

Country Playbook 2025

Adgen.

Welcome

In an increasingly competitive and globally interconnected HE landscape, universities are navigating complex political, economic, and cultural dynamics to attract and retain international students.

Shifting visa policies, geopolitical tensions, and economic uncertainty are influencing student mobility more than ever, while emerging media trends and digital behaviours are reshaping how institutions must communicate with prospective students.

This Country Playbook has been developed to equip marketing and recruitment teams with **actionable media strategies** tailored to key international markets.

Each country-specific section highlights:

- top media platforms
- innovative campaign opportunities
- cultural considerations essential for building authentic engagement.

By understanding both the broader global context and nuanced local insights, this playbook offers a roadmap to not only increase student numbers, but to do so sustainably and strategically.



India



India

India presents a dynamic opportunity to engage a young, digitally active population through a mix of mainstream and localised media.

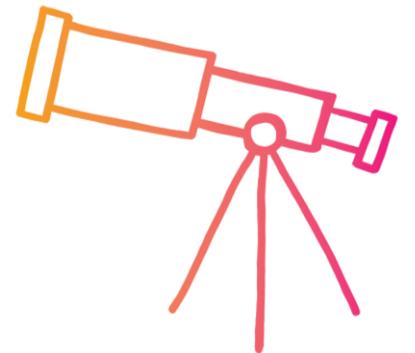
When targeting students in India, it's important to recognise the **family-driven** decision-making process, where parents play a central role in evaluating course value, safety, and long-term outcomes.

The most compelling narratives centre around career advancement, academic excellence, scholarships, and long-term outcomes – helping families see the value of a UK education.



Unique Opportunity

With **Cricbuzz** ranking as the **9th most visited website** in India, sports – particularly **cricket** – offer a powerful channel for cultural alignment, making sponsorship of sports podcasts a strategic brand awareness play.



India Media Mix

Key Channels



Innovation



Restricted Channels:

TikTok, Weibo, WeChat, Likee, Bigo Live, Helo

- Because of India's sheer size and diversity, effective student recruitment requires regional targeting- both geographically and culturally.
- New 2025 regulations will require under-18s to obtain parental consent to use social media, highlighting the growing need to **target parents** as key decision-makers.



India

Undergraduate	Top Studied Subject
	Business Management
	Engineering & Technology
	Computing

Marketing Tip: Promote UK degrees as career-launching platforms in globally in-demand fields like business, engineering, and computing. Reinforce messaging around high-quality teaching, strong industry ties, and global employability outcomes.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Engineering & Technology
	Computing

Marketing Tip: Focus on ROI – how a one-year UK master's or MBA accelerates career growth, enhances international mobility, and positions graduates for leadership. Showcase Indian alumni success, post-study work options, and scholarship availability to appeal to cost-conscious and ambitious applicants.



China



China

China remains a major contributor to UK higher education

As the second-largest international cohort, Chinese students are drawn to the UK for its academic prestige, global rankings, and pathways to international recognition.

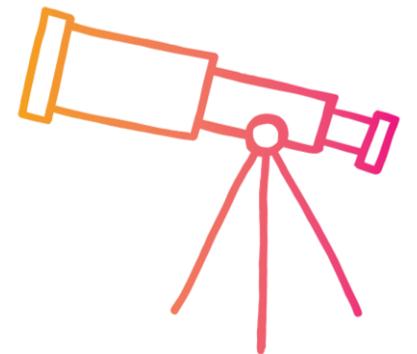
Students often consult with parents, education agents, and peer reviews, so messaging should highlight institutional credibility, career outcomes, and support services. Clear, respectful communication along with sensitivity to political and social nuances, is key to building trust.



Unique Opportunity

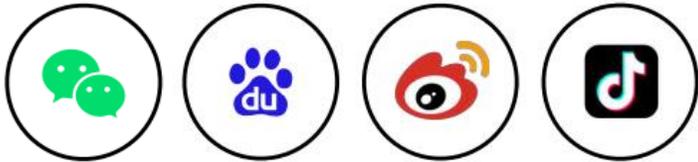
Livestreaming is a cultural cornerstone for Gen Z in China, with platforms like Xiaohongshu (Red Note) drive real-time decision-making.

Hosting **live Q&As** or campus tours with Chinese alumni offers UK universities a powerful way to build trust and engage students in a format they know and value.



China Media Mix

Key Channels



WeChat, Baidu, Weibo, Douyin

Innovation



Toutiao (news and content) & Zhihu (China's Quora)

- China requires a highly localised approach due to strict regulatory controls and limited access to global media tools. Platforms like Google and Meta are ineffective.
- Instead, brands must operate within China's closed digital ecosystem, using platforms like WeChat, Baidu, Weibo, and Douyin.
- Media buying often requires partnerships with licensed Chinese entities, and ad content must adhere to tight government regulations.
- Culturally, parents play a pivotal role in education decisions so campaigns that build institutional trust, highlight safety, outcomes, and prestige.



China

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Computing

Marketing Tip: Chinese families value degrees that lead to respected, stable careers, so position your courses with clear messaging around international rankings, internship or placement pathways, and successful Chinese alumni.

Postgraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Computing

Marketing Tip: Chinese postgraduate applicants are highly outcomes-focused, so lead with the global reputation of your program and clearly communicate how a UK degree enables rapid career growth, whether returning home or exploring international work opportunities.



Nigeria



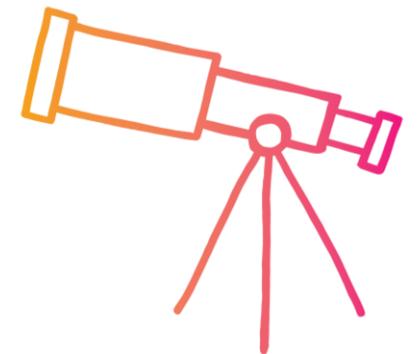
Nigeria

Nigeria has seen a rapid increase in social media usage, becoming a pivotal platform for communication, activism, and business.

The devaluation of the Nigerian naira in June 2023 severely impacted students' ability to fund their education – making finances and future security a top priority.

Unique Opportunity

Boomplay is a popular media streaming and download service tailored specifically for the African market, offering a vast library of **music, videos, and podcasts** from various genres and artists, including both local and international content. This platform plays a significant role in promoting African music and connecting artists with their audiences, thereby contributing to the **growth** of the continent's digital entertainment landscape.



Nigeria Media Mix

Key Channels



Innovation



Restricted Channels:

Meta – facing large fines in Nigeria and may cut users off from June 2025

- While platforms like TikTok and programmatic display continue to grow in influence, advertisers should remain mindful of evolving regulatory challenges.
- Additionally, to comply with the **Advertising Regulatory Council of Nigeria (ARCON)**, it is essential to **use ad disclaimers when promoting scholarships or financial support** to avoid penalties and build trust with young audiences.



Nigeria

Undergraduate	Top Studied Subject
	Business Management
	Engineering & Technology
	Computing

Marketing Tip: Appeal to Nigerian students' desire for upward mobility and international credentials by highlighting globally respected UK degrees with practical outcomes. Provide strong reassurance to families by focusing on safety, pastoral care, and visa support.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Engineering & Technology
	Computing

Marketing Tip: Emphasise career transformation, especially in business and STEM fields, and the UK's global edge in research, innovation, and industry access. Spotlight stories of Nigerian graduates returning to high-impact roles and make links to government or private sponsorship pathways.



Pakistan



Pakistan

Pakistan the fourth-largest source of international students for the UK.

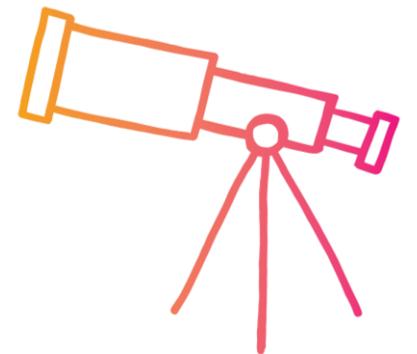
Growth is no longer limited to major cities like Lahore and Karachi; emerging hubs like Faisalabad and Peshawar are contributing to outbound mobility, often driven by ambitious, middle-income families.

Culturally, decisions are often family-influenced, with a strong emphasis on trust, safety, affordability, and pathways to global mobility.



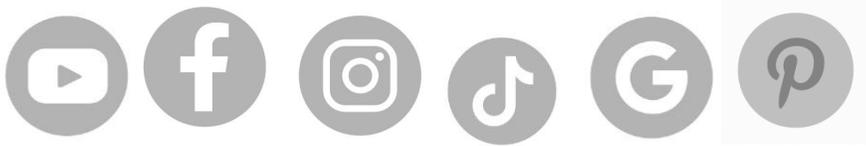
Unique Opportunity

Did you know **Pinterest** is the 8th most popular site in Pakistan? This is an opportunity to **creatively showcase** your offer in a relatively untapped space for UK universities.



Pakistan Media Mix

Key Channels



Innovation



Restricted Channels:

TikTok has been under scrutiny in the past

- Pakistan- a digitally native, mobile-first generation with a strong appetite for video, visual storytelling, and community. Core channels like YouTube, Instagram, Facebook and Pinterest provide broad coverage.
- Emerging platforms such as Pakistani-born SnackVideo represent innovation opportunities—especially in Tier 2 and 3 cities.
- It's worth noting that TikTok has faced scrutiny and temporary bans in the past, so advertisers should plan media flexibly to ensure continuity across platforms.



Pakistan

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Computing

Marketing Tip: Highlight the UK as a culturally respectful and globally recognised destination where students can gain independence, critical thinking skills, and a world-class education. Appeal to parents by showcasing structured academic environments, Muslim-friendly support services, and strong graduate outcomes.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Engineering & Technology
	Computing

Marketing Tip: Promote the UK's one-year master's as a time-efficient, career-enhancing investment that fast-tracks professionals into leadership roles. Reinforce messaging around post-study work opportunities, affordability through scholarships, and the prestige of a British degree in the Pakistani job market.



United States



United States

Student interest in studying abroad has experienced a significant surge, influenced by political developments and domestic policy shifts.

According to Studyportals, U.S. interest in British degrees increased by 25% in March 2025 compared to the previous year. This trend presents an opportunity for UK universities to attract American students seeking stable and welcoming educational environments.

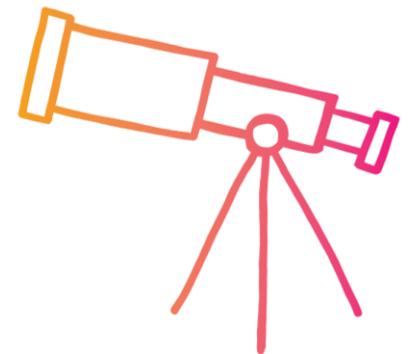


Unique Opportunity

The strongest media opportunity for reaching U.S. students in 2025 is partnering with **YouTube** creators to produce authentic “Why I Left the U.S. to Study Abroad” content.

This **peer-led**, search-friendly format delivers high ROI.

These videos often **rank highly** in YouTube search, get re-shared on Reddit, and drive significant traffic to enquiry pages.



USA Media Mix

Key Channels



Innovation



Restricted Channels:

TikTok has been under scrutiny in the past

- This Media Mix reflects the challenge of targeting students across a vast, hyper-saturated media landscape where education decisions are driven by personal identity, peer validation, and ROI concerns.
- With YouTube still the most-used platform & Shorts outperforming TikTok in cost per view, smart budget allocation means leaning into search-led video discovery rather than just trends.
- Discord and Reddit aren't just "nice to haves" - they're critical touchpoints for study abroad conversations, often before students ever land on a university website. To cut through, geo-target by state (e.g. CA, TX, NY) and layer in audience signals like "financial aid seeker," or "STEM-focused" to connect relevance with intent.



United States

Undergraduate	Top Studied Subject
	Business Management
	Social Sciences
	Creative Arts and Design

Marketing Tip: For U.S. undergraduates, highlight how your UK programs in business, social sciences, or the arts offer a faster path to graduation, global relevance, and a fresh cultural lens - appealing to students seeking an alternative to the American college model.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Education
	Health and Medicine

Marketing Tip: For U.S. postgrads, focus on how one-year UK master's programs in business, education, or health can accelerate career progression, lower overall cost, and provide access to international networks not always available in the U.S. system.



Saudi Arabia



Saudi Arabia

Saudi culture is anchored in Islam, family honour, and legendary hospitality, shaping social norms around modesty, respect, and communal responsibility.

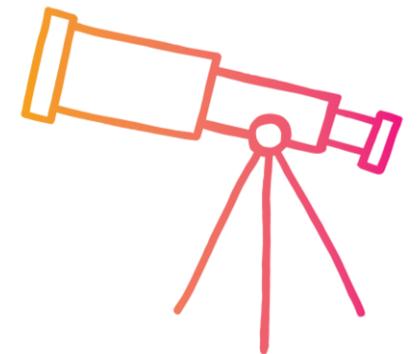
Yet with over two-thirds of citizens under 35, the Kingdom blends these traditions with a tech-savvy, future-focused ambition that fuels rapid modernization and cosmopolitan tastes.

Both Saudi Arabia and the UK are constitutional monarchies that place significant importance on heritage and national identity while actively pursuing ambitious modern-economy goals. Culturally, the two nations share a passion for football, invest heavily in higher education as a route to global influence, and balance longstanding traditions with rapid urban development.



Unique Opportunity

In Saudi Arabia's **car-centric culture**, leveraging **audio** advertising offers a unique opportunity to connect with consumers during their lengthy **commutes**. By focusing on luxury and premium messaging, advertisers can craft messages that highlight exclusivity and superior quality, resonating with the affluent audience while enhancing their driving experience.



Saudi Arabia Media Mix

Key Channels



Innovation



Visual content, short-form video, and search-led intent are particularly influential in how Saudi youth explore education opportunities and lifestyle trends.

You may also consider the role of malls, which remain a major social and commercial hub for Saudi youth.

This makes them ideal for experiential activations, digital-out-of-home (DOOH) campaigns, and QR-linked discovery journeys.

Main social apps (YouTube, Snapchat, Instagram, TikTok) are accessible, but VoIP features (WhatsApp/FaceTime calls) and some news sites are still throttled or blocked. X is still mainstream!

Remember depictions that normalise LGBTQ+ life; alcohol, gambling, pork, or overt sexuality are banned.



Saudi Arabia

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Computing

Marketing Tip: Highlight the UK as a modern yet culturally accommodating destination, offering world-class education in an environment respectful of Islamic values. Appeal to parents and sponsors by showcasing female-friendly facilities, halal amenities, and academic pathways aligned with Saudi Vision 2030.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Engineering & Technology
	Education

Marketing Tip: Position UK master's degrees as efficient, globally respected programs that align with Saudi Arabia's national goals in leadership, innovation, and public sector reform. Promote institutional ties with KASP (King Abdullah Scholarship Program), and feature alumni success stories in government, business, and academia.



UAE



UAE

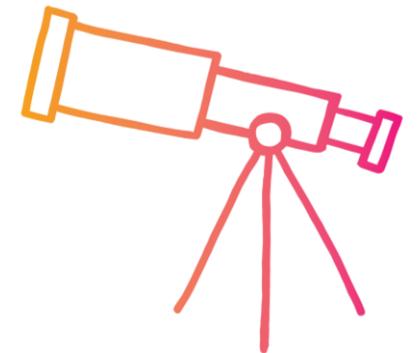
Just last month, the UAE's Education, Human Development and Community Development Council mandated that Emiratis pursuing higher education abroad must enrol in institutions recognised by the Ministry of Higher Education and Scientific Research, in line with "newly approved classifications and standards".

The new rules require Emirati students to enrol in universities, approved by the Ministry, ranked among the top 50 globally in their chosen field of study, regardless of overall ranking or host country.

Unique Opportunity

UAE's culture blends conservatism with luxury consumerism. **Luxury retail advertising** (e.g. Dubai Mall, Mall of the Emirates) offers contextual placements for affluence students and families.

Programmatic and digital out-of-home (DOOH) in elevators, taxis, and smart billboards (e.g. in Emaar or Nakheel properties) targets digitally native audiences where they live and move.



UAE Media Mix

Key Channels



Innovation



Instagram is extremely popular for visual storytelling while Snapchat is a go-to App for location-based stories. Whilst Reddit MENA Communities are useful for honest peer-to-peer recommendations and niche targeting (study abroad, UK visas, student life). Don't forget the out-of-home opportunities – of which there are many!

Ads in the UAE are heavily monitored and advertisers must remember to avoid:

- Content that contradicts Islamic values or Emirati cultural norms
- LGBTQ+ references, alcohol-related content
- Anything seen as critical of the government or religion



UAE

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Computer Science & IT

Marketing Tip: Tap into family influence and prestige. Highlight the global reputation of UK universities. Emphasise career outcomes and prestige credentials, which matter deeply in family decision-making for Emirati students.

Postgraduate	Top Studied Subject
	Business Administration (MBA)
	Education
	Engineering

Marketing Tip: Showcase leadership and innovation alignment. Many PG students are looking to enhance credentials for family businesses or public-sector roles. Position UK postgraduate degrees -especially MBAs and STEM - as springboards to contribute to the UAE's Vision 2030 agenda, using platforms like LinkedIn and UAE business publications.



Indonesia



Indonesia

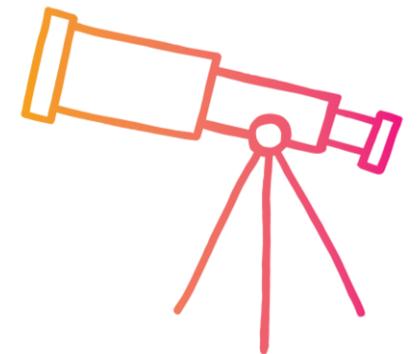
Indonesians have a family and community-oriented mindset which is prevalent among postgraduate and undergraduate students.

These students often seek to stay informed about local and national issues that affect their communities and contribute to their academic and social discussions.

It's wise to include messaging around parental reassurance such as safety, accommodation support, halal food availability, and religious tolerance.

Unique Opportunity

Indonesians are known for their high engagement with news, with platforms like **Detik** and **Kompas** being among the most popular sources for current events. Programmatic and native advertising placements are great choices to amplify awareness and trust.



Indonesia Media Mix

Key Channels



Innovation



Leverage well-known social media platforms like Facebook, X, TikTok, WhatsApp, and Instagram to engage both postgraduate and undergraduate students.

Foster a community through TikTok Live Sessions, WhatsApp Groups and direct communication between prospective students and educators.

Engaging 36.7% of internet users, Pinterest is a great uncluttered choice for relevant messaging.

Indonesia enforces strict content regulations under the Electronic Information and Transactions Law/ Platforms such as Reddit, Vimeo, and DuckDuckGo are banned, with authorities actively monitoring social media and online content for compliance, especially around religion, morality, and public order.



Indonesia

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Creative Arts & Design

Marketing Tip: Highlight the UK as a globally respected and safe destination that offers strong academic support and personal wellbeing. Reassure parents by showcasing community, accommodation, and cultural integration, alongside graduate success.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Engineering & Technology
	Education

Marketing Tip: Promote UK master's degrees as fast, career-focused programs that deliver leadership-ready skills and strong ROI. Emphasise ties with Indonesian scholarship bodies and feature alumni who've progressed into impactful roles.



Taiwan



Taiwan

With high internet penetration, mobile-first behaviours, and a strong interest in global education and lifestyle trends, this audience responds well to visual storytelling, influencer partnerships, and content that blends aspiration with authenticity.

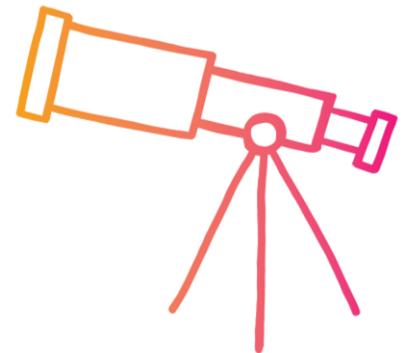
Emphasis on **trust, transparency, and brand consistency** goes far. Taiwanese consumers are known for being detail-oriented and risk-averse.

Parents are influential, even for postgraduate decisions. Campaigns should reassure parents around safety, career outcomes, and accommodation support.



Unique Opportunity

Did you know that Taiwan has a **huge gamer community**? Gamer.com.tw ranks as the 5th most popular website in the entire country! This platform serves as a central hub for news, forums, and resources, catering to various gaming preferences and fostering interaction among gamers in Taiwan. There are so many ways to reach gamers including in-game audio, in-game banners, game sponsorship and more!



Taiwan Media Mix

Key Channels



Innovation



Restricted Channels:
Weibo- Under Scrutiny

Taiwan is democratically governed with high media freedom, unlike mainland China. There is no government censorship of platforms like Google, YouTube, Instagram, TikTok, or Reddit.

However, foreign disinformation and influence campaigns, particularly from China, have made Taiwanese audiences highly skeptical of unauthentic or overly polished marketing.

Make your marketing polished!

Line Ads, YouTube, Google and even Yahoo are platforms that can be utilised for targeting both UG & PG audiences.

Line Ads, popular in East Asia, allow for direct engagement while Dcard is popular among university students for discussions on various topics, including education, lifestyle, and relationships



Taiwan

Undergraduate	Top Studied Subject
	Business & Management
	Creative Arts & Design
	Social Sciences

Marketing Tip: Position the UK as a gateway to creative freedom, global exposure, and academic innovation—especially in arts, design, and social sciences. Appeal to students’ desire for independence and international experience, while assuring parents of quality, structure, and support.

Postgraduate	Top Studied Subject
	Business Management (including MBA)
	Education
	Law

Marketing Tip: Emphasise the UK’s academic rigour, international recognition, and the professional credibility of qualifications like MBAs and legal or education-focused master's. Highlight how a UK degree enhances global competitiveness and prepares students for public, corporate, or academic careers back home.



Malaysia



Malaysia

Malaysia consistently ranks among the top non-EU countries sending students to the UK, supported by long-standing historical, educational, and linguistic ties.

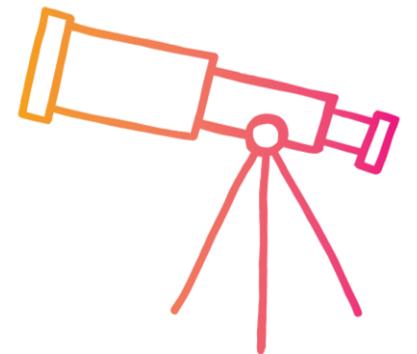
As a culturally collectivist and family-oriented society, Malaysian students often make study abroad decisions collaboratively - with parents playing a central advisory role alongside school counsellors and education agents.

Respectful, relationship-led communication that honours Islamic values, community expectations, and the importance of family support is essential in building trust and long-term engagement.



Unique Opportunity

Malaysians have one of the highest TikTok adoption rates in the world, exceeding 100% of its adult population - a figure that suggests many individuals have multiple accounts or extremely high penetration across age groups.



Malaysia Media Mix

Key Channels



Innovation



Top social media channels include TikTok, Facebook, and Instagram and most users use Google to search.

Carefully consider the creative you are using in Malaysia avoid -pointing with an index finger, touching someone's head, or showing the soles of feet. Especially important after new licencing laws passed in 2025.

Messaging platforms like WhatsApp and Telegram are very popular and underutilised by advertisers.

Platforms like XHS (Xiaohongshu / Rednote) are gaining traction: Malaysia is reportedly the second-largest user base outside China.

Independent news portals and multimedia formats (including podcasts, video newsletters) are becoming more influential, especially in urban and younger segments.

Restrictions: As of 2025 platforms require a media license to operate



Malaysia

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Health Sciences

Marketing Tip: Ensure parents are included in your marketing activities – involve them early around messages of safety, reputation, scholarships and accommodation. Consider dual-language content. Scholarships are not just financial relief; they also carry prestige, which appeals to families and communities.

Postgraduate	Top Studied Subject
	Business
	Law
	Engineering

Marketing Tip: Malaysians care about degree recognition, especially in engineering, law, medicine, and business.

They value professional body accreditation (e.g., ACCA, IEEE, etc.), which is often tied to migration eligibility or government endorsement.



Kuwait



Kuwait

Kuwait is an affluent, family-centered society rooted in conservative values yet globally exposed.

Family influence heavily guides international study decisions, with educational advisors playing a role.

Students prioritise prestige, quality, and well-being abroad, supported by significant public and private education investments.

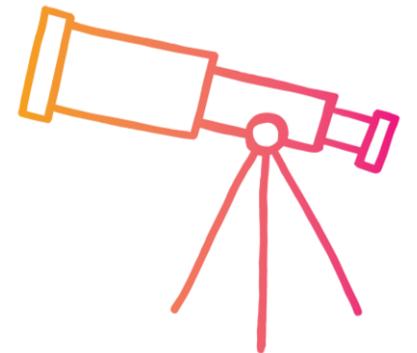
Religious and cultural norms shape university and living choices, emphasizing safety, reputation, scholarship opportunities, and cultural sensitivity—particularly regarding housing, campus life, and gender considerations.



Unique Opportunity

Showcase your arts!

Kuwait is a regional leader in popular culture, sometimes called the "Hollywood of the Gulf," with flourishing theatre, dialect poetry, film, and television. The traditional musical heritage includes sea shanties and drumming, now blended with contemporary electronic and folk elements. The country has a strong art movement, featuring sculptors and photographers who explore Kuwaiti identity and heritage.



Kuwait Media Mix

Key Channels



Innovation



Instagram and Snapchat dominate among Kuwaiti teenagers and young adults - used heavily for storytelling, peer engagement, and lifestyle discovery.

LinkedIn is the 3rd most popular social channel in the country while WhatsApp and Telegram are increasingly being used for peer-to-peer communication, information sharing.

Google commands around 94.3% of search engine market share in Kuwait across all platforms. Reddit is a platform to capture niche audiences.

Remember content must be culturally appropriate—modest attire, respect for religious norms, separation of genders when relevant, and no content that conflicts with local sensibilities.



Kuwait

Undergraduate	Top Studied Subject
	Engineering
	Computer Science & IT
	Medicine and Dentistry

Marketing Tip: Kuwait students are less price sensitive so save your scholarship messaging for further down the funnel. They will be interested in your quality, prestige, and reputation.

Postgraduate	Top Studied Subject
	Engineering
	Business
	Computer Science

Marketing Tip: Kuwaiti PG students often aim for roles with higher leadership potential or technical authority. Highlight strong corporate networks, and global recognition of your degrees.



Brunei



Brunei

Brunei is a tiny nation on the island of Borneo, in 2 distinct sections surrounded by Malaysia and the South China Sea. While the absolute numbers are small, Brunei sends a large proportion of its youth population abroad - especially for undergraduate degrees.

Bruneian society values Islam, authority, and social harmony.

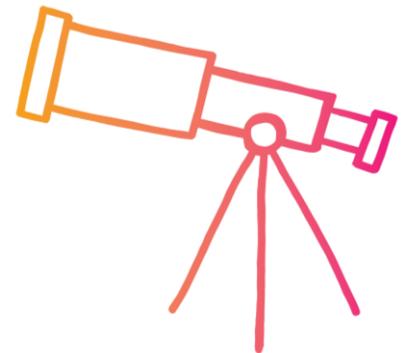
Families lead decisions, especially on studying abroad, often funded by government or families. Respect for religion, modesty, and cultural norms (especially gender roles) is expected from universities in housing, campus, and social life.



Unique Opportunity

Few international universities actively recruit in Brunei. Institutions that do engage meaningfully (e.g., info sessions, alumni presence) often build strong, long-term pipelines.

Brand matters: If you build early loyalty, you can become the default choice.

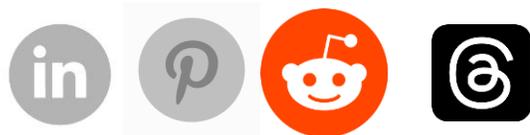


Brunei Media Mix

Key Channels



Innovation



If you're a smaller institution without name recognition in the region or are seeking high-volume recruitment, Brunei may not justify the investment on its own.

Instead, consider combining Brunei with broader Southeast Asia targeting (Malaysia, Singapore, Indonesia), using shared content and light localisation.

Alternatively consider hyperlocal targeting key feeder schools.

While not the largest in user numbers, LinkedIn is growing as a professional networking tool—particularly among educated and career-focused youth. Usage is increasing year-on-year.

Meanwhile Pinterest has a 10% market share making it one of the most popular platforms in the market!



Brunei

Undergraduate	Top Studied Subject
	Engineering & Technology
	Business & Management
	Health

Marketing Tip: Since families and national scholarship schemes often fund UG study, highlight prestige, safety, and institutional character - promote campus environments that respect cultural norms, scholarship pathways, and academic excellence in STEM and health fields.

Postgraduate	Top Studied Subject
	Business & Management
	Engineering
	Technology

Marketing Tip: Emphasise career impact, research strengths, and global accreditation of programmes—particularly in business and engineering. Showcase flexible learning formats and connect with Bruneian alumni working in these sectors or returning to roles in government/private sector.



Oman



Oman

Oman is considered a wealthy country, largely due to its oil reserves and successful economic diversification efforts in tourism, logistics, and other sectors.

In Oman, parents, extended family, and sponsors heavily influence study abroad decisions.

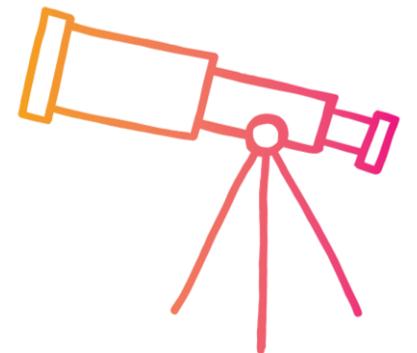
Students seek institutions with academic prestige, career opportunities, and cultural support, while core concerns include Islamic values, local norms, and safety.

Omani Vision 2040 emphasizes education, digitalization, and economic diversification, guiding students toward degrees in STEM, business, and healthcare aligned with national development.



Unique Opportunity

Oman has a strong **car-centric** culture. A survey highlighted that 62% of Omanis listen to the radio while in their cars. This includes 65% of people aged 15–59, with 90% of that group listening while driving. Consider radio and audio as key channels for brand reach!



Oman Media Mix

Key Channels



Innovation



Omani students predominantly engage with Instagram, TikTok, and YouTube.

They favour social media, short-form videos, influencer content, and viral trends over traditional news, often via Telegram and WhatsApp.

Audio consumption grows through music streaming on Anghami and Spotify, and Arabic and English podcasts covering diverse topics.

Radio remains popular during commutes, blending traditional and on-demand audio.

Government agencies maintain a strong digital presence on Instagram, Facebook, X, YouTube, and LinkedIn for public engagement under Vision 2040.

Restrictions: Oman has a history of banning and blocking digital platforms, including services like WhatsApp and Skype calls and apps such as Roblox and Clubhouse.



Oman

Undergraduate	Top Studied Subject
	Business & Management
	Engineering & Technology
	Law

Postgraduate	Top Studied Subject
	Engineering
	Business & Management
	Law

Marketing Tip: Messaging around scholarships and financial support will be especially effective in Oman, given the strong presence of government scholarships and merit-based support.

External scholarship schemes cover undergraduate and postgraduate levels, especially in specialisations aligned with Oman's job-market priorities under Oman Vision 2040



Turkey



Turkey

Families and peer networks still influence decisions, but university-bound youth increasingly rely on online research, social proof, and digital communities for guidance.

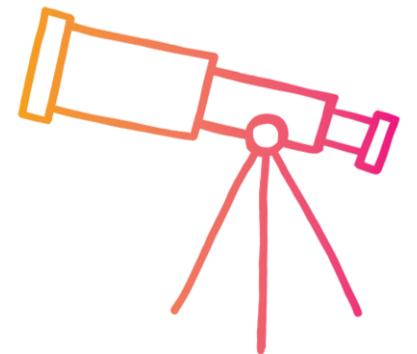
Sensitivity to political and cultural dynamics is important: Turkey has a more charged regulatory environment around media, with recent periods of platform restrictions and censorship, especially during times of political tension.

Economically, the Turkish lira lost approximately 40% of its value against the dollar in a single year, and around 82.6% over the past five years.

Unique Opportunity

Among undergraduate students, 93% follow the news actively, with Twitter, online news sites, and traditional TV/newspapers as common sources.

Consider programmatic and native advertising on news sites for large reach.



Turkey Media Mix

Key Channels



Innovation



YouTube leads, followed closely by Instagram, WhatsApp, and Facebook. Average daily internet use is around 8 hours, including around 3 hours on social media.

News is often consumed incidentally via social feeds, and students engage in snacked, bite-sized news with verifications when the content matters.

Reddit is a strong innovation contender for niche communities.

While global platforms like X, Instagram, Facebook, WhatsApp, YouTube, and TikTok are not permanently banned, they are intermittently restricted or throttled during times of political unrest or national security concerns. For example: Around July 2025, widespread restrictions were imposed when opposition political rallies were anticipated.

Restriction: Discord is currently banned in Turkey due to content concerns.



Turkey

Undergraduate	Top Studied Subject
	Engineering
	Business & Management
	Computer Science

Marketing Tip: Did you know Turkey drinks more tea than the UK? More tea than the whole world!

Consider shorts titled “Tea with...” – quick interviews with Turkish alumni currently studying in the UK. Create cultural affinity while sharing practical advice.

Postgraduate	Top Studied Subject
	Engineering
	Business & Management
	Data Science

Marketing Tip: Focus on career advancement, leadership trajectories, research opportunities, flexible study formats, and global ranking/recognition. Use LinkedIn-based targeting, alumni testimonials, and collaboration with Turkish professional networks.



EU



Early Opportunity

EU

- The UK government is contemplating reclassifying EU students as 'home' students for tuition purposes. This change would reduce annual tuition fees from international rates (often exceeding £20k) to under £10k making UK education more financially accessible to EU applicants.
- Discussions are underway for the UK to rejoin the Erasmus+ programme which helps student exchanges and academic collaboration between UK and EU institutions.
- A proposed Youth Mobility Scheme would allow EU citizens ages 18-30 to live, work, or study in the UK for up to two years.



Early Opportunity

- Consider strategic campaigns across key EU markets to reignite interest and build trust.
- Signal to European students that the UK is once again open, welcoming, and supportive.
- Encourage students to register for updates, start conversations, and see UK universities as partners in their academic journey.
- Those who show up early, with empathy, clarity and consistency, will be the ones students remember when the doors officially open.



Ireland



Ireland

It's impressive to see that 91% of Irish people engage with RTÉ channels or services weekly, reflecting the organisation's significant role in the media landscape of Ireland across various platforms, including television, radio, online content, mobile, and social media.

This high engagement indicates a strong audience connection and the importance of RTÉ in delivering news, entertainment, and cultural programming to the public.



Germany



Germany

Xing, as Germany's alternative to LinkedIn, offers a platform tailored for networking, job searching, and professional development, focusing on German-speaking markets.

Users can connect with industry professionals, share insights, and access job opportunities, making it particularly useful for those looking to engage with the local business community.

Its features include company profiles, events, and groups, fostering a collaborative environment for career progression.

