



MEDIA KIT 2025

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



WHO WE ARE



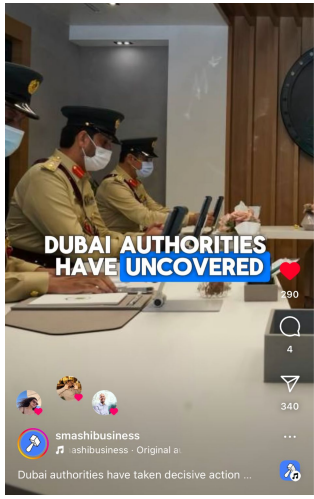
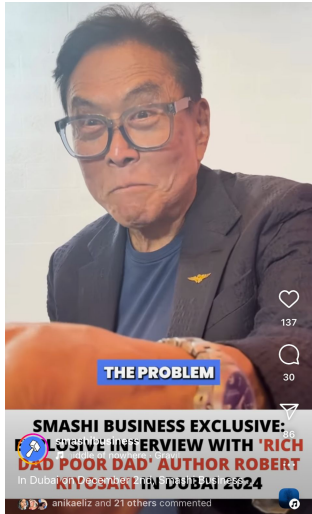
Smashi is a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. We focus on spotlighting innovation, entrepreneurship, technology & sports, offering content that resonates with a driven, ambitious, and forward-thinking audience.

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.



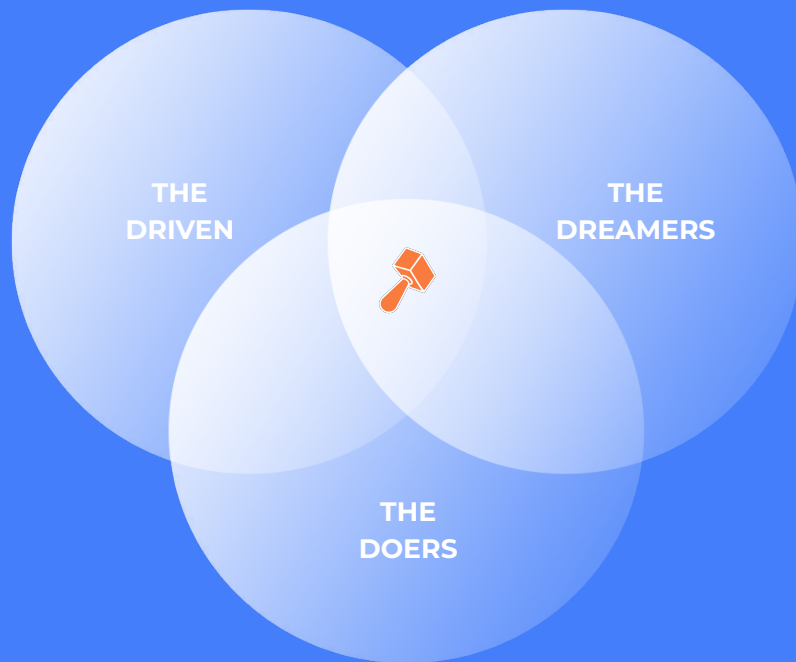
EMPOWERING THE AMBITIOUS

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 MILLENNIALS CONNECT WITH BUSINESS, SPORTS AND ENTERTAINMENT

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



SMASHI IN NUMBERS

49M

REACH

71M

IMPRESSIONS

30K

APP DOWNLOADS

39M

VIDEO VIEWS

700K

FOLLOWERS



DRIVING REACH, ENGAGEMENT AND REGIONAL IMPACT

8.6M

UNIQUE VIEWERS

Who's Crushing
Social Media



6.2M

VIEWS

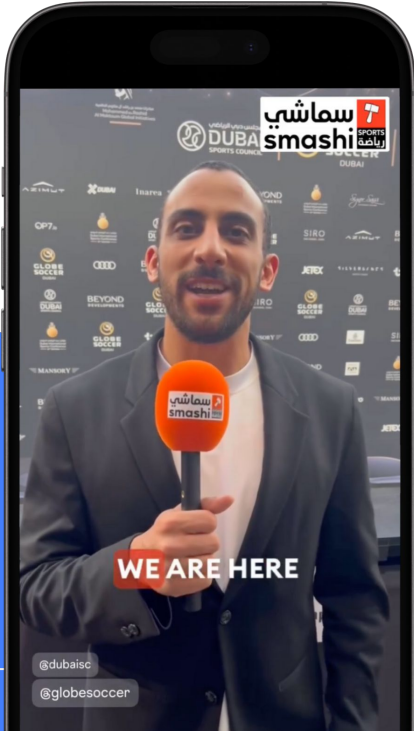
Vertical Video
Content



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



kennykianco 5w

So much wisdom 🙌🙌

Reply Hide



den_donovan 2w

Well said 🔥

Reply Hide



2



harri3tch91 5w · ❤️ by author



Reply Hide



1

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.

A Good listen!



3y ago

chai2491

Very interesting to here about how business minded people build their brand in a city like dubai.
Got some great insights! 👍



Amazing thank you for doing this guys



SMASHI PRODUCTS & SERVICES



SOCIAL PROFILES

STREAMING SERVICE

PODCASTS

SHOWS

NEWSLETTERS



PLATFORM BREAKDOWN



40K

EMAIL SUBSCRIBERS

20K

LINKEDIN FOLLOWERS

367K

IG FOLLOWERS

1.76B

TOP SNAP VIEWS

213M

TIKTOK FOLLOWERS

138K

ANNUAL LISTENS

923K

X FOLLOWERS

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

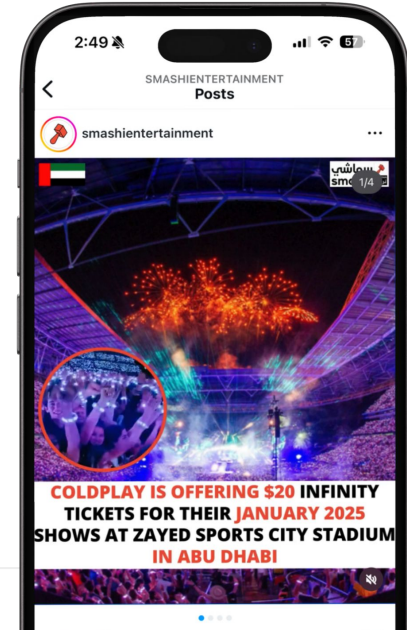
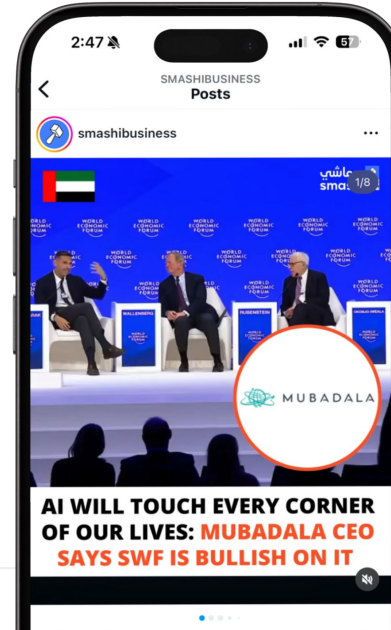
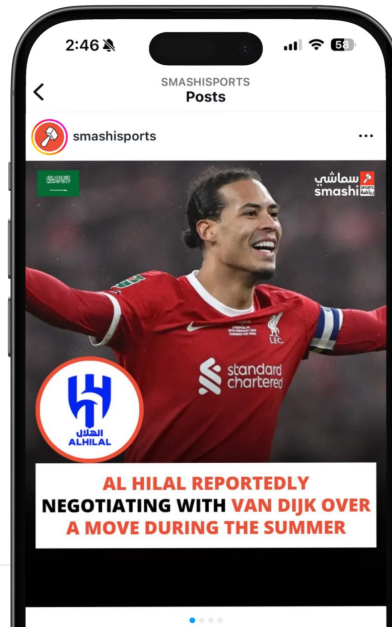
Sports enthusiasts

Knowledge Builders

Aspiring Achievers

Multicultural

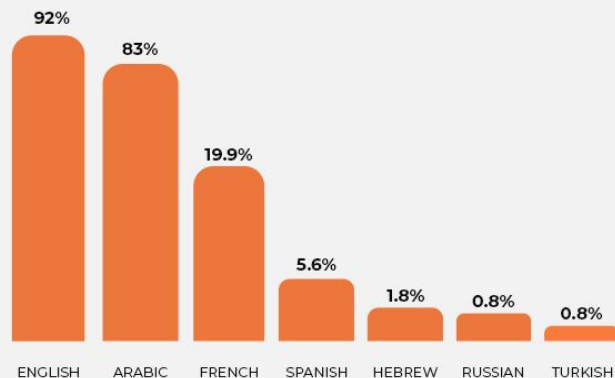
Long Game Thinkers



WHO WATCHES SMASHI?



ACTIVE USERS BY LANGUAGE



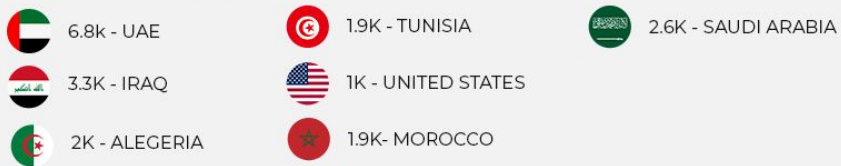
TOP AUDIENCE INTERESTS



APP USAGE

30,000 USERS
519,000 VIEWS

ACTIVE USERS BY COUNTRY



SMASHI BUSINESS



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



STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

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



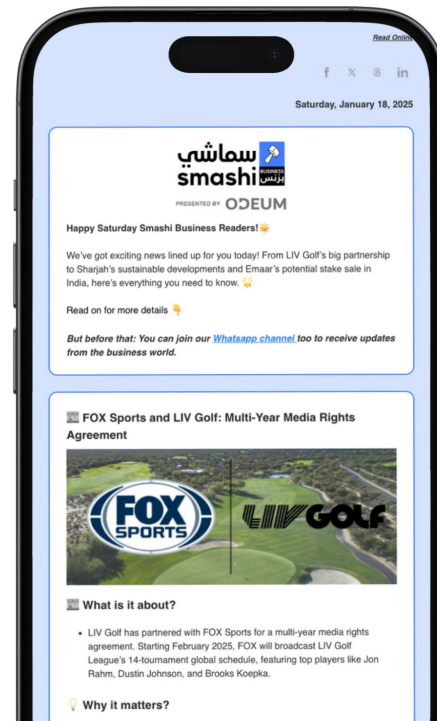
50+

INTERVIEWS WITH BUSINESS
VISIONARIES



750%

GROWTH IN NEWSLETTER
SUBSCRIBERS



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



STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

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+

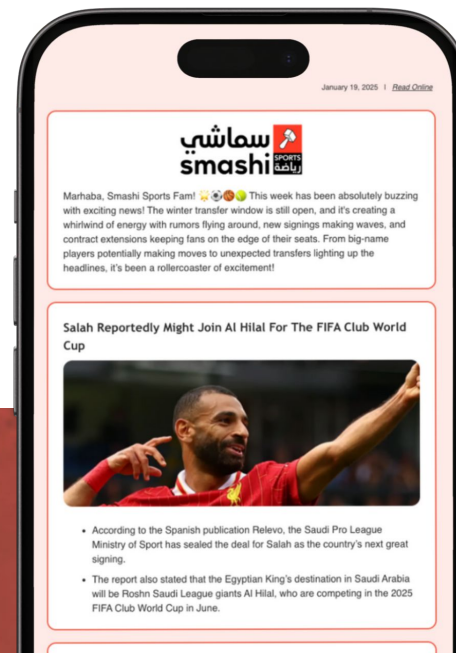
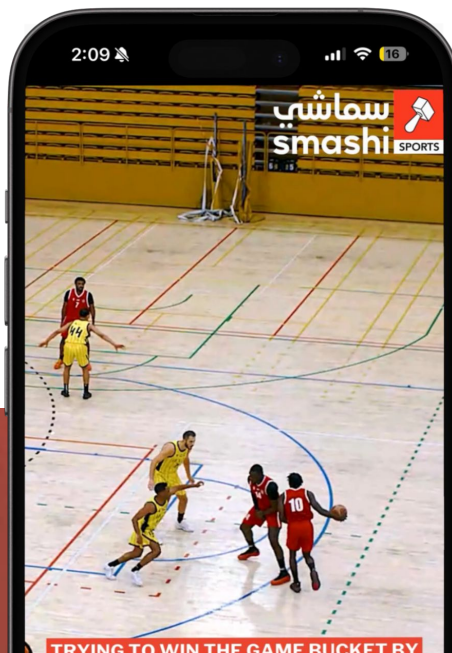
PODCAST REACH

2K+

TOTAL PAID SUBSCRIBERS

30K+

TOTAL EMAIL DATABASE



STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

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

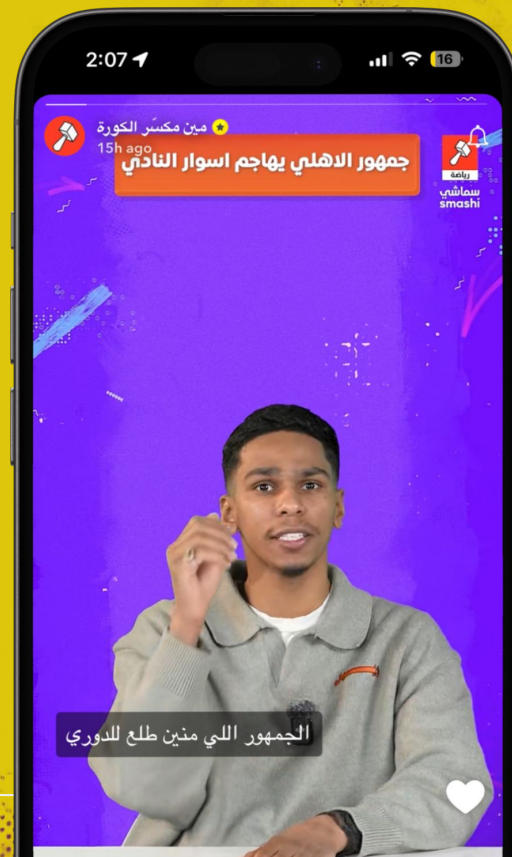
SUBSCRIBERS

166M

TOP SNAP
VIEWS

8M

MINUTES
WATCHED



SMASHI ENTERTAINMENT

Trending Snapchat Content: 
WCSM #1 Snapchat Show in the Region

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

مبين مكسر
السوشيال ميديا؟



BRANDING AVENUES



HOW TO WORK WITH US

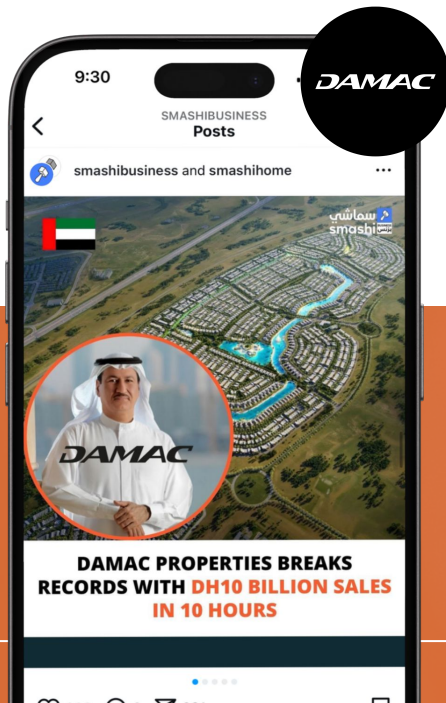


SOCIAL | VERTICAL | EVENTS



Branded Content

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



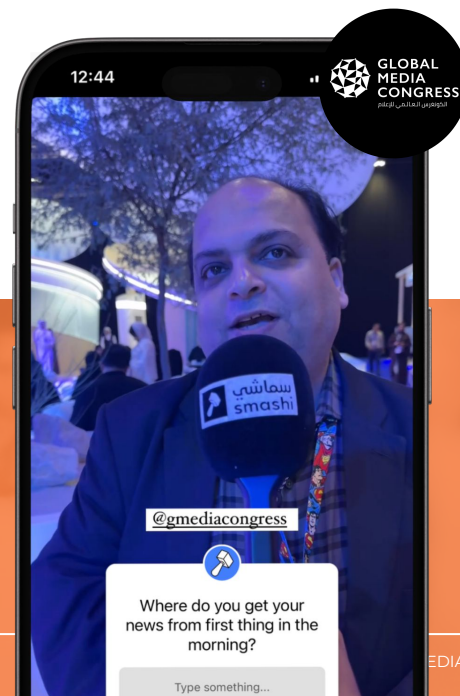
Vertical Video Content

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.



Google Podcasts



Apple Podcasts



Spotify



Anchor



anghami



Brands For Less

Toufic Kreidieh

CEO of the Brands for Less Group



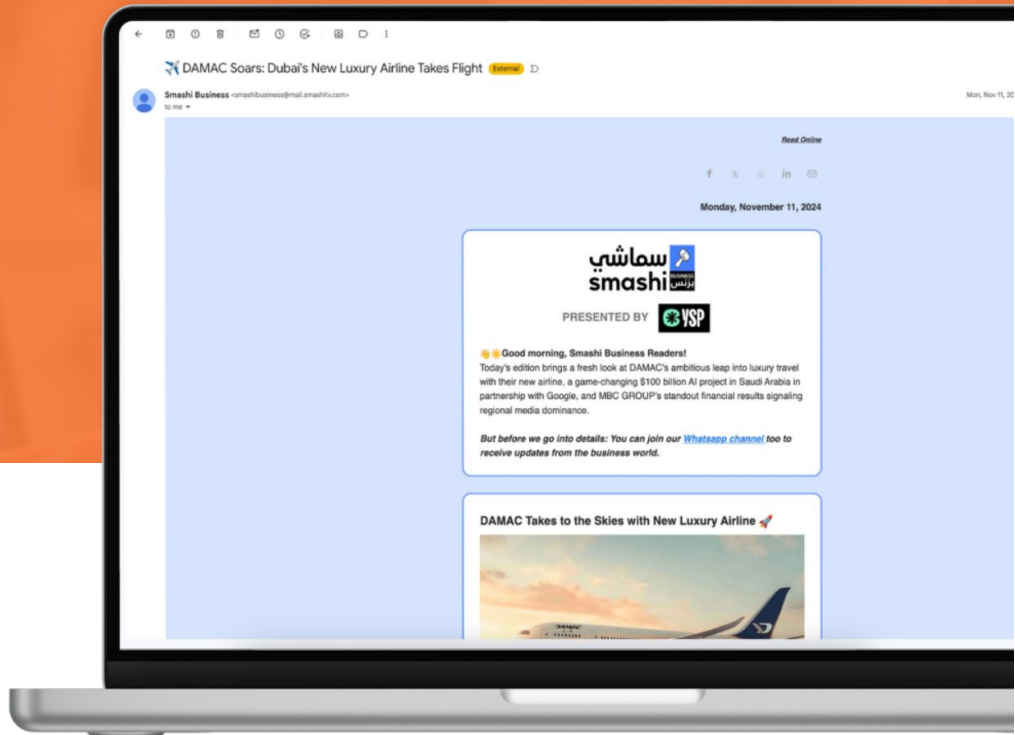
Shows & Podcasts

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 inboxes.

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 andTeads 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



EXPLORE SMASHI: OUR VERTICALS



SPORTS



BUSINESS



ENTERTAIN



CRYPTO



GREEN



GAMING



STYLE



HOME



WELLNESS



FOOD



DRIVES



TRAVEL

READY TO INSPIRE? PARTNER WITH SMASHI TODAY

HELLO@SMASHI.TV

