



**Al Jazeera Arabic  
Media Kit**  
January 2015

# Al Jazeera Media Network



## TRUSTED. RESPECTED. VALUED

Al Jazeera is where we tell the stories that deserve to be told. Where reaching deeper is just the beginning. Where independence overcomes oppression, and integrity and respect matter above everything else. Al Jazeera is trusted and respected by decision makers, government officials and the world's most prestigious organizations.



## THE VOICE OF THE PEOPLE

A global network that gives audiences an alternative voice—one that puts the human being back at the center of the news agenda. By respecting the diversity and humanity of the world, we're rebalancing global media, giving a voice to the voiceless.



## THE NETWORK OF REFERENCE

An independent, pioneering institution that is a vital source of news and information for people around the globe. First on the ground. Giving the full picture. It's the reason people turn to Al Jazeera first to see breaking news.

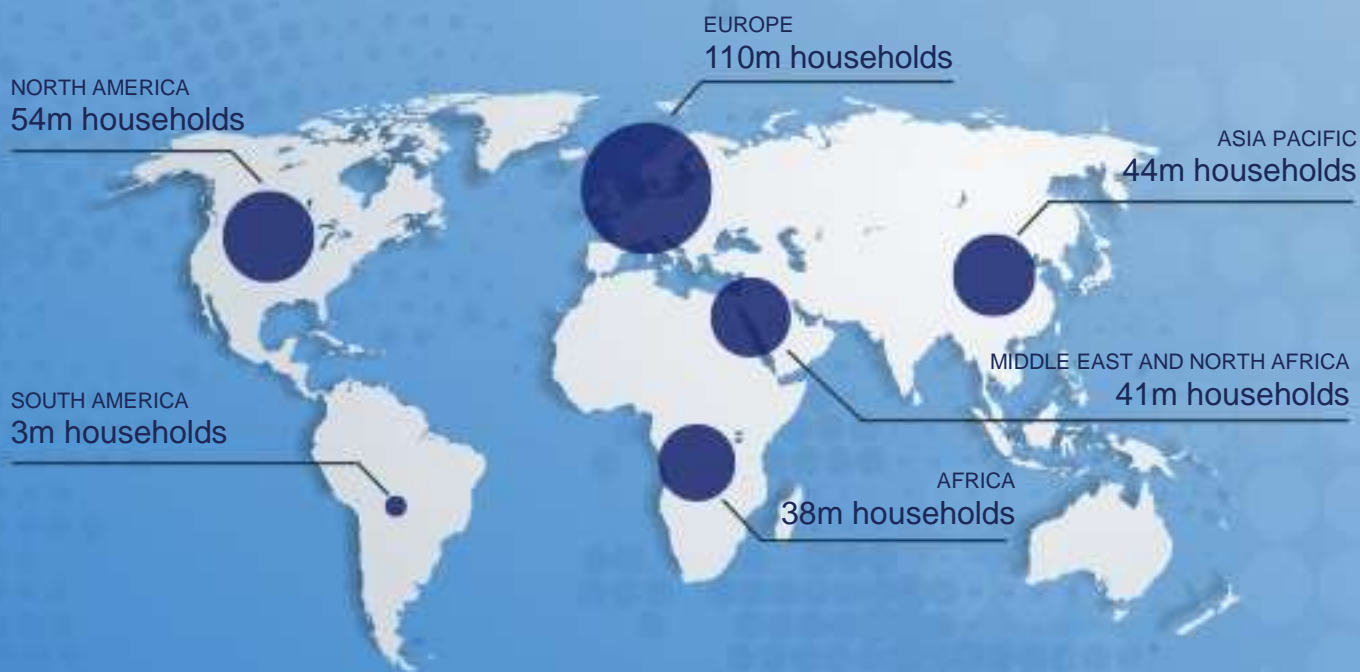


## CAPTIVATE . INFORM . INSPIRE . ENTERTAIN

A goal shared by the talented, creative and spirited employees at the Al Jazeera Media Network; From the headquarters, to the broadcast centers, and at more than 70 bureaus around the world.

# Al Jazeera Media Network Coverage

Al Jazeera continues to grow and add new channels and services whilst maintaining the independent, pioneering spirit that defined its character.



broadcasting to 310m unique homes worldwide

4,000+

staff  
globally

70

bureaus  
worldwide

1,700+

editorial  
staff

70

nationalities

7 million people downloaded Al Jazeera app

# Al Jazeera Media Network

Each subsidiary in the Al Jazeera Media Network follows the same principles and values that inspire it to be challenging and bold, and provide a voice for the voiceless in some of the most underreported places on the planet. We are a powerful, global brand, covering the world with more than 10 subsidiaries including:



**ALJAZEERA**



**ALJAZEERA  
DOCUMENTARY**



**ALJAZEERA  
MUBASHER**



**ALJAZEERA  
MUBASHER MISR**



**ALJAZEERA  
BALKANS**



**ALJAZEERA  
TURK**



**ALJAZEERA  
AMERICA**



**ALJAZEERA CENTRE  
FOR STUDIES**



**ALJAZEERA MEDIA TRAINING  
& DEVELOPMENT CENTRE**

**JCC**  
الجزيرة للأطفال



# Al Jazeera Arabic

THE CHANNEL THAT STARTED IT ALL

#1

Arabic Channel  
in the World<sup>1</sup>

In 1996, Al Jazeera Arabic changed the face of media in the Middle East. Free from the shackles of government control, the 24-hour Arabic news operation sent shockwaves through the Arab world. Since then, it has grown to become a global brand recognized and valued by people, governments and decision-makers; making it the number one Arabic news channel in the world.

With fearless reporting from correspondents in more than 70 bureaus, millions of people turn to Al Jazeera for a refreshing new perspective on regional and global affairs. They trust Al Jazeera to cover all viewpoints fairly—with balance and integrity. A brand of honest journalism that has made Al Jazeera Arabic the world's most reliable sources for news, in-depth programming and analysis.

Al Jazeera Arabic is one of the most watched channel in most of the Arab world leading the competitors news channels including Al Arabia.<sup>2</sup>



25.3 M

Viewers per day  
across the world<sup>2</sup>

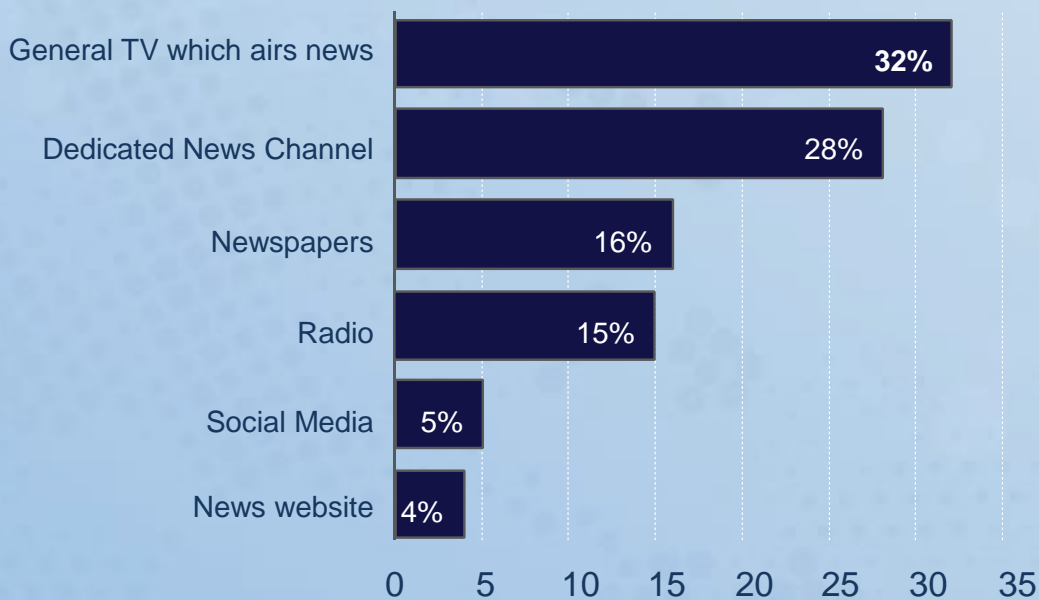


81%

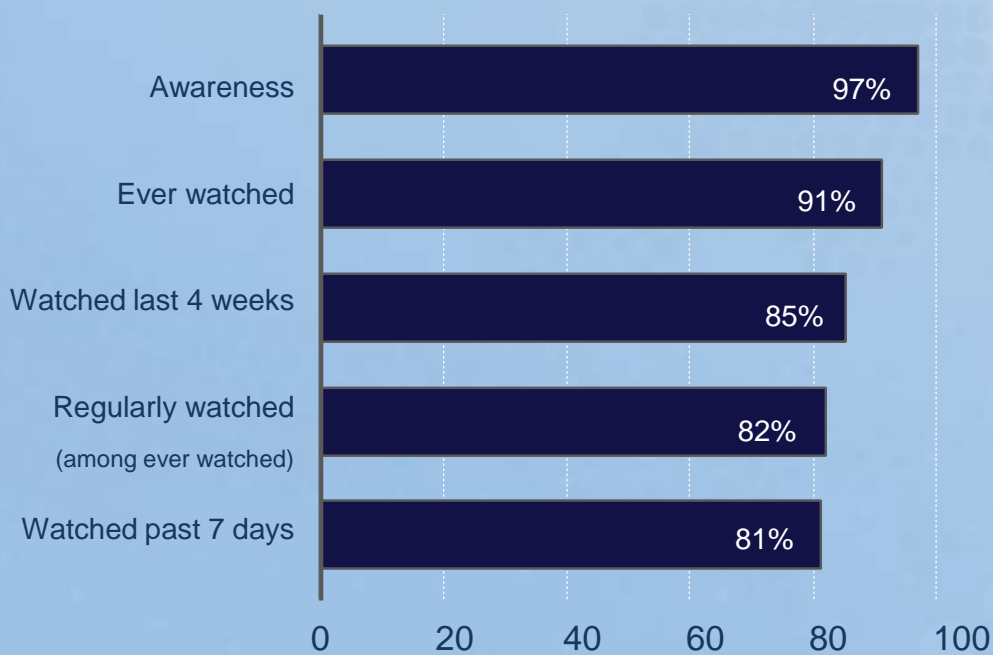
of the Arabic  
population watch  
Al Jazeera Arabic  
on weekly basis<sup>3</sup>

# Al Jazeera by the Numbers

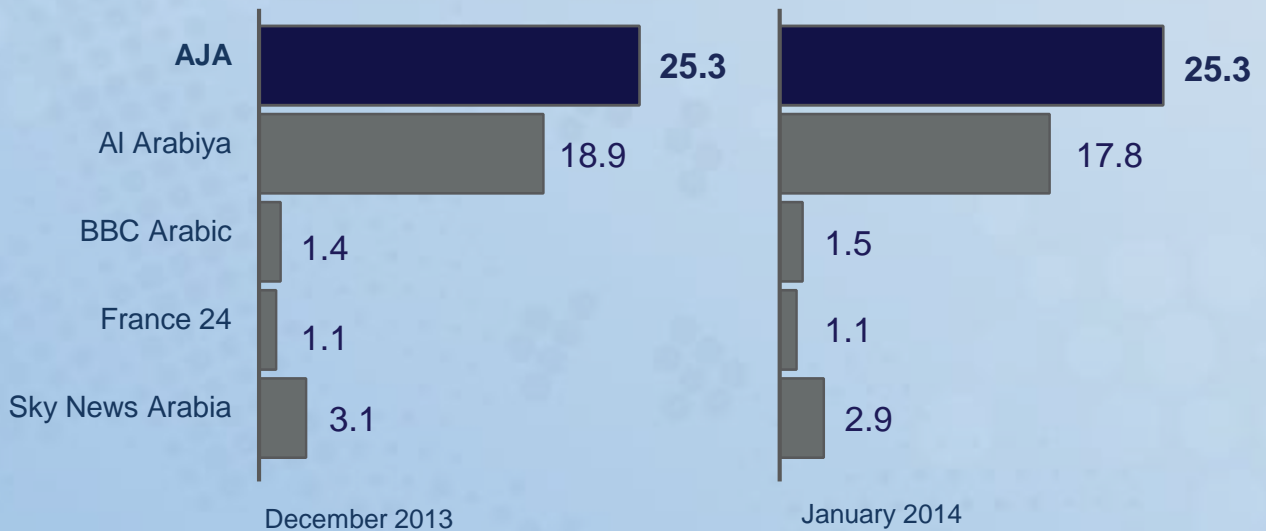
## Pan Arab Source of News (%)



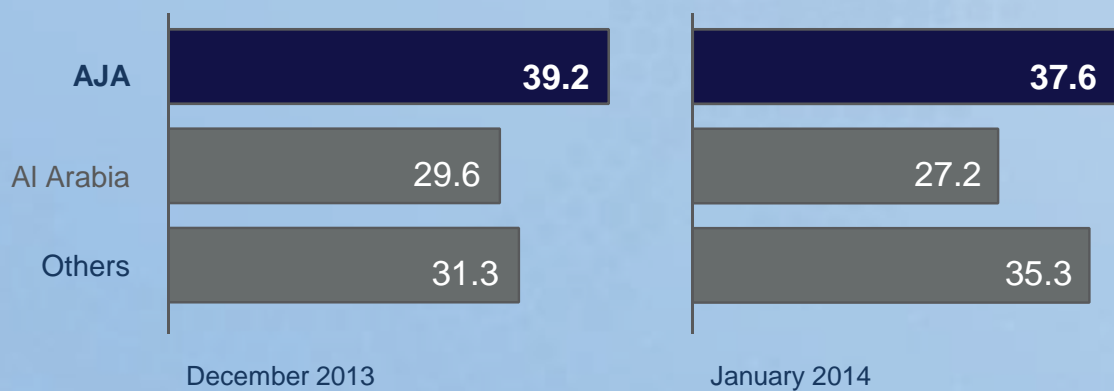
## Al Jazeera Standing with TV Viewers (%)



### Millions of viewers daily – Pan Arab (23 markets)



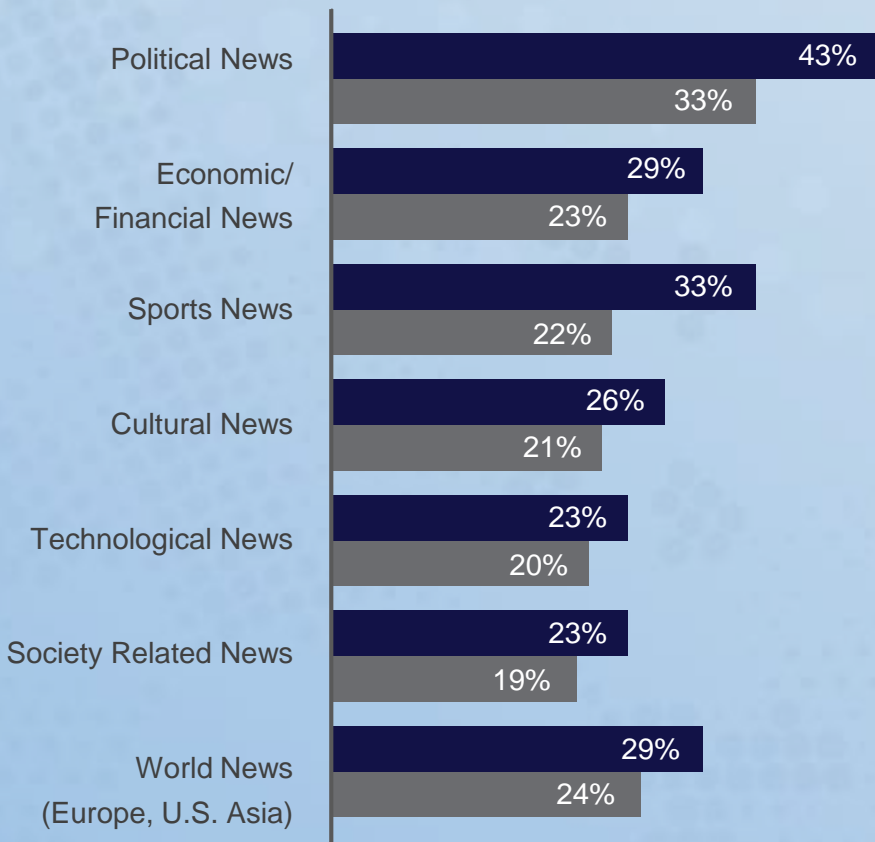
### Share of news watched on all channels (%)



\*Others represent all other news watched on different news and entertainment channels (none is more than 5% share)

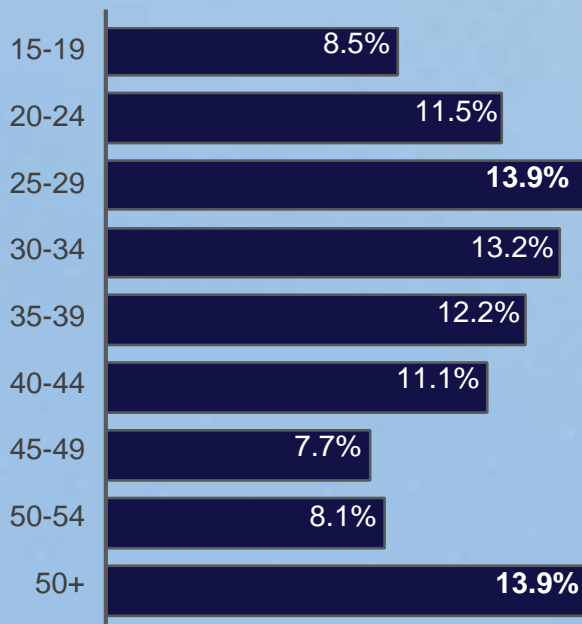
Source: IPSOS & Sigma Research 2013/2014

## Performance of Channel on Different Types of News



% indicate top two boxes on a scale of 1-10, so cover those who gave a score of 9 or 10 (excellent)

## AJA Age Group





# Channel Fact Sheet

Classification	News & Information Television Channel
Launch	November 1996.
Language	Arabic
Location	Doha - Qatar
Broadcast	Free-to-air, Round-the-clock.
Beam	Global
Satellites	Intelsat 8, AsiaSat 5, Türksat 2A, Eutelsat W7, Hot Bird 9, Amos 2 (Yes), Nilesat 101 (ADD), Intelsat DISH Network: EchoStar 3, Anik F3.9, NSS 7,Badr4, Astra 1M,
Popularity	Global.
Programming	News & Current Affairs, Live & Interactive Talk Shows, Exclusive Interviews, Live Financial & Sport News, News & Economy Analysis Programs, Press Review, Cinema Review & High Interest Documentary Films.
Primary Audience	25 Years & above Arabic speaking Males & Females.
Prime Time	20:00 - 02:00 Qatar / KSA Local Time (GMT = +3).
Estimated Potential Households	80 Million and above
Press Release	Kingdom of Saudi Arabia, September 2004   The Arab Advisors Group. The survey probed the brand name recognition of Sat TV channels in Saudi Arabia as well as the extent to which these channels are viewed. It covered the brand name recognition and viewer ship patterns the general entertainment channels and news channels. On the news channels front, Al Jazeera topped the ranks in brand recognition and viewers with close to 82% of households watching the station.
Cable Distributors	All Major Cable Distributors in the MENA Region & Worldwide.
Website	<a href="http://www.aljazeera.net">http://www.aljazeera.net</a> .

# Program Grid

To learn more about the programs below click on the titles

Doha	GMT	SAT	SUN	MON	TUE	WED	THU	FRI	
GMT+3	0:00								
0:30	21:30								
		<b>Live Sports News</b> 22min.							
0:55	21:55	RATE PER 30" USD \$ BEF: 4000 IN: 5000							
		<b>Recorded Weather Forecast</b> 2min.							
1:00	22:00	RATE PER 30" USD \$ BEF: 4000 IN: 5000							
		<b>News Bulletin</b> 27min							
1:30	22:30	RATE PER 30" USD \$ BEF: 4000 IN: 5000							
		<b>Arab Present Situation</b> 2 <sup>nd</sup> run – 25min.							
2:00	23:00	RATE PER 30" USD \$ BEF: 4000 IN: 5000							
		<b>News Bulletin</b> 27 min.							
2:30	23:30	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>Behind The News</b> 2 <sup>nd</sup> run – 27min.							
3:00	00:00	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>News Summary</b> 3min.							
3:05	00:05	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>Revolution Rhetoric (2)</b> Fri.ep. 2 <sup>nd</sup> run	<b>Revolution Rhetoric (3)</b> Sat.ep. 2 <sup>nd</sup> run	<b>Revolution Rhetoric(4)</b> Sun.ep. 2 <sup>nd</sup> run	<b>In Depth</b> 2 <sup>nd</sup> run	<b>Opposite Direction</b> 2 <sup>nd</sup> run	<b>Without Bounds</b> 2 <sup>nd</sup> run	<b>Revolution Rhetoric (1)</b> Thurs.ep.  <b>Black Box</b> 2 <sup>nd</sup> run	
3:55	00:55	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>Recorded Weather Forecast</b> 2min.							
4:00	01:00	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>News Bulletin</b> 27 min.							
4:30	01:30	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		Doc. 25 min. 4 <sup>th</sup> run	<b>The Cultural Anthropologist</b> 25 min. 4 <sup>th</sup> run	<b>Today's interview</b> 25 min. 4 <sup>th</sup> run	<b>Economy &amp; People</b> 25 min. 4 <sup>th</sup> run	<b>AL Jazeera World</b> 25 min. 4 <sup>th</sup> run	<b>The Observatory</b> 25 min. 4 <sup>th</sup> run	<b>Aljazeera Correspondents</b> 25 min. 4 <sup>th</sup> un	
5:00	2:00	RATE PER 30" USD \$ BEF: 1000 IN: 1500							
		<b>News Summary</b> 3min.					<b>News Summary</b> 3min.		
5:05	2:05	RATE PER 30" USD \$ BEF: 1500 IN: 2000			<b>News Bulletin</b> 27min.		RATE PER 30" USD \$ BEF: 1500 IN: 2000		
		<b>Palestine Under the Microscope</b> 50 min. 3 <sup>rd</sup> run	<b>Al-Jazeera Doc. (1)</b> 50 min. 3 <sup>rd</sup> run	<b>The Four Directions Docs.</b> 50 min. 3 <sup>rd</sup> run			<b>Century Witness</b> 50 min. 3 <sup>rd</sup> run	<b>The Four Directions Docs.</b> 50 min. 4 <sup>th</sup> run	<b>From Washington</b> 50min 3 <sup>rd</sup> run
5:30	2:30	<b>Under the Microscope</b> 50 min. 3 <sup>rd</sup> run		<b>The Initiative</b> 25min. 3 <sup>rd</sup> run					
6:00	3:00	RATE PER 30" USD \$ BEF: 1500 IN: 2000							
		<b>News Bulletin</b> 27 min.							
6:30	3:30	RATE PER 30" USD \$ BEF: 1500 IN: 2000							
		<b>Al-Jazeera Correspondents</b> 25 min. 5 <sup>th</sup> run	Doc. 25 min. 5 <sup>th</sup> run	<b>The Cultural Anthropologis t</b> 25 min. 5 <sup>th</sup> run	<b>Today's Interview</b> 25 min. 5 <sup>th</sup> run	<b>Economy &amp; People</b> 25 min. 5 <sup>th</sup> run	<b>AL Jazeera World</b> 25 min. 5 <sup>th</sup> run	<b>The Observatory</b> 25 min. 5 <sup>th</sup> run.	

Doha	GMT	SAT	SUN	MON	TUE	WED	THU	FRI
7:00	4:00	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>News Bulletin</b> 22 min.						
7:25	4:25	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>Filler</b> 5min.						
7:30	4:30	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>Behind The News</b> 3 <sup>rd</sup> run 27min.						
8:00	5:00	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>Al-Jazeera This Morning</b> Including segments of: Economy, Press, Weather, Sport, JazeeraNet, 85min.						
9:30	6:30	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>The Cultural Anthropologist</b> 25 min. 3 <sup>rd</sup> run	<b>Today's Interview</b> 25 min. 3 <sup>rd</sup> run	<b>Economy &amp; People</b> 25 min. 3 <sup>rd</sup> run	<b>AL Jazeera World</b> 25 min. 3 <sup>rd</sup> run	<b>The Observatory</b> 25 min. 3 <sup>rd</sup> run	<b>Al-Jazeera Correspondents</b> 25 min. 3 <sup>rd</sup> run	<b>Doc.</b> 25 min. 3 <sup>rd</sup> run
10:00	7:00	RATE PER 30" USD \$ BEF: 1500 IN: 2000						
		<b>News Summary</b> 3min.	<b>News Summary</b> 3min.					
10:05	7:05	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>The four Directions Docs.</b> 50 min. 2 <sup>nd</sup> run	<b>News Bulletin</b> 27min.	<b>Century Witness</b> 50 min. 2 <sup>nd</sup> run	<b>Al-Jazeera Doc. (1)</b> 50 min. 4 <sup>th</sup> run	<b>From Washington</b> 50 min. 2 <sup>nd</sup> run	<b>Palestine Under the Microscope</b> 50 min. 2 <sup>nd</sup> .run	<b>Al-Jazeera Doc. (1)</b> 50 min. 2 <sup>nd</sup> run
10:30	7:30				<b>The Initiative</b> 25min. 2 <sup>nd</sup> run		<b>Black Box</b> 50 min. 5 <sup>th</sup> run	
11:00	8:00	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>News Bulletin</b> 27min. with Sign Lang.   including economic seg.(5)min.						
11:30	8:30	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		3 <sup>rd</sup> run <b>Arab Present Situation</b> 25 min.						
12:00	9:00	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>News Bulletin</b> 27 min.						
12:30	9:30	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>Live Sports News</b> 22 min.						
13:00	10:00	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>News summary</b> 3 min.						
13:05	10:05	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>Live Press Review</b> 22 min.						
13:30	10:30	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>Today's interview</b> 25min. 2 <sup>nd</sup> run	<b>Economy &amp; People</b> 25min. 2 <sup>nd</sup> run	<b>AL Jazeera World</b> 25min. 2 <sup>nd</sup> run	<b>The Observatory</b> 22 Min. 2 <sup>nd</sup> run	<b>Al-Jazeera Correspondents</b> 25min. 2 <sup>nd</sup> run	<b>Doc.</b> 25min. 2 <sup>nd</sup> run	<b>The Cultural Anthropologist</b> 25min. 2 <sup>nd</sup> run
13:55	10:55	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>Recorded Weather Forecast</b> 2min.						
14:00	11:00	RATE PER 30" USD \$ BEF: 2500 IN: 3000						
		<b>News summary</b> 3 min.						
14:05	11:05	RATE PER 30" USD \$ BEF: 3000 IN: 3500						

KSA	GMT	SAT	SUN	MON	TUE	WED	THU	FRI
		<b>Revolution Rhetoric (2)</b> Fri.ep. 50 min. 3 <sup>rd</sup> run	<b>Revolution Rhetoric (3)</b> Sat.ep. 50 min. 3 <sup>rd</sup> run	<b>Revolution Rhetoric (4)</b> Sun ep. 50 min. 3 <sup>rd</sup> run	<b>In Depth</b> 50 min. 3 <sup>rd</sup> run	<b>Opposite Direction</b> 50 min. 3 <sup>rd</sup> run	<b>Without Bounds</b> 50 min. 3 <sup>rd</sup> run	<b>Revolution Rhetoric (1)</b> Thurs.ep. <b>Black Box</b> 2 <sup>nd</sup> run
15:00	12:00	RATE PER 30" USD \$ BEF: 3000 IN: 3500						
		<b>Al-Jazeera Mid-Day</b> 55 min.						
16:00	13:00	RATE PER 30" USD \$ BEF: 3000 IN: 3500						
		<b>News Bulletin including; Economic , Press, Sport , New Media seg.</b> 27 min.						
16:30	13:30	RATE PER 30" USD \$ BEF: 3000 IN: 3500						
		<b>Live Sports News</b> 22min.						
16:55	13:55	RATE PER 30" USD \$ BEF: 3000 IN: 3500						
		<b>Recorded Weather Forecast</b> 4 min.						
17:00	14:00	RATE PER 30" USD \$ BEF: 3000 IN: 3500						
		<b>News News Bulletin</b> 3 min.						
17:05	14:05	RATE PER 30" USD \$ BEF: 4000 IN: 5000						
		<b>News Bulletin</b> 27min.	<b>Century witness</b> 50 min. 1 <sup>st</sup> run	<b>Under the Microscope</b>	<b>From Washington Live</b> 50 min.	<b>Palestine Under the Microscope</b> 50 min. 1 <sup>st</sup> run	<b>Al-Jazeera Doc. (1)</b> 50 min. 1 <sup>st</sup> run	<b>The four directions Docs.</b> 50 min. 1 <sup>st</sup> run
17:30	14:30			<b>The Initiative</b> 25min. 1 <sup>st</sup> run		<b>Black Box</b> 50 min. 4 <sup>th</sup> run		
18:00	15:00	RATE PER 30" USD \$ BEF: 4000 IN: 5000						
		<b>News Bulletin Including 5min.econo</b> Sign Lang.Bulletin 27 min						
18:30	15:30	RATE PER 30" USD \$ BEF: 4000 IN: 5000						
		<b>Economy &amp; People</b> 25min. 1 <sup>st</sup> run	<b>AL Jazeera World</b> 25min. 1 <sup>st</sup> run	<b>The Observatory</b> 22 min. 1 <sup>st</sup> run	<b>Al-Jazeera correspondents</b> 2 5min. 1 <sup>st</sup> run	<b>Doc.</b> 25 min. 1 <sup>st</sup> run	<b>The Cultural Anthropologist</b> 25 min. 1 <sup>st</sup> run	<b>Today's interview</b> 25 min. 1 <sup>st</sup> run
19:00	16:00	RATE PER 30" USD \$ BEF: 4000 IN: 5000						
		<b>Al-Jazeera This Evening including: Sports &amp; New Media segments</b> 55 min.						
20:00	17:00	RATE PER 30" USD \$ BEF: 5000 IN: 6000						
		<b>News bulletin</b> 27 min.						
20:30	17:30	RATE PER 30" USD \$ BEF: 5000 IN: 6000						
		<b>Live Arab Present Situation</b> 25 min.						
20:55	17:55	RATE PER 30" USD \$ BEF: 5000 IN: 6000						
		<b>Recorded Weather Forecast</b> 1 min.						
21:00	18:00	RATE PER 30" USD \$ BEF: 5000 IN: 6000						
		<b>News bulletin</b> 25 min.						
21:30	18:30	RATE PER 30" USD \$ BEF: 7000 IN: 8000						
		<b>Live Behind The News</b> 28 min.						
22:00	19:00	RATE PER 30" USD \$ BEF: 7000 IN: 8000						
		<b>News Summary</b> 3min.						
22:05	19:05	RATE PER 30" USD \$ BEF: 7000 IN: 8000						
		<b>Revolution Rhetoric(3)</b> Sat.ep. 50 min. Live	<b>Revolution Rhetoric(4)</b> Sun.ep. 50 min. Live	<b>In Depth</b> 50 min. Live	<b>Opposite Direction</b> 50 min. Live	<b>Without Bounds</b> 50 min. Live	<b>Revolution Rhetoric (1)</b> Thurs.ep. Live <b>Black Box</b> 50 min.-Rec. 1 <sup>st</sup> run	<b>Revolution Rhetoric(2)</b> Fri.ep. 50 min. Live
23:00	20:00	RATE PER 30" USD \$ BEF: 7000 IN: 8000						
		<b>Today's Harvest</b> 87 min.						

# Al Jazeera Arabic Rate Card

DAY	DAYPART	RATE PER 30" USD \$ Before	RATE PER 30" USD \$ Inside
ALL	05.00 – 10.00	\$1,500	\$2,000
	10.00 – 14.00	\$2,500	\$3,000
	14.00 – 17.00	\$3,000	\$3,500
	17.00 – 19.00	\$4,000	\$5,000
	19.00 – 21.00	\$5,000	\$6,000
	21.00 – 24.30	\$7,000	\$8,000
	24.30 – 02.00	\$4,000	\$5,000
	02.00 – 05.00	\$1,000	\$1,500

# Programs

◀ [BACK TO THE PROGRAM GRID](#)

## Al-Jazeera

**Mid-Day**

A 112 minutes news bulletin, with live interviews, this program presents the most important developments in the daily world news.

## Al-Jazeera

**This**

**Evening**

A diverse news bulletin that not only covers political current affairs, but it also focuses on other social, scientific, medical issues of people's lives and strange funny events around the world.

## Al

**Jazeera**

**This**

**Morning**

This 115 minutes news bulletin is Al-Jazeera's main morning show. It includes the latest news items & reports, in addition to sports, press review and feature stories. Daily Live, A lifestyle program par excellence. A daily dialogue appealing to Arab families and dedicated to success stories and background of people from different prospects: artists, sportsman, writers, musicians, chronicler and even average men. Presented in a very pleasant and almost informal manner.

## Behind

**The**

**News**

A current affairs daily program looking at a major news story of the day. It analyses what is behind the news rather on the news story itself to shed light on the origins and consequences of the event.



## Black

**Box**

Investigative documentary program aims to open different files and try to uncover its secrets or focus on new details.



## Century

**Witness**

The program hosts a personality who had played a significant role in Arab politics during the past decades. They bear witness to important events during their time in power.

## Economy

**&**

**People**

The basic aim of this programme is to discuss and present economic issues to throw light on their effect and relevance to people. It deals for example with the labor market, employment and unemployment, farm workers and others in the margins of the economy. The discussions also focus on the hardships and problems people face at times of seasonal or event spending and the consequences of economic decision by authorities, local regional and international. In plain language, the programme explains the complexities in the subject of discussion and makes every effort to meet the ordinary consumer in the street to express their opinion about the issue which concern them. We refer such opinions to specialists and decision makers, whenever possible, to try and find solutions.

# Programs

◀ [BACK TO THE PROGRAM GRID](#)



## From

## Washington

Weekly programme concerning American affairs especially those dealing with the Arab World in the political, economic, cultural, military, religious and other fields. The programme hosts decision makers, intellectuals, analysts, specialists and journalists to discuss the issues of concern to viewers. In view of the complexities of the political as well as the social composition of society in the United States the programme endeavors to explain these complexities to help the Arab audience to understand and the American scene. In this programme we shed light on the US role as a great world power while it faces the emergence of new world powers and how the position of the Arab countries fits into this global scene influenced by the many challenges and the earnest competition between these powers.



## In

## Depth

A weekly political debate that deals with political and intellectual issues in a deep and concentrated manner. It puts issues in their wider contexts, fathoming causes, consequences, and methods on which they rest. The programme hosts prominent intellectuals and analysts to tackle various parts of the issues in questions. It gives space for quiet, deep, and precise reading of major world issues, by way of directing specialists towards a serious discussion based on evidence and proof, and away from the polarization, which we normally witness among the opposing parties. The programme also specializes in the burning issues, dealing with major strategic happenings, so that the audience acquaint themselves with the scattered details, make a comprehensive picture of events, and put them in their proper framework.



## Opposite

## Direction

Topical and controversial issues are discussed in a distinctive flavor of opposing views. Each of the two opponent guests in each edition of the live programme spares no effort in trying to win the usually heated debate in support of his/her case.



## Palestine

## Under

## the

## Microscope

The program monitors events in an occupied country, the people of which dream of a better future. Occupation is a collective bitter experience which is engraved in the memory of each & every Palestinian citizen. This experience has become even more devastating as a result of the so many agreements made but never gave anything back to the people from the OSLO agreement to the road map.

# Programs

◀ [BACK TO THE PROGRAM GRID](#)



## Revolution

## Rhetoric

A TV. talk show discusses one or more of the scenes of the revolution in the Arab world by comments and analysis, The program tries to read the dimensions and the paths the Arab revolutions and their impact on regional and international scene, the program seeks to host senior political analysts for in-depth analysis in order to assist the viewers to form a clearer vision on what's happening around..



## Sport

## Bulletin

Round the clock coverage of the latest sports events from our presence in the stadiums all around the world.



## The

## Initiative

Periodic programme searching for the link between the initiative which starts action for change through focusing on individual personal and social instances. The notion which the programme applies in its endeavor is that the will for change must be behind the initiative to bring it about.



## The

## Observatory

Al Marsad (The Observatory) is a weekly media-oriented TV magazine that closely monitors and features up-to-date Arab and world media issues with an eye on the new innovative trends in the industry in in-depth reporting.



## Today's

## Interview

Live and pre-recorded interviews with politicians, academics and other personalities about important developments and issues in the regional and international arenas.



## Weather

## Forecast

Coverage throughout the day to the weather conditions during the next forty-eight hours, noting the potential environmental risks.

## Without

## Bounds

A live weekly programme seeking to shed light in more detail on a topical development or case through interviewing an expert in the subject matter or a specialist, official or analyst. As its title indicates the programme's investigative style attempts to reveal the hidden aspects and the behind-the-scene machinations involved in many current affairs.



# Material Delivery & Specifications

SUBJECT	IMPORTANT INFORMATION AND NOTES
<b>Material Delivery</b>	Attention Mr. Hafiz Al Awa Mobile : 00974 5528 9889 Attention Mr. Faris Marwan Mobile :00974 5528 9889 Al Jazeera Media Network Bin Omran Area, Next to Al Yarmook Petrol Station Support Services Building
<b>For Newly Used Material</b>	The material will be checked for the contents and Audio visual Quality by the concerned department in the Stations: maximum number of days needed <b>is two working days</b> Media order will be checked by Aljazeera Traffic Department. (ATD) to see if the orders are matching with the deal and grid of the each station: maximum number of days needed <b>is two working days</b> The first airing date of the spots will <b>be 5 days</b> from the date we receive the material in Aljazeera - Qatar.
<b>For newly used material that might need some adjustment:</b>	The material will be checked for the contents and Audio visual Quality by the concerned department in the Stations: maximum number of days needed <b>is two working days</b> If any adjustments are needed for the creative: maximum number of days needed <b>is two working days, the amendments will be subject to the approval of the client.</b> Media order will be checked by Aljazeera Traffic Department. (ATD) to see if the orders are matching with the deal and grid of the each station: maximum number of days needed <b>is two working days.</b> The first airing date of the spots will be <b>four days from the date we fixed the adjustment and approved by the client.</b>
<b>For Previously Used Material</b>	Media order will be checked by <b>Aljazeera Traffic Department.</b> (ATD) to see if the orders are matching with the deal and grid of the each station: maximum number of days needed <b>is two working days.</b> The first airing date of the spot will be <b>three days form the date we receive the order and approved by Aljazeera</b>

# Material Delivery & Specifications



## Technical Standards for Commercial Delivery - Al Jazeera

Technical quality must be maintained to a satisfactory standard for international distribution.

All material delivered must be to the correct standard, contain by the correct line-up sequences and accompanied with the correct information for the ingest or delivery process. Every tape submitted must also be accompanied by a completed recording report. The report must include full details of the supplier, recording facility house and programme title/subtitle. It must also include technical information including the origination format, timecode of first frame of picture (FFOP) and details of the aspect ratio and safe areas used.

All material is expected to meet the required technical standards and exemption may not be invoked for general convenience. All material delivered must be quality assessed and be transmission legal. Any material failing to meet the required technical standards, or in breach of other acceptance requirements will be referred back.

The start of the commercial and any subsequent part should be preceded by a countdown clock indicating production number, title, subtitle, part duration and any other relevant detail. Sound and vision maximum levels must always correspond to the recorded reference tone and colour bar line-up signals.



## Video

Careless shooting, inappropriate production methods and faulty or substandard equipment can cause avoidable impairment to sound or vision. The use of material from non-broadcast and domestic videotape formats is not permissible.

Although the majority of material is now produced and delivered digitally, the signals must still be compliant with analogue standards. For example, excessive (illegal) levels are likely to cause severe picture disturbances when copied to analogue tape formats such as Betacam SP, or sound buzz on analogue transmission.

Video signals must correspond to the reference line-up levels. These include peak sound, maximum luminance, colour difference and black levels. Care must be taken to avoid illegal colours which may be generated by caption and graphics systems. Neither the luminance whites nor blacks should be clipped excessively.

Video levels must be compatible with PAL System.



## Audio

Material shall be delivered in mono or stereo format as required.

- > Left audio shall be present on the A leg or Channel 1
- > Right audio shall be present on the B leg or Channel 2
- > Mono shall be in Dual Mono format with identical and coherent audio on both Left and Right channels (Channel 1 and Channel 2).

Audio signals must be suitable for reproduction in a domestic environment. Dynamic range should be restricted and changes in loudness controlled so that the viewer has no need to adjust volume. All stereo recordings must provide good mono compatibility.

The audio shall be free of spurious signals such as noise or hum. Sibilance, distortion wow and flutter shall not be apparent.

The audio shall not show dynamic and frequency response artifacts as a result of the action of noise reduction or low bit rate coding systems. Audio compression should be used as little as possible as this tends to increase impairments.

The relative timing of sound to vision should not exhibit any perceptible error. Sound must not lead or lag vision in excess of 20ms (1 field at 25 frames per second). A sound delay of greater than 20ms can be acceptable where this occurs in context to give a perception of distance.

# Creative & Technical Guidelines



## Technical Requirements

### Video

As for the beta-cams all are running the pal system & The Aspect Ration Screen is 16:9

### Sound

- Please do not separate channels on the promotional commercials. Commercials are to be received mix for voiceover and natural on both channels.
- We prefer to put 10 seconds black between commercial and then put title name.
- All requirements of a perfect broadcasting quality are required.



## Tape requirements

TIME CODE	VIDEO	AUDIO
09:59:00 TO 09:59:30	COLOR BARS 75% 700MV	TONE 1 khz at + 4 dbu (OVUE)
09:59:30 TO 10:00:00	BLACK BURST	SILENCE
10:00:00 TO END OF PROGRAM	PROGRAM	PROGRAM SOUND 4 CH OR 2 CH IF NOT AVAILABLE
AFTER PROGRAM	10 SECOND FREEZE AND 30 SECOND BLACK	SILENCE SILENCE



## Notes

1. Tapes Format: BETASP Or DIGITAL Beta. (No SP tapes – shall be omitted).
2. Tapes should run LTC.
3. Tapes should have distributed channels as Below:
  - Track 1 Dubbed Arabic sound without M & E (Music & Effect). (shall be omitted)
  - Track 1/3 Stereo left (full mix)
  - Track 2 MONO M & E. (Shall be omitted)
  - Track 2/4 Stereo right (full mix)
  - If stereo not available: Track 1/2 shall be mono full mix
  - Track 3 original English without M & E if available or empty if not available.  
No need for commercial breaks. Shall be omitted.
  - Track 4 natural sound if available or empty if not available.  
No need for commercial breaks. Shall be omitted.
  - All programs audio should not be over +4 DBU (0 VUE).
  - Programs with English or Arabic subtitle are not accepted clean feed program.
  - Starting and end credits are not to be mentioned in Arabic.
  - Several episodes can be recorded on one tape provided that they follow the same series but not over than (64 min).

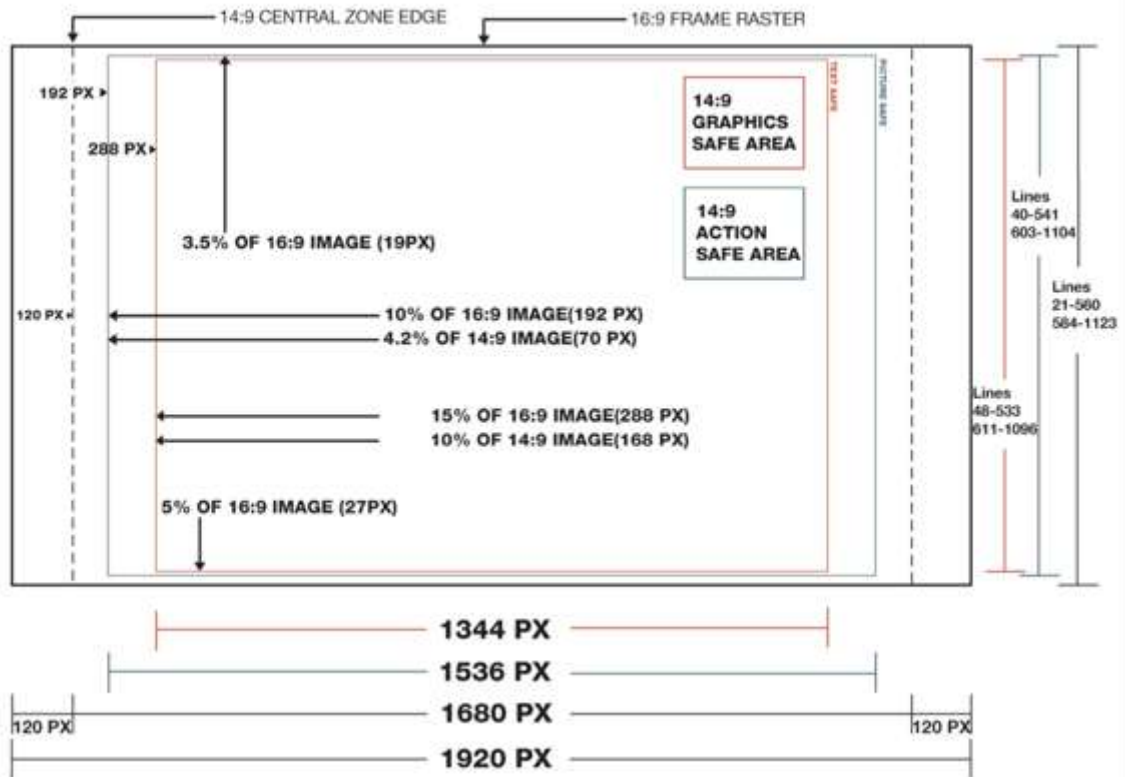


## All materials or programs should follow broadcasting quality:

1. Chrome level not less than (300MV)
2. Good sync level (300MV)
3. Video level P/P (1000 MV)

## Video Safe Areas

Material must be delivered widescreen 16:9. Although Al Jazeera English is a fully widescreen channel (16:9), all material is down-converted to 14:9 for distribution. To allow compatibility all commercials must conform to the 14:9 safe areas criteria as specified below.



## Delivery Formats

Programmes should be delivered on an appropriate broadcast quality videotape format. In all cases the submitted videotape recording must be fully compliant with the manufacturer's technical specification thereby ensuring format compatibility.

All material to be fully labeled on the media box.

All material should have an accurate "cue sheet", as specified previously.

