

The National Meteorological Department (NCM) records a media presence of 87.8% in 2024



The National Center of Meteorology (NCM) has achieved a new success by increasing its media presence in this year 2024, recording 87.8% compared to 65% recorded in 2023. This achievement reflects the remarkable development in providing visual and audio content through various media and social media platforms, highlighting the center's success in effectively delivering its message to all segments of society and beneficiaries.

The study, which was prepared by an institution specialized in the field of media research and studies, monitored the center's activity, effectiveness and prominent media presence in all print, audio, and visual media and new media platforms throughout the year, especially in major seasons and events. The Center also pointed out that strengthening media partnerships with various national and regional entities has contributed significantly to expanding the reach of content and increasing its media impact.

The statistics also revealed that educational and awareness content related to climate change and weather phenomena topped the list of the most influential content among the public, reflecting the interest of citizens and residents to receive accurate information about meteorological issues.

The Center's efforts did not stop at content development, but also included intensive training programs targeting the Center's media cadres, with the aim of improving media performance and developing digital content production and management skills in line with international best practices.

Through the Media Center for Production and Digital Communication, the Center has contributed to the launch of awareness programs and the implementation of a media strategy aimed at reaching all segments of society, including people with disabilities, through partnerships that ensure sustainability and continued benefit and impact.

