



RAMADAN™  
CONTENT MARKET

ONLINE

6 - 7 December 2022

The  
The  
Unique  
Unique  
Ramadan  
Event  
Event

Online



# About E-Ramadan Content Market

E-Ramadan Content Market is an annual unique event dedicated content distributors who offer specific programs for Ramadan season and platforms who usually air specific content during the Holly Month. It focuses on the media community in the Arab World and all Islamic countries where the majority of the population is Muslim. The event exists only in an online version.

## What will you discover during E-Ramadan Content Market?

- Grow your potential buyers' outreach and secure new business for next Ramadan
- Have your titles screened and your novelties watched by all buyers 6 weeks ahead the event
- Pre-scheduled e-meetings with selected prime buyers

## Why an online event?

Ramadan content is a specific segment of the industry. The vast majority of the stakeholders who are looking to buy/sell Ramadan content do not have the time to travel exclusively for it, they request support to gain efficiency for this key selling period \*. Therefore, an online event is the most obvious option. In other words, it allows more flexibility as it combines the assets of a regular event with virtual meetings, while saving precious time in logistics for all participants. Being online is not only an ideal solution, but is THE solution for Ramadan content and E-Ramadan Content Market will serve the community's interests efficiently.

\*Source DICM Survey

# معلومات عن سوق رمضان الإلكتروني للمحتوى

يعد سوق رمضان الإلكتروني للمحتوى حدثاً سنوياً مميزاً ومخصصاً لموزعي و منتجي المحتوى الخاص بموسم رمضان وللمنتجات التي عادةً ما تبث محتوى مخصص للشهر الفضيل. يركز هذا المعرض على المجتمع الإعلامي في العالم العربي وجميع البلدان الإسلامية حيث غالبية السكان من المسلمين. الحدث متوفر فقط في نسخته الإلكترونية عبر الإنترنت

## ماذا ستكتشف من خلال مشاركتك في سوق رمضان الإلكتروني للمحتوى؟

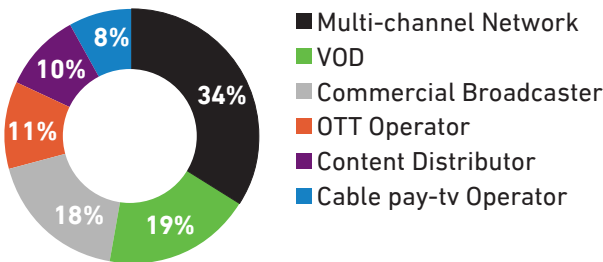
- بناء و تعزيز العلاقات وفتح آفاق جديدة مع الجالية المسلمة في منطقة الشرق الأوسط وشمال إفريقيا
- اجتماعات إلكترونية مجدولة مسبقاً
- فرصة للتعرف على عملاء مختارين افتراضياً

## لماذا حدث افتراضي؟

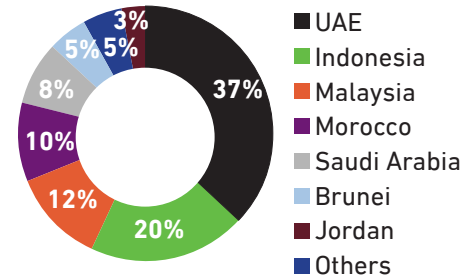
المحتوى الرمضاني هو جزء خاص ومحدد من صناعة المحتوى. فالغالبية العظمى من الأشخاص الذين يتطلعون إلى شراء أو بيع محتوى رمضان ليس لديهم الوقت للسفر خصيصاً من أجل ذلك، فهم يحتاجون إلى الدعم لاكتساب الكفاءة في تلك الفترة الرئيسية من البيع. لذلك، يعد الحدث الافتراضي هو الخيار الأكثر ملائمة. أو بمعنى آخر، يتيح مزيداً من المرونة لأنه يجمع بين طبيعة الفعالية المنتظمة والاجتماعات الافتراضية، مع توفير الوقت المستهد في اللوجستيات لجميع المشاركين. فلا يعد الاتصال بالإنترنت حلاً مثالياً فقط، بل هو الحل الأمثل لعرض المحتوى الرمضاني وسوق المحتوى الرمضاني الذي يخدم مصالح المجتمع الإعلامي بكفاءة.

\* المصدر دراسة استقصائية DICM

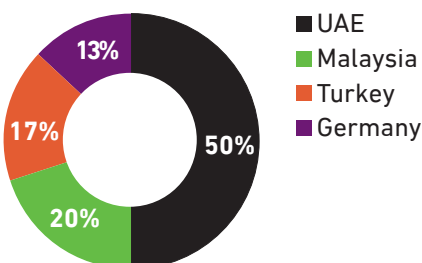
## Buyers' Profile



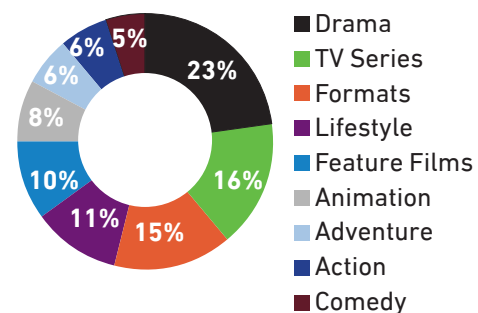
## Buyers' Origin



## Sellers' Origin



## Best Selling Genres



## E-Sellers

"I have really enjoyed the E-Ramadan Content Market as it proved to be essential for me to expand my connections with experts in our industry but from different regions. It is also great that it enabled me to discover potential opportunities and collaborations."

**Rabee Alhaj Abed, CEO, Rabee Alhaj Abed Productions**



UAE

"ECRM is a good platform to connect with potential buyers/distributors and it is focused to our target market. Also, a very good initiative during this pandemic as most of us are unable to join the market physically. Thumbs up!"

**Siti Nabilah Wan Noor, Executive, Content Distribution & Animation, Sistem Televisyen Malaysia Berhad**



Malaysia

## E-Buyers

"ECRM was a great opportunity to discover new content and catch up with industry colleagues right before the Ramadan season. The connection with new and existing producers and content developers always enhances knowledge and creates opportunity. Their platform is very user-friendly and the organizer's attention to detail and follow-up is exemplary."

**Tareq Abu-Lughod, Co-Founder & CEO, Arab Media Network**



Jordan

"As we continue to do meetings online, we hope the input done during the recent E-RCM Ramadan Content Market will be sufficient & effective for our own output. We have accelerated our connection with Islamic Content Distributors/Sellers. We revitalized our existing relationships with neighbors like Malaysia and Indonesia."

**Mariani Abdullah, Acquisition Director, DM Don Square Entertainment**



Brunei

## E-Seller Packages

	E-Seller Major	E-Seller Superior	E-Seller Classic
Products (titles) uploaded on the platform	8	5	2
Location in the library	Top location	Special location	Free location
Matchmaking & profile report package	Yes	Yes	Yes
Purchase of additional products (titles)	Yes	Yes	Yes
Number of badges	3	2	1

## Associated Service Providers' E-Package

e.g. Dubbing & Subtitling Companies, Content Delivery Solutions Provider, Technical Solutions Provider

	Special	Regular
Location in the library	Main location	Free location
Matchmaking & profile report package	Yes	Yes
Video presentations	4	2

## FACTS AND FIGURES



**100%**  
Satisfied e-sellers



**40+**  
Countries



**100%**  
E-sellers re-booking



**120**  
Meetings

**PROMOTIONAL TOOLS, ADVERTISING & SPONSORSHIP**

**Website Advertising**

**Banner Exclusive on registration page**

1 hyperlinked fix ad (970 x 90). Exclusive banner to be placed on the registration page once the artwork is received until 10<sup>th</sup> of December 2022. Page is a must-use by all buyers & visitors who register for ERCM.

**Banner on event Homepage**

Rotating banner ad on [www.ramadancontentmarket.com](http://www.ramadancontentmarket.com) (300x300 or 468x90). Maximum 3 rotations. To be uploaded from the moment the artwork is received until 10<sup>th</sup> of December 2022. Artwork to be provided by sponsor and subject to approval from organizer.

**Banner on event sub-tab**

Banner ad (300 x 300). To be uploaded from the moment the artwork is received until 10<sup>th</sup> of December 2022. Artwork to be provided by sponsor and subject to approval from organizer.



**About E-Ramadan Content Market**

E-Ramadan Content Market is an annual online event dedicated to Ramadan content. This includes special programs for the Muslim community in the MENA region and around the globe.

**What will you discover at E-Ramadan Content Market 2021?**

**E-flyers**

Weekly e-campaigns are reaching out selected contacts from the Media Industry. Exclusive banners can be uploaded on the coming available campaign. Alternatively, exclusive campaigns can be sent using the HTML provided by the sponsor.

1 dedicated Global EDM

1 dedicated Regional EDM

1 banner on registration confirmation email

1 banner on 1 E-flyer

Pack of 3 banners on 3 E-flyers

Pack of 5 banners on 5 E-flyers

**Social Media Post**

1 Social Media Post on E-Ramadan Content Market official accounts (Instagram, Facebook, Twitter, LinkedIn). Artwork to be provided and dates of publication to be agreed with organizer (design/ content to be approved by the organizer).



**Content Business Hub (meeting platform)**

**Registration Page Banner**

1 hyperlinked fix ad (262x193).

Exclusive banner to be placed on the login page of the content business hub once the artwork is received until 10<sup>th</sup> December 2022. Page is a must-use by all buyers & visitors who register for E-RCM and use the meeting platform.

**Cascade Banner**

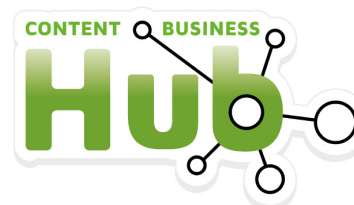
1 hyperlinked fix ad (262x193).

Exclusive banner to be placed inside the Content Business Hub once the artwork is received until 10<sup>th</sup> December 2022.

**Other tab Banner**

Banner ad (860x100px).

To be uploaded from the moment the artwork is received until 10<sup>th</sup> December 2022. Artwork to be provided by sponsor and subject to approval from organizer. Choice of page will be offered on a first come, first served basis.



MENA & International Sellers	Turkey	South Korea	Asia Pacific
Hossain Ossamah	Ozge Karayel	Kim Jyun	Juri Tan
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Organized by



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