**FOR IMMEDIATE RELEASE**

**Dubai. 13 April 2017.**

**ITP Live social influencer agency breaks world for world’s longest selfie stick**

ITP Live, the social influencer division of ITP Media Group, broke an official Guinness World Record last night for the “Picture taken with the world’s longest selfie stick.”

The record was broken at the inaugural ‘Influencer Nation’ party which also marked the launch of ITPLiveME.com.

The title had previously been held by Blasteem’s Matt & Bise, two Italian bloggers who created a selfie stick measuring 15.57m. ITP Live beat the record with a selfie stick measuring a whopping 6.1m, 13cm over their record.

A spokesman for Guinness World Records, who attended the event to adjudicate the record, said: **ADD HERE**

The event was held at the new Viceroy Palm Jumeirah Dubai hotel. The party saw senior media agency teams rubbing shoulders with selected GCC influencers boasting a social reach in excess of 10 million.

Ahmad Bashour, the General Manager for ITP Live said: “We spent several weeks building the selfie stick – and breaking the record was the perfect way to celebrate the official launch of our influencer website, ITPLiveME.com.”

ITP Live’s social influencer agency operates across the GCC and has already started working with brands including DTCM and P&G. The company represents an eclectic mix of individuals include designers, YouTube stars, business thought leaders, models, beauty ambassadors, fashionistas, an Olympian and a 15-year old sneaker aficionado.

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**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](http://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](http://www.itp.com/live)