

Qvest and ARABSAT Sign Agreement to Launch Advanced?OTT Streaming Platform for Saudi Arabia and Beyond

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Riyadh, Saudi Arabia, February 24, 2025 – Qvest, a global leader in media-focused practices, and ARABSAT, the leading satellite operator in the MENA region, have signed a Memorandum of Understanding at FOMEX 2025 in Riyadh to launch a fast, reliable, and easy-to-use OTT streaming platform. The strategic partnership will enable ARABSAT to extend its direct-to-consumer services while providing white-label solutions for broadcasters and content providers.

As the demand for seamless, multi-device content consumption grows, ARABSAT is positioning itself as a key player in the digital transformation of media distribution. With Qvest's expertise in cloud-based media solutions, SaaS, and end-to-end OTT platforms, this partnership aims to transform ARABSAT's digital media ecosystem by integrating a scalable, multi-tenant solution that integrates AI-powered personalization, flexible monetization models and advanced content management.

Additionally, Qvest will provide ARABSAT with business and technology consultancy, content partnerships, and strategic guidance to enhance its digital media ecosystem. The collaboration will also facilitate partnerships with local and international content providers to expand ARABSAT's offerings and strengthen its market position.

"This partnership with Qvest furthers ARABSAT's strategy to transform media distribution. By offering reliable advanced OTT streaming capabilities alongside traditional satellite services, ARABSAT helps broadcasters boost audience reach and engagement in a changing media landscape." shares Eng. Alhamedi Alanezi, President & CEO of ARABSAT.

Ahmad Hadi Al Kayal, General Manager of Qvest MENA, added: "We are proud to support ARABSAT in shaping the future of OTT in the MENA region. Our collaboration will not only provide ARABSAT with a cutting-edge streaming infrastructure but also enable business growth through a flexible and highly scalable digital media ecosystem."

This strategic partnership marks a significant step in modernizing media distribution in the MENA region, empowering broadcasters and content owners to thrive in the evolving digital entertainment landscape.