

FAST FACTS

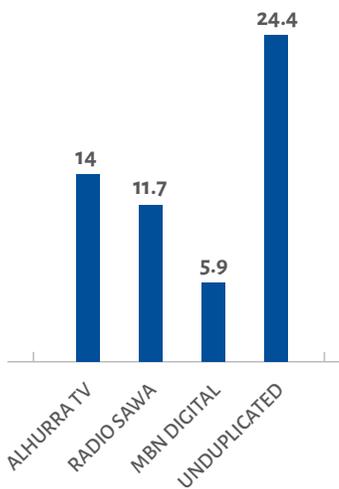
HEADQUARTERS
Springfield, VA

ANNUAL BUDGET
\$112.6 million

LANGUAGE
Arabic

AUDIENCE
24.4 million

WEEKLY REACH
(in millions)



60%
OF PAST WEEK ALHURRA
VIEWERS IN LIBYA SAY THE
CHANNEL HELPS FORM
THEIR OPINIONS ON
IMPORTANT ISSUES

The Middle East Broadcasting Networks (MBN) is a 24/7 Arabic-language media organization that is comprised of two television networks (Alhurra and Alhurra-Iraq), Radio Sawa’s stations and multiple digital properties (Alhurra.com, RadioSawa.com, Irfaasawtak.com and MaghrebVoices.com). It targets audiences across the Middle East/North Africa region.



PROGRAMS

Alhurra, Radio Sawa and MBN Digital focus on stories not found on other media outlets in the region, providing a voice to independent, reformist thinkers.

Two of the most recent programs that debuted on Alhurra are *Sam and Ammar* and *Debatable*. *Sam and Ammar* examines news and current events from the region and around the world. The hosts comment on and provide their opinions in a witty, lively debate. They shape the discussion of news events in the region using the lens of American and democratic values.

Egyptian luminary and respected author Ibrahim Eissa joined Alhurra for *Debatable*. He brings his sharp commentary to *Debatable*, by delving into controversial political and ideological issues in the region, especially those that are related to political Islam and jihadism.

Additionally, Alhurra.com commissioned some of the most noted and outspoken authors to be a part of the op-ed section on the website. “From A Different Angle,” includes commentary by journalists, intellectuals and human rights advocates.

56%
 OF PAST WEEK ALHURRA
 VIEWERS IN SAUDI ARABIA
 SAY THE CHANNEL PROVIDES
 INFORMATION ABOUT THE
 U.S. THEY CANNOT GET
 ELSEWHERE

“Alhurra Iraq is the best channel (for Iraqi news) because it is independent and better than the rest of the Iraqi channels, which are politicized.”

—25 year old Iraqi participant in 2017 in-depth interviews

MISSION

MBN’s mission is to provide objective, accurate, and relevant news and information to the people of the Middle East about the region, the United States and the world. MBN supports democratic values by expanding the spectrum of ideas, opinions, and perspectives available in the region’s media.



IMPACT

MBN’s impact is evident every day, through the numerous media outlets that cite Alhurra and Radio Sawa’s reporting, showing that the networks are a trusted source of news by other media organizations. It also augments the number of people who have access to accurate and objective stories.

MBN provides news stories not often found in the Arabic-language press including human rights, freedom of speech and freedom of religion. When Turkish soldiers and warplanes attacked the Kurdish communities in Northern Syria, Alhurra was on the ground to give the Kurdish people a voice and tell their stories. The network also provided viewers a firsthand look at the suffering in Afrin and the concerns of religious minorities. In another example, Alhurra’s *Sam and Ammar* dedicated an entire episode to the Holocaust, a topic many consider taboo in the region.