



هيئة المنطقة الإعلامية
MEDIA ZONE AUTHORITY

BUSINESS LICENSE ACTIVITIES – SEPTEMBER 2020

BUSINESS LICENSE ACTIVITIES – GENERAL

	MZA License Activities	Definition
1.	Advertising	Providing all types of advertising services to third parties including, but not limited to PR, marketing, sales promotion, media planning and buying, placement, production and design of advertising material (e.g. banners, flyers, billboards, display structures, panels, campaigns, direct mail, digital).
2.	Animation	Creating, developing and providing animated content or digital art for use in formats including, but not limited to video and computer games, films, TV shows, commercials, documentaries and advertisements.
3.	Branding	Providing branding services to third parties including, but not limited to designing, creating, planning, launching, implementing and managing corporate/consumer brand strategies, brands and identities, and providing other general branding consultancy.
4.	Content Sale and Distribution NEW!	Managing, selling and/or distributing the rights to content (e.g. television series, film, publications) to commercial third parties (e.g. television channels, television networks, online streaming platforms, publishers) but not including sale/distribution/dissemination of content directly to the public. The content may be created by the distributor itself, or by a third party.
5.	Content Management Services	Providing library and/or archive services including collecting, managing, processing, storing and distributing documents, audio-visual material, digital content and any other material relating to the media industry.



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	MZA License Activities	Definition
6.	Content Portal – Classifieds/Listings Aggregator NEW!	Web/mobile platform, which aggregates the listings of third parties (i.e. not the web/mobile platform owners' own goods or services). The platform has search functionality but does not have the ability to make in-platform purchases and there is no payment gateway allowing for purchases directly through the platform.
7.	Content Portal – Content App/Website NEW!	A content rich software application/website which aggregates a variety of information and content (e.g. text, photos, graphics, videos etc.) about a specific subject matter or for a specific purpose to make the content accessible to the public in a clear, easy and organized way. Typically there is a subscription element, which may be with or without a subscription fee. In app purchases may be permitted, but this is incidental to the core purpose of the app/website. The app/website is not supporting a physical business; it is an independent business in itself, solely operating through the app/website.
8.	Content Portal – Online Comparison Platform NEW!	Web/mobile based price analysis tool that allows a customer to use an online search engine to find and compare products and/or services using selected criteria e.g. price, features, reviews, ratings etc. The platform aggregates listings of products and/or services from different retailers but does not directly sell the products itself. The platform typically does not have the functionality to make in-platform purchases (i.e. there is no payment gateway) but instead links the customer with the third party retailer. Comparison tools for higher risk products e.g. medical products, insurance, car loans, mortgages etc. would generally not be acceptable as providing advice in relation to these products may be regulated (e.g. by Ministry of Health).



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9.	Content Portal – Online Booking Platform NEW!	Web/mobile e-commerce platform that allows a customer to search, book and pay for an activity or service provided by a third party. The activity/service is paid for directly through the platform (i.e. payment is taken by the platform itself not the third party service provider) and typically the platform will make a commission from each booking.
10.	Content Portal – Online Marketplace NEW!	Web/mobile e-commerce platform operating an online marketplace that aggregates product information from multiple third party retailers. The online marketplace operator does not offer its own products (i.e. goods or services) for sale, only those of third parties. Transactions are processed/payments are taken by the marketplace operator (not the third party retailer). Delivery of the products may be fulfilled by the third party retailers or a third party delivery service.
11.	Content Production – Audio Visual	Creating and developing all types of content including, but not limited to motion pictures, videos, radio content, television series, advertisements and television commercials.
12.	Content Production Services – Corporate	Creating, developing and providing content for the use in corporate materials including, but not limited to corporate communications, videos, events, training and educational materials, magazines, journals, newspapers and newsletters.
13.	Content Production – Digital	Creating, developing and providing content including, but not limited to text, images, videos, infographics and 3D CGI for use on applications and digital platforms and ensuring that the content is formatted and configured for use on a variety of devices and platforms.
14.	Content Production – Publications	Creating, developing and providing content for use or reproduction in publications (e.g. books, magazines, journals, newspapers, other periodicals, newsletters).



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15.	Digital Media Library NEW!	An online library of media content (e.g. images, audiovisual content and music). Typically there is a subscription or license element, which may be with or without a fee.
16.	Event Management - General	Providing services to produce, organize, promote, manage, support and facilitate events including, but not limited to conventions, conferences, meetings, business and trade shows (excluding cultural, theatrical, musical, artistic and sports events).
17.	Event Management – Cultural, Theatrical and Artistic Events	Providing services to produce, promote, organize, manage, support and facilitate live events including, but not limited to theatrical, cultural, musical or artistic shows, exhibitions, festivals or such other activities that promote arts and cultural development.
18.	Event Management – Sports Events	Providing services to produce, promote, organize, manage, support and facilitate sporting events.
19.	Graphic Design	Creating, developing and providing design ideas with visual and textual content to be used on various media platforms.
20.	Image/Video Sharing Platform NEW!	An online visual discovery engine enabling users to upload, convert, store and play back video content, and share ideas, digital photos/videos, and posts.
21.	Location Management Services	Providing location scouting and location management services for productions including, but not limited to finding and securing locations, obtaining permits and coordinating logistics and transport at/for the location.
22.	Marketing and Communications	Providing marketing and communication services, including but not limited to creating, developing and managing marketing material and strategies through various marketing channels.



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23.	Media Monitoring Services	Providing a service for monitoring media content (e.g. online, broadcast and print) and providing data, analysis and reporting of that content to third party clients. These services typically include the systematic recording of the media content and monitoring of online consumer sources and social media. The material collected usually consists of any media output that makes reference to the client, its activities and/or other selected criteria.
24.	Media Research Services	Providing services for market research and studies (e.g. surveys, questionnaires, technical studies) relating to the media industry including, but not limited to analyzing market trends, public opinions and consumer habits and behavior.
25.	Media Training	Developing and providing media related training.
26.	Music Production and Recording	Creating, developing and providing music composition, production and recording services.
27.	Music Streaming Platform NEW!	A digital platform, which provides streaming or downloads of audio content and other music related content. Typically there is a subscription element, which may be with or without a subscription fee.
28.	News Gathering Services	Providing services for gathering, providing and selling news items to third party news providers for onward distribution, reporting, broadcast or publication (but not including sale/distribution/dissemination of content directly to the public).
29.	Post-production Services	Providing post-production services which include, but are not limited to, offline and online editing, editing suites, film/tape transfers, dubbing, subtitling, credits, closed captioning, computer-produced graphics, special effects (digital art), animation, developing and processing motion picture film and 3D formats including reproduction.



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30.	Pre-production Services	Providing services to prepare for/plan a production which include, but are not limited to casting, film budgeting, screenwriting, script development and editing, set construction, location management services, shooting and production scheduling, storyboarding, inventory equipment lists, etc.
31.	Production Equipment Hire	Providing equipment (rental, lease and/or sale) to undertake content production and/or events and the maintenance and management of that equipment.
32.	Production Services	Providing goods and services required to facilitate productions including, but not limited to, locations, permits and permissions, professional personnel, travel and transport arrangements, trailers, equipment, catering, etc.
33.	Public Relations Services	Providing services to third parties, which include, but are not limited to advising on strategic communication processes that manage and maintain brand image and reputation and, which assist in the marketing of products or services.
34.	Rights Management – Music	A commercial entity providing services to represent the rights of music related talent, aggregating and licensing the intellectual property rights in musical compositions in accordance with UAE copyright and other relevant laws, decisions and resolutions.
35.	Rights Management – Publications and Content	A commercial entity providing services to acquire and license the intellectual property rights in publications and other content in accordance with UAE copyright and other relevant laws, decisions and resolutions.
36.	Set Design	Providing services for the creation, design and facilitation of stages and sets and the interior design of sets, stages and studios.



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37.	Social Networking Platform NEW!	An online platform used by individuals and/or businesses to build professional and/or social networks or professional and/or social connections.
38.	Software Development Services	Providing services for the development/installation/ modification of software including but not limited to designing the structure and content of and/or writing the computer code necessary to create and implement systems software (including updates and patches) and software applications (including updates and patches), databases and applications. Typically the services are provided to third parties but may also be the activity of the in-house software development arm of a technology company.
39.	Talent Management Services	Providing services to represent, source and manage talent for the creative, media and entertainment industry.
40.	Web and App Design and Development Services	Providing services to third parties for interactive digital website and application solutions including, but not limited to the design and development of web pages/applications and customizing of software.



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BUSINESS LICENSE ACTIVITIES – GAMING – NEW!

	MZA License Activities	Definition
1.	Artificial Intelligence Developer	An entity which specializes in all aspects of Artificial Intelligence and machine learning research and development.
2.	Content Production – Gaming	Creating, developing and providing creative content for use in the gaming industry including, but not limited to animation, text, images, videos, infographics and 3D CGI for use on applications and digital platforms, and ensuring that the content is formatted and configured for use on a variety of devices and platforms for use in video, mobile and/or computer games.
3.	Data Management and Cyber Security Services	An entity offering data management and protection solutions to ensure that online and mobile games are compliant with relevant laws and that adequate cyber-security measures are in place.
4.	E-sports Data & Analytics	An entity providing real-time statistics for E-sports, which collects, analyses and distills data (including channels, games, publishers, tournaments, teams, reports, brand impact, chat analytics) from E-sports competitions and/or Gaming Streaming Social Media Platforms using game API, streaming intelligence and artificial intelligence software.
5.	E-sports League Operator	An entity that owns/operates or runs a recognized E-sports League.
6.	E-sports Online Publication	Online publishing of a newspaper, periodical, journal, magazine and other online publishing activities specific to the E-sports and gaming genre.
7.	E-sports Organization	An entity, which owns and/or manages a professional E-Sports team or players.



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8.	E-sports Tournament Platform	Online platform, which facilitates and supports organizers of E-sports tournaments and offers turn-key solutions for testing, scaling, and operating E-sports competitions.
9.	Event Management – E-sports	An entity providing services to produce, promote, organize, manage, support and facilitate E-sports events, competitions and/or tournaments including, but not limited to gaming conferences, exhibitions, activations, conventions, business and trade shows.
10.	Gaming Academy	An entity developing and providing specialized gaming related training for individuals in professions including, but not limited to Programmers, Video Game Designers, Animators, Developers, Professional E-Sports Gamers, Referees, Coaches and Analysts.
11.	Gaming Community Management	An entity offering gaming community management solutions for the gaming industry including, but not limited to social media and games forum monitoring, moderation and content approval, social media and forum content creation and community and social media performance reports
12.	Gaming Consultancy Services	An entity providing strategic, management and marketing/ PR/ branding consultancy services and providing expert advice to the gaming industry.
13.	Gaming Development	An entity that creates and develops digital games (including video games, mobile games, PC) including but not limited to creating, designing and developing software for all aspects of video and mobile games and implementing the creative content to ensure compatibility with video/mobile display.
14.	Gaming Engine	A platform offering a software-development system solution, which enables the construction of video and mobile games for all platforms.



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15.	Gaming Equipment Manufacturer/Supplier	An entity that manufactures and/or sells gaming equipment and hardware, which may include, but not be limited to gaming devices, gaming device parts inventory and other related gaming equipment (e.g. headphones, gaming seats, controllers) used in connection with all forms of console, PC or mobile gaming.
16.	Gaming Industry Research Services	An entity providing services for market research, industry trends, studies (e.g. surveys, questionnaires, technical studies) relating to the gaming industry including, but not limited to analyzing market trends, marketability of games, public opinions and consumer habits and behavior, game genre popularity, game publishers activities, gaming audience trends.
17.	Gaming - Localization Services	An entity providing localization services (including, but not limited to language translation and general cultural accuracy) in respect of gaming content, advertising, marketing, and branding material for the gaming industry.
18.	Gaming Platform – Console/PC/Mobile	Platforms, which facilitate the publishing of video and digital games and allow individuals to access and play via the platform.
19.	Gaming Production Service Providers	An entity providing goods and services to assist all of the needs of companies involved in the gaming industry including, but not limited to audio development, audio localization, casting and talent management services, tool development, co-development, remastering, sound design and music, voice recording and video facial capture, asset integration, pre-production and script adaptation, post-production, mastering and mixing, functional testing services, hardware certification testing, user experience testing, quality assurance and player support services.
20.	Gaming Publisher	An entity that holds the publishing rights (and may also hold other intellectual property rights) to one or more video and/or mobile games. The games may have been developed internally by the publisher or externally by a gaming developer.



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21.	Gaming Streaming Social Media Platform	Live streaming digital platform through which gaming videos and/or E-sports competitions are streamed and/or offering a gaming social media platform in which the gaming community can interact.
22.	Gaming Studio	An entity that is involved in multiple aspects of the gaming industry including, but not limited to game development, content production, technology, distribution and publishing.
23.	Gaming - Talent Management Services	An entity providing services to represent, source and manage talent specifically for the gaming industry.
24.	Gaming Venue	Dedicated gaming venues including, but not limited to arenas, stadiums, gaming cafés, which host E-sports competitions, offer E-sports/game development training facilities and/or game-play facilities for the gaming community.
25.	Player Support Service Providers	An entity that offers player support service solutions which may be through multilingual, multichannel 24/7 customer support (e.g. email, live chat, phone support) and in-game support.
26.	Quality Assurance Specialist - Gaming	An entity offering all forms of quality assurance testing for the gaming industry including, but not limited to functional testing services, hardware certification testing, stress and load testing, user testing and network performance testing.
27.	Virtual Reality and Augmented Reality Service Provider / Developer	An entity, which is specialized in 360-videos, post-production, fully interactive VR experiences, VR simulators, Augmented/ Virtual Reality development, 3D design/CGI/animations, sound design and production, on-site installations, which may include, but not be limited to strategic consulting in respect of offering VR and AR solutions to businesses.