

بوتانا
BOTANA



Introduction

Welcome to Rotana, where a world of artists and visionaries with a passion for film music and TV reside, and where every aspect of the entertainment industry has been wholly embraced, tinkered with and exquisitely brought to life.

Ranging between our huge scale of movie and music distribution production successes, free to air TV channels, radio stations, café chain, widely read digital magazine and a thriving sales company, our services have put us at the forefront of the entertainment industry.

Rotana houses a multitude of TV channels that can speak their audiences' language, that can sing their songs and tell their stories. Our general entertainment channels cater to an audience comprising of Saudi and Egyptian nationals, Arab women and the general MENA audience.

Movie channels broadcast Egyptian and Arabic movie premieres, classic and contemporary films. Music channels play every major Arab star's songs, video clips and latest masterpieces.

While International channels cater to our audiences abroad, providing them with a piece of home away from home.

Our approach has allowed us to create an entertainment platform that allows us to connect with our audiences in many ways and in diverse settings. Giving us a chance to unfold stories together, sing songs together, read together and drink coffee together; after all, everything we have ever created and will ever create has always and will always be inspired by them.



General Entertainment Channels



Rotana Khalijia

The channel of choice for Saudi and GCC viewers, Rotana Khalijia is constantly evolving to appeal to its vast audience and their various interests. With a strong Khaliji feel that reflects the society, Rotana Khalijia engages them with diverse programs that explore their culture, speak their language and that they can easily connect with.



Rotana Masriya

Another Rotana channel that successfully reflects the interests of its Egyptian viewers, Rotana Masriya broadcasts films, series and lifestyle programs that appeal to the Egyptian audience in particular and the Arab audience in general, keeping them engaged with a host of leading Egyptian celebrities and an array of fascinating shows.



General Entertainment Channels

LBC

LBC

LBC, with its new look and dedication to Arab women, now houses an impressive collection of programs that cater to every woman's wants, ranging from entertainment, music, health, fashion, cooking, reality television, morning shows, fitness, a talent competition show, to gossip and celebrity news to say the least. In the last 20 years, LBC established itself as an avant-garde entertainment platform, bringing Arabs successful shows such as Star Academy among many other reality shows that had a great impact on the Arab world.



روتانا+ HD

Rotana+ HD

In order to provide its viewers with a crisper picture and a better experience, Rotana+ HD broadcasts movies, series and lifestyle programs in HD format.



Rotana Cinema KSA & EGY

The first Arabic movie channels opened free to air, Rotana Cinema KSA and EGY are the number one channels of choice for audiences in the MENA region, spanning from Morocco to Oman. The channels owe their success to the categorized approach in which they broadcast their movies and for featuring exclusive Arabic movie premieres.

Proof of this success appears in the fact that everyone remembers the Channels' slogan, "You won't be able to blink", making it the most powerful Arab world slogan created in the past 12 years!



Rotana Cinema KSA & EGY

The channels categorize their movies as follows:



مش حتقدر تغمض عينيك

سينما

لأول مرة على روتانا سينما

أفلام العرض الأول

وجدة 11/28 الإثنين 8 مساءً

أفلام المرأة 11 صباحاً

يوميًا مع نسائم الصباح

تشاهدون الليلة 8 مساءً

أولحب سنة

أفلام

10:30 مساءً

نكهات تحلي السهرة

أفلام بعد منتصف الليل

فاصل واحد لمتعة متواصلة

يوميًا 1 صباحاً

RotanaCinemaKSA RotanaCinemaKSA RotanaCinemaKSA RotanaCinemaTV Rotana.net

أنت حين قلبني يا كاملة الأوصاف

الأفلام الرومانسية

كل خميس 10 مساءً

سينما

مش حتقدر تغمض عينيك

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لأول مرة على روتانا سينما

الجمعة الأخيرة

غداً 01/16

8:00 مساءً

سينما

مش حتقدر تغمض عينيك

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سينما

مش حتقدر تغمض عينيك

أبو العريف

أفلام العرض الأول

لشهر فبراير

أفلام المرأة

يوميًا ساعة المصرية

3 مساءً

أفلام منتصف الليل

فاصل واحد لمتعة متواصلة

يوميًا الساعة 12 منتصف الليل

أفلام السهرة

أفلام متنوعة

تحلي الأوقات

من السبت إلى الخميس

8 مساءً و 10:30 مساءً

السهرة سهرتين

فيلمين وري بعض

كل جمعة

8 مساءً و 10:30 مساءً

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Movie Channels



Rotana Aflam

A channel dedicated to featuring movies from around the Arab world and that appeals to its diverse audience with its substantial movie library.



Rotana Aflam + HD

The channel that allows its viewers to enjoy old and contemporary movies in high definition, to see their favorite stories unfold clearer than they had ever done so before.



Movie Channels



كلاسيك

Rotana Classic

As its slogan, “Immortal jewels” reflects, this channel features classical movies, music and theatrical plays that transport viewers back in time to reminisce to the enchanting era of platonic love stories, idealistic values and pure heartfelt music.

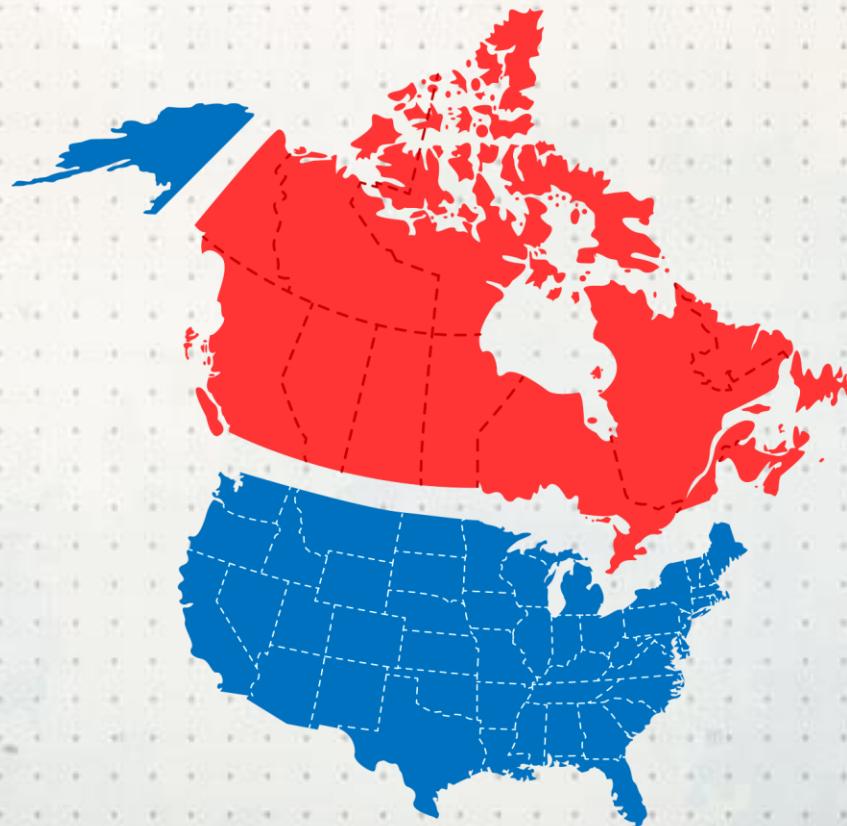


International Channels



Rotana America

Rotana America was established in order to reach a population of more than 3,665,789 Arabs living in North America. This channel, with its select programs, has made it possible for Arabs living abroad to remain connected to their homes, diminishing distances and providing a comforting sense of belonging along the way.



Music Channels



Rotana Music

This channel is home to all Arab Stars' exclusive music, news and artistic endeavors, where viewers can tune in to enjoy their different musical tastes and follow up on news of their favorite artists.



Rotana Clip

What better way to connect with a song than watching the story line that goes with it. Rotana clip is where everyone can go to watch the latest song videos and have a good time seeing their beloved singers on screen whenever they choose.



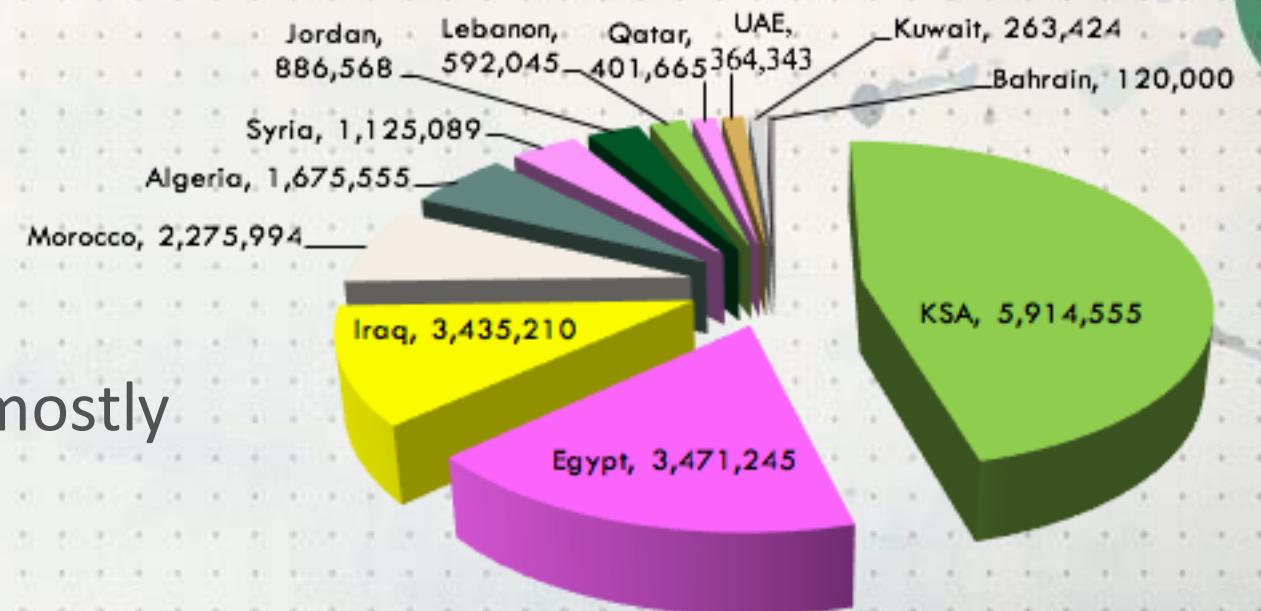
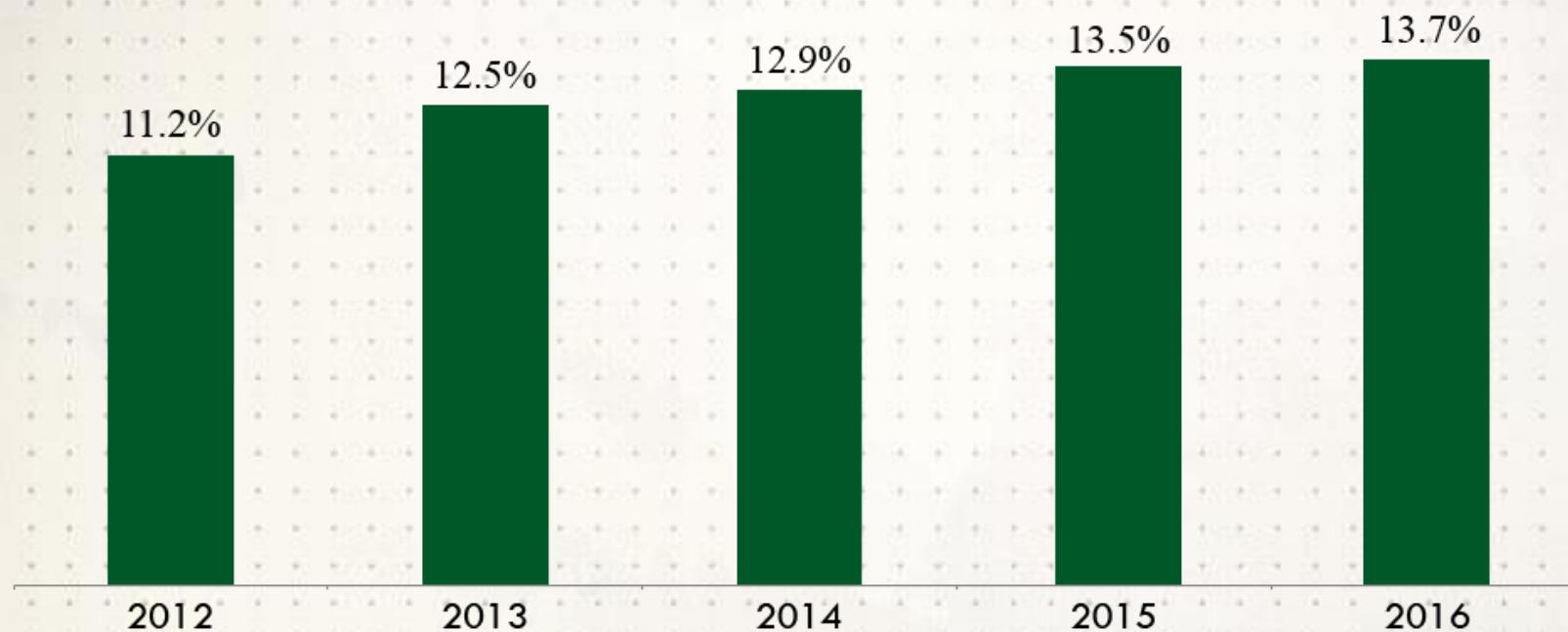
Rotana M+ HD

Music hits definitely look better in HD, especially when they include stars not just from the Arab world, but from all over the planet, singing their hearts out right there on TV for you to see.



Viewership

Our viewership ratings show the success Rotana has had at engaging its audiences and keeping them entertained.



Rotana's highest share of audience is mostly spread between KSA and Egypt

Radio



Rotana Radio Station

Rotana Radio Station provides the Arab world with exclusive music hits, high quality talk shows and culturally relevant programs to their respective audience. It broadcasts from major Arab countries like KSA, Jordan, and Lebanon.



Rotana Studios



Rotana studios were created to undertake the colossal feats that come with Rotana's impressive titles of "Biggest Producer" of Arabic blockbusters in the region, "Largest Investor" in Arabic feature film production, co-production and acquisition in the Middle East, "Owner" of about 70% of all the available Arabic movies produced in the last 100 years and of the first complete film restoration chain in the Middle East in addition to the title of "Main Player" in the Egyptian cinema industry, the biggest in the Arab world, in the last 8 years. And have so far successfully achieved them all!

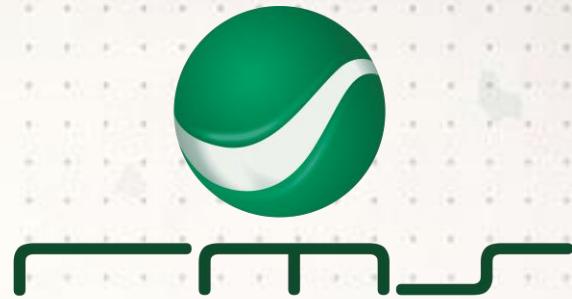


Rotana Audio

Founded in Saudi Arabia in 1987, Rotana Audio, a music recording company, is now the largest producer and distributor of Arabic music in the Arab world, possesses the world's biggest Arabic music library and owns the rights to the world's biggest Arabic stars.



RMS



Rotana's exclusive advertising and media marketing agent, it also provides its services to other clients and has offices located in the MENA region's major cities.



Rotana Social Events

As pioneers of the entertainment industry, we really know how to throw an event! Rotana is well known for launching the Arab world's most outstanding musical, entertainment and corporate events, some of which include the "Back to Life" Film Festival in Egypt, the Radio and Television 14th Gulf Festival in Bahrain, to which Rotana was the Diamond Sponsor, Hala Febrayer and Concerts held in Saudi Arabia in cooperation with the General Entertainment Authority.

أفلام رجعت لها الحياة

فبراير الكويت

حفلات
فبراير الكويت
2016

محمد عبده
أنغام

الليلة
10 مساءً
خليجية
موسيقى

Facebook.com/KhalejiaTV
Twitter.com/KhalejiaTV
Youtube.com/user/khalejiaTV
Instagram.com/KhalejiaTV
Snapchat.com/Khalejia
Periscope.com/KhalejiaTV
www.rotana.net



Rotana Social Events



Rotana Ramadan Sohour
Egypt - 2013



Radio and Television Gulf Festival
Bahrain - 2014



Rotana Ramadan Sohour
Dubai - 2015

Rotana Digital

News

Our website has it all! Whether viewers are interested in current Saudi news, the latest lifestyle, sports or community news or would like to follow up on celebrity news, fashion, beauty trends, health and technological advances, all they need to do is pay us a visit.

VOD (Video Online Demand)

Missed out on your favorite show? Just replay it whenever you want!

Rotana's website keeps a record of all its running programs' episodes for viewers to watch at their leisure. All they have to do is choose the date of an episode and click to play. There is also a database full of numerous comedy, tragedy and romance movies to choose from, with an option to click on a star's name to see a list of all the movies they have made, with a little bit of biography and news about them on the side as an added bonus!

Programs

Rotana boasts a mixture of programs that cater to its viewer's preferences, providing them with a tailored and highly diversified entertainment experience.

Music

Visitors can enjoy listening to and watching the latest music videos of their choosing. Our database includes videos that Rotana has picked for their audience, Khaliji Songs, Arabic songs, Egyptian songs, older songs of age and links to the most famous artists where they could listen to a list of their songs, learn a little more about them and read about their latest news

Social Media Platforms

The Rotana community is known for its high level of engagement across all social media platforms, where each of Rotana TV & Rotana Audio own independent platforms generating individually millions of followers & billions of viewers. "A detailed corporate social media presentation is available separately" .

WWW

rotana.net



Thank You