المدينة الإعلامية
Media City
Qatar قطر

Volume 04 | October

# REWIND NEXT

2026

Licensed Companies
## Move into New HQ

Media City Qatar Unveils Es'hailSat Special Packages at IBC 2026

## "From Japan to the GCC"

The Latest Media Insight Paper Is Out

Taking Qatar's Gaming Ecosystem to the Global Stage at Gamescom

# A New Chapter in Motion

It has been a quarter of great momentum for Media City Qatar.

From Cologne, Amsterdam, and London to Doha, Media City Qatar brought Qatar's ecosystem into closer conversation with the global industry with its participation at Gamescom, IBC, and the CNN Affiliates Summit.

This RewindNext edition takes a closer look at these moments, from the licensed companies' move into our Msheireb hub and the release of the latest Media Insights paper on gaming in the GCC to the launch of the new Es'hailSat special packages exclusively for our licensed companies and the growing impact of our ecosystem.

It also looks ahead to the events and opportunities Media City Qatar is bringing in the upcoming weeks.

> **Together, we are shaping a more connected, creative and dynamic media future.**

# Highlights

invest Qatar
المدينة الإعلامية
Media City
Qatar قطر
GROW FASTER
WITH AN ECOSYSTEM
BUILT FOR BUSINESS

iamt
STUDIO
theiamt.org/studio

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MAI
IAMT's agentic
AI model.
Ask MAI now.
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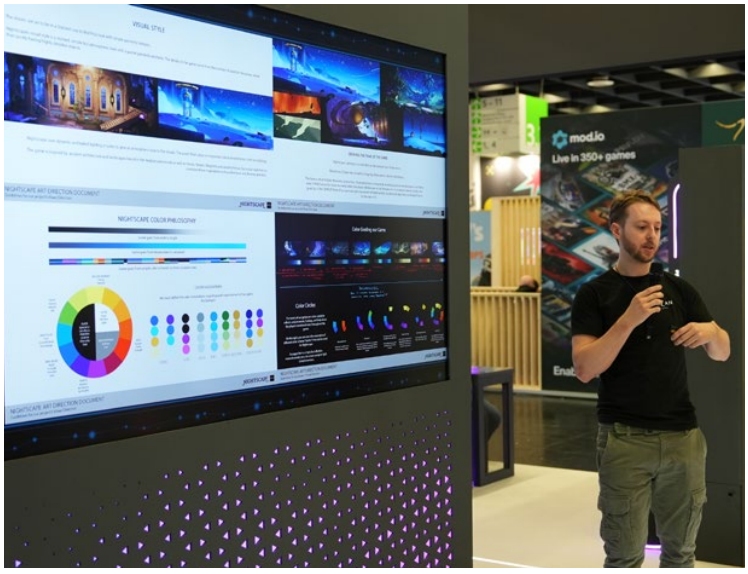
EshailSat
Space to deliver your vision
CONNECTIVITY


mod.io
Live in 350+ games

## New WIRED feature spotlights Media City Qatar's gaming ecosystem

A new feature on WIRED Middle East explores how Media City Qatar is building a dynamic ecosystem for the future of gaming, bringing together developers, studios, esports companies, and creative talent to connect with regional audiences and global opportunities. The article looks at how Qatar-based companies are helping shape what's next for gaming in the region, from community platforms and industry connections to international showcases.
READ HERE

## Strengthening global media connections at IBC 2026

Media City Qatar strengthened global industry connections as it participated in IBC 2026, engaging with the media and broadcast community and highlighting opportunities for international companies. This year's participation also saw special packages for licensed companies announced and CEO Hamad Omar AlMannai featured on a special podcast with IAMT CEO Saleha Williams.
READ HERE

## Connecting with CNN's Global Affiliate Network

Media City Qatar joined more than 50 representatives from CNN's global affiliate network at the CNN Affiliates Summit in London, bringing together media leaders from Europe, Asia, the Middle East and Latin America.

The summit provided an opportunity to strengthen international collaboration, exchange perspectives across markets, and explore new opportunities as media organizations respond to evolving technologies and audience behaviors.

## Bringing Qatar's landmarks to life with Assouline

Media City Qatar is collaborating with luxury publisher Assouline to capture Qatar's evolving cultural landscape through a series of signature coffee table books.

The series will explore some of Qatar's most distinctive places, experiences and cultural landmarks, with each book offering a journey through the stories of the people, characters and communities that helped bring these places to life.

## Strengthening regional impact with senior Kuwaiti delegation visit

A senior delegation from Kuwait's Ministry of Information, led by H.E. Undersecretary Dr. Nasser Ahmed Muhaisen and H.E. the Ambassador of Kuwait to Qatar, visited Media City Qatar for discussions on its role in regional sector growth. The visit also provided an opportunity to exchange perspectives, strengthen regional connections, and explore areas for future collaboration.
READ HERE

# A New Home for Collaboration

# & Innovation

Licensed companies are moving into a dynamic media hub with flexible workspaces, media facilities, innovation spaces, and a creative community designed to support innovation, collaboration, and long-term growth.

## A Flexible Workplace for Every Stage of Growth

The new hub offers flexible workspaces, meeting rooms, and collaboration areas for startups, SMEs, and established media organizations, with spaces designed to support companies at every stage of growth.

## A World-Class Media Hub

A range of modern, end-to-end media facilities, including studios, editing suites, and spaces for live-streaming, e-sports, and gaming, will enable creators, producers, and media businesses to develop, produce, and distribute content across formats.

## Supporting the Next Generation of Media Ventures

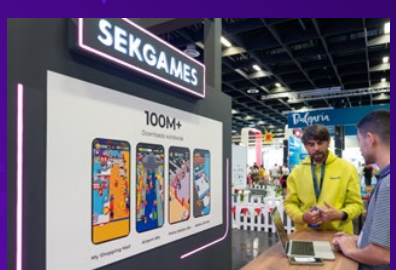
A new media innovation lab, including accelerator spaces and incubation programs, will support the development of new ideas and products while bringing entrepreneurs, innovators, investors, and industry partners together.

## Connected to a Wider Creative Ecosystem

Located in Msheireb Downtown Doha, the new hub places licensed companies at the intersection of media, technology, culture, and innovation, with access to a growing ecosystem of creative businesses, institutions, and collaborators.

# Rewinding Gamescom 2026

Media City Qatar brought four licensed companies to Gamescom 2026, where they showcased their work at the Qatar Pavilion, co-hosted with Invest Qatar, and connected with international publishers, investors and developers to explore new pathways for collaboration and growth.



# Impact by the Numbers

**1**

**Interactive pavilion** by Media City Qatar and Invest Qatar showcasing Qatar's gaming ecosystem to the world.

**4**

**Licensed companies** showcased their gaming works at one of the largest industry gatherings around the world.

**370K+**

**Visitors**, trade partners, and industry leaders from 130+ countries had the opportunity to connect with and discover Qatar's growing gaming ecosystem.

"Our role is to help companies establish themselves in Qatar and grow beyond it. Platforms like Gamescom allow our licensed companies to build relationships, explore new commercial opportunities, and become part of the global gaming conversation. At the same time, they help showcase the innovation emerging from Qatar, strengthening our ecosystem and creating opportunities to attract more international companies and partners as Qatar builds its role as a contributor to the global gaming industry."

—

**Hamad Omar AlMannai**
CEO of Media City Qatar

"Gamescom gave us the opportunity to showcase what we are building in Qatar on a global stage while connecting with developers, publishers, and strategic partners from around the world. It showed us there is real international interest in what is emerging from Qatar's gaming ecosystem."

—

**Fadi Soufi**
Founder of COREGAME Studios

"Gamescom brought together people from every part of the gaming industry. It was a great opportunity to present what we're working on, test our thinking against the wider industry and receive feedback, and begin conversations that we hope will continue beyond the event."

—

**AJ Fahmi**
Co-founder and Chief Operating Officer at Digital Dunes

"Meeting people from across the industry and seeing how others approach game development was just as valuable as showcasing our own work. It gave us new perspectives on international game development practices as well as where the industry is heading and how our work can evolve with it."

—

**Tony Davis**
Head of Studio at Mezan Studios

iamt STUDIO

# On air with IAMT podcast: Reflections on Media Trends, Collaboration & Growth

CEO Hamad Omar AlMannai joined IAMT CEO Saleha Williams on the IAMT Podcast for a conversation on the future of media, the forces reshaping the industry, and opportunities emerging across global markets. Recorded on the sidelines of IBC 2026, the discussion explored Media City Qatar's growing ecosystem, the value of industry collaboration, and how partnerships and knowledge exchange can create new opportunities for companies, creators, and talent.

Watch the full episode **here**

# Media Insights Series

## "From Japan to the GCC"

## Paving Pathways to Localize Games and Hardware

Five insights from the latest Media Insights paper on the trends and opportunities shaping the GCC gaming market by 2030, drawing on the experience of Japanese franchises.

**US$3.5B**

### Player Spending

Total player spending in the GCC is projected to represent US$3.5 billion by 2030.

**40M+**

### Gamers

The number of players in the GCC is set to grow to over 40 million by 2030

**33.2%**

### Sales Uplift from Localization

Analysis: 10 Japanese franchises with Arabic localization and local GCC support saw a 33.2% uplift in GCC sales compared with non-localized entries.

**US$88**

### ARPU per Year

Average Revenue Per User (ARPU) in the GCC is set to reach US$88 annually by 2030.

**US$150**

### ARPU in Qatar

Qatar is projected to lead the GCC in annual ARPU by 2030, reaching US$150, well above the regional average of US$88.

insiDext

# Spotlight on Licensed Companies

**InsideNext** now comes to life through a new video mini-documentary series, showcasing the journeys of licensed companies as they grow, innovate, and expand from Qatar to regional and global markets.

To watch the episodes, visit Media City Qatar's YouTube channel **here**

## Perform AI

Founded by Dr. Hussein Nikkar, Perform AI is a sports technology company specializing in AI-powered human movement tracking, simulation, and performance analytics. Operating in Qatar since 2021 and licensed by Media City Qatar since 2025, Perform AI offers solutions spanning sports, gaming, rehabilitation, digital health, and content creation.

With more than 8,000 users worldwide, Perform AI has deployed its technology across major sports activations in Qatar, including during the FIFA World Cup Qatar 2022™. In 2026, it was selected as the only representative from Qatar and the MENA region among the Global Top 10 finalists in the Groundbreakers Challenge at the PEAK Sport-tech Conference in Las Vegas.

TREND
ART PRODUCTION

Trend Art Production, founded by Rana Al Halak, established its presence in Qatar in 2024, consolidating years of regional experience under one creative identity. The company specializes in scripted drama, animation, documentaries, dubbing, voice work, and live theater rooted in Arab stories and identities.

Since settling in Qatar, it has advanced several projects, including an original animated series developed in-house with Media City Qatar's support, two 15-episode drama series created with Arab writers, and "Syria in Our Eyes," a cultural initiative involving 11 embassies and institutions.

# Upcoming Events

2026

OCT
12–15

## MIPCOM Cannes 2026

Media City Qatar returns to MIPCOM Cannes 2026 with a dedicated booth, connecting the global content industry with Qatar's expanding production and media ecosystem.

OCT
11–22

## CNN Academy

50+ students from universities across Qatar will participate in two CNN Academy programs, gaining hands-on training, industry insights and opportunities for knowledge exchange across journalism and media production through Media City Qatar's collaboration with CNN.

OCT
29

## CNN's Global Perspectives: In Doha

Media City Qatar will host the region's first event in CNN's Global Perspectives series, bringing together influential voices from media, business and beyond to explore the trends shaping the world.

NOV
11–12

## Euronews Bootcamp 2026

20+ University students will participate in a two-day bootcamp program by Media City Qatar and Euronews, providing them with hands-on training in journalism and AI and the opportunity to learn from Euronews experts about the evolving media industry.

# Unlock Special Packages Across Es'hailSat's World-Class

# Satellite Services

Companies licensed under Media City Qatar benefit from exclusive special packages across Es'hailSat's portfolio of satellite services and solutions, enabling them to leverage world-class satellite infrastructure, optimize operational costs, and unlock new opportunities across the region and beyond.

## As a Media City Qatar licensed company, your business can benefit from:

- **Special packages,** exclusively for Media City Qatar licensed companies
- **World-class satellite infrastructure and solutions**
- **Expanded market reach** across the Middle East and North Africa regions
- **A dynamic media ecosystem**, connecting companies with industry partners, business opportunities, and advantages

## Access Es'hailSat's portfolio of world-class satellite services & solutions:

- DTH/Broadcast Distribution
- Tier-4 & ISO-Certified Teleport
- Broadcast Contribution
- Broadband & Enterprise Connectivity

## Value-Added Services:

- Antenna Hosting
- Data Center & Co-location
- Playout & Media Asset Management

## Who Can Benefit?

- Television & Radio Broadcasters
- OTT & Digital Media Platforms
- Production & Post-Production Companies
- Technology & Telecommunications Firms
- Creative, Media & Content Businesses
- Emerging Startups & Scale-Ups Operating within the Media Value Chain

Contact our Business Development team at bd@mediacity.qa to learn more and unlock Es'hailSat special packages and other exclusive benefits available to Media City Qatar-licensed companies.

# 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.***

Click **here** to visit our careers page.

# Stay in Touch

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