, running from August 2025 to the end of the 2030/2031 season?

- A) SAR 1.5 billion
- B) SAR 2.32 billion**
- C) SAR 3.0 billion
- D) SAR 900 million

4. Qatar Sports Investments (QSI), a key player in the region's sports market, acquired a minority stake in which Portuguese football club in October 2022, marking its first direct investment outside of Paris Saint-Germain?

- A) FC Porto
- B) Benfica
- C) Sporting Clube de Braga**
- D) Boavista

5. The Bahrain Grand Prix has generated an estimated economic impact of \$1.3 billion for the country since its inception in 2004. Approximately how many temporary jobs does each race weekend create in Bahrain?

- A) 1,500
- B) 5,000
- C) 3,000**
- D) 2,000

6. Which entity is spearheading Saudi Arabia's sports investment strategy, encompassing football, golf, combat sports, tennis, motorsport, and esports, with direct capital deployment exceeding \$6 billion?

- A) Saudi General Sports Authority
- B) Saudi Aramco
- C) Public Investment Fund (PIF)**
- D) Saudi Arabian Football Federation

7. beIN Media Group recently renewed its broadcast partnership with the NBA, continuing to show games across the Middle East and North Africa. How long has this partnership been in place, dating back to its initial agreement?

- A) Since 2012
- B) Since 2008**
- C) Since 2015
- D) Since 2010

8. According to a report, the Middle East's esports industry is experiencing rapid growth. Saudi Arabia is planning a significant investment by 2030 into an esports hub. What is the projected total investment amount?

- A) \$10 billion
- B) \$25 billion
- C) \$38 billion**
- D) \$50 billion

9. The UAE's sporting goods market is projected to see a growth rate that starts strong in 2025 but steadily loses momentum. What is the projected growth rate by 2029?

- A) 9.00%
- B) 9.27%**
- C) 10.03%
- D) 9.50%

10. Qatar Sports Investments (QSI) is a major stakeholder in global sports. Which professional padel tour did QSI launch, and later integrate with the World Padel Tour in 2023 to consolidate professional padel globally?

- A) World Padel Tour
- B) International Padel Tour
- C) Premier Padel**
- D) Global Padel League

11. The sports industry in the Middle East is expected to grow significantly. By 2026, what is the projected growth percentage for the Middle East's sports industry, compared to the global industry's forecast?

- A) 3.3%
- B) 8.7%**
- C) 12.5%
- D) 5.1%

12. In terms of revenue, the Middle East and Africa (MEA) esports market accounted for what percentage of the global esports market in 2024, according to one projection?

- A) 1.5%
- B) 5.2%
- C) 3.2%**
- D) 7.0%

13. Saudi Arabia is investing heavily in sports as part of its Vision 2030. What is the estimated annual investment by Saudi Arabia in its sports sector, aimed at generating significant economic impact and job creation?

- A) \$1 billion
- B) \$1.5 billion
- C) \$2 billion**
- D) \$3 billion

14. Dubai's Sports Sector Strategic Plan 2033 aims to increase the growth rate of the sports economy by 80%. What is the projected contribution of the sports sector to Dubai's GDP by 2033?

- A) AED 10.17 billion
- B) AED 18.3 billion**
- C) AED 15 billion
- D) AED 25 billion

15. The PIF established Savvy Gaming Group in 2022 as its dedicated gaming and esports investment vehicle. What is the approximate amount Savvy Gaming Group has deployed in gaming investments?

- A) \$3.5 billion
- B) \$5 billion
- C) \$7.5 billion**
- D) \$10 billion