

Law No. (29) of 2024
Amending
Law No. (5) of 2022
Establishing the
Dubai Media Council¹

We, Mohammed bin Rashid Al Maktoum, Ruler of Dubai,

After perusal of:

Federal Law by Decree No. (57) of 2022 Establishing the UAE Media Council;

Federal Law by Decree No. (55) of 2023 Regulating Media and its Implementing Bylaw;

Law No. (15) of 2014 Concerning the Dubai Development Authority and its amendments;

Law No. (8) of 2021 Concerning Human Resources Management of Executive Directors/ Chief Executive Officers in the Government of Dubai;

Law No. (5) of 2022 Establishing the Dubai Media Council (the "**Original Law**"); and

Decree No. (66) of 2024 Designating the Competent Authority in the Emirate of Dubai for the Purposes of Implementing Federal Law by Decree No. (55) of 2023 Regulating Media,

Do hereby issue this Law.

Superseded Articles
Article (1)

Articles (2), (5), (6), (7), and (13) of the Original Law are hereby superseded by the following:

Definitions
Article (2)

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

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¹Every 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.

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.
Chairman:	The Chairman of the DMC.
Managing Director:	The vice chairman and managing director of the DMC.
General Secretariat:	The General Secretariat of the DMC.
Secretary General:	The Secretary General of the DMC.
Media Establishments:	The companies or other establishments that are engaged in, and influence, the Media sector; and that are fully or partially owned by the Government, including by the free zone authorities.
Media:	All the human, technical, electronic, and digital resources dedicated for the transmission, dissemination, printing, and distribution of written, digital, visual, and audio content. This includes, but is not limited to, terrestrial and satellite television and radio broadcasting; webcasting; digital casting; television, radio, and cinematic production, including films and series; electronic games production; paper and electronic press, printing, and publishing; social media; and other present and future Mass Media and means of publication.
Affiliated Entity:	The Government Entities affiliated to the DMC pursuant to this Law.

Objectives of the DMC

Article (5)

The DMC will have the following objectives:

1. to consolidate Media efforts in the Emirate to adopt an effective, comprehensive, and strategic Media vision at the local, regional, and international Media levels;
2. to develop the Media strategy of the Emirate to enhance its position as a leading Media hub at the local, regional, and international levels;

3. to develop a system for measuring the efficiency of Media channels and content; and to follow up the implementation of Media strategies to ensure their success;
4. to boost the competitive edge of the Emirate in the Media sector, with a view to enhancing its regional and international influence and serving its national plans;
5. to protect the Emirate's reputation in the Media and promote its success stories;
6. to promote the Emirate as an international hub for young Media talents by supporting and developing Emirati Media cadres; and
7. to develop and promote the film and electronic gaming industries through relevant supporting research, development, and innovation.

Functions of the DMC

Article (6)

- a. The DMC is the Government Entity in charge of the Media sector in the Emirate. The DMC is exclusively authorised to represent the Emirate and its local entities before federal and local entities in the UAE, and before regional and international organisations, with respect to all matters related to the Media sector. The DMC is hereby vested with the authority to exercise the duties and powers required for the achievement of its objectives. In particular, the DMC has the duties and powers to:
 1. develop, and supervise the implementation of, the general Media strategy of the Emirate and strategic plans for the Media sector, in line with the strategic plan of the Emirate;
 2. approve the overall vision and strategic framework of the work of Media Establishments in the Emirate, and oversee the achievement by these establishments of the DMC objectives;
 3. establish specialised performance indicators for Media Establishments to enhance their competitiveness at the local, regional, and international levels;
 4. approve the strategic objectives of the DMC, and the initiatives, projects, programmes, studies, and recommendations that are related to the work and activities of the DMC and that are implemented by the Affiliated Entities;
 5. coordinate, develop, and approve the policies related to the Media sector in the Emirate;
 6. implement the strategies required for promoting and supporting the film and electronic gaming industries at both the local and international levels;
 7. approve the work plans and programmes of the DMC; and review, and assess the implementation of, the same on an annual basis;

8. boost strategic relationships with the local, regional, and international Media by entering into partnerships;
9. develop relations with international organisations and institutions engaged in Media production and distribution, by strengthening bilateral and multilateral cooperation;
10. monitor the content printed, disseminated, transmitted, and broadcast by Media Establishments on all Media platforms within the Emirate; and take the necessary action in respect thereof;
11. review the fees and charges for the services provided by the Affiliated Entities; and submit the relevant recommendations to the competent entities in the Emirate;
12. review reports on the performance of the DMC, the committees formed by the DMC, and the Affiliated Entities; and make the necessary decisions in this respect;
13. follow up and supervise, in coordination with the Concerned Entities in the Emirate, the Media management of crises;
14. support Media Establishments and enable them to perform their role in the society in an environment of responsible freedom and independence, while maintaining an advanced level of professionalism;
15. approve the Media programmes, projects, and initiatives aimed at enhancing the Emirate's reputation in the Media and maintaining its positive image; and supervise the implementation of these programmes, projects, and initiatives by the Affiliated Entities;
16. approve the projects and initiatives related to supporting, developing, maintaining, and encouraging emerging Media talents;
17. provide training and educational opportunities to develop and enhance the skills of local talent; and to strengthen their design, production, and marketing capabilities in the film and electronic gaming industries;
18. attract local and foreign investments in the film and electronic gaming industries and provide incentives to investors, in coordination with, and subject to the approval of, the Concerned Entities in the Emirate;
19. promote international cooperation in the film and electronic gaming industries through participation in international festivals and entering into partnerships with foreign entities;
20. approve the creation and development of digital platforms to facilitate the production and distribution of films and electronic games;
21. promote local films and electronic games in international markets, and support local brands;

22. study and review the legislation regulating the Media sector, Mass Media, and Media Activities; propose drafts of legislation that would support their regulation and development with a view to coping with rapid changes in the Media landscape; and submit the same to the competent entities in the Emirate to take the appropriate actions in respect thereof;
 23. review the content of films and electronic games to ensure compliance with applicable legislation and ethical standards of the community;
 24. approve specialised performance indicators for measuring compliance with the general policies and strategic plans related to the Media sector; and make the appropriate decisions in this respect;
 25. coordinate and cooperate with the concerned federal and local entities on making available all information, data, and statistics that serve the development of the Media sector in the Emirate;
 26. liaise and coordinate with the concerned federal and local entities to ensure the integration and alignment in developing policies and programmes affecting the film and electronic gaming industries;
 27. hold exhibitions and other events related to the Media sector and to the film and electronic gaming industries; and organise conferences, missions, visits, and training programmes and workshops at the local and international levels;
 28. collect data on the film and electronic gaming industries, and prepare reports analysing industry performance and informing policy development;
 29. establish companies, solely or in partnership with other persons; and invest in, enter into partnerships with, hold shares in, forge mergers with, or acquire shares or stocks in, companies and corporations that conduct Media Activities or other activities which support the DMC in achieving its objectives within and outside of the UAE, in accordance with the legislation in force in the Emirate;
 30. own and take lease of the movable and immovable property required for the achievement of the DMC objectives and for enabling it to perform its functions; and
 31. exercise any other duties or powers required for enabling the DMC to achieve its objectives, as vested in it under the legislation in force in the Emirate or assigned to it by the Ruler or the Chairman of the Executive Council.
- b. The DMC may delegate any of its duties and powers under paragraph (a) of this Article to the Managing Director, to any of the Members of the DMC or of the committees it forms, or to the Secretary General, provided that such delegation is specific and in writing.

- c. The functions assigned to the DMC under this Law will not prejudice the duties and powers vested in the Dubai Development Authority pursuant to the above-mentioned Law No. (15) of 2014, the resolutions issued in pursuance thereof, and other legislation in force in the Emirate.

Appointment and Functions of the Chairman

Article (7)

- a. A Chairman will be appointed to the DMC by a decree issued by the Ruler.
- b. The Chairman will undertake general supervision of the work of the DMC and issue the resolutions required for enabling the DMC to achieve its objectives and perform its functions under this Law, the resolutions issued in pursuance hereof, and other legislation in force in the Emirate. For this purpose, the Chairman will have the duties and powers to:
 - 1. approve the general policy and the strategic and development plans of the DMC;
 - 2. approve the services, work, projects, and activities that the DMC intends to perform;
 - 3. approve the annual budget and financial statements of the DMC;
 - 4. approve the organisational structure of the DMC and submit the same, through the General Secretariat, to the Executive Council for final approval;
 - 5. approve the bylaws and resolutions regulating the administrative, financial, and technical work of the DMC; and
 - 6. perform any other duties assigned to him by the Ruler or the Chairman of the Executive Council.
- c. The Chairman may delegate any of his duties or powers under paragraph (b) of this Article to the Managing Director or Secretary General, provided that such delegation is specific and in writing.

Affiliated Entities

Article (13)

- a. The following entities are hereby affiliated to the DMC:
 - 1. the Government of Dubai Media Office and its affiliates; and
 - 2. the Dubai Media Incorporated.
- b. Each of the Affiliated Entities will retain the legal personality granted to it under the legislation establishing it or regulating its work; and will exercise the duties and powers assigned to it

by such legislation under the financial and strategic supervision of the DMC, provided that these duties and powers do not conflict with the functions of the DMC.

- c. The Chairman is hereby authorised to make all decisions related to the human resources affairs of the Executive Directors and Chief Executive Officers of the Affiliated Entities, who will be governed by the above-mentioned Law No. (8) of 2021 and the resolutions issued in pursuance thereof.
- d. The Managing Director is hereby authorised to approve the policies and strategic plans of the Affiliated Entities, as well as any other duties or powers related thereto that may be assigned to him by a resolution of the Chairman.
- e. The General Secretariat must coordinate and cooperate with the Dubai Government Human Resources Department for the purpose of appointing and placing the Executive Directors/ Chief Executive Officers of the Affiliated Entities into the relevant approved employment bands applicable to these positions in the Government of Dubai, prior to the Chairman's approval of the relevant resolutions.

Commencement and Publication

Article (2)

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

Mohammed bin Rashid Al Maktoum
Ruler of Dubai

Issued in Dubai on 10 December 2024
Corresponding to 9 Jumada al-Thaniyah 1446 A.H.