Beat: Technology

Vuclip Appoints Abe Shady Aboul Naga as Middle East General Manager

Digital media industry

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USPA NEWS - Abe Shady Aboul Naga, a senior digital media executive in the regional media industry, has joined the regional leadership team at Vuclip, a PCCW Media company. Viu, from Vuclip and PCCW Media, is a leading OTT service across South East Asia, the Middle East and India entertaining millions of consumers through its unique local and fresh content, innovative freemium business model, trusted partnerships and superior patented technology. As General Manager for the Middle East region, Aboul Naga will lead a region-specific growth strategy for Viu and oversee all of its operations in the region.

Aboul Naga comes with more than 17 years of experience in broadcasting, as well as digital and online content. Prior to Vuclip, he worked with the Middle East Broadcast Corporation (MBC) for nearly 10 years, where he last held the position of Director of Digital Business.

“Abe´s leadership and digital media industry expertise is a strong match for Vuclip,“ said Salman Hussain, Chief Revenue Officer of Vuclip. “This is a very exciting time for Viu with our rapid expansion to various markets and millions of raving fans. In this region we are just getting started and our first set of Arabic Viu Original shows such as Hob El Tayebin and Wahid:Wahid saw an overwhelmingly positive response from both consumers, as well as the industry ecosystem and partners. With Abe´s leadership, we look forward to bringing a compelling wave of on demand entertainment to the region, and Viu´s rapid expansion across the Middle East.“

Abe Aboul Naga said, “Viu has been on a trajectory of success, and its local approach to the region combined with its remarkable local and global teams is a clear recipe for continued success. Increasing demand for digital entertainment from youth proves that the market for such services in the MENA region is promising. It´s an exciting time for the industry as a whole, and I am particularly excited about the days ahead.“

Viu is a leading OTT video service by Vuclip with more than 29 million downloads across 15 markets including Hong Kong, Singapore, Malaysia, India, Indonesia, the Philippines, Thailand, and the Middle Eastern countries of Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, and the UAE.

Vuclip
Vuclip is a leading global technology-driven media company delivering on demand entertainment to emerging markets including India, Southeast Asia, Africa and the Middle East. As a PCCW Media Company, Vuclip properties include Viu, Vuclip Videos, Viu Life and Vuclip Games. Vuclip´s market success in on demand entertainment is built on its leadership at the intersection of technology, consumer insights and media. Run by a world class team, Vuclip, Inc. and affiliate companies are headquartered in Silicon Valley in the US and have a presence in Singapore, Kuala Lumpur, Mumbai, Delhi, Pune, Dubai and Jakarta.

Viu
Viu is a leading OTT Video service by PCCW and Vuclip available in Hong Kong, Singapore, Malaysia, India, Indonesia, the Philippines, Thailand and Middle East countries of UAE, Saudi Arabia, Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar. Viu´s unique value proposition of fresh and localized regional and local premium TV shows, movies and originals entertains millions of consumers every day. Viu Originals bring to light compelling stories with world class production quality, also providing the opportunity for local talent to showcase their skills on a world stage. The service can be accessed via the Viu app available for free on the App Store and Google Play, on connected devices such as smartphones and tablets, as well as on the web at www.viu.com.

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