



## Mawja for Al Awla TV

# Elevating Iraqi News to a new level



Al Awla, one of Iraq's leading television channels, faced the challenge of modernizing their facilities, starting with News operations. Partnering with regional systems integrator Mawja Group, chose Brainstorm to bring its news graphics and on-air presentation to world-class level.



Faced with the growing complexity of live news, multiple simultaneous outputs, and the need for premium real-time graphics, Al Awla sought a solution that would combine broadcast-quality visuals with seamless integration into its established newsroom workflow.

Brainstorm was selected for its ability to deliver high-end graphics while supporting a complex and demanding news workflow. The channel required a system capable of handling real-time CG, live sources, multiple display surfaces, and election-specific interactivity—all without compromising reliability. Brainstorm's flexibility, its compatibility with

newsroom systems, and its reputation for broadcast-grade performance made it the natural choice.

As an example of the effective integration of this workflow, Al Awla implemented an interactive touchscreen powered by Brainstorm during the 2025 Iraqi Parliamentary elections, adding a new level of interaction for presenters and engagement for the audience.



Mawja Tech guarantees the best integration between Brainstorm and Marsis News & MAM, giving Al Awla a simple and reliable way to run a complex workflow. This system saves time, reduces errors, and simplifies operations for control-room teams.

**Zaid Khafaji**  
Managing Director  
MAWJA GROUP

## The workflow

Mawja Group designed an end-to-end workflow beginning in the newsroom and continuing through the control room. Brainstorm feeds graphics directly into the production mixer, powering all day-to-day news graphics, including lower thirds, full frames, and multi-box layouts for live contributors. A major component of the upgrade was a large LED videowall at the News set, driven by Aston Multichannel, which also supports several smaller LCD displays in the studio. This setup allows the channel to display dynamic, data-driven visuals across multiple outputs simultaneously.

