



Al Faisal Holding announces the establishment of MetaSerra, an advertising and film production company, as a joint venture with Turkey's Doludizgin

May 15, 2022 Doha – Qatar: Al Faisal Holding, one of Qatar's largest diversified group of companies, is pleased to announce the launch of its new subsidiary Metaserra, a joint venture with Turkey's Doludizgin with the presence of HE Sheikh Faisal bin Qassim Al Thani, Chairman of Al Faisal Holding and delegation from the Turkish Embassy.

Metaserra will offer production services to cinema, television, and digital platforms, as well as for films, series, commercials, and documentaries.

These services will cover several areas including screenplay and scriptwriting, set design, visual and special effects, production design, and music and soundtracks. Metaserra will also organize exhibitions, conferences, workshops, academic courses, festivals, and competitions related to cinematography and the general production and distribution of film and TV. In addition, further expertise will be offered on the commercial aspects of the industry, including the development and leasing of studios as well as the buying, selling and renting of equipment central to the production processes.

Sheikh Khaled bin Faisal Al Thani, Board Member of Al Faisal Holding, commented: “I am pleased to announce our partnership with Doludizgin, which will result in the addition of a new and innovative business to the diverse range of services we offer at Al Faisal Holding. This partnership will allow us to enter new sector adopting the latest innovative technologies used in the media industry, an area of growing importance. We are pleased to be one of the contributors to the development of this industry locally through and the establishment of Metaserra is in line with this strategy.”

In his turn, **Mr. Koray Demir, film director, and CEO of Doludizgin added:** “It is a great honor for us that Al Faisal Holding is our launch pad to the Qatari market, as one of the most solid pillars in this country, and we look at our strategic partnership with it as a valuable opportunity that allows us to put our expertise and capabilities to forge together a new success story that complements our more than twenty-years journey in the Turkish and global market. Today Metaserra is here to open the doors of a new world toward a new digital revolution. A new era has begun for solution partners who can look beyond the type of stereotypical media production we are accustomed to. We have always wanted to be part of Qatar's market and MENA promising future. The rising Qatari market is a shining star in the Middle East, and we will do our best to make this star shine on new horizons. We will make our ambition a solid sail that contributes to achieving the desired aspirations of a boat we filled with goals and promising projects.

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