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Middle East media mogul Antoine Choueiri dies

by Anil Bhojrul on Tuesday, 09 March 2010

Media mogul Antoine Choueiri has died after a long illness.

Choueiri had long been seen as a founding father and architect of the region's media industry. He was 70 years old.

An established figure in the Middle East's media industry, Antoine Choueiri founded The Choueiri Group, and had over 35 years of sector experience, particularly in broadcasting.



MEDIA MOGUL: Antoine Choueiri, widely regarded as the founding father of the Middle East's modern media industry, has died. (ITP IMAGES)

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During his career Choueiri represented Lebanon's LBC Sat, the Al Jazeera network, the London-based daily newspaper Al Hayat, the UAE's Dubai Media Inc and Lebanese publications Al Nahar and Al Safir.

He was instrumental in helping form the GCC Association of Advertisers five years ago.

He formed media powerhouse the Choueiri Group in Paris after civil war erupted in Lebanon during the 1970s.

The firm's first regional venture was in Saudi Arabia, where Choueiri developed the operation before expanding to Lebanon and the UAE.

Today, the group operates in 11 markets and consists of 14 subsidiaries that manage and market advertising space across more than 30 TV and radio stations, print titles and billboard signs.

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Last year he was ranked 50th on the *Arabian Business* Power List.

Walid Akawi, chief executive of ITP Publishing, said: "It is a very sad day for everyone in the industry. He did a great deal to take forward our sector, and was widely respected by so many people. Antoine Choueiri was a legend, nothing less, and will be hugely missed."

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Disclaimer: The views expressed here by our readers are not necessarily shared by ArabianBusiness.com or its employees.

A Legend

Posted by Samer Murad, Dubai, UAE on Wednesday 10 March 2010 at 12:59 UAE time

Edited by ArabianBusiness.com

No one can deny that the media industry, not only in UAE, but in the whole Arab world, would have never been were it is now if it wasn't for you, you took it to a brand new level, and no one would be in where they are now if it wasn't for you. But in my personal opinion, your biggest achievement is that you made basketball in Lebanon the only full professional sports in our country, and because of you look what Lebanon has achieved in the world of Basketball, a country that is very small became one of the leading if NOT THE leading basket ball national team in Asia. God rest your soul, you will be missed. My condolences goes to your family in this hard time. RESPECT

Condolences

Posted by Brit happy to be here, Dubai, UAE on Wednesday 10 March 2010 at 08:24 UAE time

To the Choueiri family, Mr. Antoine Choueiri's legacy to the Arab world will never be forgotten. A true pioneer - my deepest regrets on his passing - my thoughts and prayers are with you.

Antoine Choueiri

Posted by Rania Tayeh, dubai, UAE on Tuesday 9 March 2010 at 20:27 UAE time

A message to Antoine:
Just got the news. It is a loss to lebanon and to the arab world. it is a loss to all the people who known you in person and heard about your achievements. All what we can remember, is a great man, with great achievements.... We will miss you Antoine,



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Antoine Choueiri

Posted by Samir Boueri, Jounieh, Lebanon on Tuesday 9 March 2010 at 20:02 UAE time

He was a great man, not to mention everything he did outside lebanon and the middle-east. the changes he made in lebanon and to the basketball career, without Mr. Antoine Choueiri there wouldn't have been this great lebanon we live in and we are proud of. And even if ur not visible to us anymore you will always be parts of us and part of our hearts, we are all praying for you and i hope u keep ur eye on our society from above. May your soul rest in peace President Antoine Choueiri.

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Special Report

THE POWER 100 2008

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Power 100 2009

The World's Most Influential Arabs



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37# Antoine Choueiri

Country of Residence / Nationality: Lebanon

Industry: Media & Marketing

Antoine Choueiri dominates the media landscape in the Middle East as a representative of some of the major names in the local industry, including Lebanon's LBC Sat, the Al Jazeera network, the daily newspaper Al Hayat based in London, the UAE's Dubai Media Inc and Lebanese publications Al Nahar and Al Safir.

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Antoine Choueiri dominates the media landscape in the Middle East as a representative of some of the major names in the local industry, including Lebanon's LBC Sat, the Al Jazeera network, the daily newspaper Al Hayat based in London, the UAE's Dubai Media Inc and Lebanese publications Al Nahar and Al Safir.

Antoine Choueiri may have been pushed back from last year's rank as number 11 on the list; however, his involvement in developing the regional media markets maintains his status as a greatly influential figure in the

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“ We are proud to be

media markets maintains his status as a greatly influential figure in the Arab world today.

With over 35 years of experience in the regional media industry, the 68 year old is responsible for managing ad sales for some of the largest broadcasters in the region such as LBC, MBC and Dubai TV. His prevailing influence in the world of television prompted the formation of the GCC Association of Advertisers 3 years ago.

Members of the GCC Association of Advertisers include Emirates Airlines, Unilever and McDonalds. All of the members are said to spend over US 100 million a year on advertising in the region.

The Choueiri Group is a privately held company initially formed by Antoine Choueiri in Paris after civil war erupted in Lebanon in the 1970's. The first regional firm launched by the Choueiri Group was in Saudi Arabia, where Antoine Choueiri built on his reputation and his expertise until he was ready to launch in Lebanon in the UAE, in what has become the most expansive media network in the region.

Under the guidance of Antoine Choueiri, the Group now operates in 11 markets and consists of 14 subsidiaries. The Group is involved in managing and marketing the advertising space of more than 30 TV and radio stations, print title and billboard signs in the GCC.

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- 8 . Wadah Khanfar
- 9 . Elie Saab
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