

# WEEKLY NEWS



## Meeting of senior media managers by Rubika and Tapsell

a large number of responsible managers and editors of the country's media were present in this ceremony, which was held this morning on the 30th of August at the GardenLounge Restaurant, Rayzan Conference Center. Based on this report, Ahmad Attarzadeh, Vice President of Marketing and Branding of Pegah Group (Tapsell) and Erfan Safipour, Director of PR and Communications of Rubika, spoke briefly and confirmed the role and importance of the media.

## Filimo on the way to Snapp provides watching movies without the need to buy a subscription!

Following the start of cooperation between Snapp and Filimo, passengers of this internet taxi can now watch Filimo movies and series during their journey without having to buy a subscription. This new feature allows Snapp users to use Filimo content for 60 minutes for free without a subscription, immediately after the trip is approved by the driver.

previously, such a possibility was provided only to subscribers of Irancell and RighTel operators, which allowed them to use Filimo content without having to buy a subscription. Now, by expanding this cooperation to Snapp, more internet users will be able to benefit from this advantage. In this regard, since the end of last year, Tapsi has been displaying advertisements on its travel waiting page. This action is part of Tapsi's new strategies to improve user experience and increase revenue through online advertising.



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### The Open Letter of the Tehran E-Commerce Association to the Minister of Communications

The Tehran E-Commerce Association, in an open letter to the new Minister of Communications and Information Technology, called for the fulfillment of the President's promises and immediate actions to improve the quality of the Internet in Iran.

### Digikala Unveils a New Incentive Program for Affilio Publishers

According to this program, if a publisher generates more orders in the current quarter compared to the previous one, they will receive a bonus equivalent to their quarterly growth percentage, up to a maximum of 100% of their average monthly commission from the previous quarter. For example, if a publisher had 1,000 orders in the spring and increases their orders to 1,400 in the summer, and their average monthly commission in the spring was 40 million tomans, they would receive 40% of this amount, equivalent to 16 million tomans, as a bonus at the end of the quarter.

#### NEWS REVIEW

## Female Head-of-Household Drivers on Snapp Are Exempt from Commission Fees

In the "Your Life Spins in Your Hands" program, Snapp exempts all female head-of-household drivers from paying commission fees. The program runs from August 27, 2024, to March 19, 2025.

According to Snapp's Public Relations, both current female head-of-household drivers in the fleet and new applicants who join during the program period will benefit from this exemption until the end of the year. The goal of this initiative is to facilitate income generation for this group of active women in the community.

Active female head-of-household drivers in the Snapp fleet can benefit from this program by presenting their identification and household head documentation. Applicants need to submit their documents in person at Snapp offices in provincial capitals. Women head-of-households who are eligible to join the Snapp fleet can also provide their household head documentation after registration and qualification to benefit from the program.

### Sattar Hashemi's Mission to Ensure Cybersecurity

The 14th government has begun its term in a highly vulnerable state of cybersecurity, leaving the public and experts both anxious and hopeful about the passage of the Personal Data Protection Bill and the implementation of user privacy protection guidelines.

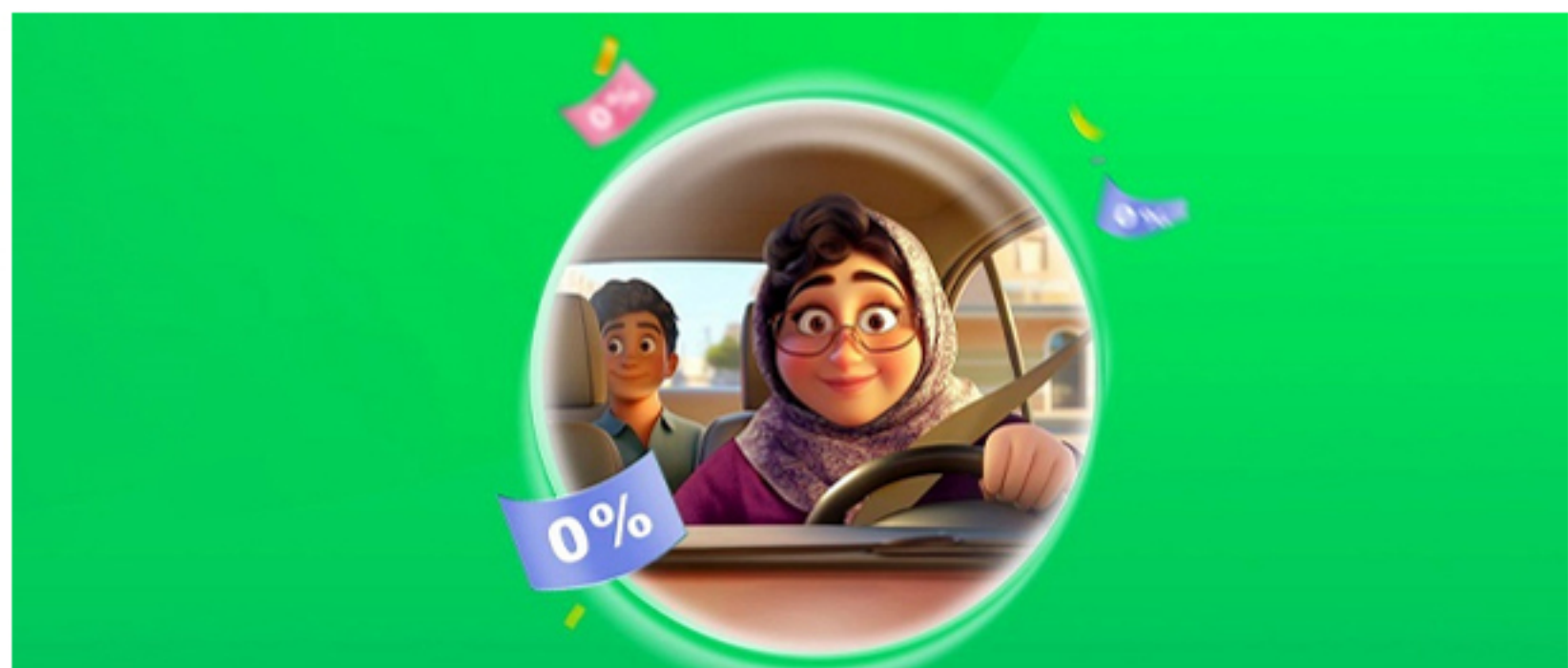
The research arm of the Parliament has also highlighted legal gaps in data protection and put forward suggestions to be included in the Data Protection Bill.



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## The CEO of Jabama Discusses the Opportunities and Threats of Online Tourism in Iran

In four years, we have tripled our market share in online accommodation rentals. In recent years, due to Iran's inflationary economy and multiple sanctions, the country's tourism ecosystem has faced numerous challenges and difficulties.

Weak transportation infrastructure, including planes, trains, and buses, along with reduced purchasing power and the gradual disappearance of the middle class, have led to a decrease in foreign tourists and investment, stifling the dynamism of the tourism and transportation industries compared to neighboring countries like Turkey, the UAE, and Armenia. Additionally, economic policies and a command economy have discouraged investment in this sector.

The statistics from the 2023 performance report of Jabama, released last week, also reflect the significant weaknesses in the tourism and hospitality industry. According to this report, only 40% of people can afford to travel, and on average, 50% of the country's accommodations remain unoccupied.

However, despite these challenges, the online accommodation rental sector, due to its unique nature and lesser dependence on government policies, has experienced significant growth in recent years, especially in the post-COVID era. Unlike the foreign tourism and hospitality industries, which have fallen behind global trends, this sector, through proper investment, raising awareness, and encouraging hosts to build quality eco-friendly accommodations, has managed to increase its market share from 6% to around 17% in the past three years compared to the offline market.



## The central branch of "Digikala Service" was opened

According to Iran digital economy annotation, since 2019, Digikala Service has started its activity to provide services in the field of electronic goods and provides various services such as repair, insurance of electronic equipment and warranty to customers.

Digikala central branch provides repair and warranty services for electronic products, mobile phones, tablets, laptops, headphones, speakers and game consoles. Guaranteeing non-warranty electronic goods is one of the other services of Digikala Service's in-person branch.

## What was the result of the conflicting statements of Snapp and Tapsi managers about the market share?

The competition between Snapp and Tapsi, the two giants of Iran's internet taxi, is intensifying day by day, and this competition is one of the most important debates in the country's transportation industry.

These two companies, each known as the main players in this field, are always trying to take a larger share of Iran's lucrative internet taxi market. In the meantime, various claims are made by the managers of these companies, which not only fuels the competition between them, but has also attracted the attention of the public and the media.

In June of this year, Mohammad Khalaj, CEO of Snapp, claimed that the company has 92% of the internet taxi market. He also stated that despite this major share, only 5.5-6% of intra-city trips are made through internet taxis, which indicates serious challenges in the development of this transportation model.



## The 7th International Conference on Digital Game Research to be Held



The process of networking among students and researchers in the field of video games has begun in preparation for the 7th International Conference on Digital Game Research.

According to the public relations office of the Iran National Foundation of Computer Games, the 7th International Conference on Digital Game Research will be held on December 10th and 11th, 2024, organized by the Iran National Foundation of Computer Games, in collaboration with Allameh Tabataba'i University and other governmental, public, and private organizations.

Announcing the news, Mohammad Sadegh Dehnadi said that, in addition to topics related to serious games, which have been the main focus of scientific research in the past four conferences, the 7th International Conference on Digital Game Research will cover all topics related to video games, similar to the first and second editions of the event.