



ROTANA MEDIA GROUP ENTERTAINMENT UNLIMITED





Welcome To Rotana

Rotana is a captivating universe where artists, creatives, and visionaries come together with an unwavering passion for film, music, and TV. It is a realm where every facet of the entertainment industry is embraced, nurtured, and brilliantly brought to life. Within Rotana's realm, creativity knows no bounds as it constantly pushes boundaries and explores new horizons. From mesmerizing films to soul-stirring music and captivating television, Rotana is the epitome of artistic excellence. Step into this enchanting world and immerse yourself in a symphony of talent, where imagination takes flight and dreams become reality. Welcome to the extraordinary realm of Rotana.



About Rotana

Rotana, the unrivaled leader in entertainment, warmly welcomes you to a realm of boundless possibilities. With an extensive repertoire encompassing free-to-air TV channels, radio stations, a distinguished music label, an unparalleled movie library, a regional advertising and media agency, and a digital and social media dominance, Rotana reigns supreme in the industry.

At Rotana, we believe in the transformative power of entertainment. Our TV channels offer a mesmerizing blend of the latest Egyptian and Arabic movie premieres, timeless classics, and contemporary masterpieces, captivating audiences across the Arab world. With the region's largest movie library, we cater to diverse tastes, providing an unmatched viewing experience for all.

Rotana is synonymous with top-quality entertainment, leaving an indelible mark on audiences. Adapting to the ever-evolving industry, we ingeniously reach an expanding audience, transcending borders. Rising TV ratings attest to our commitment to extraordinary content that deeply resonates with viewers.

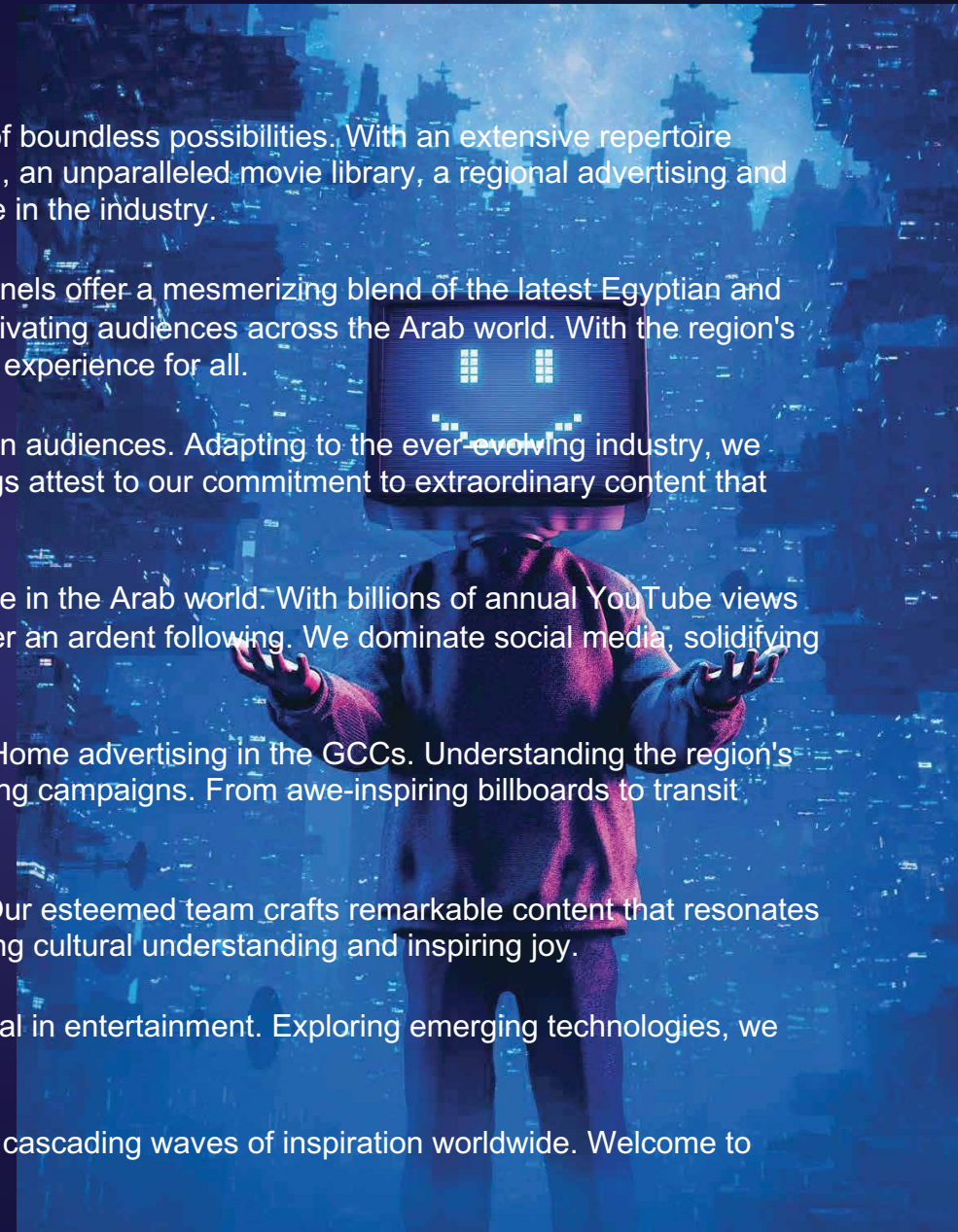
Harnessing the power of social media, Rotana cultivates an unparalleled presence in the Arab world. With billions of annual YouTube views and astounding watch time, our captivating content and exclusive interviews foster an ardent following. We dominate social media, solidifying our position as the epicenter of entertainment.

Under the illustrious Rotana Group, RMS-Outdoor pioneers cutting-edge Out-of-Home advertising in the GCCs. Understanding the region's culture and consumer behavior, we engage our target audience through captivating campaigns. From awe-inspiring billboards to transit advertising, we amplify brand visibility and seamlessly connect with consumers.

What sets Rotana apart is our unwavering commitment to enduring excellence. Our esteemed team crafts remarkable content that resonates deeply with viewers. We believe in the transcendent power of storytelling, nurturing cultural understanding and inspiring joy.

As we embrace the future, Rotana remains focused on unlocking limitless potential in entertainment. Exploring emerging technologies, we reshape the landscape and engage our audience in novel ways.

Embark on this extraordinary odyssey as we redefine the entertainment industry, cascading waves of inspiration worldwide. Welcome to Rotana, where imagination knows no bounds.



- Film Production
- Film Distribution
- Film digitization and Restoration Services
- Film Academy & Awards
- White label channels



Rotana Studio's

Rotana has an access to more than 2,000 movie stars from all classes, across the Arab world emerging from Egypt KSA, GCC, Lebanon, Syria, North Africa, etc...

- Audio Production
- FM Radio's
- Event Management
- Audio Digital Distribution
- Concerts
- Cafe



Rotana Audio Visual (Rotana Music)

Rotana Audio, the largest Arabic music recording company, boasts the world's biggest Arabic music library. With exclusive rights to renowned Arabic stars, it hosts highly anticipated concerts and festivals, making it a powerhouse in the industry.

Rotana TV (Network)

Rotana TV Network, has more than 100 media celebrities across the Arab World specializing in all sorts of fields, from social talk shows, general entertainment, comedy, lifestyle, sports, religious content, etc...



- 16 TV channels (9 Non Encrypted & 6 Encrypted TV Channels)
- Program Production
- TV Content Distribution
- Encrypted TV Channels
- More than 70,000 hours of TV Library content for redistribution

Rotana Media Services (RMS)

Rotana Holding's advertising representation, RMS, offers comprehensive marketing solutions and cutting-edge advertising opportunities in the MENA region. With expertise in television, digital, and out-of-home media, RMS ensures effective and innovative campaigns to reach a wider audience



- Media Buying house for Rotana TV & Others
- Media Marketing Agency
- Media Digital Agency
- Outdoor and Indoor Agency



HYPERMEDIA



RMS OUTDOOR



رؤى
روتانا

ROTANA TV NETWORK



LBC



Rotana TV Network “Home of Arab Stars”



TV Celebrities

Rotana TV Network hosts more than 100 media celebrities across the Arab World, specializing in diverse content like talk shows, variety shows, comedy, sports, religious content, and plenty more.



Movies & Drama Stars

Rotana showcases the talent of more than 2,000 movie stars from all walks of the entertainment industry of the Arab world, hailing from Egypt, KSA, GCC, Lebanon, Syria, North Africa, etc.



Music Artists

Rotana’s Music label fosters more than 200 top artists and performers from all across the Arab world.

Movie Channels

ROTANA CINEMA

- Has established itself as the number one Arabic movie channel in the region by owning the largest and most diverse movie library in the Arab world.
- Caters to both EGY and KSA markets with two separate channels bringing the best of curated Arabic movies to these two audiences.
- Follow yearly, all seasonal festivities in EGY and KSA markets, accompanied by special On-Air occasional branding.

ROTANA CINEMA EGY

Rotana Cinema Egypt is one of the most prominent Arab channels, being the exclusive home to some of the biggest Egyptian superstars.

Rotana cinema EGY broadcasts a myriad of premium production films ranging from classic oldies of the golden age to the latest blockbusters. With the airing of assorted movies from different genres like action, tragedy, thriller, romance, and comedy, Rotana Cinema EGY appeals to all types of Arab movie viewers.

ROTANA CINEMA KSA

Rotana Cinema KSA broadcasts bespoke blockbusters and classic Arabic movies carefully selected for the Saudi community in particular and the Khaliji audience in general.



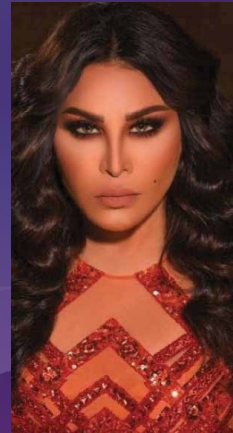
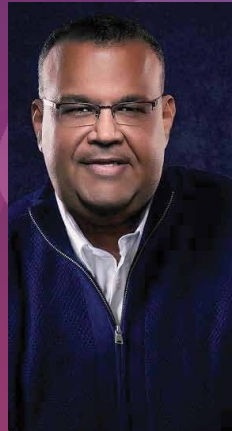
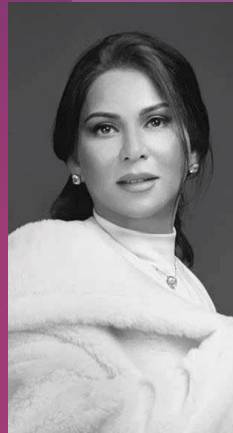
Movie Channels



ROTANA CLASSIC

The channel's slogan, "Immortal jewels," truly says it all! Rotana Classic features classical movies, music, and theatrical plays that transport viewers back in time to celebrate the golden and magical era of platonic love stories, idealistic values, and resonant soundtracks.

Music Channels



ROTANA MOUSICA

Rotana Mousica, Arabs' favorite music channel, caters to connoisseurs of Arabic music by bringing live broadcasts of Grade A concerts from KSA and the gulf to Arab homes. Rotana Mousica is also home to the latest artistic productions like music videos, single releases, special superstars interviews, behind-the-scenes segments, etc.



ROTANA CLIP

Rotana Clip broadcasts 24 hours a day the widest selection of the latest and most engaging Arabic video clips.



General Entertainment Channels



ROTANA KHALIJIA

The channel of choice for Saudi and GCC viewers. With its Khaliji flavor that celebrates the region's rich culture, this channel caters to Gulf viewers by broadcasting a wide range of diverse and interest-oriented programs that



LBC

Home to an impressive collection of programs that cater to every woman's interests, LBC constantly brings its audience an assemblage of shows, including lifestyle, cooking, fashion, health, and finance programs, while also airing the latest Egyptian & pan-Arab series.



ROTANA DRAMA

The favorite stop for all drama series lovers, Rotana Drama hosts the largest collection of TV drama series in the region!



ROTANA COMEDY

The newly launched channel is bound to attract all Arab spectators from different age groups bringing Arab viewers world-class comedy content, all handpicked from Rotana TV library!

ROTANA TV CHANNELS SHOWS



- Description: Youth-oriented program about social life development, daily issues, tackling all types of communal and cultural topics young viewers to remain positive, anticipative and ambitious.
- Genre: Social - live talk show



- Description: Late-night comedy program orbiting around the Kingdom's day-to-day issues, in a comical tone, spanning the majority of the population, notably the youth.
- Genre: Social - live talk show



- Description: Mfarreh Al-Shgigi and Jamal Al-Moayqel, keep nurturing Khalijia viewers with the latest news discussing local and regional pressing issues that interest the majority of the Arab audience.
- Genre: Social - live talk show



- Description: The show highlights main issues for women varying from health, education, fashion, decoration and many other topics.
- Genre: Social - live talk show



- Description: Khalijia' most remarkable sports program with the best coverage and in-depth analysis of all Saudi Premiere League games, regional and international tournaments.
- Genre: Social - live talk show



- Description: The rising social talk show hosted by Abdulla Al-Modifer, hosting VIP figures, important personalities and discussing vital topics all revolving around the kingdom.
- Genre: Social - live talk show

RELIGIOUS CHANNELS



Al-Resalah

Al Resala provided over 4,000 hours of continuous live broadcasting to promote peaceful and reassuring content that filled a cultural void and influenced minds with positive intellectual and spiritual messages. Their programming aimed to close the space of extremism and elevate pure and balanced thoughts that illuminate noble values and ideals. In doing so, Al Resala became the voice of supreme cultural value.

Al-Resala became the main source of inspiration and a model to be followed for good preaching, by constantly developing its content with a continuous aim to raise above and beyond a worldwide reach with a core objective to cater its offering in multinational languages be it English, French, Urdu and Malay.



Religious Channel

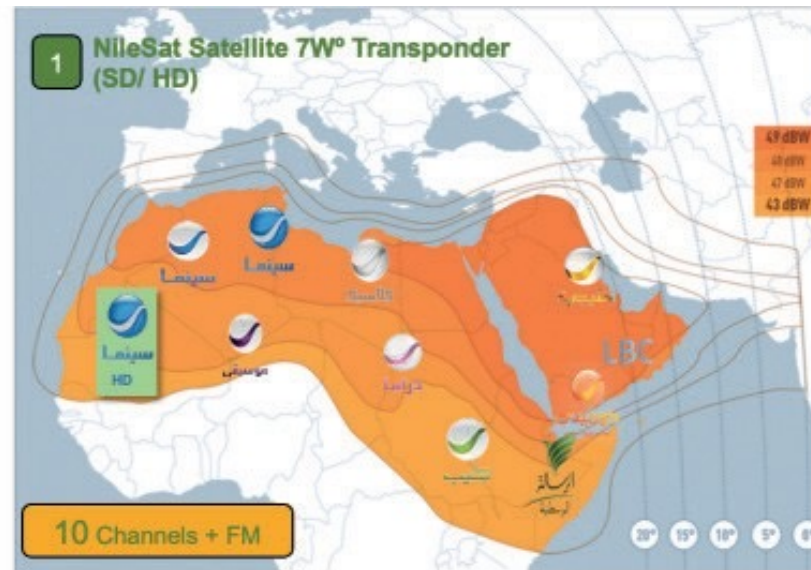


AL RESALA

Al Resala aims to reach all 1.8 billion Muslims worldwide through its curated Islamic content, especially during Ramadan. Al Resala broadcasts various daily live and pre-recorded programs suitable for all ages. To reach non-Arabic speakers, the channel's content is made available to the rest of the world through subtitles in Malayan, Spanish, Mandarin, French, and English,



ROTANA TV CHANNELS SATELLITE DISTRIBUTION COVERAGE



Encrypted Channels



AFLAM+ HD

Known as Rotana's most popular movie channel in the region, Rotana Aflam+ HD encrypted channel offers early access to its subscribers by broadcasting all of Rotana cinema's monthly movie premieres one week before their release, all in high definition.



ROTANA+ HD

Rotana+ HD broadcasts movies, series, and lifestyle programs in HD format to provide its viewers with a crisper picture and an immersive experience.



ROTANA M+ HD

Rotana M+ HD provides worldwide music hits for viewers to enjoy in high-definition format.

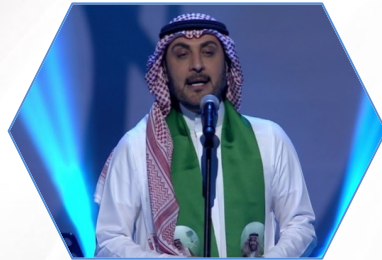




M+ HD Encrypted



UNCUT Music hits from all over the planet for the viewers to enjoy in high definition format. 24-hours a day, a wide selection of the latest and most appealing Arabic video clips, from all over the Arab world for all subscribers to enjoy hours of Arabic tunes in high definition format.



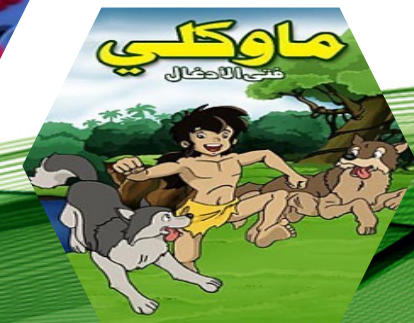


“Rotana Kids” newly born channel under the Umbrella of TV Network”.

Rotana’s experience, long track record and success stories gives it an edge over any other competitor, making it a steady entertainment trademark in the Arab world.

Kids entertainment is a growing market offering Rotana a unique opportunity to prove once again the high standards it can offer in the entertainment business.

Delving into the kids entertainment project will be an easy mission, given the high standard Rotana has set previously, perfection is required and Rotana is programmed to deliver.





ROTANA+ HD

Encrypted

ROTANA+ HD caters to all subscribers some of the best Arabic movies, elite series and a wide variety of lifestyle programs in HD format to provide its viewers with a crisper picture and a better experience.



روتانا + HD

Encrypted





ROTANA AFLAM+ HD Encrypted



أفلام + HD

ROTANA AFLAM +HD has always been dedicated to feature the best movies from around the Arab world that appeals to its diverse audience.

With its substantial movie library brought to all home screens in HD quality, Rotana Aflam + HD offer to its subscribers an early access to its subscribers by catering all Rotana Cinemas' monthly movie premieres, one week prior, all in High definition.





Rotana Cinema+ FR, the new home of Arabic cinema offering French subscribers an unprecedented movie experience, uncut, ad free , French subtitled & broadcasted in native HD in addition to top entertaining local E-News program with Moroccan.

During 2023, Subscribers started to enjoy a new Line up full of Moroccan movies and first run Arabic Movies exclusively on Rotana Cinema+ FR.

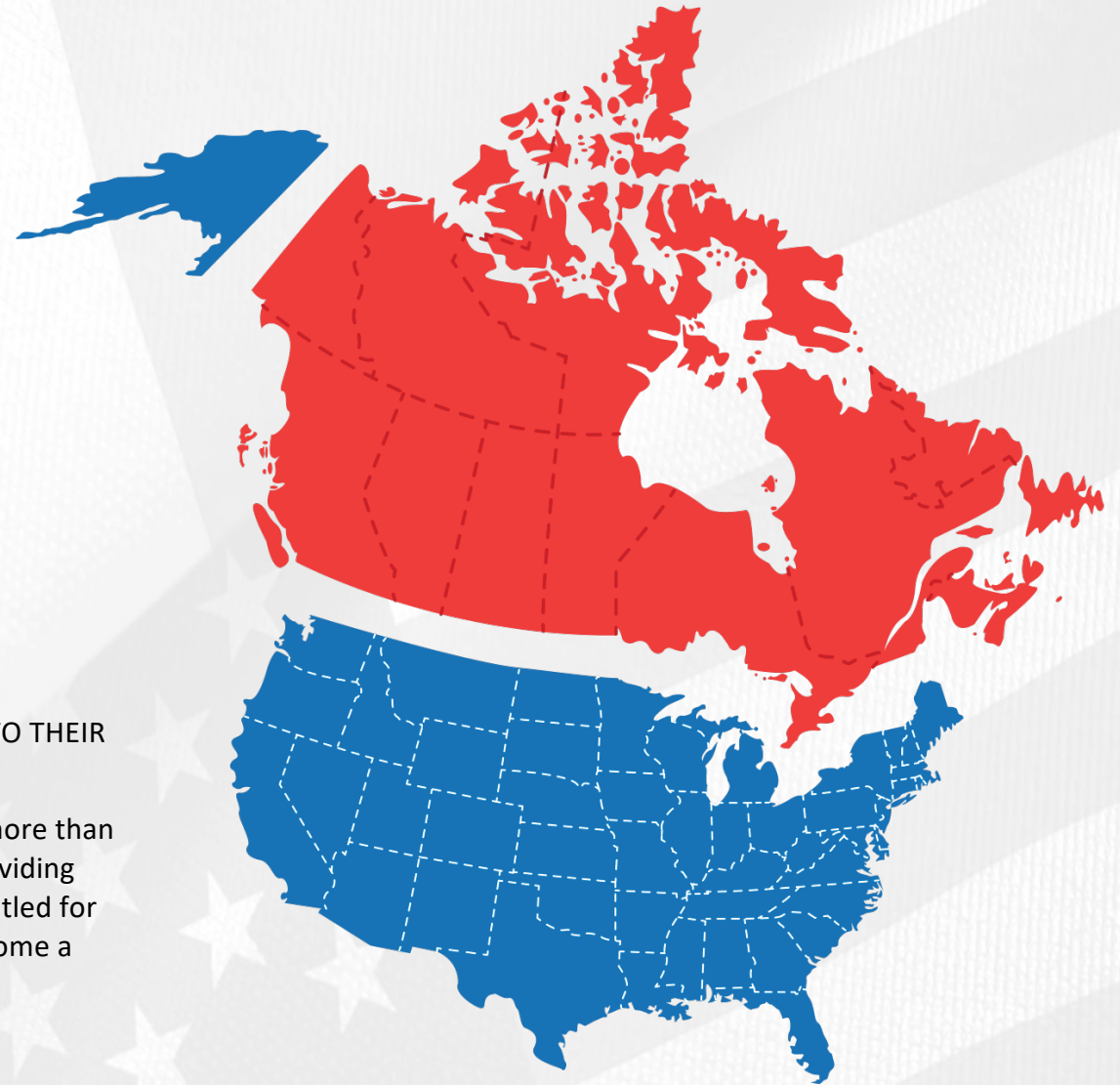
Rotana Cinema USA



ROTANA Cinema USA

KEEPING ARABS LIVING ABROAD CONNECTED TO THEIR HOMES!

Rotana America aims to reach a population of more than 3,665,789 Arabs living in North America. By providing selective localized Arabic Films into English subtitled for the Arab diaspora, Rotana Cinema USA brings home a little closer.





روتانا
ROTANA

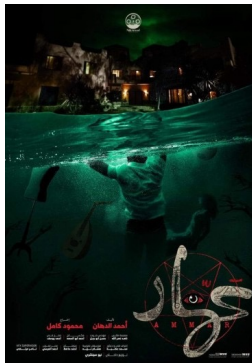
ROTANA STUDIOS

ROTANA STUDIOS

Rotana Studios is the foundation and backbone of Rotana Holding and is based on content acquisition, content distribution and monetization. The above process involves purchasing content with proper documentation, restoring the content (if needed), properly maintaining and storing for distribution and finally marketing and sale. All of these processes are handled by Rotana Studios, and it serves the Rotana TV channels as well as all other clients, both nationally or internationally.

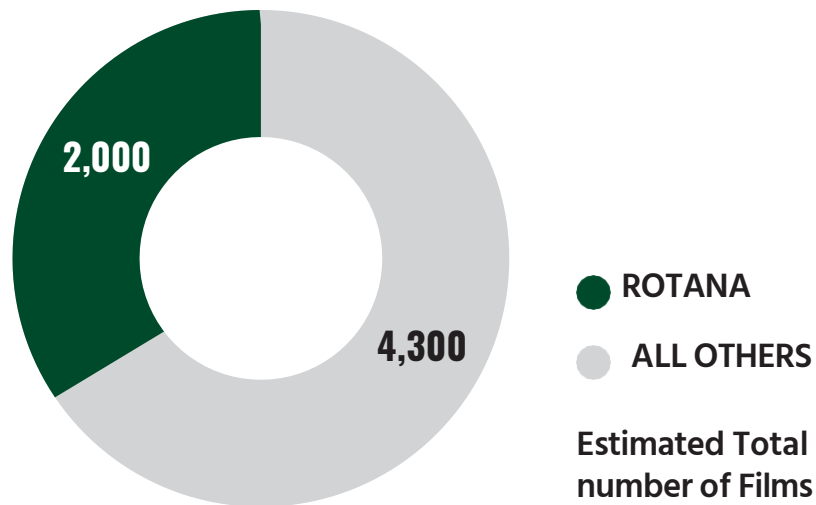


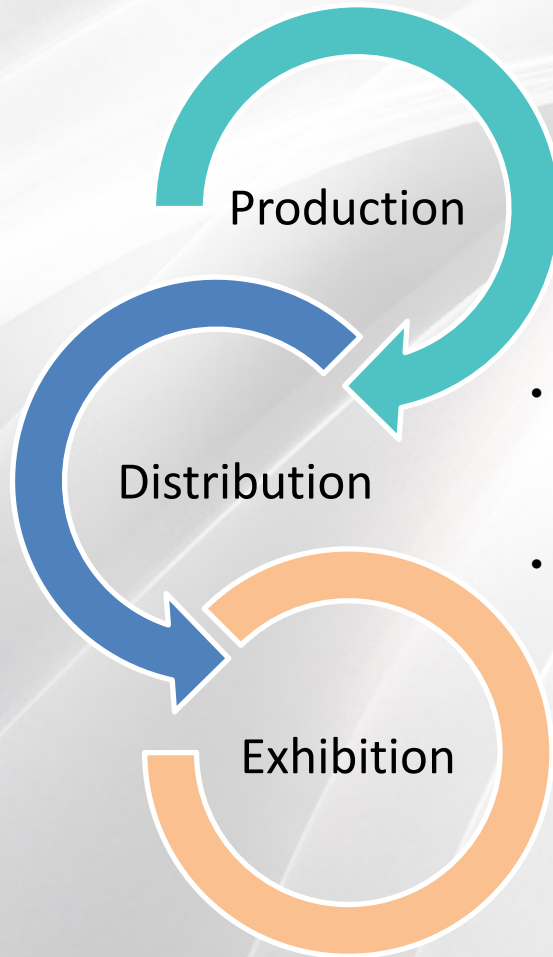
- Largest producer and owner of Arabic movies
- Over 60% market share of first run movies
- Owner of the largest and most valuable classic Arabic movie library comprising approximately 2,000 titles
- The main supplier of Arabic Films for traditional TV Channels and streaming platform
- Owns and distributes Arabic films across all windows TVOD, SVOD, FTA, VOD etc.



ROTANA STUDIOS LIBRARY

- Rotana Studios is the largest library of Arabic films. It holds about 1/3rd of all Arabic films ever produced, starting with films almost one hundred years old. Rotana Studios' catalogue of films is unique and can't be duplicated.
- Rotana Studios is the largest owner and distributor of new Arabic films, with an ever-growing library comprising 60% of all the new top films produced.

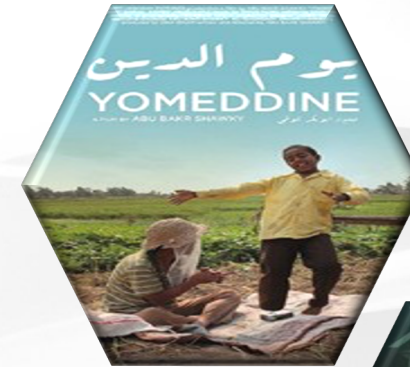




- Produces 80% of the Movie in the Arab world.
- Includes a collection of the latest and most powerful Egyptian films released in the last 30 years

- Has the largest Entertainment Platform in the Arab world and the most widespread among Arabs
- A Film library with more than 2000 titles.

- Over quarter of movies were in the world premiere of major International film festival such as Cannes, Berlin, Locarno, Toronto, Cairo, and Al Gouna Film Festival.





STUDIO DISTRIBUTION SERVICES

Theatrical

DOMESTIC

INTERNATIONAL

Linear
Distribution

TV

CABLE

IPTV

OTT

Video on
Demand

IVOD

AVOD

SVOD

TVOD

Customized
Channel

Film Restoration &
Digitization



Some of our latest Movies in the Library





Digitalization and Restoration

Egypt has a rich film heritage, dating back to the early 1900s, much of which was in danger of being lost forever.

Rotana, the Arab World's largest entertainment company, has entered into an agreement with the Prasad Corporation to restore Egyptian classic films.

An initiative to save Egypt's classic films began in 2014 and was revived and expanded to restore 1,650 Egyptian films, and brought together the best expertise and the latest technology from around the world in order to preserve them.



Before



After





ROTANA
STUDIOS

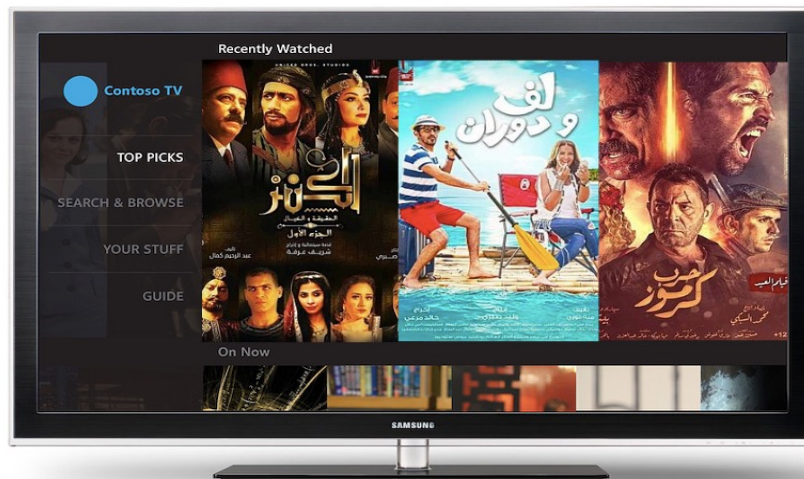
WHITE LABEL & FAST CHANNELS



EXCLUSIVE ENCRYPTED WHITE LABEL AND FAST TV CHANNELS (IPTV/ OTT)

Rotana TV Network, has 4 TV Encrypted Channels and more across regions and zones, specializing in all sorts of fields, from Arabic films, social talk shows, general entertainment, comedy, lifestyle, these channels are made in partnership with Telecom's and IPTV & OTT operators or aggregators .

"White-label" is a model, provided and supported by Rotana to be distributed by a client under their own brand. Rotana will be producing the products and services and their further rebranding and advertising under another brand's name. This will help the client to increase their loyalty and trust, saving resources and time necessary for new the new solution development and deployment.



All new movies						
TIME KSA	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
12:00	Arabic 80's and 90's movie @ 01.00					
14:00	FBI in					
15:00	Arabic New Movies - Light Movies (Al'Am Al Fala Al Ta'zieh - Al'Am Samra - Akher Kalam - Asmet Sharaf - Elbakmy ... etc)					
17:30	Arabic Movies - Catalog (Ebn El komol - Al Anesa Mam - Altemby 8 Giga - Sobha Tayran ... etc)					
20:00	Arabic Movies (teta7 - Aswat Al kamal - Miraty W Zawagaty ... etc)					Arabic Movies - Catalog (Ebn El komol - Al Anesa Mam - Altemby 8 Giga - Sobha Tayran ... etc)
22:30	Arabic Movies from 2013 to 2019 (Al Karc - Samra Ben Ben Shadud - Laf W Dawran - Tamiel Frezar ... etc)					Arabic Movies - Catalog (Ebn El komol - Al Anesa Mam - Altemby 8 Giga - Sobha Tayran ... etc)



✓ ADD ON SERVICES FOR WHITE LABELED CHANNELS OR FAST

- 1- Special joint paid program production with the distributor.
- 2- Catchup.
- 3- Special Ad insert for contracted distributors & their clients.
- 4- Multiple short AVOD for encrypted channels.
- 5- Dedicated content account manager for the distributor.
- 6- EPG.
- 7- Enhanced content descriptions along with captions.

✓ DISTRIBUTION TYPES

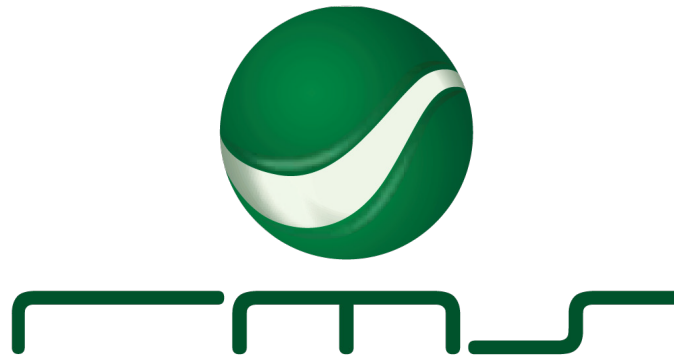
Service available for IPTV and OTT platforms distributors based on agreed geographical coverage only.

✓ ENCRYPTED DELIVERY TYPES

- 1- Via HD Satellite (MPEG-4) 9 Mbps per channel.
- 2- IP streaming (Main/ Backup) based on the agreed compression format.

الخريطة الأسبوعية (يناير 2020)
شهر يناير 2020 من 2020-01-01 إلى 2020-01-04

الجمعة 2020-01-03	الجمعة 2020-01-03	الجمعة 2020-01-03	الجمعة 2020-01-03	الجمعة 2020-01-03	الجمعة 2020-01-03	KSA	GMT	CLT
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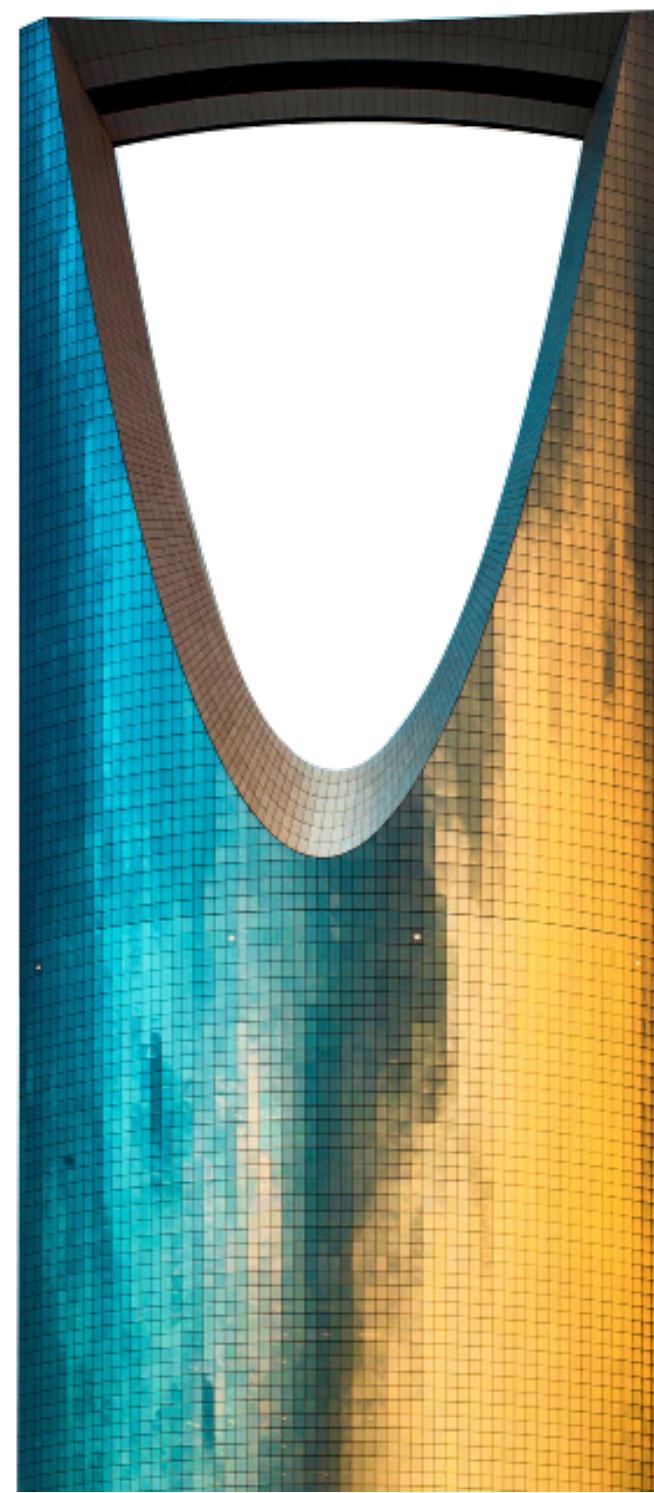
**ROTANA MEDIA SERVICES HOLDING -
RMS**



ROTANA MEDIA SERVICES HOLDING - RMS

COMPANY PROFILE

V1.1 February 2023



ROTANA HOLDING

ROTANA MEDIA SERVICES HOLDING (RMS) is part of **ROTANA HOLDING**, which was founded in 1987 and has grown to become the most extensive Arab media group. It hosts a vast collection of Arabic content, including films, music, and over fourteen specialized Arabic channels that are broadcasted and rebroadcasted worldwide. Additionally, **ROTANA HOLDING** has its own advertising representation (**RMS**), which provides marketing solutions and the latest innovative advertising opportunities across various platforms in the MENA region, including television, digital, and out-of-home media.

ROTANA HOLDING has a significant presence across all major social media platforms, with each platform operating independently and drawing in millions of followers and billions of viewers. The company is divided into four groups: **ROTANA STUDIOS**, the world's largest producer of Arabic films; **ROTANA MUSIC GROUP**, the region's leading record label; and **ROTANA TV CHANNELS**, which comprises over 14 TV channels with a regional and international footprint and **ROTANA MEDIA SERVICES (RMS)**.



+14 of the most popular channels in the Arab World



Market leader in Out-of-home advertisement in the KSA market



Biggest privately owned movie warehouse with over 1/3 of all Arabic movies ever produced



World-class specifications Master Control Room - MCR



+5 Million Snapchat Views



The region's leading record label



+35 Million Followers



+16 Million Followers



+4 Million Followers



+29 Billion Minutes Viewers and + 30 Million Subscribers



Global ambition

RMS is a media conglomerate that specializes in sales and marketing solutions within the advertising industry. We provide cutting-edge advertising opportunities across a variety of platforms throughout the MENA region, leveraging our expertise to offer the latest innovative solutions. Our areas of focus encompasses advertising sales representation for prominent satellite TV channels, digital media sales, and social media partnerships, content creation and integration, influencer marketing, and out-of-home media. We have a dedicated team of 58 professionals, and the company services its clients through a network of offices and representatives across the MENA region.

OFFICES IN
3
countries

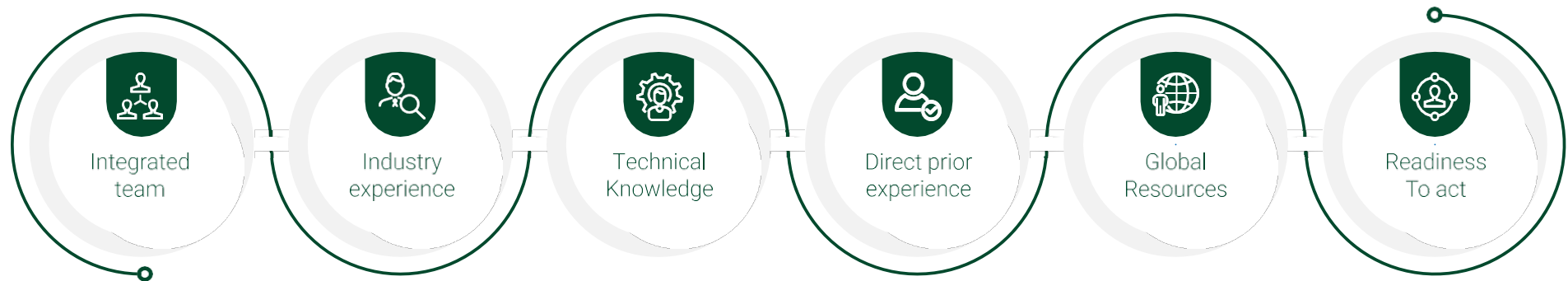
Serving
120
clients

12
brands
IN AN EXPANDING
PORTFOLIO

57
EMPLOYEES ENGAGED
IN OPERATIONS

WHY RMS?

Provides industry expertise, access to resources, negotiation skills, in executing effective advertising campaigns.



Our company is suited to act as your media representative.



EXCELLENCE

"Surpassing current benchmarks constantly by continually challenging our ability and skills to take the organization to greater heights."

ALBERT EINSTEIN

COMPASSION

"Going beyond boundaries with empathy and care"

MOTHER TERESA

INTEGRITY

"Doing the right thing without any compromises and embracing a higher standards of conduct"

NELSON MANDELA

RESPECT

"Treating people with utmost dignity valuing their contributions and fostering a culture that allow each individual to rise to their fullest potential."

MAHATMA GANDHI

PASSION

"Going the extra mile willingly, with a complete sense of belongingness and purpose while adding value to our stakeholders"

STEVE JOBS

UNITY

"Nothing can stand in the way of the power of millions of voices calling for change."

BARACK OBAMA

RMS MISSION & VISION

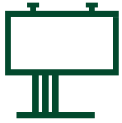
Mission

To help brands maximize and optimize their MENA reach, especially in key markets like Saudi Arabia and Egypt.

Vision

To maintain its position as the region's most flexible customer-centric media solutions provider through the use of unique and innovative initiatives.

Our Media Business



**Outdoor
Advertising**



**Influencer
Media**



**Digital
Media**



**New
Projects**



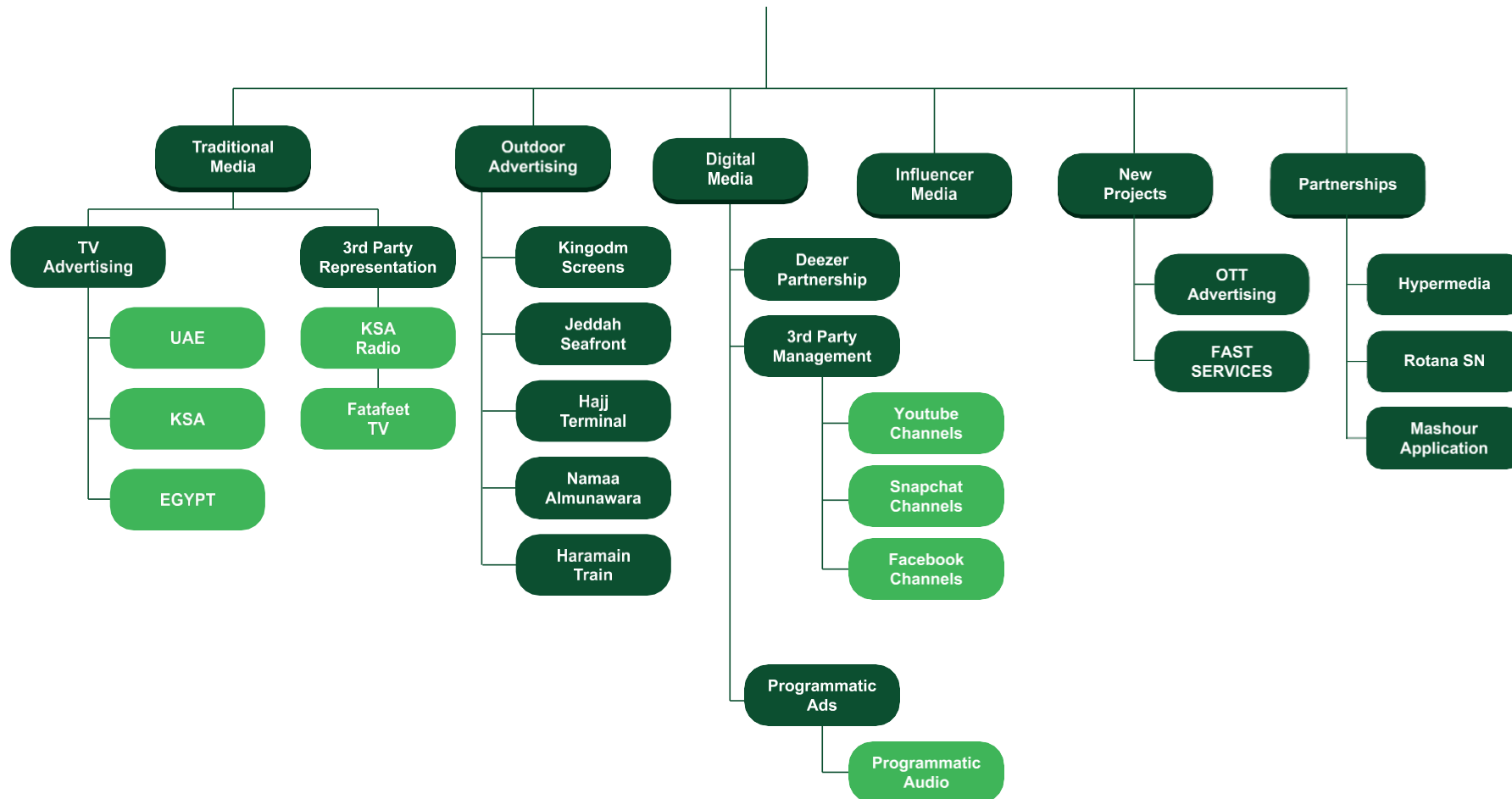
**Traditional
Media**



Partnerships

RMS BUSINESS UNITS

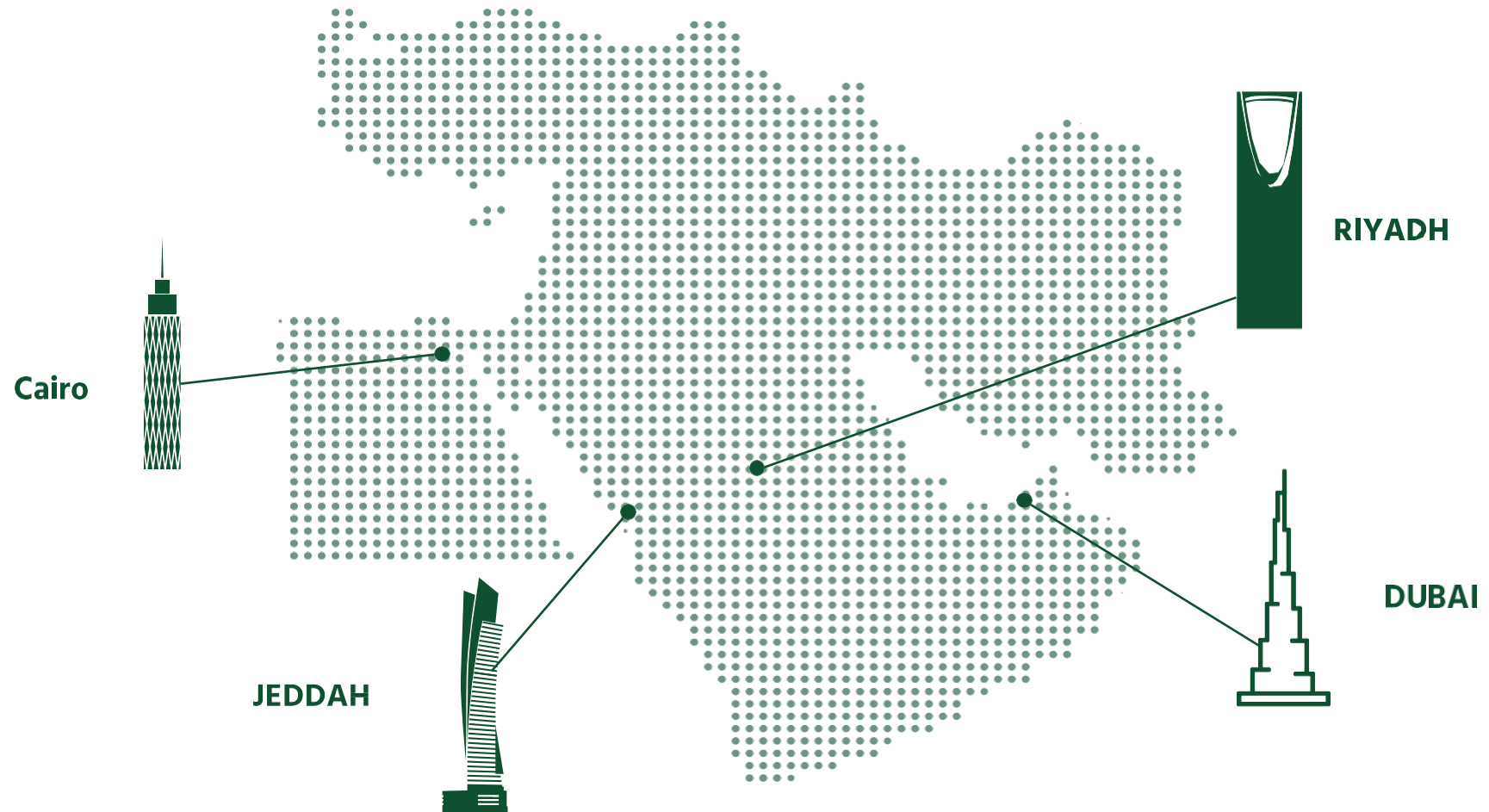
ROTANA MEDIA SERVICES HOLDING - RMS



RMS FOOTPRINT

Expanding our regional footprint

Along with regional offices in Riyadh, Jeddah, Dubai and Cairo, RMS has also established a partnership network with representatives in Iraq, Jordan and Turkey to ensure comprehensive coverage.



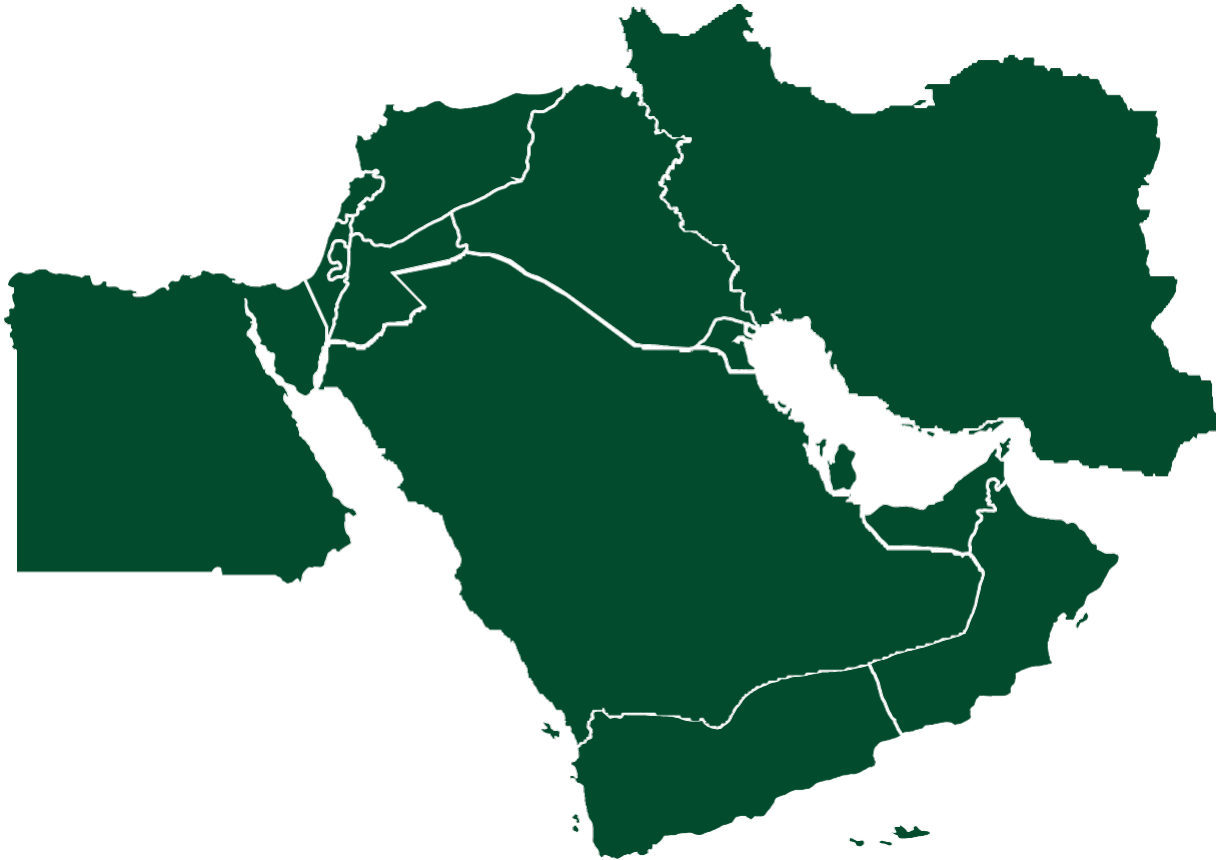
RMS CLIENTS



RMS PARTNERS



RMS STRATEGY 2022 - 2026



STRATEGIC VISION

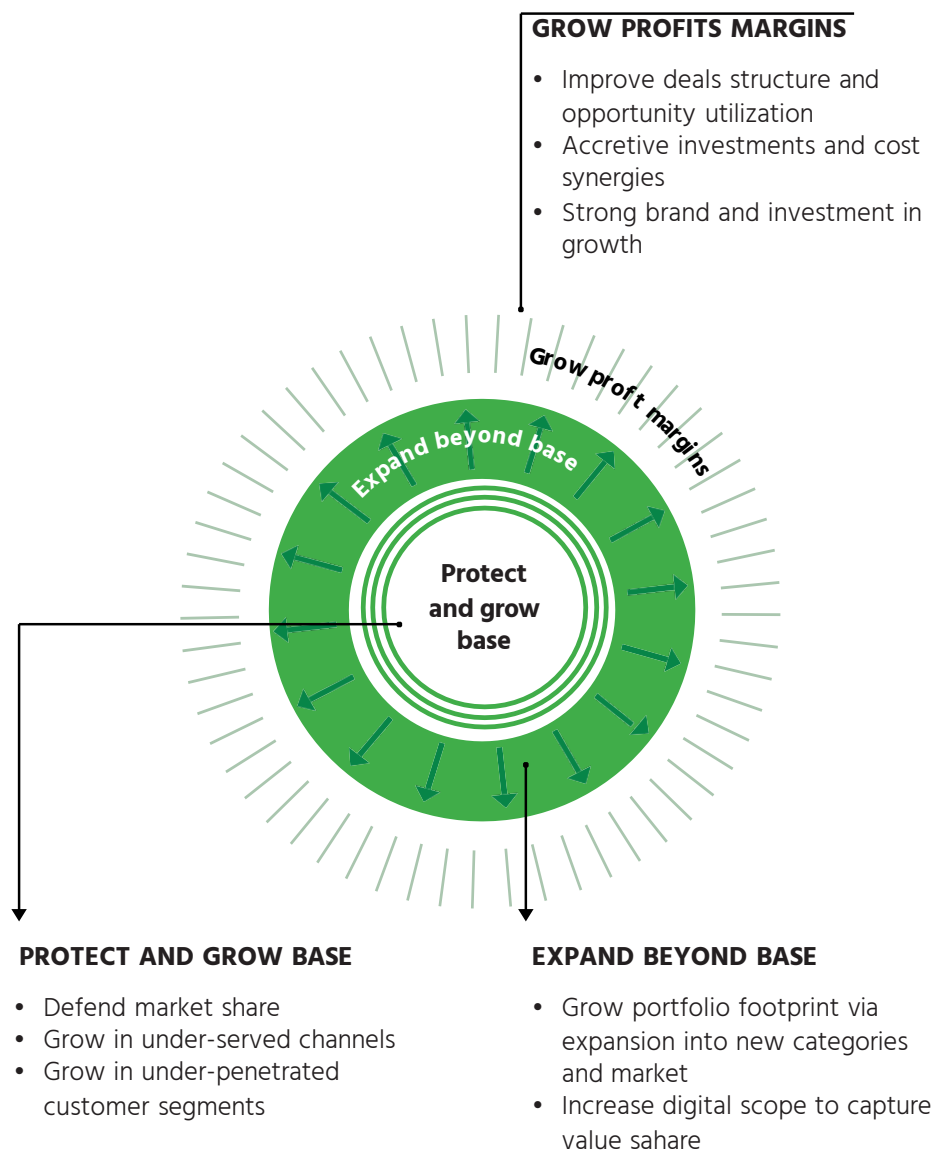
Homegrown in KSA,
a regional advertising
champion.





STRATEGIC MISSION

We help brands
tell great stories

RMS STRATEGY 2022 - 2026 IN GLANCE

Building Blocks



FOUNDATION	STRATEGIC THEMES	HOW WE GET THERE
 <p>Growth Mindset</p>	<p>GROWTH</p> <p>Disciplined portfolio expansion</p>	<p>Focused brand building</p> <hr/> <p>Client at the heart</p> <hr/> <p>Focusing on M & As</p> <hr/> <p>Lift & shift</p>
 <p>Transformational Leadership</p>	<p>EFFICIENCY</p> <p>Smart execution and operational efficiency</p>	<p>Simplify portfolio</p> <hr/> <p>Revenue growth management</p> <hr/> <p>Route-to-market excellence</p> <hr/> <p>Lean operations</p>
 <p>Digital Environment</p>	<p>CAPABILITY</p> <p>High performance organisation and people</p>	<p>Transformation mindset</p> <hr/> <p>People and process</p> <hr/> <p>Best-in-class system</p>
 <p>People, Structure & Values</p>		



FATAFEAT

THE LEADING ARABIC FOOD BRAND IN THE MIDDLE EAST



22M

total reach
across all
platforms in
24 countries

The biggest digital food footprint in the region

- **Snapchat's** food partner in MENA
- **Facebook** Fans: 8.8 M
- **Instagram** Followers: 1.5 M
- **YouTube** Subscribers: 1.2 M
- **Twitter**: 421k
- **TikTok**: 154k
- Re-launched **Fatafeat website**
- Partnerships with **Deezer** and **Alexa**

150M

video views across
social platforms in
2021

TO POWER PASSION FOR ARABIC FOOD AND FAMILY

Passionate

Our love of food is visible in everything we do

Credible

We continue to be the pioneers in showcasing Arabic cuisine on every platform

Inspiring

We stimulate imaginations and appetites

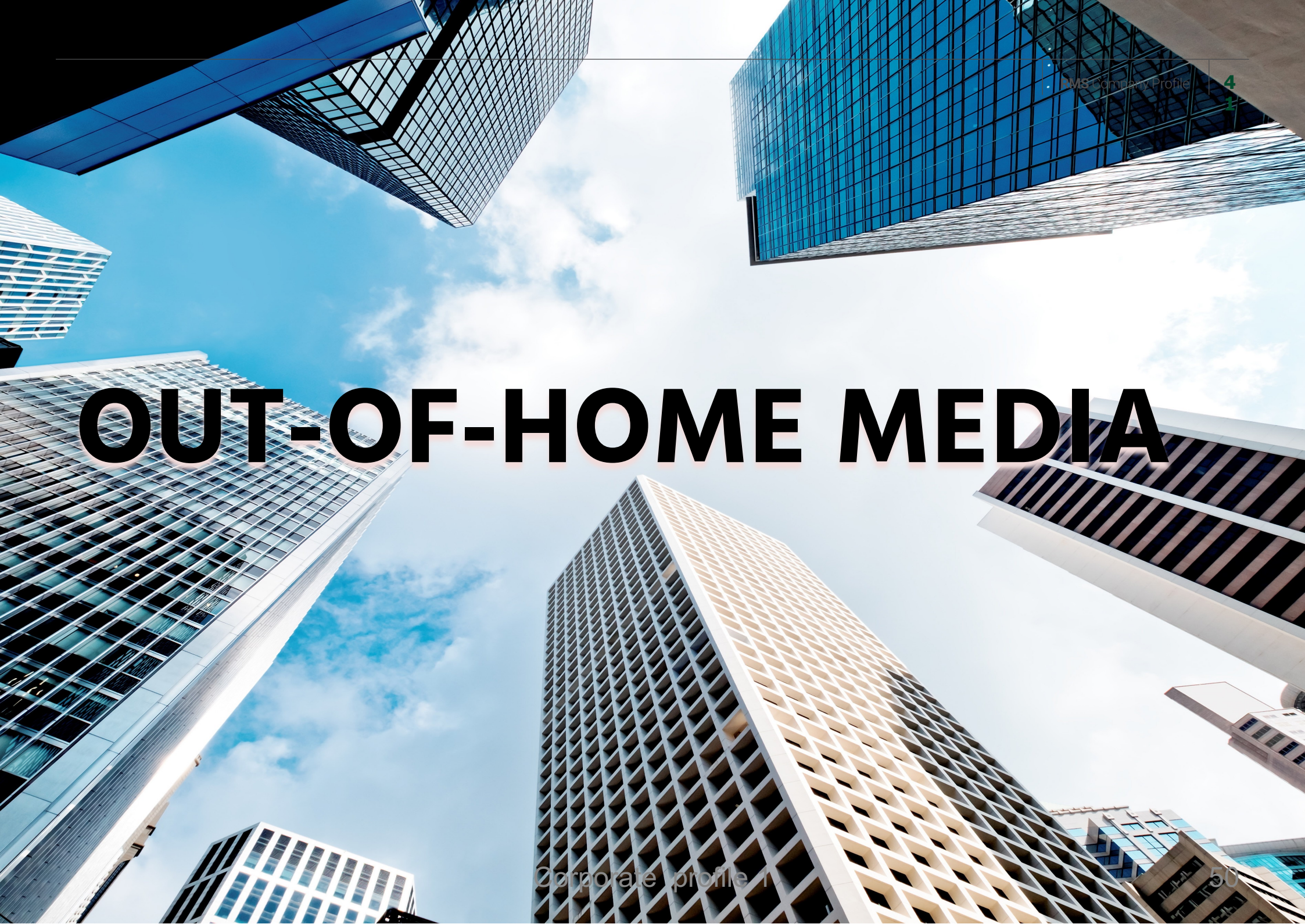
Affirmative

Life tastes beautiful when combined with togetherness

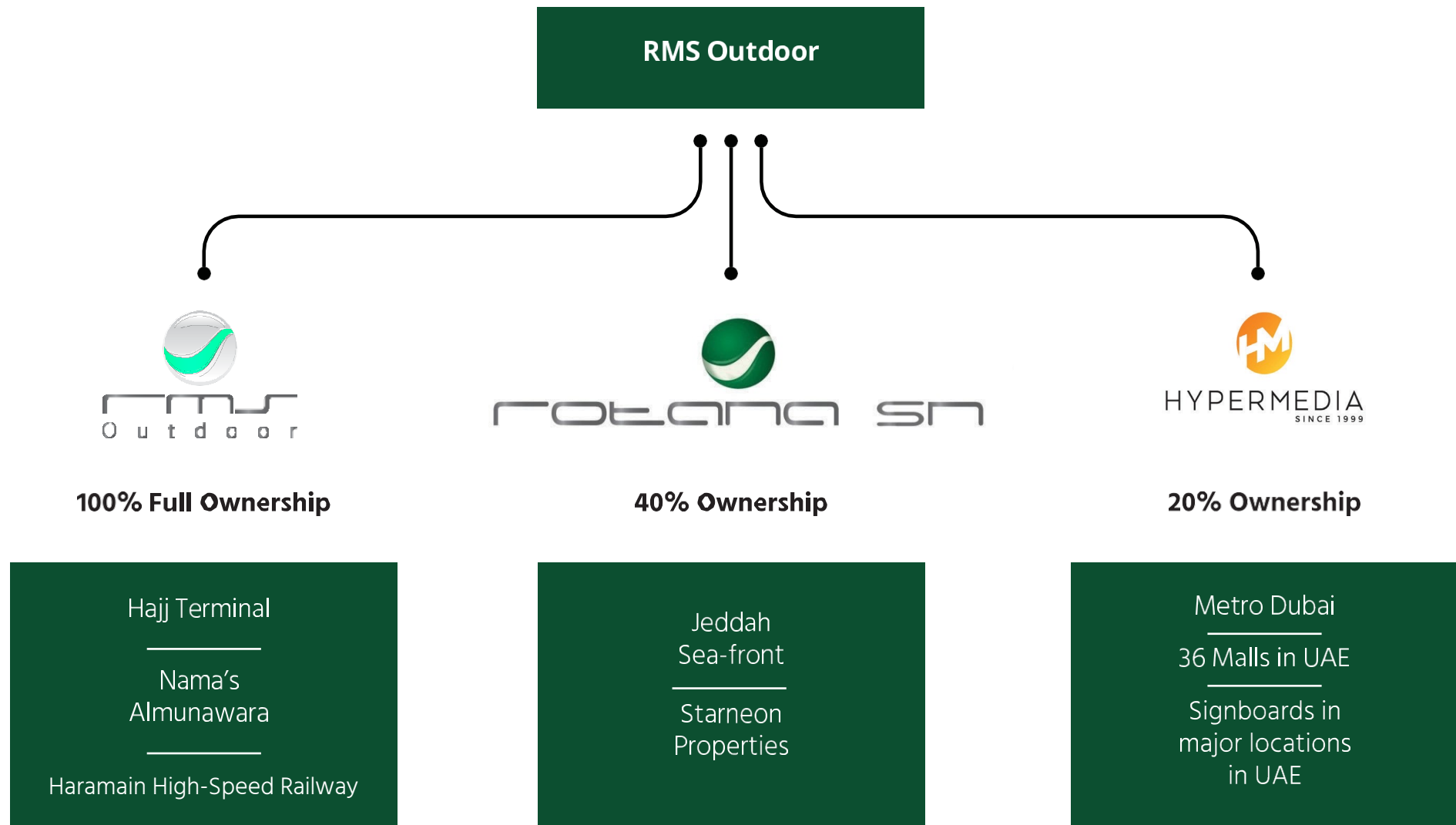


CONSUMER

ARABIC WOMAN
25 - 54 WITH A FAMILY



OUT-OF-HOME MEDIA



RMS OUTDOOR



1. RMS OUTDOOR - HAJJ TERMINAL

At over 465,000 square meters, the Hajj Terminal is among the world's largest airport terminals.

Expansion of the grand Mosque will result in an increased number of pilgrims beginning 2016.

01

RMS are the exclusive advertising partner for the Hajj Terminal in King Abdulaziz International Airport, where travelers from all over the world pass through on the way to pursue their Hajj and Umrah visits in Mecca.

02

03

Passengers are forecasted to be over 8 Million, making it the busiest airport terminal in Jeddah and one of the busiest terminals in the entire Middle East.

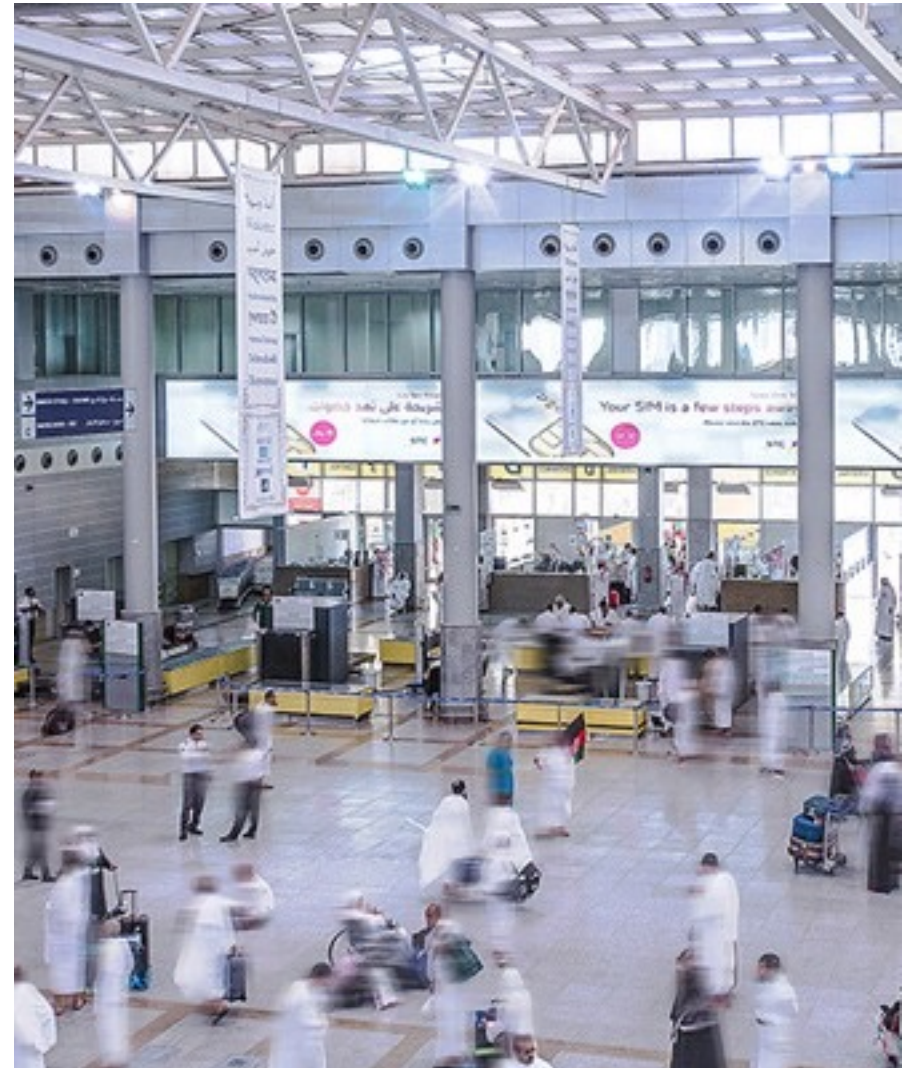
04

05

RMS provides brands with a unique opportunity to target millions of pilgrims, nearly all of whom purchase SIM cards, souvenirs, donate to charities, and use hotels and restaurants throughout their average 2-week stay.

1. RMS OUTDOOR - HAJJ TERMINAL

- One of the largest and most important events in the world occurs annually in Saudi Arabia. The Hajj and Umrah seasons are celebrated by Millions of Muslims around the world, and is the single largest gathering of people in the world. More than 6 Million pilgrims pursue their Hajj and Umrah duties on yearly basis.
- RMS Outdoor has been appointed as the long-term and exclusive media representative for the two iconic landmarks that welcome all the Hajj and Umrah visitors to Jeddah and Mecca.
 1. The Hajj Terminal, part of King Abdulaziz International airport in Jeddah, is the terminal dedicated to process all incoming and outgoing Hajj and Umrah passengers through Jeddah.
 2. Nama Al Madina, located in Al Madina Munawara, facing Al Holy Mosque.
- Advertisers are now equipped with a comprehensive solution targeting the Hajj and Umrah demographics. As a special long term offer for the Ramadan, Umrah and Hajj seasons, RMS Outdoor is offering unique and exclusive media opportunities through static branding, promotions and digital displays. The details are found on the next slides.



1. RMS OUTDOOR - HAJJ TERMINAL

“continued”

New Advertising Mediums



WALL SCREENS
5.5*2.5 M QTY:1



WALL SCREENS (BAGGAGE)
7*1.7M QTY: 5 & 5*1 M QTY: 10



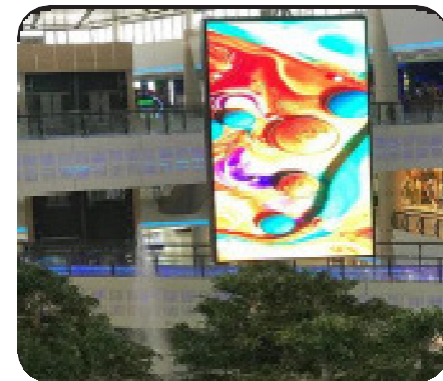
LARGE WALL SCREEN
26*2.3 M QTY: 1



WALL SCREENS (PASSPORT CONTROL)
7.7*1.9 M QTY: 6



OUTDOOR TOTEMS
8*4 QTY: 2



INDOOR HANGING OR FLOOR LED
4*6 m QTY: 2

2. RMS OUTDOOR - NAMAA AL MUNAWARA



10,000,000
visitors

30
Locations around
Al-Madina

8
Locations around
Al-Harram

3. RMS OUTDOOR - HARAMAIN HIGH-SPEED RAILWAY

Provides a significant step forward in the transportation services around the Kingdom of Saudi Arabia in terms of providing a safe, convenient and fast method of traveling, linking the two Holy Mosques through Jeddah, King Abdul-Aziz International Airport and King Abdullah Economic City along the 450 km route.



With trains running at a max speed of 300 km per hour, the travel time between Makkah and Madinah will be cut down to just 2 hours



3. RMS OUTDOOR - HARAMAIN HIGH-SPEED RAILWAY

The stations are designed to accommodate the growing passenger demand, from an initially anticipated 60 Million to 135 Million passengers per year.



ROTANA SN

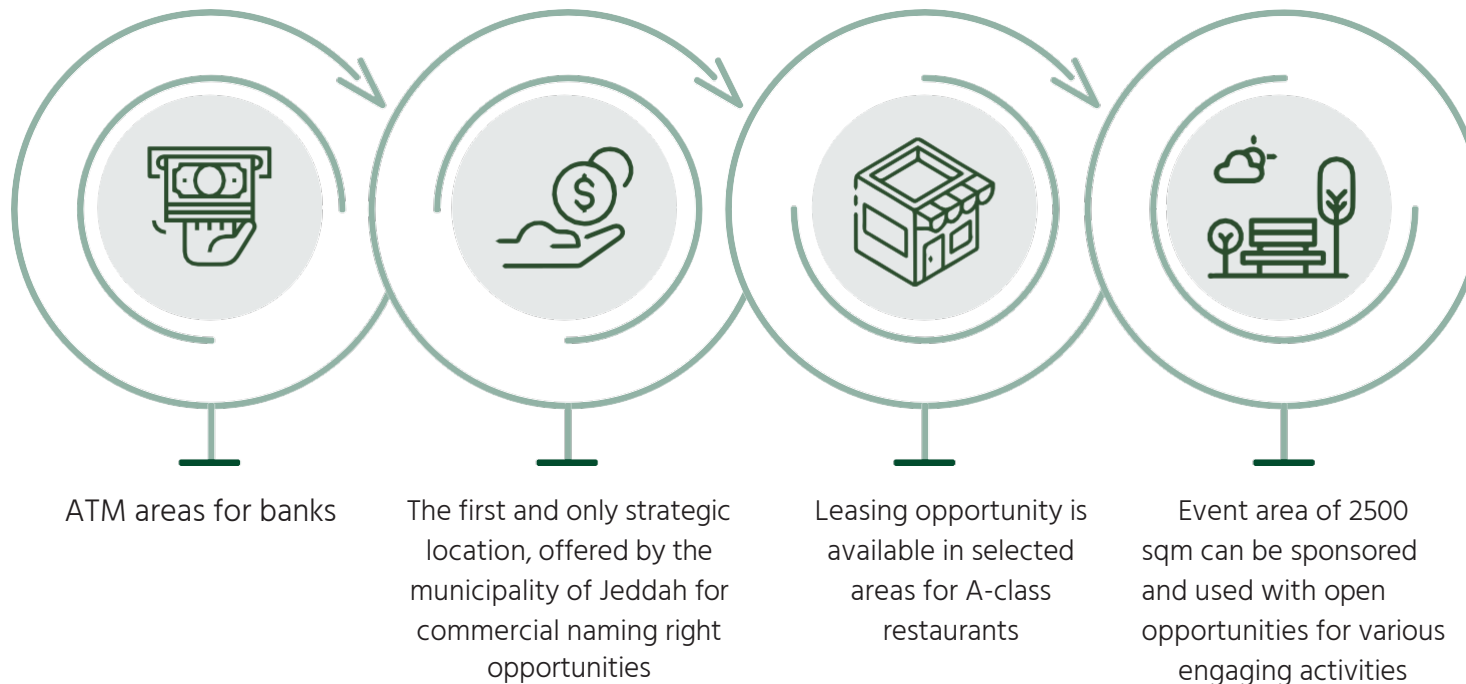


ROTANA SN

Overview

- RMS has won the tender for the exclusive rights to sell **out-of-home opportunities** and retail spaces in Jeddah Waterfront for 10 years.
- **Jeddah Waterfront** is the **most popular outdoor destination in Jeddah**, Stretched accross 4 km along the Red Sea.
- The opportunities on-site vary from different Digital OOH, Monuments, Naming Rights to retail and restaurant rentals.

Jeddah Waterfront - Partnership



ROSHN WATERFRONT (CORNICHE JEDDAH)

The most popular and favorite attraction for tourists and residents in the city of Jeddah. It was launched to improve the public facilities of the city. It is well organised and specially designed for families and friends to hang-out and spend leisure time together. The different types of activities and events that continuously take place within the premises makes it a hype destination for residents and visitors of Jeddah.

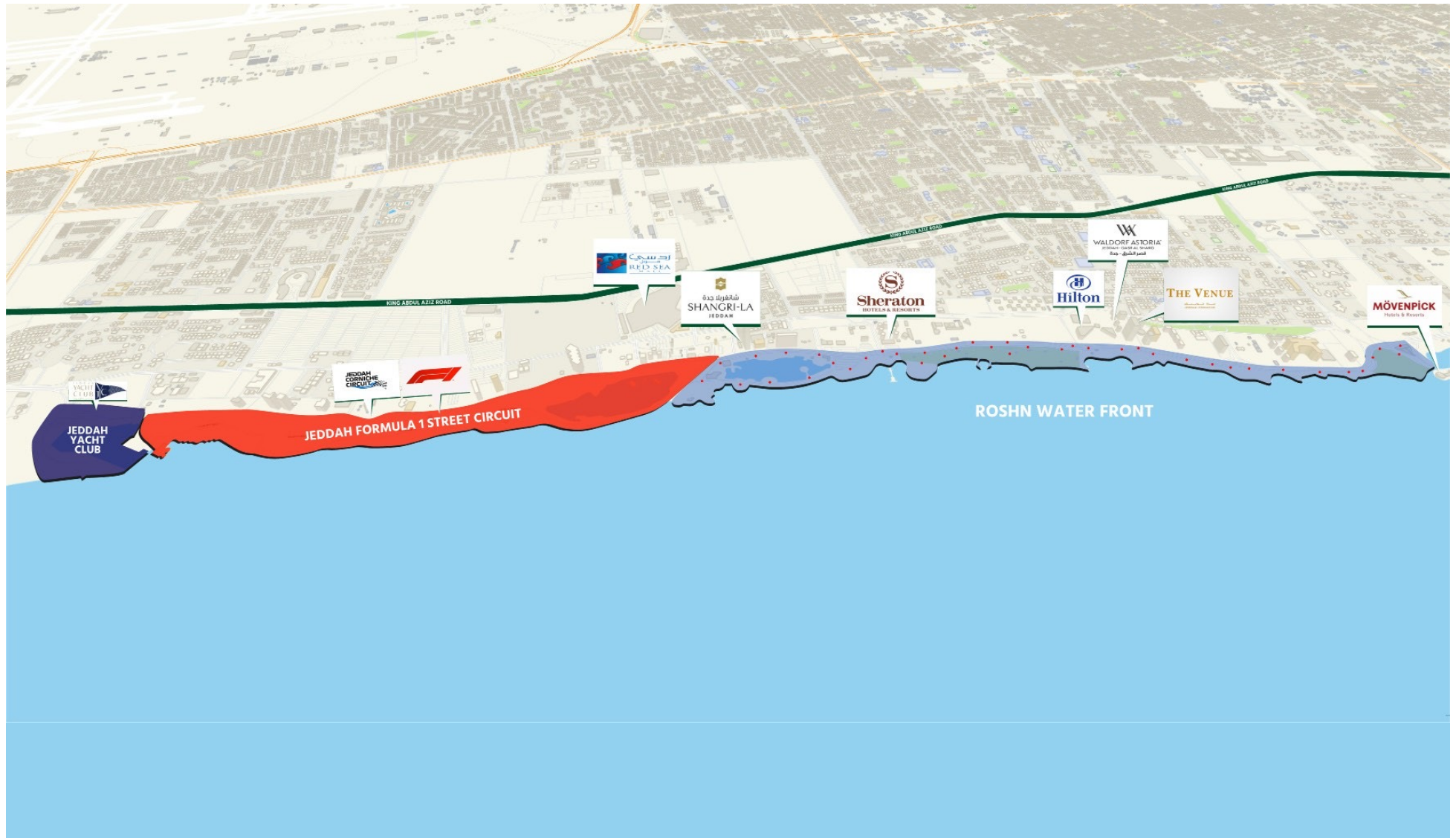


**Total Area of
730,000 sqm**

**Spanning Across
4.2 KM Long**

**Daily Visitors
150,000**

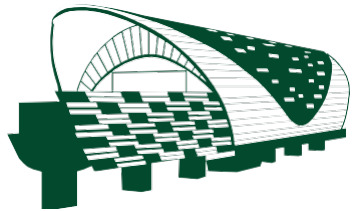
ROSHN WATERFRONT (CORNICHE JEDDAH)



HYPERMEDIA



HYPERMEDIA - DUBAI METRO



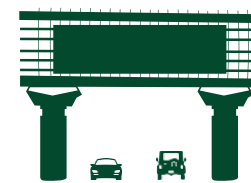
At the Station
Static and Digital
Exclusive Rights

6 SHEET STATIC PANEL
12 SHEET STATIC PANEL
LARGE FORMAT STATIC PANEL
ENTRANCE DOORS
TICKET GATES & FLOOR GRAPHICS
ELEVATOR SHAFTS
SCREEN WALLS
KIOSK ACTIVATION STAND
DIGITAL ROUTE **EXPO 2020** STATIONS
DIGITAL IN STATIONS **SCREENS NETWORK**



In the train
Exclusive Rights

OVERHEAD PANELS
GLASS SEAT DIVIDERS
WINDOW STICKERS



In the train
Static and Digital
Exclusive Rights

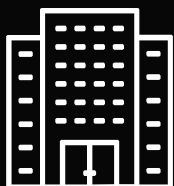
STATIC BACKLIT **BRIDGES**
LARGE FORMAT BACKLIT UNIT (TPS)
LARGE PORTRAIT UNIT (EEP)
METRO **PILLARS**
STATION WRAP
LED **BRIDGES**



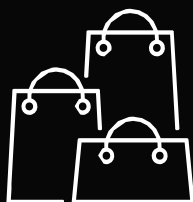
HYPERMEDIA - IN MALLS



DUBAI
ABU DHABI
NORTHERN EMIRATES



Our mall network comprises of
36 malls
across all the UAE.



The total reach across our
malls is exceeding
306 million
shoppers annually.



HYPERMEDIA - IN-STORE

Our point of purchase network reaches over

24 million

shoppers per month in the UAE alone.



No advertisement has a more direct influence and impact on purchase decisions than at the point of purchase. Since 70% of purchase decisions are made in-store, having your brand advertised at the actual point of sale is key for your brand's success.

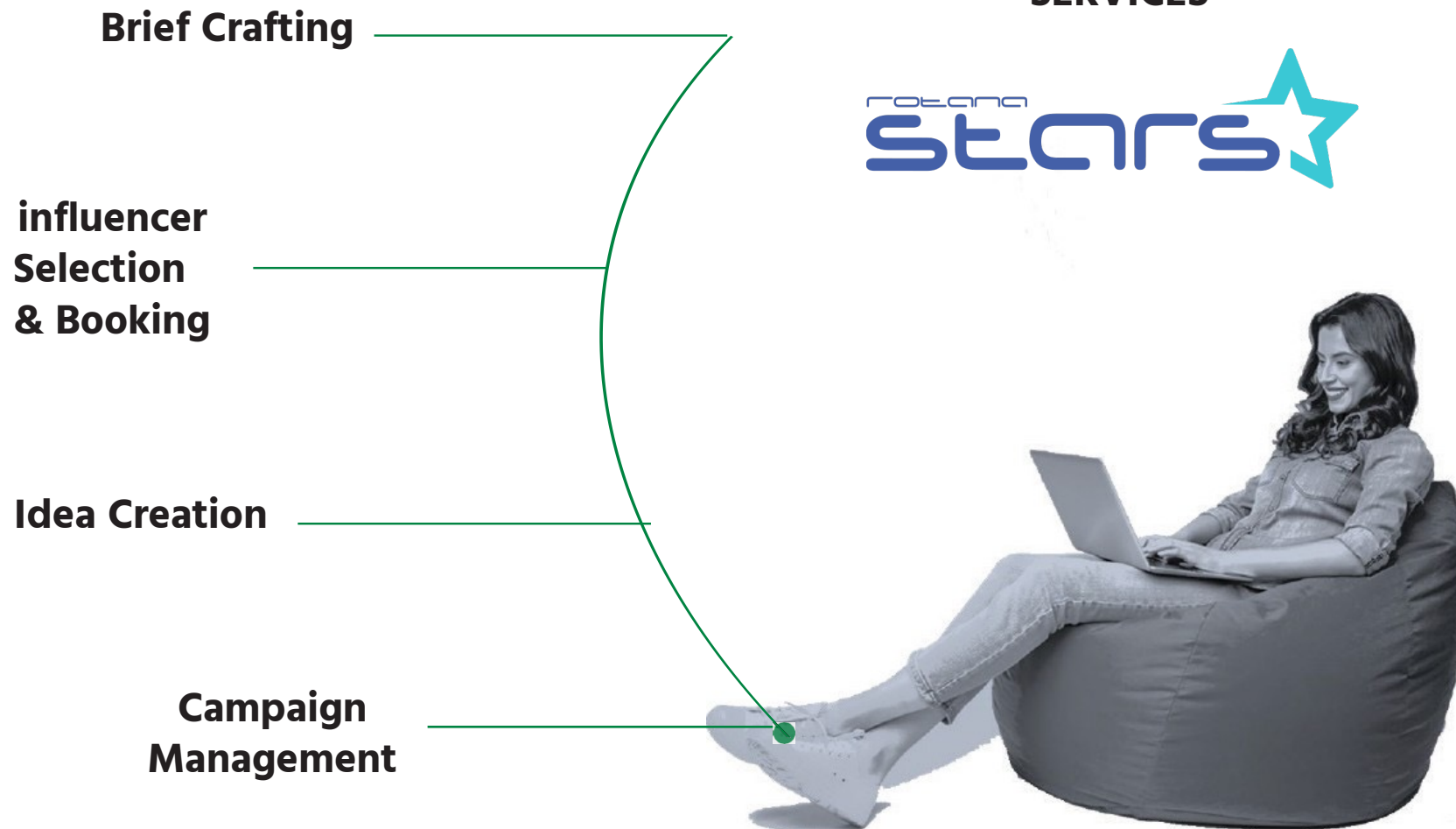
ROTANA STARS



ROTANA STARS

A content and influencer marketing agency that helps brands engage and reach audiences through all types of influencers across the region.

SERVICES



ROTANA STARS METHODOLOGY

INFLUENCE YOUR UNIVERSE WITH THE CRÈME DE LA CRÈME STARS/INFLUENCERS

It is not just another influencer marketing agency but an entity that aims to optimize the engagement levels between our clients' brands and their target audience.

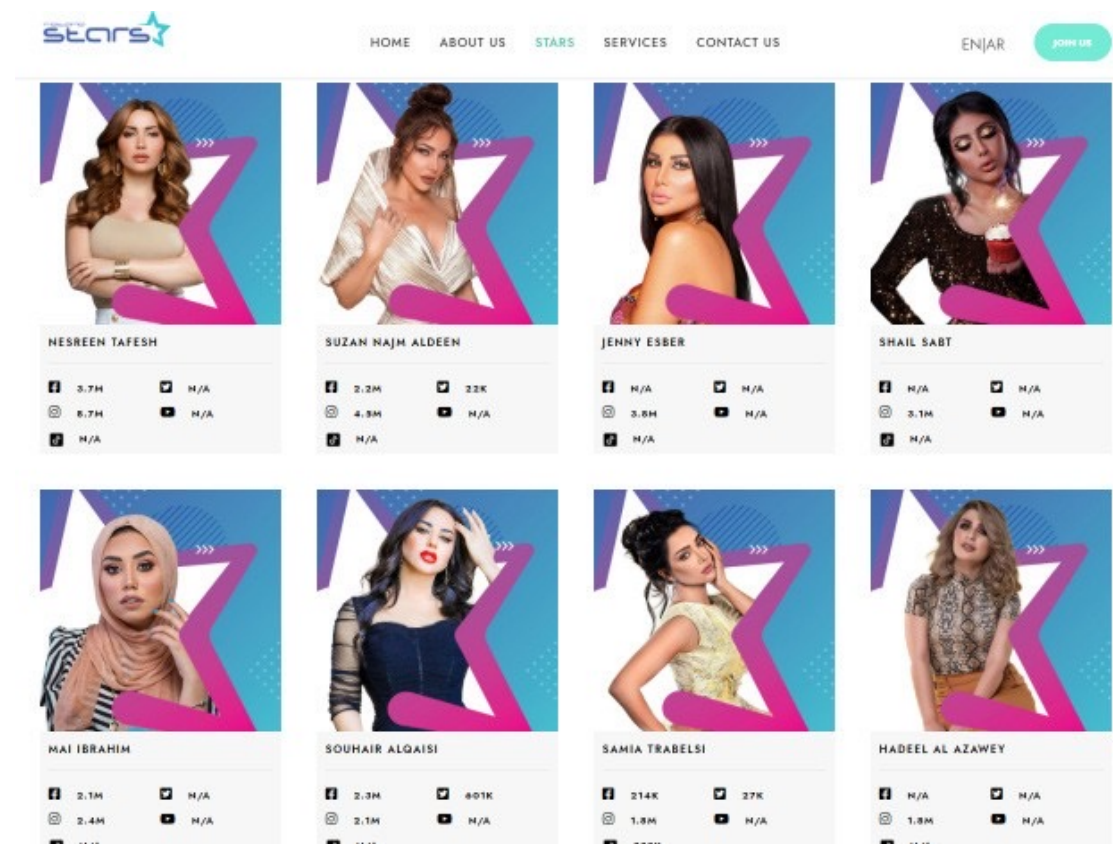
How? Through strategic planning and exceptional content execution.

Brief crafting

- Proper alignment of brief objectives
- Comprehensive market analysis
- Setting KPIs

Idea development

- Qualitative and quantitative selection of relevant influencers
- Insight-driven content solutions
- Exceptional content execution



Campaign management

- Close supervision of campaign execution
- Real-time engagement with clients

ROTANA STARS - ONLINE PRESENCE

5

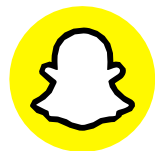
Platforms

92

Influencers /
Celebrities

120^{unto}M

Followers across
all platforms



RMS VIDEOS











THE GATEWAY TO DIGITAL MONETIZATION WORLD

MONETIZATION CRITERIA EXPLAINED

COMPARING THE ELIGIBILITY STANDARDS



 4,000 HOURS WATCH TIME IN LAST 365 DAYS	 500 HOURS OF WATCH TIME IN PAST 60 DAYS
 1,000 SUBSCRIBERS IN PAST 365 DAYS	 10,000 FOLLOWERS ON FACEBOOK PAGE
 THERE IS NO MINIMUM AUDIENCE RETENTION ON VIDEOS AND VIDEOS CAN BE OF ANY LENGTH	 AUDIENCE RETENTION SHOULD BE 1 MINUTE AND LENGTH SHOULD BE MORE THAN 3 MINUTES
 ALL THE VIDEOS UPLOADED ON OUR CHANNEL ARE LINKED TO ADSENSE	 ALL THE ELIGIBLE VIDEOS ARE UPLOADED ON THE FACEBOOK PAGE

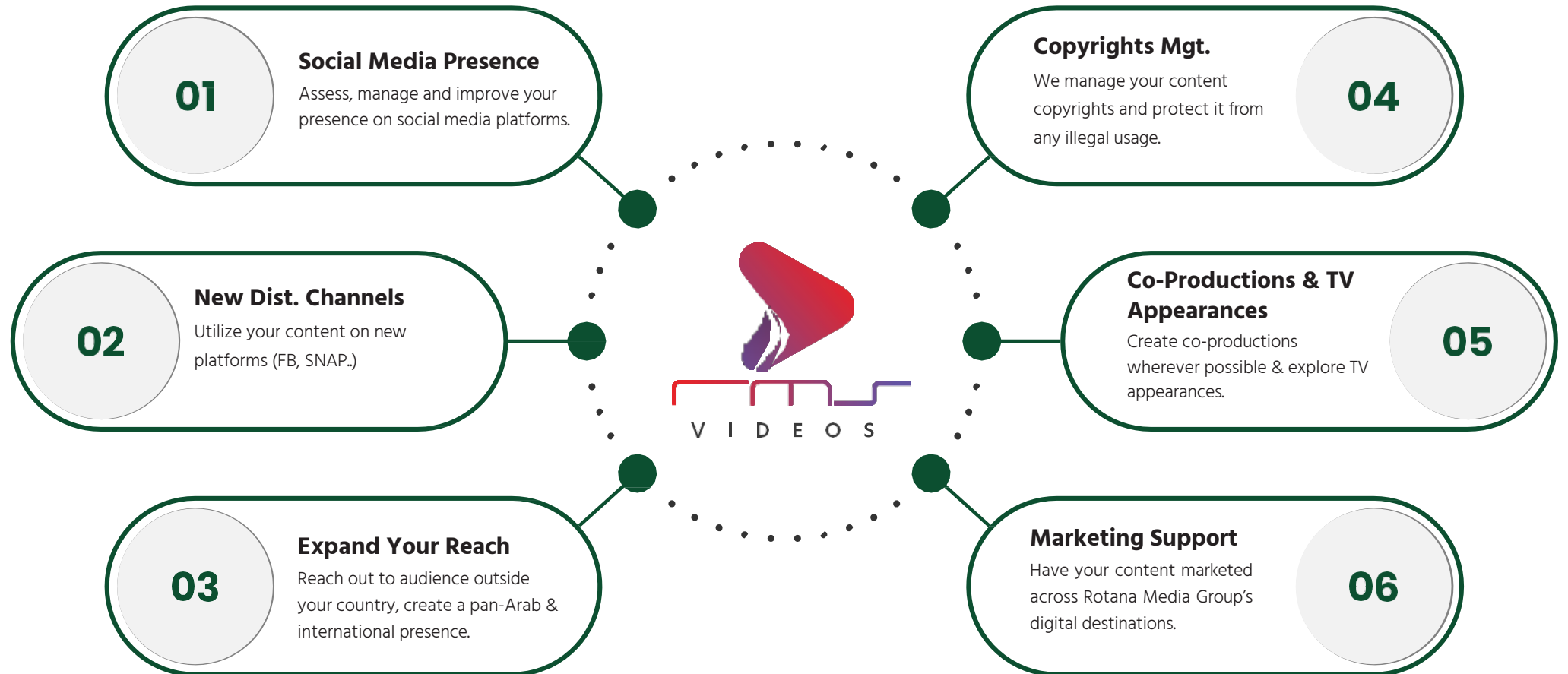
We help to pioneer a new era for the social media industry to inspire a new generation of content creators.

WHY TEAM UP WITH RMS VIDEOS

- Higher CPM rate from YouTube than other users
- Direct ad sale deals with brands that prefer to deal directly with RMS
- Cross-marketing with Rotana channels with over 17 billion viewers and growing
- Reach a wide range of Arabic-speaking audiences worldwide
- Rotana has diversified content from movies to concerts to TV series
- Work with Youtube certified staff led by managers with 15+ years experience in content, copyrights management, and distribution
- We have teams based across UAE, KSA, and Egypt, covering the whole region



WHAT WE OFFER



OUR TARGET

Arabic Entertainment Hub

Our target is to become a leading aggregation hub for Arabic content and we have managed to establish the base for our mission by achieving the following so far:



Our ultimate goal is to create an integrated offering around the content we acquire, and provide a complete distribution to content owners and to complement Rotana offerings:



TOP SUCCESS STORIES WITH THIRD-PARTY CHANNELS



AZ Family Snapchat Channel

- Highest subscribed channel among in family vlogs channels on Snapchat with more than 400K subscribers.
- Highest revenue generating channel among all Rotana and third-party channels under our management with average revenue per episode of +5,000\$ (episode average life time is 2 to 3 days)



Ali Mansour Kayali Youtube Channel

- We grew the channel from being brand new, to 1.3M subscribers in about on a year long period.
- This channel is now one of top revenue generating channels among our third-party channels.

eezer

DEEZER

les stars
du châabi

bonne humeur

top k-pop

vitamin d

10^s
japan hits

مصري جديد

chill relax

fuego
latino

poptop

les titres
du moment

00^s
k-pop hits

fuego latino

afro
hits

rapstars

feel good
soul funk

80^s
pop

DEEZER



Deezer is an internet-based music streaming platform that provides its users with access to music content from major record labels such as Universal Music Group, Sony Music, and Warner Music Group. Users can enjoy this content on a variety of devices, both online and offline. Deezer is the sole music streaming application that has the exclusive distribution rights to the Rotana audio catalogue. Additionally, it boasts the largest music catalogue, with over 56 million tracks.

Key success stories by market

Etisalat UAE

Signed exclusivity deal with UAE's largest TelCo brand

The New Capital Egypt

Launched the first awareness campaign directly with the government for the launch of a New Capital Campaign

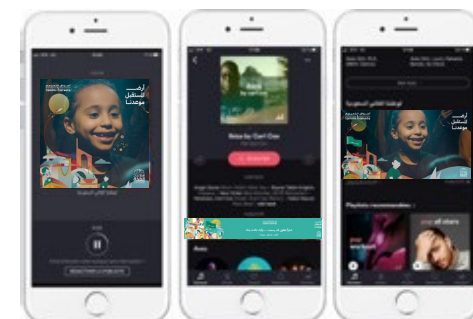
Ministry Of Tourism KSA

Established a solid relationship with the client and launched major campaigns promoting national travel

Special Executions



INTERACTIVE IN-APP EXECUTIONS
FIRST IN MENA



3 DAY EXCLUSIVITY
FIRST GLOBALLY

FAST CHANNELS



FAST OVERVIEW

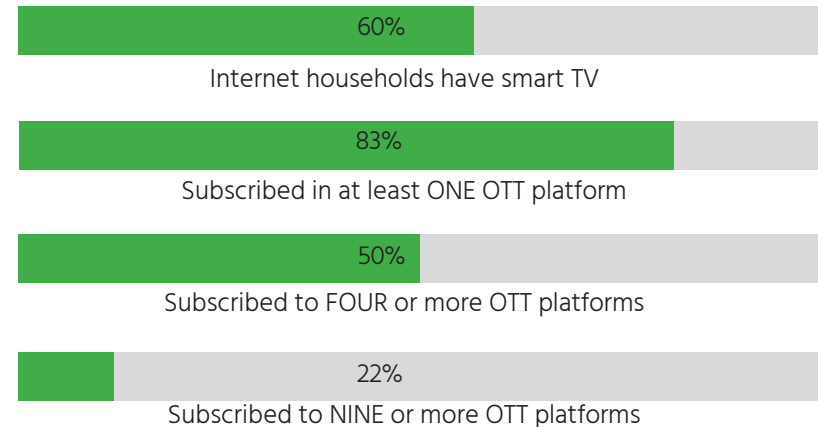
FAST is a catchall term that stands for “Free Ad-Supported Streaming TV”

FAST

Linear traditional TV channel for OTT and CTV platforms played out directly from existing on demand content catalogues, monetized through ads and is free for the viewer Represents the fastest-growing video segment over five years (2020 – 2024)

Benefits

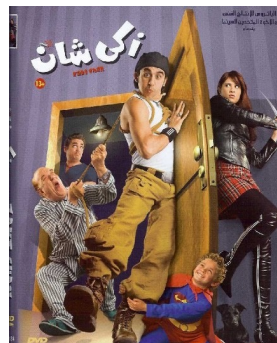
- Growing market; far from saturation
- Limitless number of channels
- Medium to make inventory count
- No cost for viewer
- Extremely targeted ad insertion



34 Million households are using ad-based services

**Build 4 initial
FAST Channels
from Rotana
library FAST
Channels**

Comedy



Talk Shows



Sports

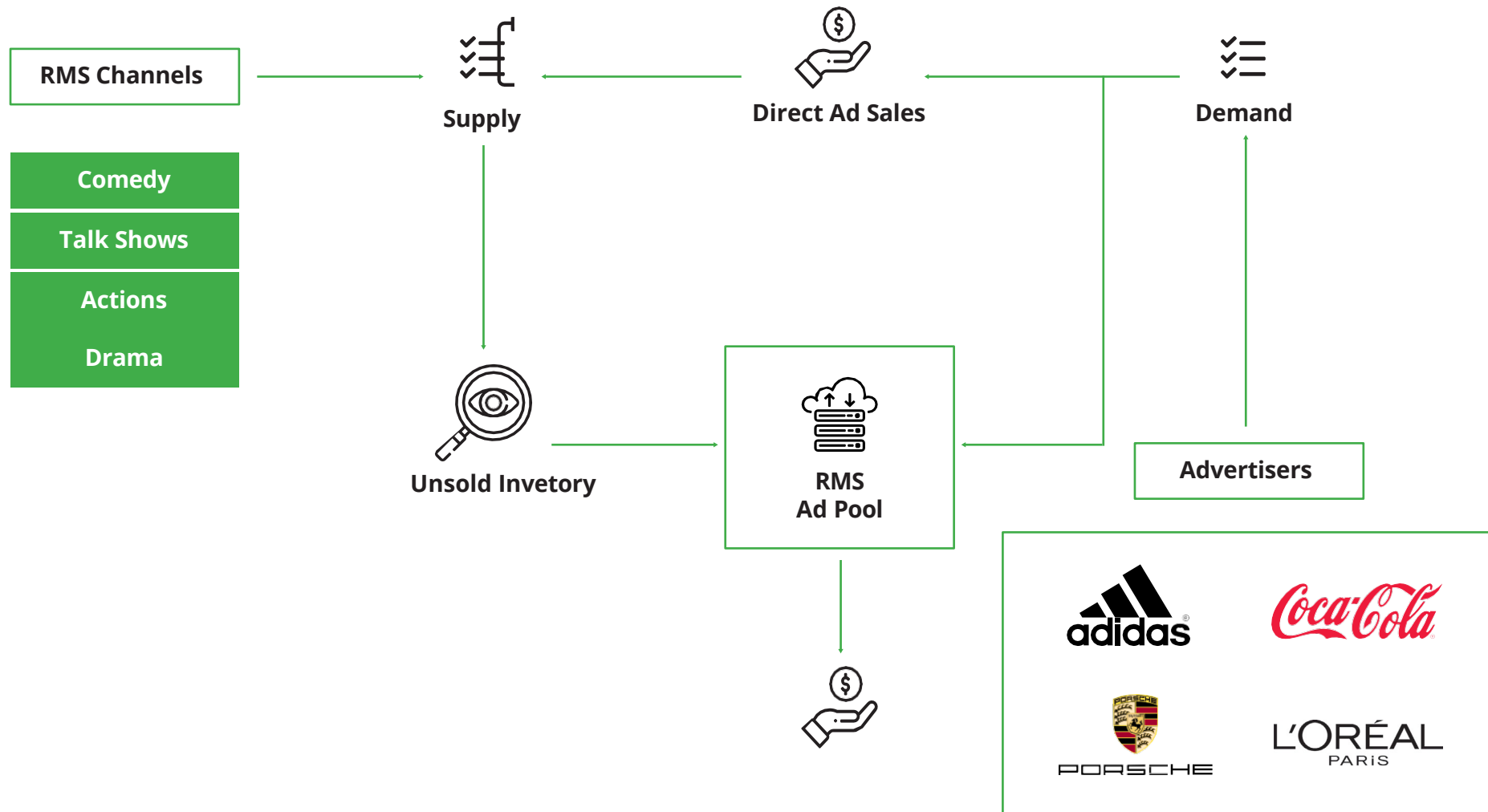


Action



THE CONCEPT

Build 4 initial FAST Channels from Rotana library FAST Channels



AUDIO PROGRAMMATIC



WHY ADD PROGRAMMATIC AUDIO TO YOUR MARKETING MIX



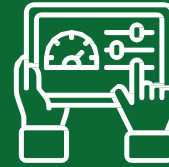
Cost - Efficient



Brand Safe
Publishers



Detailed
Reporting



Flexibility and
Control



Highly Engaged
Audience



Listener Level
Targeting

1.

Choose
your exact
audience

2.

50%
Cheaper
than direct
buys

3.

Brand Safe
Apps | Apps
with login

4.

Transpar-
ency in
detailed
reporting

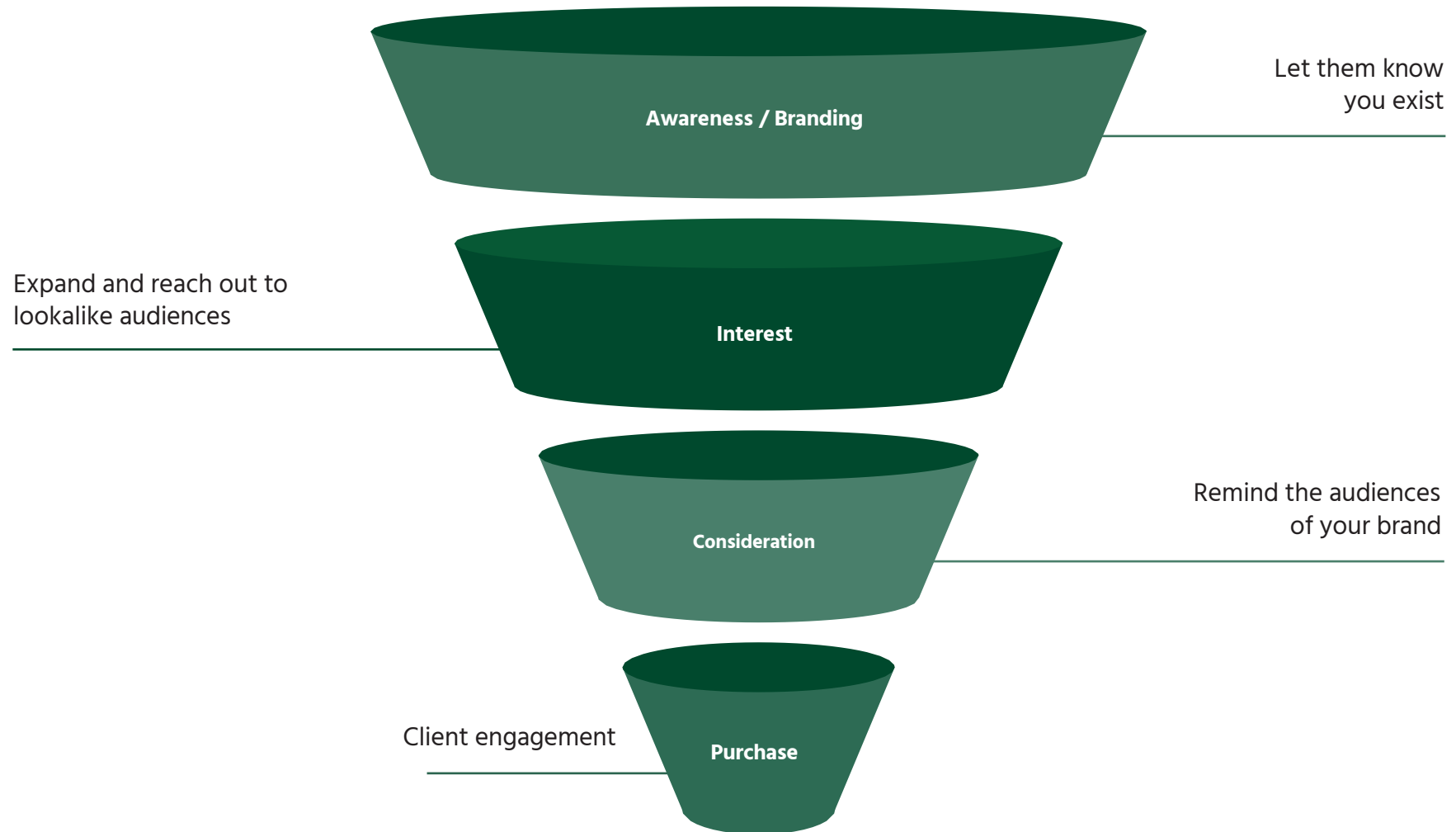
5.

60% of audio
listeners are
more likely
to convert

6.

You can
control your
campaign with
dashboard
access

AUDIO APPLIES IN EVERY STAGE OF YOUR MARKETING FUNNEL



PODCAST LISTENERS ARE MOST INTERESTING AUDIENCES YOU COULD TARGET

1.4x

Concentration with podcast is over **1.4x on social media**, putting podcast audience as **number one for attentiveness**.

60%

Of podcast listeners claimed to have bought something after hearing a podcast ad.



82%

Of Deezer users agree that podcasts are a great way to learn new things.

AUDIO + COMPANION FORMATS

Audio file describing products, services, and sound effects

Format: MP3, WAV, WMA, and OGG

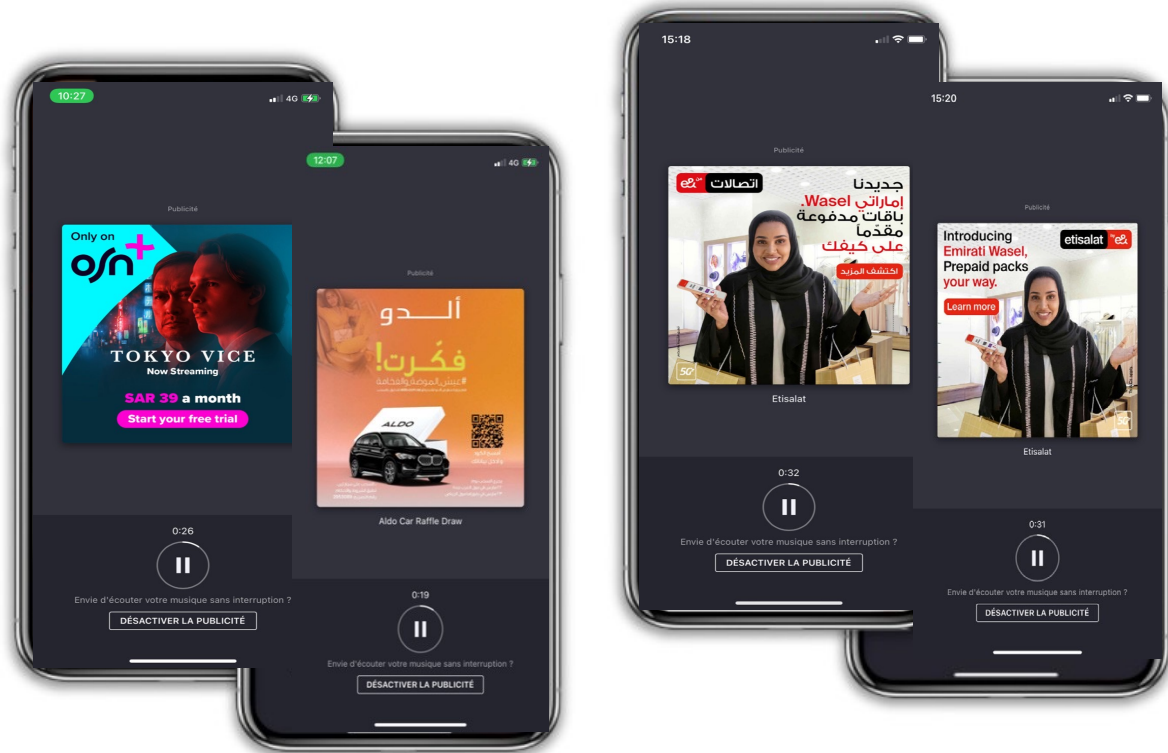
Duration: 15 to 30 Seconds



Companion banners are images or HTML display ads that run at the same time as audio ads

Format: GIF, JPEG, PNG, HTML

Size: 300 x 250



Hbbtv

**INTERSAT
BY ROTANA**



ABOUT (Hbbtv) INTER-SAT ADVERTISING

Interactive Satellite TV Ads (Inter-SAT Ads) is a new advertising format for free-to-air (FTA) linear TV channels to broadcast over satellite, utilizing Smart TVs (including HbbTV technology and with a built-in Sat tuner) in the MENA region.

Inter-SAT Ad viewership provides a meaningful way to engage with the right audience in the right place at the right time.

TV & STB Requirements

- Built-in Sat DVB Tuner
- IP-Internet Connectivity
- Smart TV with HbbTV option

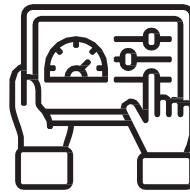


ADDRESSABLE FEATURES



Contextual Targeting

Choose specific TV shows and timings for your campaign to reach your target audience



Frequency Capping

Set the desired frequency of a campaign for viewers



Geolocation

As a national or local brand, decide on the location based on country, region and city to show your campaign differently to users in different locations



First Party Data

Utilize your first party customer data reach your niche audience on TV



Retargeting

Retarget the desired audience or actions to increase the effectiveness of your campaign



Cross-Device

Understand and analyze by using cross-device capabilities and deliver truly personal messages across all devices

ROTANA INTER-SAT ADS PANDORA CAMPAIGN



PETAL AD BY HUAWEI



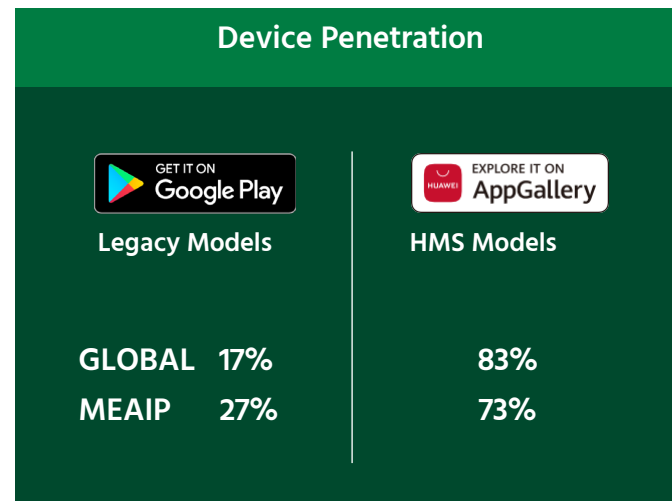
PETAL AD BY HUAWEI

Petal Ads is a paid presentation service provided by Huawei for pan-ecosystem partners. It aims to build a communication bridge between partners and Huawei device users, allowing partners to provide quality services for users. Many third-party and Huawei apps, including HUAWEI Video, HUAWEI Music, and HUAWEI Browser, have already integrated Petal Ads, which support display ads, search ads, and ads shown on HUAWEI AppGallery. Petal Ads delivers a broad array of mainstream ad formats, including native, banner, rewarded, and interstitial ads, to more than 700 million global Huawei device users.

GLOBAL

1+ Billion
connected huawei
Devices

220 Million
Connected smart
devices excluding
smartphones



MEAIP

92+ Million
connected huawei
Devices

Hardware
Ecosystem

62+ Million
Arabic Preferred
Language

PETAL AD BY HUAWEI

PREMIUM
GLOBAL USER
BASE

730+

million

Monthly active users

730+

Global markets

Global markets

83+

million

Premium users

Targets users who have demonstrated an especially high level of engagement.

ABUNDANT RESOURCES AT YOUR DISPOSAL

20+

Huawei apps

10+

Mainstream ad formats

Incorporates exclusive marketing advantages from Huawei's smart ecosystem, and encompasses a broad range of Huawei and third-party apps that have attracted 100+ million monthly active users, for you to deliver display, search, and app download ads. Offers support for diverse ad formats, including splash, banner, rewarded, native, and roll ads.





**KINGDOM OF SAUDI ARABIA
JEDDAH & RIYADH**

Tel:
+9661 2 6069099 (Jeddah)

Address:
Jeddah Office: Al Muhammadiyah Dist.
Ibrahim Al Anqari St.
Abudawood Quarters 1st Floor Office 102

Tel:
+9661 2 6069099 (Riyadh)

Riyadh Office: Almas Plaza
3rd Floor Thalia Street
P O Box 2, Riyadh 11321



**UNITED ARAB EMIRATES
DUBAI**

Tel: +971 5674300

Address: Villa # 23, Boutique Villa
Dubai Media City
Dubai



**ARAB REPUBLIC OF EGYPT
CAIRO**

Tel: +202 35370106

Address: Smart village
ARC offices
Office No 206
Cairo Alex Road

rotanarms.com



Rotana Music Group

ROTANA MUSIC GROUP IN GLANCE

With a strong equity story, Rotana Music Group has dominated the MENA music industry for over 20 years by delivering the region's most successful artists and albums.

By Far the
Leading
Market Player

- With no comparable competitors, Rotana is the #1 player in the regions Music business.
- With the advantage of unrivaled geographic reach across the Arab world, Rotana's unique position to distribute content and place artists has proven to be very effective, setting an unparalleled track record of the operation in the region.
- With the upward trend in digital music and streaming platforms, the number of digitally released songs has increased significantly, thereby replacing physical CDs.



Strongest
Roster Coupled
with the Riches
Most Diverse
Arabic Music
Library in the World

- The majority of the regions leading artists are included in the current roster for Rotana.
- Rotana is the 'go to' label for new artists because of its long history in attracting and retaining some of the biggest names in Arab music.
- Rotana's publishing library is unrivaled, spanning almost two decades and comprising of over 20,000 titles and 1,000 video clips.



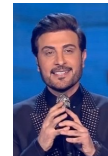
Mohamed
Abdo



Abdullah
Alrwaished



Elissa



Majed
Al-Mohandis



Rabeh
Saqer

Offers Artists a
Leading Premium
Service

- Rotana offers artists a 360° relationship in covering album production, artist placement and brand / sponsorship management.
- Artist relationships are long-standing, multi-year and multi-album and have a proven track record of renewal and extension.
- Rotana organizes and places artists globally at over 100 concerts annually.
- Rotana explores additional revenues for the artists through sponsorship / brand placement opportunities.

Major Contract Types

- Exclusive 360 contracts managing all aspects of album production artist placements and brand management.
- Exclusive album production contracts.
- Exclusive rights to manage all personal and concert appearances.
- Artist agreements limited to only distribution there, thereby allowing Rotana to effectively manage risk, maximize reward and enhance its content offering.

Share
Relationships with
Major Brands in
the Region

- Capability to launch effective and targeted advertising campaigns in core markets.
- Offers are unrivalled, established both digitally, and through traditional distribution platforms.
- Access to some of the region's most trusted and established TelCo's and corporates as trusted partners.



Rotana Music Group the world's largest Arabic music production, aggregation and distribution company.

with a catalogue of 20,000 songs, and the rights to more than 70% of superstar singers in Arab World, Rotana Music portfolio includes the prominent Arab artists such as Mohammad Abdo, Abdul Majeed Abdullah, Nawal, Angham, and others from the Gulf, Levant, Egypt, and North Africa.

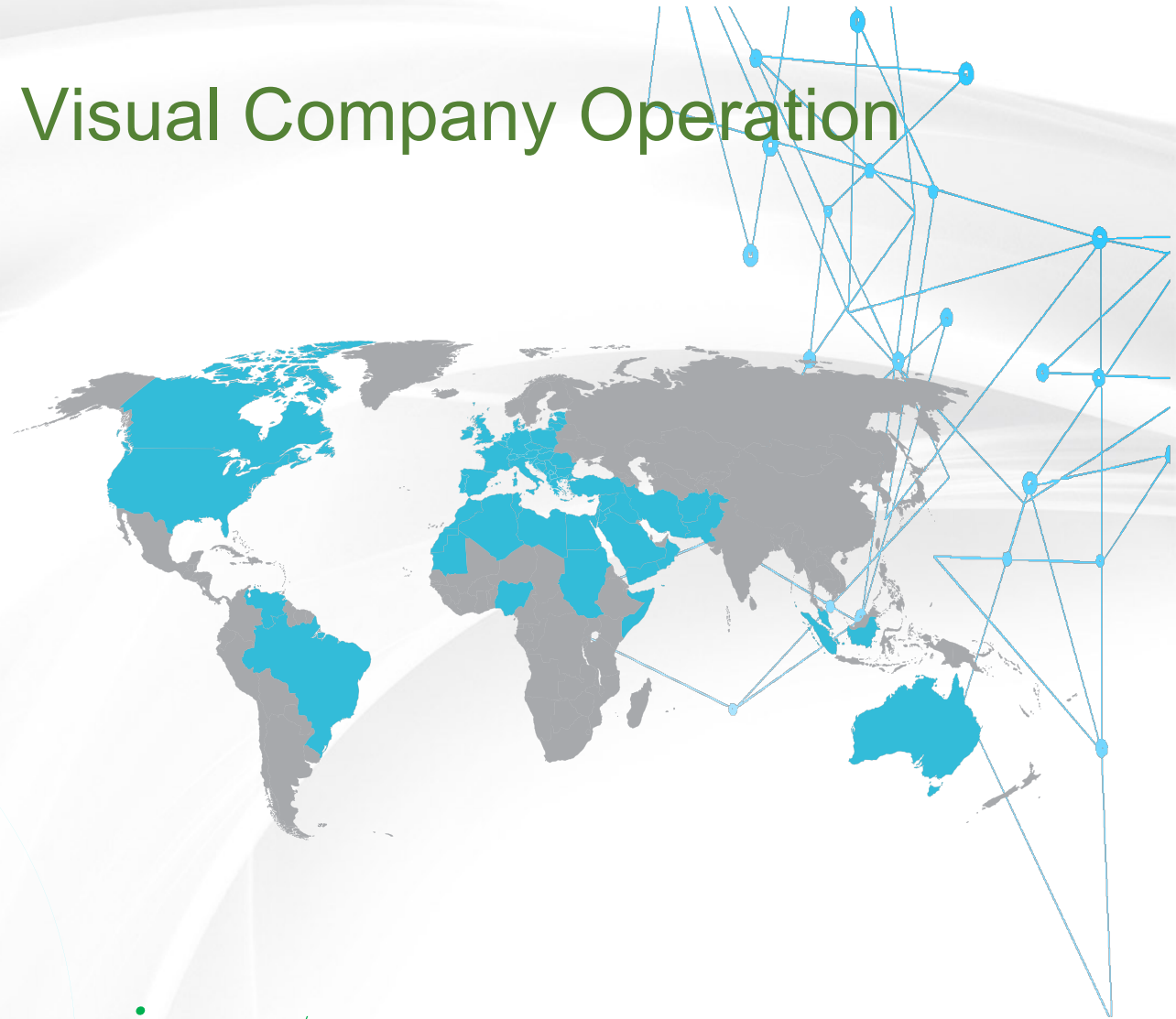
Warner Music Group (WMG) announced an investment in Rotana Music. This deal expanded WMG's presence in the rapidly growing Middle East and North African (MENA) region and gives Rotana Music the International tie to expand Arabic Music Globally.





Rotana Audio Visual Company Operation Territories

- **GCC Territories**
 - Saudi Arabia
 - Iraq
 - UAE
 - Kuwait
 - Bahrain
 - Oman
 - Qatar
- **Europe & America**
 - Canada
 - USA
 - Brasil
 - & more
- **Levant**
 - Lebanon
 - Jordan
 - Syria
- **North Africa**
 - Egypt
 - Morocco
 - Tunisia
 - & more





SERVICES

SERVICES

1- PUBLISHING

AUDIO TRACKS

MUSICAL VIDEO'S

2- EVENT ORGANISING

CONCERTS

FESTIVALS

3- ARTIST MANAGMENT



4- CAFE

Owns a collection of more than 100 thousands copyrights

PUBLISHING (Audio & Video)

Rotana Audio Visual Co., the global Arabic music publishing company, is home to an extraordinary catalog that includes timeless standards and contemporary hits; representing works by most of the well known songwriters and composers, with a collection of more than 100 thousands copyrights.

ARTISTS MANAGEMENT

Organizing events since the 90's- is a commitment Rotana took to revive the music culture in the Arab world.



SERVICES

EVENTS ORGANIZING (Festivals & Concerts)

For decades Rotana has been an industry-leading force in providing a world-class array of services designed to help artists grow their careers backed by a large and experienced marketing team & network.

ROTANA CAFÉ

A trendy musical theme Café targeting the youth, featuring a VIP interview area, Stars' displays, and a merchandise shop. Rotana in Beirut, Abu Dhabi, Cairo, ...



RECORD PRODUCTION

Rotana's family counts a portfolio of **more than 60 stars** from the entire MENA and GCC region, to which Rotana owns all the rights of producing music, video clips, distribution, advertising, promotion and in-store product placement.

Rotana has over **85% market share** for Rotana in the Arabic music industry; such as:

- Rashed Al Maged
- Elissa
- Mohammad Abdo
- Majid Al Muhandis
- Rabeh Saqer
- Shayma Al Hilali
- Waleed Al Shami
- Wael Kfoury
- Hatim Al Iraqi
- Tamer Hosni
- Abdul Majeed Abdullah
- Abdullah Al Ruwaished
- Nabil Shuail
- Nawal Al Kuwaitiya
- Nawal El Zoghby
- Najwa Karam
- Fares Karam
- Mohamad Ramadan
- Amr Diab
- Mutrif Al Mutrif
- Jannat
- Asmaa Lmnawar
- Samira Sayid
- Angham & more



A portfolio of more than 60 stars from the entire MENA



EVENTS ORGANISING



Providing the best quality Concerts always comes as priority to Rotana

© Rotana Audio Video
2010



Events Organizing & Artists Management

Events' Organizing: Rotana Music is widely qualified in the music field, and is also the cream of the crop in managing artists, organizing Festivals and marketing singers, and music content.

Our experience is interpreted by successful Festivals and Concerts in the MENA & Europe while working with Superstar artists for the last 3 decades.

Artists' Management: Rotana has been an industry-leading force in providing a world-class array of services designed to help artists grow their careers backed by a large and experienced marketing team & network.

Our festivals:

- Janaderiah Festival
- Arab Song Festival
- Global Village Dubai
- Febrayer Kuwait
- Layali Dubai
- Abha Festival
- Jerash Festival
- Carthage Festival
- Agadir Festival
- Zouk Mikael Festival
- And more.

In following countries:

- KSA
- UAE
- Bahrain
- Kuwait
- London
- France
- USA
- Australia
- Egypt
- Morocco
- Lebanon
- Ect.





Rotana Music Contacts

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