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MEDIA SECTOR IN UAE

The UAE media and entertainment market has witnessed significant growth and development in recent years. The country has been actively investing in infrastructure, technology, and content to position itself as a regional hub for media and entertainment.

Simplified and Customized Experiences:

Due to the high number of clients who were confined to their homes during the Covid 19 pandemic, internet service providers reported a 60% increase in data usage and a 30% overall increase in data consumption.

Consumers will still be looking for one-of-a-kind experiences and constant access to entertainment content in 2023.

From sign-up to usage to billing, consumers demand frictionless interactions throughout the whole customer journey. As a result, more businesses will join the streaming value chain.

Tech-savvy businesses will have an advantage over their rivals if they use valuable viewing data to provide customers with more of the content they want.



Aiming to build their own "flywheels" that offer a portfolio of offerings to their streaming subscribers, media companies with diversified businesses or creative partnerships with third parties (such as those involving non-fungible tokens, or NFTs), will try to attract new sign-ups, make the direct to consumer (D2C) revenue model stickier, and lengthen the lifespan of the customer relationship.

Content Distribution:

In the upcoming year, a D2C transition will continue to be the industry's top strategic objective.

Operators and investors alike pay close attention to subscriber growth and retention as the main performance indicators for services when customers have low switching costs.

The UAE provides a conducive environment for doing business in the media sector, offering several advantages and initiatives to support industry growth. Working with local partners and seeking legal advice can facilitate a smooth entry and operation in the UAE media market.

Film & TV Production Incentives:

The UAE offers attractive incentives and support for film and TV production. This includes production grants, equipment support, location services, film commissions, and infrastructure facilities. Dubai Studio City and twofour54 Film Commission are examples of entities that facilitate production services and attract international business.

Free Zones and Business Hubs: These provide a favorable environment for media companies. These zones offer simplified business setup procedures, tax benefits, access to state-of-the-art infrastructure, networking opportunities, and proximity to industry peers.

Foreign Ownership and Investment: The UAE allows foreign ownership in the media sector, with certain restrictions and regulations. Free zones such as Dubai Media City, twofour54 in Abu Dhabi, and Sharjah Media City (Shams) offer incentives and facilities for media companies, allowing 100% foreign ownership and tax advantages.

Digital Infrastructure: The UAE has invested significantly in digital infrastructure, making it one of the most connected countries in the region. High-speed internet, widespread broadband coverage, and advanced telecommunications networks facilitate content creation, distribution, and digital media services.

To find out more about the opportunities for your business in the Media Sector please contact one of our Moore experts below.



GRAHAM TYLER
Media Sector Leader
Moore Kingston Smith
GTyler@mks.co.uk



FARAD LAKDAWALA
Partner
Moore UAE
farad@moore-uae.ae



JOELLE EL RAYESS
Senior Business Development Executive
Moore Global
Joelle.elrayess@moore-global.com