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ITP Live's social influencer agency announces 26 signings

ITP Live, the new digital division of ITP Media Group, today announced the first **26** personalities that have signed to its social influencer agency. With a combined audience of more than **5.6 million** followers, the eclectic mix of individuals include designers, YouTube stars, business thought leaders, models, beauty ambassadors, fashionistas, an Olympian and a 15-year old sneaker aficionado.

Ali Akawi, CEO of ITP Media Group said: "Our announcement heralds a new dawn not just for social influencers but the GCC media industry as a whole. We are today laying the foundations for an entirely new industry that will reshape the media landscape. Not only do we firmly believe in the power and strength of influencers, but through our own print and digital brands, developed over the last 30 years, we are uniquely placed to help them realise their full potential. This is already reflected in the quality of influencers we have signed up."

Akawi added: "Influencer marketing is now a global industry with professional operating standards and best practice guidelines. ITP Live is bringing these standards to the region in order to properly establish and develop the industry here. Influencer marketing is not a short term trend, so there needs to be a more structured approach, better understanding of positioning among the influencers, and more accurate reporting for brands. The industry will only be viable in the long term if we establish it correctly from the outset and that is what we are doing."

ITP Live's social influencer agency operates across the GCC and has already started working with brands including DTCM and P&G. March will see ITP Live hold its first influencer event, and the agency's website will launch as more talent is signed.

Alia Fawad, Director, ITP Live: "We have been extremely selective when it comes to our initial signings as we wanted a wide range of content covered and individuals with proven levels of engagement. We have both influencers with high reach and those who are micro-influencers in their specific fields. Both are equally significant when it comes to communicating our clients' messages to the right audience."

In alphabetical order they are:- Abdulla Al Abdulla, Afra AlMarri, Aishwarya Ajit, Ali Al Jassmii, Aljuhara Sajer, AlReem Saif, Andy Scott, Elnaz Golrokh, Gehna Advani, Hala Abdallah, Hamid Fadaei, John Marques, Khalid AlAmeri, Mariam Yeya, Max Bouchard, Michel Salgado, Nadine Du Toit, Naomi D'Souza, Nina Ali, Nina Zandnia, Omar Al Busaidy, Rashid Belhasa, Rosemin Manji, Searina Abdel Kader, Zeynab El-Helw and Zoe Bowker.

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For further information please contact:

Isla Watt
Manager of Corporate Affairs, ITP
isla.watt@itp.com
+971 4 444 3784

Notes to editors

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 weekly and monthly magazines, and a wide range of digital properties. These include major international and regional brands such as Time Out, Arabian Business, Harper's Bazaar, Hello Middle East, Construction Week and Condé Nast Traveller ME.

The company also organises over 80 business and consumer events each year, including award ceremonies, conferences and parties. ITP adopts a 360 degree approach to content creation across multiple platforms.

ITP Live, its newest division, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations.

ITP was founded in 1987 in the UK, and won The Queen's Award for Export Achievement in 1995. Reflecting the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman. www.itp.com

About ITP Live

ITP Live is the newest division of ITP Media Group (ITP), one of the largest media publishers in the GCC with over 80 brands including Time Out, Arabian Business, Harper's Bazaar, Construction Week and Condé Nast Traveller ME.

ITP Live has four key business areas – building the region's largest social influencers' agency, video content creation, digital sales representation and digitally focused live events. The objectives of the division are to extend the digital footprint of ITP and APP Media Group (APP) brands as well as providing new content creation opportunities for commercial partners. www.itp.com/live