



**Al Jazeera English**  
**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.

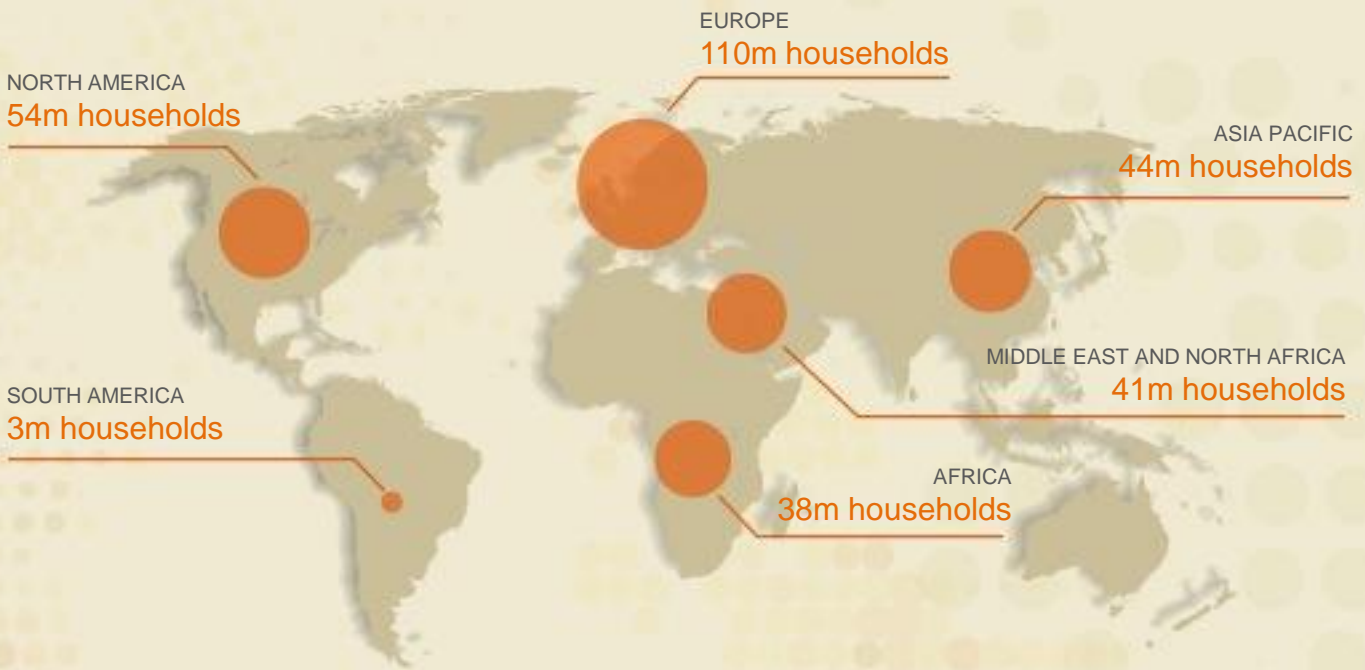


## CAPTIVATE . INFORM . INSPIRE . ENTERTAIN

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 Coverage

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**  
Center for Studies



**ALJAZEERA** Media  
Training & Development  
Center

**JCC**  
الجزيرة للأطفال



# Al Jazeera English Overview

Al Jazeera English is reshaping global media and constantly working to strengthen its reputation as one of the world's most respected news and current affairs channels.

To earn the trust and respect of people worldwide, Al Jazeera English is devoted to producing news and programming of the highest standard. They cover events in all corners of the globe and report stories other media neglect. They do so with the professionalism and passion that have come to define Al Jazeera English.

ALJAZEERA  
ENGLISH

#1 in Africa

#2 in Asia

#3 in Europe

*“Viewership of Al Jazeera is going up in the United States because its real news ... you feel like you're getting real news around the clock instead of a million commercials and arguments between talking heads.”*

–Hillary Clinton, U.S. Secretary of State

**37 million**  
viewers  
per week  
across  
the world

Broadcasting to  
more than  
**270 million**  
households  
in more than  
**140 countries**

**#1**  
international  
news and  
current affairs  
channel in the  
UK

Globally among the  
**top three**  
English  
language  
News Networks

# Al Jazeera English Strength in Numbers

Of the **74 million** who have watched AJE globally:



43M are men  
30M are women



54% come from Middle /  
Upper Middle Income  
Background



62% are in Africa

## Al Jazeera English Strength in Continents

**Europe.** Half of all Europeans with interest in English Language news are aware of AJE (second highest awareness after Africa)

**Asia.** Total awareness in East and Southeast Asia has reached double digit levels, ranking 2nd and 3rd in certain Markets

**Africa.** Strong, competitive viewing metrics throughout the continent with a number 2 standing, beating BBC and other international channels

# Channel Fact Sheet

Classification	News & Information Television Channel
Launch	November 2006
Language	English
Location	Doha - Qatar
Broadcast	Free-to-air, Round-the-clock.
Beam	Global
Satellites	Arabsat 5C, Es'hail1, Eutelsat 7West A, Eutelsat 8West A, Nilesat 201, Astra 1KR, Turksat 4A, Intelsat 21, Astra 2F, Thor 5, Intelsat 20, Eutelsat Hotbird 13D, Hispasat 1E, Optus D3, Asiasat 7, Galaxy 19.
Popularity	Global.
Programming	News & Current Affairs; Observational, Factual and Investigative Documentaries; Live & Interactive Discussion, Discussion & Analysis, Health & Environmental; Business & Economy
Primary Audience	25 Years & above Arabic speaking Males & Females.
Prime Time	19:00-24:00 Qatar / KSA Local Time (GMT = +3).
Estimated Potential Households	270 million and above
Press Release	Launched in 2006, 10 years after the commence of Aljazeera Arabic - the pioneer of our Network; Aljazeera English is reshaping global media & constantly working to strengthen its reputation as one of the world's most respected news and current affairs channel. Covering more than 270 Million households in over 140 countries across the Globe; our channel focuses on people & events that impact their lives. From our headquarters to our broadcast centers in more than 70 bureaus around the world; we strive to deliver content that captivates, informs and entertains all groups of all viewers.
Distribution Platform	All Major Distributors Platforms Worldwide.
Website	<a href="http://www.aljazeera.com">http://www.aljazeera.com</a>

# Program Grid

To learn more about the programs below click on the titles

DOHA	GMT	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
GMT+3	0:00							
3:00	24:00	RATE PER 30* USD \$ BEF: 500 IN: 750						
		<b>News</b>						
3:30	0:30	RATE PER 30* USD \$ BEF: 500 IN: 750						
		<b>Inside Story</b>						
4:00	1:00	RATE PER 30* USD \$ BEF: 500 IN: 750						
		<b>AJW 40 Years of Solitude (rpt)</b>	<b>Empire 1 (rpt)</b>	<b>The System (AJAM)</b>	<b>AJW Slave (rpt)</b>	<b>Witness</b>	<b>The System (AJAM)</b>	<b>Lifelines The Quest For Global Health (rpt)</b>
05:00	2:00	RATE PER 30* USD \$ BEF: 500 IN: 750						
		<b>NEWSHOUR</b>						
6:00	3:00	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>News</b>						
6:30	3:30	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>Living The Language (rpt)</b>	<b>Witness</b>	<b>Earthrise (S4) (rpt)</b>	<b>Fault Lines (AJAM)</b>	<b>People &amp; Power</b>	<b>101 East</b>	<b>Counting the Cost</b>
7:00	4:00	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>News</b>						
7:30	4:30	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>Listening Post</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>Talk To Al Jazeera</b>	<b>Wildlife Warzone (rpt)</b>
8:00	5:00	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>News</b>						
8:30	5:30	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>101 East</b>	<b>Counting the Cost</b>	<b>Listening Post</b>	<b>Witness</b>	<b>Earthrise (S4)</b>	<b>Fault Lines (AJAM)</b>	<b>People &amp; Power</b>
9:00	6:00	RATE PER 30* USD \$ BEF: 750 IN: 1000						
		<b>Lifelines: The Quest For Global Health (rpt)</b>	<b>AJW</b>	<b>Empire 1</b>	<b>The System (AJAM)</b>	<b>AJW</b>	<b>Witness</b>	<b>The System (AJAM)</b>
10:00	7:00	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>News</b>						
10:30	7:30	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>Inside Story</b>						
11:00	8:00	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>News</b>						
11:30	8:30	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>Wildlife Warzone (rpt)</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>Listening Post</b>	<b>Talk To Al Jazeera</b>
12:00	9:00	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>News</b>						
12:30	9:30	RATE PER 30* USD \$ BEF: 1250 IN: 1500						
		<b>Witness</b>	<b>Earthrise (S6)</b>	<b>Fault Lines (AJAM)</b>	<b>People &amp; Power</b>	<b>101 East</b>	<b>Counting the Cost</b>	<b>Living The Language (rpt)</b>



DOHA	GMT	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
GMT+3	0:00							
13:00	10:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>NEWSHOUR</b>						
14:00	11:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>News</b>						
14:30	11:30	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>Inside Story</b>						
15:00	12:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>Empire 1</b>	<b>The System (AJAM)</b>	<b>AJW</b>	<b>Witness</b>	<b>The System (AJAM)</b>	<b>Lifelines: The Quest For Global Health (rpt)</b>	<b>AJW</b>
16:00	13:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>NEWSHOUR</b>						
17:00	14:00	RATE PER 30" USD \$ BEF: 2000 IN: 2250						
		<b>News</b>						
17:30	14:30	RATE PER 30" USD \$ BEF: 2000 IN: 2250						
		<b>Talk To Al Jazeera</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>Wildlife Warzone (rpt)</b>	<b>Listening Post</b>
18:00	15:00	RATE PER 30" USD \$ BEF: 2000 IN: 2250						
		<b>NEWSHOUR</b>						
19:00	16:00	RATE PER 30" USD \$ BEF: 2000 IN: 2250						
		<b>News</b>						
19:30	16:30	RATE PER 30" USD \$ BEF: 2000 IN: 2250						
		<b>Counting the Cost</b>	<b>Living The Language (rpt)</b>	<b>Witness</b>	<b>Earthrise (S4)</b>	<b>Fault Lines</b>	<b>People &amp; Power</b>	<b>101 East</b>
20:00	17:00	RATE PER 30" USD \$ BEF: 2500 IN: 2750						
		<b>News</b>						
20:30	17:30	RATE PER 30" USD \$ BEF: 2500 IN: 2750						
		<b>Inside Story</b>						
21:00	18:00	RATE PER 30" USD \$ BEF: 2500 IN: 2750						
		<b>NEWSHOUR</b>						
22:00	19:00	RATE PER 30" USD \$ BEF: 2500 IN: 2750						
		<b>News</b>						
22:30	19:30	RATE PER 30" USD \$ BEF: 2500 IN: 2750						
		<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>The Stream</b>	<b>Wildlife Warzone (rpt)</b>	<b>Listening Post</b>	<b>Talk To Al Jazeera</b>
23:00	20:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>The Sysytem (AJAM)</b>	<b>AJW:</b>	<b>Witness</b>	<b>The System (AJAM)</b>	<b>Lifelines: The Quest For Global Health (rpt)</b>	<b>AJW:</b>	<b>Killing The Messenger (rpt)</b>
24:00	21:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>NEWSHOUR</b>						
1:00	22:00	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>News</b>						
1:30	22:30	RATE PER 30" USD \$ BEF: 1250 IN: 1500						
		<b>Earthrise (rpt)</b>	<b>Fault Lines (AJAM)</b>	<b>People &amp; Power</b>	<b>101 East</b>	<b>Counting the Cost</b>	<b>Living The Language (rpt)</b>	<b>Witness</b>
2:00	23:00	RATE PER 30" USD \$ BEF: 500 IN: 750						
		<b>NEWSHOUR</b>						

# Al Jazeera English Rate Card

DAY	DAYPART*	RATE PER 30" USD \$ Before	RATE PER 30" USD \$ Inside
ALL	06:00 – 09:30	\$750	\$1,000
	09:30 – 17:00	\$1,250	\$1,500
	17:00 – 20:00	\$2,000	\$2,250
	20:00 – 23:00	\$2,500	\$2,750
	23:00 – 02:00	\$1,250	\$1,500
	02:00 – 06:00	\$500	\$750

\* Day-part is referred to the time for the country in which the insertion order had derived from

# Program Synopses

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## 101 East

Bold, untold stories from across Asia and the Pacific. Al Jazeera's in-depth, weekly current affairs programme from the world's most populated region.



## Al Jazeera World

A weekly showcase of one-hour documentary films from across the Al Jazeera Network.



## Counting the Cost

A weekly look at the world's top business and economics stories.



## Earthrise

earthrise explores solutions to today's environmental challenges, taking an upbeat look at ecological, scientific, technological and design projects the world over. Our reporters meet inspiring individuals and communities leading the way in a field few can afford to ignore.



## Empire

The new scramble for Africa. Caught between competing powers to the West and East, how can Africa emerge from the race for its riches? Top political minds from around the world analyse global powers and their agendas.



## Faultlines

We live in a world run through with Fault Lines. Al Jazeera's Fault Lines takes you beyond the headlines and holds the powerful to account as we examine the US' role in the world.



## Inside Story

Al Jazeera journalists and guests dissect and discuss the day's top story.



## Killing the Messenger

As censorship increases worldwide, journalists are being attacked, kidnapped and even killed for exposing the truth. Killing the Messenger features exclusive, first-hand accounts of journalists who have faced dire consequences in their pursuit of the news.

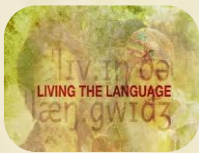
# Program Synopses

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## **Lifelines: The Quest For Global Health**

This Programme is Al Jazeera's cross-platform project profiling the extraordinary work of global health workers as they tackle eight deadly diseases and conditions that afflict vulnerable communities across the globe.



## **Living the Language**

Language: At threat of extinction

When a language dies, a specific understanding of the world and a culture formed over centuries dies with it.



## **People & Power**

Al Jazeera's weekly premiere investigative programme that looks at the use and abuse of power.



## **Talk To Al Jazeera**

Al Jazeera interviews the people making the headlines. A weekly half-hour conversation with global leaders, icons and alternative voices who are shaping our world.



## **The Listening Post**

A weekly programme that examines and dissects the world's media, how they operate and the stories they cover.



## **The Stream**

An aggregator of online sources and discussion, seeking out unheard voices, new perspectives and untold angles.



## **The System**

A new eight-part series from award-winning filmmaker Joe Berlinger explores the underbelly and dark corners of the American justice system. Berlinger investigates controversial cases of wrongful convictions, botched investigations and innocents on death row.



## **Witness**

An inspiring documentary series that brings world issues into focus through compelling human stories.



## **Wildlife Warzone**

# Material Delivery & Specifications

SUBJECT	IMPORTANT INFORMATION AND NOTES
Material Delivery	<p>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</p>
For Newly Used Material	<p>The material will be checked for the contents and Audio visual Quality by the concerned department in the Stations: maximum number of days needed is two working days 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 is two working days The first airing date of the spots will be 5 days from the date we receive the material in Aljazeera - Qatar.</p>
For newly used material that might need some adjustment:	<p>The material will be checked for the contents and Audio visual Quality by the concerned department in the Stations: maximum number of days needed is two working days If any adjustments are needed for the creative: maximum number of days needed is two working days, the amendments will be subject to the approval of the client. 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 is two working days. The first airing date of the spots will be four days from the date we fixed the adjustment and approved by the client.</p>
For Previously Used Material	<p>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 is two working days. The first airing date of the spot will be three days form the date we receive the order and approved by Aljazeera</p>

# Titles



## 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.

At 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 Ratio 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).

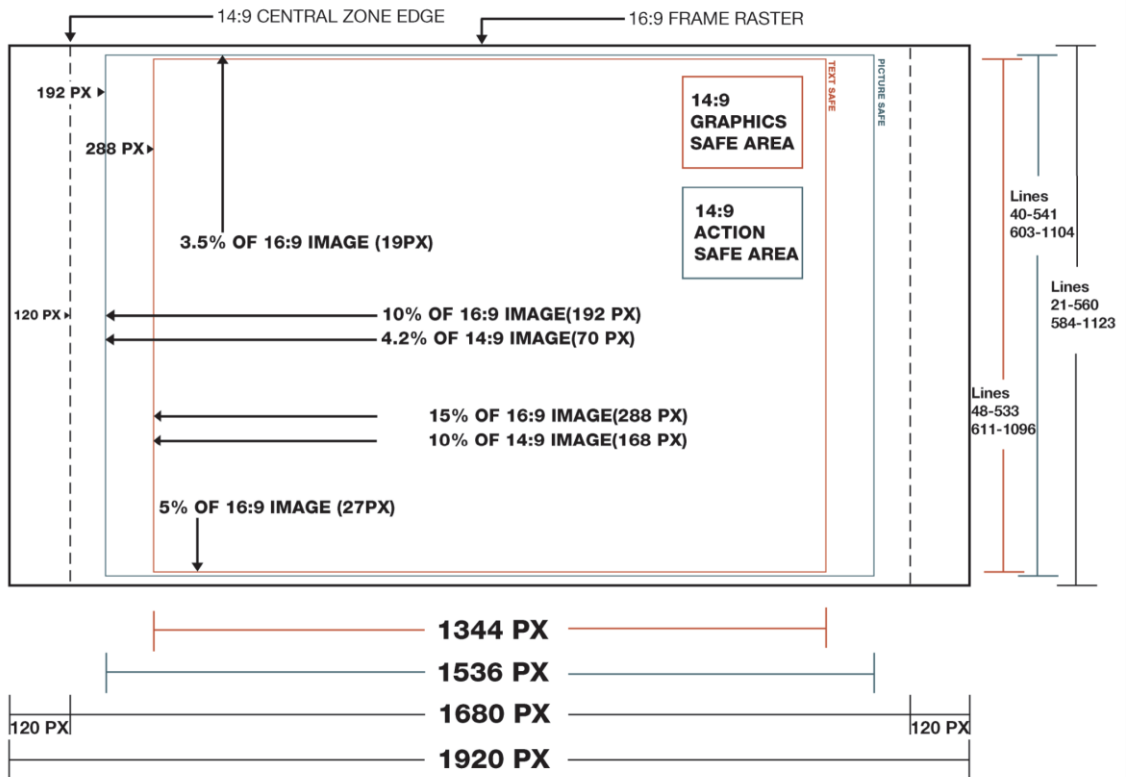


## All materials or programs should follow broadcasting quality:

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

Programs 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.





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