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Qatar Ranks First in MENA for Standard of Living

Qatar ranked fourth globally and first in the Middle East and North Africa in the Standard of Living pillar of the 2026 Legatum Prosperity Index.

The country also ranked eighth globally in the overall Development Index, which evaluates standard of living, health and education.

The results highlight Qatar's continued progress in infrastructure, essential services and quality of life for citizens and residents.

The achievement also reflects the country's wider development agenda under the Third National Development Strategy and Qatar National Vision 2030, where human and social development remain central priorities.



Qatar Launches Advanced Manufacturing Hub "Manarat"

Qatar Development Bank unveiled Manarat, a new Advanced Manufacturing Hub designed to accelerate the adoption of advanced technologies and Fourth Industrial Revolution solutions across the country's manufacturing sector.

Launched on 30 September, the hub is the first industrial complex of its kind in Qatar and includes 16 ready-built factory units in the New Industrial Area.

The initiative was developed in partnership with the Centre for the Fourth Industrial Revolution at the Ministry of Finance and the Ministry of Commerce and Industry.

Manarat aims to help next-generation factories adopt technologies such as automation, advanced manufacturing systems and digital production tools while strengthening Qatar's industrial competitiveness.



Meta Launches Meta One for Creators and Businesses

Meta introduced Meta One in September, a new subscription service offering additional AI capabilities, professional tools and enhanced features across Meta's apps.

Meta One includes plans designed specifically for individuals, creators and businesses, while the core Facebook, Instagram and Meta AI experiences remain free.

For businesses, the subscription introduces tools intended to strengthen digital presence and customer engagement, including enhanced profiles, more prominent follow options and greater access to Meta Business Agent.

Meta also plans to expand the service with additional capabilities covering content creation, optimisation and business operations.

The launch reflects a broader shift across social platforms: premium AI and professional tools are increasingly being built directly into the environments where brands already manage audiences and customer relationships. Facebook



Google Expands AI Max With More Control and Reporting

Google introduced new capabilities for AI Max for Search campaigns on 23 September, giving advertisers more control over AI-powered campaign execution and clearer reporting on performance.

AI Brief is expanding into additional languages, allowing marketers to guide AI Max using natural-language information about their business, audiences and key messages.

Google also announced a new reporting interface that connects the full Search advertising journey in one view — showing which search terms triggered an ad, which creative assets were shown and which landing page the user reached.

The update addresses one of the biggest concerns around AI-powered advertising: understanding exactly how automated systems are producing results.



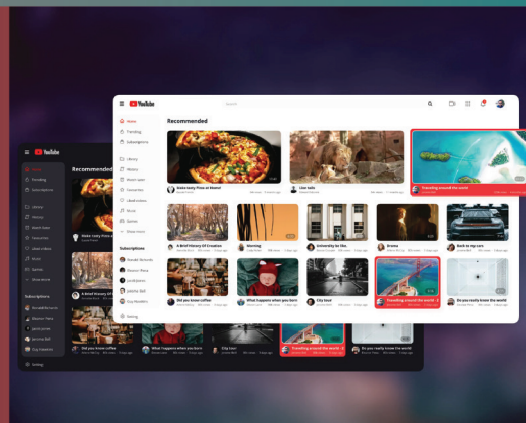
YouTube Turns Studio Into a Smarter Creative Partner

At Made on YouTube 2026, YouTube announced a major expansion of its creator tools across YouTube Studio and its editing ecosystem.

New Studio capabilities include personalised feedback on pacing, structure and storytelling, improved research and performance insights, channel-matched thumbnail generation and dynamic thumbnail testing.

YouTube is also introducing video A/B testing, allowing creators to test up to three different video cuts to identify which version holds audience attention most effectively.

A new conversational editing experience across Shorts and YouTube Create allows creators to use natural-language instructions to trim footage, reorder scenes and improve pacing while retaining manual editing control.



DIGITAL MARKET IN 2026: THE CUSTOMER JOURNEY DOESN'T END AT THE CLICK

Digital marketing is no longer just about driving traffic.

Customers now discover products, compare brands, watch reviews, ask questions, shop and even receive support across the same digital platforms. This means marketers need to think beyond reach and clicks and focus on the entire customer experience.



THE MODERN CUSTOMER JOURNEY



DISCOVER



RESEARCH



COMPARE



SHOP



SUPPORT



RETAIN

01 REACH IS ONLY THE BEGINNING

Getting attention is useful, but attention alone does not create growth.

A customer may see an advertisement, visit a profile, read comments, check reviews, compare competitors and return several times before taking action.

Marketers therefore need to optimise the entire journey — not just the first click.



02 SOCIAL MEDIA IS BECOMING A FULL CUSTOMER CHANNEL

HubSpot's September 2026 research found that social media has increasingly shifted from follower-based networks toward interest-based discovery, while social commerce continues to grow in importance



Discovery



Search



Product
research



Reviews



Shopping



Customer
service



Community

03 EXPERIENCE CAN BE A GROWTH DRIVER

Customers remember how easy or difficult it was to interact with a brand.

Fast replies, clear information, simple purchasing processes, consistent messaging and helpful after-sales support all influence whether someone returns or recommends the business.



Kantar's September research argues that the best customer experiences can strengthen both emotional connection and commercial performance. Kantar

04 CONTENT SHOULD HELP PEOPLE MOVE FORWARD

Good content should not exist only to generate engagement.

Each piece of content should have a purpose within the customer journey.

Awareness
Attract attention

Consideration
Explain value

Conversion
Remove uncertainty

Retention
Maintain the relationship

05 MEASURE THE JOURNEY, NOT JUST THE POST

Likes, views and reach can show whether content attracted attention. They do not automatically show whether marketing created business value. Marketers should also monitor:

- Website behaviour
- Cost per acquisition
- Enquiries
- Repeat purchases
- Lead quality
- Customer retention
- Conversion rate

FINYAL PERSPECTIVE

“ Digital marketing works best when every touchpoint feels connected. A strong ad cannot compensate for a poor landing page. Great content cannot compensate for slow customer service. And high reach means little if customers cannot easily move from interest to action.

The strongest digital strategies do not optimise individual channels. They optimise the complete customer journey.

”

Sports

FORMULA 1



• Antonelli Triumphs at Monza

Antonelli delivered one of the performances of the season, charging from 19th to win at his home race in Monza. Russell finished second for a Mercedes 1-2, with Verstappen third.

• Back-to-Back for Antonelli in Madrid

Antonelli made it consecutive wins, taking the inaugural Madrid race ahead of Verstappen and Norris. Strategy and a Virtual Safety Car helped Mercedes, with Antonelli's championship lead growing to 81 points.

• Russell Wins in Baku

Russell converted pole into victory in Baku, beating Verstappen by just 0.196 seconds. Isack Hadjar finished third on his return from injury, while Antonelli recovered from 16th to fifth in a chaotic race with multiple Safety Cars and six retirements.

FOOTBALL



• Manchester City Perfect in September

City won all three Premier League matches, beating Coventry City, Manchester United and Sunderland 5-3. They remain the only team with a 100% record after five matches. Arsenal started strongly but lost to Brighton, while Liverpool went unbeaten and did not concede any Premier League goal in September.

• Champions League Off to a Flying Start

Barcelona thrashed Feyenoord 5-1, PSG beat Slovan Bratislava 6-1, Bayern Munich defeated Bodø/Glimt 5-0 and Manchester United returned with a 4-0 win over Sabah. Manchester City beat Porto 2-0, Arsenal won 1-0 at Napoli, Liverpool edged Atlético Madrid 2-1, and Aston Villa won 3-2 against Club Brugge.

• Atlético Madrid Beat Real Madrid

In September's standout La Liga match, Atlético Madrid defeated Real Madrid 2-1 at the Metropolitano.

TENNIS



• Zverev Wins US Open

Alexander Zverev defeated Ben Shelton 6-3, 7-6, 5-7, 6-2 to claim his first US Open title and second Grand Slam of 2026. Shelton had earlier produced a major upset, eliminating Carlos Alcaraz in the quarterfinal.

• Rybakina Takes Women's Title

Elena Rybakina defeated two-time defending champion Aryna Sabalenka 6-4, 5-7, 6-2 to win her first US Open title and third Grand Slam singles crown.

• Europe Reclaims Laver Cup

Team Europe defeated Team World 13-5 in London, with Zverev beating Learner Tien 7-6, 6-3 to clinch the trophy.

• Asian Swing Begins

Novak Djokovic opened with a win in Beijing, extending his perfect China Open record to 30-0. Carlos Alcaraz returned in Tokyo, while Tabilo, Arnaldi and Arthur Fils also progressed.



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