



NOW.. AND FROM EVERYWHERE

WHO WE ARE

Sky News Arabia is a 24-hour, Arabic-language rolling news channel, broadcast in HD quality from the Arab world for the Arab world. It offers fresh, fast and independent news across multiple media platforms to audiences across the Middle East, North Africa and Europe.

The company operates under the Sky News brand, which has gained a reputation for independent, impartial and innovative coverage since its launch in 1989 when it was Europe's first 24-hour news channel.

Our staff comprises nearly 450 of the best journalists, producers, technicians and professionals from across the Arab world, including presenters selected particularly for their ability to report both from the studio and the field.



Sky News Arabia is a fully integrated rolling source of breaking news using a combination of the HD TV channel as well as advanced Online and Mobile applications. We broadcast Live 24/7 in Native HD in MENA. We have 14 MENA bureaus, 2 international Bureaus in London and Washington DC and access to 10 Sky News international Bureaus.

- Content : Covering Global Political, Social and Cultural Issues as they occur. Business, Finance, Sports, Weather and showbiz updates.
- Launch : Second Quarter of 2012
- Language : Arabic
- Location : Abu Dhabi- UAE
- Broadcast : Free-to-air, Live, around the clock
- Beam : Middle East, North Africa and Europe
- Households : Over 50 million households across the MENA region
- Website : The channel's news website, www.skynewsarabia.com, features breaking news stories, video news highlights, journalist and correspondent blogs, as well as live streaming and twitter reporting feeds, while offering users the ability to engage and comment on the topics of the day.
- Twitter : [@skynewsarabia](https://twitter.com/skynewsarabia)
- Facebook : www.facebook.com/SkyNewsArabia



- Sky News Arabia Headquarters
- Sky News Arabia Bureaux
- Sky News Bureaux

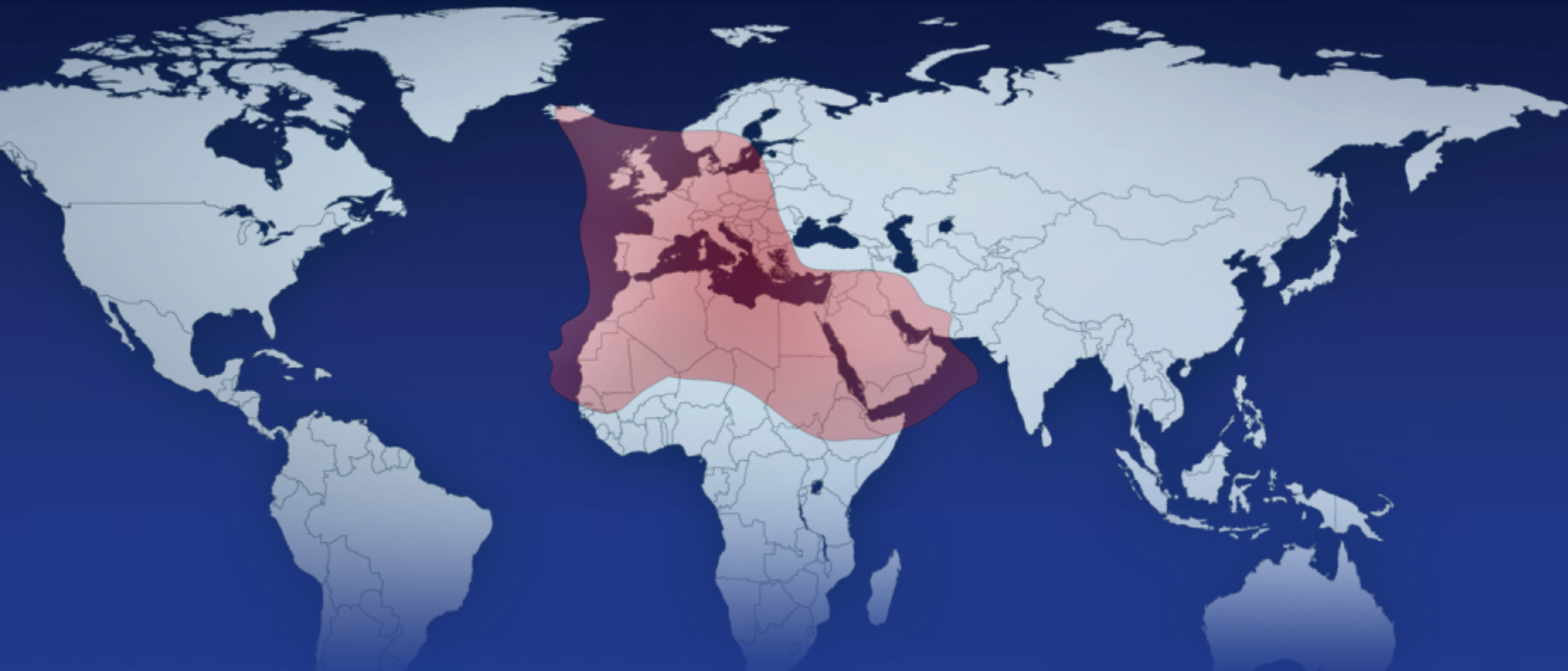


Reaching around **380 MILLION** viewers

Eutelsat Hot Bird 13C

sky NEWS عربية

WHERE WE REACH

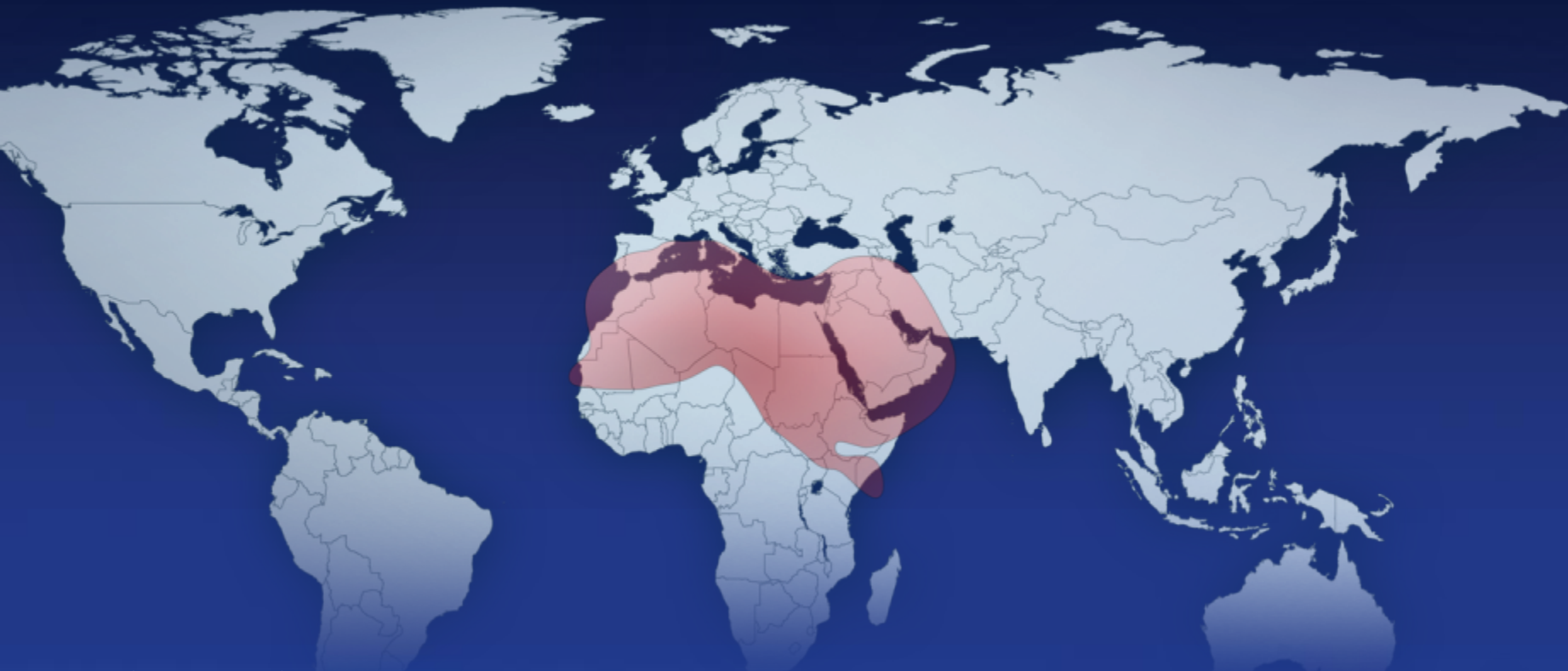


Reaching around **380 MILLION** viewers

Arabsat Badr 4

sky NEWS عربية

WHERE WE REACH



Reaching around **380 MILLION** viewers

Nilesat 201

sky NEWS عربية

WHERE WE REACH

WHO WE ARE

Sky News Arabia FM is a rolling source of breaking news broadcast Live 24/7. We have 14 MENA bureaus, 2 international Bureaus in London and Washington DC and access to 10 Sky News international Bureaus.

Content : Covering Global Political, Social and Cultural Issues as they occur. Business, Finance, Sports, Weather and showbiz updates.

Launch : August 2015

Language : Arabic

Location : UAE

Broadcast : 90.3 FM

Facebook : www.facebook.com/SkyNewsArabia



— 90.3 FM —

WHO WE ARE

The logo for Etihad Airways, featuring the Arabic word 'الاتحاد' (Al-Itihad) above the word 'ETIHAD' in a stylized font.

Etihad Airways

Carried 11.5 million passengers in 2013

The logo for Emirates, featuring a red falcon emblem above the word 'Emirates' in a stylized font.

Emirates

Carried 44.5 million passengers in 2013

The logo for Turkish Airlines, featuring a red and white stylized bird emblem above the words 'TURKISH AIRLINES' in a bold, sans-serif font.

Turkish Airlines

Carried 48.3 million passengers in 2013

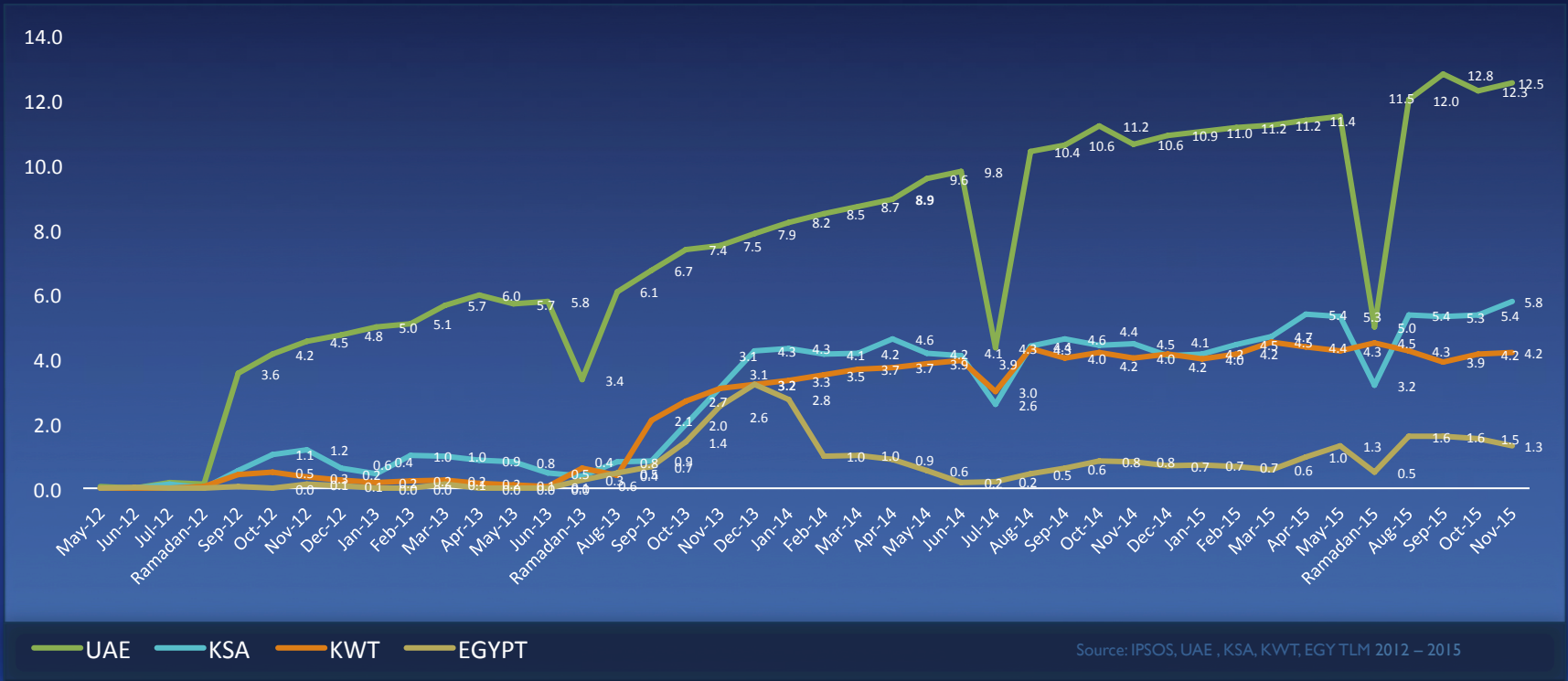
The logo for Garuda Indonesia, featuring a stylized blue and green Garuda bird emblem above the words 'Garuda Indonesia' and the tagline 'The Alliance of Indonesia'.

Garuda Indonesia

Carried 25 million passengers in 2013



REACH BY MARKET



Source: IPSOS, UAE, KSA, KWT, EGY TLM 2012 – 2015

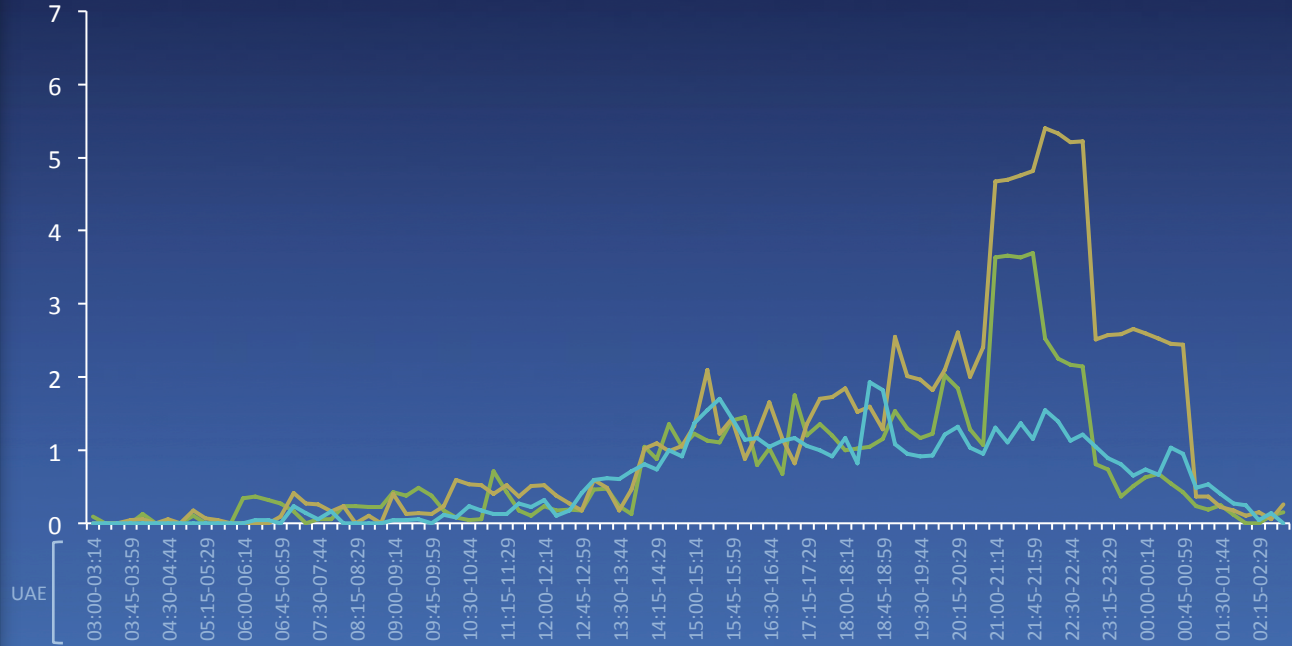
DAILY TREND



Sample 2,208
Population 2,963,282 (Arabs)

- AL ARABIYA
- AL JAZEERA
- SKY NEWS ARABIA

Source:
IPSOS, UAE
TLM – Nov 2015 (Arabs)



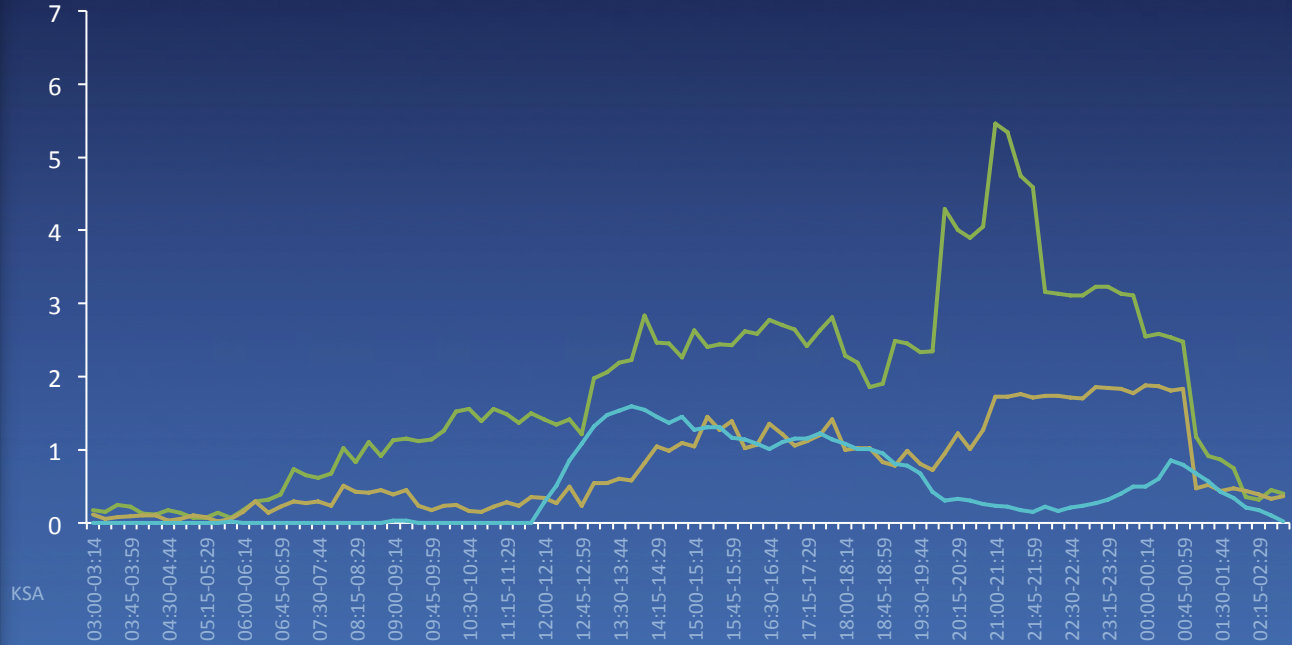
DAILY TREND



Sample 6,000
Population 16,248,780

- AL ARABIYA
- AL JAZEERA
- SKY NEWS ARABIA

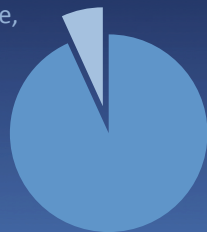
Source:
IPSOS, KSA
TLM – Nov 2015



DEMOGRAPHICS

VIEWERS BY GENDER

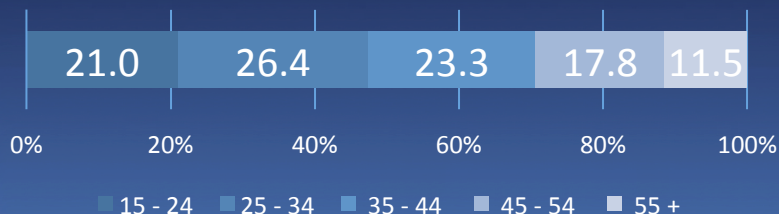
Female,
6.8



Male,
93.2

**Dominant
Male
Viewers**

VIEWERS % BY AGE GROUPS



**Young
Generation**

VIEWERS BY EDUCATION (%)

**HIGHLY EDUCATED
WITH HIGHER
INCOME LEVELS**

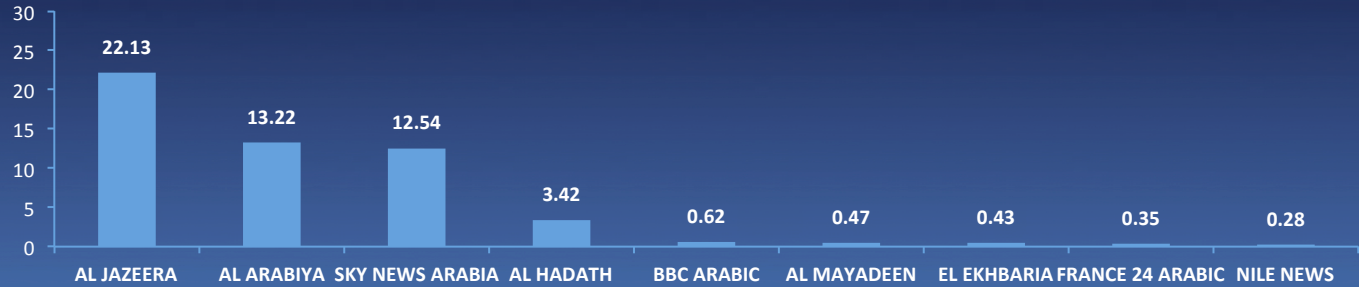


Source: IPSOS, UAE , KSA, KWT, EGY TLM Nov 2015

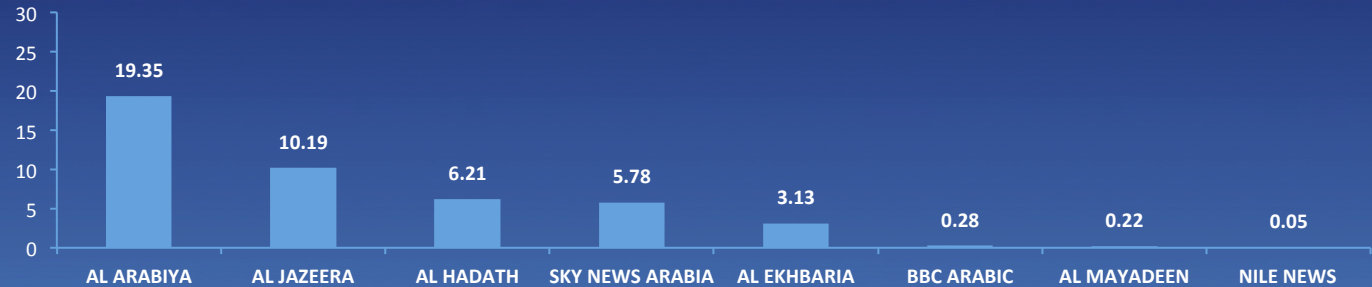
NEWS MARKET



■ REACH%
(Arabs)

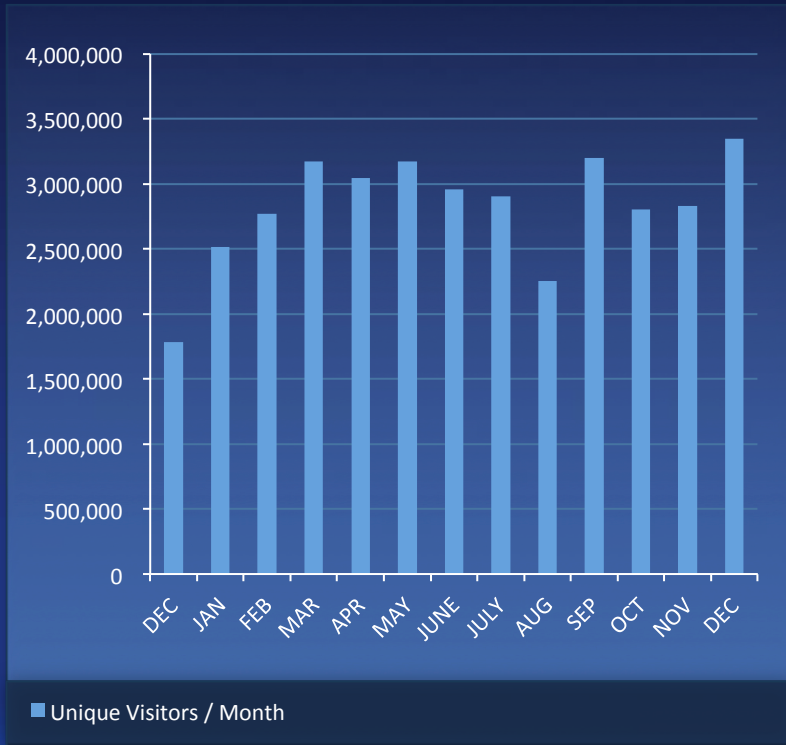


■ REACH%

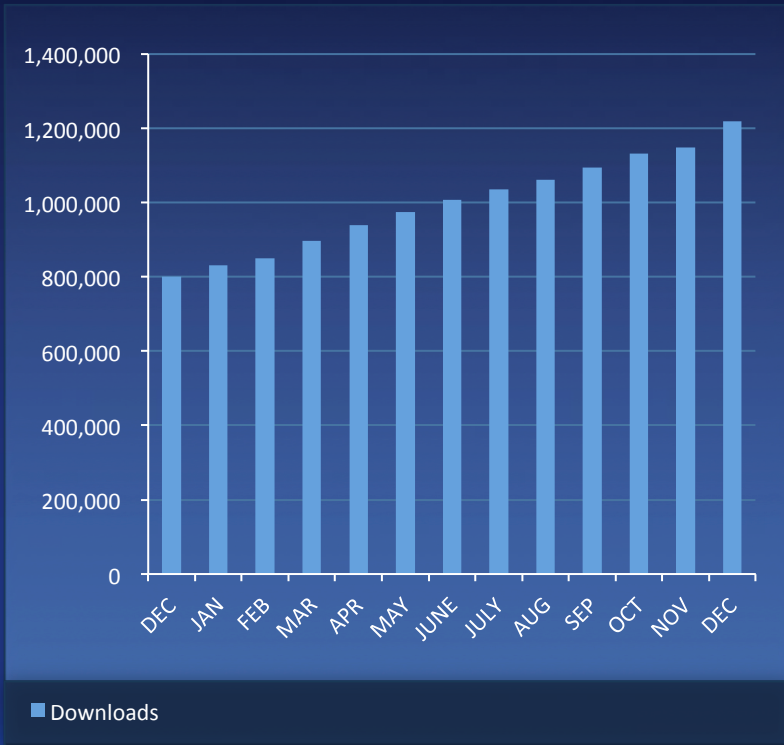


Source: IPSOS, UAE , KSA, TLM Nov 2015

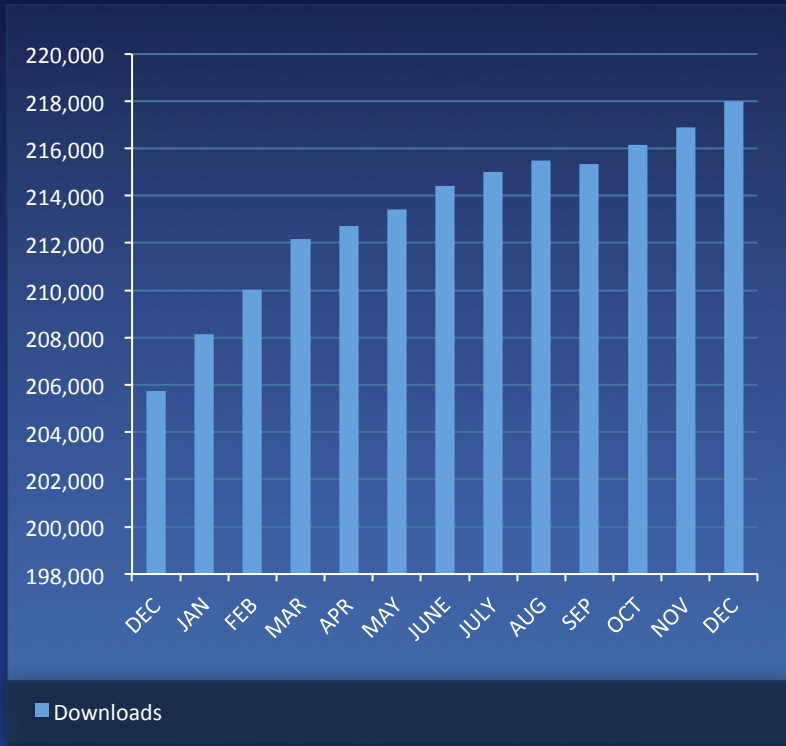
WEBSITE



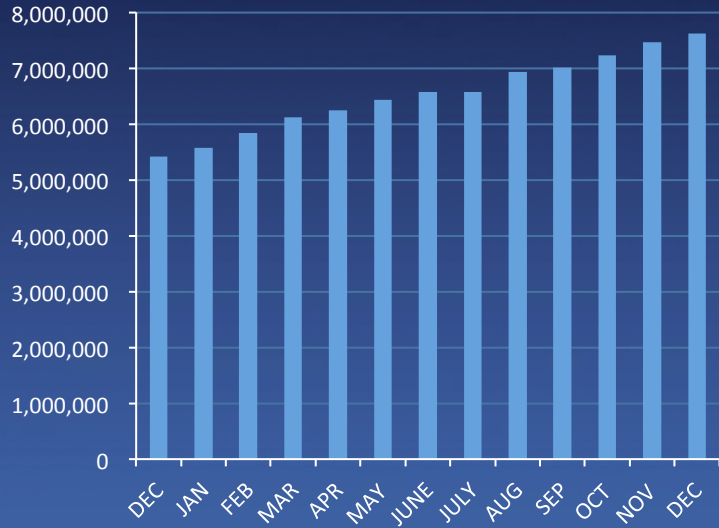
Mobile Applications



Tablet Applications



Facebook



New Fans

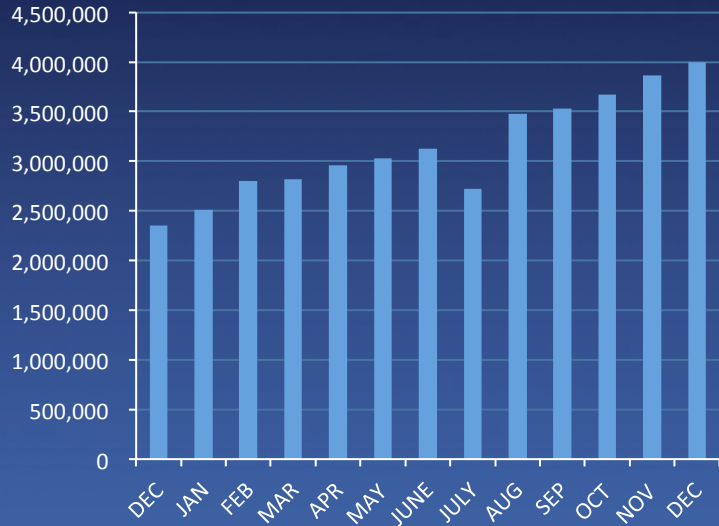
196,194

Total Fans

7,617,804



Twitter



New Followers

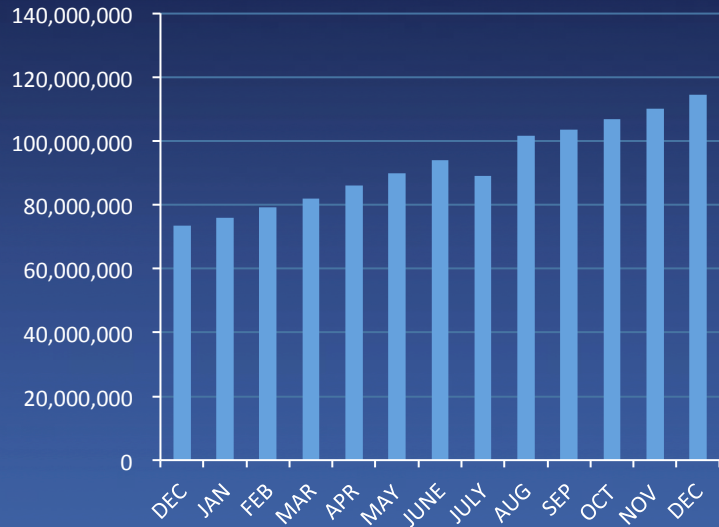
173,479

Total Followers

3,998,236



YouTube

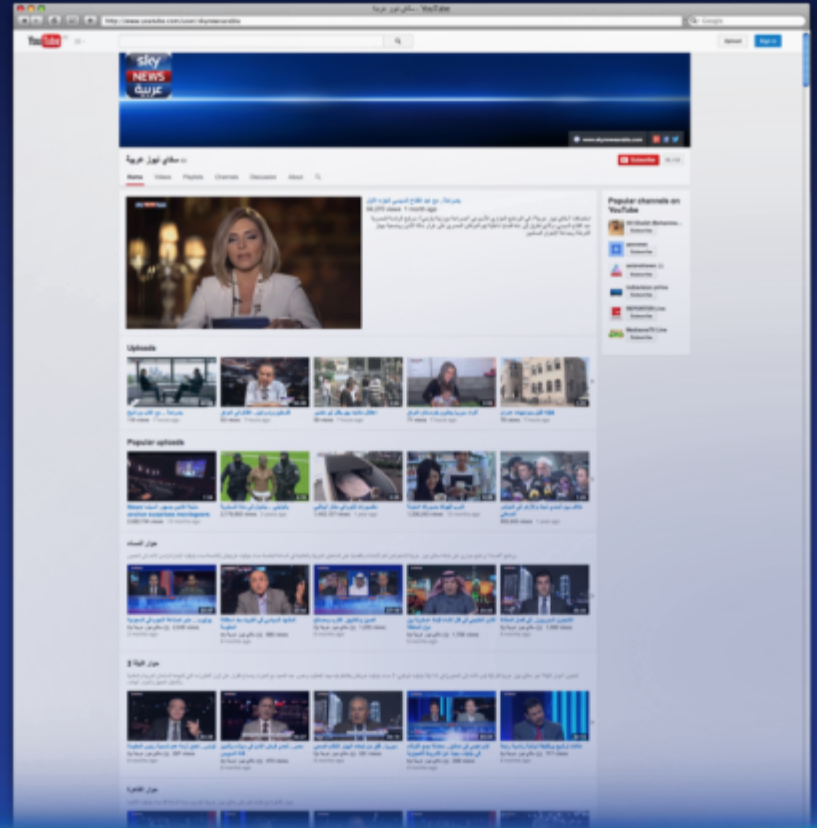


New Views

3,356,454

Total Views

114,543,679



Google+

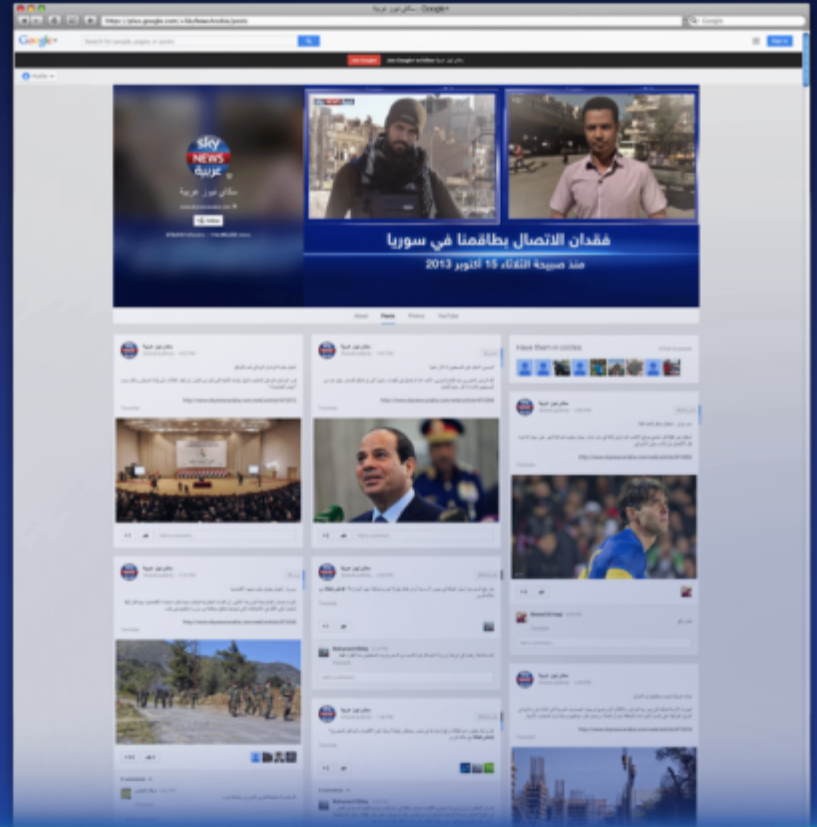


New Fans

8,883

Total Fans

1,125,577



Current Affairs



Bisraha With Zeina Yaziji بصراحة مع زينة يازجي



News Room غرفة الأخبار



Hiwar Al Qahira with Amr Abdelhamid حوار القاهرة مع عمرو عبد الحميد



Min Al Riyadh من الرياض



Niran Sadiqa نيران صديقة



Hadeeth Al Arab حديث العرب

Business, Commodities and Markets



Alam Al Taqa عالم الطاقة



Afaq Al Istithmar أفاق الإستثمار



AL ROWAD الرواد



Finance التمويل



Commodities السلع



Markets الأسواق

Sports, Real Estate and Documentaries



Messahat مساحات



Malaeb ملاعب



Aan Korb عن قرب

THE GRID (TV)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	UAE		
BREAKFAST PEAK - No. Of Break 12	Al Nahar	Al Nahar				Messahat (RR1)	Al Nahar	Al Nahar	06:00	
		A'an Korb (RR3)	Afaq Al-Estithmar (RR1)	Alam Al Taqa (RR1)	06:15					
		Al Nahar							06:30	
		Al Nahar							06:45	
						Bsaraha (RR3)		07:00		
								07:15		
								07:30		
								07:45		
								08:00		
								08:15		
								08:30		
								08:45		
DAY TIME - No. Of Break 16	Morning Show					Akhbar Al Youm	Akhbar Al Youm	09:00		
	Stock Markets Brief (6-7 minutes)							09:15		
	Morning Show							09:30		
	Opening Market UAE & KUWAIT (5-6 minutes)							09:45		
	Morning Show							10:00		
	Short Business News							10:15		
	Morning Show							Messahat (RR2)	A'an Korb (RR1)	10:30
	Short Business News							Akhbar Al Youm	10:45	
	Morning Show								11:00	
	Opening Market KSA (7 minutes)								11:15	
Short Business News (5 minutes)					11:30					
LIVE WEATHER					11:45					
					12:00					
					12:15					
					12:30					
					12:45					
DAY PEAK - No. Of Break 16	Akhbar Al Youm					Akhbar Al Youm			13:00	
	Kuwait Market Closing & Opening Market Egypt (7 minutes)					Afaq Al-Estithmar (RR2)	Alam Al Taqa (RR2)	13:15		
	Akhbar Al Youm					Akhbar Al Youm		13:30		
	UAE Markets Closing (With Guest) (12 minutes)					Akhbar Al Youm		13:45		
	LIVE WEATHER					Short Business News	Business VW (3 min)	14:00		
	Hiwar Al-Qahera (RR2)	Min Al Riyadh (RR2)	Malaeb (RR2)	NIRAN SADEEQA (RR2)	Bsaraha (RR2)	HADEETH AL ARAB (LIVE)	Akhbar Al Youm	14:15		
	16:00 NEWS	16:00 NEWS	16:00 NEWS	16:00 NEWS	16:00 NEWS	16:00 NEWS	ROWAD (RR3)	14:30		
	KSA & EGYPT Market Closing (With Guest) (12 minutes)					Short Business News	16:00 NEWS	14:45		
	LIVE WEATHER					16:00 NEWS		15:00		
						16:00 NEWS		15:15		
							15:30			
							15:45			
							16:00			
							16:15			
							16:30			
							16:45			

