

## Middle Eastern Digital Media Awards winners honoured in Dubai.

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The winners of the WAN-IFRA's 2019 Middle Eastern Digital Media Awards were celebrated during a ceremony at the end of the first day of the 14th annual Middle East Conference taking place at Dubai Knowledge Park.

[The Middle Eastern Digital Media Awards](#), presented by WAN-IFRA, the World Association of Newspapers and News Publishers, and supported by Google, recognise publishers in the region that have delivered unique and original digital media projects during the past 12 months, from new approaches to digital subscriptions to powerful native advertising campaigns and more. Over 70 projects from throughout the Middle East were entered in competition this year across ten categories.

The Digital Media Awards are held throughout the year in every major region of the world. They are the most prestigious recognition of best practice innovation in digital publishing. The winners of the Middle Eastern Awards competition now become automatically eligible for the WAN-IFRA's World Digital Media Awards, which recognise the very best digital initiatives globally. The World Awards will be announced at the [World News Media Congress](#) to be held in Glasgow, Scotland on 1-3 June.

The [14th WAN-IFRA Digital Media Middle East Conference](#) continues today in Dubai.

### The Middle Eastern winners for this year are:

#### Best News Website or Mobile Service

1st Place

Abouthther.com

Sayidaty Magazine, Saudi Research & Publishing Company, Saudi Arabia

<https://www.abouthther.com> "I think this an admirable initiative within the frames of what can be published within the country. One of my favourite projects," noted one of our judges of the winning entry.

2nd Place

Arab News: Road to 2030

Arab News, Saudi Research & Publishing Company, Saudi Arabia

<http://www.arabnews.com/road2030>

3rd Place

AlBayan.ae News Site

Al Bayan, United Arab Emirates

<https://www.albayan.ae>

#### Best in Lifestyle, Sports, Entertainment Website or Mobile Services

1st Place

Arrajol.com

Arrajol Magazine, Saudi Research & Publishing Company, Saudi Arabia

<https://www.arrajol.com>

2nd Place

Hiamag

Hia Magazine, Saudi Research & Publishing Company, Saudi Arabia

<http://www.hiamag.com>

3rd Place

Aljamila.com

Al Jamila Magazine, Saudi Research & Publishing Company, Saudi Arabia

<http://aljamila.com>

#### Best Use of Online Video

## 1st Place

Saudi National Day

Arab News, Saudi Research & Publishing Company, Saudi Arabia

<http://www.arabnews.com/node/1376216/saudi-national-day---timeline-saudi-arabia's-history>

## 2nd Place

Video First at The National

The National, United Arab Emirates

<https://www.thenational.ae>

## 3rd Place

24/2

Al Arabiya, United Arab Emirates

<https://twitter.com/24IN2MIN/status/1077209783713751041>

### Best Data Visualisation

## 1st Place

Global Youth Index for Misk Foundation

Ratchet Ltd.

<https://vimeo.com/316757729/8b764ab4e4> "Very fun and creative way to display heavy data," said a judge. "Design and animation had introduced the content in a more appealing way to the target youth audience."

## 2nd Place

Data Visualisation

Khaleej Times, United Arab Emirates

<http://interactive.khaleejtimes.com/global>

## 3rd Place

Simplicity

ALAYAM, Bahrain

<http://www.alayam.com>

### Best Paid Content Strategy

## 1st Place (tie)

Harvard Business Review Arabia

Haykal Media FZ LLC, United Arab Emirates

<https://hbrarabic.com/> "Very good example of first-mover in a difficult paid content Arabic market. Excellent content," noted a judge of the winner in this category.

## 1st Place (tie)

An-Nahar Premium

An-Nahar Newspaper, Lebanon

<https://www.annahar.com/premium>

### Best Native Advertising / Branded Content Campaign

## 1st Place

Lexus - Safe Driving - because you deserve it!

Sayidaty Magazine, Saudi Research & Publishing Company, Saudi Arabia

<https://cars.sayidaty.net/>

## 2nd Place

Huawei in collaboration with Hiamag.com

Hia Magazine, Saudi Research & Publishing Company, Saudi Arabia

<https://tv.hiamag.com/node/1136>

## 3rd Place

Aljamila - Johnson & Johnson campaign

Al Jamila Magazine, Saudi Research & Publishing Company, Saudi Arabia  
<https://youtu.be/64U8zB4cCKI>

## Best Digital News Start-up

1st Place  
Daraj  
Daraj, Lebanon  
<http://www.daraj.com>

2nd Place  
Whatsapp  
Khaleej Times, United Arab Emirates

3rd Place  
Al Bilad EST. for Journalism & Publishing  
Saudi Arabia  
<https://albiladdaily.com/>

## Best in Social Media Engagement

1st Place  
Your Voice is Heard campaign  
Sayidaty Magazine, Saudi Research & Publishing Company, Saudi Arabia  
<https://www.youtube.com/watch?v=yhtesT2BASc> *"Projects of this kind are of great importance and necessity," said a judge about this winning campaign.*

2nd Place  
Alhudood Social Media  
Alhudood  
<https://alhudood.net>

3rd Place  
Hia Social Media  
Hia Magazine, Saudi Research & Publishing Company  
<https://www.facebook.com/hia.magazine/>

## Best Marketing Campaign for News Brand

1st Place  
The News Women Power 50  
Jang Media Group  
<http://womenpower50.com>

2nd Place  
Sayidaty Eeshooa Jarrabooha Show  
Sayidaty Magazine, Saudi Research & Publishing Company, Saudi Arabia  
<https://www.youtube.com/channel/UCrBM0fc62CWWQvm9PWzsJTw>

3rd Place  
Hia Brand  
Hia Magazine, Saudi Research & Publishing Company, Saudi Arabia  
<https://www.hiamag.com>

## Best Digital Project to Engage Younger and/or Millennial Audiences

1st Place  
Al Jamila Beauty School

Al Jamila Magazine, Saudi Research & Publishing Company, Saudi Arabia

<https://school.aljamila.com/> "A great new concept to engage young women," one of our judges said of the winning entry.

2nd Place

Saudi Women Entrepreneurs Investment Program (Ahalina & Sayidaty)

Sayidaty Magazine Saudi Research & Publishing Company, Saudi Arabia

<https://bit.ly/2E90Je0>

3rd Place

Alhudood's Online Platform

Alhudood

<https://alhudood.net/>

## CONTACT - INQUIRIES

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**ABOUT WAN-IFRA** WAN-IFRA is the World Association of Newspapers and News Publishers. Its mission is to protect the rights of journalists and publishers around the world to operate independent media. WAN-IFRA provides its members with expertise and services to innovate and prosper in a digital world and perform their crucial role in society. With formal representative status at the United Nations, UNESCO and the Council of Europe, it derives its authority from its global network of leading news publishing companies and technology entrepreneurs, and its legitimacy from its 80 national association members representing 18,000 publications in 120 countries. [www.wan-ifra.org](http://www.wan-ifra.org)

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