

# First Media to Set Up State-Of-The-Art Facility at Dubai Studio City

## Dubai Continues to Attract Investments from Global Media Networks

**Dubai-UAE: 13 June, 2009** – First Media today announced it will set up a state-of-the-art studio facility at [Dubai Studio City](#), the dedicated free zone for the film and broadcast production industries and a member of [TECOM Investments](#), with an initial US \$5 million phase one cost.

Established by Zafar Siddiqi, founder of CNBC Networks in the Middle East, Africa and Pakistan, First Media will provide state of the art graphic facilities which will be available to outside production companies, commercial production agencies and broadcasters.

Siddiqi said:



“ Prior to selecting Dubai Studio City as our regional base, we examined various infrastructure opportunities against set criteria. We are confident our new base will provide us with the necessary stimulus for future expansion of our worldwide franchises and news networks. ”

“ Currently, production and content supply of Arabic entertainment and dramas is limited and fragmented. We believe First Media will unleash the enormous potential for in-depth content that exists in the region. ”

Dr. Amina Alrustamani, CEO, TECOM Business Parks, said:

“ Dubai continues to be an attractive option for international media content providers and production companies seeking to take advantage of the excellent infrastructure and investor friendly environment at Dubai Studio City. We are confident that Dubai Studio City will be a key driver in First Media's growth as a leading regional content provider. ”

In addition to providing services to external content developers, the First Media facility will cater to the needs of 'Samaa TV', it's news and current affairs channel in Pakistan. In addition it will produce Arabic drama series for local and regional television channels. The international networks of CNBC in Africa and Pakistan have also expressed interest in using the facility for their stations.

UK-based TSL, a leading creator of integrated broadcast systems and an international supplier of innovative, professional broadcast products, has been appointed as the system integrators for the project at Dubai Studio City.

Welcoming First Media to the growing media production community at Dubai Studio City, Jamal Al Sharif, Director, Dubai Studio City, said:

“ With the convenience of industry-specific services that we provide from a single location, we are confident our world-class facilities will add value to First Media's production work. ”