

August 2023

MEDIA SECTOR IN LEBANON

Lebanon is still rebuilding following the devastating port blast three years ago. While there are challenges in the media sector in Lebanon, there are also opportunities for growth and innovation. Adapting to the evolving media landscape, leveraging digital technologies, and addressing the specific needs of the Lebanese audience can contribute to success in the market.

With the current crisis impacting the local market, a new trend came to life where Beirut is now serving the GCC.

The port blast led many Lebanese media businesses to expand their offices to the UAE and KSA. This has allowed these firms to make the most of new opportunities outside of their home country.

The media sector in Lebanon faces various challenges. These include political interference, financial constraints, censorship concerns, the impact of social media on traditional media outlets, and the changing media consumption habits of the population.



However, many producers and filmmakers remain in Lebanon, with hope, dedication, and hard work pushing Lebanese talent forward.

The media sector in Lebanon remains an important source of information, entertainment, and public discourse. It continues to evolve with the changing media landscape and digital transformation, adapting to the preferences and needs of the Lebanese audience.

The media sector in Lebanon has historically been vibrant and diverse, playing a significant role in shaping public opinion and providing a platform for free expression. Recent trends and developments in the sector include:

Digital Transformation: Lebanon has been experiencing a significant shift towards digital media consumption. Online platforms, social media, and streaming services have gained popularity, leading to changes in advertising strategies.

Social Media Influence: Social media platforms, such as Facebook, Instagram, and Twitter, play a crucial role in shaping public opinion and disseminating information in Lebanon. Influencers and content creators have emerged as key figures, with brands and organizations utilizing their reach to promote products and services.

Print Media: Lebanon has a robust print media landscape with numerous newspapers and magazines published in Arabic, English, and French. These publications cover a wide range of topics, including politics, culture, business, and lifestyle.

Citizen Journalism and Online News: With the rise of social media, citizen journalism has become prominent in Lebanon. Online news portals and independent digital media outlets have also gained popularity as alternative sources of news.

Video Content and Streaming: Video content consumption has seen a significant increase in Lebanon. Platforms like YouTube and streaming services such as Netflix have gained popularity among the Lebanese audience.

Advertising: Advertising plays a crucial role in sustaining the media industry in Lebanon. Advertising revenues support media outlets, both in print and broadcast. The sector faces challenges due to the situation in the country, impacting economic situation, advertising budgets and revenues.

To find out more about the opportunities for your business in the Media Sector please contact one of our Moore experts below.



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