

**Media
Information
2026**

BROADCASTPRO
MIDDLE EAST



Introduction

BroadcastPro Middle East

stands as a true benchmark, widely acknowledged as a market-leading voice for broadcasters, content owners, OTT providers, innovators, equipment manufacturers and distributors.

BroadcastPro ME has become a trusted source of established market knowledge and insight, showcasing industry leaders from across the MENA region and beyond.

This influential platform boasts a robust multichannel presence, spanning print, digital, and face-to-face products providing advertisers multiples routes to market. Notably, it hosts the region's most reputable and significant industry conference and awards ceremony—the **BroadcastPro ME Summit & Awards**. For over a decade, this event has held its place as the 'go-to' gathering in the region, earning recognition as the sector's largest awards gala outside of Europe and the USA. Join us on this journey of industry excellence, where **BroadcastPro ME** continues to set the standard for informed discussions, industry recognition, and the celebration of achievements in broadcasting.

Monthly Total Reach

101,859

Print Circulation

5,673

Print Readership

17,019

Digital Subscribers

17,937

Website Unique Visitors

51,380

Social Media

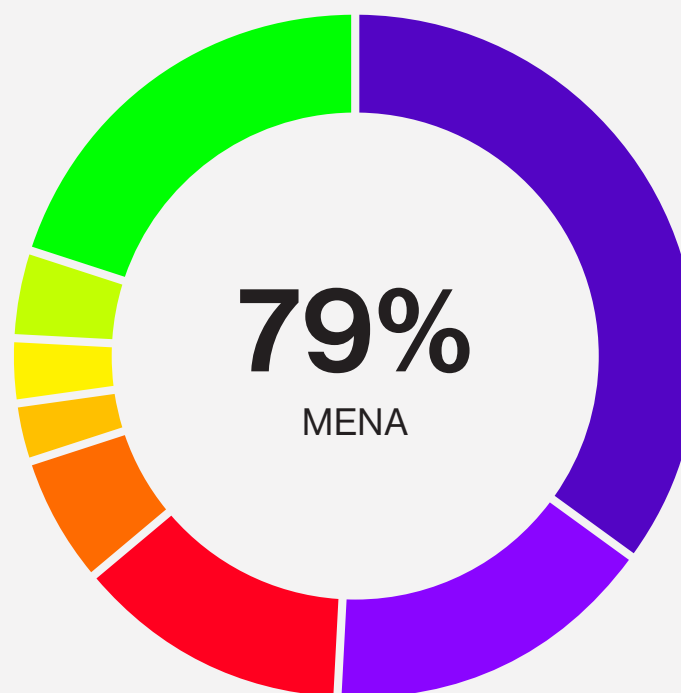
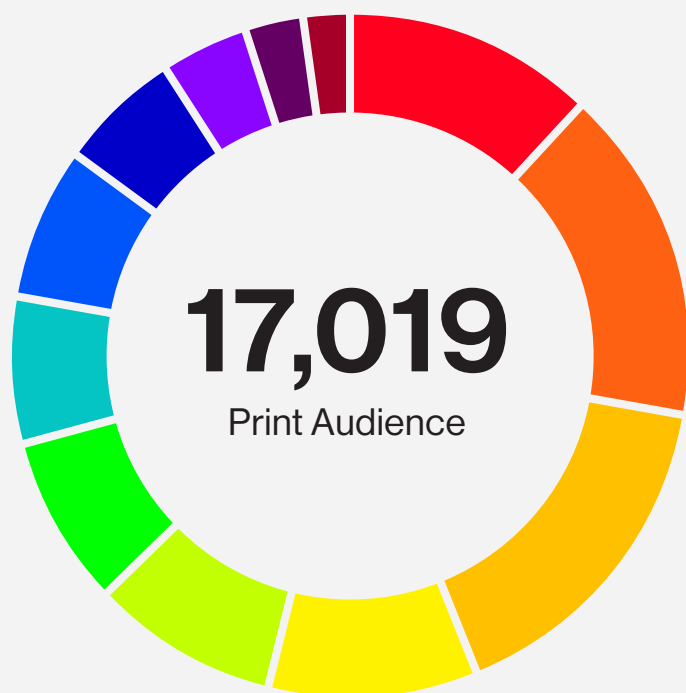
14,093

Event Attendees

1,430

Brand Statistics

*Google Analytics: 2025 Average



■ CEOs, Managing Directors, GM	14%	■ Distributors	6%	■ UAE	37%
■ CTOs	17%	■ Manufacturers	9%	■ KSA	17%
■ Technical Directors	18%	■ Production and Post-Production, Editors	5%	■ Qatar	12%
■ Broadcast Engineers	8%	■ Channel and Programming	3%	■ Bahrain	5%
■ Systems Integrators	8%	■ Lighting and Graphics	2%	■ Kuwait	3%
■ Production Heads	6%	■ Audio Visual Specialists	4%	■ Oman	2%
■ DoPs	6%			■ Jordan	3%
				■ Other	21%

Digital Audience Overview



190,000+

Pageviews

60,000+

Unique Visitors

3.8

Pages/Sessions

2min25sec

Avg Session Duration

42%

Organic Search

60%

Desktop Users

40%

Mobile & Tablet Users

BroadcastProME.com serves as a versatile and dynamic platform, offering a wealth of resources for stakeholders in the broadcasting industry across the Middle East. Our comprehensive content includes up-to-the-minute news, in-depth analysis, expert opinions, engaging videos, and more, providing a holistic view of the sector.

With a robust performance of over 185,000 monthly page views and multiple visits per user, our platform stands as an ideal space for advertisers to effectively target their audience. This extensive engagement not only allows for strategic advertisement placement but also positions advertisers to stay ahead of industry trends, connect with a diverse readership, and make a substantial impact in the ever evolving and dynamic industry.

Choose **BroadcastProME.com** as your go-to platform, ensuring your message reaches a wide and engaged audience.

*Google Analytics: 2025 Average



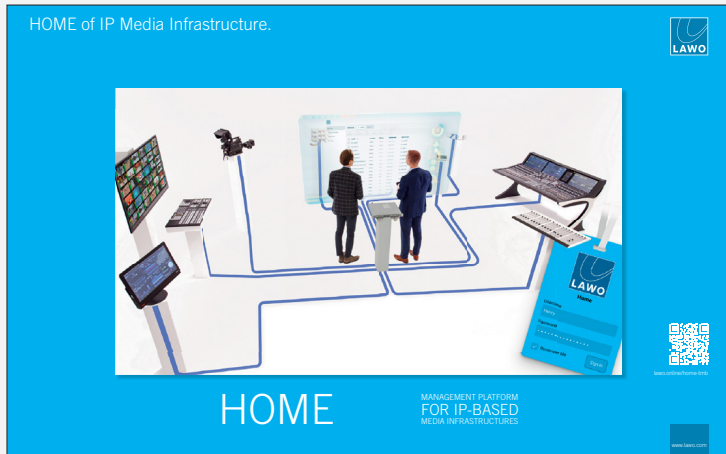
Full Page
207mm x 270mm
\$5,000 p/m



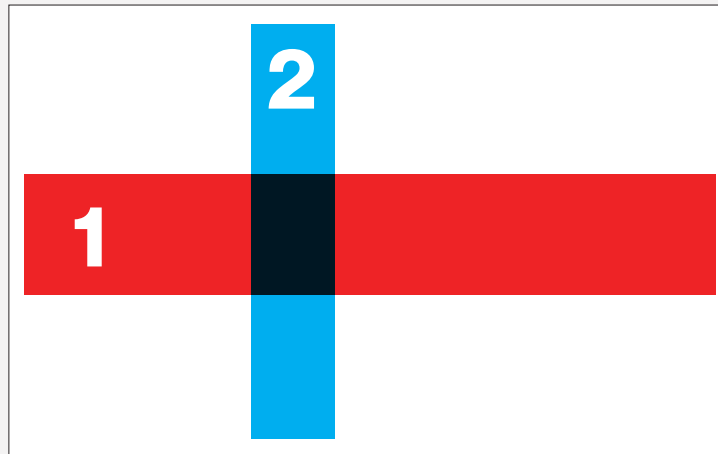
Half Page Horizontal
175mm x 110mm
\$3,500 p/m



Island 2/3 Page
72mm x 144mm
\$2,500



Double Page Spread
414mm x 270mm
\$8,000 p/m



1. Mid Page Spread
384mm x 57mm
\$4,500
per insertion

2. Quarter Page (V)
52mm x 230mm
\$2,500
per insertion

*Rates do not include UAE Government 5% VAT tax

Print Advertising Display

Digital Advertising Display

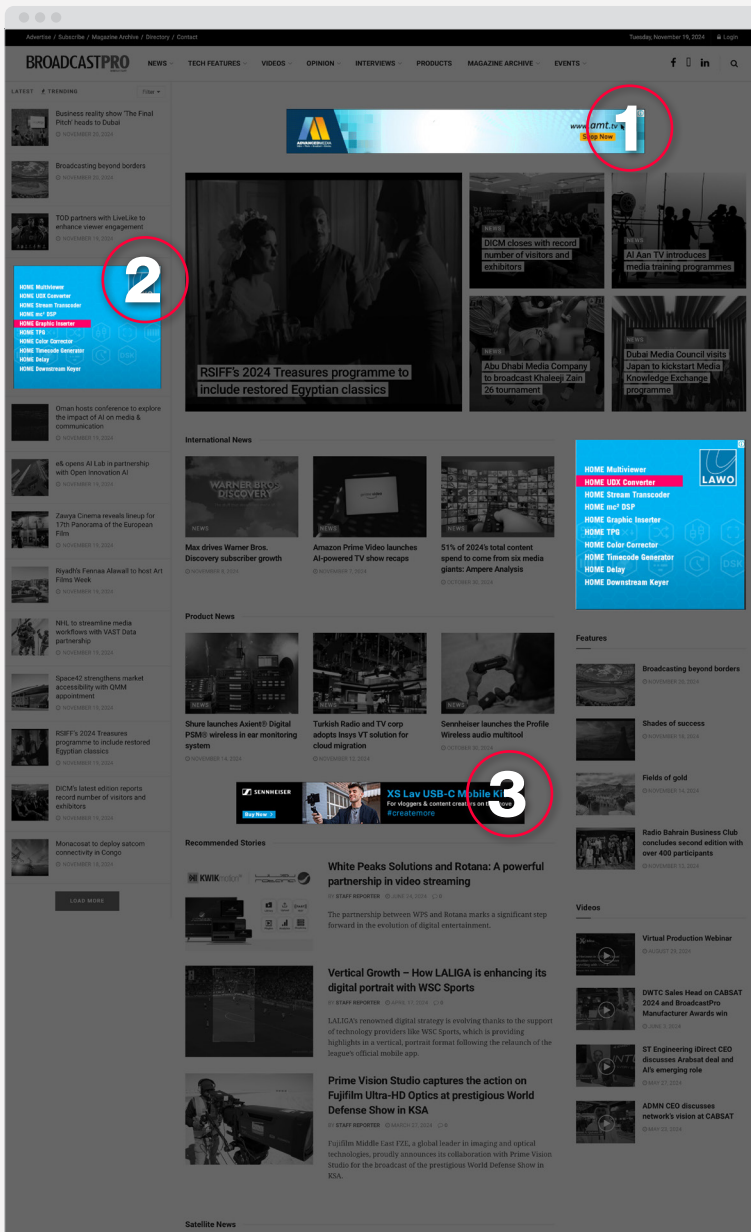
Display Formats

1. Super Leaderboard
2. MPU Left
3. Leaderboard

BroadcastProME.com provides a versatile display advertising platform with multiple positions strategically located throughout the website. Whether on every page, targeted pages, or associated with specific keywords, our advertising options offer extensive coverage.

Our display banners are designed in various sizes to ensure compatibility with diverse screen dimensions. This flexibility guarantees an optimal viewing experience for users across different devices. Advertisers can choose positions that align with their campaign goals, ensuring maximum visibility and impact.

Utilise **BroadcastProME.com** to leverage our tailored display advertising solutions, reaching your target audience effectively and enhancing the overall effectiveness of your campaigns. Elevate your brand visibility through our diverse and adaptable advertising options.



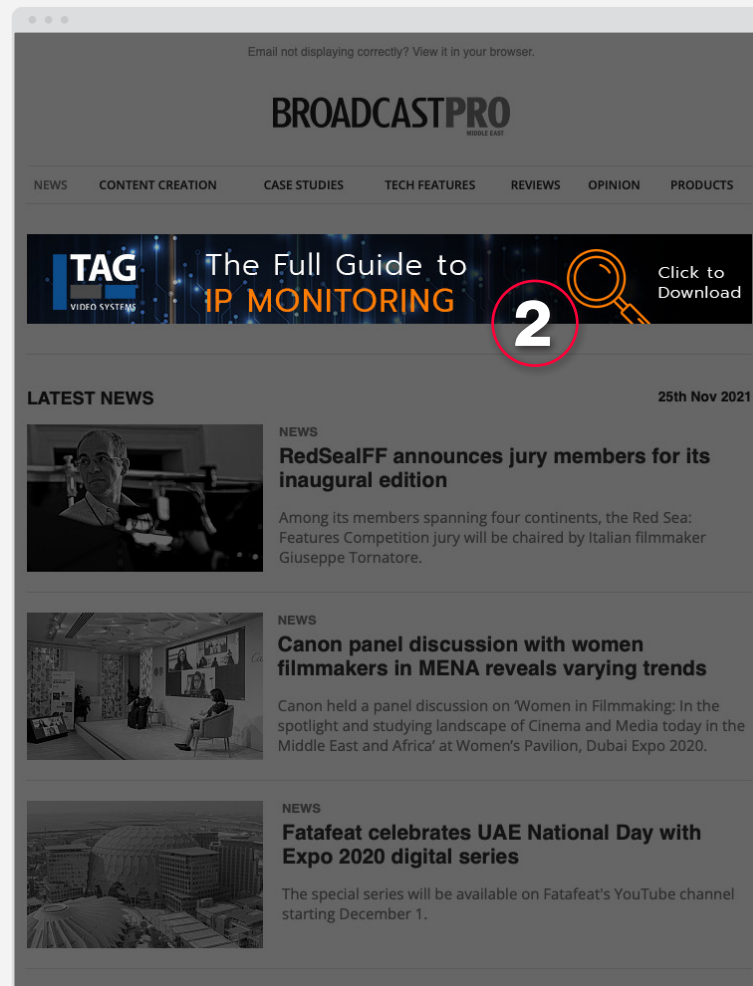
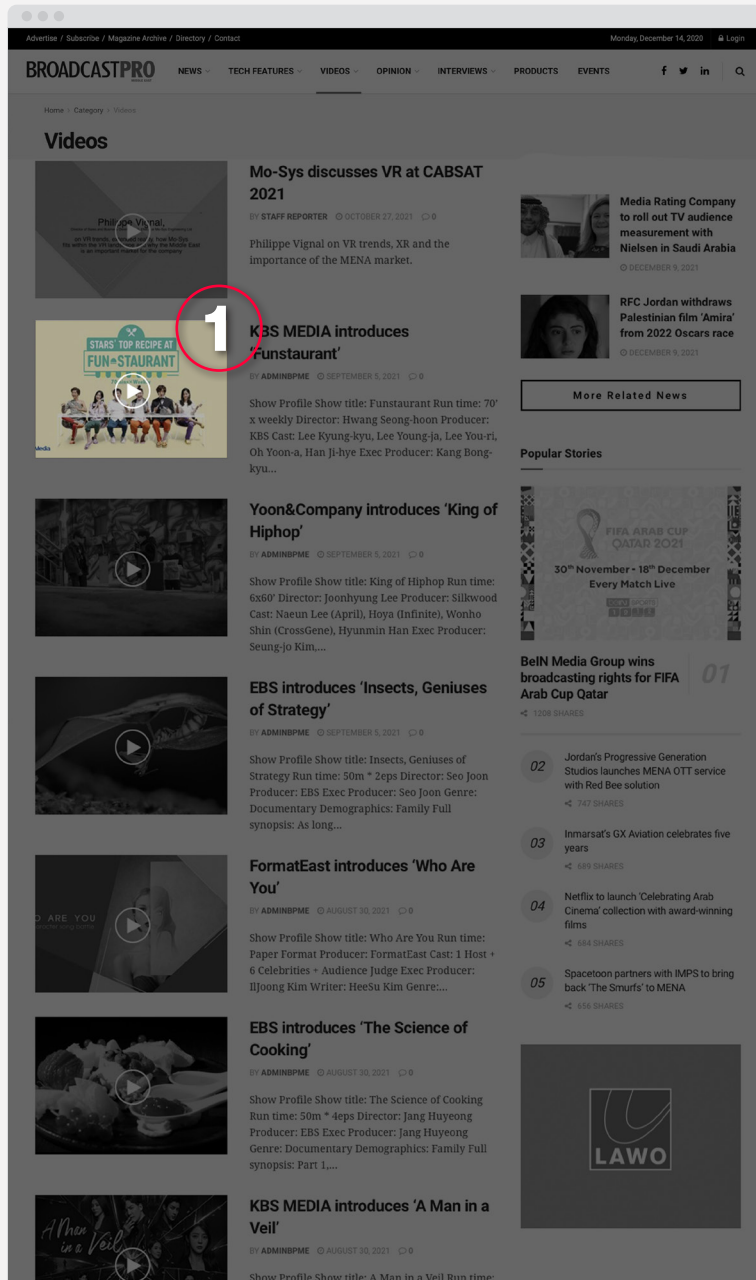
Digital Advertising Video

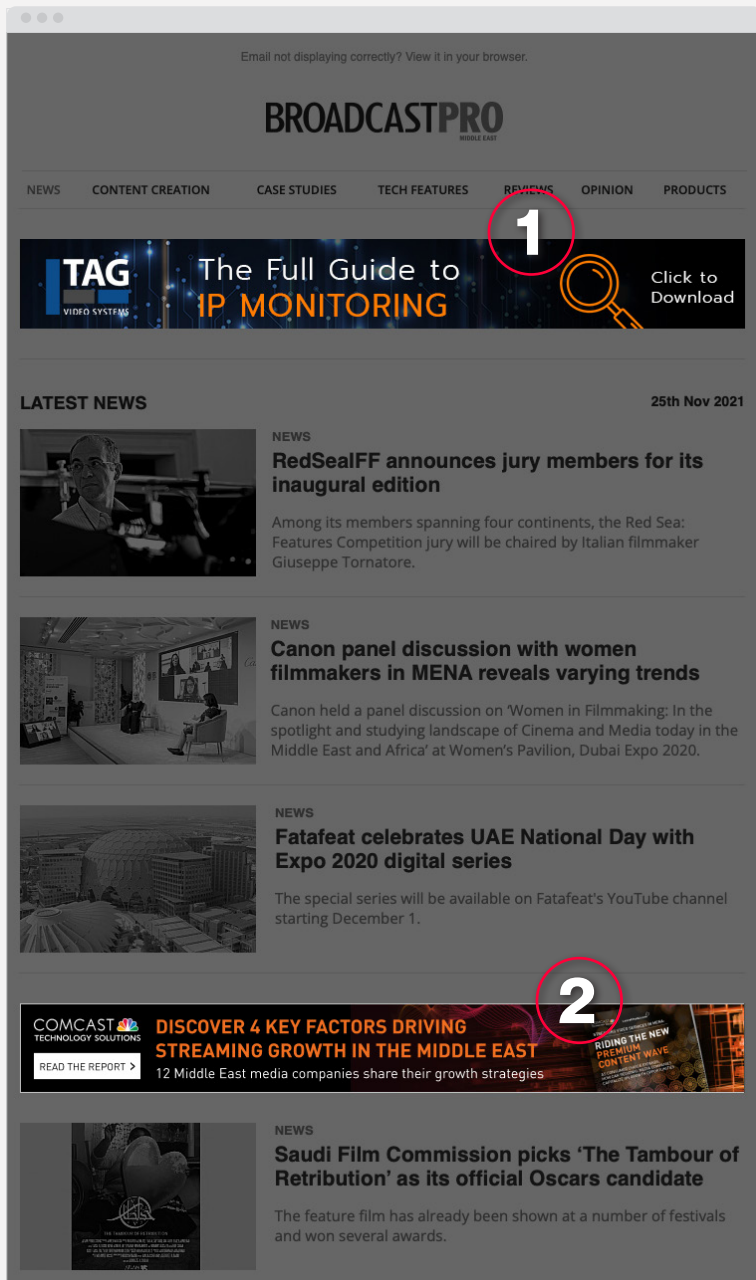
Video Formats

1. Website Video Advertising
2. E-Newsletter Video Advertising

Elevate your video content by advertising it through our newsletters and dedicated website sections. Connect with your target market using the power of visual storytelling, allowing you to convey substantial information in a concise timeframe.

For companies aiming to leave a lasting impression on their target audience, video advertising is a highly valuable solution. Beyond its convenience, video content is inherently more engaging, capturing attention and delivering messages with impact. Leverage the dynamic potential of video advertising to ensure your brand stands out in the minds of your audience. Engage, inform, and make a lasting impression through the compelling medium of video.





Display Formats

Leaderboard

Sponsored Video

Digital Advertising Newsletter

Delivered daily and weekly, our email newsletters are shaped to provide subscribers with the latest stories and events, serving as a pivotal driver for website traffic. These newsletters present diverse advertising opportunities, allowing brands to seamlessly reach over 17,000 industry professionals directly in their inboxes. By leveraging our newsletters, advertisers can strategically position their advertisement or content before a targeted and engaged audience, maximizing visibility and impact within the dynamic landscape of our industry-focused readership.

Engage with us to ensure your brand takes centre stage in the inboxes of key industry players, driving meaningful connections and creating lasting impressions.

17,937

Subscribers

1.15%

Leaderboard CTR

24.15%

Average open rate

1.25%

Sponsored Video CTR

2.45%

Newsletter CTR

*Source: 2025 Average

BROADCASTPRO
MIDDLE EAST

Email not displaying correctly? View it in your browser.



DIGITAL 6000

When everyone is counting on you, compromise is not an option.

The Digital 6000 with superior RF technology keeps the limited frequency spaces free for more channels and allows operation in an equidistant frequency grid where neither transmission performance nor audio quality are compromised.

The Digital 6000 platform is setting standards today and staying ready for challenges of tomorrow.



Enquire Now

www.sennheiser.com

2 YEAR WARRANTY
German Engineering



SENNHEISER

Email not displaying correctly? View it in your browser.



Audio made a stellar leap.

Audio Made a Stellar Leap with Lawo's A__UHD Core and mc²36 Console!



ULTRA-HIGH DENSITY IP AUDIO ENGINE

The native-IP A__UHD Core is Lawo's new console core for mc² consoles, delivering an astounding 1,024 channels of mc²-quality audio processing in just 1RU, while dramatically cutting power consumption.



SMALL FOOTPRINT BIG PERFORMANCE

The new mc²36 console with integrated A__UHD Core technology doubles the DSP channel count of the original, as well as introducing an ultra-compact 16-fader version. The new "IP Easy" feature makes managing IP network devices as simple as analog.



Click here for your chance to win one of our exclusive mc² 36 T-Shirts!



Digital Advertising Email

Email Direct Marketing (EDM), often referred to as an email blast, stands out as a highly effective method for online product and service promotion. Its unparalleled advantages lie in both speed and extensive reach. Our platform offers advertisers a specialised service to directly dispatch their messages to our opt-in subscriber database, ensuring a targeted and engaged audience. Post-campaign metrics are also provided, empowering advertisers to comprehensively evaluate their outreach.

Lead Generation campaigns, like EDM, involve direct message delivery but with an added data collection option. Readers are prompted to share their details through a Request for Information (RFI). These campaigns prove particularly effective when executed as surveys, competitions, or promotions. Elevate your marketing strategy with our targeted and results driven EDM and Lead Generation services.

17,937
Subscribers

1.22%
EDM CTR

16%
Average open rate

BROADCASTPRO
MIDDLE EAST



Digital Advertising Podcast

Podcasts offer a convenient way to consume content on various devices while on the go. The format, has evolved from audio to both audiovisual, supports in-depth discussions, interviews, storytelling, and niche exploration.

Sponsoring a podcast provides a strategic marketing approach, combining targeted reach, authenticity, and adaptability for meaningful audience connections.

BENEFITS

Brand Visibility: We'll share podcasts on our website and social media platforms and promote via emails, newsletters and website.

Engagement and Loyalty: Positive connection with our brand can transfer to yo brand, building trust and loyalty.

Cost-Effective Marketing: Podcast sponsorships offer a cost-effective solution for those wanting to use within the marketing mix.

Thought Leader: Aligning with our unique selling proposition of quality content elevates your brand's credibility.

Contact us to learn more!

Annual Book

PRO Book

2026



Print

Advertising Rate Card

Formats	Cost*	Dimensions
	Per Issue	
Double Page Spread	\$8,000	414mm(w) x 270mm(h)
Inside Front Cover	\$9,500	+10mm bleed
Full Page	\$5,500	
Outside Back Cover	\$7,500	207mm(w) x 270mm(h)
Inside Front Cover	\$6,500	+10mm bleed
Inside Back Cover	\$6,000	
Mid Page Spread	\$4,500	384mm(w)x57 mm(h)
Half Page		
Horizontal	\$3,500	175mm(w) x 110mm(h)
Vertical		85mm(w)x230 mm(h)
Island 2/3 Page	\$3,000	72mm(w) × 144mm(h)
Quarter Page		
Vertical	\$2,500	83mm(w) × 110mm (h)

* Does not include UAE Government 5% VAT

Digital Advertising Rate Card

Formats	Cost*	Dimensions**
JPEG/GIF/PNG/HTML5	Monthly Tenancy Model	Desktop in bold
Super Leaderboard Extended size and top of the website on all pages	\$6,000	970px(w) x 90px(h) 728px(w) x 90px(h) 550px(w) x 80px(h) 320px(w) x 80px(h)
MPU Main Right on homepage and sticky banner on all news pages	\$4,000	345px(w) x 345px(h) 300px(w) x 250px(h) 250px(w) x 250px(h) 200px(w) x 170px(h)
MPU Left Left sticky banner on homepage contents column	\$3,500	300px(w) x 250px(h)
Leaderboard Middle of the website on home and news pages	\$3,500	728px(w) x 90px(h) 550px(w) x 80px(h) 320px(w) x 80px(h)
Newsletter Leaderboard Banner on newsletter	\$1,800 p/newsletter	728px(w) x 90px(h)
Digital Issue Leaderboard Top of newsletter exclusive	\$3,000	728px(w) x 90px(h)
EDM Email blast	\$3,500	640px(w)
EDM Lead Generation Email blast with info grab	\$6,500	640px(w)
Video Create a short video production and send out via all channels for maximum engagement	\$6,000	N/A

* Does not include UAE Government 5% VAT

**Required dimensions for responsive screen sizes

Social Media Rate Card

Package

Can be tailored to requirements

Activity

Posts refer to various content which must be supplied

Cost*

Excluding VAT

Gold

20 Social Posts / month
3 Social Media Networks
Personal Consultations / month
Post Campaign Report
Customer Designed Images

\$4,800 / month

Silver

10 Social Posts / month
2 Social Media Networks
Post Campaign Report

\$3,500 / month

Bronze

5 Social Posts / month
1 Social Media Networks
Post Campaign Report

\$2,800 / month

Events

Live

From exclusive roundtable discussions to large-scale conferences, prestigious awards ceremonies, and dynamic networking events, our portfolio is recognised as a leader in its field. Known for drawing influential figures with agendas that reflect the latest industry trends, our events are structured to be both engaging and accessible, ensuring you make meaningful connections with key stakeholders and industry influencers.

Our events offer more than just traditional networking; they present a unique opportunity to elevate your brand. Through various channels such as speaking slots, live demos, exhibitions, and brand activations, you can strategically position your company in front of your target audience, maximising both visibility and engagement.

Event marketing is a major component of any successful strategy, whether you're entering a new market or launching a product or service. Our curated event solutions are designed to build awareness, drive engagement and leave a lasting impression, supporting a wide range of marketing objectives.

5 February 2026

CONFERENCE

BROADCASTPRO ME SUMMIT
KSA

3 June 2026

AWARDS EVENT

BROADCASTPRO ME
MANUFACTURER AWARDS

11 November 2026

CONFERENCE / AWARDS EVENT

ASBU BROADCASTPRO ME
SUMMIT & AWARDS

Digital Events

Webinars

Connect directly with your target audience by hosting webinars that encourage active participation. Allow attendees to ask questions and engage in meaningful discussions, gaining valuable insights into their preferences and needs. Extend the life of your content by making webinars available on-demand, ensuring your message reaches a wider audience long after the live session ends.

Webinars offer statistical insights, allowing you to measure audience response and engagement rates. Gain a comprehensive understanding of your attendees, enabling a more targeted and strategic route to the market. The cost-effectiveness of webinars is evident, eliminating travel expenses and providing a broader reach. Our webinars have previously attracted more than 500 registrations per event, wooing participants from around the globe. Contact us to participate and sponsor a scheduled webinar event, leveraging this tool for effective engagement and brand promotion. Email vijaya.cherian@cpipromedia.com

BROADCASTPRO MENA OTT CONFERENCE

SILVER SPONSOR



ASSOCIATE PARTNER

ZEE

CDN PARTNER



Moderator: **Amanda Turnbull**
co-founder and CEO Amanda Turnbull Associates



Manoj Mathew Executive VP & Territory
Head (MENA, Pakistan & Turkey) Zee Network



Emre Kümet TV Planning and Reporting
Group Manager Turk Telekom



Jean-Pierre Andreaux
Head of Content Protection – Shahid MBC Group



Hashim Ossaily
Regional Sales Director Synamedia

SEP 20

Day 1

13:00 – 14:00 (UAE TIME)

**How to lead in the
OTT space**

13:00 – 14:00 (UAE TIME) PANEL



January 2026

INDUSTRY FOCUS 1

THE ROLE OF QUANTUM
COMPUTING IN MEDIA
WORKFLOWS

INDUSTRY FOCUS 2

AI-POWERED CONTENT
DISCOVERY AND
RECOMMENDATION ENGINES

February 2026

SHOW - BROADCASTPRO SUMMIT
KSA 2025 - FEB 25

INDUSTRY FOCUS 1

NEXT-GEN STREAMING
PLATFORMS AND SOCIAL
INTEGRATION

INDUSTRY FOCUS 2

SCALING MEDIA OPERATIONS
WITH GENERATIVE AI

March 2026

INDUSTRY FOCUS 1

REMOTE PRODUCTION AND
CLOUD COLLABORATION IN LIVE
BROADCASTS

INDUSTRY FOCUS 2

IMMERSIVE AR, VR, AND MIXED
REALITY IN SPORTS AND EVENTS

INDUSTRY FOCUS 3

PREDICTIVE ANALYTICS FOR
VIEWER RETENTION

April 2026

EXHIBITION

NAB SHOW ISSUE (APRIL 19-22)

INDUSTRY FOCUS 1

BROADCASTING NETWORK
SECURITY AND CYBER RESILIENCE

INDUSTRY FOCUS 2

AI-ASSISTED POST PRODUCTION
AND EDITING TOOLS

May 2026

INDUSTRY FOCUS 1

METaverse EXPERIENCES
AND NFT MONETISATION IN
STREAMING

INDUSTRY FOCUS 2

EDGE COMPUTING FOR ULTRA-
LOW LATENCY CLOUD STREAMING

June 2026

EXHIBITION

CABSAT SHOW ISSUE (JUN 2-4)

AWARDS

MANUFACTURER AWARDS (JUN 3)

INDUSTRY FOCUS 1

5G-ENABLED LIVE BROADCASTING
AND REMOTE COLLABORATION

INDUSTRY FOCUS 2

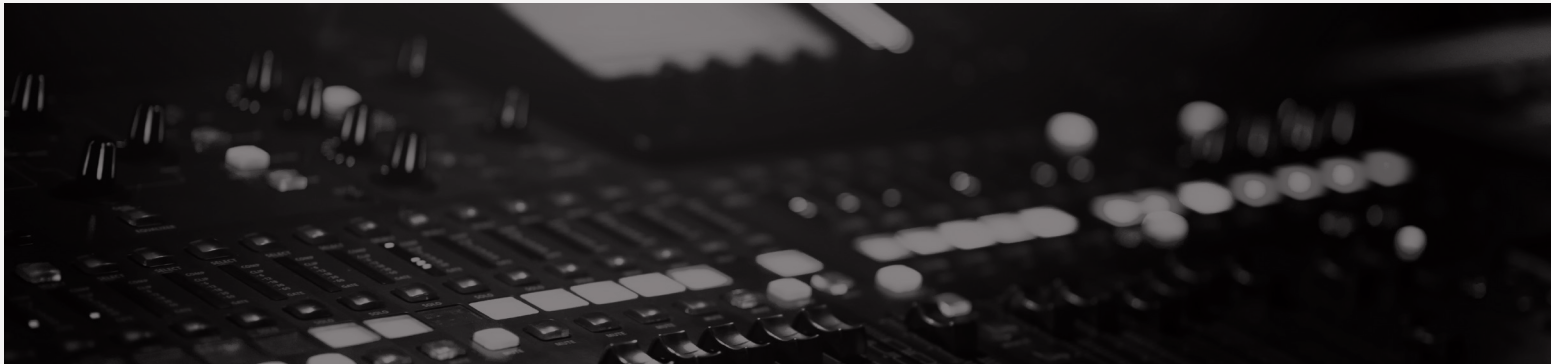
HYBRID CLOUD INFRASTRUCTURE
AND MEDIA SCALABILITY

ANNUAL BOOK

PRO BOOK 2026

Calendar

Jan - Jun 2026



July-August 2026

EXHIBITION
IBC PREVIEW

INDUSTRY FOCUS 1

AI-POWERED DEEPPAKES
AND SYNTHETIC MEDIA IN
BROADCASTING

INDUSTRY FOCUS 2

INNOVATIONS IN SPORTS
BROADCAST TECHNOLOGY AND
VIEWER ENGAGEMENT

September 2026

EXHIBITION
IBC SHOW ISSUE (SEPT 11-14)

INDUSTRY FOCUS 1

NEXT-GEN CAMERA SYSTEMS,
SENSORS AND IMAGING PIPELINES

INDUSTRY FOCUS 2

REAL-TIME 3D RENDERING FOR
VIRTUAL SETS AND EVENTS

October 2026

EXHIBITION
IBC WRAPUP ISSUE

INDUSTRY FOCUS 1

ROBOTICS AND AUTOMATED
CAMERA SYSTEMS

INDUSTRY FOCUS 2

AI-DRIVEN PERSONALISATION AND
DYNAMIC AD INSERTION

November 2026

INDUSTRY FOCUS 1

SUSTAINABLE PRODUCTION
PRACTICES AND ENERGY-
EFFICIENT BROADCASTING

LIVE EVENT

ASBU BROADCASTPRO SUMMIT
AND AWARDS (NOVEMBER 11, 2026)

December 2026

LIVE EVENT

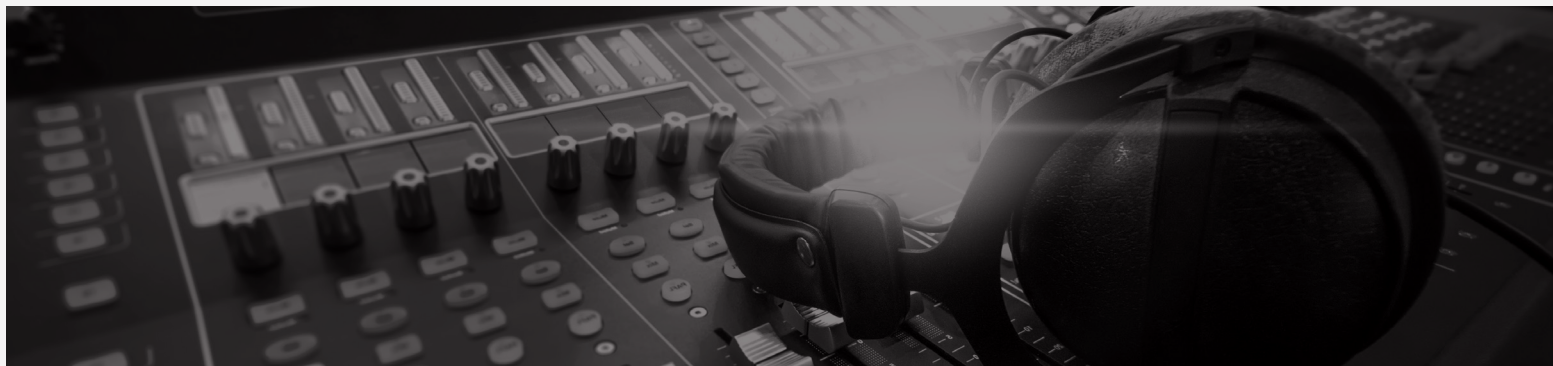
SUMMIT AND AWARDS COVERAGE

INDUSTRY FOCUS 1

NEXT-GENERATION MEDIA ASSET
MANAGEMENT: ARCHIVING,
VERSIONING, AND AI TAGGING

Calendar

Jul-Dec 2026



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