
MEDIA PACK
2021



**YOUR GATEWAY
TO THE MUSLIM WORLD**



WORLD'S LEADING ISLAMIC MEDIA PLATFORM

PROVIDING A TRUSTED MUSLIM
PERSPECTIVE SINCE 2004

Islam Channel has been
broadcasting worldwide in
English from London since 2004.

Established at the heart
of the British and global
Muslim community, Islam
Channel is a trusted source
of religious knowledge and
news and a cherished hub for
entertainment, culture and
children's programming.

Islam Channel is the best way
to reach a Muslim audience,
offering comprehensive
coverage both in the UK and
worldwide on TV and online, via
cable and satellite networks,
digital channels, SMART TV,
tablet and mobile applications
and social media platforms.





A TRUSTED BRAND

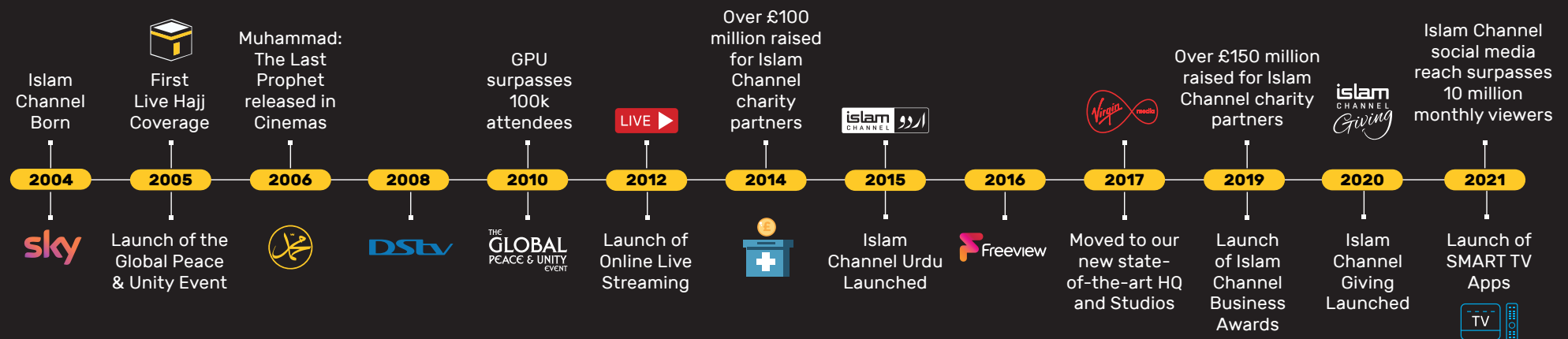
RELIABLE, ACCURATE AND UNBIASED
INFORMATION AND INSIGHT

Trust is at the heart of any successful brand. Islam Channel was the first broadcaster to focus on a Muslim audience, when it started broadcasting from London in 2004, earning the love and respect of the British Muslim community.

It is trusted to provide accurate, unbiased information and insight – it is common for British Muslims to time their

prayers and the breaking of their fast in Ramadan by Islam Channel, either by visiting the website or on TV.

A whole generation of British Muslims has grown up with Islam Channel as the backdrop to their home lives.





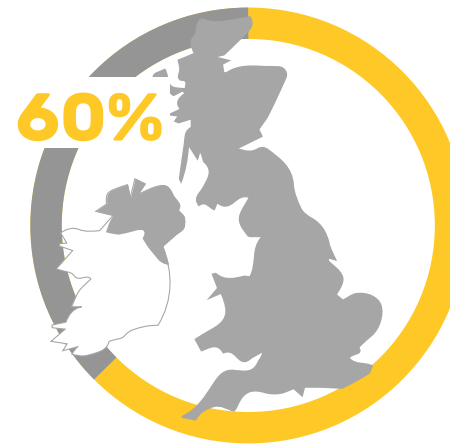
THE GATEWAY TO THE MUSLIM COMMUNITY IN THE UK AND BEYOND

Islam is the second largest religion in the UK. There are 4 million British Muslims, representing 6.3% of the UK population.* The Muslim population is larger than all other non-Christian faith groups put together. According to the Office for National Statistics, over 1 million of London's 8 million population is Muslim.

Islam Channel is unique as a Muslim media platform, not only as a pioneer and market leader, but also because it reaches all parts of the Muslim community, rather than catering for one

ethnic, cultural or language group. Advertising or sponsorship on Islam Channel is the best way for you to present your brand to the Muslim community in the UK and overseas. Working with Islam Channel is like being introduced by a trusted friend.

Islam Channel reaches the majority of the UK's Muslim population. Its audience is loyal, engaged and extremely generous, with over £150 million raised through live charity appeals on Islam Channel.



According to BARB data, combined with home office figures, Islam Channel reaches **60% of British Muslims.**



2 MILLION

Viewers in
the UK alone



£150 MILLION

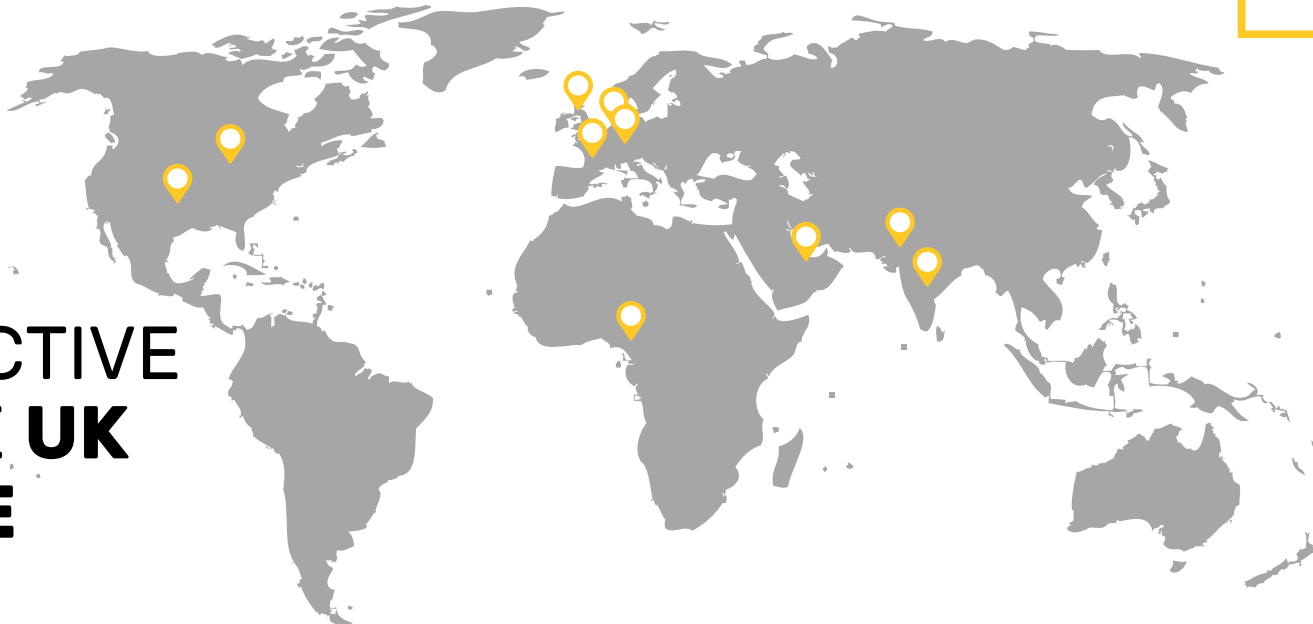
Raised through live charity
appeals on Islam Channel



* Source: Office for National Statistics, Census, 2011. Pew Research Center, 2017.



DELIVERING AN ENGAGED AND ACTIVE AUDIENCE IN THE **UK** AND **WORLDWIDE**



Islam Channel is the only UK-based Muslim media platform to have a truly global reach, broadcasting to millions of English-speaking Muslims worldwide.

Islam Channel's audience is extremely generous. In Ramadan 2020 the channel set a new record for a charity appeal, with charity partner Muslim Hands raising over £1.5 million in a single night's live appeal.

Islam Channel is available on Sky, Virgin Media and Freeview in the UK and on a number of international satellite networks including DSTV which has a subscriber base of over 20 million viewers throughout Africa.

In 2021, Islam Channel launched a suite of state-of-the-art VOD applications across SMART TV, tablet and mobile devices on Apple, Android and Amazon platforms. Islam Channel also

reaches over ten million viewers monthly on its social media platforms.

With its combination of traditional TV and digital platforms, advertising on Islam Channel allows you to reach Muslim audiences of all ages, including demographics such as the more mature and affluent members of the Muslim community, who can be tricky to reach online.

TOP 10 LOCATIONS www.islamchannel.tv

- | | |
|----|-------------|
| 1 | UK |
| 2 | US |
| 3 | India |
| 4 | Nigeria |
| 5 | Pakistan |
| 6 | Canada |
| 7 | UAE |
| 8 | Germany |
| 9 | France |
| 10 | Netherlands |

WHY TV ADVERTISING WORKS

In the UK, over 27 million households have a TV, accounting for 33% of the average person's overall media day and 68% of the average person's video diet. More importantly for advertisers, TV accounts for 93% of all video advertising that is seen.*

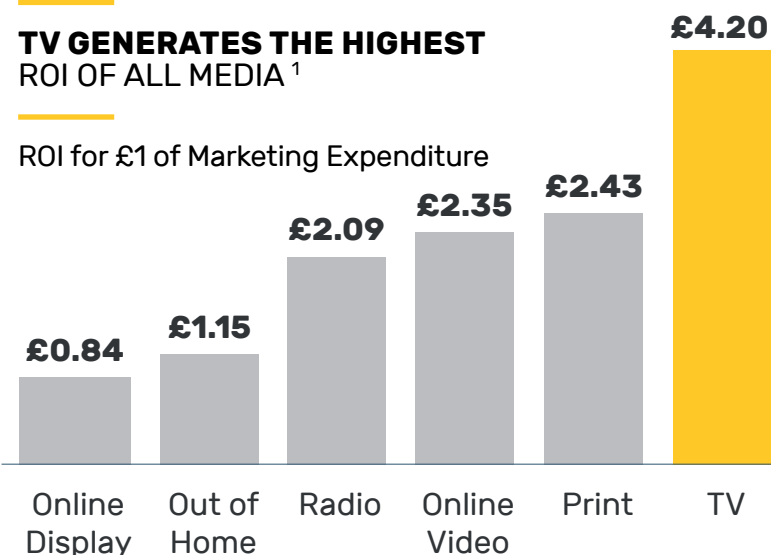
It may surprise you to know that TV advertising is especially popular with online companies. Online businesses are, in fact, the top spenders on TV advertising, accounting for some £760 million, up 7% year on year. In the UK, Amazon is now the third largest advertiser having invested over £60 million on TV advertising, up 21%.*

Partnering with a trusted brand such as Islam Channel offers a unique opportunity for brands to connect with a clearly defined audience through our credible and trusted platform. A partnership with Islam Channel brings your business closer to the heart of our viewers.

Throughout the Coronavirus pandemic, Islam Channel has been trusted by the NHS to deliver its messages direct to British Muslim homes and by the UK government to inform businesses about the changes due to Brexit.

TV GENERATES THE HIGHEST ROI OF ALL MEDIA ¹

ROI for £1 of Marketing Expenditure



“Success depends on a fully integrated campaign... There is a time and a place for targeting through the obvious channels, digital and CRM, but there is also a time to talk to the nation and our TV campaigns do that brilliantly and successfully.”

IAN HAMPTON
SENIOR CAMPAIGNS MANAGER NHS ENGLAND

* Source: Thinkbox, TV Ad Revenue in the UK, 2018

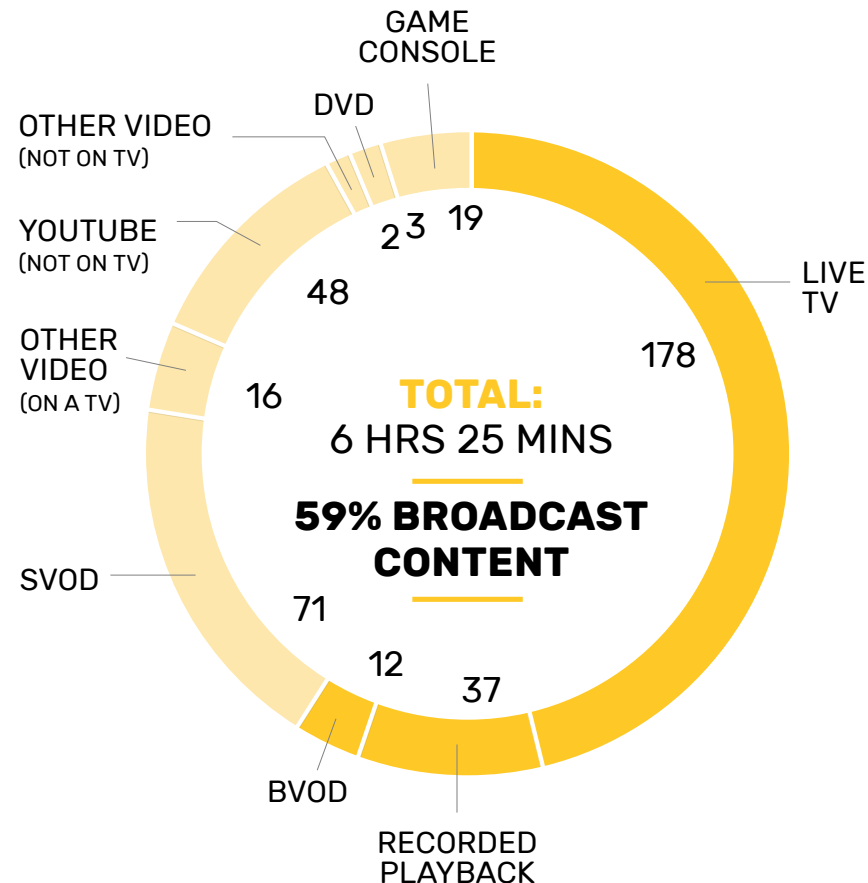
¹ Source: Ebiquity and Gain Theory, Profit Ability: the business case for advertising, 2018



TV IN LOCKDOWN

PEOPLE ARE WATCHING MORE TV THAN EVER

As the coronavirus pandemic took hold and the UK entered lockdown, viewing figures rose. In April 2020, Ofcom found that UK viewers spent six hours and 25 minutes each day on average – or nearly 45 hours a week – watching TV and online video content – a rise of almost a third (31%) on last year. 59% of this viewing was on traditional TV, of which almost 3 hours was live TV.*



AVERAGE MINUTES
VIEWING PER DAY ACROSS ALL DEVICES DURING
PEAK LOCKDOWN (APRIL 2020)

“Lockdown led to a huge rise in TV viewing and video streaming. The pandemic showed public service broadcasting at its best, delivering trusted news and UK content that viewers really value.”

YIH-CHOUNG TEH
OFCOM'S STRATEGY
AND RESEARCH GROUP
DIRECTOR

* Source, Ofcom, Lockdown Leads to Surge in TV Screen Time and Streaming, April 2020



THE MUSLIM POUND

Islam Channel is the best medium through which to reach an affluent British Muslim audience in their own homes. There are over 4 million Muslims in the UK, contributing an estimated £126 billion to the economy.¹

In its 2013 report, The Muslim Council of Britain found that

34% of small to medium-sized enterprises in London were Muslim-owned. Many British Muslims are successful entrepreneurs and business-owners.²

The State of the Global Islamic Economy Report 2020/21 estimates that Muslims spent

over \$2 trillion worldwide in 2019 across the Halal Economy including food, pharmaceutical, cosmetics, fashion, travel and media, all of which are impacted by Islamic faith-inspired ethical consumption needs. It lists the UK as a 'Promising Country', rising six places in the global Islamic economy.³



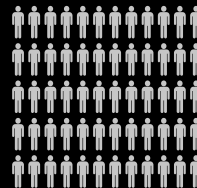
\$2 TRILLION

Global Halal Economy (2019)



£3.5 BILLION

UK Halal Industry (All sectors)



4 MILLION

Muslims in the UK



£126 BILLION

Muslim Contribution to the UK economy



£1 BILLION

UK Halal Industry (Food)

¹ Source: Based on UK GDP of £2 trillion and average contribution of 6% as per UK population demographics

² Source: Muslim Council of Britain, The Muslim Pound, 2013

³ Source: Salaam Gateway, The State of the Global Islamic Economy Report 2020/21

A GENEROUS AUDIENCE FOR WHOM CHARITY IS A WAY OF LIFE

British Muslims are the UK's most generous charity donors. In 2018, British Muslims gave £130 million to charity in Ramadan alone. *

Ramadan is not only the month when Muslims fast but is also one of the most important months in the Islamic calendar for giving to charity.

Muslims have a duty to donate a percentage of their wealth to charity known as Zakat and also make voluntary charity contributions known as Sadaqah.

In Ramadan 2020, Islam Channel broke its previous record for the most successful live charity appeal, raising £1.5 million in one single night.



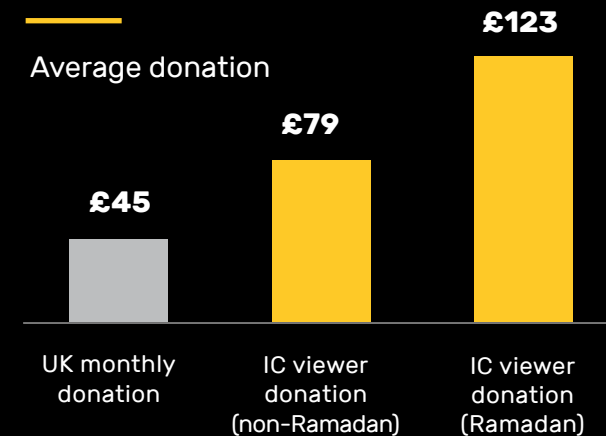
£150 MILLION

Raised through live charity appeals on Islam Channel

* Source: Muslim Charities Forum, 2018

¹ Source: CAF UK, Giving Survey 2019 and IC, Charity Survey 2020

BRITISH MUSLIMS ARE THE UK'S MOST GENEROUS CHARITY DONORS ¹



OUR CHARITY PARTNERS





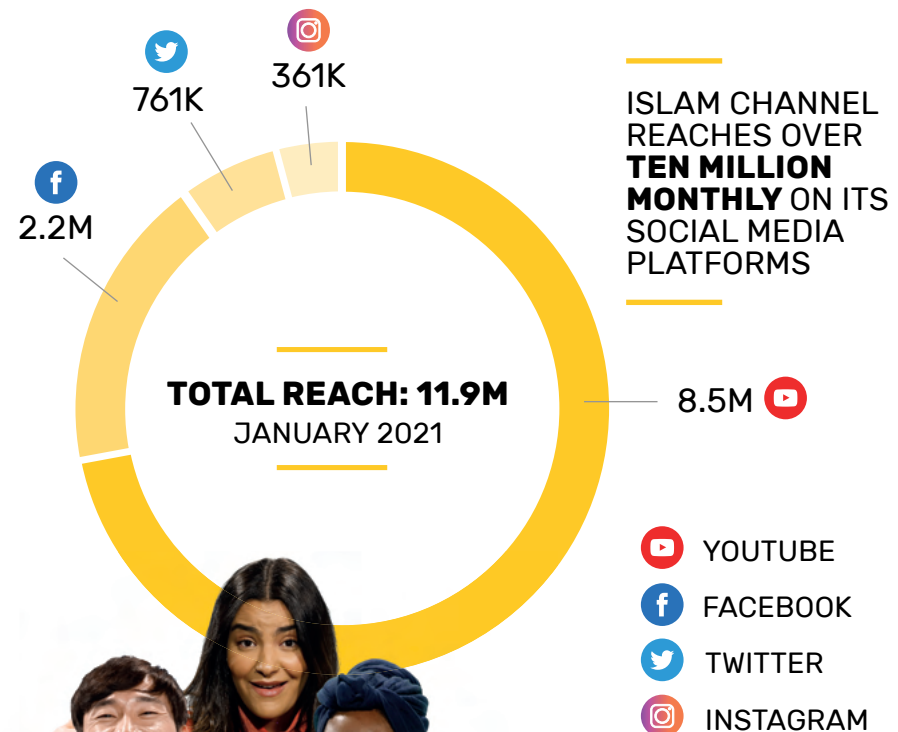
DYNAMIC ONLINE GROWTH DRIVING ENGAGEMENT

Our digital platforms have seen unprecedented levels of growth during 2020, with Islam Channel now reaching over ten million viewers monthly on its social media platforms. Not only have audiences increased, but their engagement with our content is extremely high. This is helping to deliver the digital generation to Islam Channel. They look to Islam Channel to interpret news, current affairs and lifestyle trends from an Islamic perspective both online and on TV.

We have worked with young Muslim influencers such as Mariah Idrissi, Ali Official and Islah Abdur-Rahman to create new content tailored to our platforms and our audience.

Much of our video and on-demand content is available on our YouTube platform, which has gone from strength to strength throughout the year, giving our viewers increased opportunities to discover and engage with our content.

In 2021, Islam Channel launched a suite of state-of-the-art VOD applications across SMART TV, tablet and mobile devices on Apple, Android and Amazon platforms.





WHY ADVERTISE ON ISLAM CHANNEL DURING RAMADAN

Ramadan is the holiest month of the Islamic calendar. During Ramadan, Muslims fast between dawn and dusk, marked by the early morning prayer (Fajr) and the evening prayer (Maghrib). At this time of year, Muslims rise early and gather as a family to share their morning meal, Suhur, and gather again as a family to break their fast over the Iftar meal.

Since these timings rely on the sun's movements - and indeed the dates of Ramadan itself are determined by moon sightings - Islam Channel has an extremely important role to play during this period. Many British Muslim families rely on Islam Channel for accurate timings, as a trusted and reliable source of information.

Islam Channel also has special programming throughout this period, accompanying its audience through the holy month with heart-warming spiritual content as well as light-hearted programming designed to entertain and inspire the Muslim family.

In 2020, during lockdown, Islam Channel assumed an even greater role in the rituals and daily routines of Ramadan, with families unable to attend the mosque to pray, or to gather together to break their fast. As in so many British households, the TV became a focal point for the family to share news and entertainment.

Islam Channel has its largest viewership during Ramadan itself and the time leading up to the holy month. Ramadan 2021 is predicted to begin on 13th April - Muslim families throughout the UK will be watching the channel to find out for sure when it starts. Throughout Ramadan, the TV is sure to be showing Islam Channel throughout the day in Muslim homes across Britain.

In Ramadan 2020, Islam Channel broke its previous record for the most successful live charity appeal, raising £1.5 million in one single night.





PROGRAMME SPONSORSHIP ON ISLAM CHANNEL

Sponsoring a programme on Islam Channel is a wonderful way to take your brand right to the hearts of our viewers. Our viewers are extremely loyal and often feel a personal attachment to their favourite programmes. Many of our sponsorship opportunities are not only for TV but also include an online element incorporating YouTube or social media.

We are able to offer a wide variety of content from religious to current affairs, lifestyle to children's programming. Sponsorship works best when there is a clear synergy between the programme and the sponsor – our team knows our audience and our programming inside out and will be happy to recommend the most suitable options for you and your brand. Speak to them for rates and details.

LIFESTYLE

Bringing the family together to share the joys of Ramadan

THE BIG RAMADAN SHOW

Our flagship daily chat show featuring lifestyle, news and entertainment from across the UK, with cookery segments, competitions and more

TRAVEL WITH ME

Travel around the world visiting Istanbul with Aatif Nawaz, Bosnia with Mistah Islah, Abu Dhabi and Uzbekistan

IC KIDS STORYTIME

Muslim personalities tell inspiring children's stories from around the Islamic world

NATIONAL QIRA'AH COMPETITION

The popular national competition to find the best reciter – a special Ramadan edition

HEALTH SHOW LIVE: RAMADAN

Over the past year, health issues have come to the fore – viewers chat with our Muslim doctors and Sheikhs who have studied Fiqh of Medicine



DEEN-BOOSTING SHOWS

Spiritual and inspirational content

ISLAMIQA

Viewers call in to the studio with questions for our learned scholars who will offer advice on all matters pertaining to their daily lives

TAJWEED SHOW

Season 2 of this popular show, presented by Sheikh Musa Abuzagheh, who completes his Tajweed syllabus

THE HOLY QURAN

Listen to the holy Quran recited by Sheikh Abu Bakr al-Shatri

RECITE

A live daily interactive Qira'ah show for Ramadan. Viewers call in to recite the holy Quran and have their recitations corrected

FALL IN LOVE WITH THE QURAN

Sheikh Wissam leads this inspirational series, exploring the holy Quran

BITESIZE RAMADAN

Fascinating 5 minute snippets for TV and social media

RAMADAN IN ...

Travel around the world to explore Ramadan traditions

IFTAR IN ...

Learn to cook Iftar delicacies from around the world

HOW TO BUILD A QURANIC HOME

Reform your home according to the Quran and Sunnah, and fill your home with productivity and iman

99 NAMES OF ALLAH

Sheikhs from around the globe talk about the 99 names of Allah

FOOD IN THE QURAN

An introduction to the food mentioned in the Quran

MUSCONCEPTIONS

Muslim influencers' hilarious take on the things that people say about Muslims and Islam online





IFTAR AND SUHUR SPONSORSHIP

Sponsoring the Iftar and Suhur provides maximum visibility as families gather, tuning into Islam Channel awaiting the Fajr and Maghrib Adhans, to commence and break their fast each day.

This premium slot is seen as one of the most sought-after sponsorships within the month of Ramadan.

Sponsoring the Iftar and Suhur is an excellent opportunity to display, highlight, and showcase your brand everyday within the month of Ramadan before and after the Iftar (breaking of the fast) and Suhur (start of the fast) duas.



TWO 10 SECOND SPOTS

Before and after
Iftar and Suhur dua





RAMADAN COUNT SPONSORSHIP

As Muslims around the world eagerly await the arrival of Ramadan, all eyes will be on Islam Channel. British Muslims, in particular, rely on Islam Channel to confirm the official start of Ramadan and again at the end of the holy month, to confirm the end of Ramadan and the start of Eid al-Fitr.

Islam Channel is offering an exclusive opportunity for brands to sponsor the all-important Ramadan Count. Your brand will be in a prominent position reaching Islam Channel's audience across its TV and digital platforms.

This opportunity encompasses **two months of sponsorship**, throughout the month of Shaban leading up to Ramadan and throughout the month of Ramadan itself.

Your brand will be shown as part of Islam Channel's Ramadan Count ident on TV, on its website banner and across its social media platforms, on YouTube, Facebook, Twitter and Instagram, which reach over 10 million per month – in Ramadan this is likely to be significantly higher.



WHAT'S INCLUDED:



TV

12 x 10 SECOND SPOTS
Your brand logo featured on the iconic IC Ramadan countdown ident



islamchannel.tv

Your brand logo featured on our IC Ramadan countdown banner on our website



SOCIAL MEDIA

Your brand logo featured on our IC Ramadan countdown on YouTube and across all of our social media platforms

2 MONTHS

30 days of Shaban leading up to Ramadan + 30 days of Ramadan

OUR VALUES

FAITH

Placing Islam and its values at the core of our work

INTEGRITY

Staying true to our principles to earn the trust of our audience

RESPECT

Showing respect for others and valuing co-operation

CREATIVITY

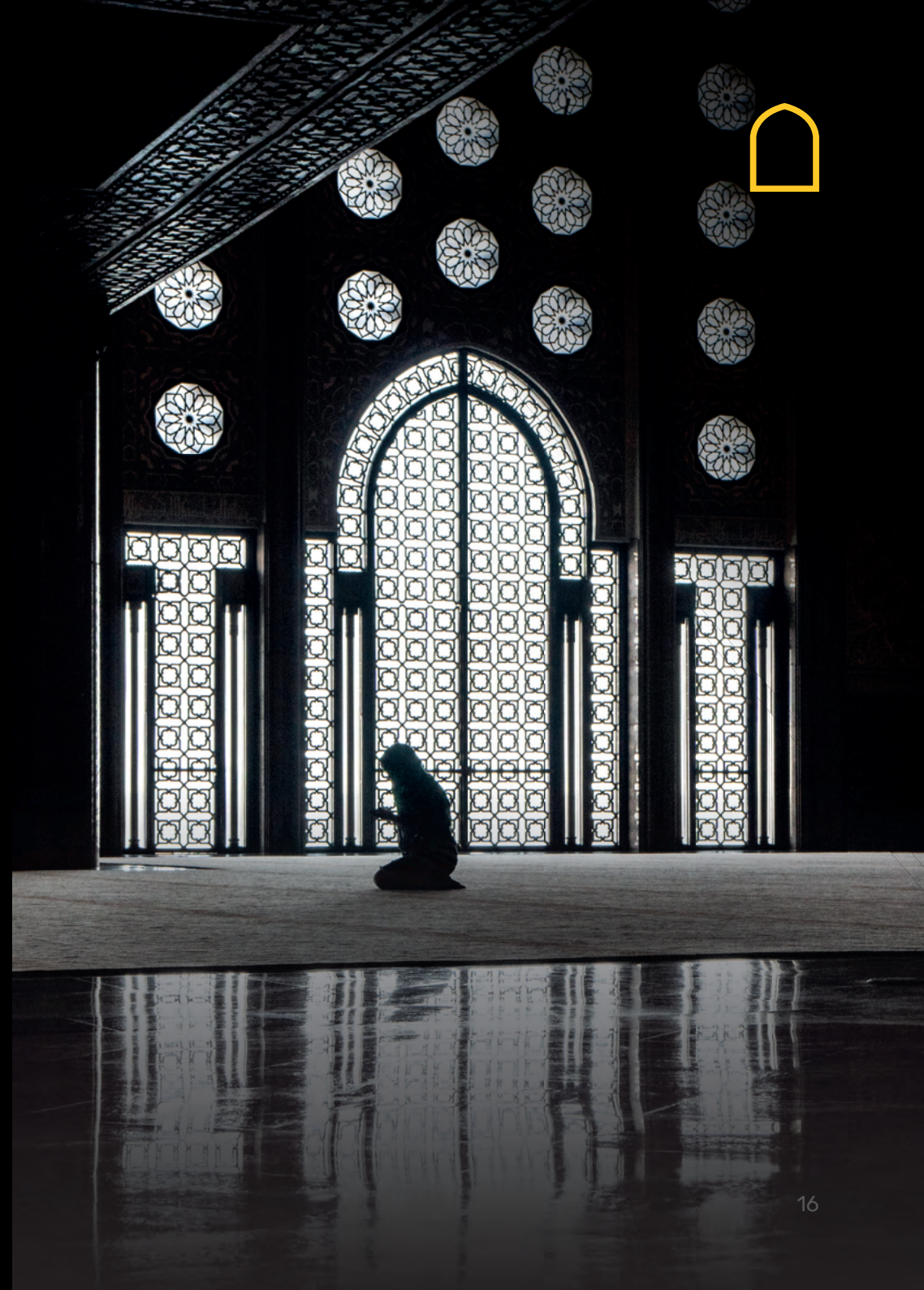
Seeking inspiration to generate new ideas and ways to express them

COMMUNITY

Taking responsibility for serving and caring for our community

EXCELLENCE

Striving for excellence or *Ihsan* throughout our work



OUR VISION

FOCUS ON VIEWERS

Placing our viewers at the heart of everything, creating engaging and informative content to earn their trust

MUSLIM PERSPECTIVE

Providing a Muslim perspective in the media and ensuring that Muslim voices are heard

RELEVANT TO MUSLIMS

Raising issues and highlighting stories of relevance and significance to the Muslim community

CELEBRATE SUCCESS

Celebrating Muslim achievement, showcasing the diversity and plurality of the British and global Muslim experience

EDUCATE & INFORM

Educating and informing both Muslims and non-Muslims of all ages and backgrounds about Islam

CHALLENGE MISCONCEPTIONS

Challenging misconceptions about Islam and standing up for what we believe is right

MUTUAL RESPECT

Championing inclusivity to promote mutual respect between different communities, faiths and cultures





TESTIMONIALS FROM CLIENTS



AL RAYAN BANK

"Islam Channel is a very important supplier for Al Rayan Bank, they provide services for us to reach our customer base and future prospects. Their audience is very much our audience and we share a lot of values in terms of the shariah and ethical values that we espouse. We use them for television, the website and we join them in shows and I think they're a great partner for Al Rayan."

SULTAN CHOUDHURY, CHIEF EXECUTIVE OFFICER, AL RAYAN BANK



"We have been proud to exclusively premiere and run our annual TV adverts on Islam Channel and have found its audience to be important to us - particularly over the Ramadan period, a traditionally busy period for other Muslim centric sectors"

SHAHZAD YOUNAS, FOUNDER & CEO, MUZMATCH



"Islam Channel assisted us in building awareness and trust for Wahed. We see them as a long-term partner. They worked closely with us to ensure our campaign delivered the desired results. And went above and beyond to ensure that our needs were met."

AS'AD LAYTH, VP BUSINESS DEVELOPMENT, WAHED INC



"The Islam Channel has been a key element for our marketing strategy when we opened up the first The Halal Guys in the UK. Their reach within the community is unrivalled. Furthermore, the know-how of their people helped us tremendously to set the tone and fine-tune our campaigns. The Islam Channel has been a great partner for The Halal Guys"

JAN VAN DELDEN, MANAGING PARTNER, ITICO F+B (HALAL GUYS)



OUR CLIENTS



Contact Us

If you would like to discuss advertising opportunities or start planning a future campaign, we'd be happy to talk about your requirements and help you to meet your objectives.

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