

الهيئة الوطنية للإعلام
NATIONAL MEDIA AUTHORITY



Media Services Guide

In the field of publications, publishing, electronic games, and artistic works.

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This guide aims to clarify the main media services provided by the UAE Media Council in the fields of publications and publishing, electronic games, and artistic works (cinema, theatre, and television series). This guide was prepared to facilitate stakeholders' access to information related to the services — in terms of conditions, fees, procedures, and required documents — ensuring transparency and clarity in the provision of media services.

Legislative framework regulating the activities of publications, publishing, electronic games, and artistic works

The legislative framework regulating the activities of publications and publishing services, electronic games, and artistic works consists of the following legislation:

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- 01** Federal Decree-Law No. (55) of 2023 regarding Media Regulation.

 - 02** Cabinet Decision No. (68) of 2024 concerning the Executive Regulation of Federal Decree-Law No. (55) of 2023 regarding Media Regulation.

 - 03** Cabinet Decision No. (41) of 2025 concerning media service fees.

 - 04** Cabinet Decision No. (42) of 2025 regarding the list of violations and administrative penalties.

Practicing any of the aforementioned media activities without a permit from the Council or the competent authority is considered an administrative violation that exposes the offender to legal accountability and the imposition of a financial fine, which doubles in the event of repetition.



First: Publications and Publishing Services

01

Local Printing Permit

Issuing local printing permits is a follow-up to the local media content intended to be printed in the country; it aims to regulate and encourage local publications and support national publishing houses.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 200.

Completion time

five working days.

Foreign Printed Material Permit

This is the process of following up on media content intended to be printed in the country according to laws and media content standards.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 200.

Completion time

five working days.

Foreign Printed Material Permit (Commercial Directory)

This is the process of following up on media content related to commercial directories – in all their forms – and the various advertising topics they contain, ensuring their conformity with media content principles and standards; the aim is to allow printing of the commercial directory so that it can be circulated and distributed within the country.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 5,000

Completion time

five working days.

Book Circulation Permit

This service reviews the content of books of all types (electronic or printed) to ensure they comply with media content standards and are suitable for different age groups according to the classification system. This service aims to allow the circulation and distribution of books within the UAE.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.



Purchase invoice.



Customs declaration.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

For more than ten copies of the same title (printed): AED 15; (electronic): AED 10.

Completion time

five working days.

Printed Materials Circulation Permit (Permit to undertake (self-monitoring service for media content

This service reviews the content of books of all types (electronic or printed) to ensure they comply with media content standards and are suitable for different age groups according to the classification system. This service aims to allow the circulation and distribution of books within the UAE.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Self-monitoring service permit.



Declaration letter accepting the terms and conditions of the service.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 2,000.

Completion time

five working days.

Theatrical Script Approval Permit

Script approval permits are the process of following up on media content intended to be published, performed, and filmed in all its artistic forms in the UAE according to applicable laws and media content standards. The aim of this service is to regulate and encourage artistic works in the country.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 800

Completion time

five working days.

Film Script Approval Permit (Screenplay)

Script approval permits are the process of following up on media content intended to be published, performed, and filmed in all its artistic forms in the UAE according to applicable laws and media content standards. The aim of this service is to regulate and encourage artistic works in the country.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 800

Completion time

five working days.

Television Drama Script Approval Permit (Series)

Script approval permits are the process of following up on media content intended to be published, performed, and filmed in all its artistic forms in the UAE according to applicable laws and media content standards. The aim of this service is to regulate and encourage artistic works in the country.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



Submission of the application by the stakeholder.



Payment of fees.



Receipt of the media material by the inspector.



Approval of the application data by the inspector if the conditions are met.



Review and auditing of the application by the inspector.



Review of the media material, then approval if it matches the specified standards.



Presenting the application to the supervisor, then deciding to approve or finally reject the application and the media material.

Fees

AED 800

Completion time

five working days.

How to obtain permit services: printing permit, script approval, series script approval, local material printing permit

Abu Dhabi:
Please visit Creative media authority Abu Dhabi.

SHARJAH:
Sharjah Media Council.

Other Emirates:
UAE Media Council.

Second: Electronic Games Services

02



Local Printing Permit

Issuing local printing permits is a follow-up to the local media content intended to be printed in the country; it aims to regulate and encourage local publications and support national publishing houses.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by game distribution companies licensed to import and distribute games.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Provide the game's link and documents related to the game.

Fees

AED 2,000.

Completion time

five working days.

Video Game Circulation Permit (Physical Version)

This service is to obtain a permit to circulate games in the country's markets in the physical version only (such as discs, CDs, and game consoles 'PlayStation'...).

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by game distribution companies licensed to import and distribute games.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.

Fees

AED 1,000.

Completion time

five working days.

Video Game Circulation Permit (Digital Version Only)

“This is a service for obtaining a permit to distribute video games in the country, for the digital version only.”
As for the age rating permit for electronic video games,
it does not require providing intellectual property rights from the Ministry of Economy.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by game distribution companies licensed to import and distribute games.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.

Fees

AED 500.

Completion time

five working days.

Video Games Package

This service is to obtain an age classification certificate for electronic games.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by game distribution companies licensed with the activity of importing and distributing games, in addition to publishing companies (it is not required for these companies to be located in the country).



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.

Fees

AED 500.

Completion time

five working days.

Third: Artistic Works (Cinema and Films)

03

Local Cinema Films Package (Emirati)

This package targets obtaining all cinema services, which issue permits for companies and distributors to obtain services such as (poster - trailer - age classification - ticket selling - film screening certificate) according to the media activities in force; with the purpose of circulating in the local market (this is specific to Emirati films only).

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Prior approval of the script.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

Free

Completion time

five working days.

Foreign Cinema Films Package (Non-local)

This package targets obtaining all cinema services, which issue permits for companies and distributors to obtain services such as (poster - trailer - age classification - ticket selling - film screening certificate) according to the media activities in force for circulation in the local market.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 3,000.

Completion time

five working days.

Film Screening Permit

This service aims to follow up on the content of commercial films to ensure they conform to media content standards and to determine the appropriate age group for viewing. This service helps organize the screening and distribution of films inside the country and targets licensed companies operating in the media field.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 1,000.

Completion time

five working days.

Film Age Classification Permit

This is the process of following up on the media content of films submitted by companies and distributors and classifying them by age according to media content standards.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 500.

Completion time

five working days.

Trailer Screening Permit

This is the process of following up on film promotional trailers.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Attach the trailer link in the electronic application.



Submit the application electronically and pay the fees.

Fees

AED 500.

Completion time

five working days.

Film Poster (Poster) Permit

This is the process of reviewing film advertising posters (posters).

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Attach the poster in the electronic application.



Submit the application electronically and pay the fees.

Fees

AED 500.

Completion time

five working days.

Request for Re-Review of a Film

This service allows companies and film distributors to obtain a re-censorship (re-review) of the film in order to modify the film's age classification and then obtain approval.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 1,000.

Completion time

five working days.

Permit to Start Selling Tickets for a Film

This is the process of granting approval to start ticket sales for a film.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 500.

Completion time

five working days.

Urgent Review Request for a Film

This service enables stakeholders to submit an urgent review request for a film in order to obtain a decision from the Council within one working day, ensuring compliance with regulatory standards and approved classifications; the purpose is to expedite obtaining (the film permit or its rejection) before the commercial release date in cinemas. This service shall include (poster approval - trailer - age classification - film screening certificate - ticket sales).

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Provide intellectual property rights from the Ministry of Economy.



Submit the application electronically and pay the fees.



Book an appointment to review the film content with the specialized team.

Fees

AED 6,000.

Completion time

five working days.

Permit to Screen Advertising Content Inside Cinemas

This service allows advertising and marketing companies to obtain approvals for promotional advertising content shown in local cinemas.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Attach links in the electronic application.



Submit the application electronically and pay the fees.

Fees

AED 1,000.

Completion time

five working days.

One-Day Cinema Screening Permit (includes sporting matches, concerts, etc.)

This service allows companies and individuals to obtain approvals for one-day screenings (films, matches, concerts) shown in cinemas.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Attach links to the films in the application.



Submit the application electronically and pay the fees.

Fees

AED 500.

Completion time

five working days.

Permit to Screen Films for Embassies, Consulates, Cultural Clubs, and Government Institutions

This service allows obtaining approvals for film content for screenings by embassies, consulates, cultural clubs, and government institutions.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by film distribution companies licensed with the activity of importing and distributing films.



Attach links to the films in the application.



Submit the application electronically and pay the fees.

Fees

Free.

Completion time

five working days.

Visual Works License (Permit for Visual Works)

Issuing permits for artistic works is a process in which the content of commercial films is verified to ensure compliance with laws and media content standards and to determine the appropriate age category. This service aims to organize the screening and distribution of these works in the UAE and is provided to licensed media companies.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by companies holding the activity of trading visual works (DVD).a



Attach links to the films in the application.



Submit the application electronically and pay the fees.

Fees

AED 400.

Completion time

five working days.

Audio Works License (Permit for Audio Works)

Issuing permits for artistic works is a procedure in which the content of commercial audio works is reviewed to ensure they comply with laws and media content standards and to determine the appropriate age category. This service aims to regulate the distribution and circulation of these works inside the UAE, and it is designated for commercial companies licensed in the media field.

Stakeholders

Federal and local government entities, media and commercially licensed companies, and all segments and individuals of society.

Required documents



Copy of Emirates ID.



Copy of passport if the applicant is from outside the country.



A copy of the material.



Applicant's details.

Procedures to obtain the service



The service is applied for by companies holding the activity of distributing audio media.



Attach links to the films in the application.



Submit the application electronically and pay the fees.

Fees

AED 200.

Completion time

five working days.

Final Regulations

This guide includes everything related to the production, printing, distribution, and publication of media content (publications, films, artistic works, and electronic games) and defines the rules and foundations on which it is based, including the fees, stakeholders, and all documents required to obtain permits for printing, publishing, and distribution, including all types of permits necessary for various printed media materials.



National Media Authority website:

<https://www.nma.gov.ae>