



**ARAB
ADVISORS
GROUP**

PO Box 2374 Amman 11821 – Jordan
Tel. 962.6.5828849 | Fax. 962.6.5828809
arabadvisors@arabadvisors.com
www.arabadvisors.com

Online Presence of FTA Satellite Channels in the Arab World

**Arab Advisors Group
Strategic Research Service**

August 2010

Analyst: Hadeel Sakkijha

This report has been delivered to **Client** as part of the subscription to the Arab Advisors Group Strategic Research Service to be used exclusively by its employees

Copyright notice: Copyright 2010 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

Feedback: Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com

Table of Contents

| | |
|--|-----------|
| Section I: Introduction | 1 |
| Section II: FTA TV Stations with Online Presence | 3 |
| Types of Online Presence..... | 6 |
| Section III: Portal Features that Enhance a Channel’s Online Presence | 8 |
| Portals’ Enhancing Features by Program Type..... | 9 |
| Business/ Financial Channels with Portals | 9 |
| Children and Youth Channels with Portals | 10 |
| Documentary Channels | 10 |
| Educational Channels..... | 11 |
| General- Government Sector Channels | 12 |
| General- Mixed ownership Channels..... | 13 |
| General- Private Sector Channels | 14 |
| Health, Nutrition and Cooking Channels..... | 17 |
| Interactive Channels..... | 17 |
| Movies and Series Channels..... | 18 |
| Music Channels | 19 |
| News and Current Affairs Channels | 20 |
| Promotional Channels | 22 |
| Religious Channels | 23 |
| Specialized Channels | 25 |
| Sports Channels..... | 27 |
| Section IV: Revenue Generation from Channels’ Online Portals and Websites . | 28 |
| Types of Online Revenue Streams..... | 28 |

List of Exhibits

| | |
|--|----|
| Exhibit 1: Online presence of FTA channels on Arabsat, Nilesat and Noorsat | 3 |
| Exhibit 2: FTA satellite channels' online presence by channel's program type ... | 4 |
| Exhibit 3: Types of online presence of FTA satellite channels..... | 6 |
| Exhibit 4: Online portals/websites by program type | 7 |
| Exhibit 5: FTA channels with portals per program type | 8 |
| Exhibit 6: Business/ financial channels with portals | 9 |
| Exhibit 7: Children and youth channels with portals | 10 |
| Exhibit 8: Documentary channels with portals | 10 |
| Exhibit 9: Educational channels with portals | 11 |
| Exhibit 10: General- Government Sector channels with portals..... | 12 |
| Exhibit 11: General- Mixed ownership channels with portals | 13 |
| Exhibit 12: General- Private Sector channels with portals..... | 14 |
| Exhibit 13: Health, nutrition and cooking channels with portals | 17 |
| Exhibit 14: Interactive channels with portals..... | 17 |
| Exhibit 15: Movies and series channels with portals | 18 |
| Exhibit 16: Music channels with portals | 19 |
| Exhibit 17: News and current affairs channels with portals | 20 |
| Exhibit 18: Promotional channels with portals | 22 |
| Exhibit 19: Religious channels with portals..... | 23 |
| Exhibit 20: Specialized channels with portals..... | 25 |
| Exhibit 21: Sports channels with portals | 27 |
| Exhibit 22: Revenue generating features on channels' portals/ websites | 28 |
| Exhibit 23: FTA satellite channels with miscellaneous revenue streams | 29 |
| Exhibit 24: Summary of channels' online presence | 31 |
| Exhibit 25: FTA satellite channels and their online presence by July 2010 | 32 |