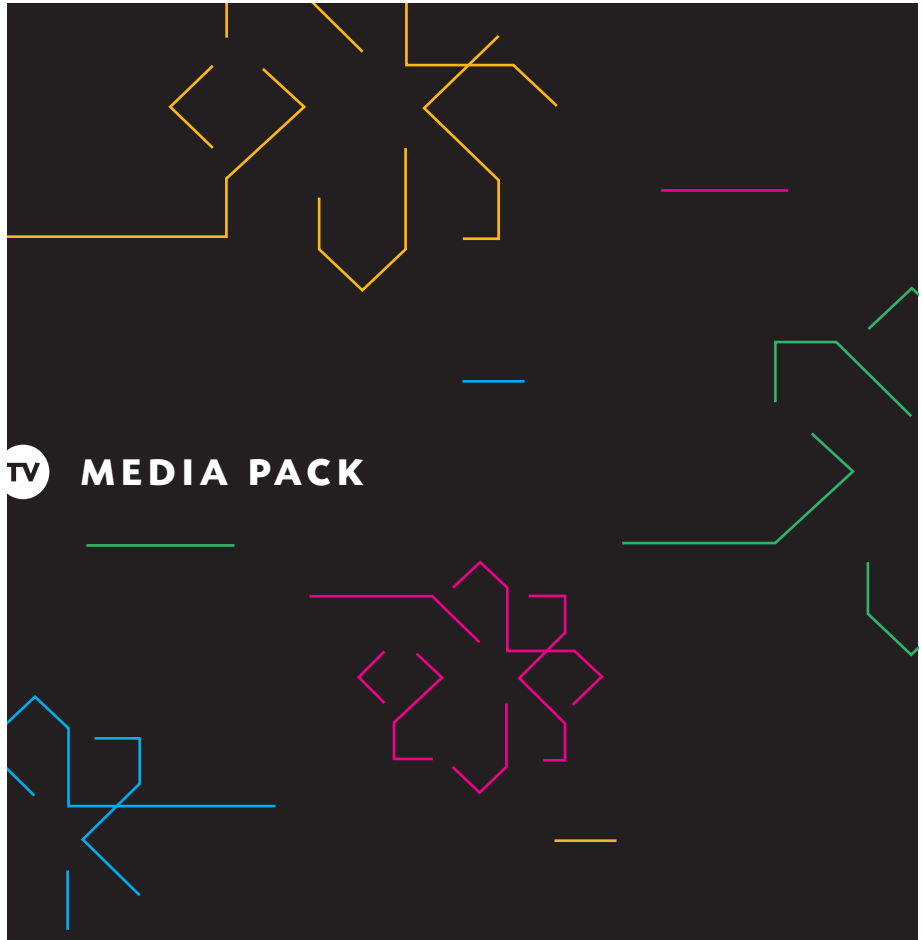


**BRITISH
MUSLIM**



MEDIA PACK






Our Ethos

Launched in June 2014, British Muslim TV (BMTV) 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 752 (Astra 2G), Freeview 244, Belintersat-1 and online, BMTV 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.

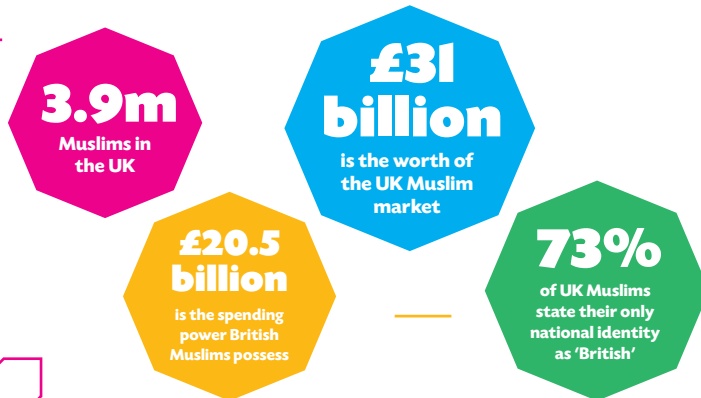


Our Market

UK Muslim Market

There are an estimated 3.9 million Muslims in the UK. 73% of UK Muslims state their only national identity as 'British', thus British Muslim TV resonates with 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.



Muslim spending in Ramadan

In the decade 2011-2021, the Muslim community in Britain increased by 1.16 million. As the power of the Muslim pound grows, brands across the globe are recognising the power of marketing to Muslims in Ramadan.

Brands such as Mango, Monsoon and DKNY have actively sought to capture this spending power, launching Ramadan collections of modest clothing in past years.

According to Professor Reina Lewis at the London College of Fashion: "Often brands are starting out with marketing initiatives... [they are] using Ramadan as 'the new Christmas'."

A £100million uplift in sales was reported by British supermarkets during Ramadan 2015 and London is now regarded as the Halal food capital of Europe (Independent).

Global Muslim spending on clothing alone eaches \$361 billion USD in 2023.

Our Audience

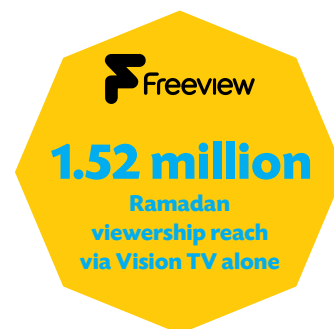
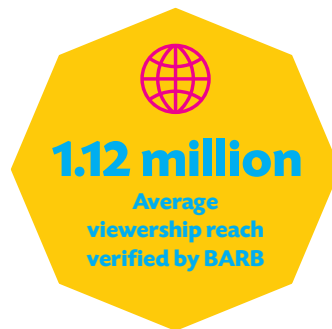
At BMTV, we are committed to celebrating the richness and diversity of the Muslim community.

Through our varied programming, we attract a widespread audience and thus provide advertisers with distinct and untapped opportunities. As a result, BMTV has become the channel of choice for Muslim families; catering to every demographic in the richly diverse Muslim community.

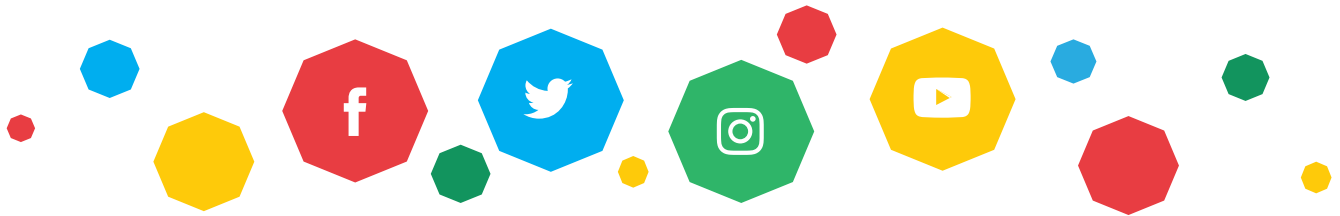
Our Reach

Between 2014 and 2017 our website received 15 million hits in the months of Ramadan alone.

Our social media reach is varied and extensive, with over 500,000 followers across all platforms.



BRITISH MUSLIM TV



sky 752 • **britishmuslim.tv** • **Freeview 244**
via VisionTV

For bookings and queries, please email:
sales@britishmuslim.tv
