

Regional content platform to cover Dubai Lynx globally

TV.AE, a regional online content platform launching on 1 March 2016, will broadcast one live seminar from the Inspiration Stage each day of the annual Dubai Lynx, being held from 6-9 March 2016.



The focus of this year's programme, the Future of Creativity, will see the Inspiration Stage host 19 seminars full of thought-provoking concepts, game-changing work and global perspectives, while the new Arabic Stage throws a spotlight on fresh creative thinking emerging out of MENA.

The daily session will be determined via a people's vote, which will invite the industry to vote on the seminars that they most want to see. From 31 January, voters will have two weeks to decide which sessions they want to watch. Additionally, one session from each day of the Arabic Stage will be available to view post-festival.

Emma Farmer, Festival Director, Dubai Lynx, said, "Nearly 2000 delegates experience Dubai Lynx every year but we know that there are many more who would like to be there but cannot. Together with TV.AE, we want to support the industry by giving a bit of the Festival back. We have a wealth of outstanding regional and international speakers, all delivering valuable insights on creativity and the industry. We want everyone to benefit and get inspired."

Marwan Saab, General Manager, TV.AE commented, "We are excited about this partnership. One of the key reasons we're launching TV.AE is to celebrate and support the creative diversity and talent that exists in our region. The partnership with Dubai Lynx, the region's premier creative festival, is a perfect match."

The full content programme is available at www.dubailynx.com and provides details on the sessions from the Inspiration Stage that can be voted for. The three winning sessions will be announced the week of 29 February 2016.