

## FOR IMMEDIATE RELEASE

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#### **53.8% of FTA Arab Satellite TV channels have online presence**

During September and October 2016, the Arab Advisors Group examined 821 fully operational FTA satellite TV channels targeting the Arab World, to research their online presence. Of the analyzed stations, 53.8% (442 channels) had an online presence.

With the increasing adoption of Internet in the Arab World, many channels in the Arab TV industry have established an online presence. The Arab Advisors Group analysis revealed that the majority of channels with an online presence have enhanced portals that include a wide range of advanced interactive services, such as: online advertising, forums, online shopping, search engines, etc.

A new report, "[Online Presence of FTA Satellite Channels in the Arab World 2016](#)" was released to the Arab Advisors Group's Media Strategic Research Service subscribers in November, 2016. This report can be purchased from the Arab Advisors Group for **only US\$ 1,850**. The **35-page** report, which has **24 detailed exhibits**, provides a detailed analysis of the online presence of FTA Satellite Channels in the Arab World. The report includes analysis and categorization of the online presence of 621 FTA satellite TV channels broadcasting on Arabsat, Nilesat, Noorsat and Yahlive satellite systems.

**Please contact the Arab Advisors Group to get a copy of the report's Table of Contents.**

Any investment in this report will count towards an **annual Strategic Research Service subscription** should the service be acquired within three months from purchasing the report; or could count towards attending one of [Arab Advisors events](#):

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- **Arab Advisors' "Smart Government MENA Summit** on April 25-26, 2017 in Amman – Jordan.
- **Digital Transformation MENA Conference** on September 11-12, 2017 in Amman- Jordan.
- **Finance MENA Forum"** on October 16-17, 2017 in Amman – Jordan.

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"The results show that a majority of the 430 channels that have online presence lean more towards an enhanced online presence. Furthermore, 31.7% of channels with an online presence generate online revenues from their supporting online presence through methods that include online advertisement and online shopping, among others" Ms. Hiba Al Atiyat, Arab Advisors Senior Research Analyst wrote in the report.

"Almost 68.1% of the satellite channels have online presence for promotional purposes only and do not aim at generating online revenues. 31% of the channels that have online revenue generating features have an enhanced online presence." Ms. Hiba Al Atiyat added.

The Arab Advisors Group's team of analysts in the region has produced close to **4,400 reports** on the Arab World's communications and media markets. The reports can be purchased individually or received through an annual subscription to Arab Advisors Group's ([www.arabadvisors.com](http://www.arabadvisors.com)) Strategic Research Services (Media and Telecom).

To date, Arab Advisors Group has served **900 global and regional companies** by providing reliable research analysis and forecasts of Arab communications markets to these clients.

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**Special note to the editors:** Kindly use Arab Advisors (not AAG) when abbreviating Arab Advisors Group. AAG is not a suitable abbreviation since it conflicts with the name of another company not related at all to Arab Advisors Group.

Arab Advisors Group's Arabic name is **مجموعة المرشدين العرب**  
**Please include our name in English in brackets after the name in Arabic**

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**Arab Advisors Group** provides reliable research, analysis and forecasts of Arab communications, media and technology markets.

Arab Advisors Group Strategic Research Services (Media and Telecoms) are annual subscriptions. The services cover **nineteen** countries in the Arab World: **Lebanon, Syria, Jordan, Palestine, Iraq, Egypt, Sudan, Saudi Arabia, Yemen, UAE, Kuwait, Qatar, Bahrain, Oman, Libya, Tunisia, Algeria, Morocco and Mauritania.**

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