

## PART THREE: DUBAI MEDIA CITY

### 18.1 Advertising & Communication

#### **18.1.1 Advertising & Communication Agency** *(This Activity also applies to D3)*

(A company providing full range of services such as advertising, media planning, buying and placement, PR, direct marketing, sales promotion, graphic design, consultancy, speciality communication, e-services, branding and corporate identity. The area of specialization includes fashion, beauty, cosmetics and lifestyle, luxury and premium brands)

#### **18.1.2 Online/Digital Advertising** *(This Activity also applies to DIC)*

(Entails the process of publishing promotional material through online platforms such as social media, search engines, websites, and any other program that can be accessed digitally. Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.)

### 18.2 Media and Marketing Services *(This Segment also applies to D3)*

Provision of a number of advertising related services, including sales promotion, market research, PR and event marketing.

#### **18.2.1 Creative Agency**

(Companies providing full range of creative services such as advertising, graphic design, branding and corporate identity, specialty communication for all mediums)

#### **18.2.2 Public Relations Agency**

(Companies that create, manage and maintain the image of a brand, communication, product or service in view of the end user using all media channels)

#### **18.2.3 Sales Promotion**

(Companies primarily engaged in marketing of products or services via sales promotion strategies, such as direct marketing. Sales promotion describes promotional methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity)

#### **18.2.4 Outdoor Advertising**

(Companies engaged in creative content development to promote products,

services, and communication initiatives of all types using all forms of outdoor media channels. Outdoor advertising can be broadly identified as any outdoor sign that publicly displays advertising)

#### **18.2.5 E-Services**

(Companies that create and manage marketing communications products through electronic media such as an internet search engine, portal, website, etc (but not including the use of individuals' social media platforms), multicultural marketing, financial/corporate business-to-business advertising and others. For the avoidance of doubt, e-commerce, recruitment and placement services are not included or allowed under this Activity)

#### **18.2.6 Branding and Corporate Identity**

(Companies that focus on the creation and management of brands either consumer or corporate identities through the development of strategy, corporate and visual identities and overall design and implantation of marketing and communication materials)

#### **18.2.7 Graphic Design**

(Companies engaged in creative content development through the use of artistic or electronic methods to communicate in all types of media channels)

#### **18.2.8 Social Media Platforms**

(Companies engaged in the marketing of products or services via the personal social media platforms of individual social media influencers and where those social media influencers are engaged by the Company contractually on an exclusive or non-exclusive basis)

#### **18.2.9 Digital Marketing (This Activity also applies to DIC)**

(Entails any marketing that uses electronic devices to convey promotional messaging and measure its impact. Digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other devices. It can take many forms, including online video, display ads, and social media posts.)

### **18.3 Media Support Services**

Services providing support and enabling delivery of marketing communication services, provision of support services to enable delivery of marketing communication services.

#### **18.3.1 Media Buying and Placement**

(Companies engaged in purchasing advertising time or space from media outlets

and reselling it to advertising agencies or individual companies)

**18.3.2 Media Monitoring**

(A media monitoring service provides clients with recurrent documentation, data, analysis, and reporting of media content)

**18.3.3 Media Representation**

(Companies acting as independent representatives primarily engaged in selling media time or space for media owners)

**18.3.4 News Distribution Service**

(Companies involved in distributing news and other content such as press releases to a worldwide network of different media platforms)

**18.3.5 Language Interpretation**

(Companies that provide clients with document and text translation from and to various languages in order to allow client's to communicate in different languages with their targeted audience. Legal translations are not included in this activity)

**18.4 Event Management (This Segment also applies to D3)**

**18.4.1 Sports Management and Promotion**

(Companies acquiring and registering copyrights for branding, advertising and promotion of sporting events in all media channels)

**18.4.2 Business Events Management**

(Companies promoting and managing their own business events, or who are contracted by third parties to plan and manage corporate events)

**18.4.3 Exhibition Organization and Management**

(Companies providing organization and management of large-scale public showing for various industries held in large venues)

**18.4.4 Festival Organization and Management**

(Companies organizing and managing festivals for the local and international community)

**18.4.5 Live Theatrical Shows Management and Promotion**

(Companies promoting, managing, or produce their own live events, such as theatrical, cultural, musical or artistic shows or are contracted by third parties to manage live events)

**18.4.6 Destination Management**

(Companies providing services for the design and organization of events, activities, tours and program logistics)

**18.4.7 Social Event Management**

(Companies providing services for weddings, birthdays, anniversary events, parties, etc.)

**18.5 Event Support Services**

**18.5.1 Event Ticketing** *(This Activity also applies to D3)*

(Companies providing ticketing platform for outsourced ticket management function)

**18.5.2 Event Production** *(This Activity also applies to D3)*

(Companies primarily involved in producing and providing equipment/props to events)

**18.5.3 Equipment Rental**

(Companies supplying equipment for events which include concerts, corporate events and exhibitions)

**18.6 Media and Marketing Consultancy**

**18.6.1 Media and Marketing Consultancy**

(Companies providing media and marketing consultancy services to other firms, including planning, brand strategies, marketing strategies, designing marketing promotions, campaigns development and determining sales process)

**18.7 New Media**

**18.7.1 Online Interactive Agency**

(Companies that create an online presence by providing a full range of online services that include internet marketing consultancy, online strategies, online advertising, website development and online planning & buying)

**18.7.2 Digital and Interactive Game Development**

(Companies engaged in designing, developing and creating any interactive and digital games software, consoles, controllers, joysticks etc.)

**18.7.3 Digital Media Library, Distribution and Management**

(Companies engaged in maintaining, managing and distributing electronic online library of media such as images, films, video clips and music)

**18.7.4 Digital Signage Development and Management**

(Companies specialising in out-of-home advertising in which content and messages displayed on an electronic screen or digital sign can be changed without modification to the physical sign)

**18.7.5 Interactive Services**

(Companies providing web casting and streaming services and internet conferencing)

**18.7.6 Media Hardware Equipment and System Integration**

(Companies engaged in maintenance and management of media hardware equipment and various system integrations for hardware to be used with or without other systems)

**18.7.7 Media Software Development and System Integration**

(Companies engaged in the development of the media software backbone and related systems)

**18.7.8 Media Web Design and Management**

(Companies providing full interactive and digital website solutions to its clients for the purpose of marketing and advertising the clients' products and services through all digital media)

**18.7.9 Web Analytics**

(Companies engaged in researching and studying behaviour of new media consumers)

**18.7.10 Search Engine Optimization**

(Companies providing services to improve the volume and quality of traffic to web sites from search engines and promote web sites by increasing their visibility in the search engines results pages)

**18.7.11 Mobile Media**

(Companies specializing in interactive media services on mobile phones, smart phones and tablets such as advertising, entertainment, application development, animated content development [wallpapers, screensavers, ring tones etc. and

distributing content through handheld devices such as mobile phones, tablets, smart phones etc.)

**18.7.12 Social Media**

(Companies specializing in providing, managing, and/or consulting on social media platforms)

**18.8 Business Information**

**18.8.1 News Agencies**

(Companies involved in gathering and selling news to news providers)

**18.8.2 Research and Information Services**

(Companies providing, on a regular basis, a portfolio of customized or industry-specific B2B research and information service to third parties)

**18.9 Freelancers**

**18.9.1 Actor**

(A person taking an acting role in a film, TV programme, commercial or an event)

**18.9.2 Aerial Shoot Photographer**

(A person who does aerial still photography as a medium to communicate ideas and express opinions)

**18.9.3 Animator**

(A person who creates characters for animation and produces these animations in motion pictures, video games or animation design)

**18.9.4 Artist**

(A person specialised in one of the visual or fine arts, such as painting, sculpting or singing)

**18.9.5 Audio/Sound Engineer (This Freelancer also applies to D3)**

(A personal responsible for the technical aspects of a sound recording system or sound broadcast)

**18.9.6 Brand Consultant (This Freelancer also applies to D3)**

(A brand consultant creates and designs creative ideas to promote, build and revitalize company's brands and products)

- 18.9.7 Cameraman** (*This Freelancer also applies to D3*)  
(A person in charge of photography and motion pictures using all types of camera equipment)
- 18.9.8 Choreographer** (*This Freelancer also applies to D3*)  
(A person who creates original dances and develop new interpretations of existing dances)
- 18.9.9 Commentators: Radio, Events, Sports, Television**  
(A person who acts as a commentator, journalist or opinion maker to readers, viewers and listeners)
- 18.9.10 Composer**  
(A person who creates original music)
- 18.9.11 Content Provider**  
(A person who creates and maintains databases containing information from an information provider and/or provides documents containing information for a web site or electronic media)
- 18.9.12 Copywriter**  
(A person who creates written aspects to productions such as original catch phrases, slogans and strap-lines, write advertisements, brochures, sales and promotion materials)
- 18.9.13 Creative Director**  
(A person who oversees the management of transforming creative media concepts into communicated media)
- 18.9.14 Critics: Music, Film, Theatre**  
(A person providing documented feedback on industry on goings)
- 18.9.15 Director: Film, Television, Music, Theatre**  
(A person who is responsible for the creative decisions of a production)
- 18.9.16 Editor: Audio/Video**  
(A person acting as an audio/video editor offering services in post-production and involved in editing material)
- 18.9.17 Editor: Publishing**  
(A person who develop ideas for upcoming issue themes, identifies and

collaborates editorially with writers and contributes own writing and analysis to the project for publications)

**18.9.18 Events Planner** *(This Freelancer also applies to D3)*

(A person who designs, organizes and coordinates conferences, meetings, exhibitions, shows and other events)

**18.9.19 Furniture Designer**

(A person who designs furniture and home accessories)

**18.9.20 Graphic Designer** *(This Freelancer also applies to D3)*

(A person who creates and arranges images to communicate a message, including logo design, 3D design, product decoration, packaging, signs, identities, etc.)

**18.9.21 Illustrator**

(A narrative artist who provides visual representation to accompanying text, such as illustrations in children's books)

**18.9.22 Journalist**

(A person writing articles and reports for broadcast or publication media such as newspapers, television, radio, magazines, documentary film and the Internet)

**18.9.23 Lighting Specialist**

(A person skilled in setting the mood, and who shapes and moulds the visual image captured on the television, on film and on video using lighting effects)

**18.9.24 Market Analyst**

(A person who collects and analyses data to evaluate existing, and potential product, and service markets)

**18.9.25 Marketing Specialist**

(A person who creates and manages marketing strategies to promote products and services, through coordination with Advertising and distribution agents)

**18.9.26 Media Planner**

(A person who translates a client's marketing objectives into a media plan, by identifying the most appropriate target audience(s) and the advertising media)

**18.9.27 Music Director**

(A person who conducts, direct, plans and leads instrumental or vocal performances by musical groups)



**18.9.28 Musician**

(A person who plays a musical instrument for a profession)

**18.9.29 New Media Specialist**

(A person who provides technical advice linking new media to equipment or any kind of new media technology)

**18.9.30 Photographer** (This Freelancer also applies to D3)

(A person who uses still photography as a medium to communicate ideas and express opinions)

**18.9.31 Photojournalist**

(A person specialising in collecting photographic news content, editing, and presenting of news material for publication or broadcast)

**18.9.32 PR Specialist** (This Freelancer also applies to D3)

(Public relations specialists handling media relations; promotional campaigns and press releases; conflict mediation through media communications either by print or broadcast. Also arranges media related events between organization representatives and the public)

**18.9.33 Presenter (TV/Radio)**

(A person who presents content and news on radio or TV)

**18.9.34 Print Media Specialist**

(A person specialized in organizing, structuring and editing information for printed publications, like newspapers and magazine)

**18.9.35 Producer**

(A person who oversees the business and financial decisions for a motion picture including obtaining resources, creating scripts, and overseeing production)

**18.9.36 Scriptwriter**

(A person who creates the written material for television, radio, theatre and film productions)

**18.9.37 Set and Exhibit Designer**

(A person who designs and creates sets for movies, television and theatre productions and special exhibition displays)

**18.9.38 Social Media Specialist**

(A person who specializes in social media platforms)

**18.9.39 Special Effects Producer**

(A multi-media artist who creates special effects or other visual images on film, video or other electronic media)

**18.9.40 Translator**

(A person certified by a competent authority to convert written materials from one language into another)

**18.9.41 Wardrobe Stylist (This Freelancer also applies to D3)**

(Wardrobe stylist is the job title of someone who selects the clothing for published editorial features, print or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures)

**18.9.42 Web Developer**

(A software developer who is engaged in the development of worldwide web applications)

**18.9.43 Web Designer (This Freelancer also applies to D3)**

(A professional web designer who conceptualizes and creates websites on the worldwide web)

**18.9.44 Writer**

(A person who composes all types of creative literature including novels, children's literature, plays and poetry)

**18.9.45 Social Media Influencer**

(A person who is a user of social media platforms and who has access to a network of followers and who can influence those followers to utilise third party products or services)

**18.10 Media Association (Non-Profit)**

**18.10.1 Media Association (Non-Profit)**

(A Non-Profit establishment comprising of industry professionals focusing on enhancing best practices, quality, professionalism, standards, regulations, exposure placement and creating business opportunities for all media industries)

### **18.11 Gaming & E-Sports** *(This Segment also applies to DIC)*

(Companies involved in designing, developing, creating, publishing, organizing and promoting any interactive and electronic/digital games software and hardware related to gaming & E-Sports)

#### **18.11.1 Digital and Interactive Game Development** *(This Activity also applies to DIC)*

(Companies involved in designing, developing and creating any interactive and digital games software and hardware, consoles, controllers, joysticks, etc. related to the Gaming industry)

#### **18.11.2 Gaming Publishers** *(This Activity also applies to DIC)*

(Entails activities that are related to publishing of electronic/digital games, including: a) Purchase of copyrights and distribution of management rights; b) Installation and implementation; and c) Sales, marketing and distribution of games)

#### **18.11.3 E-Sports Events** *(This Activity also applies to DIC)*

(Companies engaged in marketing and promoting championships and festivals on behalf of the e-sport and cultural authorities and clubs, as well as finding official sponsors for such events, including the follow-up of all subsequent contracting formalities)

#### **18.11.4 Marketing of Gaming & E-Sports** *(This Activity also applies to DIC)*

(Entails activities involved in the marketing and promotion of products or services including the use of sales promotion strategies and techniques related to the Gaming industry to persuade members of the target market.)

#### **18.11.5 Import/Re-Export** *(This Activity also applies to DIC)*

(Entails activities involved in bringing goods into the Zone and/or re-exporting the imported goods related to the Gaming industry.)

#### **18.11.6 Assembling** *(This Activity also applies to DIC)*

(Companies involved in importing and assembling of goods/products related to the Gaming industry. This process also includes packaging and labelling of the same.)