




سماشپی  
smashi



**Smashi** is a **live streaming service** from the heart of the Arab world, covering the topics that are changing our lives today.

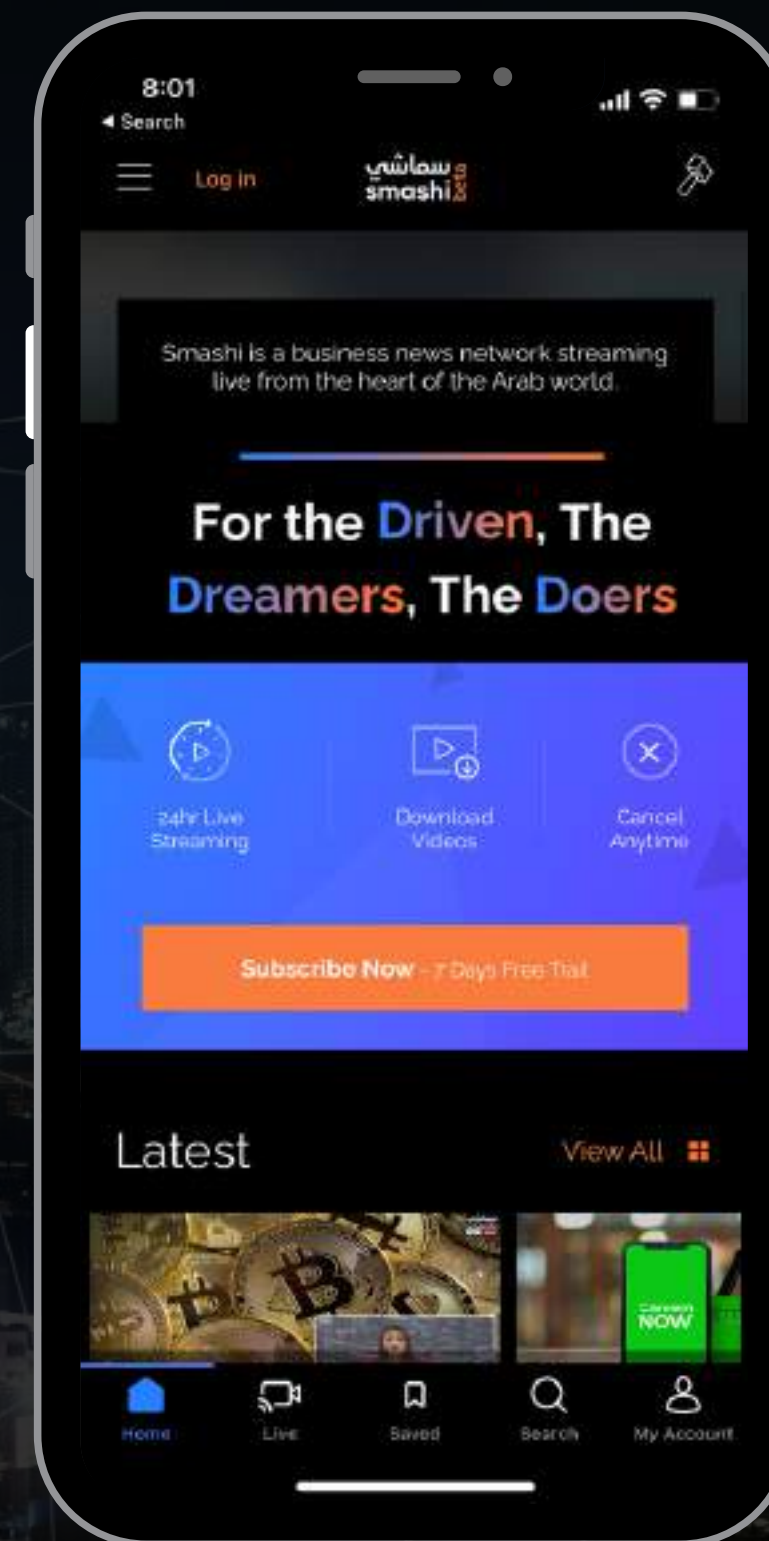
From the most innovative products,  
services & technologies.

To the latest regional & international  
news impacting the MENA region.

# BUSINESS TECHNOLOGY CULTURE



# WE ARE OUR AUDIENCE



**DRIVEN**

Ambitious, motivated,  
persistent, want to succeed.

**DREAMERS**

Visionaries, never give up,  
learn from failure.

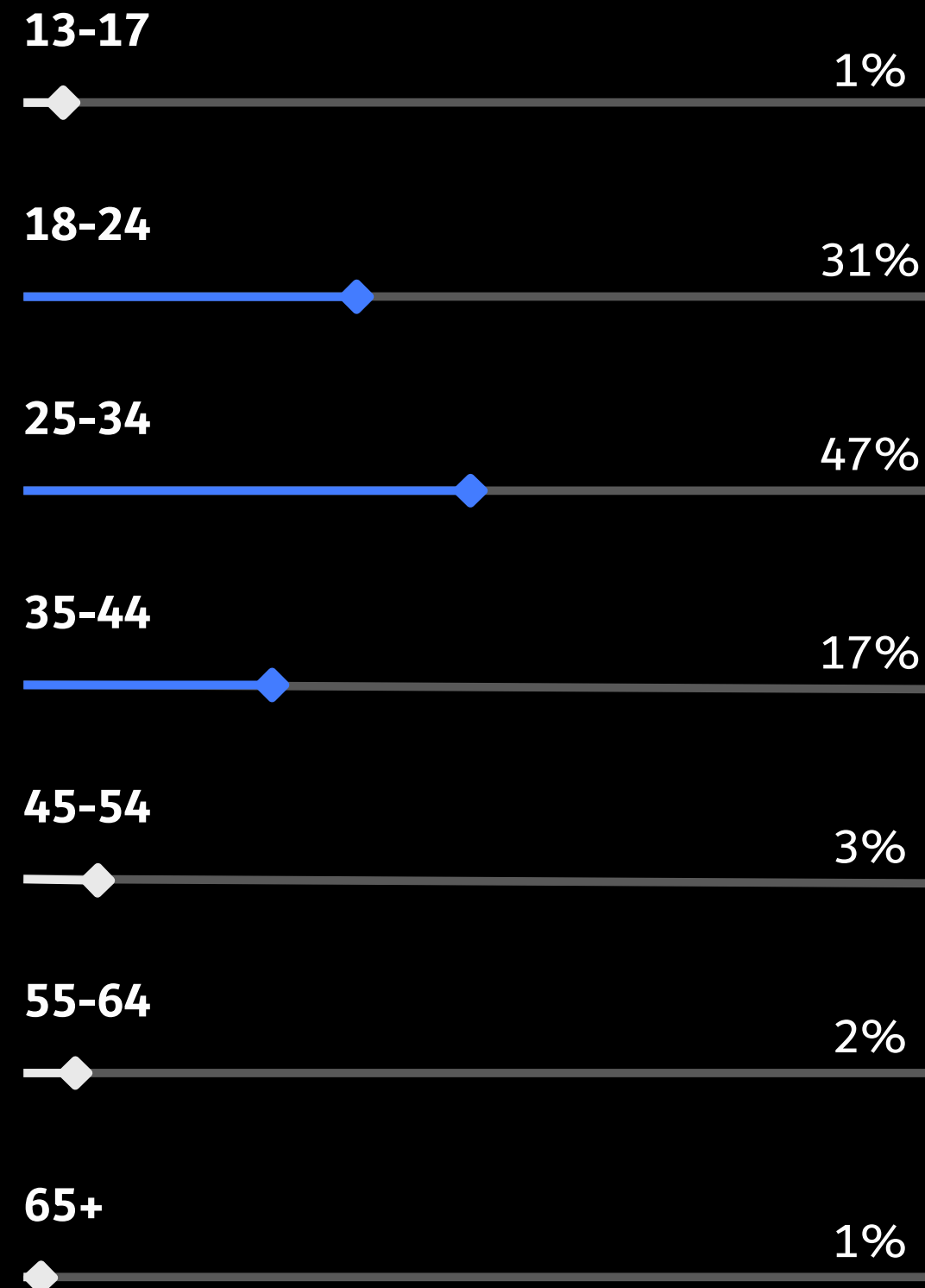
**DOERS**

Action, risk takers, decisive  
and energetic.

# AUDIENCE

An affluent audience with a key interest in business and news

## AGE

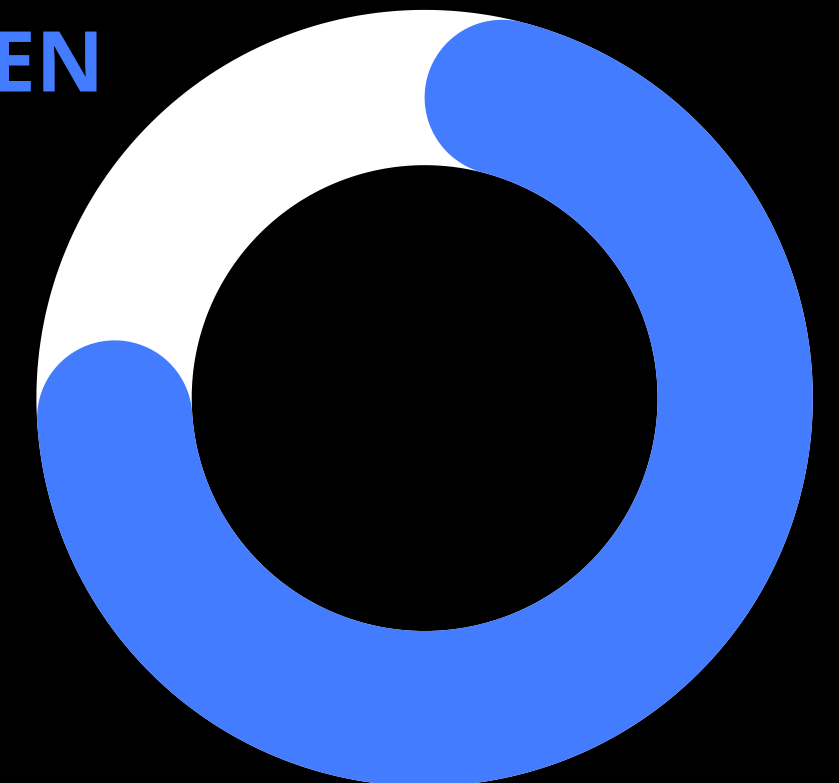


## GEOGRAPHY

- 1 SAUDI ARABIA
- 2 UNITED ARAB EMIRATES
- 3 EGYPT
- 4 KUWAIT
- 5 IRAQ / OMAN

## DEMOGRAPHIC

WOMEN



MEN

# COVERING THE TOPICS THAT MATTER

سماشي  
smashi  
SHOWS



INDIVIDUAL  
SOCIAL  
CHANNELS  
TO SPECIALISE THE  
CONTENT RELEVANCE

سماشي  
smashi

**VERTICALS**



# 14m

VIDEO VIEWS

# 240

MONTHLY  
WATCH HOURS

# 1,300

HOURS AVAILABLE  
TO WATCH

# 1.8k

VIDEOS ON  
DEMAND



# ALL VERTICALS: SOCIAL

AVERAGE MONTHLY STATS 2022



2.1m

MINUTES VIEWED



11.5k

INTERACTIONS



454k

LIKES

7.3m

VIDEO VIEWS

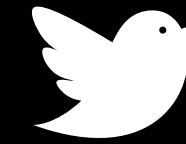
202k

VIDEO VIEWS\*  
EXCLUDING REEL VIEWS

734k

VIDEO VIEWS

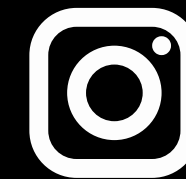
# SMASHI SOCIAL FOLLOWING



**980k+**  
Followers on Twitter



**54k+**  
Followers on Facebook



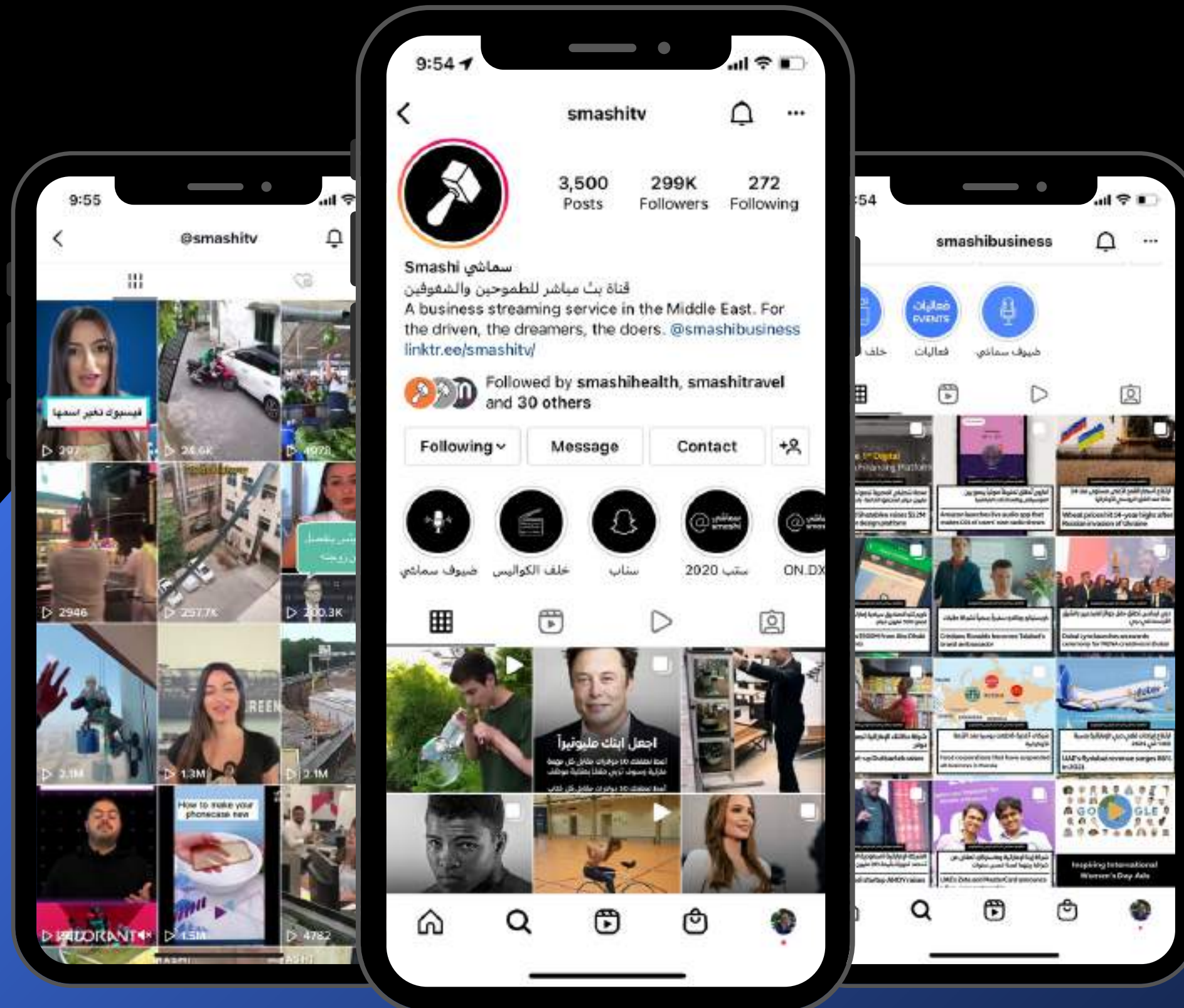
**304k+**  
Followers on Instagram



**47.7k+**  
Followers on TikTok



**2.6k+**  
Followers on YouTube



# ACCESS THOUSANDS OF VIDEOS ANYTIME ANYWHERE

 24hr Live Streaming

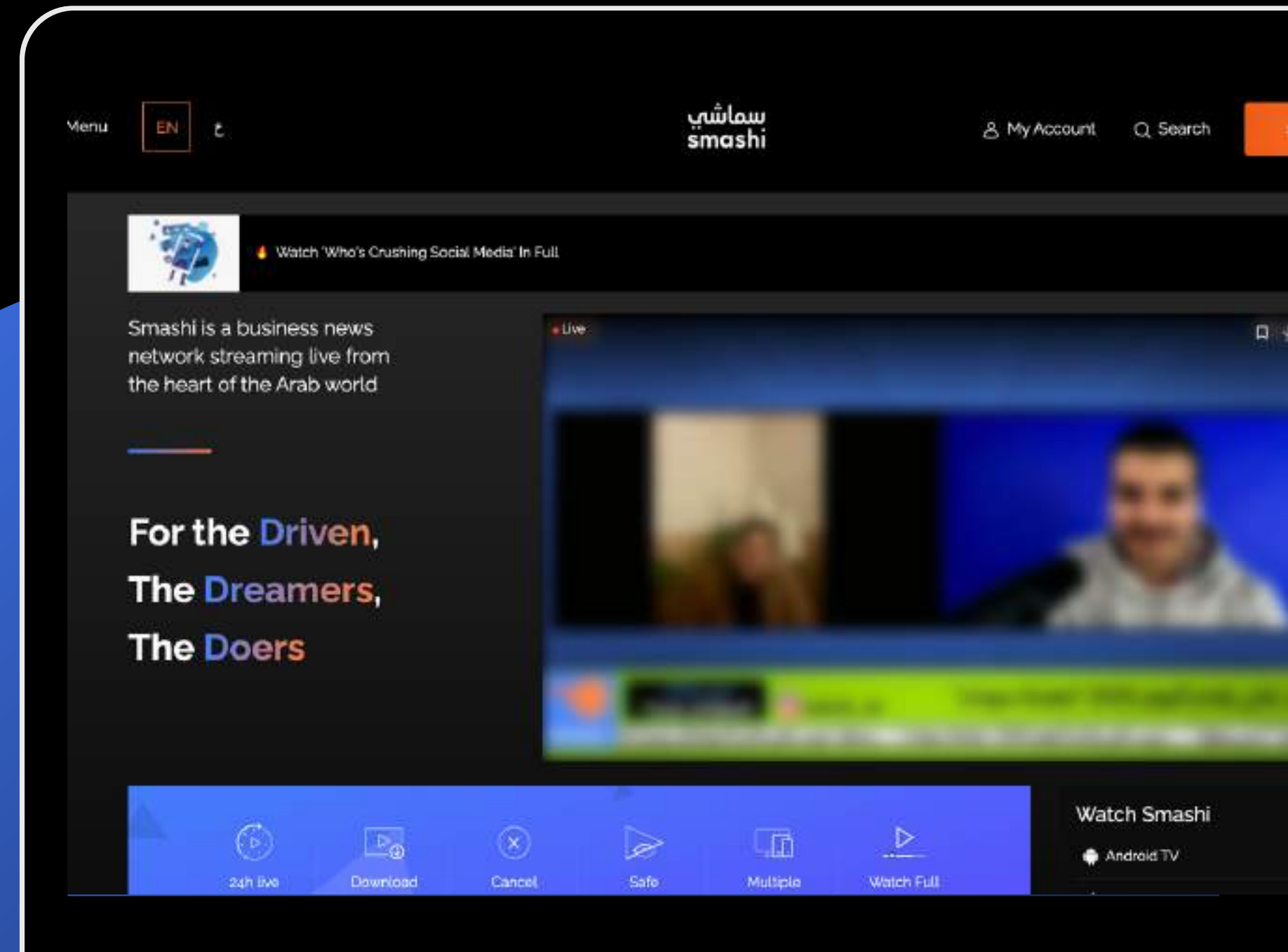
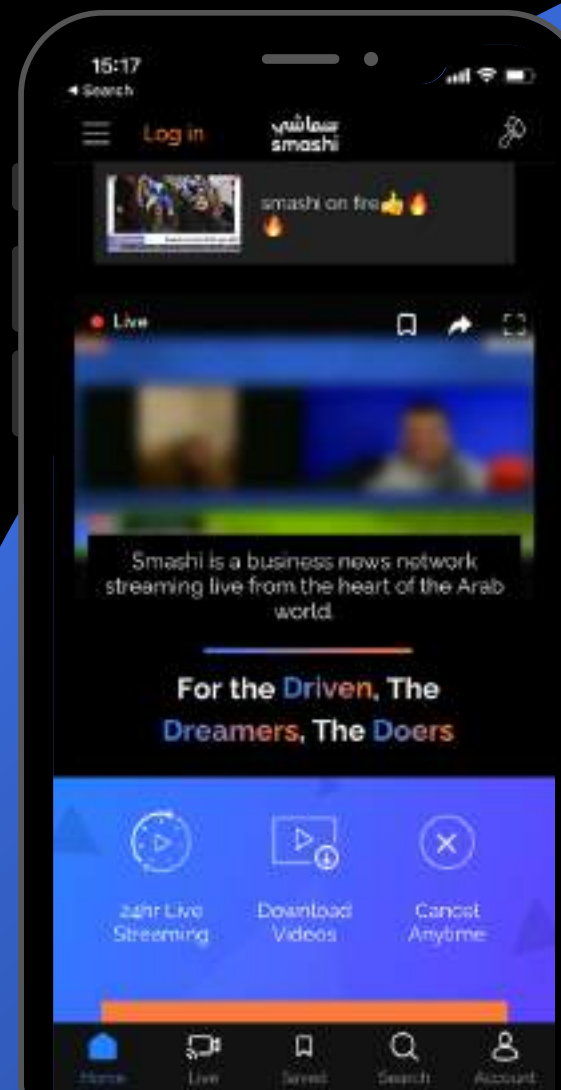
 Download Videos

 Cancel Anytime

 Safe Content

 Multiple Devices

 Watch Full Shows



# SMASHI DEVICES

**MOBILE + TV APPS**

**COMING SOON**



**androidtv**



**SONY**

**Panasonic**

**VIZIO**

**TCL**

**SHARP**

**VIDAA**

**SAMSUNG**

**Fouxum**



# SMASHI PARTNERS

Find Smashi on:



NABD app



Weyyak.com



Smiles UAE



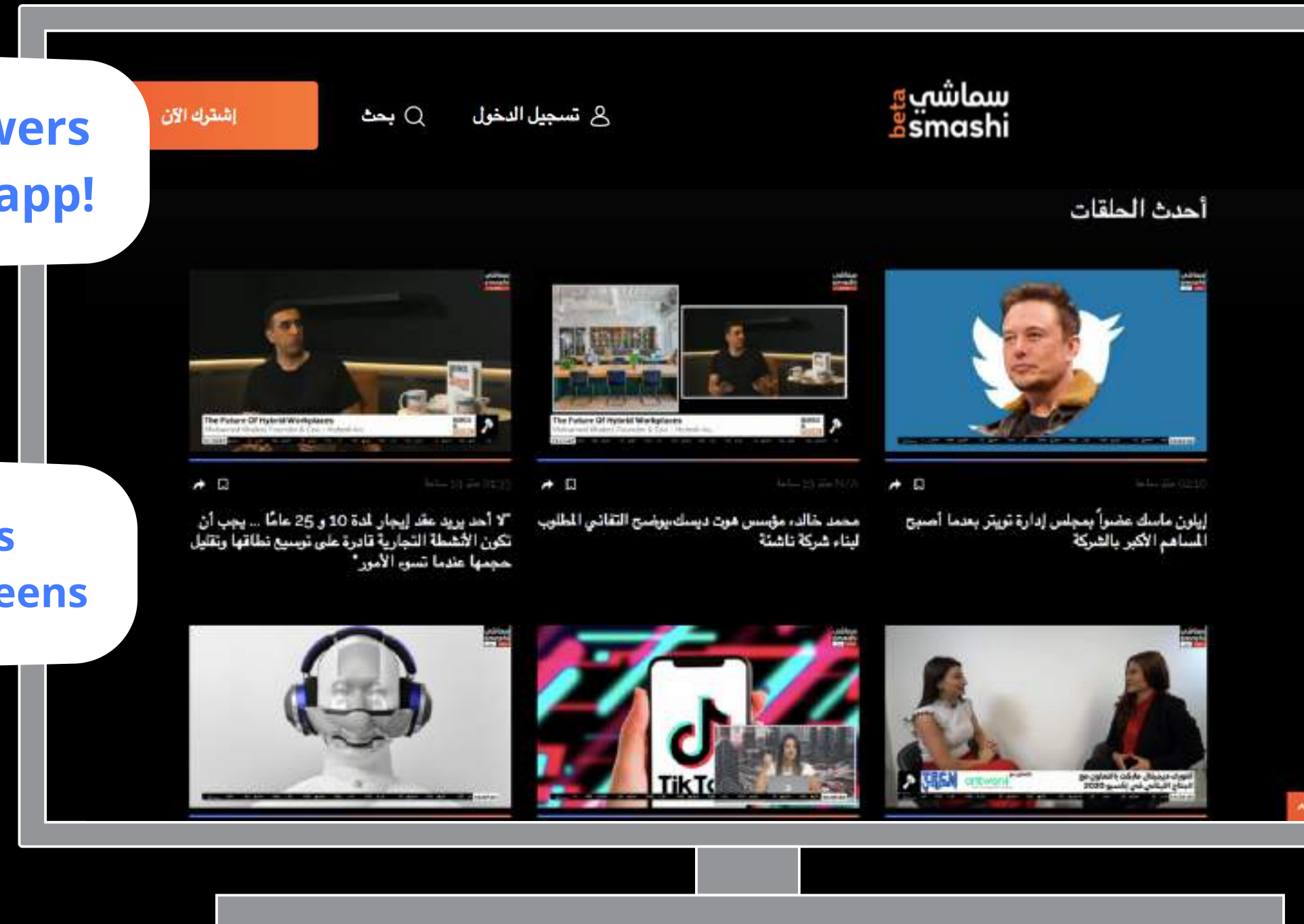
Like Card



Simul Tv

176,427 followers  
on the NABD app!

6,285 Video Views  
11,525 Pages/Screens



# SMASHI SHOWS

# SMASHI SHOWS



# TECH BIL ARABI

A daily business tech and culture news show, about the latest from international companies and what's happening in the Arab region

**Topic:** Technology

**Platform:** Snapchat

**Language:** Arabic





# DUBAI WORKS

**DUBAI WORKS** is where Smashi interviews the business leaders who make a difference in the MENA region.

From founders to CEO's, we talk in depth about their industry, their business models and get to know what has made them successful.



# SMASHI CRYPTO

Crypto enthusiasts are part of a developing ecosystem, one full of digital currencies and blockchain technology as this industry develops, Smashi Crypto covers the inside scoop for the Arab world, with interviews from top experts in the industry to explain what's really going on.



# WHO'S CRUSHING SOCIAL MEDIA

with Abdulmohsin Lafi

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.

**Topic:** Entertainment

**Platform:** Snapchat + YouTube

**Language:** Arabic

**780k**

Daily unique views

**+4b**

Unique topsnap views

**2.5m**

Subscribers



# SMASHI GAMING

Smashi Gaming is the exciting weekly show that brings you the latest gaming updates and news.

**Topic:** Gaming

**Platform:** Snapchat + YouTube

**Language:** Arabic



# WHO'S CRUSHING KOORA

A weekly show that gives you the latest news and trending stories from the world of football.

**Topic:** Football

**Platform:** Snapchat + YouTube

**Language:** Arabic

# SMASHI SPORTS

COMING SOON

Smashi Sports aim to make local sports more accessible, by broadcasting the live matches of Volleyball, Handball and Futsal across the region, supported with on-demand recordings.

Hours of match play from 1,000s of matches from the 2022 / 2023 season coming soon to the Smashi audience.



اتحاد الإمارات العربية المتحدة للكرة الطائرة  
UNITED ARAB EMIRATES VOLLEYBALL ASSOCIATION



اتحاد الإمارات العربية المتحدة لكرة اليد  
UAE Handball Federation



اللجنة التنفيذية لكرة قدم الصالات  
FUTSAL ExCo

**ORIGINALS**

# UNSPOKEN

## COMING SOON

Unspoken is a show that has no boundaries.

Hosted by Sabine Sassine & Fouad Haidar, they will break down the taboos that are hitting the waves. Chatting with guests to shed light on the topics of the moment.

**Genre:** Interview

**Format:** Video, Podcast, Snapchat

**Language:** Arabic



# BUSINESS IS PERSONAL

Providing a blueprint to discovering and creating meaning at work.

**Genre:** Docu-Web series

**Format:** Video Limited Series

**Language:** English

**Series:** Season 2

**Status:** Active

**BUSINESS  
IS  
PERSONAL**



# CONVERSATIONS WITH LOULOU

Conversations with Loulou is a video podcast in collaboration with the entrepreneur and angel investor Loulou Khazen, in which she interviews the entrepreneurs & startup gurus from the region

**Genre:** Interview

**Format:** Video Podcast

**Language:** English

**Series:** Currently in Season 3

**Status:** Active

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## CONVERSATIONS WITH *Loulou*



# BREADY

## COMING SOON

A podcast about Motivation, Wisdom, and Guidance.

BReady..for life, love, success  
BReady.. For failure and regrets  
BReady..for growth, change, and for truths.  
It's time to BReady..

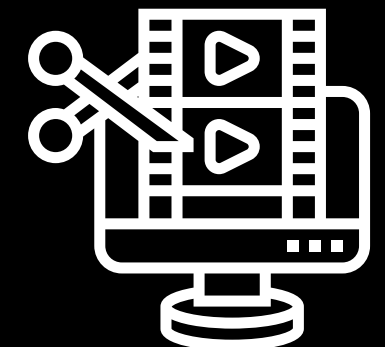
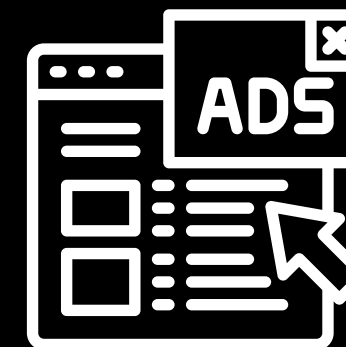
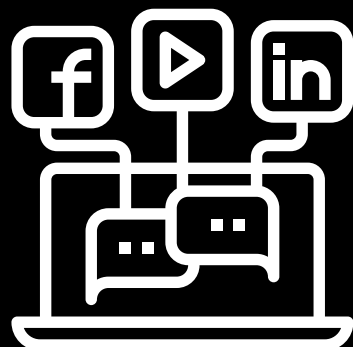
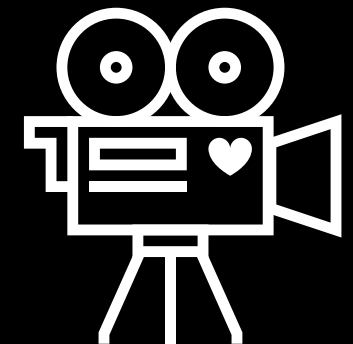
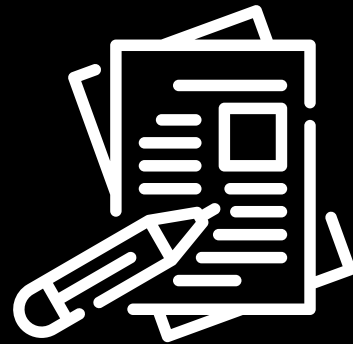
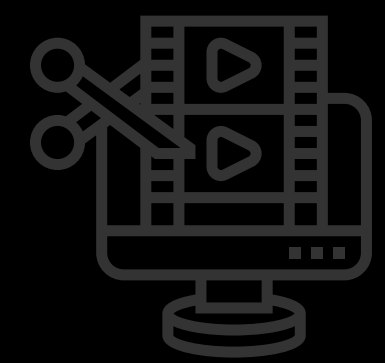
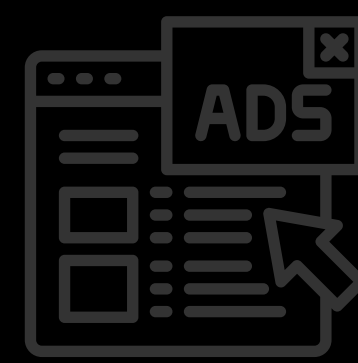
**Genre:** Inspirational, Motivational Interview

**Format:** Video +Podcast

**Language:** Arabic



WORKING WITH  
**سماشي**  
**smashi**



# OUR PARTNERS



# GET INVOLVED

## Sponsorship

- Logo Placement
- Branded tickers
- Product Placement

## Custom Shows

Create bespoke shows based on key messaging, business objectives and formats. Includes a roadblock with sponsorship, guests, topics, produce placement and more.

## Mentions & Custom Segments

- Host reads & mention by Smashi host
- Add your trailer or brand asset to be shared within the show.





29:13 2 months ago

Smashi@ VidCon Abu Dhabi 2021 | 3.12.2021



10:56 3 months ago

Lewis Howes Reveals His Success Secrets at SEF 2021



01:01:32 3 months ago

Sharjah Entrepreneurship Festival 2021



18:29 3 months ago

Middle East Enterprise AI & Analytics Summit 2021



21:54 4 months ago

High Score Con 2021



24:57 5 months ago

Arab Social Media Forum Coverage



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.

Smashi media kit 2022

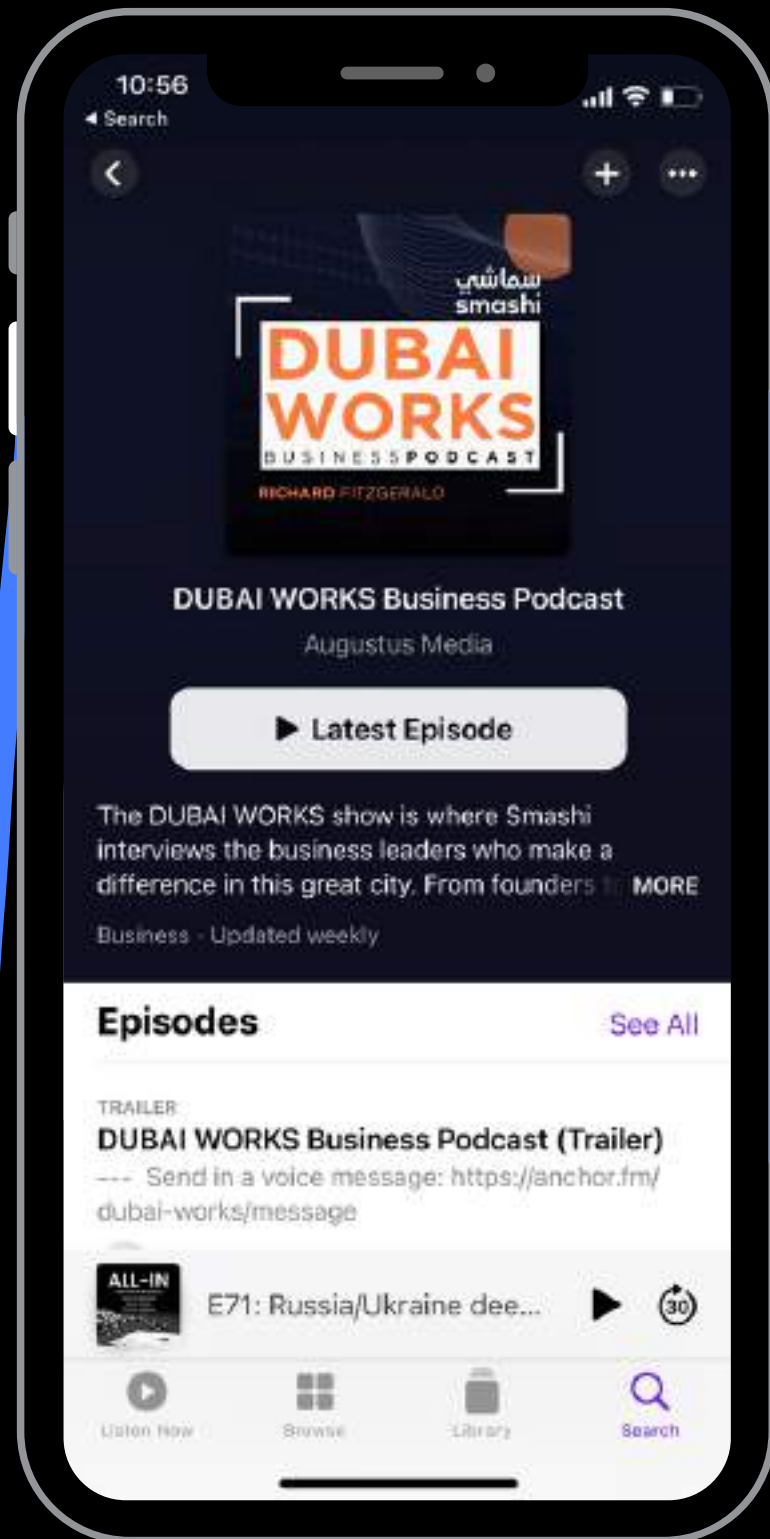
# PODCASTS

## Custom Podcasts

Create a dedicated podcast about your brand, using the Lovin hosts and platform to reach the right audience.

## Mentions & Custom Segments

Within each episode, utilise the native formats through host mentions and custom segments.



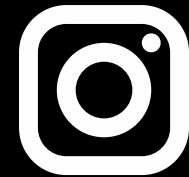
# SOCIAL MEDIA



## FACEBOOK

Harnessing the power of the social algorithm to achieve maximum impact & reach

- Social Distribution
- Feed Posts
- Facebook Lives



## INSTAGRAM

Our in demand platform that's continuing to grow from strength to strength.

- Social Distribution
- Feed Posts
- Stories & Highlights
- Takeovers



## TWITTER

Have direct conversations with our audience, building a dialogue and debate.

- Moments
- Tweet Packages



## YOUTUBE

From single videos to series, this is still one of the most powerful video platforms.

- Distribution
- Series Content



## TIKTOK

Taking the world by storm, jump on the trends with native videos.

- Distribution
- Feed Videos

# CONNECTED TV ADVERTISING

## Video advertising

- Pre-roll on live shows
- Pre and mid-roll on on-demand shows
- Pre-roll video ads on on-demand video clips

## 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



# NEWSLETTERS

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

## Sponsored EDMs

The EDM is distributed daily sharing the latest news & trending stories. 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.



سماشى  
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**GET IN TOUCH**

contact us at  
[hello@smashitv.com](mailto:hello@smashitv.com)