

The First Professional
Sports TV production
team in the Arab World

INTRODUCTION

Sports events has always been the most watched programs on Television. From the world cup matches, to the Super Bowl, passing by the formula one races and the MOTO GP, sports has always been positioned as attractive, money generating appealing and exciting.

With the growth of the TV market in the Middle East and the increase in the numbers of Sports Specialized Channels the need for a professional team to produce sports TV shows became a must.

Proteam and In Media Plus decided to join efforts to present to the broadcasters of the Middle East top Sports Quality Shows. Proteam and its history and experience in sports, and IN Media Plus with its track record in producing successful shows to the Top TV Channels of the region are offering their experience and know how to produce unique content to their clients.

Proteam and In media Plus are the first professional sports TV production team in the Arab world.



PROTEAM

Proteam was founded in 1999 with the sole mission of organizing and marketing sports activities and events. However, by the year 2008, its activities expanded to include touristic and entertainment events.

The company offers a wide range of services which, though vary in look and feel, have one thing in common: It is all about sports.

Beside brand exposure, Proteam is helping its clients to gain the appeal of the public as well as attracting the media. In fact, Proteam puts into practice its founders' expertise in sports and their large local and international contacts to help leagues, clubs, and companies reach their ultimate sports marketing and sponsorship goals. From event design, to post event follow up, to Media assistance and coordination, and production, Proteam will design the strategies to attain the desired objectives. In addition to its domestic achievements, Proteam has a track record of success as a sports management consultant in the Arab countries. In fact we have been successfully able to help both corporations and athletic organizations in the region to develop aggressive sports marketing packages.

PROTEAM

Accomplishments:

- Proteam held the rights of the Lebanese League from 1992 till 1996
- Proteam organized the 1997 Pan Arab Games held in Lebanon
- Proteam organized the 1999 Pan Arab Games held in Jordan
- Proteam handled the organization and media coverage of Brazilian star Bebeto's exhibition game in Lebanon
- Proteam held the rights of the West Asia Basketball Championship
- Proteam held the rights of the Jordanian Pro Football League
- Proteam participated in organizing the 2000 Asian Cup -Lebanon
- Proteam organized the marketing campaign of Arab Champions League 2004-2006
- Proteam organized the semi-finals and final of the 2005 Arab Champions League held in Beirut
- Proteam held the exclusive advertising rights of Al Ansar Football Club for the years 2008, 2009 and 2010.
- Proteam organized the 18th Pan Arab Schools Games IN 2010
- Proteam organized "The 36th Arab Youth and Sports Ministers Conference 2013"

PROTEAM

