

اسلام TV

SKY 744

*Connecting with Islam today
for a better tomorrow ...*



IslamTV.co
MUCH MORE
THAN TV.



Over 10 years ago Imam Qasim Rashid Ahmad launched IQRA TV & IQRA Bangla to revolutionise the way Muslims watch TV in the UK.

The launch of IslamTV on the SKY platform will provide our viewers with the very best TV experience, offering an informative programme based to viewers of all ages. From educational content for children as well as programmes which address contemporary issues for Muslims & Non-Muslims at home and abroad.

IslamTV is uniquely well positioned to succeed in today's environment. We've remained flexible in our approach, but steadfast in achieving our goals of eradicating the misconceptions and falsehoods which have been attributed to Islam.

The quality of our original journalism continues to champion important causes, leading the way in countering islamophobia and advancing education and pushing the boundaries for non-Muslim audiences engagement, to achieve genuine inter-faith harmony.



We continue to grow as a network that plays its part in making a difference and bringing about change in the issues that both we and our viewers care about.

IslamTV
connecting with
for a better **tomorrow** ...
Islam today



In order to realise the full growth potential in these territories over the longer term, we used insights and designs from across the demographics to transform the viewing experience for our viewers across each of our existing platforms. Combined with the launch of the new TV channel, and a new interactive website, these significant initiatives will enable us to push ahead with our next phase of growth in this market.

We know viewers want the best experience whenever they interact with IslamTV and we aim to give them global awareness of the growing issues of Islamophobia and terrorism, with our unifying message of tolerance and cohesion at the forefront of everything we do. Our contribution to the cultural, economic and social life of the communities in which we live and work has never been greater.

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- 31% of the UK population believe that Islam poses a threat to the British way of life

- In 2018, 57% of the victims of Islamophobia were women.

... at IslamTV,
we want to
change this.





Great content sets us apart

We invest to deliver the best and broadest range of programmes across the portfolio of Channels and services, we provide to viewers, offering something for everyone in the household.

Our viewer focuses

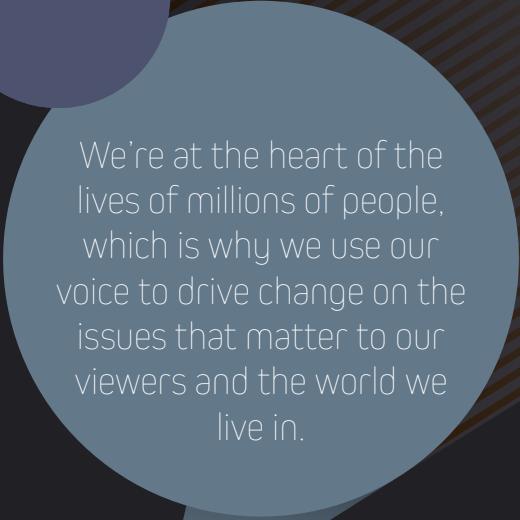
We are a viewer-centric organisation, focused on meeting the needs of all our viewers in every market. We are able to meet their needs through the strength of our trusted brand, ensuring that we offer a true understanding and promotion of Islam

Growth opportunities

We are committed to acting responsibly in all that we do. We are focused with IslamTV on making a positive impact on the wider society. We call this seeing the Bigger Picture.

We're at the heart of the lives of millions of people, which is why we use our voice to drive change on the issues that matter to our viewers and the world we live in.

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We strive to promote dialogue and remove the barriers to progress, such as discrimination, which Muslims face. Safer communities mean stronger communities, for generations to come.
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Our journey

Since our launch in 2009 we've grown from being the UK's first community TV service to Europe's most popular direct-to-viewer Muslim TV channel, serving more than 1 million viewers on the Sky TV platform.



Here are some of our milestones:

2018 - IslamTV

- Visionary new platform to tackle Islamophobia and all forms of hatred

2016 – Online Livestreaming

- Building the next generation of products
- Developing our streaming services
- Serving a global viewership

2014 - IQRA Bangla

- Broadening our content to more viewers

2009 – IQRA TV

- Revolutionising the way people watch Muslim TV
- Establishing our presence across Europe

Building on past success, striving to a better future.



Imam Qasim Rashid Ahmad

Founder & CEO

Establishing IQRA TV and IQRA Bangla has been one of my most significant achievements alongside founding Al-Khair Foundation. IslamTV builds on this legacy.

In the past, IQRA TV has been instrumental in teaching the holy Qur'an and the beautiful messages of Islam to countless Muslims and non-Muslims worldwide – whilst IQRA Bangla provided a visionary outlet for the overlooked Bangla speaking Muslim communities of the West.

Our programme base and scholars have helped educate viewers on contemporary issues through an Islamic perspective, as many struggle to balance religious requirements with secular demands.

At times of great tragedy, the appeals by Al-Khair on IQRA TV and IQRA Bangla have allowed our donor base to facilitate life-saving and life-changing humanitarian aid. My grateful thanks go out to our dedicated viewers, as we continually strive to improve our media presence.

It is for all these reasons that IQRA TV and IQRA Bangla are now the channel of choice for English, Urdu and Bangla-speaking Muslims in the UK and abroad.

Building on our track record of success, IslamTV will be a beacon of tolerance, harmony and cohesion for members of all faiths in Europe and beyond. I invite you to join us on this journey to tackle Islamophobia and hatred in all forms – and to work together to build stronger communities.

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www.islamtv.co



www.iqra.tv

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