



10:09

Few pictures and images emerging from Al-Shifa

The BBC is getting some reports from a journalist from within Gaza's Al-Shifa hospital describing what is going on - but we are also looking for open-source material that will help provide a clearer picture of the scale of this Israeli operation.

BBC Verify is looking at satellite imagery and any videos from within or near the hospital grounds posted on local Telegram channels and other social media accounts.

Currently very little is emerging but we will be providing updates here when we are able to verify more pictures from the scene.





10:09

Few pictures and images emerging from Al-Shifa

The BBC is getting some reports from a journalist from within Al-Shifa hospital describing what is going on - but we are also looking for evidence material that will help provide a clearer picture of the situation on the ground.

70% do not receive coverage

BBC Verify is looking at satellite imagery and any videos from within or near the hospital grounds posted on local Telegram channels and other social media accounts.

Currently very little is emerging but we will be providing updates here when we are able to verify more pictures from the scene.





**The
Middle
Frame**





Problem

Finding Authentic Arab Images Online



Costly



Unreliable



Time-Consuming



Solution



Home Discover Community Pricing Blog **Requests** Creative

عربي



MN

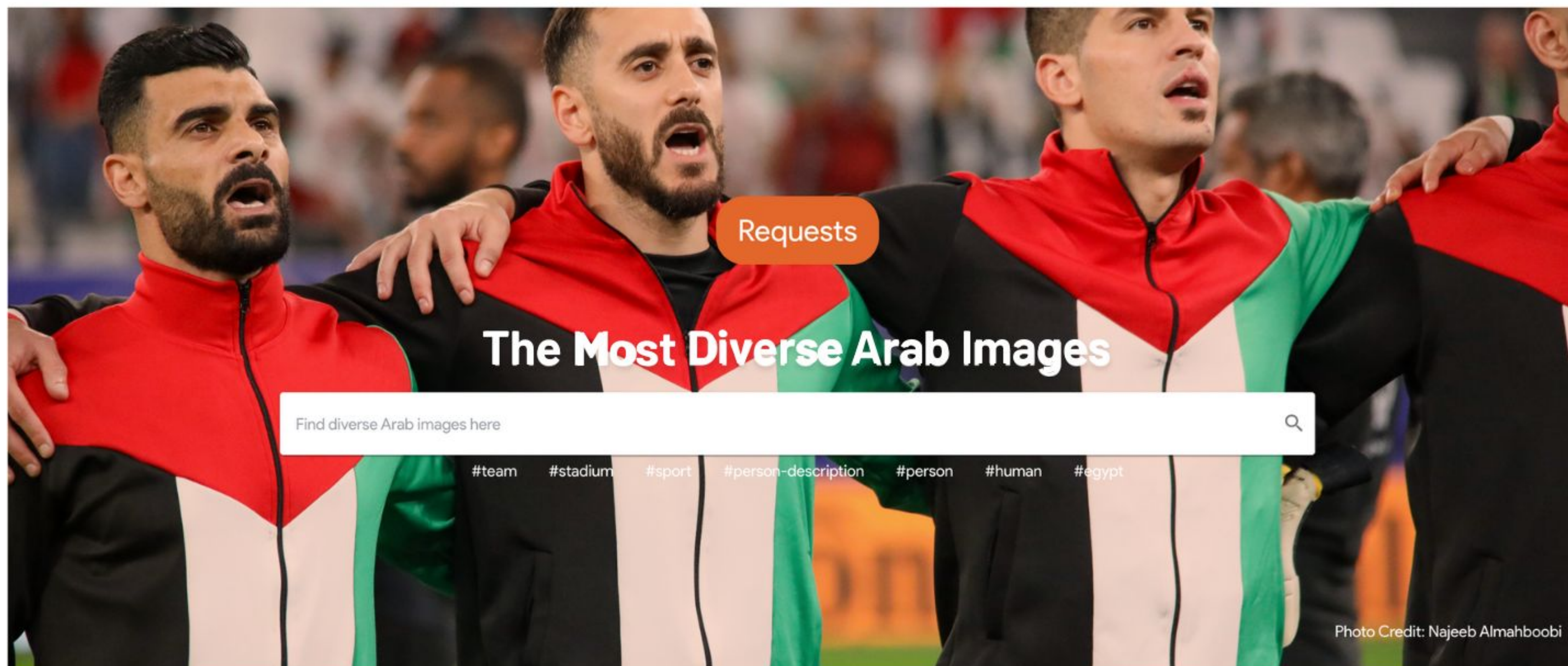
Hi, Moe

News

Entertainment

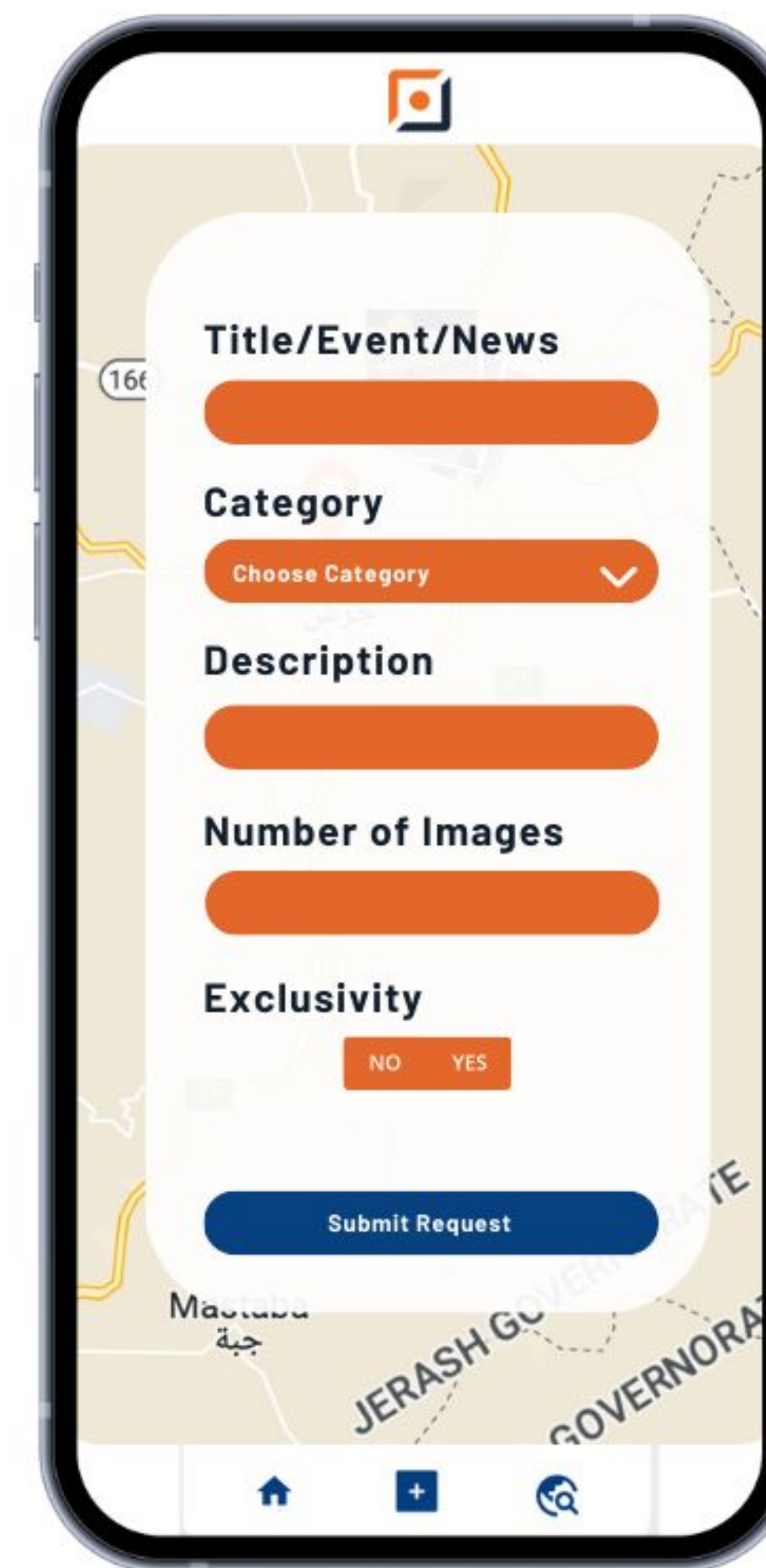
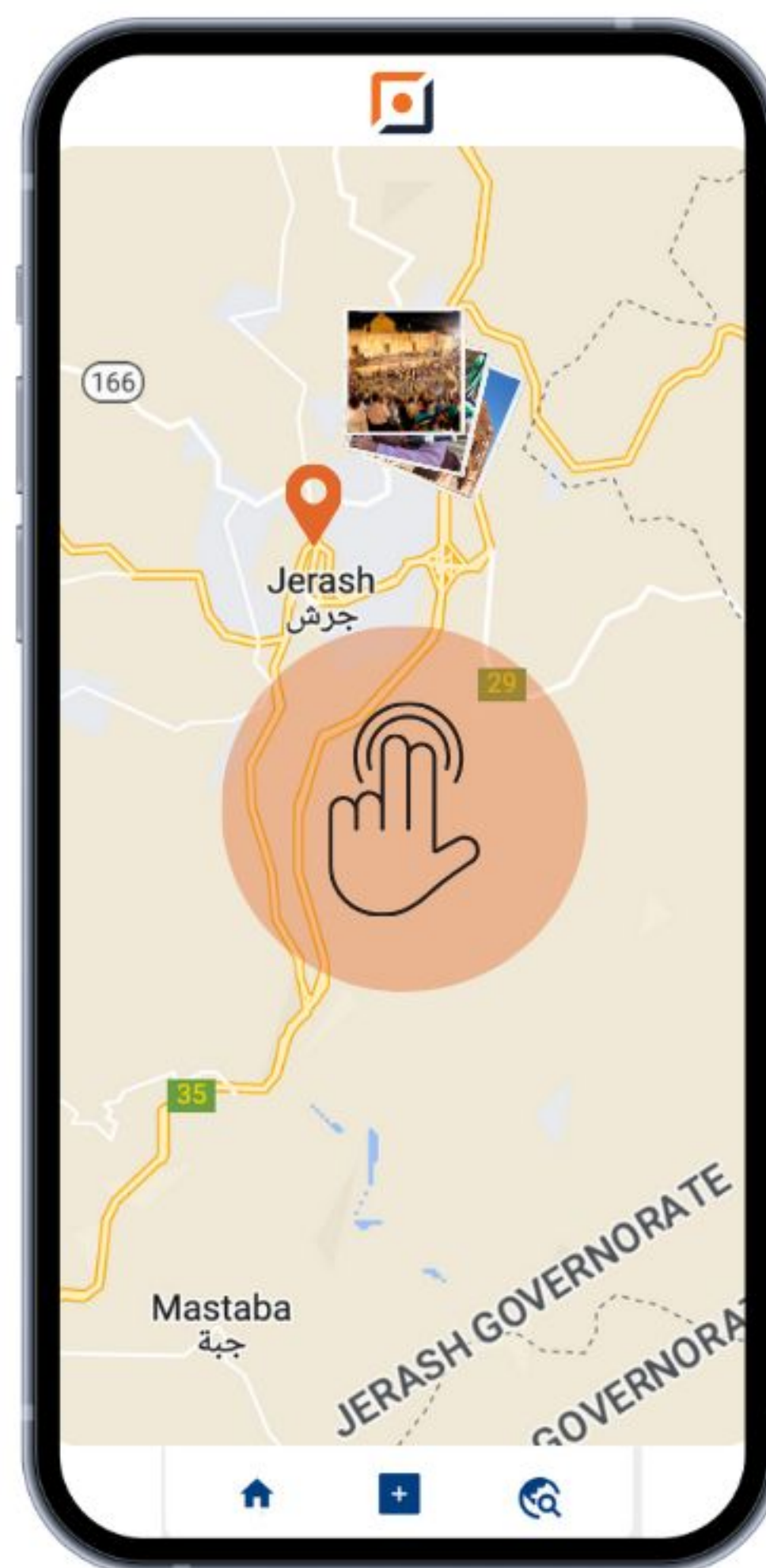
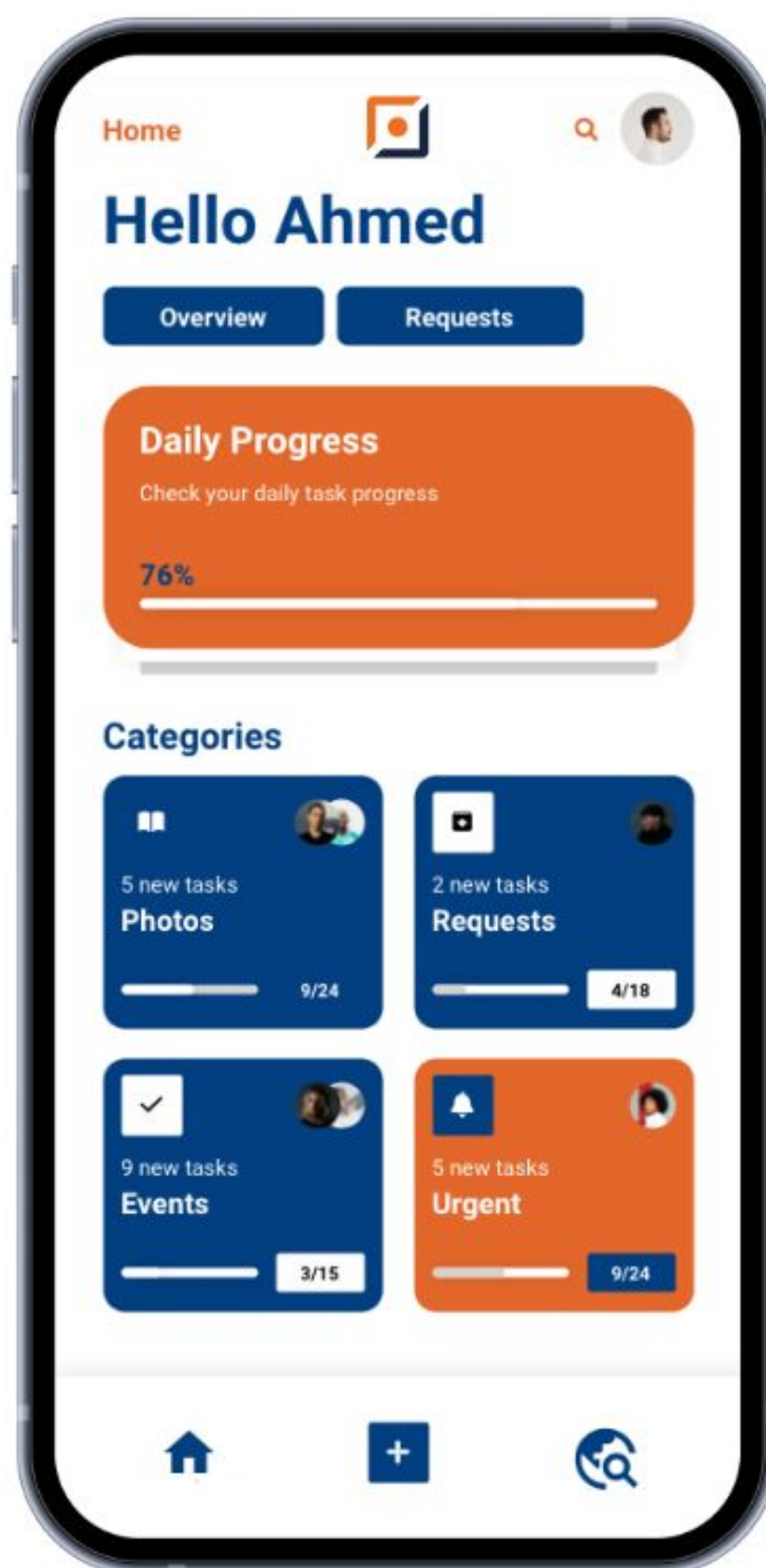
Sport Events

Archive





Mobile App (Q3 2024)





Opportunity Size

PHOTOGRAPHY SERVICE

\$36 Billion

DEMAND/YEAR

3.2 Billion Images Globally
320 Million Arab Images

NEWS WEBSITE CASE STUDY

1,000 Images/month
\$10/Image



 DOHA - QATAR



Business Model/ Revenue Model

IMAGES

\$10-\$200 per image
40-60% for
photographers

ON-DEMAND REQUESTS

\$150-\$500
15% commission

API

Revenue share with
international image
platforms





Go-to-market



**Sell on the platform and through
WhatsApp community**



International partnerships



**Sign contracts with media
publications, news, and blogs**



**Launch mobile application for
requests and supply**





Traction

15,000
IMAGES UPLOADED

2,000
PHOTOGRAPHERS
FROM 8 ARAB
COUNTRIES

5
PARTNERSHIPS

a **visual.** **dppi**
IMAGES

pa•**picture alliance**  **scopio**



 **RAMALLAH - PALESTINE**



Competition

 REUTERS PICTURES

ARABSTOCK

silkroad

flickr

gettyimages®

 The Middle Frame

Commercial images

✗

✓

✓

✓

✓

✓

Editorial images and coverage

✓

✗

✗

✗

✓

✓

Community driven approach

✓

✗

✗

✓

✗

✓

Uber-style app for requests and geo-alerts

✗

✗

✗

✗

✗

Q3 2024



Ask

Seed Round \$500,000



Mobile App

Launched



Videos

Section



300K

ARR



10+

Partnerships



6K+

Photographers



Founders



Mohammad Alnobani
CEO

Marketing Agency Founder

Media and PR

Production Management



Raya Fatayer
COO

Photojournalist

Sports Photographer

TV Kids' Show Host

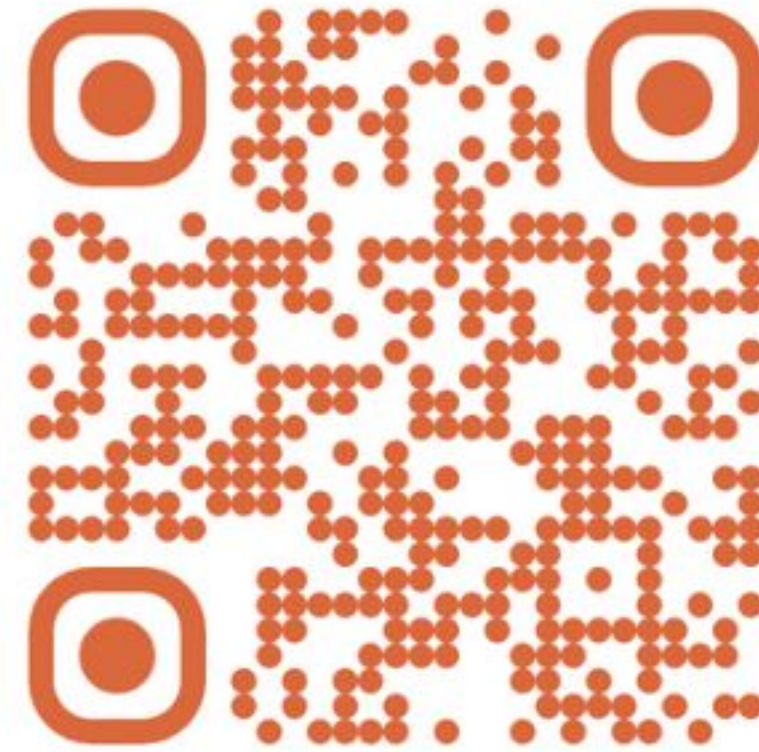


Moath Mousa
CTO

Project Management

Software Engineering

Data Integration



Thank You





Thank You



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www.themiddleframe.com



Mohammad Alnobani:
malnobani@themiddleframe.com



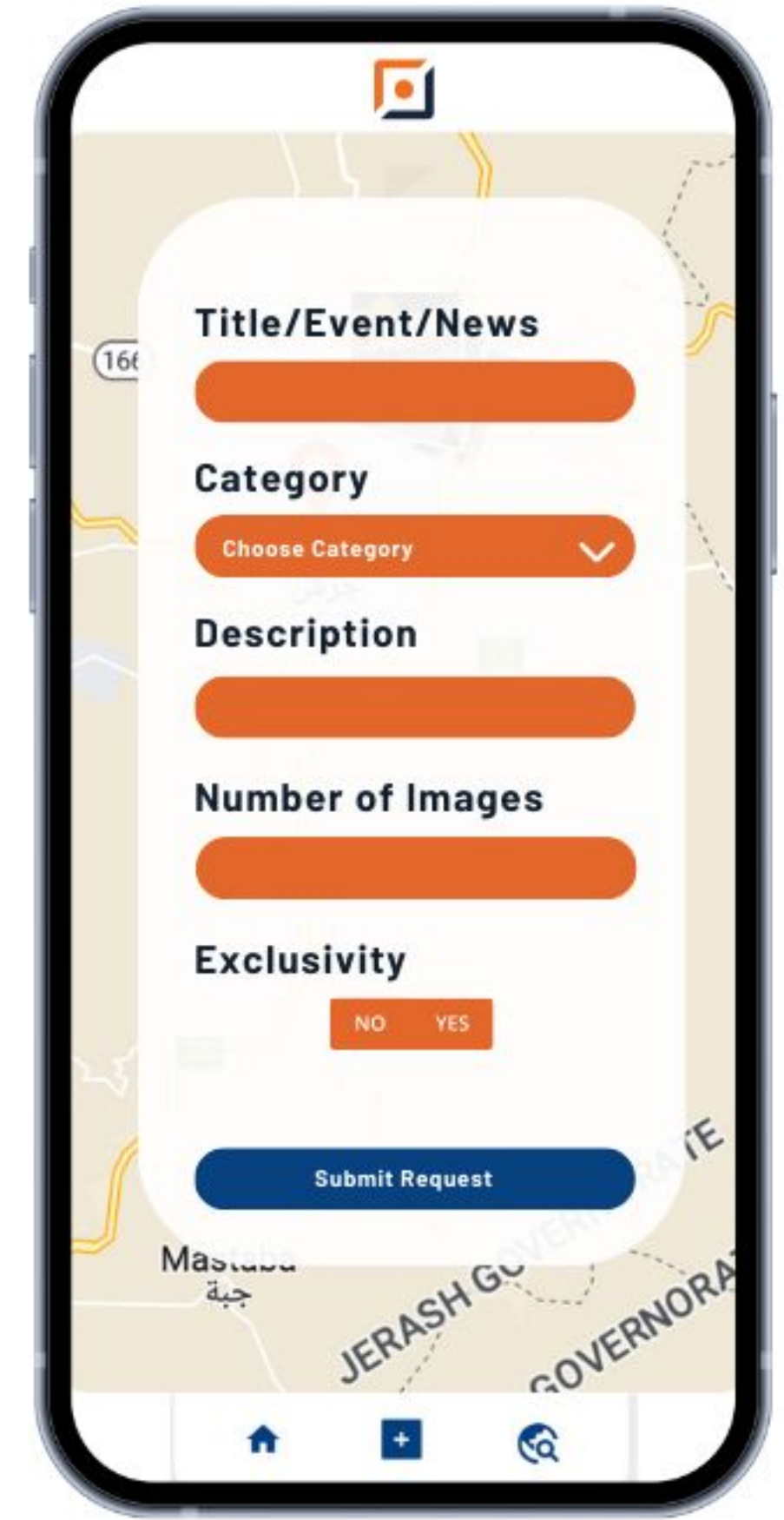
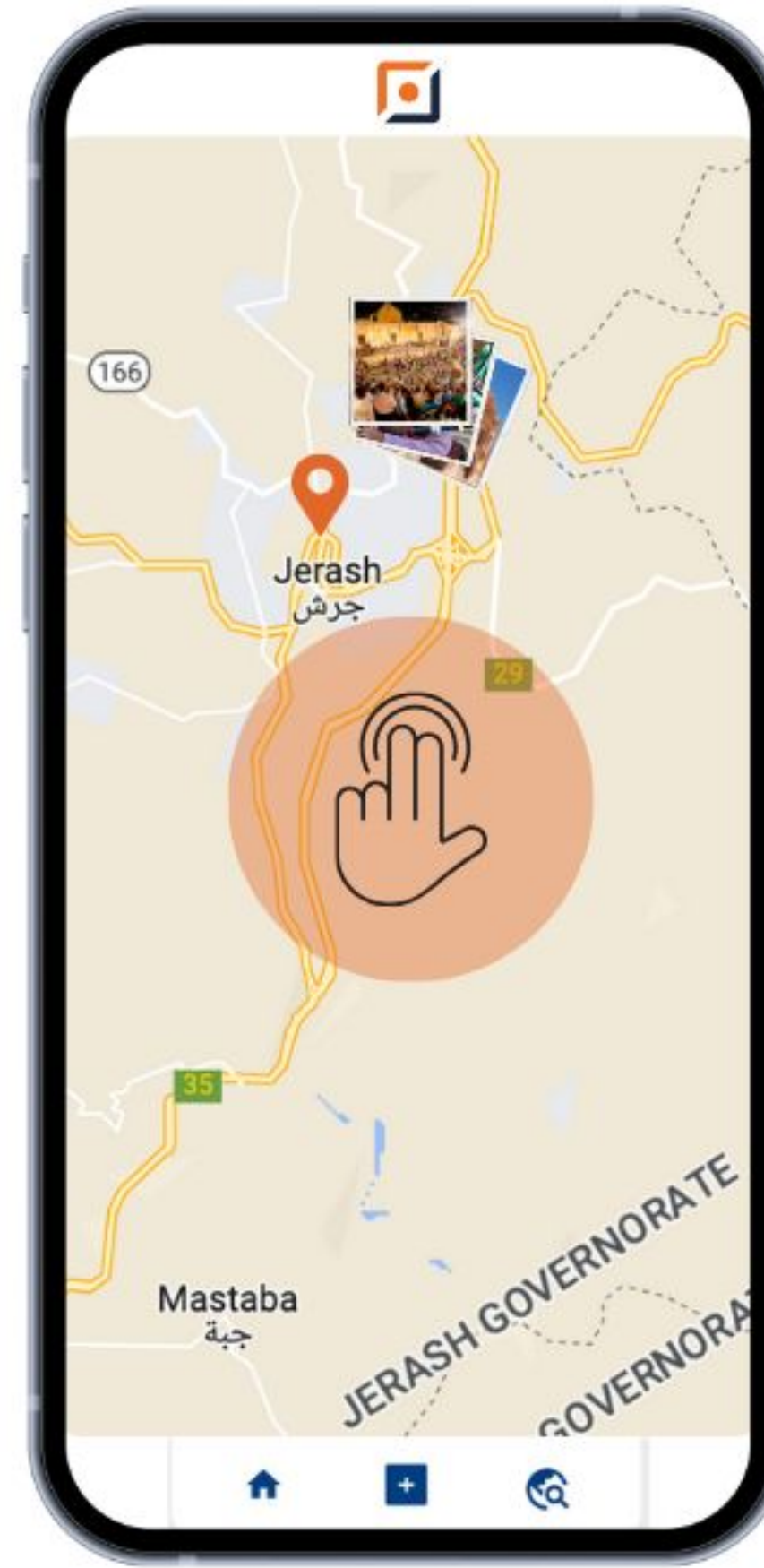
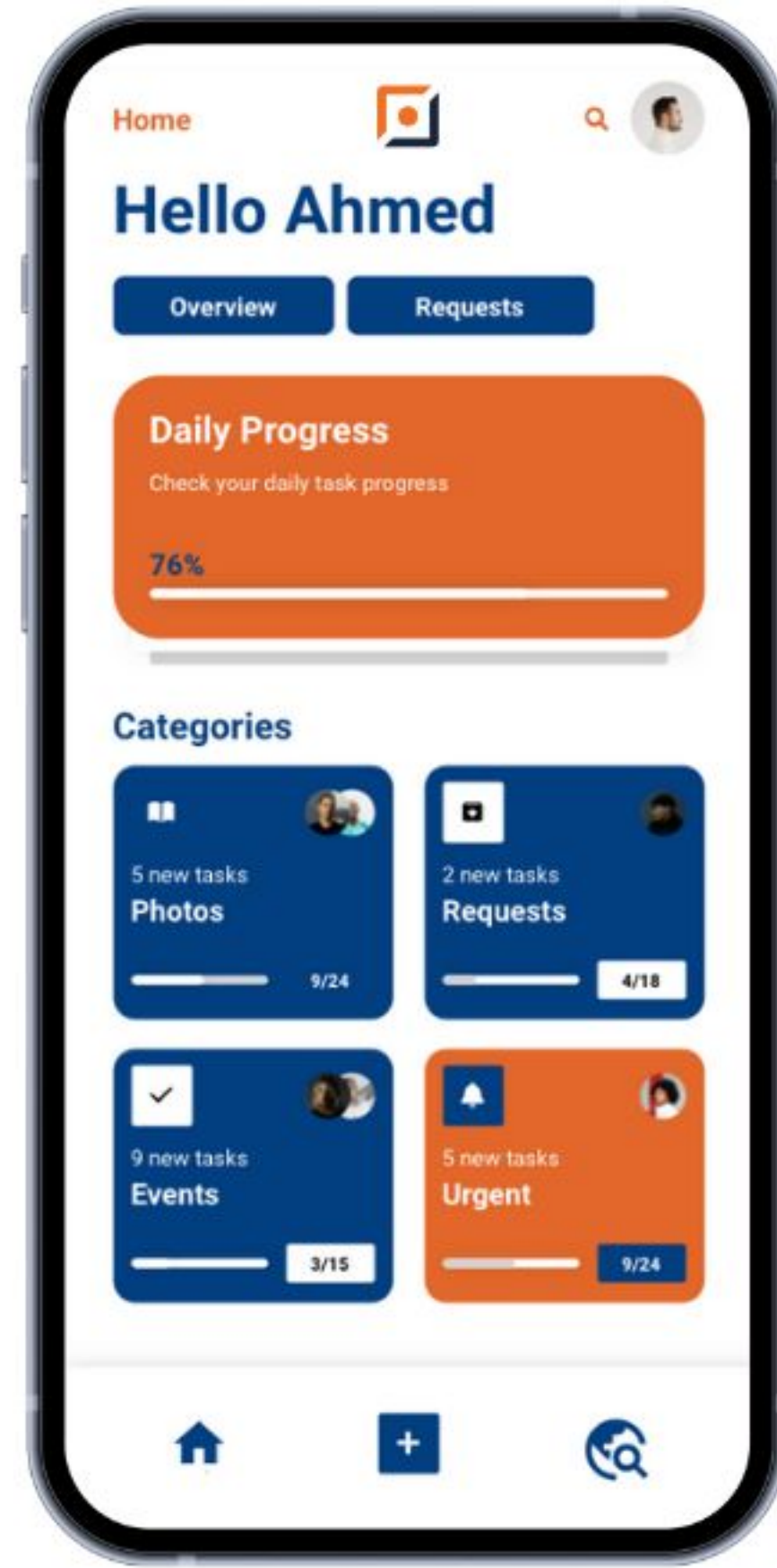
The Middle Frame





Mobile App (Q3 2024)

- Geo-alerts for photographers
- News and image alerts to media outlets





Business Model/ Revenue Model

IMAGES

\$10-200 per image
40-60% for
photographers

DATA

Images
metadata
collection

API

Revenue share with
international image
platforms



Goals

By December 2025

Videos

Mobile App

\$300K+ in revenue

10+ Partnerships

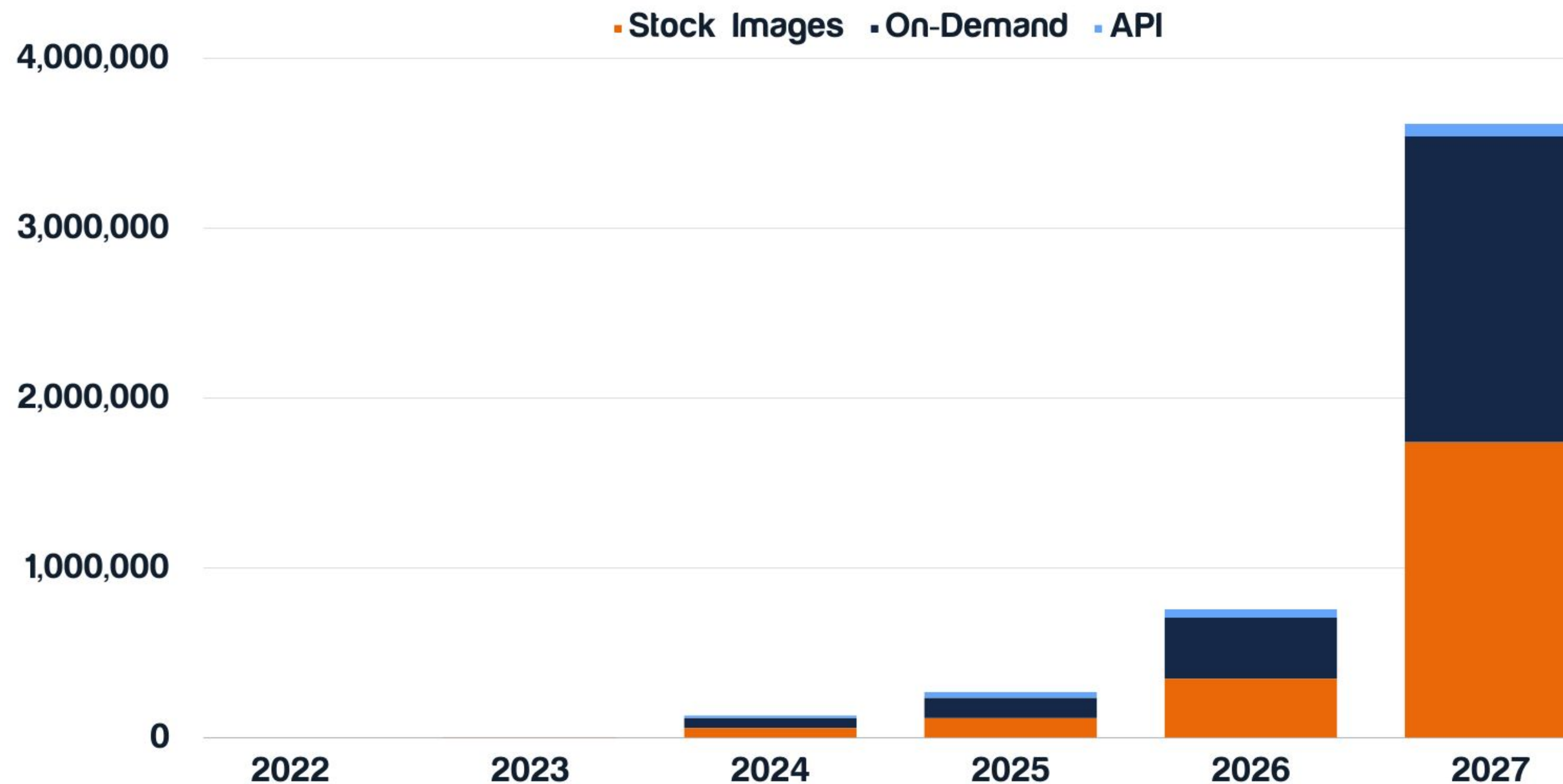
6,000+ Photographers from 22 Arab countries



 **DOHA - QATAR**



Forecast





Goals

In 12 months

Mobile App

\$120K+ in revenue

10 Clients

6 Partnerships

3,500 Photographers

in 12 Countries

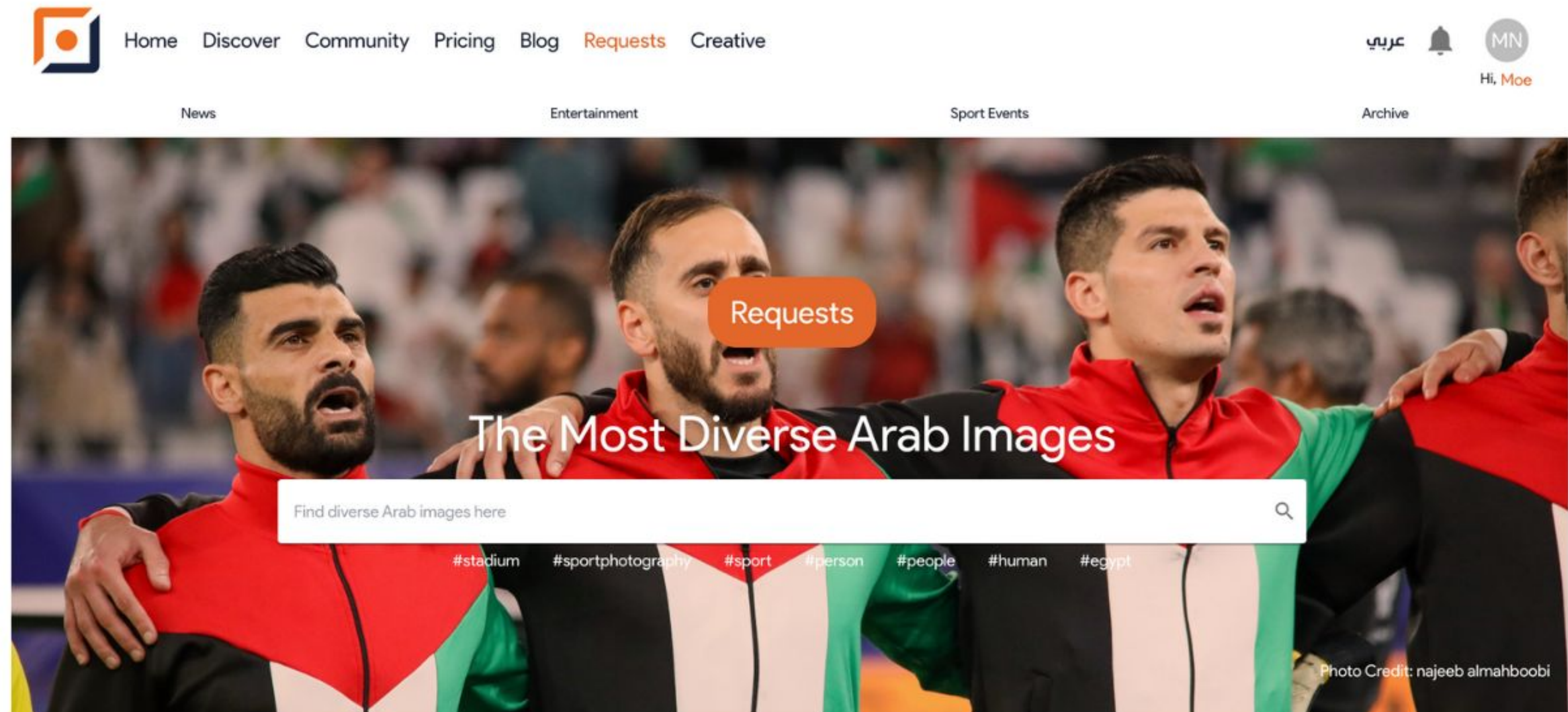


 **DOHA - QATAR**



Solution

- Editorial Images
- Commercial/
Creative images
- Requests Feature





Solution

PLATFORM

Media
library access

COMMUNITY ACCESS

On-demand
coverage

MOBILE APP

Immediate requests
and alerts

