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ITP LIVE

ITP Group announces the launch of its new digital division

The region's largest media publisher, ITP Publishing Group (ITP), is expanding its reach with the launch of a new digital division, ITP Live. The division will extend the digital footprint of ITP and APP Media Groups' brands, and provide new content creation opportunities for commercial partners.

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

ITP pioneered online media offerings in the Middle East with its first web portal – *itp.net* – launched in 1997 and market-leading *arabianbusiness.com* following soon after. It now has digital products covering nearly every conceivable market segment and its vast team of consumer and B2B editors work on 85 media brands.

Ali Akawi, Managing Director of ITP Group, said: "ITP Live is an exciting new addition to the company. It will work horizontally to maximise opportunities across our brands and vertically by creating its own unique products. One of the horizontal aspects is video, and as one of the most prolific content creators in the region we believe that creating video content is a natural extension to our business.

"From interviews with top CEOs in *Arabian Business*, backstage footage from *Harper's Bazaar* cover shoots, celebrity meets with *Ahlan!* to pre-openings of new venues by *Time Out*, our unrivalled access means we can provide engaging, highly shareable content across multiple platforms, which is both interesting for viewers and enables brands to narrate great stories to a wider audience across the GCC," he added.

Working in collaboration with an established global influencer marketing and management company, ITP Live is launching the GCC region's largest social media influencer agency to represent regional talent. ITP Live will develop this talent agency to recruit social media personalities that have synergy with both ITP and APP brands, and that of their commercial partners across interest areas including fashion, beauty, lifestyle, travel and business.

One of the first initiatives of ITP Live has been the licensing of Oracle BlueKai, the industry's leading Data Management Platform (DMP). Ahmad Bashour, newly appointed General Manager of ITP Live said: "In the age of content and data, having a DMP provides us with more insight into our audience behaviour, allowing a deeper level of personalisation of content. This also gives our advertisers a real opportunity to then tailor their campaigns to specifically target more accurate customer segments that will give them the highest return on their investment."

ITP Live will also create digitally focused events including awards, forums and training opportunities for the region's influencers to bridge the gap between international and local talent.

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Notes to editors

About ITP Publishing Group

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.

The company now publishes 85 weekly and monthly magazines and has a wide portfolio of market-leading digital properties. ITP organises more than 80 business and consumer events and conferences each year. ITP Customer Publishing publishes the in-flight magazine of Etihad Airways, 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.

The company has a dominant position in the Middle East media industry and has successful and fast-growing subsidiaries in India and the UK. www.itp.com