REWIND NEXT 2026

The World's First Esports Lounge in an Olympic Museum

Welcoming CNN Worldwide Chairman & CEO

Advancing Content Development with GMC

Insiderest: Success Stories, Now on Video

"Rebel Qatar" is now available on Qatar Airways' in-flight entertainment system

Celebrating 5 Years Building Media City Qatar

Launching New Media & Insight Papers

Building Momentum for the Future of Media

Media City Qatar was established to shape the future of media in the region through a dynamic ecosystem that empowers the next generation of talent, advances technology, and enables business growth.

Today, more than **300 licensed companies** are operating in Media City Qatar, supported by a thoughtful increase over the past two years and making it one of the world's fastest-growing media hubs. Nearly 70% of Media City Qatar's licensed companies have chosen Qatar as their regional headquarters, underscoring its growing appeal beyond the Middle East. This momentum is underpinned by a stable and resilient economy and a thriving business environment, with **Qatar ranked first among GCC countries in PwC's Doubleness Index**[1].

This growth reflects the strength of our regulatory framework, supportive business environment, and a commitment to talent development, supported by a legal framework grounded in Qatar's Arabic-language laws that provide business-friendly accounting that offers **100% foreign ownership, 0% corporate income taxes, and no customs duties**.

The ecosystem is further strengthened by a highly skilled talent pool, targeted incubation and accelerator programs, strategic partnerships, and access to diverse investment opportunities.

> Growth only matters when it creates momentum others want to be part of.
>
> **Media City Qatar Management**

As its impact continues to expand, Media City Qatar's relocation to Mathaela Downtown will further enhance its connectivity and offer, with the relocation set to be completed this year. Bringing licensed companies together in a more connected and collaborative environment will further strengthen opportunities for innovation, partnerships, and growth, while providing a vibrant, cross-cultural space where ideas, talent, and business projects can thrive and contribute to Qatar's economic ambitions.

Media City Qatar remains focused on the opportunities ahead and is committed to continuing the journey alongside its partners, creators, and the wider media community.

Media City Qatar Highlights

Media City Qatar's "Rebel Qatar" is now available on Qatar Airways' in-flight entertainment system. Its cinematic trailer, which has garnered over 1.5 million views, and an hybrid the scenes of the song's making-of video, showcase the region's creative talent, cinematic locations, and the vibrant production ecosystem underpinning the country's heritage, unity, and identity.

Unveiling a First-of-its-Kind Esports Gaming Lounge

Media City Qatar, in partnership with Qatar Museums and Ooredoo Lounges, SMBC, unveiled the 20 Esports Lounge at the Olympic Museum in Doha. The lounge, which is the first of its kind in the country, is a dedicated space for esports and gaming, designed to provide a vibrant environment as a gathering platform for talent development, community engagement, and cultural exchange. The partnership underscores the growing intersection between sport, culture, and technology in Qatar and reflects the broader ambition to position the region as a leading destination for esports and gaming.

Media City Qatar Welcomes CNN Worldwide Chairman & CEO

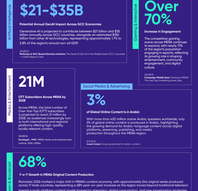
Media City Qatar welcomed Jeff Zucker, CNN Worldwide Chairman & CEO, alongside Qatar Free Zones Council Secretary General Ali Al-Kuwari, for a tour of the Qatar Free Zones Council's flagship media city. The visit underscored the growing momentum behind Qatar's media ecosystem, highlighting its role in bringing together digitalnes, political and business leaders, and supporting the development of talent and innovation across the region. The visit also underscored the growing momentum behind Qatar's media ecosystem, highlighting its role in bringing together digitalnes, political and business leaders, and supporting the development of talent and innovation across the region.

A New Home with Q-Satellite Expands Satellite Broadcast Capacity

Media City Qatar is expanding satellite broadcasting capacity with the launch of Q-Satellite, a dedicated satellite broadcast platform. Operated by Q-Satellite, the platform provides a reliable, high-capacity infrastructure for broadcasters as organisations prepare for talent development, community engagement, and cultural exchange. The partnership underscores the growing intersection between sport, culture, and technology in Qatar and reflects the broader ambition to position the region as a leading destination for esports and gaming.

Ed-A-Ballon Initiative with Qatar Charity Supports Local Artisans

Media City Qatar partnered with Qatar Charity to support artisans in Ed-A-Ballon, a heritage village in Al Shamal that has been subsidised traditional crafts, culture, and livelihoods. The initiative provides artisans with a dedicated space to work and sell their generate income opportunities. Handcrafted Ed-A-Ballon products are now available for purchase at a subsidised price of Ed-A-Ballon gift.



New Media Insight Papers Launched

Media City Qatar has launched its latest Media Insight Papers, a series of research papers that aim to deepen the region's understanding of the media landscape.

New partnership with Qatar Media Corporation to strengthen content development

Media City Qatar is strengthening Qatar's media sector through a new partnership with Qatar Media Corporation, focused on content creation, digital transformation, and talent development. The collaboration will identify original content ideas and support the development of talent across Qatar's media landscape. The partnership underscores the growing intersection between sport, culture, and technology in Qatar and reflects the broader ambition to position the region as a leading destination for esports and gaming.

Industry Insights & Trends

$21–$35B
Potential Annual Growth Impact Across GCC Economies
Generative AI is projected to contribute between $21 billion and $35 billion annually to the GCC economies, with the United Arab Emirates and Saudi Arabia accounting for roughly 75% of the total. Source: "Generative AI in the GCC" Report, Oxford Economics, 2026

Over 70%
Increase in Engagement
Esports tournaments have demonstrated significant growth in engagement, with viewership in regions with ready TV, broadband, and mobile infrastructure, underscoring how entertainment, community, and technology are converging. Source: Esports Tournaments Data, Statista, 2026

21M
GDP Contribution Across MENA by 2030
Across MENA, the total number of jobs that the GCC is projected to create, or sustainable increases, by 2030 in the creative industries, including gaming, esports, and digital content. Source: Deloitte, 2026

Artificial Intelligence & Advertising
3%
Will more than 500 million active Arabic-speaking worldwide, only 3% of digital advertising is currently delivered in Arabic. This gap underscores the opportunity for Arabic-language digital platforms, streaming, publishing, and media companies to reach the MENA region. Source: Arab Ad Group, Upcoming Research by Nielsen, 2026

68%
Y-o-Y Growth in MENA Original Content Production
Between 2024 and 2025, the region saw a 68% increase in original content, with approximately 300 original series produced across 17 Arab countries, representing a 68% year-on-year increase in the region. Drama dominated traditional television, but growth was strongest in social and digital formats, including gaming, digital consumption, and new monetisation strategies. Source: Arab Media Outlook 2026, The Maximizer of MENA Content Economy

Spotlight on our Licensed Companies

SNRG
Licensed under Qatar Museums and Ooredoo, SNRG is a Qatar-based esports company licensed under Media City Qatar's specialising in events, tournaments, and community engagement across the region, with a focus on connecting with Qatar's growing gaming industry. The company has partnered with Ooredoo Lounges to bring the Esports Lounge at the Olympic Museum in Doha, and has hosted multi-activations welcoming over 15,000 people. Beyond its own events, SNRG has also been the official B2B Esports PC supplier ahead of Qatar Football 2026.

IMAGIO
Imagio is a Qatar-based creative agency of Imagio Group, established under Media City Qatar in 2020 as the group's production house and first licensed production in Qatar. Imagio Group is behind some of the region's most recognisable creative and production brands, including "Rebel Qatar", "The 3 Kaous", and "Louis Bernard". Since joining Media City Qatar, Imagio Group has developed two original feature drama series with Media City Qatar's support: "Rebel Qatar" (a cinematic production with a dedicated "Rebel Qatar" trailer), and "Rebel", which combined filming across Qatar and Lebanon. Both series were produced at MPICON Cannes 2026.

MILKS TV PRO
Founded by Dr. Dhiyaulhaq Widiatmoko and Mahfudi Ali Ahmad, Milkstv Pro is a Media City Qatar-licensed production house specialising in film, TV, and digital content, with a strong focus on storytelling across the region. Since in 2024, the company has expanded its regional and international reach, delivering projects across the Middle East, Europe, and the Americas.

Its recent work includes producing four episodes for the Al Jazeera TV, collaborating with Qatar Museums, and delivering productions for international clients such as Ooredoo and Qatar Airways. The company's projects, including Qatar-set Jomard documentary series, Ramadan Tent Pitching, and several public figures and government officials across various international locations.

Watch the full **Insiderest** episode featuring Mithkhar Pro on Media City Qatar's YouTube channel here.

Media Trends Shaping the Region

Change 50%
of engagement happens within the first day
Frontline stories travel faster.

Gaming & Interactive 40%
of people in the Middle East play games
Gaming has become part of the mainstream entertainment ecosystem.

Tech, Digital & Social 70%
of media is digital.
Digital media moves at the speed of attention.

Agency Leaders 5%
The media industry grows faster when the ecosystem grows with it.

Region 5%
of advertising companies used the period to reset, rebuild and prepare.
The region is already building back faster.

Screen
Screen-based content is now the dominant format across the region.

Upcoming Events

AUG 26–30
Gamescom 2026
Media City Qatar will participate in Gamescom 2026 in Cologne, Germany, the world's largest gaming and esports ecosystem and one of the world's leading events for interactive entertainment and game development.

SEPT 11–14
IBC 2026
Media City Qatar will participate in IBC 2026 in Amsterdam, the Netherlands, connecting with global leaders across media, tech, and entertainment. The event is one of the world's leading events for content and innovation.

OCT 15
MIPCOM Cannes 2026
Media City Qatar returns to MIPCOM Cannes 2026 to strengthen partnerships connecting the global content industry with Qatar's expanding production and media ecosystem.

COMMUNITY PERKS & DISCOUNTS

Discounts on dining, retail, entertainment, wellness, and more across Qatar's leading hotels, restaurants, and lifestyle venues.

Being part of Media City Qatar comes with added Value.

Exclusive discounts, rewards of partners, recognition programs, and community engagement initiatives that connect members across hotels and leisure venues.

Partners
Hilton, Ooredoo, Qatar Airways, Qatar Museums, Hotels, Restaurants, Wellness Centers, Leisure Venues, Lifestyle Brands, Retail Partners, Qatar Museums, Qatar Tourism, Qatar Airways, Ooredoo, Hilton