Resolution No. (5) of 2024

Approving the

Emirate of Dubai News Publication Policy[1]

We, Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai, Chairman of the Dubai Media Council,

After perusal of:

Federal Law by Decree No. (34) of 2021 Concerning Combating Rumours and Cybercrimes;

Federal Law by Decree No. (46) of 2021 Concerning Electronic Transactions and Trust Services;

Federal Law by Decree No. (55) of 2023 Regulating Media;

Cabinet Resolution No. (22) of 2017 Concerning Licences for Media Activities;

Cabinet Resolution No. (23) of 2017 Concerning Media Content;

Chairman of the National Media Council Resolution No. (20) of 2010 Concerning Media Content Standards;

Law No. (5) of 2022 Establishing the Dubai Media Council;

Law No. (11) of 2023 Concerning the Government of Dubai Media Office;

Law No. (26) of 2023 Concerning the Executive Council of the Emirate of Dubai; and

Executive Council Resolution No. (10) of 2009 Approving the Government Communications General Guide for the Departments, Authorities, and Public Corporations Affiliated to the Government of Dubai,

Do hereby issue this Resolution.

Approval of the Policy
Article (1)

Pursuant to this Resolution, the attached "Emirate of Dubai News Publication Policy", which includes the procedures and coordination guidelines for disseminating news of the Emirate of Dubai through various Media Outlets and on Social Media Platforms, is approved.

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[1] *Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict, the Arabic text will prevail.*

Commencement and Publication
Article (2)

This Resolution comes into force on the day on which it is issued, and will be published in the Official Gazette.

Ahmed bin Mohammed bin Rashid Al Maktoum

Second Deputy Ruler of Dubai

Chairman of the Dubai Media Council

Issued in Dubai on 19 October 2024

Corresponding to 16 Rabi al-Thani 1446 A.H.

Definitions
Article (1)

The following words and expressions, wherever mentioned in this Policy, will have the meaning indicated opposite each of them unless the context implies otherwise:

UAE:	The United Arab Emirates.
Emirate:	The Emirate of Dubai.
Ruler:	His Highness the Ruler of Dubai.
Government:	The Government of Dubai.
Executive Council:	The Executive Council of the Emirate of Dubai.
DMC:	The Dubai Media Council.
General Secretariat:	The General Secretariat of the DMC.
DGMO:	The Government of Dubai Media Office.
Government Entity:	Any of the Government departments; public agencies and corporations; Government councils and authorities, including the authorities supervising Special Development Zones and free zones, such as the Dubai International Financial Centre; or other corporations and companies wholly or partly owned by the Government or a Government Entity in the Emirate.
Media Establishments:	The Media publishing establishments licensed to conduct Media Activities in the Emirate.
Emirate-related News:	All news and Media Content of a strategic nature that are related to the Emirate, including, but not limited to, news and materials concerning legislation, policies, strategies, Government-approved initiatives and major events; as well as matters related to social, political, economic, tourist, cultural, and artistic issues; and any Information or Data that may impact the reputation of the Emirate or the names, titles, and images of Their Highnesses, the Rulers of the Emirates, their Crown Princes and Deputies, other Members of the Ruling Families, senior officials, and public figures.

Media Outlets:	Any print, audio, or visual medium, or any Electronic system, website, or digital communication platform, including, but not limited to, printed publications, and audio, visual, Electronic, and digital Media; Electronic games; television and radio productions; press; traditional and Electronic printing and publishing; and other available Media Outlets and publishing platforms, as well as any modern or future technologies integrated into the Media sector.
Social Media Platforms:	Any Electronic Communication network, whether via the internet or other communication networks, that allows users to create personal accounts, add and publish content, and share it with the public within the network in various formats such as text chats, images, and videos; participate in discussions and interactive activities with other users of the same network; and enable individuals to transition from mere users into content producers.
Permit:	The official document issued by the DGMO authorising a Government Entity to publish Emirate-related News through Media Outlets and on Social Media Platforms.
Platform:	The Dubai News Platform established pursuant to this Policy.

Scope of Application
Article (2)

This Policy applies to all Government Entities that request the publication of Emirate-related News through Media Outlets and on Social Media Platforms.

Objectives of the Policy
Article (3)

This Policy aims to:

1. ensure good governance over the Circulation of Emirate-related News that may directly or indirectly impact the Emirate's reputation or standing;

2. ensure that the public is kept accurately and clearly informed of the Emirate-related News, including legislation, strategies, initiatives, and events, in alignment with the Emirate's general directions and in support of the Emirate's strategic objectives and development plans;

3. regulate Media practices related to the Circulation of Emirate-related News and future strategies by establishing controls and coordination frameworks that support effective cooperation among Government Entities; and

4. provide Government Entities with the opportunity to publish their news of strategic nature to the public, and ensure that such news is aligned with the strategies of the UAE and the Emirate.

Duties of the DGMO
Article (4)

For the purposes of this Policy, the DGMO will have the duties to:

1. receive requests and inquiries related to the Emirate-related News submitted through the Platform by Media Establishments; and respond thereto in coordination with the concerned Government Entities, as appropriate, and in accordance with the procedures and controls set out in this Policy;

2. issue the Permits required for the publication of Emirate-related News in accordance with the provisions of this Policy;

3. consider and review the requests submitted by Government Entities for the publication of the Emirate-related News, and determine the significance of publishing such news;

4. provide opinion and advice on the drafting of the Emirate-related News, set the tone to suit the target audience, and ensure that the intended objectives of its publication are achieved;

5. draft, in coordination with the concerned Government Entities, news and press releases related to Media coverage in cases of emergencies, crises, or disasters;

6. approve and publish Emirate-related News through Media Outlets and on Social Media Platforms;

7. prepare a manual for Government Entities, outlining the process of using the Platform, submitting Emirate-related News publication requests, and the conditions, controls, and rules governing Emirate-related News publication;

8. coordinate the Emirate-related News and set publication priorities based on its significance and optimal timing for dissemination through Media Outlets and on Social Media Platforms; and

9. exercise any other duties or powers assigned to it by the Ruler or the Chairman of the DMC.

Media Coordination
Article (5)

a. The General Secretariat will coordinate with the General Secretariat of the Executive Council in respect of Emirate-related News to be authorised for publication.

b. The DGMO will coordinate with Government Entities in respect of the Emirate-related News that these entities wish to publish through Media Outlets or on Social Media Platforms.

c. The DGMO will coordinate with the concerned Government Entities, as appropriate, to respond to Media inquiries in the event of the circulation or publication of any news prohibited from publication under the provisions of this Policy, or in cases that require an official statement or Media response in this regard.

d. The DGMO will coordinate with the General Secretariat in respect of the Emirate-related News that require obtaining a prior Permit in accordance with paragraph (a) of this Article. The General Secretariat must, in turn, coordinate with the General Secretariat of the Executive Council regarding such news, prior to authorising its publication through Media Outlets or on Social Media Platforms.

Publication Permit
Article (6)

No Data, Information, or other materials pertaining to Emirate-related News may be published without first obtaining a Permit from the DGMO, which will, where required, coordinate with the concerned Government Entities.

Publication Channels
Article (7)

a. The Emirate-related News may be published through any of the following channels, as determined by the DGMO and agreed upon with the concerned Government Entities, as the case may be:

   1. the Newspapers and magazines owned by Media Establishments;
   2. the television channels and radio stations owned by Media Establishments;
   3. the official websites of Media Establishments;
   4. the official accounts, websites, and Social Media Platforms of Media Establishments;
   5. the official news accounts on Social Media Platforms and websites;
   6. any official Media Outlets or Social Media Platforms outside of the UAE; and
   7. the accounts of influencers on Social Media Platforms.

b. The General Secretariat may add any other channels for the publication of Emirate-related News as it deems appropriate or based on the request of any Government Entity.

Review of Emirate-related News
Article (8)

The DGMO will, in coordination with the Concerned Entities, review the Emirate-related News intended for publication, particularly the following:

1. the names and titles of Their Highnesses the Rulers of the Emirates, their Crown Princes and Deputies, senior officials, and public figures;
2. the names of federal and local government entities, and of affiliated entities and corporations;
3. the figures and statistical data related to the Emirate's plans and strategies;
4. the rumours and information circulated on Media Outlets and Social Media Platforms;
5. the opinions that are inconsistent with the legislation, policies, or general directions of the UAE or the Emirate; and
6. the Confidential Information and Data that are not authorised for publication or Circulation in the Media.

Dubai News Platform
Article (9)

The General Secretariat will establish an Electronic Platform, named the Dubai News Platform, to receive requests from Government Entities for the publication of Emirate-related News through Media Outlets or on Social Media Platforms. The DGMO will be responsible for managing and overseeing this Platform.

Publication of Emirate-related News on the Platform
Article (10)

a. A Government Entity must submit a request to publish Emirate-related News on the Platform at least seventy-two (72) hours prior to its publication through Media Outlets or on Social Media Platforms.

b. When submitting a request to publish Emirate-related News on the Platform, the Government Entity must satisfy all requirements and submit all supporting documents, evidence, and sources that substantiate the accuracy of the Emirate-related News.

c. The Government Entity will be responsible for preparing the news to be published in both Arabic and English, except in cases where the English version is not required.

Coordination with Government Entities
Article (11)

The DGMO will coordinate with the concerned Government Entities to:

1. ensure the accuracy of the informational content of Emirate-related News to be published, and obtain prior approval for its publication from the Competent Authority where required;

2. correct or clarify published Emirate-related News, whether or not the DGMO has issued a Permit in respect thereof;

3. identify and classify Emirate-related News authorised for publication and set procedures for each category; and

4. develop processes and procedures for coordinating the publication of Emirate-related News.

Policy Review and Amendment
Article (12)

The General Secretariat will review this Policy annually and propose any necessary amendments thereto in coordination with the concerned Government Entities, as required.