



TAOQ RESEARCH
تأوق للأبحاث

srmq
Saudi Research & Media Group



TAOQ Media Research



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TAOQ RESEARCH
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Company Overview

TAOQ Research is a media and research company headquartered in Riyadh, Saudi Arabia, and it is a subsidiary of the Saudi Research and Media Group **srmg**. The company derives its vision from SRMG's long-standing media legacy, built over more than half a century of professional experience in serving millions of readers, viewers, and digital audiences across local, regional, and global platforms—both traditional and digital.

TAOQ Research specializes in the production of research-based and media content, as well as the management of digital and social media platforms. The company delivers integrated communication and media services to various sectors within the Kingdom of Saudi Arabia and internationally.



TAOQ Media Research Services

TAOQ Media Research delivers content services and specialized publications in Arabic, English, French, and other languages, leveraging advanced research and technical capabilities to meet clients' objectives and specifications

Research and Academic Studies Preparation



1. Research & Studies

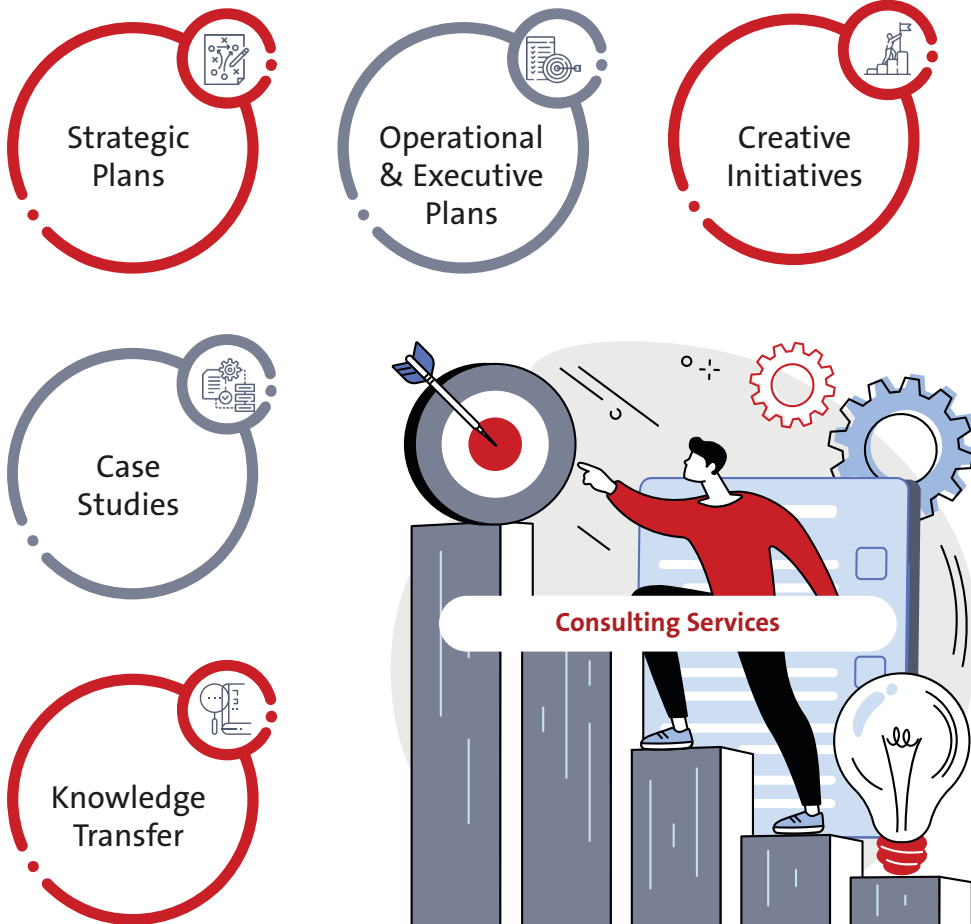
TAOQ Research provides integrated research services through a distinguished network of academics, consultants, and international experts. Services include scientific, analytical, and investigative research, impact assessment, and development studies that support decision-making across economic, social, media, and political sectors.

Research Areas



2. Specialized Consulting & Initiative Development

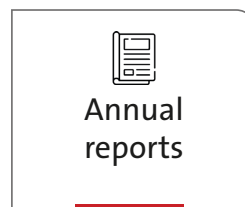
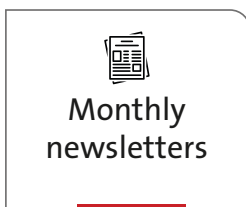
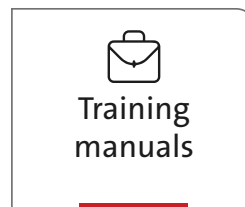
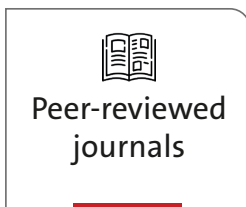
The company offers extensive expertise in strategic and operational planning, initiative design, and implementation support. TAOQ Research delivers evidence-based advisory services aimed at achieving measurable outcomes and sustainable impact.



3. Media Content & Specialized Publications

TAOQ Research provides end-to-end services for producing specialized publications, including media and peer-reviewed journals, newsletters, periodic publications, and annual reports—from planning and editorial development to printing, publishing, design, and layout.

**Publications
Include:**



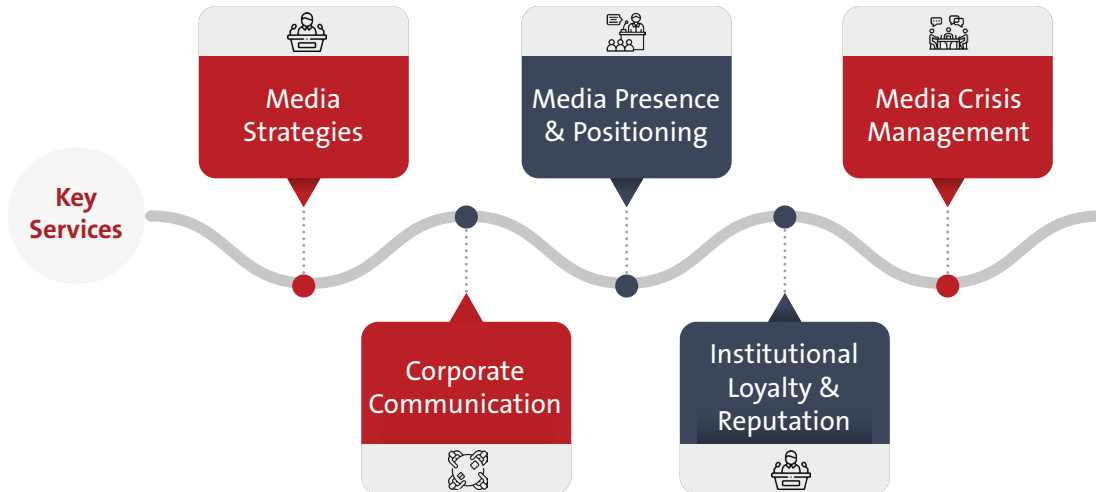
4. Media Monitoring, Analysis & Digital Content Management

The company delivers comprehensive services for building and managing digital communication strategies, including social media account management, website content, creative production, publishing schedules, audience growth monitoring, media monitoring, and performance analytics.



5. Media Strategies, Corporate Communication & Media Presence

TAOQ Research supports institutions and leaders in building media identity, enhancing visibility, and managing reputational presence through integrated communication strategies.



6. Media Campaign Planning & Execution

The company designs and implements integrated media campaigns tailored to objectives, audiences, and communication channels.

Campaign Types:

03 On-ground Advertising Campaigns



02 Digital Media Campaigns



01 Content Marketing Campaigns





04 Outdoor Campaigns (roads, airports, markets)



05 Social Media Campaigns



06 Public Relations Campaigns



07 Impact Measurement & Evaluation



7. Professional Translation and Interpretation (Written & Simultaneous)

TAOQ Research offers high-quality professional translation services delivered by specialized translators with expertise in scientific, media, and institutional content.

Services Include:

Languages:
Arabic, English,
French, Urdu



Simultaneous
& Consecutive
Interpretation



Institutional
Terminology
Glossaries



Editorial
Translation



Multilingual
Content
Editing



Translation
Archiving





Our Foundations



Our Team

TAOQ Research brings together a diverse team of specialized professionals and experienced consultants from Saudi Arabia, the Arab world, and internationally. The team possesses extensive expertise in research, communication, and media, spanning civil society, education, and both public and private sectors.



Independence & Objectivity

The company operates with full intellectual and professional independence. Its research and media outputs are conducted with neutrality and objectivity, free from political, ideological, or religious bias, ensuring credibility and trustworthiness.



Quality & Excellence Framework

TAOQ Research adopts a structured quality assurance approach based on continuous improvement, periodic review, and strict adherence to timelines and client requirements. A dedicated quality unit oversees outputs at multiple levels to ensure high standards across all deliverables.



Success Partners

TAOQ Research has collaborated with a wide range of national institutions and strategic partners, including governmental, security, educational, and service entities within the Kingdom of Saudi Arabia.



الهيئة الوطنية للأمن السيبراني
National Cybersecurity Authority



الهيئة العامة للتجارة الخارجية
Saudi General Authority of Foreign Trade



الائتلاف الإسلامي العسكري لمقاومة الإرهاب
ISLAMIC MILITARY COUNTER TERRORISM COALITION



وزارة التعليم
Ministry of Education



وزارة السياحة
Ministry of Tourism



وزارة الخارجية
MINISTRY OF FOREIGN AFFAIRS





TAOQ RESEARCH
مركز للبحوث

About Saudi Research and Media Group (SRMG)

SRMG is a publicly listed Saudi company headquartered in Riyadh and listed on the Saudi Stock Exchange since April 8, 2006. The Group holds a leading position in publishing, media, advertising, distribution, and printing across the Middle East.



1972

Founded



SAR 3.3 billion

Annual revenues



2,000+

Employees



18

Offices worldwide



16+

Countries of operation



38+

Nationalities represented



30

Platforms



25

Digital websites



165M+

Global audience reach



srmo Group Companies



الشرق للخدمات الاخبارية



SAUDI RESEARCH
AND PUBLISHING COMPANY



TAOQ RESEARCH
لُوق لِلأَبْحَاث



الشركة السعودية للطباعة والتغليف
Saudi Printing & Packaging co.



الشركة السعودية للنشر المتخصص
Saudi Specialized Publishing Company



شركة المدينة للطباعة والنشر
AL MADINA PRINTING & PUBLICATION CO.

ثمانية





srmq Platforms

SRMG's platforms explore all dimensions of daily life—from politics and economy to sports, entertainment, and lifestyle—serving a global audience exceeding **165 million** users.

1

Television Channels



Asharq News



Asharq Business with Bloomberg

2

Newspapers & Magazines

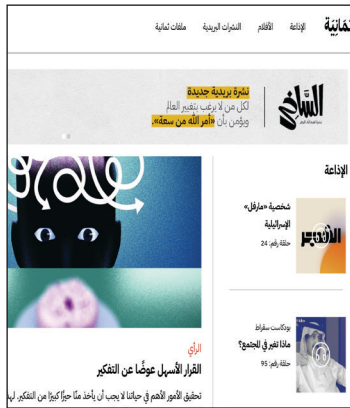
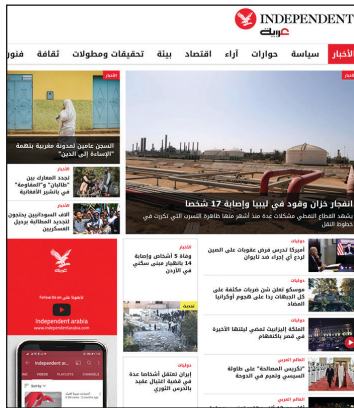
A diversified portfolio of leading newspapers and magazines covering political, economic, cultural, and lifestyle domains.





Digital Platforms

A wide range of Arabic and international digital news and content platforms addressing diverse audience segments.





TAOQ RESEARCH
نوق للابحات



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