

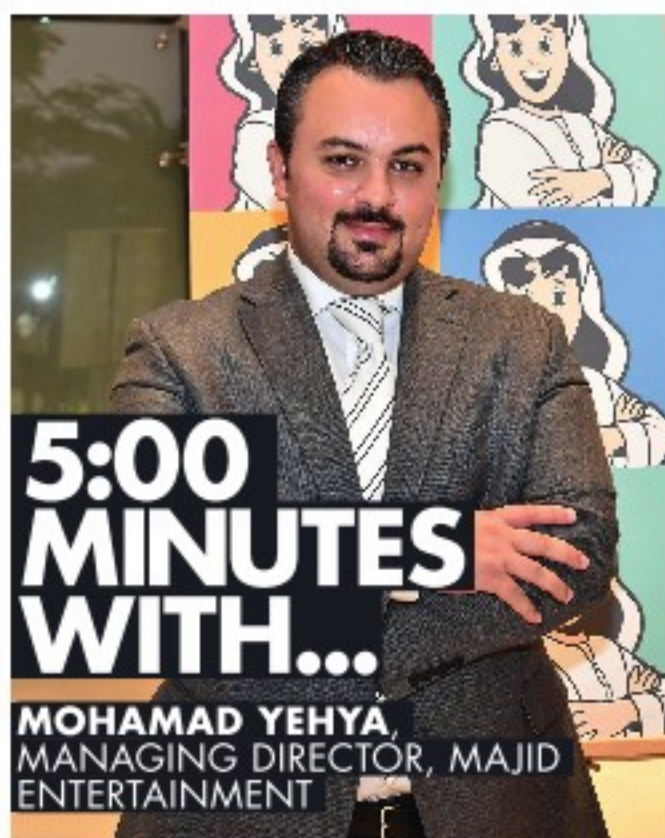
D **S: How has the Majid TV channel developed since its launch last October?**

MY: It has been a very exciting year. The good thing about this project is you get a real time feedback from the audience. The numbers are really good. The channel is doing very well almost a year after we launched. On the linear side the channel is now among the three most watched channels in the region, also among the local and Arab expat kids and families. Audiences spent on average 1.3 hours daily watching our channel, which is good when it comes to the ratings. On the digital side we are also doing really well. We increased our digital footprint and we launched our application in May 2016; we currently we have around 500,000 downloads for Majid application. We also launched our games for kids. We started with online games for kids and within four months we have had more than 200,000 downloads.

How has feedback been so far?

Feedback from the audience has been amazing. Everyone was waiting for the channel but our main challenge in the past year was managing the expectations of the parents who spent a lot of time during the 80s and 90s reading Majid magazine and they always imagined how these characters would look and sound if they were brought to life as animated characters.

We spent so much time focusing on these details, the audiocasts, the voices, how the characters move because we did not want to cause any disap-



pointment for the older generation - the parents especially and we wanted to push them so the kids could watch the channel. Everything went well; the parents really liked the channel and we are getting feedback from the parents. We are getting most of the statistics from the parents along with the focus group. They are really happy about the channel and its content.

How much content have you produced so far?

In the first year we produced more than 250 hours of content between live ac-

tion and animation, which included more than 70 hours of animated programme. This was only for season one. Now we have launched season two production, and we are also increasing the number of hours. We are creating season two for all the current programmes plus we are adding two more programmes on the animated characters side.

Are you working with the same production companies for the second series?

We will continue with the

same production companies, both the local and international ones, because they did a great job. The local ones and the international ones. They do the main production but we provide and manage the scripts; we control everything related to the cultural aspects of the UAE. We check everything, including all the scripts to ensure it's matching what we want and that we are conveying the right messages. It's not an easy job but because we are working with professional companies we have managed to reach where we want. Now we are renewing our contracts with these companies and we are inviting more companies to join this production process and to provide us with their creativity in order to increase our content library.

What significant developments have there been since the channel was launched?

We launched for the first time in the Middle East and in the world, the first branded content from NatGeo Kids exclusively for us. We did a joint partnership with National Geographic channel where we created a totally new brand under the name NatGeo Kids and it's dedicated to kids in our area getting all these international shows about wildlife and inventions. We're dubbing it into Arabic language and airing it exclusively on our channel as a branded block for two hours daily. First time something like this has happened in the region. In the next two years we will also launch NatGeo Kids as a full channel. But for now it's doing really well and is loved by kids and parents. **O**

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