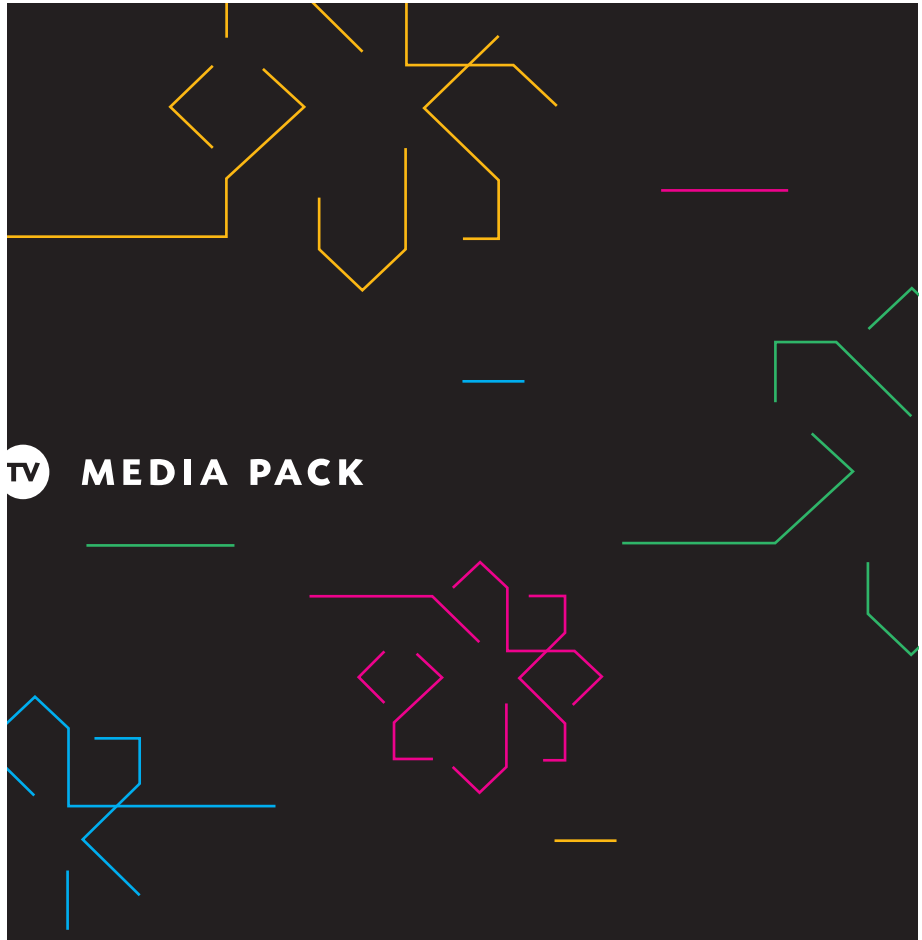


**BRITISH  
MUSLIM**



**MEDIA PACK**



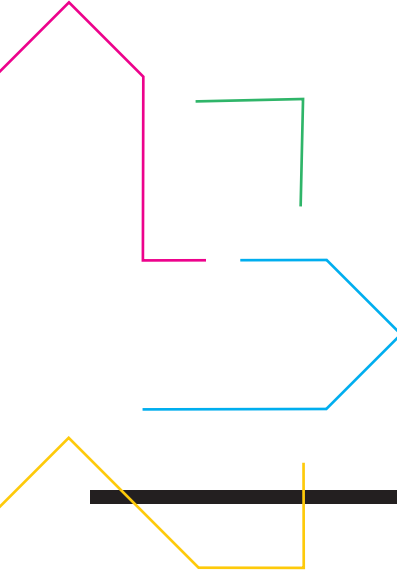


# Our ethos

**Launched in June 2014, British Muslim TV is a dynamic channel, committed to creating engaging, relevant and fully-representative content to move and inspire British Muslims.**

Broadcasting 24 hours a day, and available to watch free on Sky channel 762, Freeview 264 and stream online, British Muslim TV is an exclusive destination for high-quality programming that is focussed on the British Muslim community.

We believe that empathy is best created and sustained through sharing real, human stories and in the world's current climate, we take great pride – as British Muslims – in creating an inclusive, non-sectarian narrative that is both comfortably British and confidently Muslim.



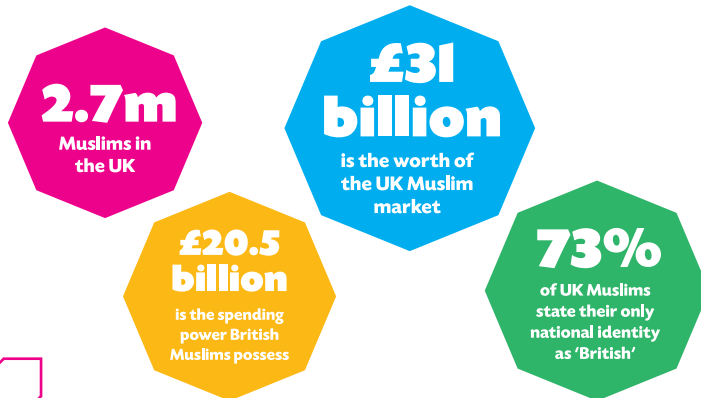
---

# Our market

## Muslim market: at a glance

There are currently 1.6 billion Muslims in the world, two-thirds of whom are under 30. The global Muslim population is expected to reach 2.8 billion in 2050, becoming a quarter of the world's total population.

A State of the Global Islamic Economy Report forecasts the halal food and lifestyle industry to be worth \$2.6tn (£2.1trillion) by the end of this decade; Muslim travel to be worth \$233bn (£192bn); and Muslim fashion to be worth \$230bn (£189bn), with \$54bn (£44bn) spent on cosmetics alone in 2014. As the Muslim pound grows, brands across the globe are recognising the power of marketing to Muslims.



## UK Muslim market

There are an estimated 2.7 million Muslims in the UK. Despite only 47% of these Muslims having been born in England and Wales, 73% of them state their only national identity as 'British' (MCB). British Muslim TV is the perfect vessel through which to reach these British Muslim consumers.

The UK Muslim market is worth £31 billion, with British Muslims possessing a spending power of £20.5bn (MCB). Muslims in Britain are young, affluent and growing, with independent Muslim markets like fashion, travel and food set to grow substantially over the next decade.

More than 90% of Muslim consumers say their faith has had some influence on their purchases (Ogilvy Noor). If ever there was a time to invest in this lucrative market, it is now.

## Our audience

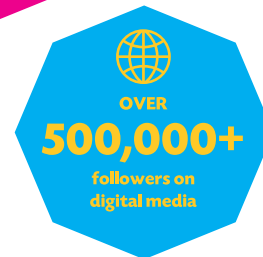
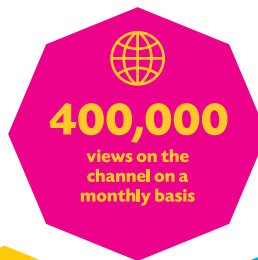
**At British Muslim TV, we are committed to celebrating the richness and diversity of the Muslim community.**

Through our varied programming, we attract a widespread audience and thus provide advertisers with distinct and untapped opportunities. From Women Like Us to @thewarehouse, our programmes provide something for everyone. As a result, British Muslim TV has become the channel of choice for the Muslim family; catering to every demographic in the richly diverse Muslim community.

## Our reach

**On a monthly basis, our channel sees upwards of 400,000 views. Since our website launch in 2014, we have received over 15,000,000 hits in the months of Ramadan alone from 454,459 unique visitors.**

Our social media reach is varied and extensive, with over 500,000+ followers on digital media and a range of brand ambassadors across the Muslim community who frequently engage and inspire their respective audiences with our content.

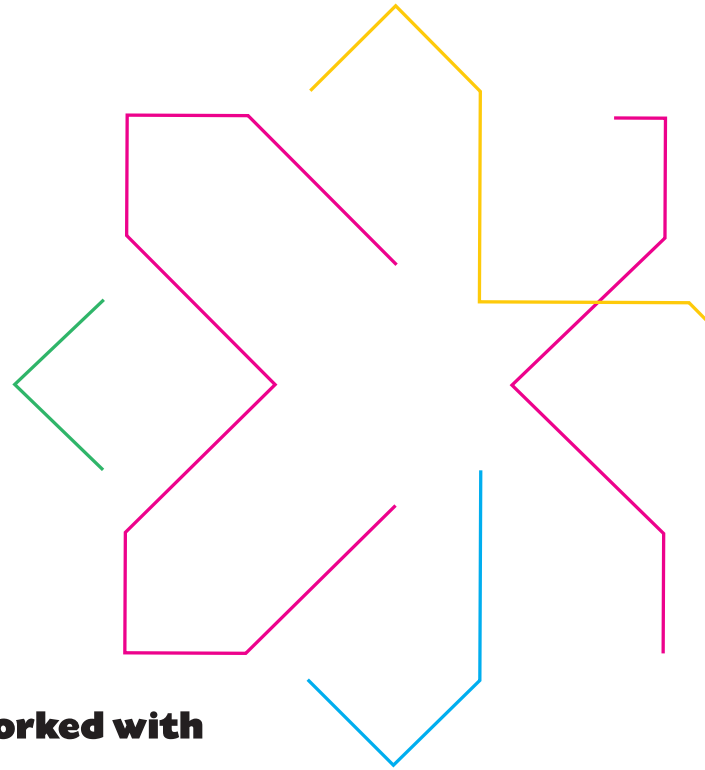


# Working with us

**At British Muslim TV, we are committed to celebrating the richness and diversity of the Muslim community.**

We believe in a fully holistic advertising approach - including not just broadcast and digital advertising - but creating bespoke content that resonates with your clientele. We believe that nothing is more pertinent to today's consumer than storytelling, and thus a fully targeted approach with storytelling at its heart is the best way to engage the Muslim consumer.

Whether it's a programme sponsorship you're interested in or a digital series, as specialists in the Muslim content consumer market, we can create a bespoke package tailored specifically for your brand's needs.



## Companies we've worked with



For bookings and queries please contact:  
advertising@britishmuslim.tv

---

CONTACT US:

 **britishmuslim.tv**

 **01924 682 150**

---

WATCH US FREE ON:

**britishmuslim.tv**

**sky 752** •  **Freeview 264**  
via VisionTV

**BRITISH  
MUSLIM** 