

# REWARD NEXT

2026

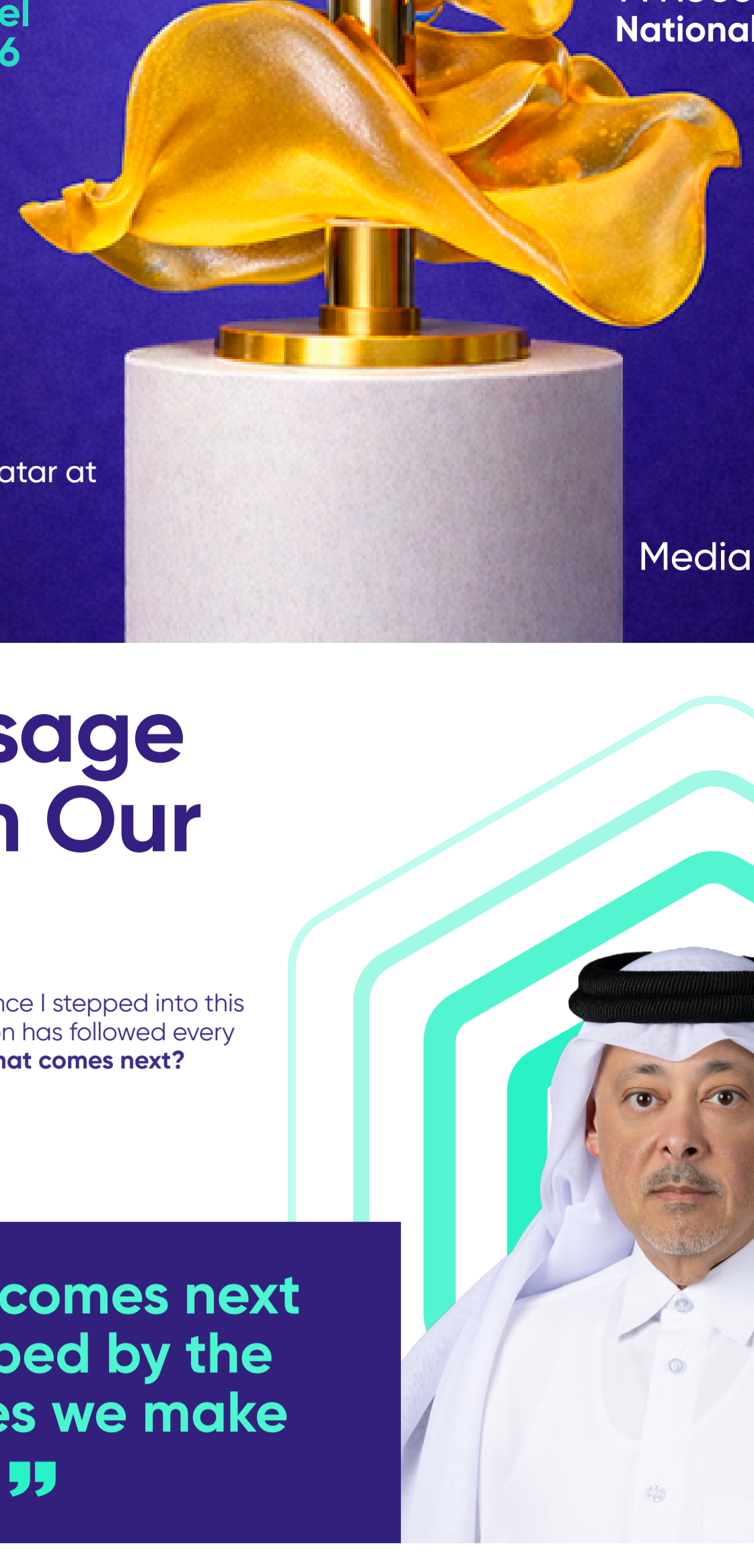
**'The Loudest Grain' showcased at Art Basel Qatar 2026**

**A Record-Setting National Sports Day**

A Global Step Forward with IAMT

Growing with Media City Qatar at **web summit**

What's **Next** at Media City Qatar



## Message From Our CEO

In the months since I stepped into this role, one question has followed every conversation: **what comes next?**

My answer is

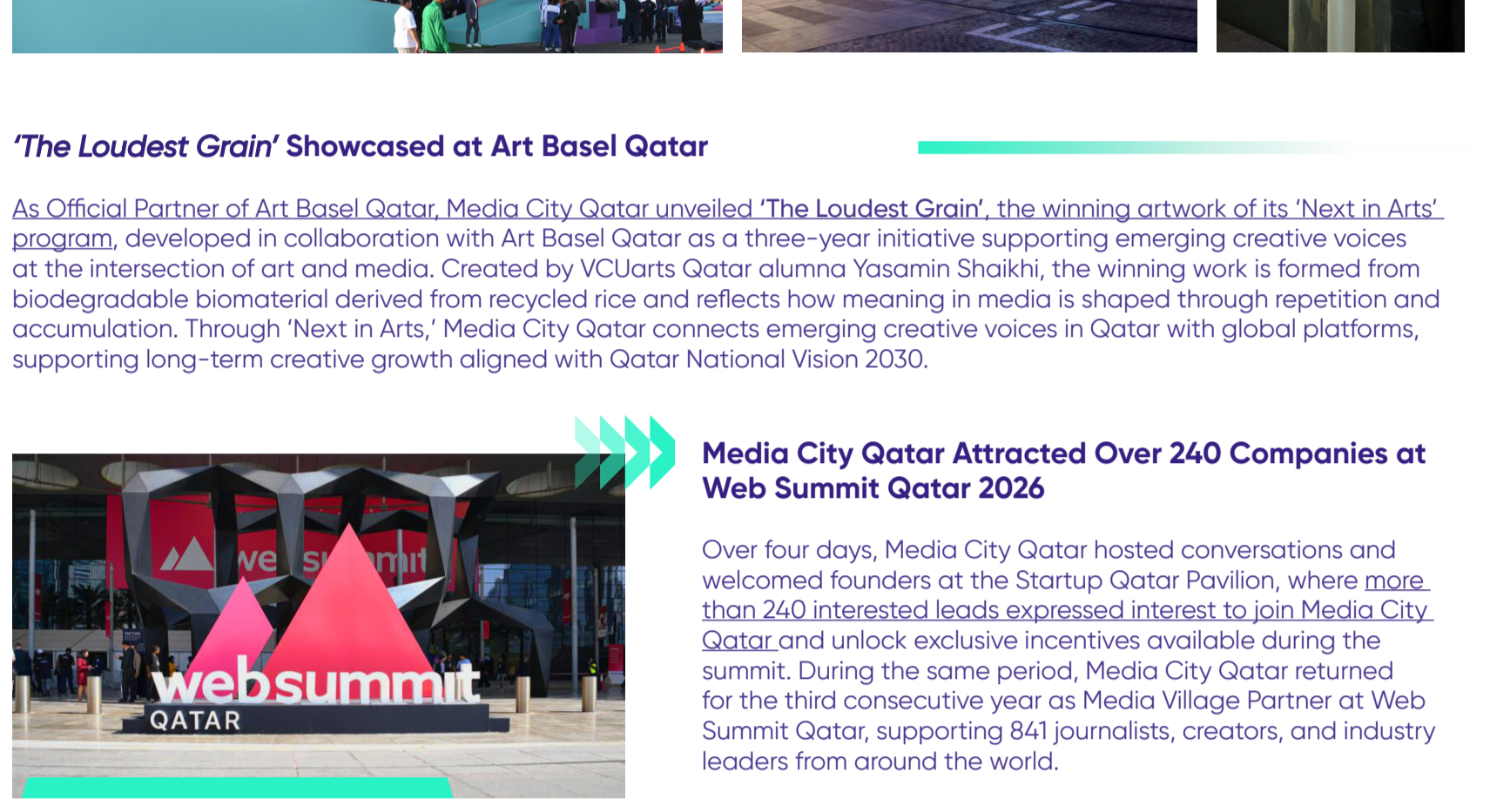
**“What comes next is shaped by the choices we make today”**

our community together, such as lighting our building in blue for World Autism Awareness Day, reaffirming our commitment to inclusion, especially in times that remind us of the power of coming together across Qatar.

So when we ask what comes next, the answer is already taking shape around us. When moments call for sound judgment, our choices matter most. It is built through the decisions we make and the stories we continue to bring to life. The future of media is still being shaped here. This is **Where Next is Made.**

**Hamad Omar A. Al-Mannai**  
CEO, Media City Qatar

## Media City Qatar Highlights



**'The Loudest Grain' Showcased at Art Basel Qatar**

As Official Partner of Art Basel Qatar, Media City Qatar unveiled 'The Loudest Grain', the winning artwork of its 'Next in Arts' program, developed in collaboration with Art Basel Qatar as a three-year initiative supporting emerging creative voices at the intersection of art and media. Created by TCUarts Qatar alumna Yasmin Shaikhi, the winning work is formed from biodegradable biomaterial derived from recycled rice and reflects how meaning in media is shaped through repetition and accumulation. Through 'Next in Arts,' Media City Qatar connects emerging creative voices in Qatar with global platforms, supporting long-term creative growth aligned with Qatar National Vision 2030.

**Media City Qatar Attracted Over 240 Companies at Web Summit Qatar 2026**

Over four days, Media City Qatar hosted conversations and welcomed founders at the Startup Qatar Pavilion, where more than 240 interested leads expressed interest to join Media City Qatar and unlock exclusive incentives available during the summit. During the same period, Media City Qatar returned for the third consecutive year as Media Village Partner at Web Summit Qatar, supporting 841 journalists, creators, and industry leaders from around the world.

**CNN's Global Perspectives Set to Make MENA Debut in Doha**

As Host Partner, Media City Qatar announced that it will welcome CNN's *Global Perspectives* in Doha during 2026. The event will bring together dignitaries, political and business leaders, and visionaries for on-stage conversations led by CNN anchors on key issues across geopolitics, technology, media, and culture, with coverage featured across CNN platforms. The event underscores Qatar's growing role as a destination for global conversation, bringing together perspectives that shape international dialogue and future-focused thinking.

**Another Guinness World Records™ Milestone for Media City Qatar at Qatar National Sports Day**

Media City Qatar received Guinness World Records™ recognition for the "Largest Sports Arena (Temporary)" during Qatar National Sports Day 2026 at Stadium 72, delivered together with the Ministry of Interior, the Internal Security Force (Ishkhiya), and Visit Qatar. The occasion also featured Media City Qatar's Esports Village, managed by its licensed company SNRG, offering console gaming, virtual reality, simulators, and interactive challenges that encouraged visitors to move and play. It also marked the launch of a new mobile game, *Khawi*, developed by Media City Qatar-licensed company COREGAME Studios, promoting active lifestyles through gameplay connected to real-world steps.

**Media City Qatar and IAMT Form Platinum Partnership**

Media City Qatar and the International Association for Media and Technology (IAMT) formerly known as the International Trade Association for Broadcast and Media (IABM), partnered to expand international visibility, strengthen industry collaboration, and support long-term sector development, reinforcing Qatar's position as a regional hub for media and content creation. The partnership connects Media City Qatar to leading global industry events including IBC in Amsterdam, NAB Show in Las Vegas, and CABSAT in Dubai, alongside access to training and knowledge-sharing programs that build skills, leadership, and ecosystem capacity.



## Industry Insights & Trends

**Artificial Intelligence**  
**29%**  
Annual growth is projected for Qatar's AI sector, reaching an estimated \$2.16B by 2031, while the Middle East and Africa agentic AI market is expected to expand nearly 10 times to \$2.2B by 2030.

SOURCE: PWC Doha Policy to practice: how Qatar is writing the partnership for on-stage conversations led by CNN anchors on key issues across geopolitics, technology, media, and culture, with coverage featured across CNN platforms. The event underscores Qatar's growing role as a destination for global conversation, bringing together perspectives that shape international dialogue and future-focused thinking.

**Social Media & Digital Content**  
**80.4%**  
Digital formats are projected to account for 80.4% of total advertising revenue by 2029, up from 72% in 2024, reflecting the accelerating shift toward digital media channels across entertainment and advertising landscapes.

SOURCE: PWC Perspectives from the Global Entertainment & Media Outlook 2025-2029

**Gaming & E-Sports**  
**87M Gamers**  
The MENA gaming audience continues to expand at pace, with the number of gamers estimated at nearly 68 million in 2022 and projected to reach around 87 million in 2026, reinforcing the region's growing role in the global esports and interactive entertainment landscape.

SOURCE: PWC Centre of the Game: KSA emerges as a significant player in the global Esports market

**Media & Entertainment**  
**\$7.7B**  
The estimated size of the MENA advertising market in 2025, reflecting an 8% annual surge and signaling a period of structural transformation across media, digital, and creative industries in the region.

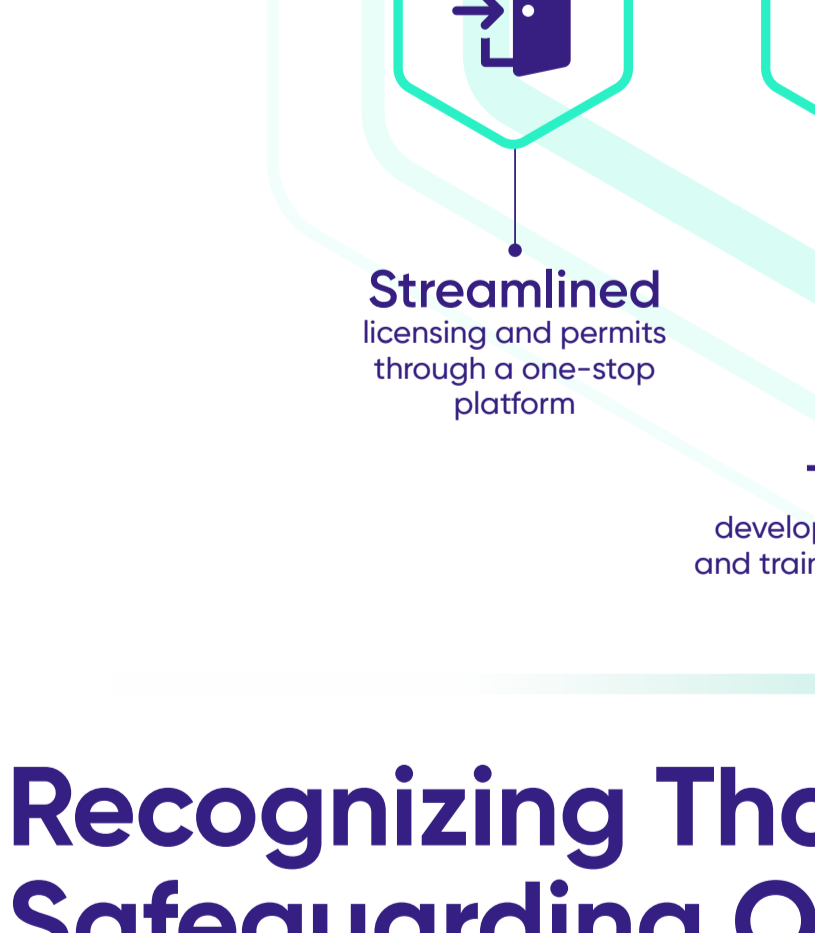
SOURCE: WPP Media The 2026 Mandate: Winning with Intelligence in MENA

**Publishing Transformation**  
**5.1%**  
E-book revenue in the MENA publishing market is growing at a 5.1% compound annual growth rate (CAGR), more than ten times faster than print books (0.5% CAGR) and faster than global digital publishing trends, highlighting the rapid shift toward digital consumption.

SOURCE: STRATEGY - PWC MENA media and entertainment outlook, 2024-2028

## Spotlight on Our Licensed Companies

**InsideNext** celebrates the companies turning ambition into action across Media City Qatar. Explore the people and projects shaping what's next in media and creativity.



**euronews.**

Since establishing its editorial hub at Media City Qatar in 2021, Euronews has strengthened coverage of Qatar, the GCC, and the wider region while generating 11.3 billion TV impacts and 58 million YouTube views, with annual audiences reaching up to 61 million. Euronews now produces shows from Qatar including *Qatar in Motion*, *Grand Voyager*, *Cult*, and *Focus*, has launched the Euronews Travel Channel from Doha, and is preparing to introduce a 24/7 regional news desk at Media City Qatar.

**Rahbani 3.0**  
راهباني 3.0

Founded by brothers Omar Rahbany, a composer, and Karim Rahbani, a director, **Rahbani 3.0** is a regional music and film production company creating large-scale cultural productions from its new base in Qatar. In 2025, Rahbani 3.0 delivered 'Qatar SoundBeat', a Media City Qatar initiative for Qatar National Day, featuring the premiere of the song 'Nabd Qatar'. The song was conceived and composed by Omar and produced by Rahbani 3.0 in collaboration with the Qatar Philharmonic Orchestra, during the FIFA Arab Cup 2025™ final at Lusail Stadium before more than 89,000 spectators.

**COREGAME STUDIOS**

Founded in 2024 within Media City Qatar, COREGAME Studios is one of Qatar's first game development ventures, producing culturally rooted, story-driven games. Its debut title, *Beyond Solar*, blends sci-fi themes with regional identity and has been featured at local festivals and industry events. Most recently, COREGAME developed the mobile game *Khawi* for Media City Qatar's Qatar National Sports Day activation designed to encourage active play through gameplay connected to real-world activity.

## Your Next Opportunity Starts Here

Empowering creators, innovators, and media companies with everything they need to grow.

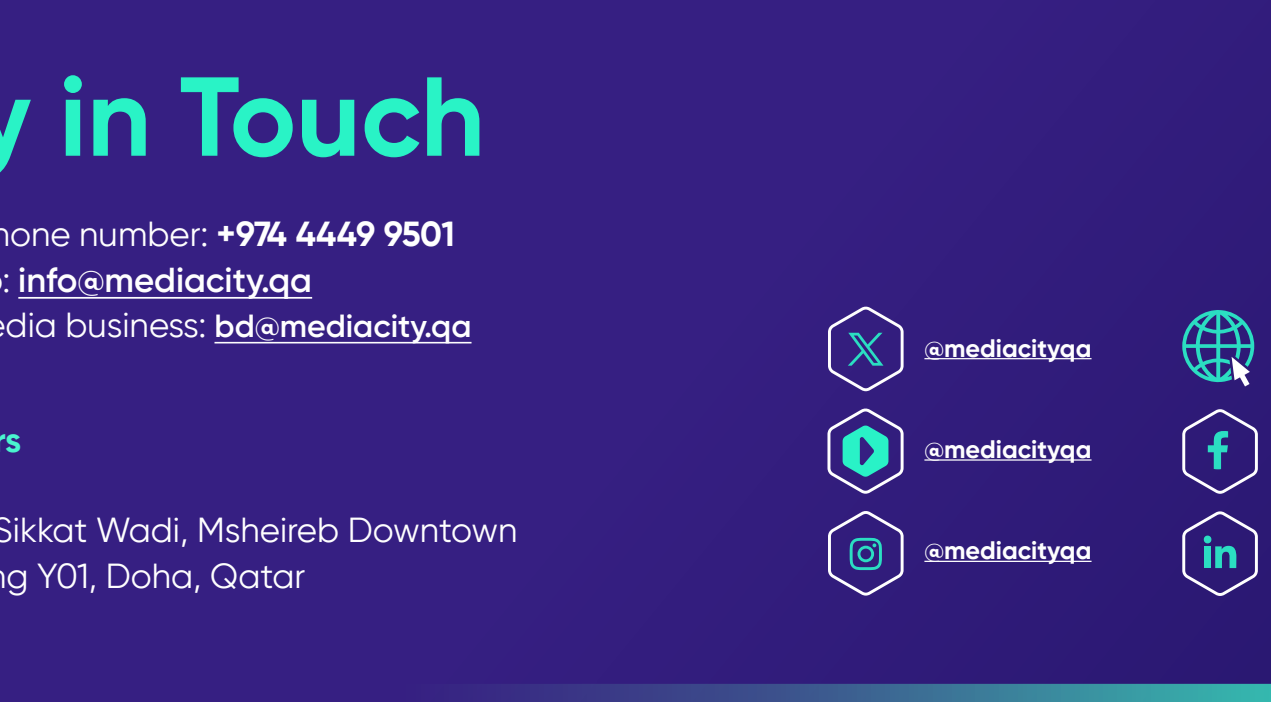


## A Platform For Growth

At the core of this progress, Media City Qatar offers a range of incentives designed to support companies at every stage.

**300** Licensed Companies

As a gateway between East and West, Media City Qatar continues to drive business expansion across media and creative industries, strengthening its position as **Where Next is Made.**



## Recognizing Those Safeguarding Our Nation

A few months ago, when the song 'Nabd Qatar', part of 'Qatar SoundBeat' campaign, was composed for Qatar National Day 2025, we did not know how much its lyrics would mean to us today.

We extend our sincere appreciation to the government of Qatar for safeguarding the country, and we thank the men and women in uniform, as well as healthcare workers and media professionals for their courage, dedication, and service.



Disclaimer: 'Nabd Qatar' was originally composed in Arabic. The English version is a translation. Listen to the full song here.

**Qatar, Qatar,**  
A source of pride and strength,  
O precious homeland,

O beauty of the Land  
powerful and grand  
your flag held high

Who could compare to your glory and pride?

**Qatar, Qatar,**  
A shining force  
You are the future,  
Your achievements grow,

land of peace  
that brightens the night  
a mystery untold  
more each year unfolds

O Doha, beloved by all hearts  
You are the pulse that lives within  
Let your flag wave high above  
In your honor we forever stand

A love beyond measure,  
You've captured every feeling  
Rising beyond ever peaks  
O glory of my ancestors' land

## Careers & Community

Every Great Media Story Begins With Someone Bold Enough to Imagine It



Explore success stories, career paths, learning programs, and other initiatives designed for those ready to help power **Where Next is Made.**

## Stay in Touch

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