

**Abdualwahab Alessa:
Manufacturing Individual Media and Leading Its Transformations**

Name	Abdualwahab Alessa
Major	Bachelor of Political Studies from the University of Kuwait
Date of birth	17/03/1988
Trademarks:	OMEDIA , Boutiqaat, SNN

He foresaw the future of media and the changes occurring in it before they happen, so he sought to prepare for this stage before ahead. Thereafter, Abdualwahab Alessa gave birth to a new style in media which is 'individual media.' He interacted with the events in order to be in the lead in this field, aiming to connect the client with the project. After he established his own company, he achieved the second step of creating a link between the celebrities of the social media and the companies and the associations aiming to promote their products. Hence, the second of establishing Boutiqaat was the most important. Abdualwahab Alessa's ambition is not hindered at this, for he always makes sure to keep up with the latest developments internationally, especially what is occurring in the Silicon Valley.

Abdualwahab Alessa states, 'My practical life begun during my studies in the University of Kuwait.' He joined the news and political programs' department in Al-Watan Channel, and he presented many political programs. He emphasizes on the practical experience that he began to form at that time in addition to the knowledge that he used to rely on. All of this made reading the future of the Kuwaiti media and the attempt of foreseeing it before that period easier, and it is exactly what we are witnessing today. Alessa summarizes it, "I was clearly reading coming changes to the Kuwaiti media, especially its transformation from 'associative media' to 'individual media'; thus, individuals would have a significant role in making and directing the public opinion."

OMEDIA , the First Rain

It did not take Alessa long to take the initiative and establish his own company under the trademark of OMEDIA in 2011. Its aim was to unite individual media in an associative framework. This idea, or this aim that the company was founded on, was the first of its kind on the Kuwait level and in the GCC in general,

especially that it was intended for the party that spreads media and deals with various issues through individuals. Alessa adds that during that period, the written and visual media associations ruled over the largest share of the media sector. At that time, OMEDIA came to change the concepts and to transfer the control of the media from associations and hand it over to individuals; consequently, the concept of the company became more of a general approach. Thus and as a result of the company's success, many new companies in the market were founded based on the same approach. Alessa adds, 'As much as the fashion, in which the company was founded on, unraveled new horizons for us, it paved the way for creating jobs for hundreds of Kuwaiti and Arab youth. Therefore, OMEDIA succeeded in paving the way for a wide class of youth to adopt the approach of attracting media, thus achieving extra income.' He continues: "We have succeeded in creating a market that many individuals and associations may benefit from."

When you go reminisce with Alessa the details of that phase and the means used to handle any risks that may occur as a result of the radical change that he caused on the media level, he would confidently reply, I was crystal-clear sure that these changes would occur; I was in a position that gave me the authorization to read these changes, and maybe I was the only one who had such authorization. I used to work for one of the largest media associations; hence, I did not sense any grave risks that may result because of the transformation from the 'associative work' concept to the 'individual work' concept on the media level."

NewKuwait Management

On the other hand, Alessa made sure to keep up with the latest developments according to the modal that he founded his companies on. After five years of founding the company during which the company concentrated on advertising through the celebrities of the social media, thus linking the client to the project. The company was able to devote itself in order to become a main player in this field; thus, the next, important step in its career came. The company was hired by the Kuwaiti Government to manage the "NewKuwait" account, which is considered to be a media association launched by the government, aiming to shed light on the large developmental projects and keeping up with them through documenting its stages of growth and its goals. The Government assigned its management to OMEDIA co. In this regard, Abdualwahab Alessa comments, "I consider that this step came to express the Prime Ministry's trust in the company, and we, in return, express our pride in that."

Boutiqaat

OMEDIA 's ambitions seemed limitless under Alessa's leadership; therefore, he continued to launch more initiations. This time, it was a website named Boutiqaat, which is an E-shopping and retail service website. It incorporates under its umbrella the celebrities of social media-whose number reached seventy. It permits their followers to buy their properties from the same site, along with an integrated network of services. Alessa indicates that this project embodied an idea that was the first of its kind in the world. The number of orders reached about 150 thousand orders during the first half of the year 2016, and there is a plan to raise it, through increasing the number of celebrities under its umbrella, so that it reaches 250 thousand. Alessa points out that this website-which was established based on OMEDIA 's Idea-has been launched in cooperation with Al-shaiji's group, which is group specialized in operating large companies. He indicates that the significant size of the project and the necessity for the presence for an experienced partner comprised the main elements upon which the partnership has been founded.

Local Developments

These developments which occurred during OMEDIA 's career did not hinder **Abdualwahab Alessa's** pursue of seeking the main aim upon which the company was founded on, and by that we mean the aim that is related to the local media. Hence, in accordance with the strategy of taking continued, leading steps, the company has begun preparing for the parliamentary election for the Kuwaiti Nation's Board before two years or so of its beginning. This approach was translated with two elements, which are:

- A televised program named *Ummah 2017* that the company manages its production and preparation and televises it on Al-Rai Channel. The object of it was keep up with the parliamentary election, which Alessa describes it to be one of the harshest and the most important in the history of Kuwait.
- SNN, an Account on Instagram in addition to the strategic relations, which OMEDIA co. has established with all of the news agencies, it has already launched a specialized news account on Instagram named Social News Network (SNN).

Métiers

Alessa summarizes the reasons of his success with several elements, which may hold great lessons for initiators and interested parties. He states, “The secret for our success lies in our concentration on our métiers in the Kuwaiti society; particularly among these was the choice to invest in the energy of the Kuwaiti youth and their innovation in the media field. Consequently, OMEDIA was able to build this large network which assimilates the celebrities in the society under one umbrella.” He indicates, at the same time that the company adopts dynamic strategies that renders it able to cope with the rapid changes, revealing that this work plan is based on the ability to read the future and building projects according to thus. He points out that he pays attention to remaining close to what is occurring in Silicon Valley, thus choosing what is befitting for it and producing the mainstream media accordingly.