



# The Script

TECOM Media Cluster Newsletter

FEBRUARY 2012



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## A word from the Managing Director

We had a full roster in 2011 and as a team our focus was on delivering initiatives that would increase wider awareness of the talent and expertise in our community, while facilitating an enabling environment for media businesses to operate efficiently.

Our different stakeholders in the region and beyond look to our community for content and solutions, which are in line with the latest trends in the industry. Consumers today expect content that is engaging and available on a platform of their choice and with the creativity, skills and knowledge resident in our community, we are well equipped to serve this need.

There are a number of trends influencing the way information is packaged and disseminated and as we move into 2012, new and exciting opportunities are presented by the move towards digital, multi-platform content, the demand for new content experiences and the growing influence of mobility and social networking.

I look forward to our continuing contribution as a community towards creating a significant impression on the regional media landscape through forward looking initiatives that enrich the availability of quality engaging content suited to platforms shaped by the preferences of the consumer.

In order to continue building bridges of opportunity, collaboration and knowledge sharing within our community, we have also planned an interesting line-up of community events for 2012, building on the positive response towards Good Morning DMC, the Thought Incubator and the Filming Series among others.

We aim to provide you with useful information through this newsletter and if there are any additional areas that you would like us to cover through this publication, do give us your valuable feedback.

I wish you a New Year filled with creativity and success.

Regards,

**MOHAMMAD ABDULLAH**

Managing Director  
TECOM Investments Media Cluster



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## Smart Phones Open New Growth Avenues for Arabic Content



Smart phones have opened new growth avenues and set new trends in e-reading narrowing the digital gap between Arabic and English content, according to senior management from TECOM Investments Media Cluster.

The comment came during the launch of Rufoof, a revolutionary Arabic bookstore application, conceptualised by Flagship Projects, a business partner of TECOM Investments' Media Cluster. Rufoof was launched on the sidelines of the IP & TV Forum MENA 2011 at a media roundtable hosted by TECOM Investments at the Jumeirah

Beach Hotel, Dubai. Senior management from TECOM Media Cluster as well as Flagship Projects attended the event.

Rufoof has been designed as an online store providing a wide range of titles including books, articles and e-journals. Content can be downloaded to enable access even when the device is offline. Bookmarking pages, search, a variety of font sizes and the ability to change the colour of bookshelves at the online store are some of the features embedded in the application.

Mohammad Abdullah, Managing Director of TECOM Investments' Media Cluster, said: "Rufoof is a fine example of the growth and proliferation of Arabic content. It is essential to develop and innovate on Arabic homegrown content for users in the region. Developers need to offer the right content and team up with platforms that have the potential to penetrate the market.

"The media cluster is committed to providing young entrepreneurs an environment that encourages innovation through fostering the incubation and realization of inventive concepts."

Rufoof offers a platform for publishing houses and content driven organisations in the Middle East to make their body of work in English and Arabic available to online users through the purchase of space. Content generators have the option to buy a

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premium package to publish their books and articles in a special section on Rufoof or simply post their books individually.

With Rufoof, authors and publishers are protected from piracy due to the high security features deployed by a team of software developers.

Shadi Hasan, Managing Director, Rufoof, said: "E-books have gained popularity due to the increasing proliferation of the iPhone, iPad and smartphone devices in the region. Rufoof provides a new reading experience for Arabic content users. It is a world-class value-added mobile application unique to the Arab world. The time is right for every publication house to create digital versions of its content to gain wider reach and easy accessibility, and Rufoof is delighted to lead by example."



## Dubai Studio City Explores Local Content Creation Opportunities with Industry Stakeholders at DIFF Panel Discussion



The five key pillars of the media industry comprise funding of local content production, talent development, infrastructure digitisation and 'smart collaboration' between media and telco players, as well as monetisation of content and the regulatory role of the government, according to Emmanuel Durou, Telecommunications, Media and Telecom (TMT) Director, Deloitte Middle East.

His comment came during a Film Forum held on the sidelines of the 8th Dubai International Film Festival (DIFF). Themed 'Fostering a Thriving Environment for Local Content', the discussion focused around a special report 'Stimulating the Production and Monetisation of Local Content in the Arab World' that has been compiled with the support of TECOM Investments' Media Cluster.

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The report is based on private discussions with key players in the telecom and media value chain and examines the current status of the five pillars of the media sector in the MENA region.

Participants at the event including senior executives from the region's telecom and media industries explored local content creation opportunities and challenges facing the Arab media industry.

Durou added: "Over the past 18 months in the region, considerable effort has been placed in funding through governmental seed money, talent development with multiple media training academies and telco-led improvement in mobile and fixed digital infrastructure. However, as ad-funded and paid-for content revenues remain low in the region, a significant task is ahead of us in defining the optimum commercial model for content sales. We also need to ensure better protection and incentives for the owners of rights via adequate media regulation and enforcement."

Moderated by Claire Aguilar, ITVS, US, the session also included as panellist, Meinolf Zurhost, Head of Feature Films, ZDF/ARTE, Germany.

Some of the distinct areas of intervention that were brought up during the seminar included timely roll-out of audience measurement systems, targeted content solutions on satellite, opportunities for co-production, encouraging entrepreneurship, anti-piracy initiatives and local content quotas.

## Dubai Studio City Presents at Film Mart



Dubai Studio City also marked its presence at a special session during Film Mart, a distinctive platform for the trade and distribution of films held on the sidelines of the 8th Dubai International Film Festival (DIFF).

Film Mart explored the processes and services required for supporting the burgeoning indigenous film industry and gain increased interest from international production studios.

Elaborating on the exclusive services offered by DSC's Location Approval Services (LAS) department, Jamal Al Sharif, Managing Director, Dubai Studio City and Dubai Media City, said: "The department has helped cement Dubai's status as a major destination for film shoots. Dubai offers a range of location-specific advantages to international filmmakers. We





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invite professionals to come to the emirate for commercial, television or cinema production, and assure them of the support of our Location Approval Services (LAS) department."

With a sole mandate to issue permissions for filming and photography activities in Dubai, the LAS department offers instant convenience to international filmmakers through expediting and facilitating all aspects of filming in Dubai and the UAE, including location scouting, access of talent, arrangement of visas and organizing affordable accommodations for crew.

LAS data collected over the past years indicates a strong growth in demand for production services. In 2010, the department facilitated 888 film shoots. In particular, the LAS mobilised its capabilities and expertise to provide logistics support to the team from Paramount Pictures for the latest sequel of the action thriller 'Mission Impossible' starring Tom Cruise.

Other projects facilitated by LAS include the Bollywood box office hit 'Dabaang' and the reality show 'Best Friends Forever' featuring famous celebrity Paris Hilton. Films such as 'Race' and 'Partner' (India); 'Dr Who' series (the UK); 'Amazing Race' (the US); 'Andaleeb Al Dooki' (Egypt); 'City of Life' (the UAE); 'Keif Al Hal' (Saudi Arabia) and 'Dream Boat' (Germany) are some of the popular films that also had LAS overseeing the approval requests.

## TECOM Media Cluster Highlights Opportunities in Regional Sector at 'Middle East Broadcast Summit'

**Middle East Broadcasting Summit 2011**  
Where the Middle East's broadcasting industry meets!

The rapid progress and enormous diversity of digital solutions, as well as convergence of media, along with the growing demand for premium indigenous content offers an extremely promising future for the regional broadcast industry.

Therefore, it is imperative to adapt to this rapidly changing scenario if the sector is to capture emerging opportunities, according to Abdulla Al-Mohaisin, Director - Business Development, TECOM Investments' Media Cluster.

Al-Mohaisin's comment came during his presentation at the third Middle East Broadcasting Summit, organized by Association and Communications Events and supported by TECOM Investment's Media Cluster.

The event brought together key stakeholders including CEOs, directors, senior managers, engineers, technicians, and advertising executives from the broadcasting,

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telecommunications and media industries to share best practices and discuss opportunities for growth and reforms in the sector.

During his presentation at the summit, Abdulla Al-Mohaisin deliberated on the challenges as well as the opportunities that lay ahead for the broadcasting industry.

He added: "To succeed in a radically different landscape of media convergence, broadcast players must understand where new growth will come from and how to capitalize on it. In particular, they must deliver content on multiple platforms. Also, it is vital to ensure close collaboration and strong commitment of all stakeholders in the content creation and distribution value chain, among technology vendors, financial investors and government policy regulators."

Speakers at the summit also included Dr. Riyadh K Najm, Assistant Deputy Minister of Engineering, Ministry of Culture and Information, Saudi Arabia; Abdul Nasser Al Kaabi, Chief Technology Officer, Abu Dhabi Media Company; Naser Shrouf, Head of Strategy and Distribution, Middle East and Africa, Deutsche Welle; Samer Abdin, Co-Founder, Istikana; Mohammad Burhan, CEO, CNBC Arabia, and Sumantra Dutta, Country Head - Middle East, Africa and Pakistan, STAR TV.

The event comes at a time when the broadcast landscape is witnessing a perceptible shift. With an average of 60 per cent of the population in the GCC below 35, media consumption is mirroring this change. According to Price Waterhouse Coopers in 2010, the broadband and internet household penetration levels in the MENA region are expected to increase to 38.5 per cent and 64.3 per cent respectively.

Backed by a young population and increase in broadband penetration in the region, digital migration is projected to be at full force in the coming years.

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## Media Cluster in the News

- A tale of two cities



- Meet the neighbours



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- Mission Impossible



- Technical Challenges



**Q&A**  
**Technical challenges**  
Dr. Amina Al Rastamani, Tecom's CEO, tells Communicate what it took to get DMC up-and-running by Aislinn Allan

**What challenges do you face now?**  
The challenges we face now are related to the growth of the cluster. We are currently in a phase of rapid expansion and we are looking for ways to attract more investment and to create more jobs. We are also looking for ways to improve the infrastructure and to make the cluster more attractive to investors and to the public.

**How did you meet these challenges?**  
We have met these challenges by working closely with the government and by creating a supportive environment for investors. We have also focused on providing high-quality services and on creating a strong network of industry partners.

**What are the biggest challenges you face?**  
The biggest challenges we face are related to the infrastructure and to the availability of skilled talent. We are working to address these challenges by investing in infrastructure and by providing training and development opportunities for our workforce.

**Dr. Amina Al Rastamani**  
CEO of DMC

TECOM | 2011





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## MENA's leading TV broadcast players attend ASBU Broadcast-Pro Summit and Awards



With more than 300 delegates from Saudi Arabia, Oman, Bahrain and UAE in attendance, the inaugural Broadcastpro Summit and Awards held at the Jumeirah Beach Hotel on November 23, 2011, recognised 14 outstanding achievements in both creativity in programming and technological innovations.



The event was held under the auspices of the Arab States Broadcasting Union (ASBU) and the keynote address at the summit and awards ceremony was delivered by Dr. Riyadh Najm, Vice President of ASBU and Deputy Minister for Information Affairs, Ministry of Culture and Information, Saudi Arabia.

At the well-attended summit held earlier in the day, top executives of broadcast companies discussed issues from cloud computing, business intelligence for broadcasters, the future of television and archiving, among other issues. Landmark case-studies were presented in areas of establishing new channels and creating effective archives. "Besides the fact that this summit and awards attracted the largest number of people from the production and broadcast

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industry this year, we were pleased with the very high-profile turnout we had at our event," stated Vijaya Cherian, Group Editor, Broadcast Division, CPI.

The awards ceremony began with the 'MENA Broadcast Trendsetter' category and the winner was Dubai Media Inc. for creating apps to ensure the distribution of content across multiple platforms.

Abu Dhabi Film Commission was recognised as the 'Best Entity Promoting Local Film Production' for its efforts in promoting local talent while Real Image TV Production walked away with top honours for the 'Best Tech Production of 2011' for a video on Toshiba, which combined live action and stereoscopic 3D.

The Jeddah Radio complex with its path-breaking solutions won the 'Innovative Project Award'.

The 'Best Director of the Year' award went to Ahmad Ibrahim of Ashoroq TV for his special programme on Sudan. Qvest Media and TSL Middle East shared the honours for the 'MENA Systems Integrator of the Year'. The stereoscopic 3D lab at 2454 Intaj won the 'MENA Special Recognition Award'.

For its popular coverage of the English Premier League, Abu Dhabi Media was adjudged the winner of the 'Best Sports Coverage'.

Nick Barratt of MBC was acknowledged by industry peers as being the "Technical Achiever of the Year".

OSN's Hindistani walked away with a unanimous vote from the jury as being the 'Best Arabic Drama Production of the Year'.

First Gulf Company was accorded special recognition from the jury and awarded the 'MENA Business Excellence Award'. For their landmark achievements in Libya, Al Aan TV was the Editor's choice for the 'Broadcast Achievement Award'. For his initiatives in creating ICHD, an initiative that will revolutionise the pay TV market, Irshad Contractor, CEO of ICHD was recognised as the 'MENA Entrepreneur of the Year'. Finally, for his leadership in the region's broadcasting industry, Dr. Riyadh Najm, Deputy Minister of Information Affairs, Ministry of Culture and Information, and VP of ASBU was recognised as the 'Broadcast Visionary of the Year'.





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## ITP Broadcast Conference Organized in Association with TECOM Media cluster



The inaugural conference organised by ITP on Nov.16 and 17, 2011 was attended by over 150 of the region's key broadcast professionals. The event looked at the evolution of the industry in the region and the strategic road ahead for broadcasters.

## Dubai Studio City Partners with Digital TV Summit 2011



Dubai Studio City partnered with the 7th Annual Digital TV Summit, the only event to exclusively bring together the global business leaders across cable, satellite, IPTV, DTT, mobile and online sectors. The event was held in London from December 6 to 7, 2011.

Mohammad Abdullah, Managing Director, TECOM Media Cluster spoke on the topic "Developing a content creation industry in the Middle East". His talk touched on aspects such as:

- What needs to be put in place to stimulate content creation in the region?
- What are the success stories and prospects for future development?

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## Create Your Fate - The Cutting Edge in Personal Development with Joseph McClendon III



Joseph McClendon III, the world's leading peak performance specialist helped a capacity audience unlock positive thinking and realize their true potential at an event organized by the TECOM Investments Media Cluster on September 28, 2011.

The event provided participants with insights in the following areas:

- How to unlock a positive mind and achieve new levels of happiness
- How to unconsciously attract more wealth and freedom
- Mastering the secret (the law of attraction)

- How to defuse stress and anxiety
- How to increase your energy levels and develop confidence and courage you never imagined possible
- How to take control over your thoughts and emotions and finally banish harmful and negative thinking

McClendon emphasized that the backbone to bottom line growth, whether business or personal was the conditioning of one's psychology to the point of it resonating with positive emotion and activity.

"Without a shadow of doubt, the most important factor for any business venture, project, organization, and even an individual to generate measurable positive results is the mental and psychological fitness of the people involved," he said.



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## Dubai Studio City Fun Fest



The Media Cluster organised an evening of fun and entertainment for the whole family at Dubai Studio City on Friday, December 16, 2011.

The evening's entertainment included:

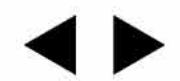
- Dance with Kamilla, the famous dance instructor and choreographer
- Illusion by Moein Al Bastaki, a noted illusionist
- Concert by Riad Kudsi, the celebrated music maestro
- Free photo booth
- Delectable cuisine

## Good Morning DMC (September 2011)



### The Media Bridge

An event celebrating the media community established 10 years ago and ensuring that all players in the industry, old and new, big, medium and small and freelancers benefit from being part of this community.





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## Good Morning DMC (October 2011)

### Coaching in Business

A workshop discussing and highlighting the global trends in workplace coaching.

Global trends in the use of coaching in the workplace  
*Research study, prepared by Matt Rule and Dr. David Rock*



## Good Morning DMC (November & December 2011)



The exclusive launch of a revolutionary Arabic bookstore application. Flagship, a leading Dubai-based hi-tech mobile and web applications provider and a business partner of DMC, has developed an application with more than 4,500 books covering various sectors exclusively for Arabic audiences



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## Media Cluster Business Partners Attend Yoga Workshop



Dr. Tanmay Goswami, founder of Ayurvedic Genesis Research Organization held a workshop for the first time in Dubai. Dr. Goswami is noted for helping improve quality of life by using a new technical Chrono Cosmic Theory and other natural techniques of Ayurveda yoga.

A number of Business Partners from the Media Cluster attended the event, which touched on the following elements:

- Improve Quality of health and relationships
- Optimize your performance and less usage of energy
- Understand Spirituality through Science Speaking to our Rational Minds
- Stop working & living in 'Expectation Anxiety Mood'
- Overcome fears, Phobias and emotional challenges through Ayurveda & Yoga

Dr. Tanmay has conducted Workshops around the world including USA & Russia with thousands of people.



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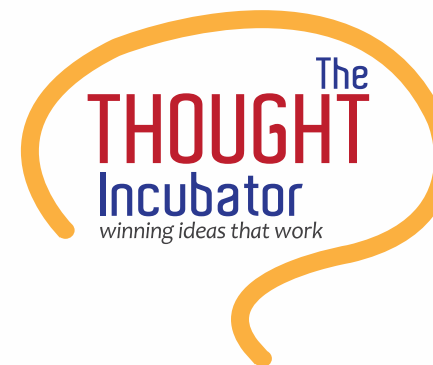
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## Thought Incubator (Data Protection and Security) (September 2011)



ISIT focussed on how solutions can migrate threats by using data classification, data loss prevention, digital rights management, managed security, backup, disaster recovery, cloud based solutions etc. Current threats like data theft, data corruption, data loss, disasters to organizations based in UAE was another highlight at the 'Thought Incubator'.

## Thought Incubator (Mind Mapping) (October 2011)



Nicholas Labuschagne, founder of Gulf Strategic Advisors and consultant to APCO Worldwide, presented an innovative software-based approach to complex decision-making that enables strategic clarity by helping executives and experts define the key elements in complex situations, develop flexible and focused strategies to address them, test the robustness of these strategies against several different scenarios, and assess the potential risks involved in implementing them.

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## Thought Incubator (Freedom to Focus) (November 2011)



Freedom to Focus, a real business live event. The freedom to focus on what matters most:-

- Reduced print costs & increase efficiency
- Enhanced document security
- Improved environmental sustainability

The event also showcased Xerox solutions that could assess current needs, implement the most relevant and effective solutions, and free a business to focus on its core business to deliver real results.

## Thought Incubator (The Emotional intelligence network) December 2011 Edition



This engaging program introduced participants to applications of emotional intelligence (EQ) for enhancing personal and professional performance and building basic skills. Delivering a powerfully effective model of emotional intelligence, the program focused on increasing self-awareness and recognizing emotional intelligence needs and assets in increasing personal performance.





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## UAE National Day



Emirati traditions and culture were the spotlights of the day-long celebrations organized by TECOM Investments on Nov.30, 2011 to mark the 40th UAE National Day.

TECOM Investments' ICT Cluster comprising Dubai Internet City and Dubai Outsource Zone, Media Cluster, and Education Cluster collectively hosted the event that was attended by business partners and senior management including, Mohammad Abdullah, Managing Director of the Media Cluster, Dr Ayoub Kazim, Managing Director of the

Education Cluster; Malek Al Malek, Managing Director of Dubai Internet City and Dubai Outsource Zone and Jamal Al Sharif, Managing Director of Dubai Media City and Dubai Studio City.

Mohammad Abdullah said: "As the UAE celebrates its 40th National Day, another important chapter opens in the nation's efforts to achieve excellence and prosperity. TECOM Investments' Media Cluster is proud of its significant contribution towards developing Dubai into a key global destination for the media sector. We pledge to continue our efforts to further raise the industry benchmark across the region."



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Malek Al Malek said: "This year the 40th UAE National Day pays special tribute to UAE's achievement and progress made under the guidance of its visionary leadership. The celebrations this year are a testament to the open door policy the country upholds in order to create a conducive environment at Dubai Internet City and Dubai Outsource Zone to attract global technology leaders under one umbrella."



Dr. Ayoub Kazim said: "We congratulate the leadership of the UAE and Dubai as we join the National Day celebrations. We invite our student community and the youth from the wider Arab world to draw inspiration from our leaders who are outstanding role models. We call upon the youth to sincerely contribute to realizing our leaders' vision to transform the UAE into a knowledge-based economy."

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The event held at the Dubai Media City Amphitheatre, featured Emirati folk dances, falconry demonstrations, camel rides, authentic cuisine, live cooking stations and a photo studio where visitors had their photographs taken in traditional clothes.





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## DSC Gala Night



DMC 10th ANNIVERSARY

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## New Business Partners

A hearty welcome to the 41 Business Partners, who joined our thriving community in the last quarter of 2011.

Jeevan Telecasting Corporation Limited



**JEEVAN**  
THE COMPLETE FAMILY CHANNEL

Anba Moscow



Viacom 18 Middle East & Africa



Hachette UK Limited



ITE Eurasian Exhibitions FZ-LLC



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