

Media City (Qatar) enters a strategic partnership with Euronews

Press Release:

Tuesday 2nd February 2021

Media City Qatar announced on Tuesday that it has signed a strategic partnership with Euronews, one of the most renowned media networks in the world. The agreement is considered an important milestone in Media City's effort to attract major media networks to Qatar.

The agreement will lead to the establishment of a regional office and a media academy in Media City Qatar, with the aim to build the capacity of young media professionals and students. Through their deep media and creative expertise, Euronews will design high-quality training programs that include opportunities for both Qatari nationals and residents.

Euronews Academy was created to empower students, young professionals and media executives with the latest journalism techniques to create content and successfully run a media in the new digital era.

With 28 years of experience in delivering trusted news, creating original stories and developing innovative ways of doing journalism, Euronews has partnered with one of the best media and journalism schools in Europe to design in-depth training modules for each media and to develop teaching methods that have demonstrated success among media and journalism students and professionals of the industry.

Euronews Academy program in Qatar will consist of the creation of a state-of-the-art e-learning platform on which innovative e-learning modules and live trainings will be available in English and Arabic. The dedicated space at Euronews' office in Media City will deliver onsite trainings and an ambitious educational program in partnership with local universities including lectures, shadowing and internships alongside Euronews teams of experts in Doha and Lyon.

The agreement between Media City and Euronews also includes locally produced programs which will be created by Euronews targeting all age groups, with a special focus on youth. Programs will cover topics such as business, culture, entertainment and current affairs. All programs will be available on Euronews' various editions and platforms. "This partnership represents an important step towards establishing Media City as one of the favourite destinations for worldwide known media institutions and technology companies. We aspire to sign more strategic partnerships of this kind and hope that this will lead to greater development in the media sector throughout the region." Said Mr. Mohammed Al Sada, Chief Executive Officer of Media City Qatar.

"We are proud to be partnering with Media City Qatar to launch our ambitious Euronews Academy programme in the region. Euronews has for nearly three decades now been an example of trusted fact-based impartial journalism. We are excited by the opportunity we have to share our expertise and know-how with young generations of budding media professionals based in Qatar." said Michael Peters, Chief Executive Officer of Euronews.

About Media City (Qatar):

Media City in Qatar was established by Amiri Decree No. (13) issued in 2019 to drive the growth and development of the media industry in the country and become an international hub for businesses, organisations and entrepreneurs with a focus on traditional and digital media, technology, communications, research and development. For more information or media inquiries, the best way to reach us is at: marketing@mediacity.qa

About Mohammed Al Sada, CEO Media City (Qatar):

Al-Sada was the founder and CEO of Barwa media, he has over 22 years of experience working in the media & technology industries. Al-Sada started his career at Ooredoo where he assisted in establishing their first business development department.

Following this, he joined the media industry, starting in 2004 as Deputy Managing Director at Al Jazeera. He played a key role in expanding the organisation's network through the launch of various Al Jazeera entities such as Al Jazeera English, Documentary, Mubashir and Radio. In 2018, Al-Sada became an advisor then a Deputy



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Euronews:

Euronews is Europe's leading international news channel. Its mission is to empower people to form their own opinion. Euronews is unapologetically impartial and seeks to offer a diversity of viewpoints: Euronews is "All Views".

Since its launch in 1993 in Lyon (France), Euronews has been delivering impartial news trusted by audiences across the world, available in almost 400 million homes across 160 countries, including 67% of homes in the European Union + the UK. It reaches almost 150 million people every month, be it on TV or digital platforms.

In 2017, Euronews renewed its offer by launching 12 distinct language editions, with a "glocal" approach to news: Euronews continues to grow as a global media offering content adapted to the expectations of local audiences. Aside from round-the-clock news coverage, Euronews has dedicated shows covering topics like science, climate, business, current affairs and culture, both on television and on its digital platforms.

With a team of 400 journalists of more than 30 different nationalities and correspondents across Europe, Euronews' 12 cross-platform language editions cover European and world news 24/7 in Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish.

With its headquarters in Lyon, Euronews also has offices (editorial and/or commercial) in Brussels, Athens and Budapest, Berlin, London, Paris, Luanda, Johannesburg, the United Arab Emirates and Singapore. Since 2018, it has launched four branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia and Euronews Romania.

In 2016, Euronews group launched its sister channel Africanews, the first pan-African multilingual and independent news outlet

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