



سماشي smashi

MEDIA KIT
2024

A futuristic cityscape at sunset. The sky is a mix of orange, pink, and blue. In the foreground, two men in traditional Arab attire (thobes and ghutras) stand on a wet, reflective surface, looking at a tablet. The background features a dense skyline of skyscrapers, some with construction cranes. The overall mood is one of modernity and progress.

UNLEASHING THE ARAB WORLD'S UNTAPPED POTENTIAL



An aerial night view of a city, likely New York City, showing a river (the Hudson) winding through the landscape. The city lights are visible, and the overall scene is illuminated with a warm, golden glow. The text is overlaid on the left side of the image.

EMPOWERING THE AMBITIOUS: A PLATFORM NARRATING INSPIRATIONAL STORIES

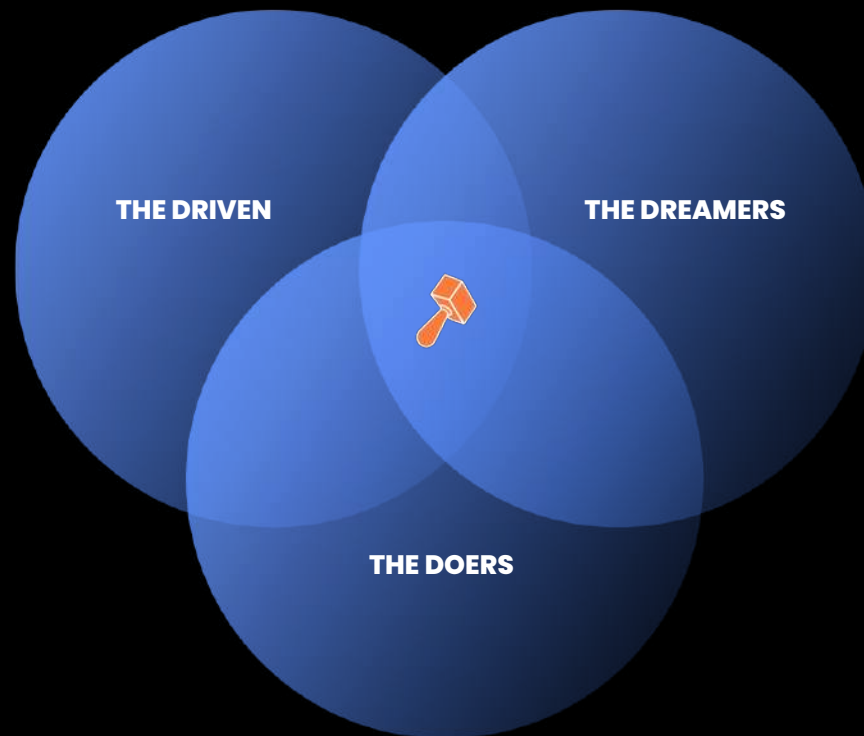




**REGIONAL CONTENT PLATFORM,
TELLING INSPIRING STORIES OF
THE DRIVEN,
THE DREAMERS
AND THE DOERS**



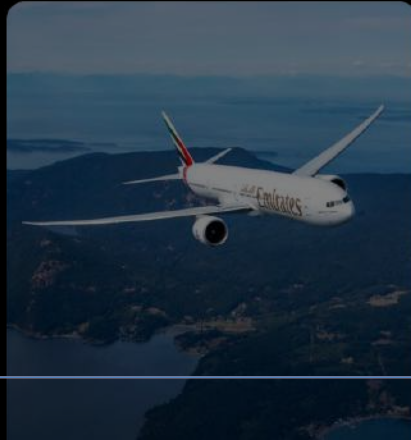
THE IDEAL SPOT



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GLOBAL TITANS TRANSFORMING THE REGION'S LANDSCAPE



OpenAI



UNVEILING INSPIRING START UP SUCCESS NARRATIVES



Est in 2005, later in 2017 SOUQ was acquired by Amazon for a whopping amount of **\$580 MILLION USD.**



With more than 70 million users and almost 1 billion tracks played per month, Anghami has become a regional pioneer in music streaming, claiming **58% of market share.**



In March 2019, Careem became the first unicorn exit in the MENA region, by being acquired by Uber for a groundbreaking **USD 3.1 BILLION.**



The Middle East's biggest courier company, announced the successful testing of its drone and roadside bot deliveries in Dubai as the company explores emerging delivery technologies and options to **reduce its carbon footprint.**



THE NEXT WAVE OF UNICORNS



Jahez

Jahez achieved a stellar exit within five years of establishing itself, while delivering a cumulative 100 million meals to Saudi customers through 19,900 merchants and 52,400 delivery partners.



Kitopi

Tech-powered food company Kitopi became the third Middle Eastern unicorn after raising \$415 million in funding last year.



Tabby

Empowering Fintech Growth in the MENA Region, Tabby has struck a significant deal with J.P. Morgan, setting a regional milestone as the largest asset-backed facility obtained by a fintech company in this territory.



Fawry

Fawry became Egypt's First Fintech Titan. The company made USD 5 billion in transaction volume last year.



Tamara

This pioneering fintech platform secures historic funding of USD 340 million, becoming the Kingdom's first homegrown unicorn.



SPOTLIGHTING VISIONARY LEADERS

DRIVING REGIONAL SPIRIT



Mohamed Ali Alabbar

A visionary and champion of innovative technologies, Alabbar has built a powerful investment portfolio in the technology sector. Launched **noon** in 2017, which has become the region's leading e-commerce platform and digital ecosystem.



Al Waleed Bin Talal Al Saudi

Prince Alwaleed has been hailed as one of the world's most influential names in investing. SAR 37 Billion, **Kingdom Holding Company** capital, SAR 49 Billion KHC Assets, 230 countries, and 13 sectors



Naquib Onsi Sawiris

Founder of Egypt's **Orascom Telecom Holding**, has stepped directly into the political realm in a bid to shape the country's future.



Hussain Sajwani

A self-made Emirati Businessman, Sajwani has been recognised as one of the most powerful Arabs. Founder of the global property development company, **DAMAC Properties**. Sajwani is a pioneer of the property market expansion in Dubai.



REGIONAL SPORTS

IGNITING PRESENT INSPIRATION



Tunisia's Ons Jabeur is the first Arab and first African woman to reach the Wimbledon final. Three finals. Three losses. That's Ons Jabeur's grand slam record.



Mohamed Salah has established himself not only as one of the most lethal finishers in football but also as an inspiration for young Arabs hoping to reach Europe's top leagues.



Saudi Arabia shocked Argentina in the World Cup on with a 2-1 victory over Lionel Messi's side, prompting an outpouring of Arab pride amidst the first staging of soccer's top tournament in the Middle East.



We witnessed history as Morocco won. Their team has made history, becoming the first Arab and African side to make it to the World Cup semi-finals. They beat yet another favourite, Portugal.



**SO, YOU THINK YOU HAVE A DREAM
THAT'S TOO BIG TO ACHIEVE?
THINK AGAIN.**



PAST TRIUMPHS IGNITING PRESENT INSPIRATION



GLOBAL IMPACT ORIGINATING FROM THE REGION



SMASHI IN NUMBERS

28M

TOTAL REACH

605K

TOTAL
FOLLOWERS

45M

TOTAL
IMPRESSIONS

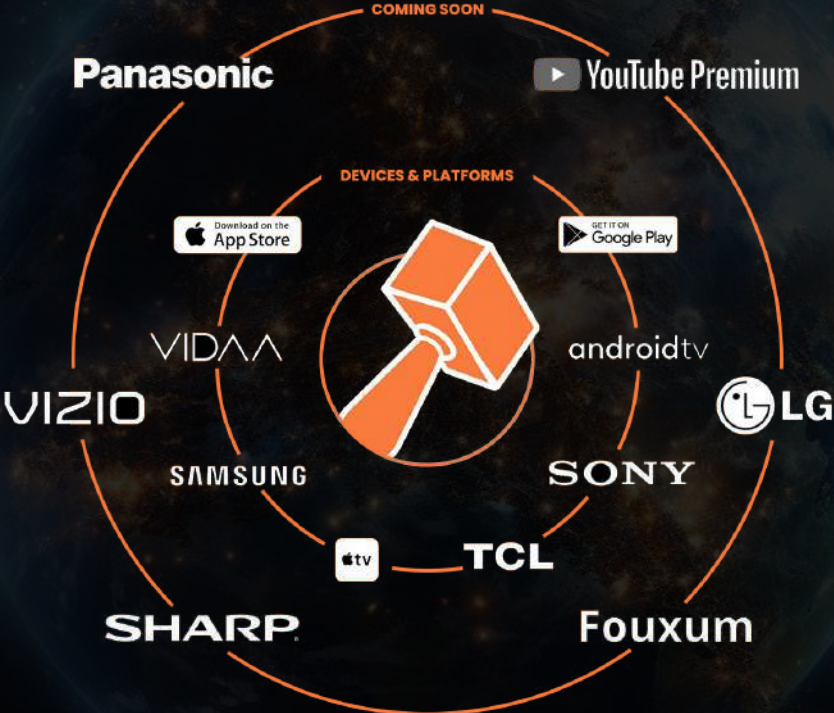
14M

TOTAL
VIDEO VIEWS

CONNECTING WITH AUDIENCES
ACROSS 40+ SOCIAL MEDIA PLATFORMS



SMASHI IS EVERYWHERE



SMASHI VERTICALS



SPORTS



BUSINESS



ENTERTAINMENT



SMASHI SOCIAL PROFILES



CRYPTO
كربتو



FOOD
طعام



ENTERTAIN
ترفيه



DRIVES
سيارات



TRAVEL
سفر



STYLE
ستايل



INSPO



HOME
عقارات



GAMING
جيمنج



GREEN
بالأخضر



SPORTS
رياضة



WELLNESS
صحة

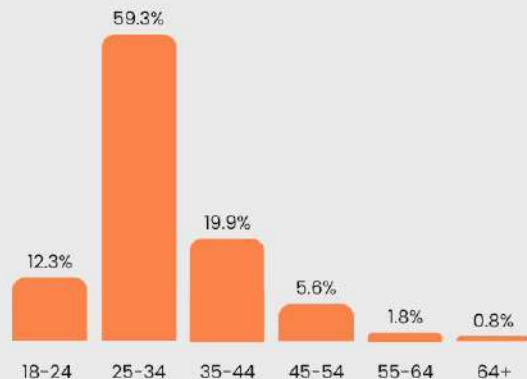


BUSINESS
بزنس

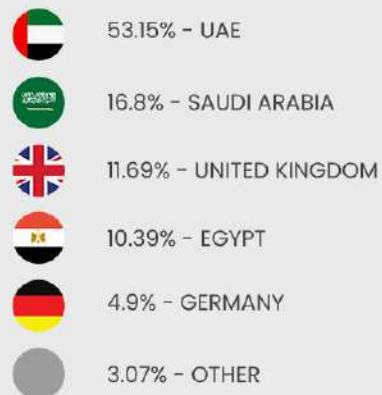


SMASHI AUDIENCE

AGE



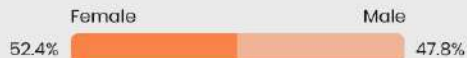
NATIONALITY



TOP AUDIENCE INTERESTS



GENDER



APP USAGE



SMASHI SPORTS



We became the official broadcaster for local leagues in Basketball, Futsal, Volleyball and Handball. Smashi also produces and broadcasts the Emirates Drift Championship and the MINA Cup. Smashi Sports aim to make local sports more accessible, by broadcasting the live matches across the region, supported with on-demand recordings accessible across all social media platforms.



SMASHI SPORTS IN NUMBERS



1M

TOTAL REACH

450K+

TOTAL VIEWS

250+

TOTAL MATCHES STREAMED
ACROSS THE YEAR

2.5K+

TOTAL WATCH TIME



6K

LOCAL AUDIENCE
SUBSCRIBERS



3K+

EMAIL
DATABASE



1K+

PAID
SUBSCRIBERS



SMASHI BUSINESS



A business tech and culture content platform, about the latest from international companies and what's happening in the Arab region.

Highlighting entrepreneurship & tech news in the Middle East, with on-ground regional-host coverage and partnerships that represent the brands across business events.

Engaging interviews, top-line highlights and short-format videos showcasing the region's appetite for business and enterprising growth in Arabic.

6.3M

TOTAL IMPRESSIONS

4.4M

TOTAL REACH



SMASHI BUSINESS SHOW



Smashi production extended to a new show in 2024 with “ Smashi Business Daily”
Which is a captivating daily show that delves into the dynamic world of business within the MENA region.

Hosted by 2 of Smashi business journalists and industry experts, the show provides a comprehensive platform for discussing the latest developments, trends, challenges, and success stories within the MENA region's business landscape. It aims to inform, educate, and inspire viewers with valuable insights, expert analysis, and thought-provoking discussions.



SMASHI BUSINESS DAILY

Smashi Business Daily (Formerly Dubai Works) is where Smashi interviews the business leaders who make a difference in the MENA region.



5 YEARS

250 CEO'S & FOUNDERS

250,000 DOWNLOADS

4.5M 10K 120K

Total
Podcast
Social Reach

Average
Monthly
Listens

Monthly
Podcast
Impressions



SO GET
READY TO
DELIVER
REAL
BUSINESS
IMPACT!

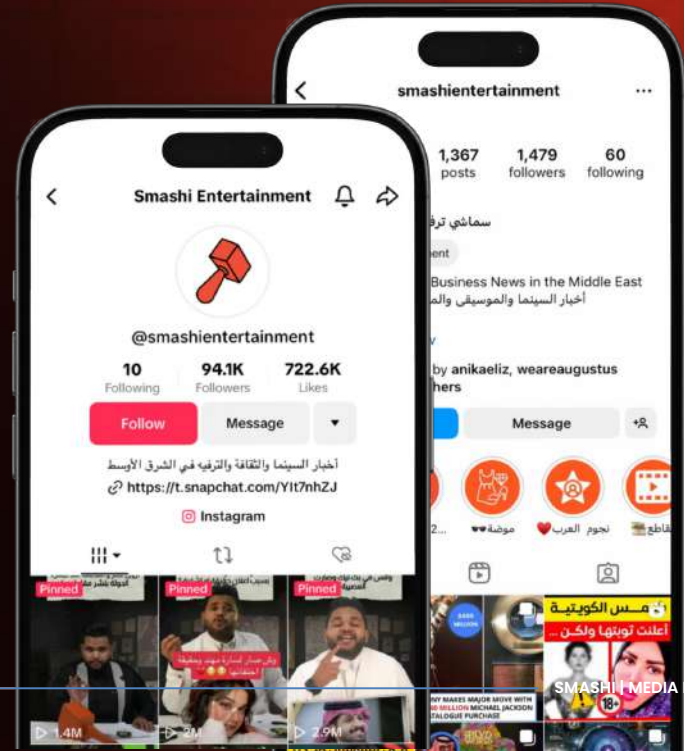


SMASHI ENTERTAINMENT



Smashi Entertainment is a cutting-edge entertainment brand that aims to bring you the latest and most exciting news, trends, and updates from the vibrant world of Middle Eastern entertainment.

Our platform is designed to cater to the diverse tastes and interests of our audiences, providing a one-stop destination for all things related to news, celebrities, music, and more.



SMASHI ENTERTAINMENT



#1 Trending Snapchat Show in the Region

One of the biggest Snapchat show to hit MENA, Who's Crushing Social Media discusses the top trending news from influencers, viral videos, trending hashtags, entertainment, movies, and music in the region in Arabic.

2.26M **1.58B** **334M**

SUBSCRIBERS

UNIQUE TOP
SNAP VIEWS

MINUTES
WATCHED



108K **166M** **7.43M**

SUBSCRIBERS

UNIQUE TOP
SNAP VIEWS

MINUTES
WATCHED



PODCAST OVERVIEW



The streaming and podcast industry continued to thrive in 2023, as evident by impressive macro data.

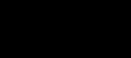
With a surge in popularity, podcasts saw a significant increase in downloads, reaching new heights. Streaming platforms like Anghami and Apple experienced substantial numbers, with respective downloads of **1.5K** and **23K**.

The year, 2023 also witnessed a remarkable **640K** unique views and a staggering total of **8M** views across various podcasts. This growth was further supported by a high returning listener rate of **92.14%**, indicating the sustained appeal and engagement of the medium.

Overall, the macro data reflects the continued expansion and influence of streaming and podcasts as preferred forms of entertainment and information consumption.



SMASHI PARTNERS



MEDIA PARTNERS

FEDERATION

HOW TO WORK WITH US

BRANDING AVENUES



SOCIAL BRANDED CONTENT

Across brand collaborations, we specialize in the content creation and distribution of compelling content tailored to Smashi's set of diverse audiences.



smashcrypto

الاستثمار في العملات المشفرة
الاستثمار في العملات المشفرة

BITCOIN CONTINUES TO BLAST REACHING OVER \$47,000

استثمار ارتفاع سعر عملة البيتكوين ليصل إلى 47,000 دولار

SOCIAL POST



built

هل تتخيل كيف كانت دبي؟

smashbusiness and smashitravel

Have you ever wondered how Dubai was

IG REEL



WE'RE STREAMING ALL DAY FROM @STEPCONFERENCE ON SMASHI @

CLICK THE LINK TO WATCH THE LIVE UPDATES

SMASHI.TV

IG TAKEOVER



KRIS FADE RADIO HOST

SMASHI

SMASHI

SMASHI

SMASHI

VIDEO DISTRIBUTION



SMASHI

SMASHI

EDC EMIRATES DRIFT CHAMPIONSHIP

SMASHI

IG STORIES



SMASHI PODCASTS

Podcast advertising has proven to be highly effective as listeners tend to be very engaged with long-format content.

Episode Advertising Opportunities:

- Branded host read during podcast intro
- Brand advertisement during interval break
- Sponsor Thank you message to end episode
- Logo placement on video format ticker
- Product placement on video episode

Further Amplification:

- Podcast episode on location
 - Podcast episode at an event open for an audience to video
 - Internal office setting or corporate event

 Google Podcasts  Apple Podcasts

 Spotify  Anchor  anghami

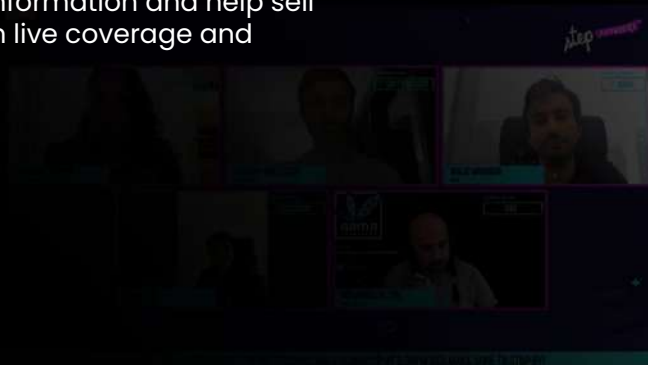


SMASHI EVENTS

Smashi is present across all the key events within the region and works with a number of them as media partners.

To support these events, we tap into our audience through our network, to help hype events and activations.

We use our influence to create buzz, deliver information and help sell tickets pre-event, during and post-event with live coverage and highlight videos.



SMASHI SHOWS

Tap into the smashi audience by natively advertising your brand across a variety of different formats.

Show Sponsorships:

Seamless integration of brands contribute to heightened brand recognition and engagement, fostering a cohesive and compelling visual narrative.

Brand Interviews:

- Tell your brand story from your own perspective through interview segments on a Smashi Show
- Social Distribution of interview clips as well as additional press coverage on channels across the Augustus Umbrella

Mentions and custom segments:

- Host reads & mentions by Smashi host
- Add your tailored brand asset to integrated within the show
- LIVE

Snapchat Ads:

- Run ads across the region's top trending Snapchat shows under the Smashi verticals



CONNECTED TV **ADVERTISING**

Video Advertising:

- Logo Placement
- Branded tickers
- Product Placement

Addressable TV:

Programmatic video advertising directly on live video player on our OTT and CTV apps

Tech Partners:

- Augustus Media partners with Google ad products and Teads OTT products
- Smashi offering is fully cloud based, from production, playout, transcoding and hosting with partners like AWS suite of products and more



SMASHI NEWSLETTERS

The EDMs are designed with you in mind, highlighting your key messaging.

Sponsored Newsletters:

Email Newsletters have become one of the most common formats for getting business news and updates. Want to be in the front of the news?

Here's how!

Bespoke EDMs:

Have your own HTML email, or want us to create a bespoke email, our bespoke emails are dedicated to your brand, sharing your core messages to our audience.



GET IN TOUCH

EMPOWER YOUR BRAND'S VOICE WITH US

HELLO@SMASHI.TV

