



المدينة الإعلامية
Media City
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لجنة الأفلام
Film Committee

Media City Qatar Film Committee Partners with Parrot Analytics for Analysis of Investment Decisions

Global media analytics leader Parrot Analytics to open a regional office in Doha, embedding data-driven decision-making into Qatar's national film investment strategy and supporting the media industry across the wider MENA region.

Doha, Qatar - November 23, 2025 – The Film Committee at Media City has partnered with Parrot Analytics, the global leader in entertainment analytics, to bring data-driven intelligence to its investment and content strategy efforts. As part of this partnership, Parrot Analytics is establishing a regional commercial office in Doha to support local and regional clients - including the local Film Committee.

Under the terms of the deal, the Film Committee will embed Parrot Analytics' predictive analytics into every investment decision, transforming how content is selected, developed, and marketed. This makes Qatar the first country in the MENA region to adopt an end-to-end data-driven film financing strategy, setting a new standard for an ROI-driven national content investment.

The new Doha office will serve as Parrot Analytics' regional office, providing on-the-ground support for existing media clients and partnering with domestic and regional stakeholders - including streamers, broadcasters, investors, production companies, film commissions and other content creators - to apply global best-practice analytics to local and international projects.

Creators and producers funded by the Film Committee will gain access to world-leading audience analytics and concept testing, enabling smarter decisions around script and concept valuation, genre, casting, and distribution - raising success rates and global visibility.

The initiative positions Qatar as the region's first "end-to-end Parrot Analytics powered" film investor, aligning its investment strategy with the entertainment industry's leading analytics capabilities and anchoring this expertise in Doha through Parrot Analytics' new regional office. It also reflects Qatar's broader ambition of becoming a hub for storytelling and cultural innovation, combining local identity with global competitiveness and data-driven, AI-enabled workflows.

Parrot Analytics quantifies popularity and commercial value for films, TV series, talent and sports by analyzing the media industry's largest global audience dataset. The platform captures real-time audience information from every country, is language agnostic, and delivers unified audience and economic valuation metrics that measure across all delivery platforms, including Subscription Video on Demand (SVOD), Advertising Video on Demand (AVOD), Free Ad-Supported Streaming (FAST) and box office.

In leveraging Parrot Analytics' global audience analytics, the Film Committee at Media City Qatar joins a rapidly growing roster of industry leaders, including streamers and studios such as Disney, Amazon Prime Video, Warner Bros. Discovery and Sony Pictures; media and technology companies including Samsung, Comcast, Amazon, and Google; networks such as Sky, Asharq Network, MBC



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Group and OSN Group; academic institutes including Harvard, UCLA, University of Chicago, and Duke University; and government agencies such as Canadian Media Fund, British Film Institute and Spain Trade and Investment.

Parrot Analytics' systems are also deployed by leading sports leagues such as the NBA and Wall Street analysis firms like Bernstein.

Establishing ties with Qatar through the Film Committee partnership underscores the impact of a report from Parrot Analytics revealing that original Arabic stories have the potential to act as a catalyst for MENA's entertainment industry, driving further growth and global interest. Original Arabic stories hold the power to accelerate MENA's entertainment industry as global demand for culturally authentic content reaches new heights. The analysis illustrated how Arabic series and films are increasingly resonating with international audiences, positioning the region for a breakthrough moment similar to the global success seen with other emerging markets.

The report also emphasizes that as more viewers embrace original Arabic productions, a ripple effect is felt across the industry. This impact is not only measurable in travelability metrics but also in the increased investment and innovation driven by platforms eager to meet the rising demand for fresh stories from the region. Global demand for Arabic-language content has increased over 13-fold since 2020, solidifying it as a significant growth opportunity for content producers and streaming platforms alike.

About the Film Committee at Media City Qatar:

The Film Committee was established to position Qatar as a leading destination for global film production, co-financing, and creative collaboration. Under the leadership of the Film Committee Chairman, H.E. Hassan Al Thawadi, the Committee supports the development of a world-class film ecosystem through strategic partnerships, incentives, and infrastructure investments.

Working alongside the Doha Film Institute, Media City Qatar, and national cultural entities, the Film Committee seeks to foster a thriving creative economy, attract international productions, and amplify Qatar's voice on the world stage of cinema and storytelling.

For more information contact: media@filmcommittee.qa

About Parrot Analytics

Parrot Analytics is the leader in global media & entertainment analytics – powering leading studios, streaming services, networks, production companies, talent agencies, entertainment law firms, game studios, sports leagues, film funds and government agencies to make smarter decisions in today's attention economy.

The company values content, talent, IP and sports by measuring over 2 billion audiences globally. By providing the industry's leading AI-powered analytics solutions, Parrot Analytics solves the industry's most existential questions: from measuring content revenue on streaming services and forecasting box office success, to valuing sports, IP and talent rights.



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For more information about Parrot Analytics, see: www.parrotanalytics.com.

About the Qatar Film Committee

The Qatar Film Committee (QFC) was established to position Qatar as a leading destination for global film production, co-financing, and creative collaboration. Under the leadership of H.E. Hassan Al Thawadi, the Committee drives the growth of a world-class film ecosystem through strategic partnerships, incentive programs, and infrastructure development. Working alongside the Doha Film Institute, Qatar Media City, and national cultural entities, QFC is shaping a new era for cinema and storytelling in the Arab world.

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