





About ART



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- **ART is the leading Arabic entertainment platform across the MENA, Europe, America and Australia. Arab Radio and Television is a subsidiary to AMC the holding company.**
- **AMC - Arab Media Corporation, established in 1993, is one of the largest broadly diversified media conglomerates in the region.**
- **ART has a history of providing exceptional value for customers with its focus on exclusive and wide range of Arabic content.**
- **ART's strength is its ultimate range of exclusive content and best-in-class Arabic entertainment led by its holding company AMC the owner of the largest library of Arabic movies and television series in the world.**
- **ART is the home of Arabic premium content. ART broadcasts the latest, recent, classical Arabic content, including popular series and blockbuster movies.**

ART's goal is to continue delivering premium Arabic entertainment everywhere for everyone to entertain people's lives...



ART Platform

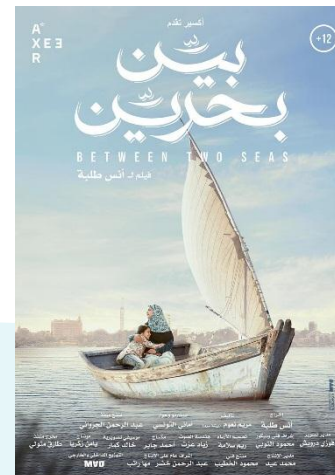
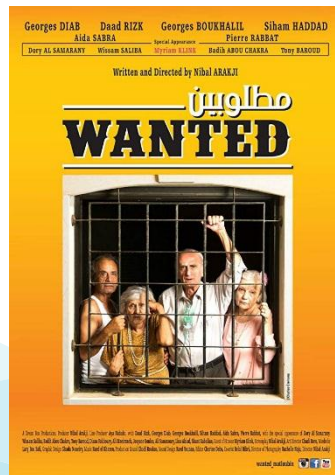
Movie Channels (3)



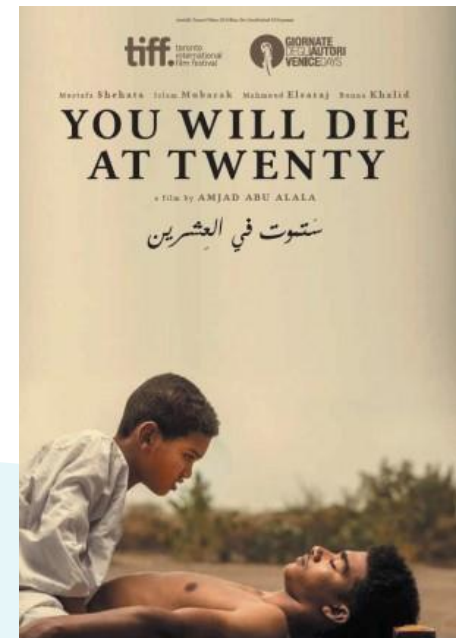
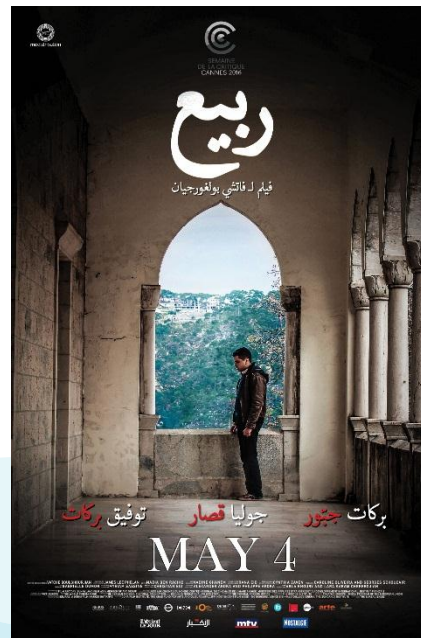
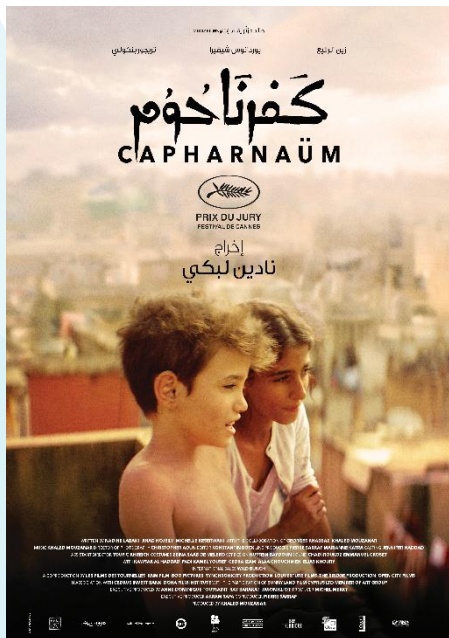
Drama Channels (2)



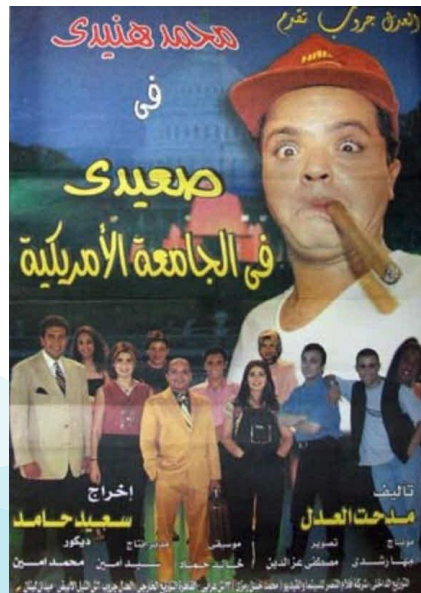
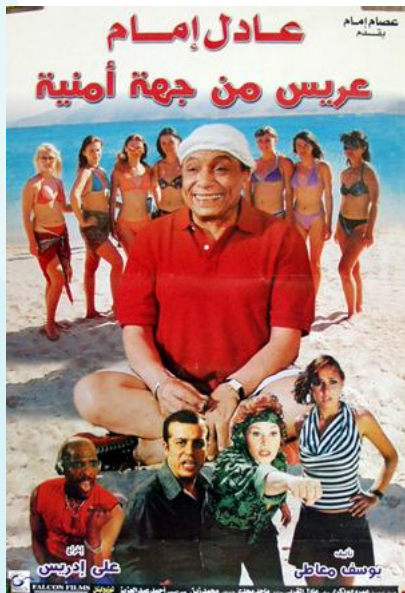
- **ART Cinema:** A 24 hour Arabic movie channel dedicated to the release of the latest First Run titles, recently screened in cinemas in the Territory, aired on the Channel in a loop format.
- **Target audience: 60% Female – 40% Male**



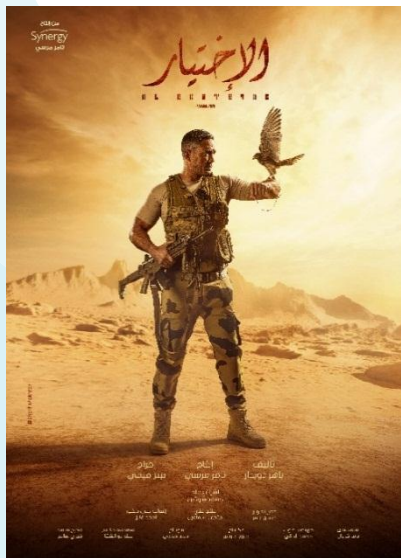
- **ART Aflam 1:** A 24 hour Arabic movie channel primarily dedicated to First Run titles, in addition to the transmission of library and recent titles .
- **Target audience:** 60% Female – 40% Male



- **ART Aflam 2:** A 24 hour Arabic movie channel airing predominantly classical titles, and black and white titles, as well as Recent Titles. The Channel comprises of 11 movies per day.
- **Target audience:** 60% Female – 40% Male

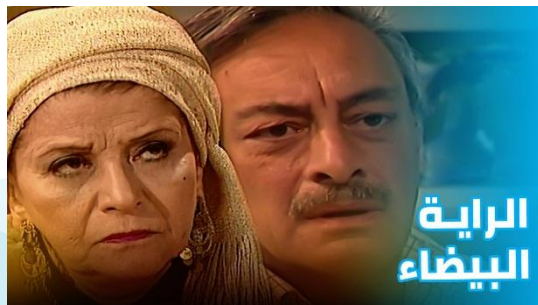


- **ART Hekayat:** A 24 hours premium Arabic drama series channel primarily dedicated to Current Series and Recent Series. The monthly grid comprises of a minimum of 6 series.
- **Target audience: 75% Female – 25% Male**



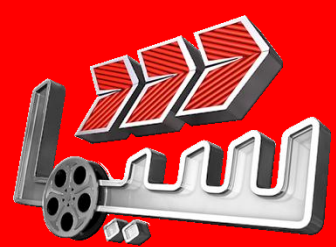
ART Hekayat 2

- **ART Hekayat 2:** A 24 hours series channel primarily dedicated to classical Arabic drama series. The monthly grid comprises of a minimum of 6 series.
- **Target audience: 75% Female – 25% Male**



FTA Channel





CIMA

- **CIMA Channel:** A 24 hour Free to air Arabic thematic family channel. The Channel transmits a minimum of 8 movies per day.
- **Target audience:** C & D class groups 60% Female – 40% Male



White Label Solution

- We provide a white label set of channels Linear TV / VOD under the operator / platform brand



Client list



NETFLIX



Thank you!

