

ألفا

قنوات الأسرة العربية

**Alfa Channels**

**Media kit 2021**

# ABOUT ALFA

Alfa offers exceptional products and services to the Arab World with great TV for the whole family.

Our brand and product values radiate the passion for excellence & commitment to engaging the regions culture and offering over -the -top programming for Arabic audiences.

Our presenters, key programs and well known channels coupled with the Orbit legacy are what make up our success today.

Alfa is a package offering of 8 premium Arabic channels, managed and produced by Orbit Productions & MediaGates.

The Alfa package of Orbit Productions legacy channels is an exclusive bouquet on OSN DTH & other distribution platforms in the region & international markets.

**Alfa channels are available exclusively DTH on OSN and the regions key cable & mobile operators**



# ALFA CHANNELS FAMILY



## MUSIC

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## SERIES

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## CINEMA

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## LIFESTYLE

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## ALFA AL YAWM HD

- Lifestyle, contemporary entertainment and variety channel
- Regional flavor and style with productions from Beirut and Cairo.
- Arabic comedy series, fashion, beauty, cooking, and health programming
- 30 hours of live programming and talk shows weekly



## AL QAHIRA AL YAWM

- Entertainment magazine show
- Presented by Gamal Enayat, Buthaina Tawakol, Edward & Nancy Magdy
- The Egyptian Street pulse
- Variety of topics: social, financial, medical, religious, sports, beauty, fashion, Art, Comedy, interviews, Stars news and gossip, Cinema & theatre,... In addition to our fixed Cooking Segment.
- 5 Live Episodes weekly **Sunday to Thursday: 19:30 GMT**
- 3 Hours – 6 Center Breaks



**ALFA AL YAWM HD TALK SHOWS**



## A'DET SETAAT

- Live talk-show/debate
- Hosted by Marwa Sabri
- Celebrity female guests discuss social, hot, daily issues and topics
- Debate between different generations and backgrounds, opinions...
- 1 Live Episode weekly **Saturdays 19:30 GMT**
- 2 Hours – 4 Center Breaks



**ALFA AL YAWM HD TALK SHOWS**

# SHARRAFTOONAA

- Entertainment /Social interactive magazine
- Presented by Habiba Tarrab, Diana Rizk and Tamar Avakian
- One daily main topic that concerns the Arabic viewer
- Topics are mostly social, entertainment, medical, cultural or lifestyle related.
- 4 Live Episode weekly, **Monday to Thursday 14:00 GMT**
- 2 Hours – 4 Center Breaks



**ALFA AL YAWM HD TALK SHOWS**

## SHARRAFTOONAA WITH RITA HARB

- Entertainment /Social talk-show Live from Beirut
- Stars, public figures and specialists
- Fashion, lifestyle, social, current affairs, medical, cultural...
- 1 Live Episode weekly, **Friday 14:00 GMT**
- 2 Hours – 4 Center Breaks



**ALFA AL YAWM HD TALK SHOWS**



## RELAX

- Artist Interview Program
- Hosted by Tamar Avakian
- Weekly interview with stars about their future plans, new projects and ambitions.
- 1 Episode weekly **Thursday 17:30 GMT**
- 1 Hour – 2 Center Breaks



## INSIDE LOOK

- Celebrity Interview Program
- Stars Interviews presented by Diana Rizk
- Weekly interviews with stars and public figures
- An Inside Look behind the camera & the scenes.
- 1 Episode weekly **Friday 17:30 GMT**
- 1 Hour – 2 Center Breaks



**ALFA AL YAWM HD TALK SHOWS**

## ALFA SERIES HD

- The Jewel of Arabic Drama, Daily drama, passion, emotions.....
- 24 hour Arabic thematic channel
- Drama, tragedy, thrillers, romance, comedy, history... plus the most popular TV Classics.
- Catch up window every Friday & Saturday, 5 episodes back-to-back
- Alfa Series+2 HD offers the convenience of a time-shifted channel +2 hours.



## ALFA CINEMA 1

- Directly from the cinema screen to your home screen
- Wide range of cinema premieres & contemporary films from all over the region
- Weekly premieres, exclusive 1st see TV titles and award winning films
- **Uncut & uncensored, no breaks**





## ALFA CINEMA 2

- Wide range of **classic films**
- Timeless movies From Egypt, Levant and North Africa
- **No breaks** or cuts for **uninterrupted**





## ALFA MUSIC NOW

- Pure music, Uncut, uncensored, uninterrupted
- Latest Releases, hits & Class A Stars
- Regional Non-stop music mix
- Unique Blend



## ALFA FANN

- Classic Arab Music
- Regional music productions
- Concerts, Mahrajanat, Gulf singers ...
- A tribute to Arabic music at its best



# مراه

قنوات الأسرة العربية

## CONTACT US

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