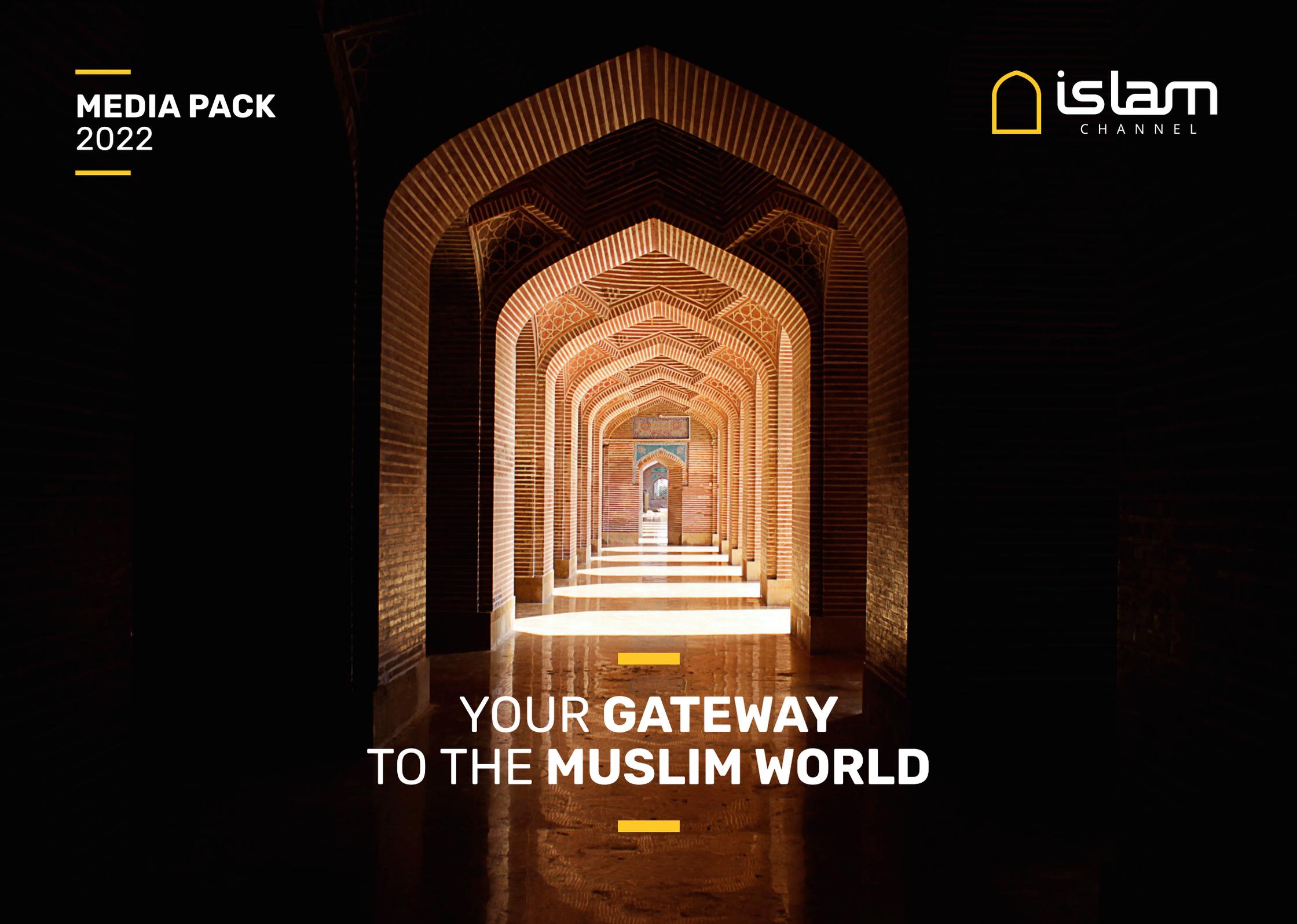


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**MEDIA PACK**  
**2022**

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**YOUR GATEWAY  
TO THE MUSLIM WORLD**

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# 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 and was joined by Islam Channel Urdu in 2015.

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.

Since March 2021 we have been registered with BARB, the UK's official service for measuring TV viewership. In Ramadan 2022, we were the most viewed channel by British Asians, with over 2.2 million viewers.





# A TRUSTED BRAND

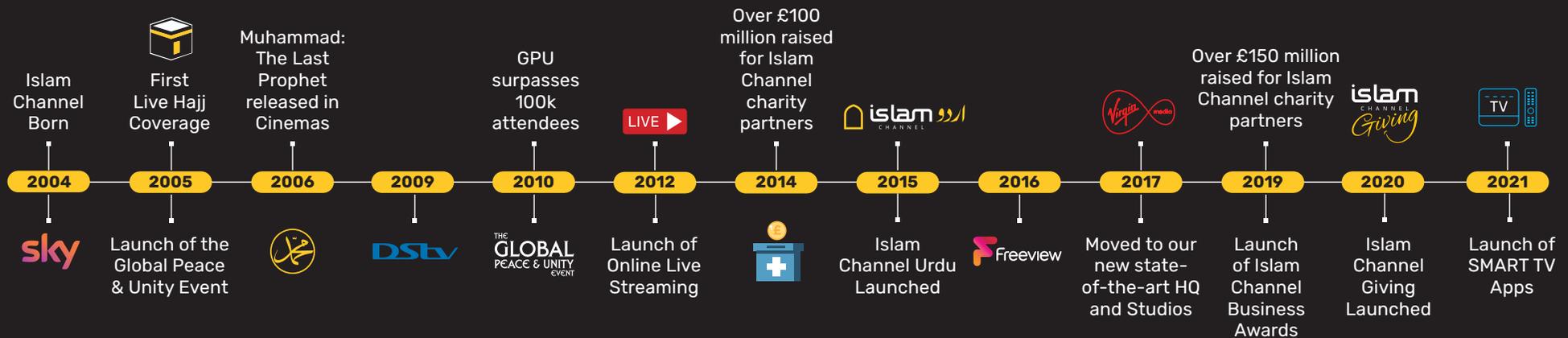
## RELIABLE, ACCURATE AND UNBIASED INFORMATION AND INSIGHT

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 Muslims around the world.

Since then, our journey has taken us from strength to strength. Islam Channel is on air broadcasting 24/7 and is now available throughout the world on TV and online.

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, which have already attracted over 510,000 unique users.

Islam Channel reaches over 58 million viewers monthly online across all platforms.





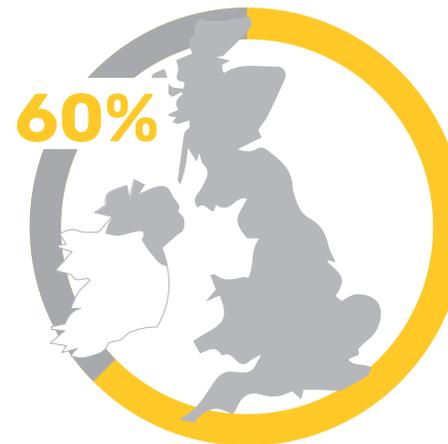
# THE GATEWAY TO THE MUSLIM COMMUNITY IN THE UK AND BEYOND

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.

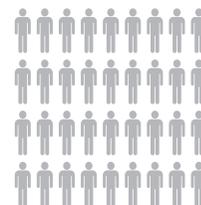
Islam Channel is unique as a Muslim media platform, not only as a pioneer and market leader, but also because it reaches all parts of the Muslim community, rather than catering for one ethnic, cultural or language group.

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.**



**2.2 MILLION**

Live TV viewers monthly 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 2021 the channel set a new record for a charity appeal, with charity partner Muslim Hands raising over £2.1 million in a single night's live appeal. In 2022, Islam Channel Urdu also broke

the £1 million barrier for a single night's charity appeal.

Islam Channel is available on Sky, Virgin Media and Freeview in the UK and on a number of international satellite networks including DSTV, with 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 58 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](http://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, almost 27 million households have a TV, accounting for 37% of the average person's overall media day and 67% of the average person's video diet. More importantly for advertisers, TV accounts for 91% of all video advertising that is seen. <sup>1</sup>

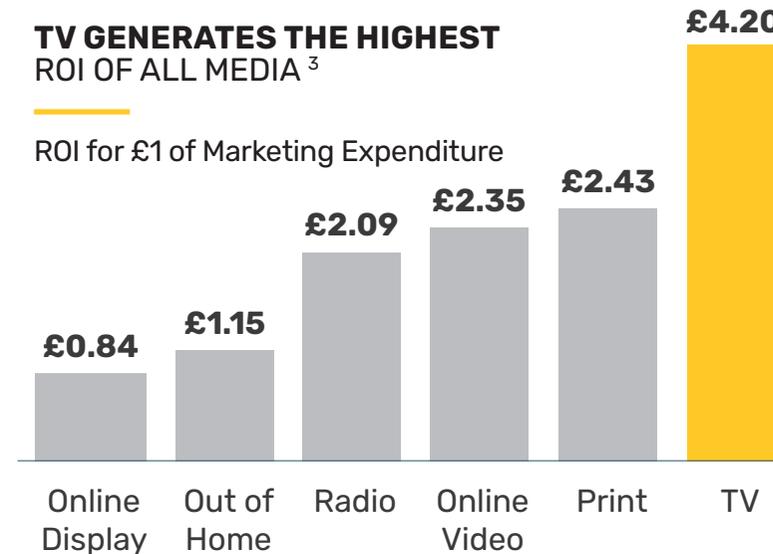
It may surprise you to know that TV advertising is especially popular with online companies. Online businesses are, in fact, the top spenders on TV advertising, accounting for over 20% of all linear TV ad spend in January-July 2021, investing £559.9 million in TV advertising in the UK, an increase of 37% compared with the same period in 2019. <sup>2</sup> 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 was 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 <sup>3</sup>

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

<sup>1</sup> Source: Thinkbox, A Year in TV Thinkbox Annual Review 2020-21

<sup>2</sup> Source: Thinkbox, Online-born Businesses Embrace TV Advertising, October 2021

<sup>3</sup> Source: Ebiqity and Gain Theory, Profit Ability: the business case for advertising, 2018



# 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.<sup>1</sup>

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.<sup>2</sup>

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.<sup>3</sup>



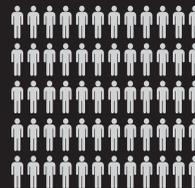
**\$2 TRILLION**

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)

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

<sup>2</sup> Source: Muslim Council of Britain, The Muslim Pound, 2013

<sup>3</sup> 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 2021, Islam Channel broke its previous record for the most successful live charity appeal, raising £2.1 million in one single night. In 2022, Islam Channel Urdu also set a new record, raising over £1 million in a single night.



**£150 MILLION**

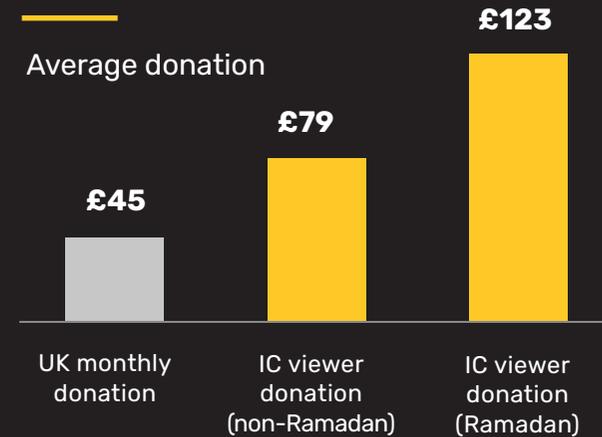
Raised through live charity appeals on Islam Channel

\* 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 <sup>1</sup>



## OUR CHARITY PARTNERS



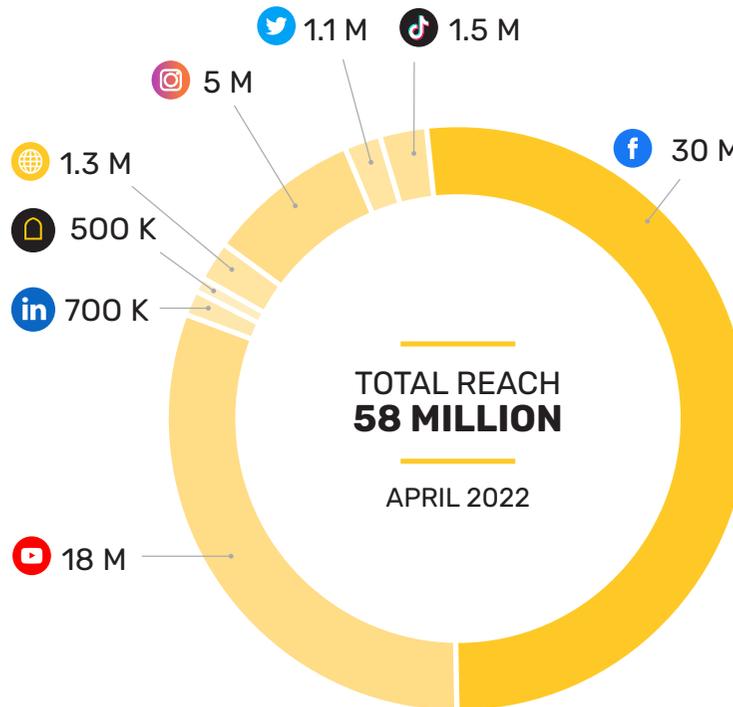
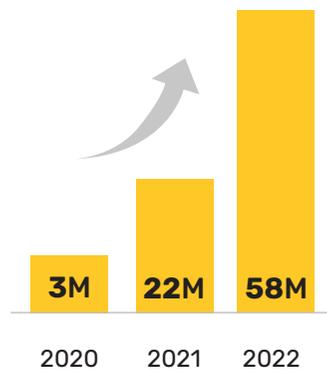


# DYNAMIC ONLINE GROWTH REACHES NEW AUDIENCES

Islam Channel is thriving across all platforms. Islam Channel has enjoyed sustained and consistent dynamic online growth by focusing on its social media platforms, expanding its audience on YouTube, its suite of brand new state-of-the-art apps, which are available across SMART TV, tablet and mobile devices on Apple, Android and Amazon platforms.

During a 2-year period Islam Channel's online reach across all digital platforms has soared from 3 million monthly in Ramadan 2020 to almost 58 million in Ramadan 2022.

**RAMADAN MONTHLY SOCIAL MEDIA REACH**



**ISLAM CHANNEL'S ONLINE REACH ACROSS ALL DIGITAL PLATFORMS**

- YOUTUBE
- FACEBOOK
- TIKTOK
- TWITTER
- INSTAGRAM
- WEBSITE
- LINKEDIN
- APP PLAYS



# PROGRAMME SPONSORSHIP

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.



## OUR FLAGSHIP SHOWS



### SALAAM BRITAIN

Our morning show, made for and by Muslim women, where guests entertain, inspire and educate, celebrating Muslim achievement.



### THE TODAY SHOW

Our flagship, contemporary, lifestyle chat show with special guests, exploring topical issues related to the Muslim community.



### RECITE

Our popular live interactive Qira'ah show where viewers call in to recite the holy Quran and have their recitations corrected.



### 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.



### HEALTH MATTERS

Viewers' questions on health and wellness are answered by Dr Hina J Shahid, GP and Chair of the Muslim Doctors' Association.



## CAMPAIGN ELEMENTS:

### BLOG ARTICLE

Long-form articles allow you to explain more intricate messages and tell your story

### SOCIAL MEDIA EXPLAINER

Digital content is versatile: serious or more playful depending on the message

### INTERVIEWS

Interviews for social media or on one of our live shows give a face to your brand

### PAID PROGRAMMING

A huge range of possibilities, from short fillers to feature-length documentaries

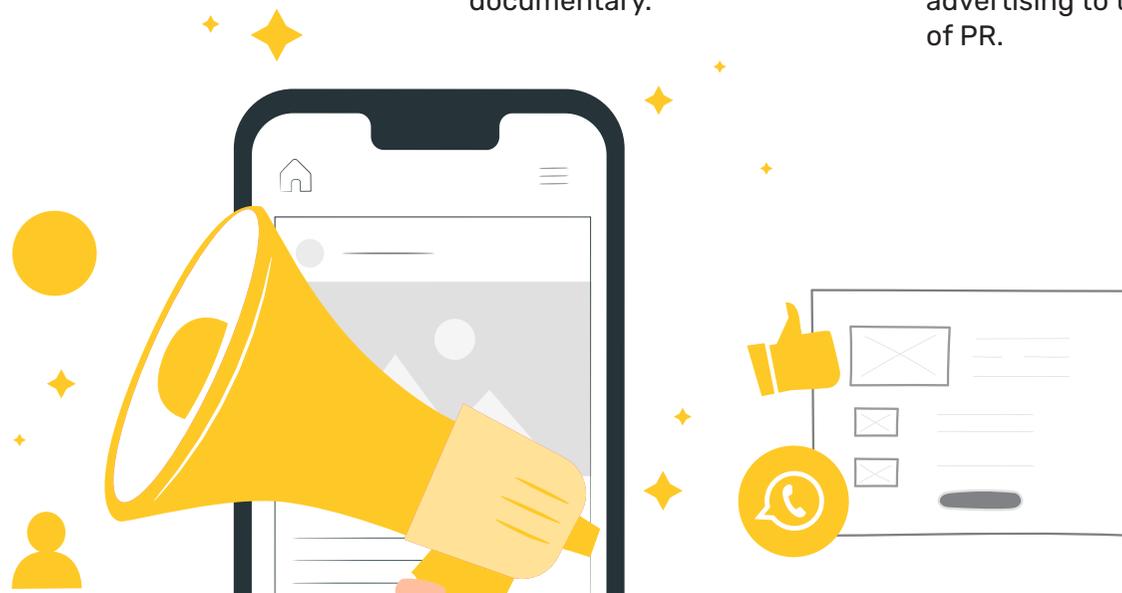
# TELLING YOUR STORY PR CAMPAIGNS AND TAILORED CONTENT

We know our audience better than anyone, so if you have a specific message which you want to get across to the Muslim community, there is no one better placed to help you do that. If you know what you want to say, our communications experts can help you work out the best way to say it, for maximum effect.

Our talented journalists and production team will work closely with you to ensure that their creativity and technical skills are set to work to create inspirational content for you, tailored specifically to your requirements, which will resonate with our audience, whether that be a blog article, a social media video or a documentary.

All PR campaigns are bespoke; created specifically around your brand and tailored to your messaging, to ensure that you meet your objectives.

They can also be combined with programme sponsorship or spot TV advertising for increased synergy, to add the direct approach of traditional advertising to the complexity of PR.



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# OUR VALUES

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## **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

## **EXCELLENCE**

Striving for excellence or *Ihsan* throughout our work

## **CREATIVITY**

Seeking inspiration to generate new ideas and ways to express them

## **COMMUNITY**

Taking responsibility for serving and caring for our community



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# OUR VISION

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## **FOCUS ON VIEWERS**

Placing our viewers at the heart of everything we do, creating engaging, informative and entertaining content to earn and retain 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 and 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 and bringing people together to promote mutual respect between different communities, faiths and cultures





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# TESTIMONIALS FROM CLIENTS

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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**

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“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**

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“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**

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“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



Chartered Institute of Management Accountants



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## Contact Us

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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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