

# Sky News Arabia to Showcase Network's Digital Competencies at IQPC's Inaugural North African Media Summit in Cairo

DUBAI, UAE, UNITED ARAB EMIRATES, June 2, 2015

[/EINPresswire.com/](http://EINPresswire.com/) -- Dubai-UAE: 2 June, 2015 – In the run up to the debut edition of the North African Media Summit to be held in Cairo from June 8-10, Sky News Arabia has announced a series of activities at the event that reiterates its status as a leading news channel dedicated to providing objective and dynamic coverage across broadcast and digital media platforms.

<http://bit.ly/namsein>

The 2015 edition of the North African Media Summit is set to convene industry experts, media personnel, and producers from across the Arab world to examine how latest digital technologies and platforms can further enhance communication with audiences, attract paid advertisements and maximise profits.

As media partners of the event, Sky News Arabia will mark emphatic participations at two thought sessions.

Nart Bouran, Head of Sky News Arabia, will participate in a panel discussion titled 'Breaking True News When It Happens'. Outlining the network's approach to breaking news in a credible and timely manner, Bouran will discuss how Sky News Arabia deploys state of the art technologies to provide a comprehensive news platform for the benefit of Arab audiences.

Samir Omar, Head of Sky News Arabia's Cairo bureau, will lead a conversation on 'Achieving an Interconnected Media Sector via Boosting Cooperation with Broadcasters' along with Mustafa Tell, General Manager of Broadcasting Operations at Arab Radio and Television Network (ART).

Sky News Arabia's support to the North African Media Summit builds on its mandate to advance the scope and reach of the broadcast industry in the Arab world.

## North African Media Summit

The logo for the North African Media Summit, featuring the text "North African Media Summit" in a mix of grey and pink fonts. To the right of the text are four circular icons: a television set, a microphone, a smartphone, and a social media symbol.

The North African Media Summit will take place from 8-10 June at the Moevenpick Cairo, Egypt with sponsors including TE Data, Eutelsat, YahLive, Systems Design, BSS Technologies, CreateCtrl, Mondo Globo. Find the full programme, speaker list and registration form at <http://bit.ly/namsein> , call +971 4 364 2975 or email [enquiry@iqpc.ae](mailto:enquiry@iqpc.ae).

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Press are invited to attend this important industry forum. If you would like a complimentary press pass, please email Shrutika Shetty at [shrutika.shetty@iqpc.com](mailto:shrutika.shetty@iqpc.com).



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