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Film Committee at Media City Qatar and Shasha Sign Strategic Partnership to Co-Finance Arabic Premium Content

Doha, Qatar, 20 November 2026: The Film Committee at Media City Qatar and Shasha, the GCC-focused production and streaming platform, have signed a Memorandum of Understanding (MoU) to establish a strategic partnership aimed at accelerating the creation, financing and global distribution of premium Arabic-language content.

Announced at the second edition of the Doha Industry Days, the Film Committee confirmed a multi-million-dollar, three-year commitment to co-finance original scripted and unscripted Arabic productions. The partnership is designed to support commercially viable premium content while strengthening Qatar's position as a regional hub for film and television production.

The initiative will begin with a slate-free investment model, enabling both parties to identify and co-finance projects on a case-by-case basis. The collaboration will target at least four productions over the term of the partnership, with projects encouraged to utilise the country's growing production ecosystem and the Qatar Screen Production Incentive (QSPI).

The first project under consideration is *Blue House*, an Arabic original production developed by Shasha and planned to be filmed in Qatar.

Beyond co-financing, the partnership outlines a broader ambition to build a long-term content ecosystem across the Gulf. Future areas of collaboration include the development of original Qatari and GCC productions, international distribution opportunities for Arabic content, and initiatives to support emerging regional talent through training, mentorship and industry engagement.

H.E. Hassan Al Thawadi, Chairman of the Film Committee at Media City Qatar, said: "This partnership reflects our commitment to supporting premium Arabic storytelling and creating pathways for regional stories to reach audiences at scale. By combining strategic investment with production incentives, industry partnerships and talent development, we are strengthening the foundations of a sustainable screen sector in Qatar while contributing to the growth of the wider Arab content industry."

As part of the agreement, Shasha intends to establish an official presence in Doha and explore additional opportunities to develop and produce content in collaboration with Qatar-based production companies and creative talent.

Mr. Abdullah Ghazi Al-Mudhaf, CEO and Co-Founder of Shasha, said: "This partnership marks an important strategic milestone in Shasha's journey towards realizing our ambition of becoming the preferred streaming platform for Arab youth. Our vision is rooted in creating original and innovative film and television productions that bring fresh perspectives to storytelling while remaining true to our authentic Gulf identity and heritage

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At Shasha, we believe that exceptional content begins with a great idea, followed by thoughtful writing, development, and the selection of the right creative talent, all the way through to the finest details of production. This creative journey can take two years or more for a single project, which is why we place quality and excellence at the heart of everything we do, prioritizing meaningful storytelling over the volume of productions.

We see our partnership with the Film Committee in Qatar as a valuable opportunity to open new horizons for creative collaboration and co-production. By combining our expertise, resources, and shared ambitions, we look forward to developing exceptional projects that elevate Arabic content and strengthen its ability to compete on both regional and global stages."

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About the Film Committee at Media City Qatar:

About the Film Committee at Media City Qatar - The Film Committee at Media City Qatar 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 at Media City Qatar 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 at Media City Qatar seeks to foster a thriving creative economy, attract international productions, and amplify Qatar's voice on the world stage of cinema and storytelling.

About the Qatar Screen Production Incentive (QSPI):

The QSPI offers up to a 50% cash rebate on qualifying production expenditure for feature films, television, commercials, and post/VFX work produced in Qatar. Eligible applicants must be Qatari-registered companies licensed through Media City Qatar. The programme is designed to attract international productions, build local skills, and establish Qatar as a creative and economic hub for global storytelling.

About Shasha:

SHASHA is one of the fastest-growing streaming and production platforms in the GCC, delivering premium Arabic entertainment to audiences across the region and beyond. With a diverse portfolio of original

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series, films, documentaries, and live sports, SHASHA is redefining the regional entertainment landscape through compelling storytelling, high-quality productions, and strategic international partnerships. Committed to championing Arab creativity and talent, SHASHA continues to bring exceptional regional content to audiences worldwide.

For more information, contact: media@filmcommittee.com