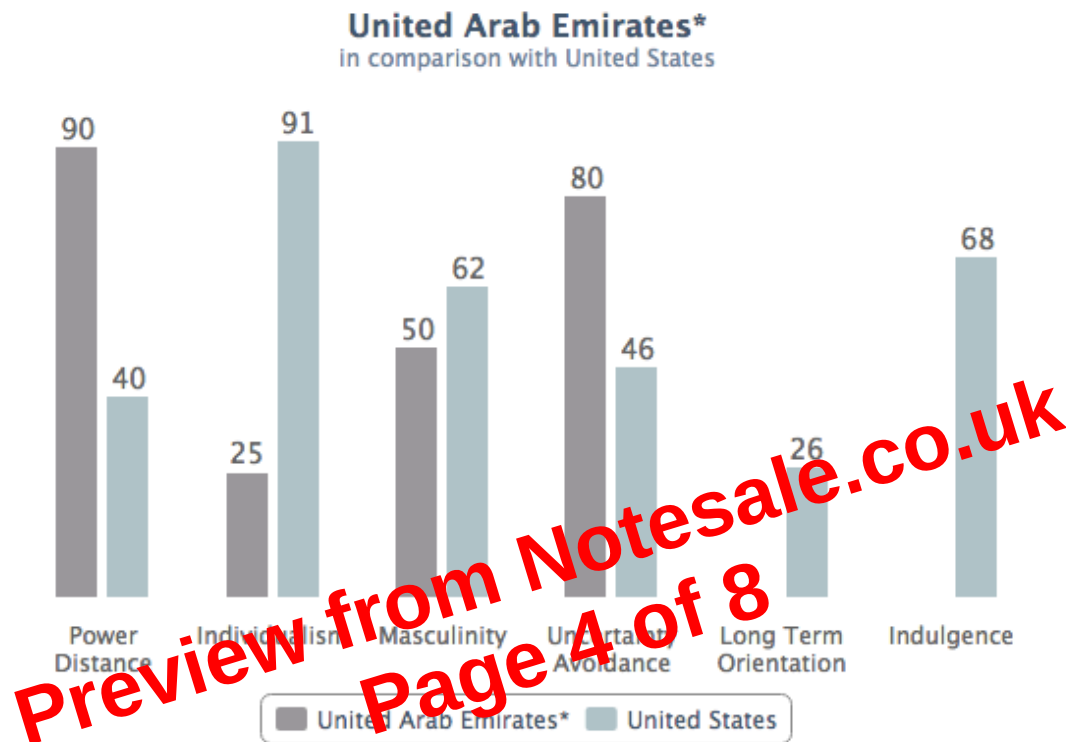


emotional need for rules (even if the rules never seem to work) time is money, people have an inner urge to be busy and work hard, precision and punctuality are the norm, innovation may be resisted, security is an important element in individual motivation. And in the United States its less about following the rules no matter what, rather breaking the rules if needed to be successful.



Source: <https://www.geert-hofstede.com/arab-emirates.html>

And so, the differences between the Arab and Western Culture posed a challenge to MTV Networks as they had the intention to enter the Arabian market. As Dana El Baltaji, Special Projects Manager at Trends magazine in Dubai stated in 2008 said, ...”it’s an American brand ... The challenge, therefore, is transforming a notoriously risqué channel into the Middle Eastern-friendly platform for music and creativity without stripping MTV of its edge. MTV’s presence in the Middle East would provide the region with an international music brand, which, till then, did not have it yet, though it had clusters of local music channels. The Middle East would provide MTVN (MTV