
MEDIA KIT 2026

Reach the Arab audience in America & Canada

Advertise across the MBC Group, Al Jadeed and Arabica TV
through the exclusive advertising representative in North America.

+1 313 399 2001 | hassdetroit.com



Exclusive Advertising Representative
MBC Group | America | Canada | Australia

ABOUT HASS

Who We Are

Hass Creative is the exclusive advertising representative of MBC Group in America, Canada & Australia.

WHAT WE DO

We market and sell advertising space across a diversified portfolio of media, including leading satellite TV channels, websites and other media.

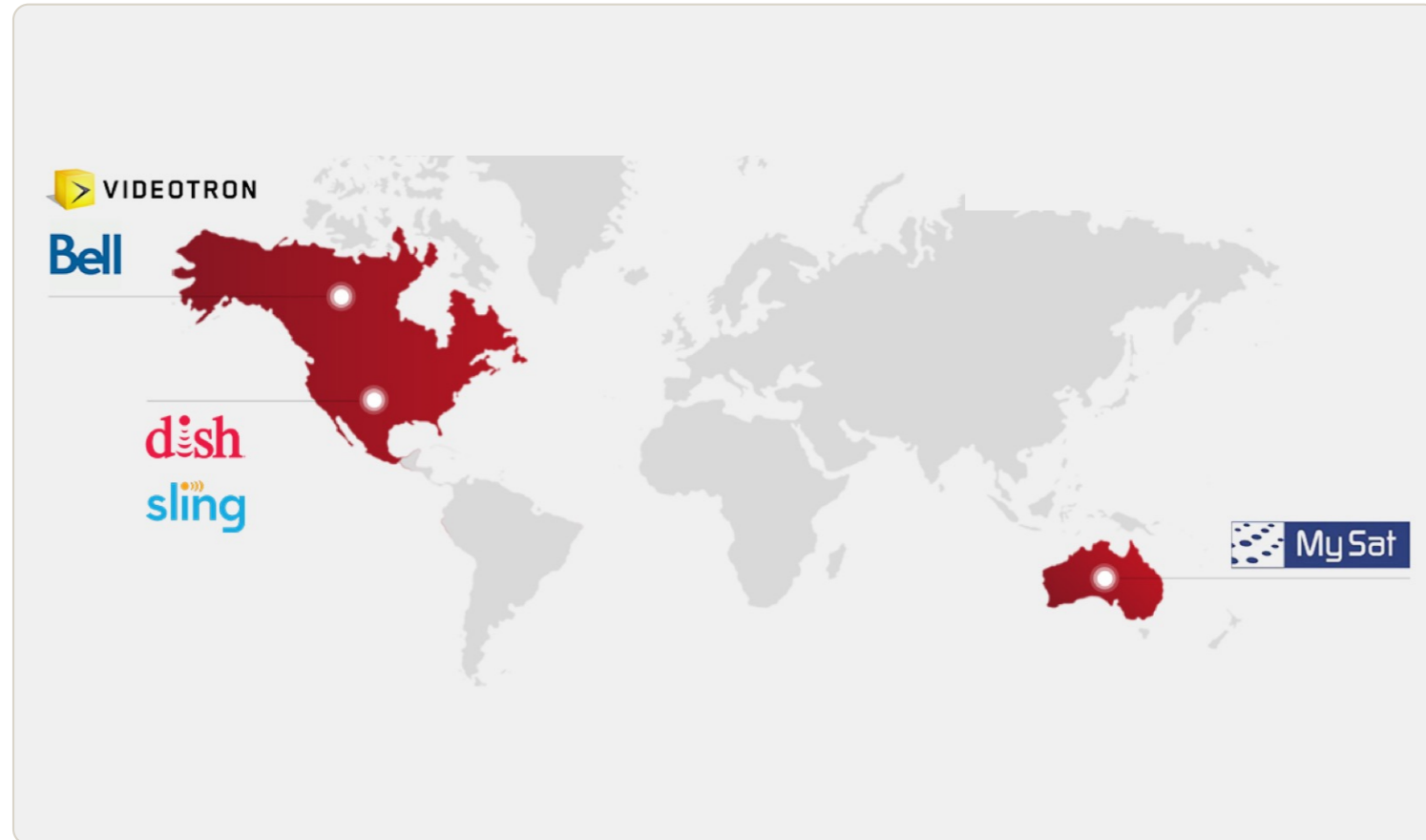
HOW WE WORK

A dedicated team of professionals serves clients through a network of offices and representatives across the GCC, USA, Canada and Australia, with a main focus on North America.



THREE MARKETS, ONE PARTNER

Our Coverage



United States

Distribution via

Dish Network, Sling

Canada

Distribution via

Bell, Videotron

Australia

Distribution via

MySat

THE AUDIENCE

Who Are We Talking To?

6.5M+

Arabs across the US, Canada and Australia, growing year on year

94%

of Arab Americans live in metropolitan areas

+27%

mean income vs. the US national average

89%

of Arab Americans hold at least a high school diploma

WHY THE AUDIENCE IS GROWING

Descendants of immigrant ancestors

Arabs immigrating for a better future for their families

Arabs seeking better education

Geopolitical instability in Arab countries

THE MULTICULTURAL CONSUMER

Arab immigrants and refugees are identified as **multicultural consumers** (Harvard Business Review): people who belong to more than one culture, usually immigrants or second-generation immigrants. They carry parts of their cultural identity with them while assimilating to the culture of their host country.

KEY FACTS

The U.S. Audience

3.7M

Arab ancestry as of 2010, more than double the 1980 figure

94%

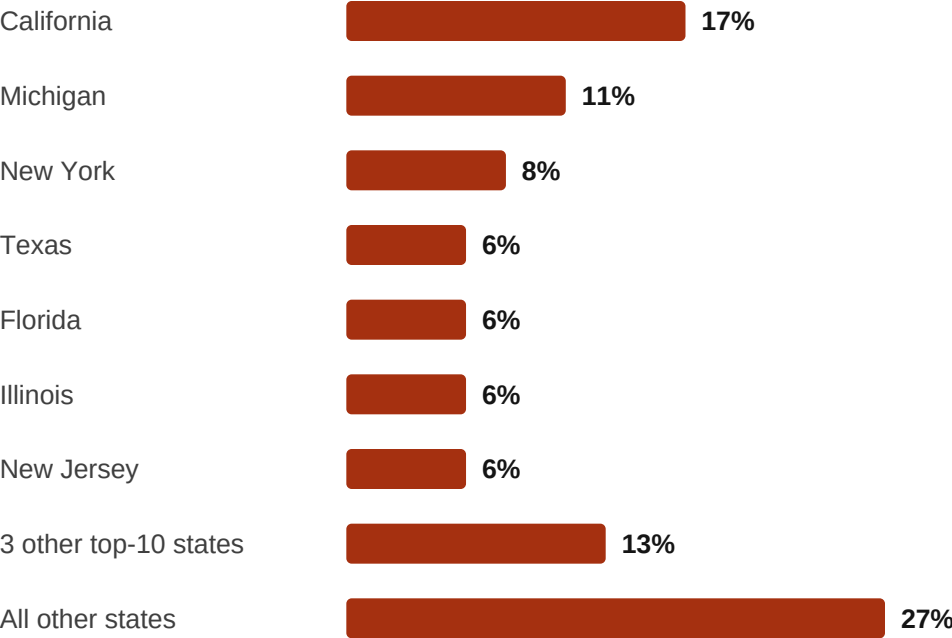
live in metropolitan areas: Los Angeles, Detroit, New York/NJ, Chicago, Washington, D.C.

Two-thirds

of Arab Americans reside in just 10 states

Income and education: the Arab American Institute Foundation found mean income for Arab Americans is 27% above the national average, and 89% hold at least a high school diploma.

SHARE OF U.S. ARAB POPULATION BY STATE



KEY FACTS

The Canada Audience

750,925

Arab Canadians, on the rise

+104%

growth in the Arab Canadian population since 2001

81%

live in two provinces: Quebec and Ontario

25%

of Arab Canadians are Lebanese Canadians

ARAB CANADIANS BY PROVINCE

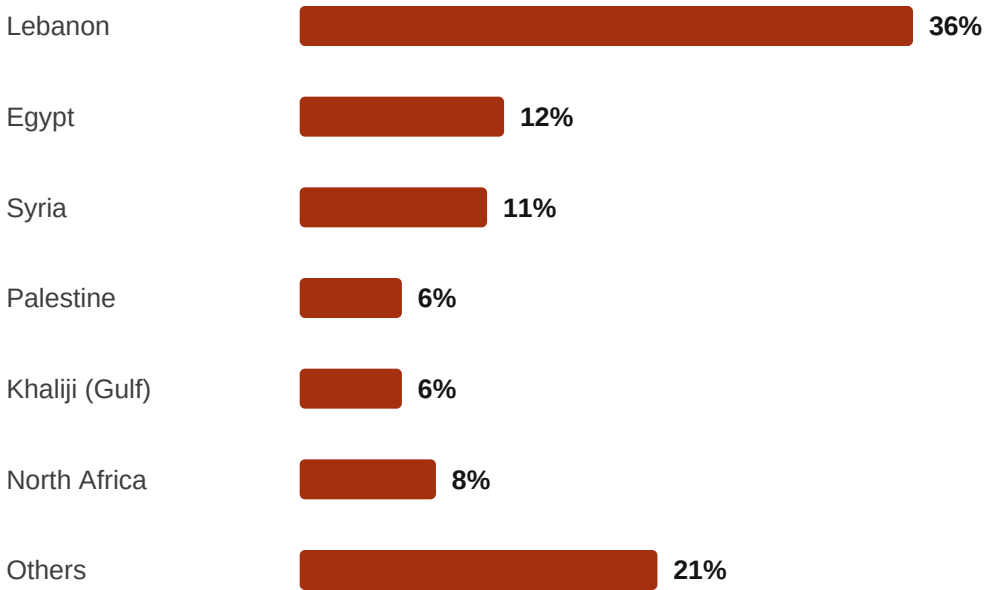


THE COMBINED MARKET

4,416,714 Arabs in the US and Canada: **83%** in America, **17%** in Canada.

Audience Rising & TV Still Matters

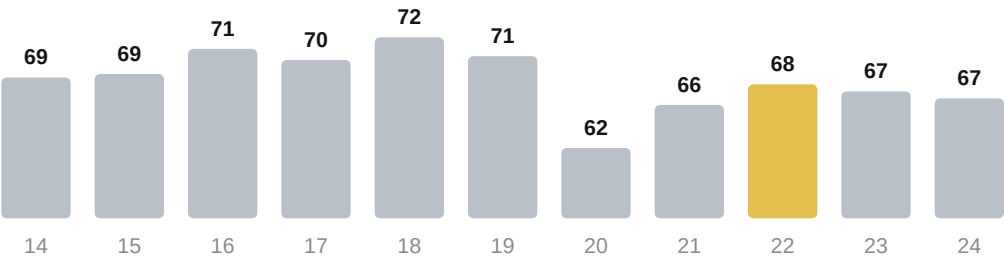
U.S. & CANADA ARAB POPULATION BY ORIGIN



Based on 2010 & 2011 research data. Arab population expected to grow 15-20% by 2019, from 4.5M in 2010 to 5.4M.

U.S. TV AD SPEND, 2014-2024 (USD BILLIONS)

About \$68B spent on TV advertising in 2022, up more than 3% on 2021.



Source: MarketingCharts / eMarketer (May 2021). 2023-24 are forecasts.

Why Hass

1

We are part of the multicultural community

We understand the consumer's mindset.

2

We have the know-how

Our team has both North American and Arab market experience.

3

We have the tools

We are the exclusive representatives of top TV networks.

4

We go where others can't

Our variety of channels reaches a wide range of audiences.

5

Very cost-efficient rates

Competitive packages built for your budget.

**The exclusive route to
the Arab-speaking
audience in North
America**

Our Channels

The logo for MBC, featuring the letters 'mbc' in a stylized red font.

MBC

The logo for Al Arabiya, featuring the word 'العربية' in a stylized blue and purple font.

Al Arabiya

The logo for MBC Masr, featuring a red square with a white stylized 'e' and the letters 'mbc' in red below it.

MBC Masr

The logo for MBC Drama, featuring the word 'دراما' in a stylized black font with 'mbc' in a smaller font below it.

MBC Drama

The logo for MBC 3, featuring a green 3D cube with the letters 'mbc' in white and a large white number '3' on the side.

MBC 3

The logo for Al Jadeed TV, featuring the word 'الجديد' in a stylized grey font with a blue bar and three white circles below it.

Al Jadeed TV

The logo for Arabica TV, featuring a purple stylized 'a' and the word 'arabica' in a purple font with 'tv' in a smaller font below it.

Arabica TV

The logo for Alyawm HD, featuring the word 'اليوم' in a stylized blue font with 'HD' in a smaller font below it, and 'ALYAWM HD' in a blue font below that.

Alyawm HD

24 channels in the
MBC Group, 4+ in the
US and Canada

KEY FACTS & DISTRIBUTION

MBC Group

#1

broadcast network in the Arab world

300M+

Arabs reached around the world

24

channels, 4+ in the US and Canada

\$1.5B

advertising revenue recorded in 2013

CHANNELS AVAILABLE IN THE U.S.



MBC USA



MBC Masr (Egypt)



MBC Drama



MBC 3



Al Arabiya

DISTRIBUTION

MBC bouquet of channels is available on **Dish Network** and **Sling** in the US, and on **Bell** and **Videotron** in Canada.

Special feed and programming with a split Eastern & Western grid and timing. Reaches more than **3 million Arabs** across the US and Canada.

Genres: Entertainment, News, Children's Education, Music, Sports.

MBC Programming

INTERNATIONAL FORMATS



TALK SHOWS & COMEDY



RAMADAN & AL ADHA: THE VIEWERS' HUB



SERIES: TURKISH, EGYPTIAN, SYRIAN



ENTERTAINMENT & SPORTS



PERCEIVED AS

Modern, innovative, and a hub of big production: Arab Idol, The Voice, Arabs Got Talent and The X-Factor.

Al Jadeed TV



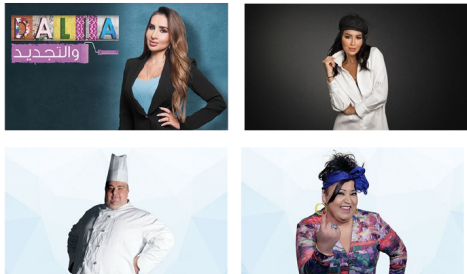
Lebanese Arabic channel, founded in 1992 and ranked among the top 3 Arabic channels.

Round-the-clock news coverage.

In-house production of programs and series.



Daily morning show with a mix of inspirational and educational segments, plus political coverage.



Celebrity news, fashion, comedy and cooking programs.



Turkish and Lebanese series.

Al Jadeed TV: News & Talk



News bulletin 4 times daily: morning, afternoon, main and late night.

A daily morning talk show hosting politicians, analysts and civil society activists.

Weekly programs on political accountability, plus Toni Khalifeh's weekly round-up of Lebanon and Arab affairs.

GENRES

Daily Morning Show

Varieties

Comedy

Series

News & Political

Talk Shows

Al Jadeed combines in-house production with round-the-clock news, giving advertisers prime-time reach among Lebanese and wider Arab audiences.

Arabica TV



Arabic music satellite TV station with the latest hits around the clock from top Arab singers.

A library of more than 2,000 songs, a leading position in TV entertainment.

Ten years of building a significant rating in the Middle East and a loyal fan base.



ARABICA NEWS (60 MIN)

A leading weekly program presented by **Maria Choueity**, covering singers' news, festivals, making-of features, the top 5 songs at Virgin Megastore and exclusive celebrity interviews.

Airs every Sunday and repeats 3 times on Monday.

Reaching millions of Arab households

Brands That Trust Us



2026 Rates: MBC Group

MBC

Off Peak

Peak

Prime

Contact Us for Pricing

313.399.2001 or email hassanhussein@mac.com

MBC Drama

Off Peak

Peak

Prime

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MBC Masr

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Peak

Prime

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MBC 3

Off Peak

Peak

Prime

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PROGRAM TIMING (EST)	Off Peak 02:00-09:59	Peak 10:00-19:29	Prime 19:30-01:59
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2026 Rates: Al Jadeed

Al Jadeed TV

Prime

Contact Us for Pricing

313.399.2001 or email hassanhussein@mac.com

Al Jadeed timing (EST): Prime 18:00-23:00

TERMS & CONDITIONS

1. 50% down payment upon confirmation.
2. 50% balance to be paid within 7 days after submitting the screening and invoices.
3. Space availability and spot allocation are only confirmed upon booking confirmation from MBC.
4. Program titles, times and rates are subject to change on arrival of the latest grids.

Let's build your campaign

Tell us your audience, budget and timing, and we will build a schedule across the MBC Group, Al Jadeed and Arabica TV.



CALL

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