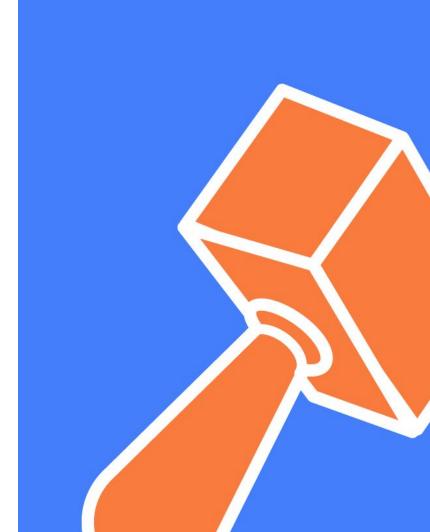


MEDIA KIT 2025

INSPIRING THE DRIVEN, THE DREAMERS
AND THE DOERS ACROSS THE MENA REGION



WHO WE ARE

Smashi is a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. We focus on spotlighting innovation, entrepreneurship, technology & sports, offering content that resonates with a driven, ambitious, and forward-thinking audience.

As the go-to platform for the youth of the MENA region, Smashi connects with audiences who are passionate about growth, creativity, and progress. Whether it's through our 13 channels, entertaining original shows, or engaging storytelling formats, we're owning the space for young minds who aspire to lead and inspire in their fields.



EMPOWERING THE AMBITIOUS

THE VOICE OF THE ARAB WORLD'S NEXT GENERATION























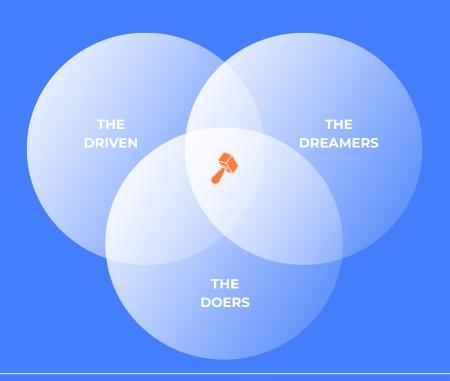






IDEAL SPOT:

WHERE AMBITION MEETS OPPORTUNITY



ENGAGING WITH OUR AUDIENCE THROUGH MULTIPLE TOUCHPOINTS

1 STREAMING SERVICE

13 VERTICALS

5+ HIT PODCASTS & VERTICAL SHOWS

14+ TV & MOBILE APP PLATFORMS

40+ DIGITAL PLATFORMS

REVOLUTIONISING HOW GEN-Z AND MILLENIALS CONNECT WITH BUSINESS, SPORTS AND ENTERTAINMENT

Smashi amplifies diverse voices and drives innovative content creation across its verticals







SMASHI IN NUMBERS

49M

71M
IMPRESSIONS

30K
APP DOWNLOADS

39M VIDEO VIEWS

700K



MEDIA KIT 202

DRIVING REACH, ENGAGEMENT AND REGIONAL IMPACT

8.6M UNIQUE VIEWERS

Who's Crushing Social Media



6.2M

VIEWS

Vertical Video Content



10x

ENGAGEMENT

Live Coverage at Globe Soccer Awards

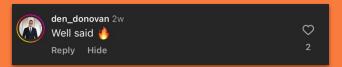




CONNECTING WITH THE REGION'S FUTURE DECISION-MAKERS AND VISIONARIES

Hey smashi business! I came across your videos and wanted to say they're super informative and really engaging! Your content definitely stands out. I





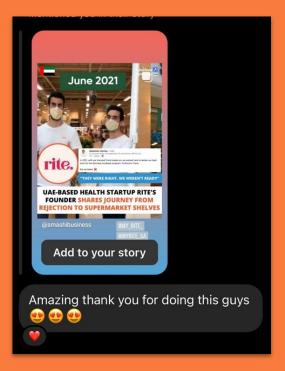


 Inspiring
 2y ago

 Dubai_Gerry

Lovin' your podcasts Richard. Just listened to you engaging with Laura manning as I walked Jumeira Beach this morning. Inspiring content for those of us running our own small businesses - especially in Dubai.





SMASHI PRODUCTS & SERVICES

P

- SOCIAL PROFILES
- STREAMING SERVICE
- PODCASTS
- SHOWS
- NEWSLETTERS



PLATFORM BREAKDOWN



40K **EMAIL SUBSCRIBERS LINKEDIN FOLLOWERS**

25K

367K **IG FOLLOWERS**

1.76B **TOP SNAP VIEWS**

213M **TIKTOK FOLLOWERS** 138K **ANNUAL LISTENS** 923K **X FOLLOWERS**

MEDIA KIT 2025

S

WHO WATCHES SMASHI?

AUDIENCE PROFILE

21-34 | Primary Age Group **72.8%** | Male **27.2%** | Female

Driven Entrepreneurs

Active Investors

Corporate Decision Makers

Tech enthusiasts

Sports enthusiasts

Knowledge Builders

Aspiring Achievers

Multicultural

Long Game Thinkers







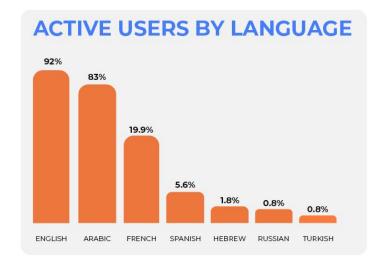






WHO WATCHES SMASHI?







APP USAGE

30,000 USERS 519,000 VIEWS

ACTIVE USERS BY COUNTRY

6.8k - UAE

2K - ALEGERIA





2.6K - SAUDI ARABIA

3.3K - IRAQ



1K - UNITED STATES

1.9K- MOROCCO

SMASHI BUSINESS



المعاشي smashi

Giants

A business, tech, and culture content platform that covers the latest from the leading global companies as well as the impact on Arab region, catering to the evolving interests of the next generation eager to learn about business.

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

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

19M

TOTAL IMPRESSIONS

6.9M

TOTAL REACH



SMASHI BUSINESS SHOW

Engaging Interviews:

Conversations with the Region's Changemakers

The Smashi Business show, running for 5 years, transitioned in January 2024 from a weekly to a daily format, offering in-depth coverage of the MENA business landscape. Hosted by Smashi journalists, it explores trends, challenges, and success stories, delivering insights and expert analysis to inform and inspire viewers.

6.5M

TOTAL PODCAST REACH 146K

PODCAST LISTENS 81%

RETURNING USERS







EMPOWERING BUSINESS, SPARKING INNOVATION AND DRIVING GROWTH

300%

GROWTH ACROSS SOCIALS

50+

INTERVIEWS WITH BUSINESS VISIONARIES

750%

GROWTH IN NEWSLETTER SUBSCRIBERS







SMASHI SPORTS



Regional Sports Coverage:

Official Broadcaster for Local Leagues

Smashi Sports broadcasts live matches from top local leagues in basketball, futsal, volleyball, and handball, along with the Emirates Drift Championship and the MINA Cup. With on-demand recordings available across all social media platforms, Smashi makes regional sports more accessible to fans throughout the region.

2.5M+
REACH

650K+

VIEWS

5.5K+

TOTAL HOURS WATCHED

600+

MATCHES STREAMED







SMASHI SPORTS SHOW



Smashi Sports delivers real-time coverage of major regional sporting events, featuring live updates, expert commentary, and exclusive behind-the-scenes moments. Comprising of an **audience that is 60% Emirati**, it's the ultimate platform for staying connected to the energy and excitement of the local sports world.

27K+
PODCAST REACH

2K+

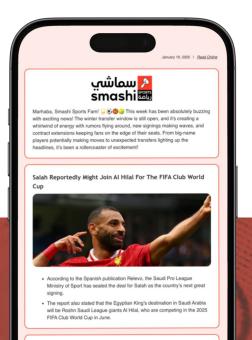
TOTAL PAID SUBSCRIBERS

30K+

TOTAL EMAIL DATABASE







WHO'S CRUSHING KOORA

Who's Crushing Koora is a weekly Snapchat show that gives you the latest news and trending stories from football in the Mena Region.



121K

SUBSCRIBERS

166M

VIEWS

TOP SNAP

8M

MINUTES WATCHED







SMASHI ENTERTAINMENT



One of the biggest Snapchat shows 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.

2.51M

SUBSCRIBERS

1.6B

TOP SNAP VIEWS 354M

MINUTES WATCHED









HOW TO WORK WITH US



P

SOCIAL | VERTICAL | EVENTS

Branded Content

Showcase your services through customized, impactful social posts that engage professionals and strengthens your brand's authority and reach.



Vertical Video Content

Vertical video has become the most popular format of consumption. Tap into this highlighting your brand through dynamic, tailored short-form videos, designed to engage.



Live Coverage At Events

Capture attention through real-time, immersive coverage that amplifies your brand messaging and showcases your event experience to a wider audience



PODCASTS & SHOWS OVERVIEW

Showcase your brand to a highly engaged, business-savvy audience through Smashi shows. Whether it's video or audio Smashi offers dynamic formats such as show sponsorships, logo placements, branded segments, host-reads and traditional show interval Ad formats to amplify your message.

Audio advertising, one of the fastest-growing and most effective forms of marketing as it is one of the few formats that the audience's attention is captured for long periods of time. Connects your brand with decision-makers, innovators, and entrepreneurs across the MENA region through Smashi Podcasts.

Highlight your journey, solutions, and impact to build trust, drive awareness, and position your brand as an industry leader.













Toufic Kreidieh

CEO of the Brands for Less Group



Shows & Podcasts

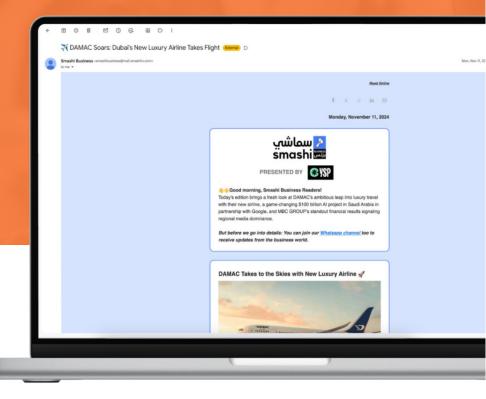
Show interviews and podcast advertising has proven to be highly effective as listeners tend to be very engaged with long-format content

NEWSLETTER ADVERTISING



Reach a highly engaged, business-focused audience across the MENA region by sponsoring Smashi's business newsletters. Designed for professionals, entrepreneurs, and decision-makers, our newsletters deliver curated content on business, technology, and innovation directly to inhoves

By advertising with Smashi, you natively position your brand alongside trusted, credible insights that drive action. Whether launching a product, promoting a service, or building awareness, our platform ensures your message connects with the right audience at the right time.



CTV ADVERTISING

The Smashi app is available across all major Smart TV Devices.

Dive into the the growing opportunities of CTV advertising with Smashi.

In-Stream ads:

- Pre- Roll
- Mid Roll
- Post Roll

Overlay Ads:

- Logo Placements
- Branded Tickers

Programmatic:

• Automated Ad buying directory on live video player.

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





ONE PLATFORM, ENDLESS REACH

SMASHI PARTNERS

MEDIA PARTNERS

























































FEDERATION









LEAGUES



































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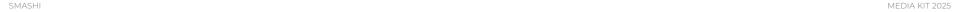












EXPLORE SMASHI: OUR VERTICALS













SPORTS

BUSINESS

FNTFRTAIN

CRYPTO

GRFFN

GAMING













STYLE

HOME

WELLNESS

FOOD

DRIVES

TRAVEL

MEDIA KIT 2025

READY TO INSPIRE? PARTNER WITH SMASHI TODAY

HELLO@SMASHI.TV

