

Yalla Yalla to offer Arabic film and TV content in MENA

Yalla Yalla is a brand-new Dubai-based film and television company from a joint venture between Dubai-based distributor and producer, Front Row Filmed Entertainment and UK sales and production outfit Rocket Science, which will aim to target the Arabic entertainment sector with new content in the MENA region.



Image source: Gallo/Getty.

The team is already working on acquiring remake rights as well as producing original content for both theatrical and TV with the goal of having four feature films and two TV series within the first 18 months.

The company will partner with former Wild Bunch Head of Acquisitions, Rita Dagher as its creative producer, whose recognitions include *A Prayer Before Dawn*, *Four Lions* and *Fahrenheit 9/11*.

Dagher stated, “The Middle East, including North Africa, thrives with powerful stories waiting to be told. Yalla Yalla will provide a home for a new wave of exciting and diverse filmmakers with unique voices to tell their stories and embrace all kinds of genres and formats. Our intention is to encourage filmmakers to go into new directions and be part of, not just the Arab world, but also an international one.”

Front Row has also introduced its production arm by obtaining the Arabic language remake rights of the Italian hit *Perfect Strangers* (*Perfetti Sconosciuti*) and the Egyptian/British co-production *Luxor*.

Rocket Science and Front Row are also teaming up on the development and production of *Queen Mary* and *Cliffhanger*, among other titles, which will be disclosed at a later date.

Source: NexTVAfrica.com.

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