

# 2026



**AUGUSTUS**  
media

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# MEDIA KIT

EST 2015

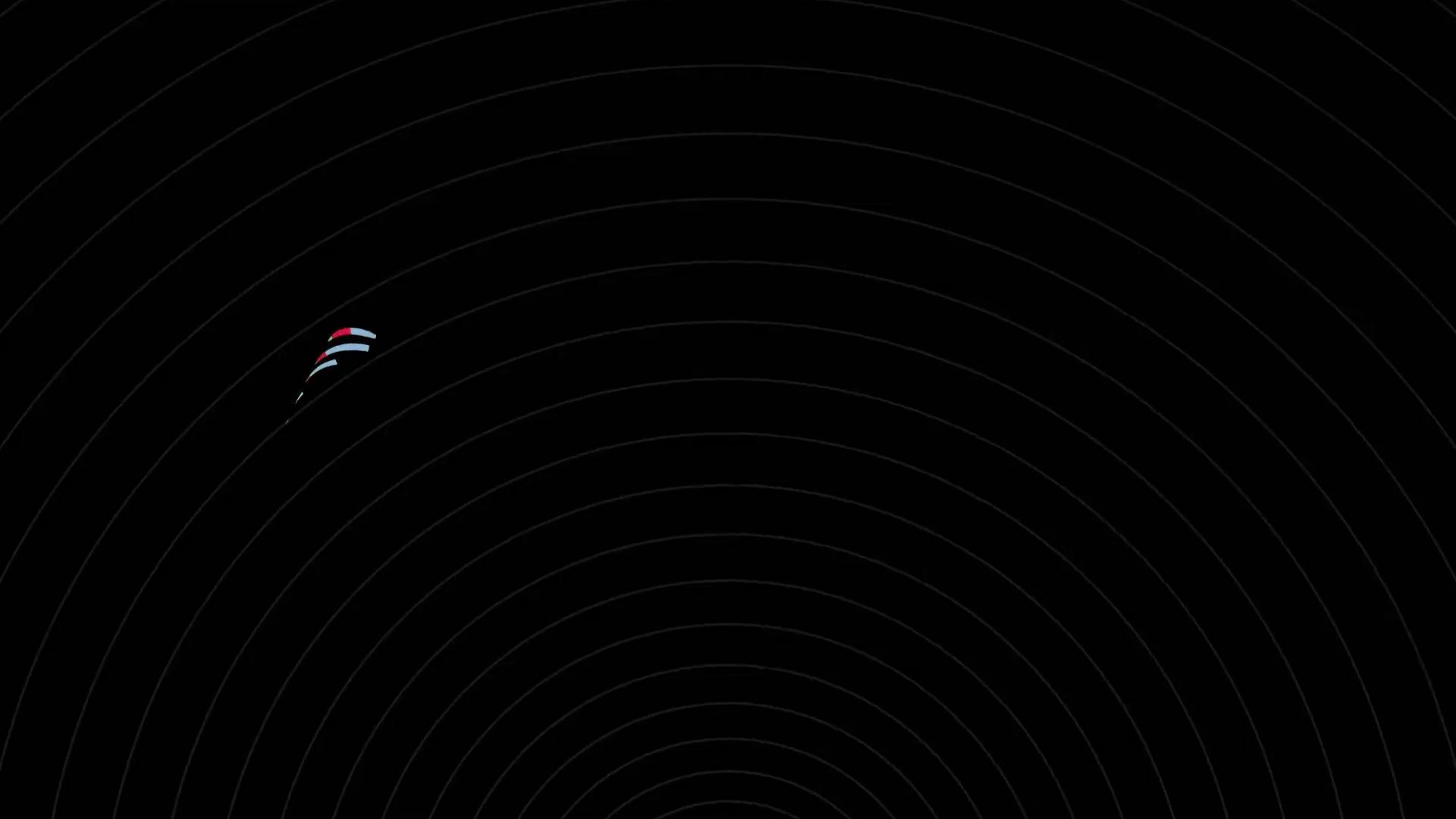
**CONNECTING WITH  
COMMUNITIES  
ACROSS THE REGION**

# MISSION



To be the leading modern media company in the Arab world, delivering innovative content that enriches lives, inspires, and shares compelling stories for meaningful experiences.





# MESSAGE FROM THE CEO

To all our partners, past, current, and future,

Augustus Media stands as the leading modern media company in the Arab world, dedicated to delivering innovative content that enriches lives, inspires, and shares compelling stories for meaningful experiences. We have grown into a dynamic media group, operating a powerful network of platforms that are shaping culture and conversation across the MENA region.

Our commitment to connecting with communities is reflected in our 2026 scale. We operate from **8 regional offices**, powered by **140+ employees**, reaching a vast audience with **15.8 million social followers**, and generating over **4.1 billion impressions** annually. Our Lovin' brand celebrates cities across **30+ locations**, while Smashi is the platform for the driven, dreamers, and doers, spanning **12 active verticals**, with ODEUM Studio continued to delivery impactful and original formats for our partners.

As we look to the future, we continue to double down on innovation to sustain our growth:

- **Leveraging AI for Content Innovation:** We are aggressively embracing AI technologies to enhance our production, deliver more personalized, relevant, and high-quality content, and ensure better performance for our partners.
- **Expanding Our Reach:** We are committed to increasing our footprint by bringing the Lovin' experience to even more cities and deepening Smashi's Business and Sports verticals.
- **Focusing on Immersive Formats:** We will prioritize native vertical video across our 350+ social media channels and expand new media formats in our newsletters to drive higher engagement.
- **Enhancing Digital Platforms:** We continue to add features across all our digital platforms, including the Lovin' app and Smashi's streaming services, to improve user experience.

2026 is a pivotal year for Augustus Media. Together with your partnership, we are shaping a future that continues to connect audiences across the region through stories that matter. We look forward to a year of shared success.

Richard Fitzgerald, CEO & Founder, Augustus Media 







What started as one brand over a decade ago has grown into Augustus Media, a leading modern media company powering culture and conversation across the MENA region.

Today, we operate a dynamic network of platforms reaching millions every month.



**8** REGIONAL OFFICES

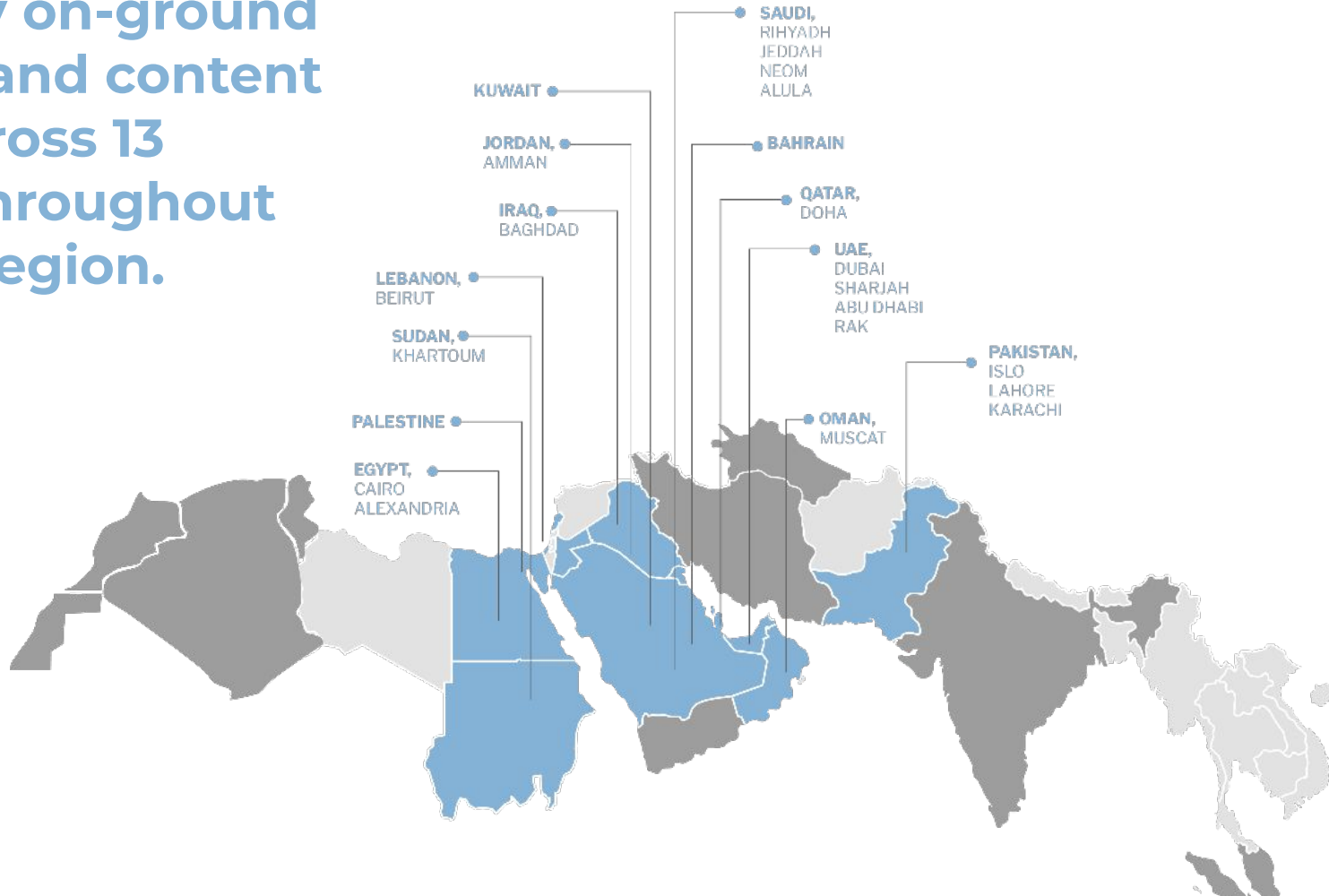
**12** SMASHI VERTICALS LIVE

**30+** LOVIN' LIVE CITIES

**140+** EMPLOYEES



Powered by on-ground  
journalists and content  
creators across 13  
countries throughout  
the MENA region.



# OUR OFFICES

Based in 8 Key locations in the MENA



📍 Dubai, UAE



📍 Abu Dhabi, UAE



📍 Riyadh, KSA



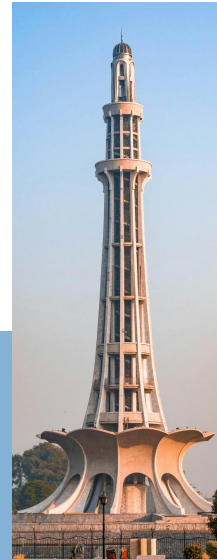
📍 Cairo, Egypt



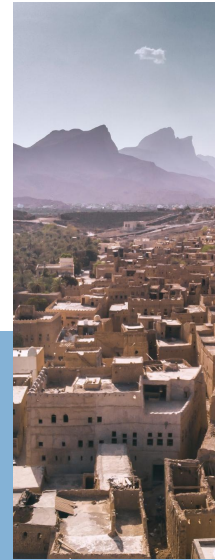
📍 Doha, Qatar



📍 Pakistan



📍 Muscat, Oman



📍 RAK, UAE



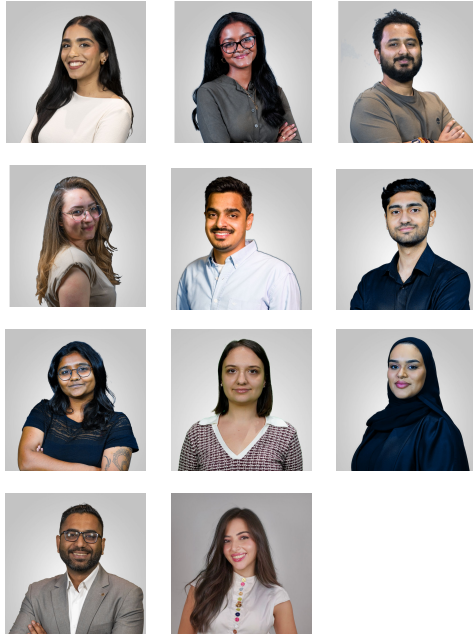


# AUGUSTUS CONTENT CREATOR TALENT



Our passionate hosts on ground in each key city are constantly working to elevate our brands delivering high level content across the MENA Region.

## UAE



## SAUDI



## EGYPT



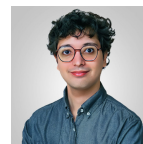
## BAHRAIN



## LEBANON



## PAKISTAN



## JORDAN



## QATAR





# AUGUSTUS HOUSE OF BRANDS



**Lovin'**, our local news and lifestyle brand, celebrates the unique essence of cities, fostering community dialogue and positivity. With Expansion in to 22+ Middle Eastern Cities, our mantra remains simple "**Lovin' life**".



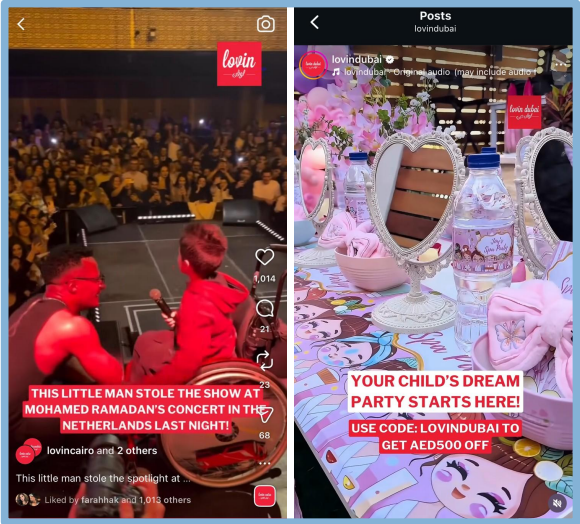
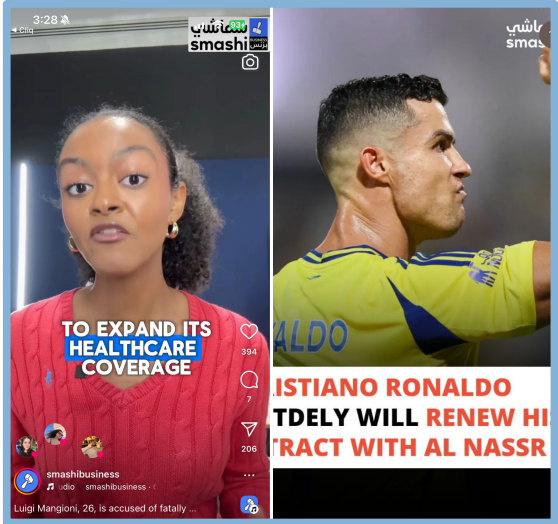
**Smashi**, a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. It embodies a mindset tailored for "**the driven, the dreamers, and the doers**".



**ODEUM** is the **social-first content studio** of Augustus Media - combining creator energy, publisher instinct, and premium production to deliver content built for attention, relevance, and performance.

# EXPERTS IN CREATING CONTENT THAT CONNECTS WITH THE YOUTH

By powering the next era of media



# 2026 NETWORK NUMBERS

Billions of views. One Augustus network.



**17M**

SOCIAL FOLLOWERS

**225k**

APP DOWNLOADS

**11.3M**

PAGE VIEWS

**4.1B**

VIDEO VIEWS

**10M**

NETWORK GROWTH

**3.7B**

IMPRESSIONS





# AN AWARD WINNING MODERN MEDIA COMPANY



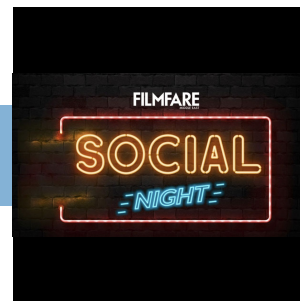
Future Innovation Summit Awards Lovin Dubai & Smashi. Best Media Of The Year 2023



Augustus Media Accepted As Part of Saudi Ministry Of Investment Ignite Program



Westford Awards 2023. Augustus Media for Business Excellence in Digital Sector



Best Digital Media Brand' at the Filmfare Middle East Social Night 2024.



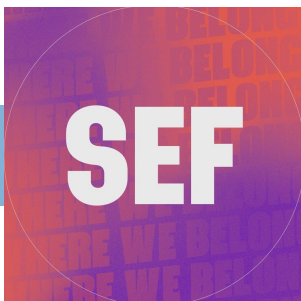
Board of TIE Dubai Fostering Entrepreneurship 2024 awards Richard Fitzgerald for Media Masterclass



1st Industry Event hosted Influence - Regional Impact Presented By Augustus Media | Lovin Dubai



Smashi Sports win "Best Sports Initiative of the Year" at Broadcast Pro Summit & Awards 2024!



Smashi Business wins an award for championing entrepreneurship with SEF 2025.



50 years of Ireland-UAE relations Sponsor 2025



MMA Board Member September 2025



The Lovin' Dubai Community Awards September 2025



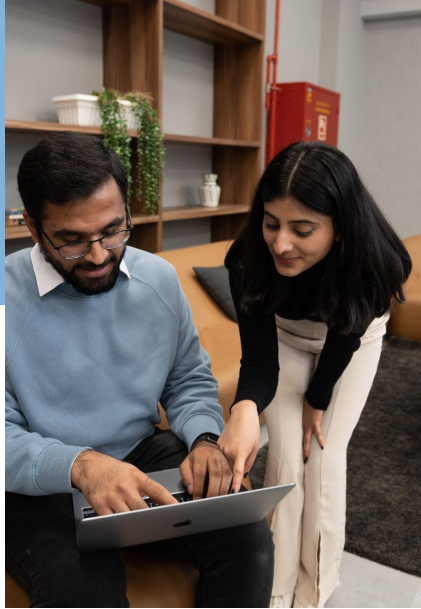
Acquisition of UP10 Media December 2025

# Connecting youth across MENA through a 400+ profiles and formats, multi-platform social ecosystem.





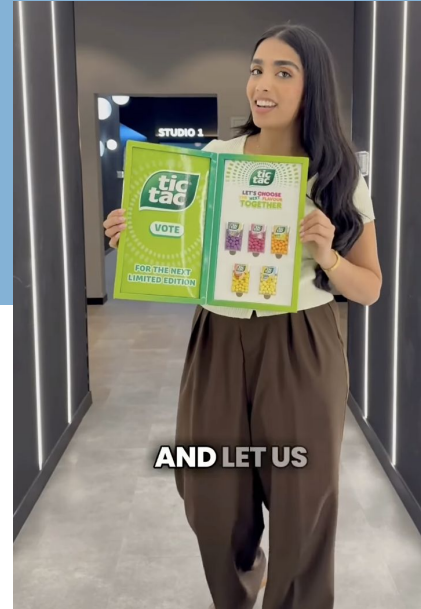
# HOW AUGUSTUS WORKS WITH BRANDS



CONCEPT IDEATION



AWARENESS  
& AMPLIFICATION



BRANDED  
CONTENT CREATION



WHITE LABEL  
PRODUCTION

# AUGUSTUS PODCAST NETWORK

The Augustus Podcast Network is a fast-growing audio platform reaching tens of millions across MENA, connecting brands with highly engaged, digital-first audiences through powerful storytelling.

- Tens of millions of listens across our growing show portfolio
- Original content spanning lifestyle, culture, business & tech
- Direct access to highly engaged, digital-first audiences
- One of the region's fastest-scaling podcast networks
- Brand solutions including dynamic ad inserts, sponsored episodes, branded series & product integrations
- Designed to drive impact, relevance, and meaningful brand connection



# PODCAST IN NUMBERS

## 65+

PODCASTS

## 16M

REACH

## 1M

UNIQUE USERS

## 200K

PODCAST DOWNLOADS



# FAST & CONNECTED TV

Lovin' on CTV & FAST TV

Real-time city storytelling for the biggest screens

Lovin' captures the city as it happens - on the ground, in the moment, and always local.

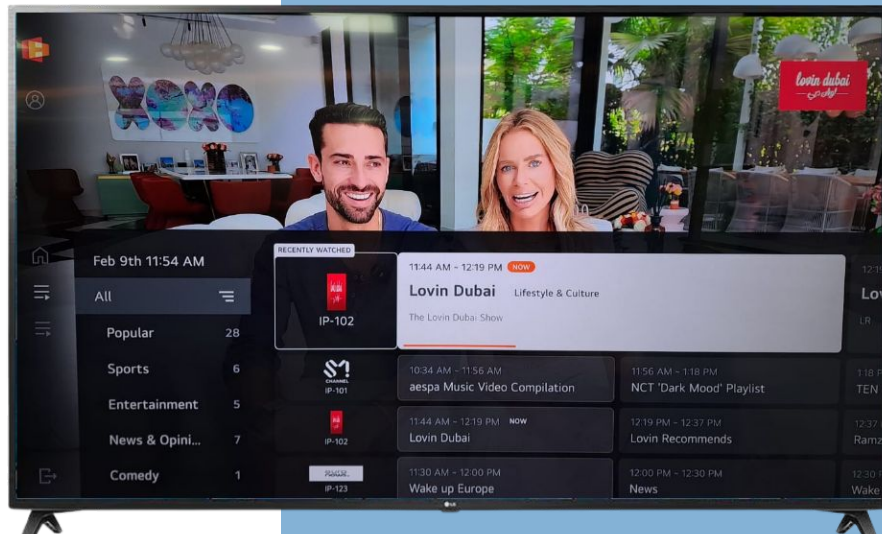
Powered by local teams, we translate breaking moments, cultural trends and everyday city life into authentic, high-impact video content.

Built for modern viewing habits, our short-form and episodic programming is optimised for CTV and FAST TV environments — delivering community-driven stories that feel real, relevant and brand-safe.

Lovin' stays true to each city's pulse, showcasing the stories that matter and the best of city life, now streaming where audiences watch most.

LG Channels 

 Samsung  
TV Plus





# THE LOVIN' PLATFORM HAS THE PULSE OF THE CITY

*BRINGING YOU THE BEST OF THE CITY DAILY*



# WHO WE ARE

## OUR MANTRA



Lovin' is a local news & entertainment platform sharing the best of its city, informing using bitesize news, viral content, and community stories. Lovin' Life.

## OUR LENS

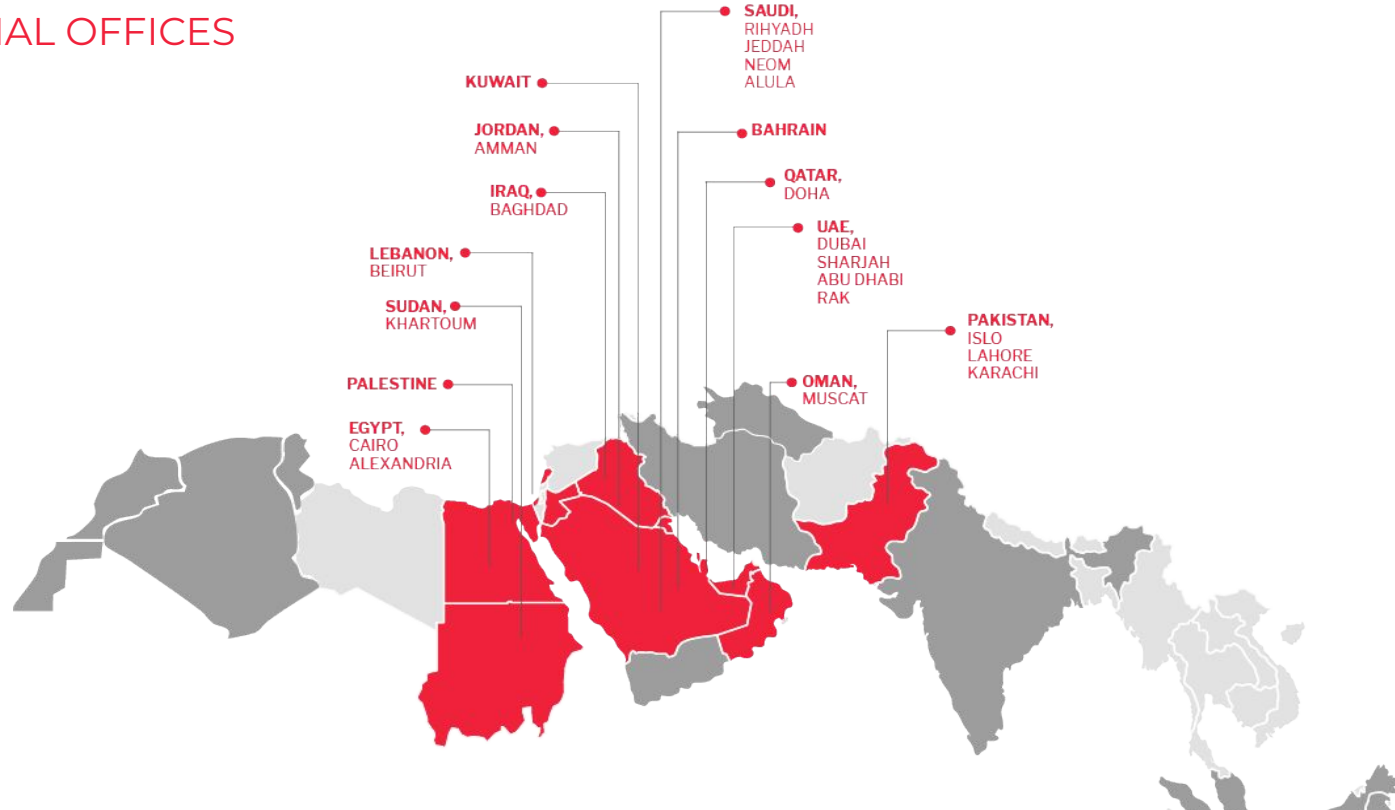


Lovin's content is influenced by the way our audience lives, explores, and connects with the city. We stay upbeat, factual, and locally tuned in, with our perspective evolving through the diversity of the community around us.

# LEADING PRESENCE ACROSS THE REGION

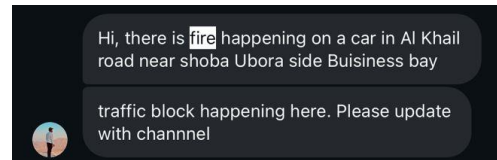
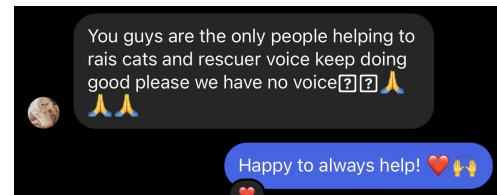
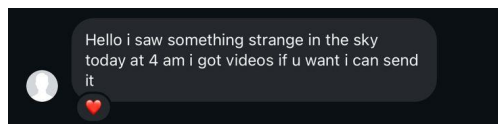
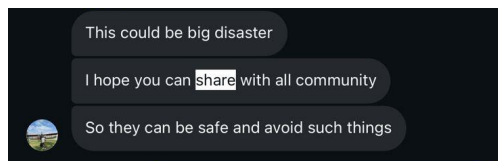
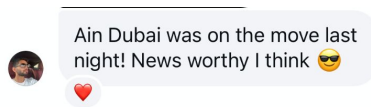
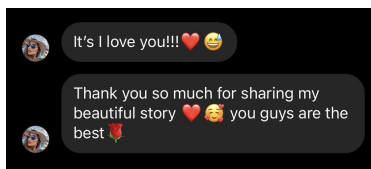
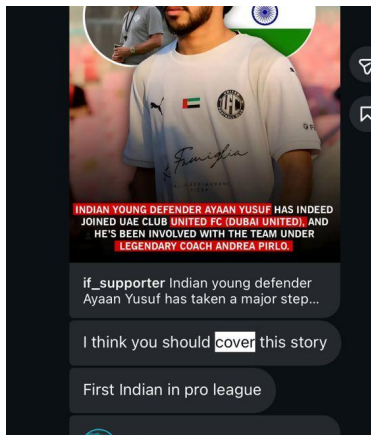
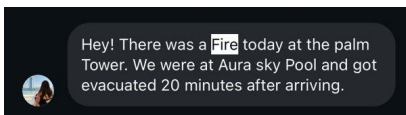
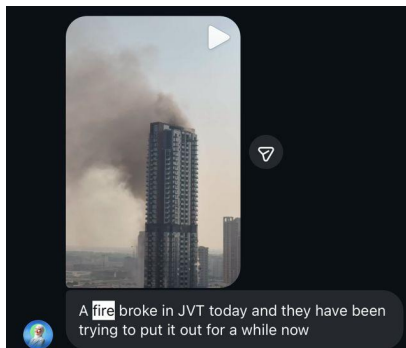
30+ LOVIN' CITIES

8 REGIONAL OFFICES



# “SEND IT TO LOVIN”

Bringing stories straight from the community through DMs, tips, and everyday moments



# “SPOTTED LOVIN’?”

Lovin’ consistently generates co-branded native content pieces to create event awareness and anticipation, across multiple formats including - Text, Audio, Video & On-ground Live Coverage from the event location.



# LOVIN' IS EVERYWHERE

## ACROSS 30+ CITIES IN THE REGION

<i>lovin saudi</i> — لوفن السعودية —	<i>lovin kuwait</i> — لوفن الكويت —	<i>lovin dubai</i> — لوفن دبي —	<i>lovin riyyadh</i> — لوفن الرياض —	<i>lovin jeddah</i> — لوفن جدة —	<i>lovin cairo</i> — لوفن القاهرة —	<i>lovin tehran</i> — لوفن طهران —
<i>lovin kuwait</i> — لوفن الكويت —	<i>lovin dammam</i> — لوفن الدمام —	<i>lovin abu dhabi</i> — لوفن أبو ظبي —	<i>lovin ajman</i> — لوفن عجمان —	<i>lovin palestine</i> — لوفن فلسطين —	<i>lovin tunis</i> — لوفن تونس —	<i>lovin fujairah</i> — لوفن فجيرة —
	<i>lovin khartoum</i> — لوفن الخرطوم —	<i>lovin muscat</i> — لوفن مسقط —	<i>lovin rak</i> — لوفن راک —	<i>lovin damascus</i> — لوفن دمشق —	<i>lovin alula</i> — لوفن الحلا —	<i>lovin doha</i> — لوفن الدوحة —
	<i>lovin aleppo</i> — لوفن حلب —	<i>lovin bahrain</i> — لوفن البحرين —	<i>lovin casablanca</i> — لوفن كازابلانكا —	<i>lovin baghdad</i> — لوفن بغداد —	<i>lovin beirut</i> — لوفن بيروت —	<i>lovin lahore</i> — لوفن لاہور —
		<i>lovin isloo</i> — لوفن إسلاو —	<i>lovin sharjah</i> — لوفن الشارقة —	<i>lovin alexandria</i> — لوفن الإسكندرية —	<i>lovin neom</i> — لوفن نيوم —	<i>lovin karachi</i> — لوفن كراتشي —



# WHERE WE ARE

With prominent visibility across a wide digital ecosystem and strong partner-led activations, we create meaningful, high-frequency touchpoints that drive impact at every level.



DIGITAL



MOBILE & TV

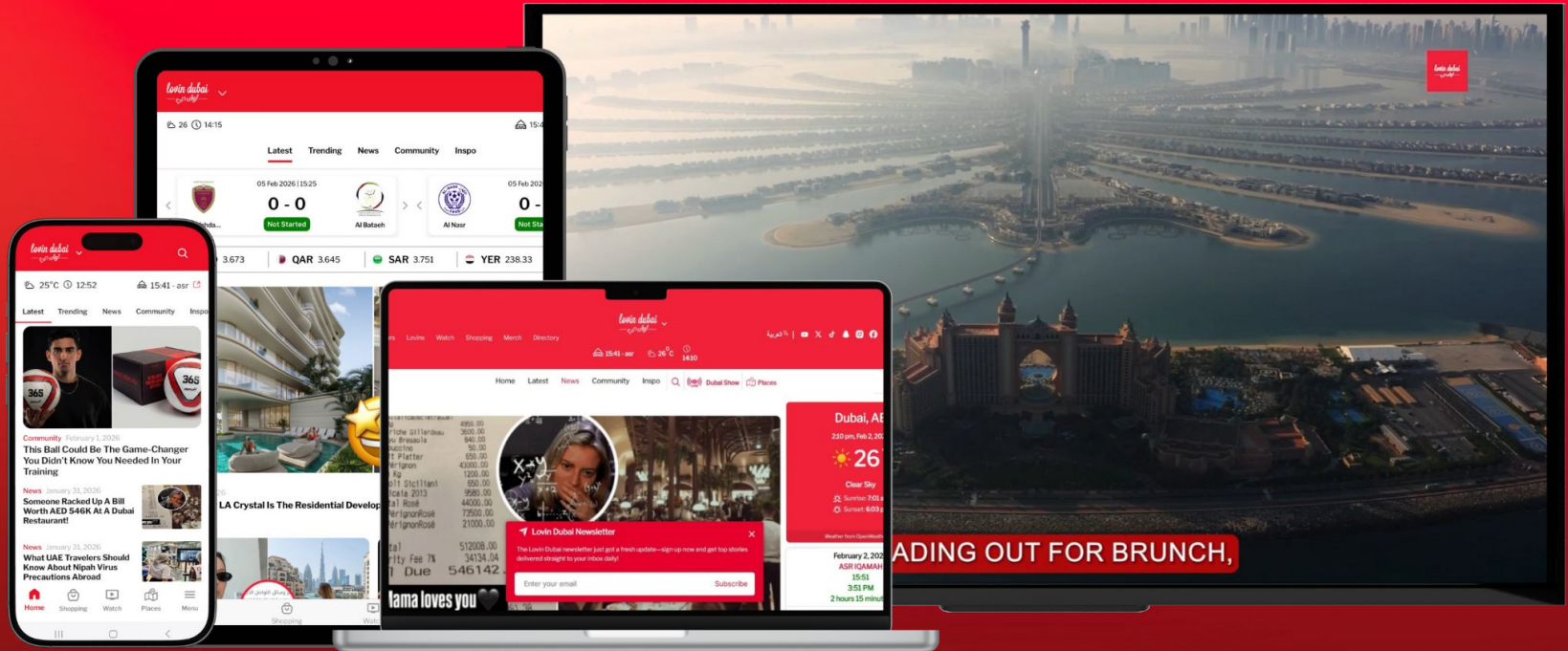


ON-GROUND

# LOVIN' IS ALWAYS ON

Available wherever you are.

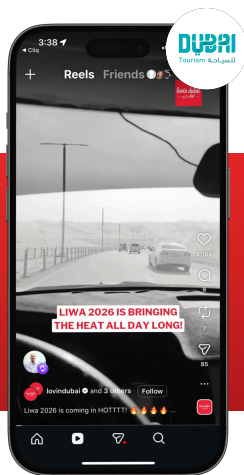
Accessible across TV, mobile apps, and the web.



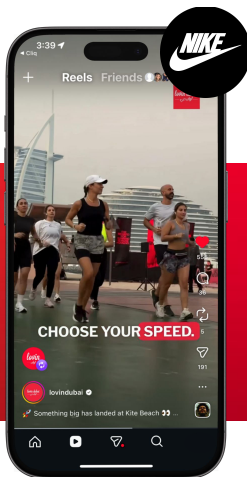
# LOVIN' IS POWERING BRANDS ACROSS INDUSTRIES

With Lovin's localized marketing expertise and diverse audience with wide range of interests we have been in the unique position to deliver impactful campaigns across many different industry sectors.

## Tourism



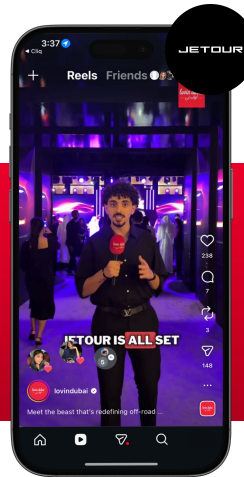
## Fitness



## Retail



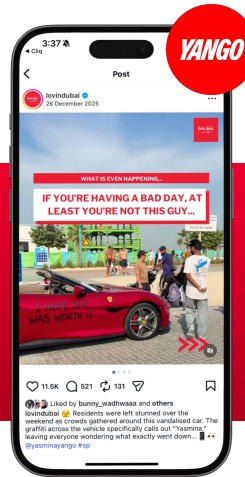
## Automotive



## Real Estate



## Tech





سماشي  
smashi

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

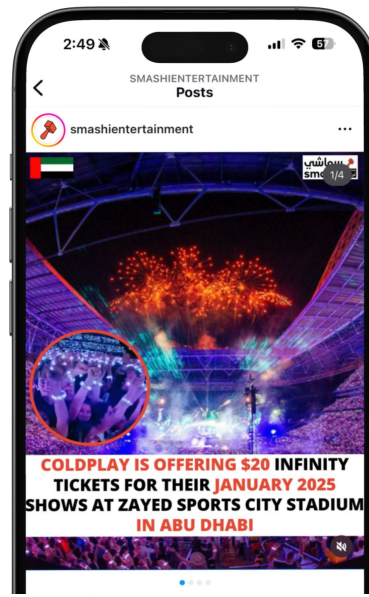
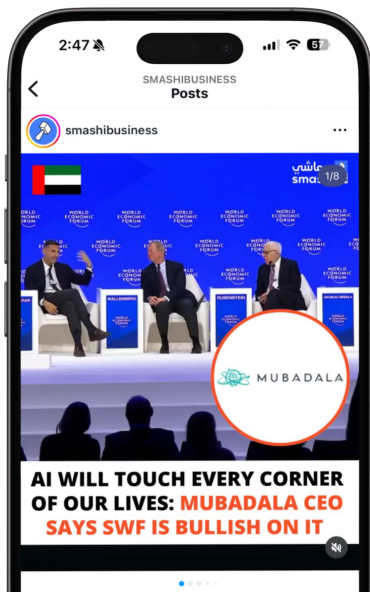
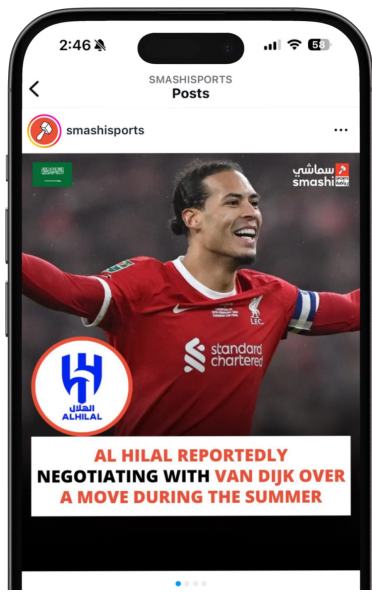


# WHO WE ARE



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.

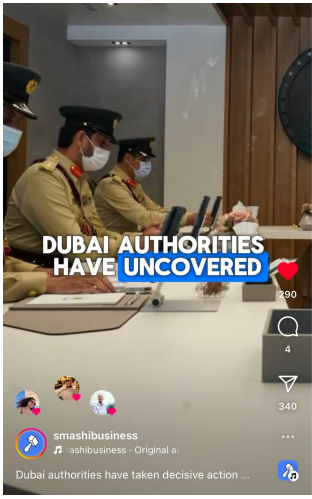
As the go-to platform for the youth of the MENA region, Smashi connects with audiences who are passionate about growth, creativity, and progress. Whether it's through our 12 channels, entertaining original shows, or engaging storytelling formats, we're owning the space for young minds who aspire to lead and inspire in their fields.





# EMPOWERING THE AMBITIOUS

## THE VOICE OF THE ARAB WORLD'S NEXT GENERATION





# SMASHI PRODUCTS & SERVICES



SOCIAL PROFILES

STREAMING SERVICE

PODCASTS

SHOWS

NEWSLETTERS



# 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.

**50K**  
EMAIL SUBSCRIBERS

**30K**  
LINKEDIN  
FOLLOWERS

**182K**  
IG FOLLOWERS

**13K**  
TIKTOK FOLLOWERS

**20M+**  
INSTAGRAM REACH

**2.9K**  
X FOLLOWERS



## Regional Sports Coverage:

Official Broadcaster for Local Leagues

Smashi Sports broadcasts live matches from top local leagues in basketball, volleyball, and handball, along with the UAE FA CUP and the Zain Bahrain Basketball League.

With on-demand recordings available across all social media platforms, Smashi makes regional sports more accessible to fans throughout the region.

**2.5M+**

REACH



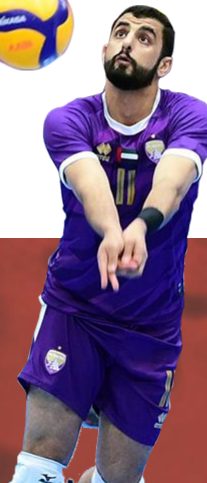
**650K+**

VIEWS



**5.5K+**

TOTAL HOURS WATCHED



**900+**

MATCHES STREAMED



# EXPLORE SMASHI: OUR VERTICALS



BUSINESS



CRYPTO



STYLE



HOME



GREEN



GAMING



SPORTS



ENTERTAINMENT



WELLNESS



FOOD



DRIVES



TRAVEL



# ODEUM

THE MODERN CONTENT STUDIO



# THE MODERN CONTENT STUDIO

## ODEUM

is the social-first content studio of Augustus Media - combining creator energy, publisher instinct, and premium production to deliver content built for attention, relevance, and performance.





# WHY ODEUM

Everyone's Consuming - Few Are Creating.

## WE KNOW SOCIAL

Because we literally live on social.

We come from the teams behind **Lovin' & Smashi'**, so we know what **grabs attention**, what **gets skipped**, and what makes people think **"share that."**

## WE DRIVE REVENUE

Our videos consistently get **7x more views** than in-house teams; **boost engagement**; **lower your ad costs**; and **turn scrolls into sales**.

## WE KNOW CREATORS

We're built on true **creator DNA**. Our team has produced millions of views from scratch, **using the best faces for your audience**.

## WE KNOW CULTURE

We're on the ground in **22+ cities**, seeing what people talk about, laugh at, love and care about. **We make authentic content for you that feels like it belongs.**

# SOCIAL-FIRST



**89%** of consumers want to see more video content from brands they support



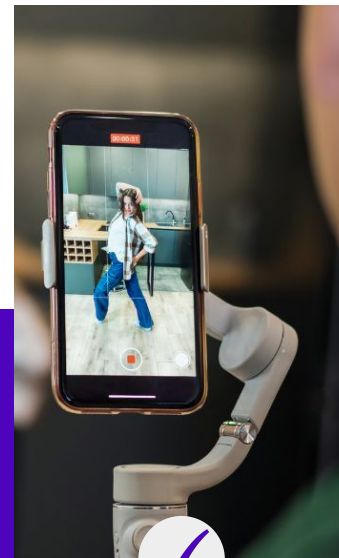
Viewers retain **95%** of a message when it's delivered through video



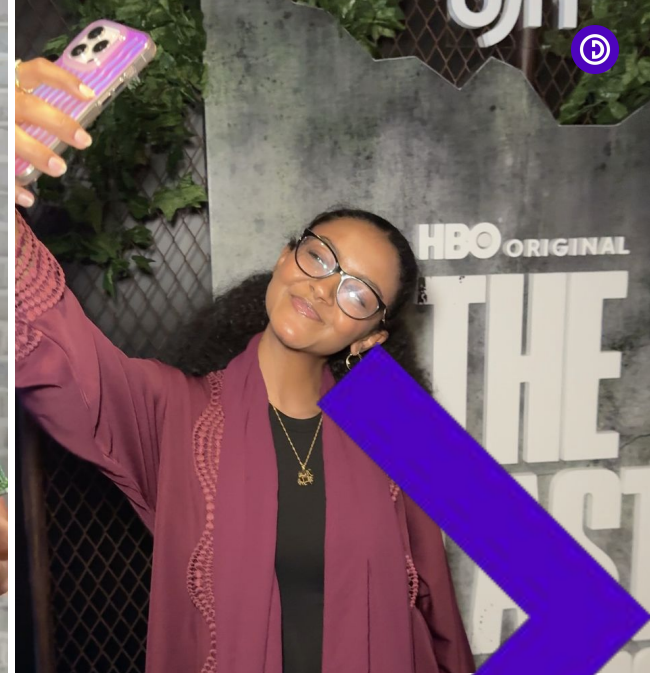
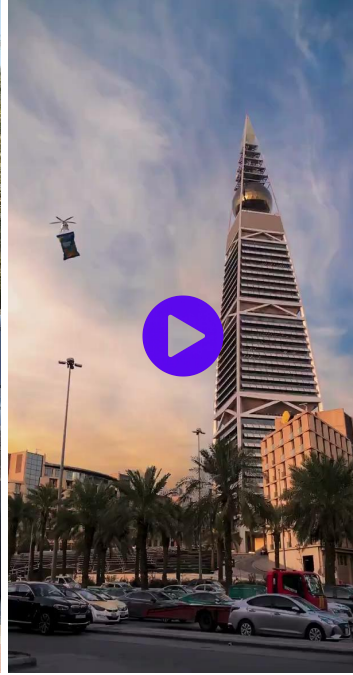
Social ads with creators deliver an average **7x ROI** on spend



**161% conversions** for brands using creator-led content.



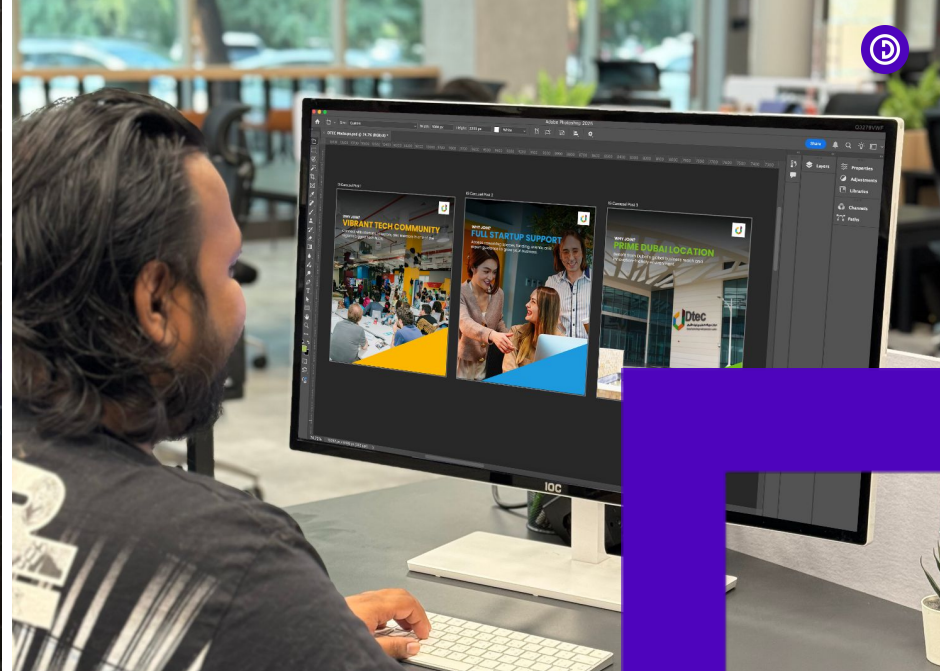
Pages with video are **50x** more likely to rank on **1st** page of Google Search Results



## VIDEO

- Premium Social-first Content
- Branded Storytelling
- Creator-Led Videos
- AI-optimized Content Solutions
- Live & Social Event Coverage





# ANIMATION

- Motion Graphics Built for Social
- Short-Form Animated Content,
- Animated Explainers & Product Demos
- 2D, 3D & CGI Visuals





# AUDIO

- Podcast Production (Scripting, Recording, Editing)
- Voiceover Recording for Commercials & Narration
- Sound Design & Audio Branding
- Audio Post-Production for Video & Animation
- Live Audio Setup for Events & Broadcasts

## THE CHEF SERIES



## ORIGINALS

- Short-Form Originals
- Episodic Docuseries for Social
- Branded Entertainment Formats
- Creator-Led & Interview-Based Shows

انفلونسر  
بدون فلاتر

POWERED BY  
@FANFIX





## SOCIAL CONTENT

- Platform-Specific Content Creation
- Copywriting for Social
- Static & Motion Social Assets
- Creative Templates & Brand Kits
- Campaign & Launch Content Support

# WORKING WITH REGIONAL BRANDS & INDUSTRY LEADERS TO BRING IDEAS TO LIFE





# THE LOVIN' DUBAI COMMUNITY AWARDS 2025 10 YEAR CELEBRATION

For 10 years, Lovin' Dubai has been the city's voice; telling its stories, celebrating its people, and building a community of millions. This milestone was marked with the Lovin' Dubai Community Awards 2025, a first-of-its-kind event that brought together more than 400 guests and garnered over 23,217 public votes to honour the 70 nominees, as well as the individuals, brands and initiatives shaping Dubai's future.

10 Years of Stories. One Night of Celebration.



THE  
LOVIN' DUBAI  
**COMMUNITY  
AWARDS**  
2025

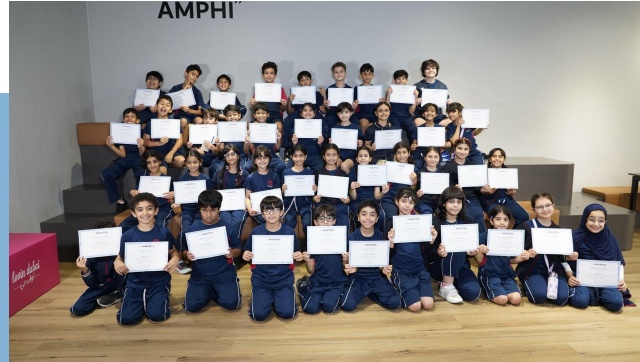
10 YEARS OF  
lovin' dubai  
لأحب دبي



# AUGUSTUS ACADEMY

Augustus Academy is committed to developing the next generation of media talent through hands-on, industry-led education that bridges the gap between learning and real-world experience.

Through strategic partnerships with GEMS Education, Dar Al Ma'arefa, and leading local schools and universities, Augustus Academy delivers tailored programs, masterclasses, and workshops designed to spark creativity, build practical skills, and prepare students for the future of media.



# AUGUSTUS EVENTS

Augustus Media's events are a cornerstone of engagement, now expanding regionally with our first industry event in Cairo, bringing together industry leaders, creators, influencers, and public figures in dynamic, thoughtfully curated experiences that connect and inspire across the MENA region.



## LOCAL INFLUENCE REGIONAL IMPACT



# ELEVATE YOUR BRAND WITH US

HELLO@AUGUSTUSMEDIA.COM  
GET IN TOUCH FOR MORE INFO