

## By the Numbers

- 500+ TV & radio stations
- 1,000+ print newspapers & magazines
- 15,000 news websites
- 24/7 monitoring

## Content Monitoring

- Music
- Movies
- Ramadan Series
- Regular Series
- Talk Shows

## Ad Break Monitoring

- Movie
- Ramadan Series
- Regular Series
- Talk Show
- Songs

## Geographic Scope

- GCC
- Levant
- North Africa

## Who can benefit?

- Advertising Agencies
- Broadcasters
- Content Distributors
- Content Rights Holders
- Media Buyers
- Ad Industry Analysts
- Entertainment Analysts

For more information,  
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Through our **Middle East Monitor** brand, Arabia Inform offers extensive analysis of the Middle East entertainment industry's programming and, through our Advex brand, advertising analysis for entertainment programming. With 24/7 monitoring, indexing and archiving of almost 500 TV channels, you can be sure of unbiased and comprehensive coverage of entertainment content like music, movies, regular series, Ramadan series and talk shows.

Because we monitor and index the full day's programming, including ad breaks, Arabia Inform can give you an in-depth look at a single show, a single channel, a single ad or comparisons between multiple factors.

For broadcasters, that means you can have a comprehensive report about your own activities or that of competing stations. Rights holders and distributors will now have independent confirmation of broadcast rather than relying solely on the station's Certificate of Appearance. Notably, we can also access past programming (since January 2008) in order to assure that your content is not being broadcast illegally – or alert you to the fact that it is, giving you the opportunity to proactively address the issue. Ad and media buying agencies can determine which shows attract a particular type of ad, giving you a unique evaluation tool in your media buying strategy and allowing you to easily compare yourself to competitors.

Because we monitor broadcast, print and internet media, Arabia Inform can also monitor, measure and analyze media reaction to your content or ad. Analysis can be broad – such as a over a group of channels (i.e., all MBC) or a programming type (i.e., all comedy movies) – or narrow – like analyzing the media coverage for a specific program, singer, actor or entertainer.

Middle East Monitor also produces standard reports such as **Ramadan Series Overview**.

*Arabia Inform is a world leader of electronic content from MENA, having the unrivalled distinction of owning four digitization, documentation, indexing and archiving centers – media, advertisements, law, and academic. Our 24/7 business monitors 1000+ Arabic newspapers and magazines (70% have no internet presence), 15,000 news websites and 500 television channels, adding more than 1 terabyte of content to our archives daily. At Arabia Inform all content has value: we collect cover-to-cover for print media and every minute of broadcast. Clients who need to understand Arab world business, economy, politics or culture can request raw data, reports and media analysis in Arabic or English, with the complete assurance that there is no bias in the types of content being gathered. Customized services and research are available upon request.*