



As-Sahab Media is considered to be the most successful Jihadi Media outlet in the world. Logic should say that Qoqaz and other media wings that preceded As-Sahab should be more advanced and much more successful due to experience and progress. But As-Sahab has taken Jihad Media to a whole new level, and I have come up with 3 main reasons for their success: (1) *Command*, (2) *Themes*, (3) and *Quality*.

This is what separates As-Sahab from the rest, and I will go into what these points actually mean in terms of 'making the difference'.

Command

As-Sahab has taken command in the world of Jihadi media so much so that whenever it releases anything major that addresses a political climate, it is taken into great consideration by not only Muslims but the infidels and their media. As-Sahab started off with small but powerful releases into the Arab and Muslim world prior to 9/11 which made them quite well known, most famous among them, the 'State of the Ummah' releases.

As-Sahab has become the voice of the 'High Command' such as Shaykh Usama bin Ladin and Dr. Ayman al-Zawahiri and other high ranking officials, but moreover it has become the feared al-Qai'dah's media wing which makes it center stage on the world's war on Islam. Its base being in Afghanistan also ties it heavily with the Taliban and Mullah 'Umar who had established an Islamic State for 5 years; it has gained that command over the world's Islamic Forces and their support. This has given As-Sahab great power in manipulating and affecting world events on a great scale. If As-Sahab releases any messages, they have the support of all other major *Mujahideen* groups since everyone considers them to be trustworthy and on the *Haqq*.





Themes

Indeed As-Sahab has learned from its predecessors that great themes can go a long way in spreading the message and hitting the hearts and minds of Muslims. Azzam Publications is a great example of this because they did not always have quality but they had the heart hitting material to stir the souls. Their “In the Hearts of Green Birds” and “Under the Shades of Swords”, along with other videos and releases had a large effect on Muslims in the 90’s and early 2000, rousing fighters in great numbers around the globe. So much so that even after their closure, their work still affects those who look over it for the first time. It appears that As-Sahab has taken that factor and used it to their advantage.

Their top themes that really have a great impact are:

- The Wills and Last Testaments of the 19 Martyrs of New York and Washington
- The Winds of Martyrdom Series
- Their on the Battlefield Documentary style videos
- Their Documentaries on Current Events
- And other *Istishadee* biography documentaries

Such series have had a great influence on the hearts and minds of many Muslims because they help everyone realize the reality of the situation and not losing focus of the real issues at hand.

They attend to the spiritual side by letting the Islamic world see the character of these *Mujahideen* on the frontline one on one in real life and it is amazing to see the character of such men and it

exemplifies for the *ummah* what Islam and the Qur’an should do to people. Personally I can say that these videos help me take a glimpse into our past glory and see character, manners and truthfulness that you just cannot see outside the arena of Jihad, Martyrdom and under the rule of *Shari’ah*. It lets you see what honor and freedom are really all about, *Tawheed*.

As-Sahab also takes politics and lets Allah and his Messenger govern over it, showing how Islam really is a way of life by taking current events and showing the Islamic view on such events and circumstances.

Quality

As-Sahab is probably really the first and foremost in video and computer technology. I mean they really set the bar for security, camera quality, editing and translation. They translate their videos into so many different languages, from Arabic to English, Urdu, Pushtu, Turkish, etc. Their videos were the first to reach HD level alongside great cameramen on the ground to get different views of the battles, while Qoqaz is still at the 1990’s cameras and such. They upload multiple videos without being tracked and they have great editing teams to keep their message straight to point and hardly any spelling or punctual mistakes. Not to mention their reporter-like narrators who do a great job in keeping the viewers interested. All in all, As-Sahab is the new Azzam publications and they have taken it even farther than that.