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ITP Media Group enters \$140bn gaming market with launch of ITP Gaming

ITP Media Group has entered the fast growing \$140bn global gaming market with the launch of its latest division, ITP Gaming.

The new company – with 16 dedicated staff working in Dubai, Riyadh, Mumbai, London and New York – will focus on managing large scale gaming events, representing gaming publishers and influencers, and creating new multi-language games.

Ali Akawi, CEO of ITP Media Group, said: “The launch of ITP Gaming is one of the most exciting new ventures the group has undertaken in the last 20 years. As with the launch of our influencer marketing agency ITP Live two years ago, our mission is to dominate the regional market and establish a strong international footprint. We will bring the biggest gaming tournaments in the world to the largest possible Arabic audience, bringing players and publishers together.”

There were over 2.3 billion gamers worldwide in 2018, spending \$137.9bn on gaming, according to the Global Games Market Report. Mobile gaming remains the largest sector, accounting for \$70.3bn of revenues and growing at 25 per cent a year.

Akawi added: “Given the region’s high smartphone penetration rates and high speed telecom infrastructure, we anticipate that the mobile gaming market alone in this region could be worth \$3bn by 2020. That makes this one of the most dynamic and fastest growing sectors to enter. With a reach of over 50 million through the 100 brands already under the ITP Media Group umbrella, we already have instant access to millions of gamers right across the Middle East.”



ITP Media Group first entered the gaming market in early 2018 when ITP Live ran influencer campaigns for brands including Spiderman, PlayLink, Fortnite, with more than 42 regional gaming influencers. In June 2018 it organized the Dubai Summer Surprises Gaming Challenge with PlayStation Middle East and renowned YouTuber, KSI. Then in November, ITP Live partnered with Epic Games to officially launch Fortnite Season 6 in the Middle East with international gamer Ali-A and a host of regional gaming superstars.

In the coming weeks, a string of new initiatives will be announced, including partnerships with the biggest names in regional and international content creation, and the establishment of the first ever Arab Gaming League.

**ITP Gaming will be showcasing its plans at the Digital Gaming Conference, taking place on 5-6 March at Riverland, Dubai Parks & Resorts.*

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Notes to editors

About ITP Live

Launched in 2017, ITP Live is the region's largest full service social media and influencer marketing agency. From exclusively managing digital content creators in the region to conceptualising and executing 360 degree influencer marketing campaigns for international and local brands, ITP Live is a dynamic new division of ITP Media Group. In addition to creating ROI focused influencer campaigns for its clients, ITP Live is also responsible for organising bespoke events with global influencers. The objectives of the division are to extend the digital footprint of ITP Media Group as well as providing new content creation opportunities for commercial partners. www.itp.live is the only regional source of news and information on social media and influencer marketing.



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 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and digital talent agency. Brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar Arabia, Hello! Middle East, Construction Week and Condé Nast Traveller Middle East, plus representation of leading digital talent including MoVlogs, Rosemin Manji and Hassan Ghoneim. ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a multi-platform approach. www.itp.com