

MONTHLY NEWS IDEA

NEWS AGENCY



The Ads-Up conference was held on the stage on the first day of Inotex 2025. In this conference, a group of renowned specialists and experts in the advertising industry gathered and examined the position of digital advertising in the country in the form of four discussion panels and two presentations.

Inotex 2025 International Showcase, will Mareke open its doors to the provinces this year?

Mareke Inotex 2025 has been one of the most talked-about side segments of the ecosystem, and this Mareke operates in two segments.

According to the Inotex 2025 news team, the first part of Mareke is a presentation opportunity for ideas and businesses to introduce their businesses and ideas in a ten-minute time slot. In addition to being available to the Inotex audience, the content of these presentations is also sent specifically to funds and investment companies.



2 IDEA

IBLand Services

- Setting up a permanent exhibition stand
- Introducing investment opportunities in Iran's animation industry
- Holding promotional events

- Holding educational events
- Holding national specialized seminars
- Holding experience-oriented webinars with international experts

- Holding educational webinars
- Production of promotional content and video interviews
- Presenting the plan of holding the international animation festival

Animation Dreams, Bridging Continents & Cultures

Your Animation Partner:
Fueling Your Dreams, Funding & Distribution Worldwide.

www.ibland.co

About Us

At our animation agency, we bridge the gap between Iranian creativity and the global animation industry. Our mission is threefold:

- Introducing the Animation Industry Worldwide
- Investing in Iranian Projects
- Sales and Distribution

Join us as we celebrate the magic of animation, transcending borders and inspiring audiences worldwide!

Target Market

IBLand specifically focus on Europe Animation market and also try to promote Iranian animation industry worldwide.

Iranian Animation Industry

Contact Us Get Consulting Sign Contract Entering International Market Conclusion

"Alireza Attarian" became the CEO of Azki Sarmayeh

Reza Khanaki, co-founder and CEO of Azki Sarmayeh, announced in a LinkedIn post that Alireza Attarian will be the company's CEO from now on. Khanaki will continue as chairman of the board and emphasizes that he has no plans to emigrate.

\$3.3M; Tapsi's unprecedented income in March 2025

The continuous growth of Tapsi's revenues began in October 2024 and peaked in March. The company's revenues have increased by 85% in the last 6 months. Of course, this revenue growth has been achieved in the light of the increase in the costs of attracting new drivers and users and providing various discounts.

As of March 2025, nearly 98% of the company's revenue comes from commissions it receives from ambassadors. One percent of that is from the Tapsi phone service.

App's revenue reached more than \$126.2M in 2024

Persian Asan-Pardakht (APP) Company achieved a revenue of \$126.2M in 2024, a figure that represents a significant growth compared to the company's revenue of \$96.8M in the previous year.

A report published on the Codal system indicates that the largest portion of APP's revenue in 2024 came from the sale of Pins and credit, which totaled more than \$116.5M. Also, the revenue earned from Shaparak transaction fees is around \$5.6M, and support for bank POS devices has also earned the company nearly \$1M.

It is noteworthy that UP's revenue of \$11.1M in March 2025 is estimated and reported based on the latest bank and Shaparak balance sheet, and will be revised or confirmed in future reports once the statistics are finalized.

NEWS REVIEW

Head of the Virtual Business Union: Stop the illegal order of the Central Bank

Reza Olfatnasab, head of the Virtual Businesses Union, has written a letter to the head of the judiciary, calling for a halt to the Central Bank's order restricting online transactions.

This letter was written following the issuance of a circular by the Central Bank, coinciding with the turn of the year, which announced that "transactions via API for corporate customers will be limited to \$20,000 per day until April 4, 2025."

The head of the Virtual Business Union wrote in the letter:

"In a last-minute move and without informing stakeholders during the Nowruz 2025 holiday, the Central Bank has limited the limit for offline withdrawals from online businesses' accounts to \$20,000 per day; thus disrupting the cash flow of businesses and putting their lives in danger. Such a move is unacceptable in itself and harms the chain of stakeholders in the digital economy, but it is also necessary to note that during the Nowruz holidays, online businesses are one of the main pillars of meeting the needs of retail customers across the country, and the ill-considered implementation of such a move will double the losses incurred by all stakeholders in this field."

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Iranian Animation Evolution

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Divar's Shopping Assistant Introduced; Using AI to Advise Users

Divar unveiled its "Shopping Assistant," an AI-powered advisor that not only helps shoppers find relevant ads, but also advises them on their purchasing decisions by understanding their natural language and preferences.

The Shopping Assistant tries to understand the needs of the buyer, expressed in everyday language. For example, a user looking for a "used, healthy Android phone with a strong camera" can directly ask the Shopping Assistant. By analyzing the ads more deeply, beyond the usual filters, the Assistant tries to suggest options that better match these preferences (Android operating system, operating status, device health, and camera quality).

In addition, the shopping assistant can act as a consultant to compare products, provide additional information about price or product features, and help the buyer evaluate options and make a more informed decision.

Ashkan Keshavarzi, Director of Divar's Matching Team, says: "Our goal is to simplify the complex search and purchase process for buyers. By better understanding the buyer's needs and product specifications, as well as providing advice such as comparison or analysis, the shopping assistant helps them reach the right option faster and make decisions with more confidence."



1.5 times jump in Myket's revenue in 2024

Myket experienced significant growth in fiscal year 2024, recording revenue of over \$9M. This revenue represents a 1.5-fold increase in the group's revenues compared to 2023, which was \$5.7M.

Myket's main revenue comes from four major segments: mobile software, advertising space rental, digital content traffic, and e-book sales. Among them, the mobile software segment, with a revenue of \$5.1M, was the flagship of this company's revenue generation last year.

The advertising space rental sector is also in second place with a revenue of over \$2.2M. Also, digital content traffic for this platform generated about \$1.5M in revenue in 2024.

International users abuse ArvanCloud service 20 times more than domestic users

according to published data, within Iran, during 2024, a total of 49 complaints of user abuse, 2 cases of property rights infringement, 289 court orders and 56 invalid requests were registered with ArvanCloud. In contrast, internationally, ArvanCloud faced 1049 cases of abuse and 225 cases of property rights infringement, but did not receive any court orders from foreign institutions. The report shows that in 2024, international users abused ArvanCloud's service more than 20 times more than domestic users.

In this report, abuse includes DDoS attacks, phishing, spamming, child pornography, and other similar abuses of cloud services.

Sepah Bank seeks to develop national cryptocurrency



Behzad Safari, Vice President of Information Technology at Sepah Bank, announced at the "OmidTalk" event the bank's plans to develop a national cryptocurrency and a proprietary stablecoin. He also considered the successful merger of six banks into Sepah Bank a symbol of the bank's technological capabilities.

Referring to Sepah Bank's century-old history, Safari described the bank's innovative initiatives in recent years, saying: "The integration of six banks into Sepah Bank was a major challenge, but it was successfully achieved. We managed this huge transformation without even having to change the bank card passwords, which demonstrates the high capacity of information technology at Sepah Bank."

Removing filtering isn't among ICT Ministry's priorities

The news released by the Public Relations Department of the Ministry of Communications and Information Technology regarding the Nowruz meeting of "Sattar Hashemi" with the employees and managers of the ministry states: "The Minister of Communications and Information Technology stated that the priorities for the new year are improving the livelihoods of employees, providing transparent statistics, avoiding politicization, and implementing national projects such as energy smartization and e-government services."

Removing filtering was one of Masoud Pezeshkian's election promises, but in the end, after months of waiting, he only settled for removing the filter on WhatsApp and Google Play, and removing the filter on other platforms was postponed to an unknown future; and that at the cost of approving a secret resolution in the Supreme Council for Cyberspace, which, according to Mehr News Agency, some clauses of which are related to providing a class-based internet with the alias "organizing the Internet of the Classes" and providing special and exclusive privileges to domestic messengers.

Meanwhile, it seems that the Ministry of Communications of the 14th government, with the keyword "avoiding politicization" that has been repeated many times in the minister's speeches, is trying to expose itself less to criticism of the current state of the country's internet.



Knowledge-based organizations are exempt from paying taxes for receiving grants

According to the draft circular of Article 127 of the Direct Taxes Law, the Deputy for Tax Technologies is required to set up a system within a maximum of 6 months, in cooperation with the Presidential Vice President for Science, to register grants and to express the Vice President's opinion on facilities granted to knowledge-based companies.

According to this draft, government grants to knowledge-based companies and technology units located in growth centers and science and technology parks with the aim of developing technology, which have been approved by the Vice-Minister of Science, will not be subject to incidental taxes and they will not need to pay taxes on grants.

In this regard, the Deputy for Tax Technologies is required to set up a system to register grants and express the Scientific Deputy's opinion on these grants, in cooperation with the Presidential Deputy for Science, Technology and Knowledge-Based Economy, within a maximum of 6 months from the date of issuance of this circular.

This circular has been written in line with the implementation of the provisions of paragraph (d) of Article 127 of the Direct Taxes Law; because this circular has been sent in light of the ambiguities raised and also in order to create uniformity in the implementation of the provisions of paragraph (d) of Article 127 of the Direct Taxes Law. Casual income tax is a tax that an individual must pay on cash and non-cash income received as a gift or as a prize.