

Reed Business  
Information.

\$6.95

CS\$1.00, £\$1.00, €\$1.50, A\$1.50

MARCH 27-APRIL 2, 2006

NEWSPAPER

USPS 656-900 02371

# VARIETY



## Iraqis 'Jump' into the stream and surf

By ALI JAAFAR

Iraqi TV is extending its reach. Five of the country's leading independent satcasters have inked deals with online network Jump TV to provide world auds with access to their programs on the Internet.

Al-Fayhaa, Al-Baghdadia, Beladi TV, Al-Diyarsat (which offers nonstop coverage of the Saddam Hussein trial) and Al-Sumaria (home to the country's biggest show, "Iraq Star") have all climbed onboard.

TV has become big business in post-Saddam Iraq. Dozens of independent channels have emerged since 2003.

"Independent television sprung up quickly after the fall of Saddam," says Inam Abdul Majeed, manager at Al-Fayhaa.

"Not only do people living in Iraq want timely and accurate information, but the millions of Iraqis and Arabs living outside the country crave access to Iraqi content as seen through the eyes of their countrymen."

Jump TV's deal will give Iraqis living abroad the chance to have life at home streamed straight to their desktops.

"Iraq has a large diaspora, and none of the content is easily available outside a pretty limited geographical area. More than 20% of Iraqis live outside Iraq. If there's any hope of reconstruction and democracy working, there needs to be a free and vibrant media that engages with the diaspora," says Kaleil Isaza Tuzman, Jump's prexy.

Jump, which claims to be the



**CONNECTED:** Jump TV prexy Kaleil Isaza Tuzman intends to reach the Iraqi diaspora around the world through the Internet.

world's leading provider of online television with 99 channels from 41 countries, also has deals

with a further dozen Arab satcasters, including Al-Jazeera and Lebanon's Future TV.