



14TH WAN-IFRA MIDDLE EAST CONFERENCE

Newsroom 2020 And Beyond
Regional Challenges in the Middle East



DEMOGRAPHIC CHALLENGES IN THE MIDDLE EAST

UAE STANDS AS A MODEL



- Creating tailored content isn't the biggest challenge that faces media today.
- The major challenge is creating content that caters to multi-national individuals who speak different languages and are living in the UAE.
- It is important to make expatriates feel welcome and represented.



OPPORTUNITY

seizing the commercial opportunities



COMMITMENT

Providing media and news services to expatriates



COMMITMENT

Familiarizing residents and tourists with laws, policies and procedures of the country



UNITED ARAB EMIRATES
MINISTRY OF INTERIOR

The UAE's Ministry of Interior:
More Than 16 Languages

وكالة أنباء الإمارات
Emirates News Agency



Emirates News Agency:
13 Languages

شرطة دبي
DUBAI POLICE



Dubai Police:
7 Languages



NETFLIX'S FORMULA FOR SUCCESS

MEDIA IN THE MIDST OF POLITICAL CONFLICT

The scene in the Middle East is complicated, multifaceted and different from any other region in the world.

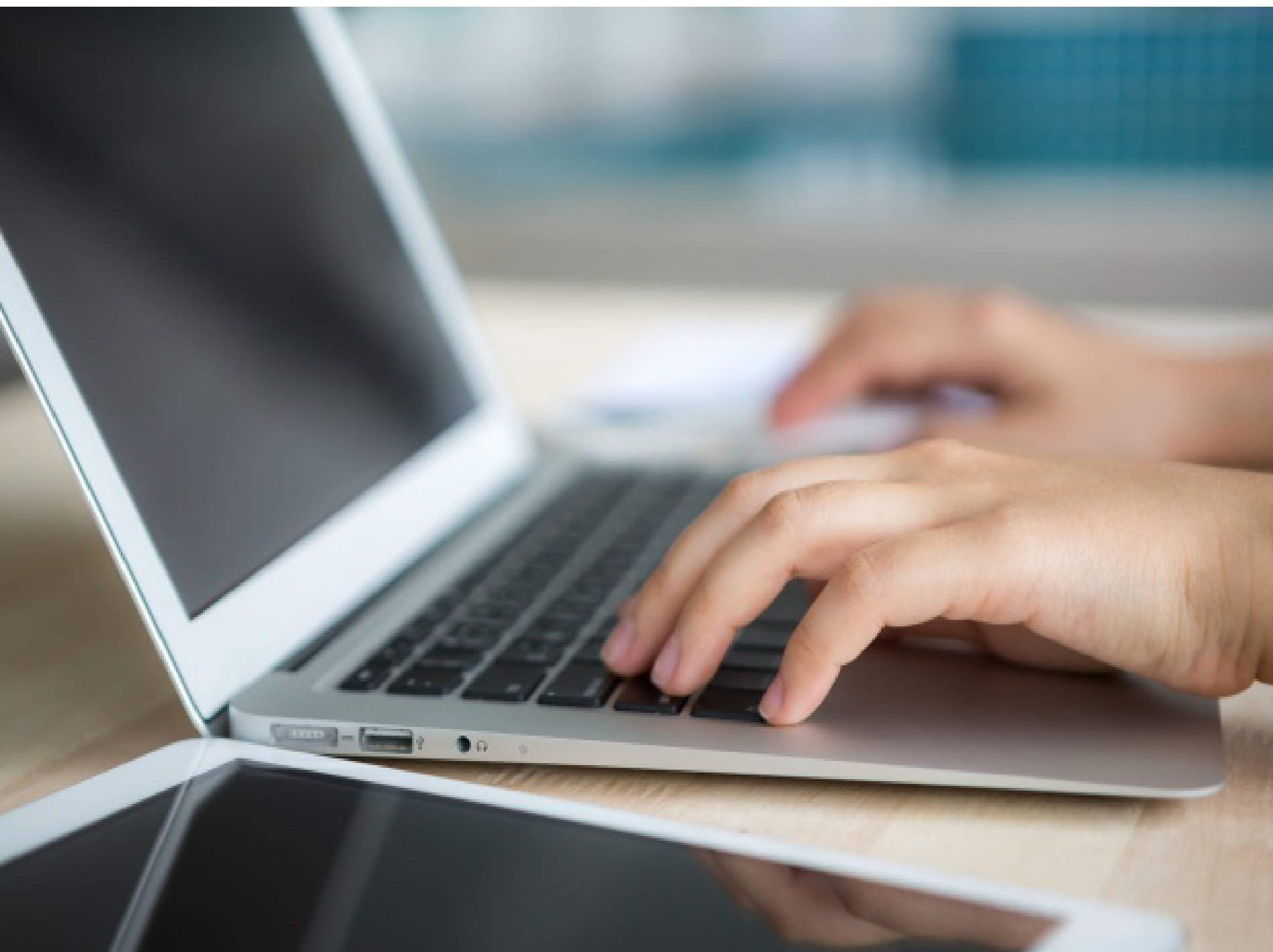
Two main challenges for the news industry.

- **Adhering to the press code of ethics**
- **Facing and refuting directed fake news**



MEDIA CORPORATES AGAINST INDEPENDENT CONTENT CREATORS

Brands that produce non-news related content face fierce competition from independent creators and community journalism. The digital space made it easy for everyone to create content, distribute it and reach all kinds of audiences.



The independent content creators have an edge:

- Flexibility and speed
- Less censorship
- Causal informal character
- Specialization
- Easier engagement

Brands still have the superiority in:

- Organized institutional work
- Press Charter, thus less rumors and more credibility
- Higher quality
- Accuracy and consistency

THANK YOU

