

# INTERNATIONAL CHANNELS RATE CARD

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INTERNATIONAL

## mbc



MBC 1 is number one for family entertainment in the region. With a strong commitment to local programming, MBC1 hosts the top news service in the region as well as soap operas and hit reality TV shows. Of those shows, Arab Idol, in its third season, maintains one of the highest rated shows and continues to garner massive media attention around the world.



MBC3 was launched in 2004 and is the kid's entertainment channel. It delivers a programming mix of children's education and entertainment that connects with, and stimulates, the imagination of Arabic kids aged between 3 to 13 years.



MBC4 launched in 2005 and is the Arab world's first channel exclusively geared towards young Arab families with women's interests at its core. MBC4 prides itself on producing local flagship shows, namely Arabs Got Talent – which is based on the international franchise – as well as Your Face Sounds Familiar. The channel also broadcasts the latest top-rated Western entertainment shows.




MBC DRAMA was officially launched on November 27, 2010 as a family entertainment channel dedicated to Arabic drama series 24/7. MBC DRAMA has been a catalyst in creating opportunities for local directors and producers to display their work and talent to millions of viewers. These locally produced shows run alongside a variety of top-rated Egyptian and Syrian series.



MBC+ Drama is a joint venture between OSN and MBC Group. It is a 24-hour Arabic channel that offers a range of Arabic drama and Turkish series "First on TV". MBC+ Drama offers programs up to 3 months before any other channel.



Al Arabiya News Channel was launched in 2003 and soon became the source of choice for Arabs seeking credible news and information about the Middle East and the world beyond. The 24/7 free-to-air channel also upholds a reputation for sober and balanced reporting which now extends beyond the natural geographic and cultural domain of the region.

	Channel	Language	Genre	Delivery Mechanism
	MBC 1	Arabic	Mix	Satellite & IP
	MBC 3	Arabic	Kids	Satellite & IP
	MBC 4	English	Variety	Satellite & IP
	MBC Drama	Arabic	Series	Satellite & IP
	MBC +Drama	Arabic	Series	Satellite & IP
	Al Arabiya	Arabic	News	Satellite & IP
	Full Package	Arabic		

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LBC is a channel broadcasting general women entertainment programs.



Rotana Cinema was established in 2005 and broadcasts exclusively old and contemporary films in Arabic, becoming the most successful and watched channel of the network.



Rotana Khalijia is a general viewing channel airing films, television series and lifestyle programming.



Rotana Classic is a specialty channel broadcasting a mixture of classical Arabic films and music in its general programming.



Rotana Masriya is a channel broadcasting mainly films, television series and lifestyle programming from Egypt.



Rotana Clip is a channel for all video clips including music videos and various entertainment.



Rotana Aflam mainly broadcasts Arabic and international movies. It also plays a role in furthering the film industry in the Arab world by featuring a selection of films produced in various parts of the MENA region.



Rotana Music is a music channel in the Arab world showcasing the latest exclusive Khaliji, Egyptian and Arabic songs and rolling out the hits

	Channel	Language	Genre	Delivery Mechanism
	LBC	Arabic	General	Satellite & IP
	Rotana Khalijia	Arabic	Series	Satellite & IP
	Rotana Masriya	Arabic	Series	Satellite & IP
	Rotana Aflam	Arabic	Movies	Satellite & IP
	Rotana Cinema	Arabic	Movies	Satellite & IP
	Rotana Classic	Arabic	Movies	Satellite & IP
	Rotana Clip	Arabic	Music	Satellite & IP
	Rotana Music	Arabic	Music	Satellite & IP
	Full Package	Arabic		