

## Broadcasting Industry Investment for Kurdish Minorities

### Market and Overview:

The Kurdish Community Investments (KUI) Ltd., Kurdistan, Iraq has signed an agreement with Kurdish-controlled television channels in the Middle East to provide an equity investment of US\$5 million to develop a free-to-air television broadcasting network which operates world-wide, but with the focus on the Middle East, Europe and Africa.

Domiciled in Sulaymaniyah Governorate, Kurdistan Region, Iraq, KUI works with local broadcasting enterprises to telecast high quality programming under various brand names. The television programmes —available to anyone with access to a television—is chiefly a content provider that acquires and produces programming which is broadcast, free-to-air, to a potential Kurdish audience of more than 110 million viewers through an existing network.

### Key Facts:

The Kurdish Community Investments group works with local TV and Radio stations and with local producers that create most of their own shows, covering topics on education, women's issues, entertainment, Kurdish history, the performing arts, comedy, folklore, arts and sciences, medicine, sports and special programs for the region's smaller Assyrian, Turkoman, Yezidi and Arab minorities.

These companies send out (or broadcast) their programming via radio waves, whereby any person with a receiver, for example a radio or TV, can tune in. This makes broadcasters different than cable operators and satellite radio providers, which maintain a direct billing relationship with their subscribers. Instead, broadcasters earn their revenue mainly through advertising sales. Still, with their broad reach, television and radio broadcasters represent an efficient way for companies to promote their products and services either locally or through a national campaign.

### Markets Covered:

Radio Broadcasting; Television Broadcasting



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## Investment Highlights:

The broadcast industry is also highly sensitive to overall economic growth, which drives advertising spending. That sensitivity is a key reason that broadcasters tend to diversify their media assets to include cable networks and other advertising outlets.

The global TV and radio broadcasting market is expected to decline from \$351.0 billion in 2019 to \$337.2 billion in 2020 at a CAGR of -3.94%, this is due to disruptions in businesses and lockdowns imposed across countries owing to the COVID-19 outbreak, and overall declines in consumption due to lost incomes during the crisis. The market is then expected to recover and grow at a CAGR of 5.05% from 2020 to reach \$390.9 billion in 2023. This global trend will also reflect the Kurdish broadcast industry, but the same recovery trend is expected to recover and grow in this region as well.

Fully updated for 2020 including the impact of the Covid 19/ Novel Coronavirus for Kurdish broadcasters:

- Identify growth segments and opportunities.
- Facilitate decision making on the basis of historic and forecast data and key trends
- Develop strategies based on likely future developments.
- Gain a thorough perspective on the development of the target market.

Performance	Total Return %	IVV/ROI
1 Month	-3.12	0.59
3 Months	-6.44	7.34
YTD	5.87	NA
1 Year	42.99	43.87
3 Years	52.64	59.96
5 Years	167.93	114.82

KUI plans to expand its coverage mainly throughout the MENA region as its top priority region with global coverage as a secondary objective. Its main operations is located in Sulaymaniyah, Kurdistan Region, Iraq, where various broadcasters programme is packaged and transmitted to the affiliates and end viewers primarily via satellite.

KUI's mission is to promote sustainable private broadcasting sector investment in Kurdish countries, helping to reduce poverty and improve people's lives and provide relevant information via media. KUI also provides technical assistance and advice to broadcasting businesses. Since its founding in 19916, KUI has committed more than \$31 million of its own funds and arranged \$20 million in syndications for 36 broadcasters in 4 countries.