



SPONSORSHIP PACKAGE

May 2023

SKY NEWS ARABIA

- Launched in **6th May, 2012** as a joint venture between UK-based Sky Group & International Media Investments
- Free-to-air **Arabic 24-hour news** channel
- Integrated **media platform** TV, Digital/Social Media and Audio (Radio & Podcast)
- Home to **breaking news** such as; business, lifestyle, entertainment, sports and much more!
- Providing **detailed analysis** of the Middle East and North Africa regions
- Cutting-edge broadcast technology using **Virtual Reality (VR)** and **Augmented Reality (AR)** capabilities
- Our **comprehensive network** of bureaus span across MENA, Europe and the US with access to Sky News' international bureau networks and media organizations
- The most **progressive newsroom** in MENA and a digital-first approach to content creation strategies.

22 COUNTRIES
ACROSS MENA

NO. 1 INTERNATIONAL
CHANNEL FOR ARABS

>550
DEDICATED STAFF

EXTENSIVE REACH
ACROSS WORLDWIDE 4 AND 5 Star HOTELS
4,187,516 HOTEL ROOMS



EXTENSIVE CONSUMPTION ON AIRLINES

TV AUDIENCE

The ultimate channel of choice for C-suite and Business Decision Makers



NEWS



BUSINESS



LIFESTYLE



SOCIAL



CURRENT AFFAIRS



BUSINESS
DECISION MAKERS



HIGH AVERAGE HOUSE-
HOLD INCOME



MORE THAN 65% BETWEEN 25 TO 54 YEARS OLD

70 %

UNIVERSITY GRADUATES

88 %

PROFESSIONALLY ACTIVE



FEMALE VIEWERS

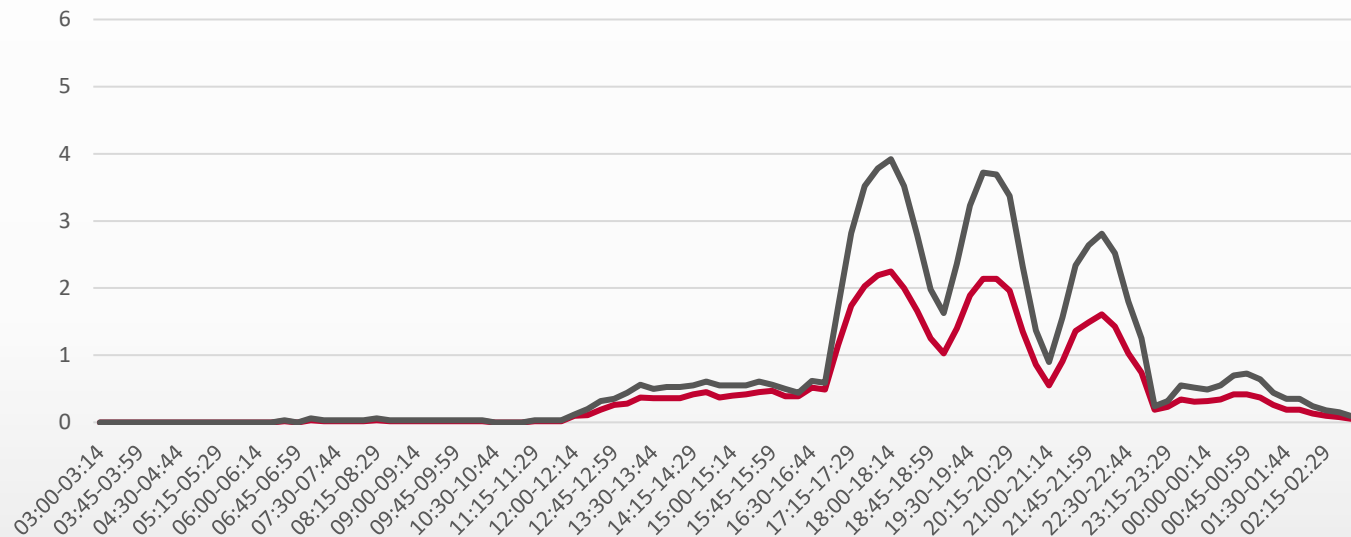
56 %

UNIVERSITY GRADUATES

35 %

PROFESSIONALLY ACTIVE

2023 REACH



UAE TIME

— SNA L&A — SNA L&A Males

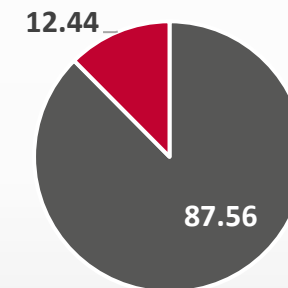
- 88% Male Viewers
- 66% Aged between 15-44 years
- 48% Completed University
- 71% Working/Employed
- 53% with Family Monthly Income above 16k SR



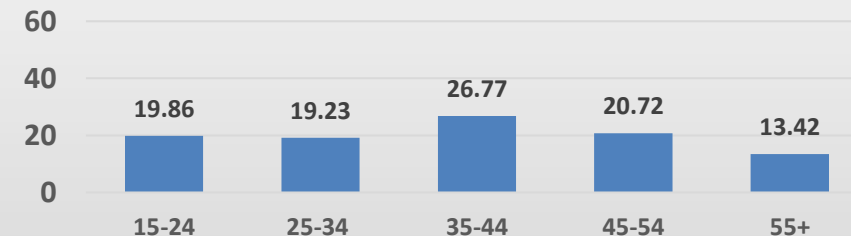
TOTAL REACH:
10.13%

AUDIENCE PROFILE

■ Male ■ Female

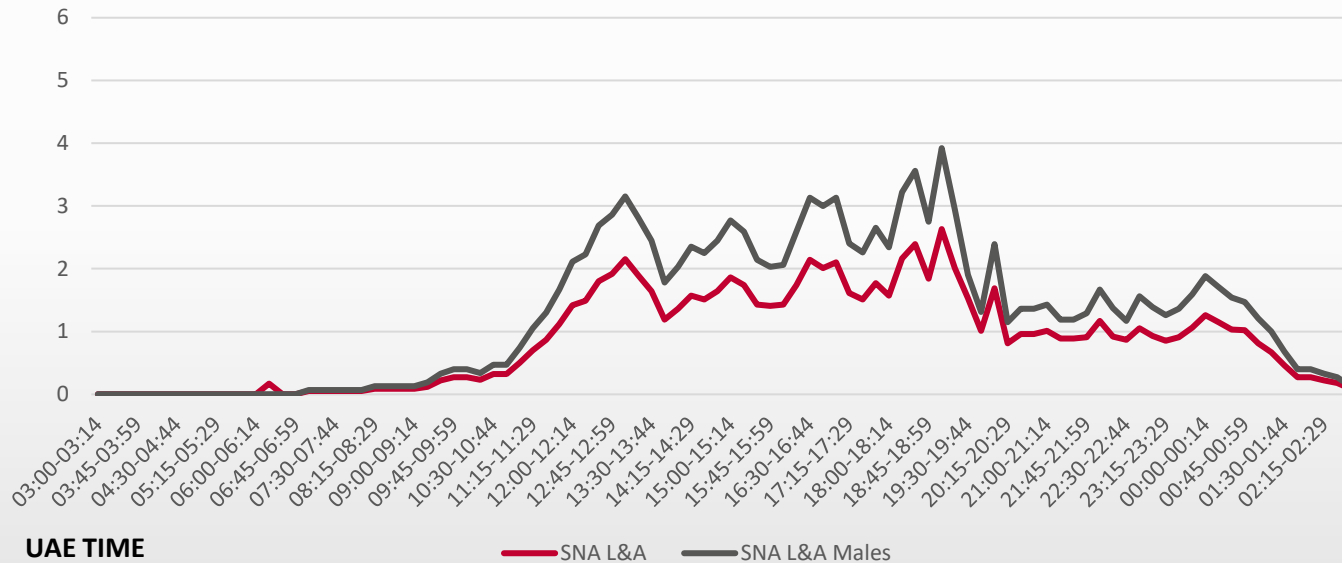


Age Groups %



2023 REACH

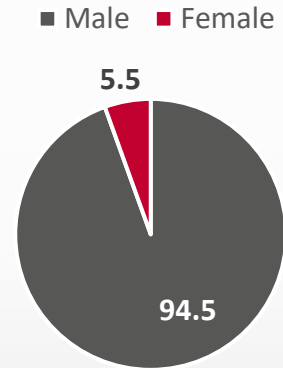
Sky News Arabia is the 1st Reached Channel in UAE among Locals & Arabs Males, and 1st Rank among Total L&A News Channels Viewership



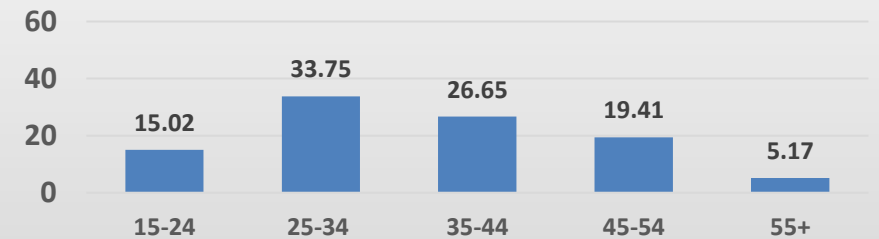
- 95% Male Viewers
- 60% Aged between 25-44 years
- 69% Completed University
- 89% Working/Employed
- 58% with Family Monthly Income above 15k AED



AUDIENCE PROFILE



Age Groups %



CONTENT CREATION



- Premium channel with international reputation
- Measurable deliverables
- Credible content & safe environment

- Create brand integration within respective Business Segment or a major program on Sky news Arabia including a highlight of The Partner and interview with senior executives

- Amplify The Partner through frequency building approach using program sponsorship and an integrated approach on TV and digital

TOP PROGRAMS



From Washington

Iqtisadkoum

Hard Talk

Maghreb Window

News Room



Reflections & Art

From Cairo.

Friendly fires

Our Planet.

The Morning News

News RADAR



Influencers

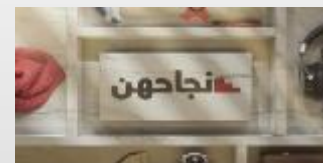
Tonight With Nadim

Correspondents

Al Tashkhees

The Story.

Alam al Taqa



Documentaries

Platforms

Arab Talk.

Their Success



Nequesh Tag

Hiwar +

MULTI-PLATFORM SHOWS

SPORTS SEGMENT

SYNOPSIS

A 5 minutes sport brief that report daily updates on sports.

The show discusses the latest sports updates and gossips across the globe featuring top and underrated players/teams in all leagues and international tournaments.

If you are a sports fanatic, this program ensures your daily dose of Sports such as; Football, Tennis, Basketball, Golf and many more!

TIME & DATE: Daily 9/10/13/14/16/21/01:45 UAE

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

98 x 5" OPENING & CLOSING CREDITS/WEEK

7 x 30" SPOT BUYS

AED 100,000/WEEK

BUSINESS SEGMENT

SYNOPSIS

These short segments covers Stock Market Brief, Global Market Business News Bulletin (International, All businesses related to Locals and Arab Expats), in addition to light Economical news.

Segments are delivered through an interactive discussion between the news and the business segment presenters.

BUSINESS REPORT

<https://www.youtube.com/watch?v=YzLGBByOSMzk>

WEEKDAYS: Monday to Friday

TIME & DATE: 10:40/11:40/13:40/14:40/16:40 UAE

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

10 x 5" OPENING & CLOSING CREDITS/WEEK

5 x 30" SPOT BUYS

AED 100,000/WEEK

AL SABAH

SYNOPSIS

Morning Review, a segment-based show, covering daily and cultural life, art news, music, the world of cooking and the latest fashion, as well as the most important news of sports and the world of business. It also showcasing news, political and business topics of interest.

The Morning Review also summarizes the international news headlines and monitor the most recent tweets made by politicians from all around the world, including important interventions from featured guests to tackle different issues. It will also provide special news briefings related to the latest updates and most prominent shared photos

TIME & DATE: Daily 9/10/13/14/16/21/01:45 UAE

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

10 x 5" OPENING & CLOSING CREDITS/WEEK

70 x 5" BREAK IN/OUT

5 x 30" SPOT BUYS

AED 100,000/WEEK

NIGASH TAG

SYNOPSIS

“Niqash Tag” explores controversial social topics in the Arab world, directly addressing viewers’ opinions, be it with or against.

The show hosts guests on screen to talk about the topic and their view on it. Audience feedback is collected through social interaction with the program.

TIME & DATE: Tuesday 19:30 UAE

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

ALAM AL TAQA

SYNOPSIS

This show looks at the most important issues facing the energy sector around the world and discuss them with decision-makers and sector analysts.

Each episode addresses a different topic such as oil, energy and renewable energy sources as well as modern technology and its environmental impact.

TIME & DATE: Tuesday 20:30 UAE

FREQUENCY: First Run and 2 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

ON STREAM

SYNOPSIS

Viewers will now also be able to watch the Twitter powered program 'On Stream', the world's first live Arabic news show on Twitter, on their TV screens.

The show tackles challenging topics within various industries, such as women in tech sectors, remote learning, content production under the pandemic.

TIME & DATE: Wednesday 19:30 UAE

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

FIKR W FAN

SYNOPSIS

The show will deal with cultural and artistic subjects (books, movies, novels, works of art, songs, etc.) . It explores cultural diversity by addressing inspiring ideas and arts for different civilizations.

It will add a new direction to Sky News Arabia's programming lineup exploring ideas and inspiring arts from various civilizations.

A show that will certainly appeal to a certain Sky News Arabia audience.

TIME & DATE: Thursday 19:30 UAE

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

KAWKABOUNA

SYNOPSIS

The program highlights sensitive environmental issues and discusses future opportunities for development in line with plans for alternative energy, pioneer projects from around the world that contribute to sustainability and environment protection..

program aims at raising awareness about climate and clean energy issues. It presents innovative solutions and suggests a different environmentally friendly lifestyle. It also highlights economic opportunities related to the climate and alternative energy, and tackles the transformation that will take place in the world of energy and smart cities, with regards to alternative energy and the international sustainability plan.

"Our Planet" also highlights the major global events and conferences associated with climate change and provides comprehensive coverage of events from all angles that would be interesting to viewers.

TIME & DATE: Friday 19:30 UAE

FREQUENCY: First Run and 2 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

IQTISADOKOM

SYNOPSIS

A business program that deals with economic issues and focus on the general population needs and interests such as food, agriculture, small and medium industries, modern innovations, housing, etc.

The show goes in-depth about savings, loans, retirement planning, purchases, entrepreneurship, etc.

TIME & DATE: Saturday 09:30 UAE

FREQUENCY: First Run and 2 Repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

AL TASHKHEES

SYNOPSIS

The show discuss the latest medical innovations and will present the therapeutics and treatment for several ailments mainly those afflicting the Arab region and the Middle East

The show also host a group of specialized doctors from several fields to guarantee the superior quality of the sound medical advice provided.

TIME & DATE: Saturday 16:30 UAE

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

MUATHIROON | INFLUENCERS

SYNOPSIS

The show will present a subject or more that was the main interest of influencers on social media who have published posts or videos related to the matter.

Some will discuss why they are interested in the topic and how they should deal/have dealt with it. We enter the worlds of these people and reveal how they think and produce!

The show will also highlight the success story of one influencer presented during the episode.

TIME & DATE: Saturday 17:30 UAE

FREQUENCY: First Run and 2 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

NAJAHUHON

SYNOPSIS

A weekly program that showcases inspirational stories around female heroes who have realized their ambitions, overcome challenges and created a better future for themselves through perseverance, creativity, and persistence.

Guests are invited to speak about their unique journey to success and the major impact on the society.

An Award-Winning Program, that was recognized at the global “Telly Awards”, and won two Trophies in the “Best Television Documentary Series” Category, with two different participating episodes of the Program.

TIME & DATE: Saturday 19:30 UAE

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

MIN AL QAHERA

SYNOPSIS

The show will explore regional and international affairs that concern Egyptian society and the region in general from different points of view, and their impact on the region in general.

Broadcasted from the Cairo Bureau, discussing socio-economic and cultural topics that will be presented in the shape of a magazine which contains different sections (guests, clips, people's opinions, social media platforms, etc.).

The show aims at highlighting the Egyptian scene and rendering it more accessible for the Arab viewers.

TIME & DATE: Saturday 20:30 UAE

FREQUENCY: First Run and 2 repeat



CO- SPONSORSHIP BENEFITS

2 x 5" OPENING & CLOSING CREDITS

2 x 5" BREAK IN/OUT

1 x 30" SPOT BUYS

AED 50,000/WEEK

MINASAT

SYNOPSIS

The show will review trending topics and issues covered by social media platforms whether videos or Facebook, Twitter, etc. posts...

Some segments will host the stars of the videos and people mentioned in the stories .

The show aims at attracting the youth from both genders who do not follow the traditional political issues.

TIME & DATE: DAILY 17:30 UAE TIME

FREQUENCY: First Run and 1 repeat



CO- SPONSORSHIP BENEFITS

14 x 5" OPENING & CLOSING CREDITS/WEEK

42 x 5" BREAK IN/OUT

7 x 30" SPOT BUYS

AED 100,000/WEEK

RADAR AL AKHBAR

SYNOPSIS

Radar returns in a new format to cover pressing issues in the region, discussing and analyzing matters to explore their dimensions from different angles and perspectives.

The show tackles the main daily story (political, social, etc.) and highlights the respective reactions from key players and stakeholders.

TIME & DATE: DAILY 18:00 UAE TIME

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

14 x 5" OPENING & CLOSING CREDITS/WEEK

42 x 5" BREAK IN/OUT

7 x 30" SPOT BUYS

AED 100,000/WEEK

AKHBAR AL MASSAA'

SYNOPSIS

Akhbar Al Massaa' returns in a new format to cover pressing issues in the region, discussing and analyzing matters to explore their dimensions from different angles and perspectives.

The show tackles the main daily story (political, social, etc.) and highlights the respective reactions from key players and stakeholders.

TIME & DATE: DAILY 20:00 UAE TIME

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

14 x 5" OPENING & CLOSING CREDITS/WEEK

42 x 5" BREAK IN/OUT

7 x 30" SPOT BUYS

AED 100,000/WEEK

NAFIZA MAGHRIBIYA

SYNOPSIS

This news program centers exclusively on current affairs of the region segment and is dedicated to discuss issues of relevance in the Arab Maghreb countries.

Whether they are economic, political, social or even sports related news. It will be based on debates amongst several guest.

TIME & DATE: DAILY 00:30 UAE TIME

FREQUENCY: First Run



CO- SPONSORSHIP BENEFITS

14 x 5" OPENING & CLOSING CREDITS/WEEK

42 x 5" BREAK IN/OUT

7 x 30" SPOT BUYS

AED 100,000/WEEK

DIGITAL OVERVIEW

Leading digital platforms with **50+ Million** reach, and fastest speed of growth of our social platforms among competition.

f 24.3 M FOLLOWERS



12.7 M Unique Users



8.3 M FOLLOWERS



3.2 M FOLLOWERS



4.03 M SUBSCRIBERS



DIGITAL AD-SPACE

The screenshot shows the Sky News Arabia website interface. At the top, there is a navigation bar with the 'sky news عربية' logo and various menu items. Below the navigation bar, there are several ad placements:

- Leaderboard (728x90 px):** A horizontal banner at the top of the main content area.
- MPU (300x250 px):** A square ad placement on the left side of the main content area.
- Other content:** The main content area features several news articles with images and headlines, such as 'الجابر: القطاع الصناعي قادر على تعزيز الاقتصاد الإماراتي' and 'طيران الامارات تعيد 1,4 مليار دولار لزيائتها بسبب كورونا'.

The screenshot shows the Sky News Arabia website interface. At the top, there is a navigation bar with the 'sky news عربية' logo and various menu items. Below the navigation bar, there are several ad placements:

- Billboard (970x250 px):** A wide horizontal banner at the top of the main content area.
- Halfpage Ad (300x600 px):** A large vertical ad placement on the left side of the main content area.
- Other content:** The main content area features several news articles with images and headlines, such as 'مفوضة بطوقف الطلبة.. اسفار النقط تسجل هبوطا' and 'وزير الطاقة الروسي: سعر النفط قد يرتفع إلى 65 دولارا'.

Brand Awareness & Performance Campaigns to run on Skynews Arabia website and mobile app.

WEBSITE – VIDEO AD

Position video advertising within the heart of Sky News Arabia's editorial content on the website, on both mobile and desktop

An video advertisement solution that automatically plays directly before a featured video, where users can skip the ad only after 5 seconds watch. Available both on desktop and mobile. The best performance video ads are of duration 15 seconds!

Interstitial ad: Interactive ad and appears in transition between two pages

Native content ad: Matching the style and format of rest of the content in the page.

The screenshot displays the Sky News Arabia website interface. At the top, there's a navigation bar with the 'sky news عربية' logo and various menu items like 'الرئيسية', 'أخبار', 'شرق أوسط', 'قائمة مقاربية', 'آخر مستجدات كورونا', 'عالم', 'رياضة', 'علوم', 'اقتصاد', 'مواضيع', 'فيديو', 'مزيد', 'تعليم', 'مشارك', and 'راديو'. The main content area features a large video player with a 'Skip Ad' button in the bottom right corner. The video title is 'سفير نيوزيلندا يحكي قصة عشقه للمانجو المصرية' (New Zealand Ambassador tells the story of his love for Egyptian mangoes). Below the video player, there's a 'راديو' (Radio) section with three video thumbnails and their respective titles and durations.

UNIQUE USERS MONTHLY REACH

Top Countries | Global

	Egypt	3,893,681
	Iraq	856,756
	Morocco	578,029
	Algeria	472,798
	Jordan	416,886
	Sudan	271,577
	United States	255,665
	Germany	247,842
	Tunisia	197,353
	Syria	240,177

GCC

	Saudi Arabia	1,270,176
	United Arab Emirates	446,902
	Kuwait	247,105
	Oman	148,644
	Qatar	113,373
	Bahrain	57,612

Page views : 1,154,848 Monthly Imps: 1,126,503

Male 72% - Female 28%

Age

18 to 24 : 10%

25 to 54 : 74%

55+ : 16%

Device Category

Mobile : 93%

Desktop : 6%

Tablet : 1%

DIGITAL RATE CARD

GROSS RATE CARD		
Desktop ad-units	Dimensions	Gross Rate AED
Billboard, Leaderboard, Super Leaderboard, Half page Ad, MPU	970x250, 728x90, 970x90, 300x600, 300x250	AED185
Pre-roll video	video ad	185
In-read video	video ad - responsive size	185
Mobile Ad-Units		
Leaderboard	320x50	185
MPU	300x250	185
Pre-roll video	video ad	185
In-read video	video ad - responsive size	185
In-app ad-units		
Large leaderboard	320x100	185
MPU	300x250	185

PROGRAMMATIC RATE CARD		
Deal Types	Ad formats	Gross Rate AED
Programmatic Guaranteed	970x250, 728x90, 970x90, 300x250, 300x600 & 320x50	95
	Pre-roll video ad	130
	Out stream video ad	110
Preferred deal	970x250, 728x90, 970x90, 300x250, 300x600 & 320x50	75
	Pre-roll video ad	110
	Out stream video ad	95

If particular section targeting is required, the net rates will be up by 15%.

RADIO STATION











90.3 FM ABU DHABI - 90.5 FM DUBAI - 89.7 FM AL AIN

sky news عربية

www.skynewsarabia.com | [f](#) [t](#) [i](#) [v](#) [s](#) @skynewsarabia

THE LEADING NEWS STATION FOR
LOCALS AND ARABS WITH 7.33%
REACH.

-  Health
-  Environment
-  Travel
-  Cinema
-  Books
-  Tunes
-  Business
-  Weather

DAILY SHOWS



Morning Show:

Runs from 6 am to 10 am, along with news that comes top of the hour. The show has many diverse segments ranging from health and medical advice to business and sports and tips for tourism and travel (destinations). It also has a variety of entertainment and artistic topics, as well as packages from our main correspondents.



Our News:

In four hours, 10 am to 2 pm we look into the most important Arab and international news presented by a group of Sky News Arabia reporters. To draw a picture of today's news' features, in addition to a variety of news in which we focus on women and family issues in six segments, to take a grasp of all women and family affairs.



The World:

Between 2 pm and 6 pm we take a look at the most important events, news and developments in the world, and we look into different angles of the news, in an analytical vision. We also offer the technology's enthusiasts and followers the most important modern discoveries. We don't forget car fans who have a share in the segment "car world", where they learn valuable tips that provide them with advice and information.



The Evening:

Between 6 pm and 8 pm we updated news and follow developments in addition to a variety of segments.

Our Segments within these shows:

- Currencies Updates
- Business Bulletins
- Spots Bulletins
- Weather
- Science & Technology
- Health
- Environment
- Destinations
- Wallet
- Car Show
- Football Talk
- Names in News
- Music Legends
- Biography
- Readers Digest
- Cinema
- Hobbies
- Moments
- On this day in history
- Family Affairs

RADIO RATE CARD

30" Spot	Peak		Off Peak	
Timing	6 am – 10 am	4 pm – 7 pm	10 am – 4 pm	7 pm – 8 pm
Gross Rate	AED 800		AED 500	

Show Sponsorship	Peak		Off Peak	
Show	Morning show	The World	Our News	The Evening
Timing	6 am – 10 am	2 pm – 6 pm	10 am – 2 pm	6 pm – 8 pm
Benefits	45 x 30"/ week 5 x 5" opening/close		45 x 30"/ week 5 x 5" opening/close	
Gross Rate	AED 15,000		AED 10,000	

sky news عربية

THANK YOU

May 2023

