



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

# MEDIA KIT 2026

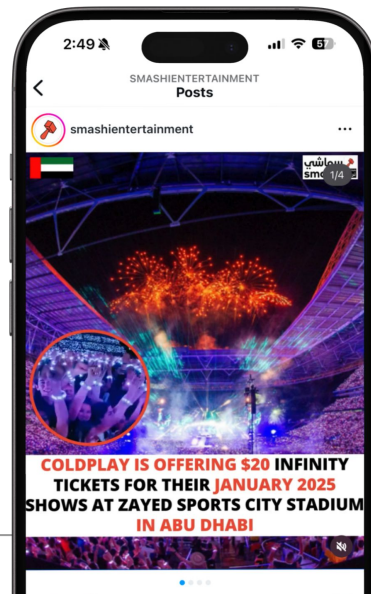
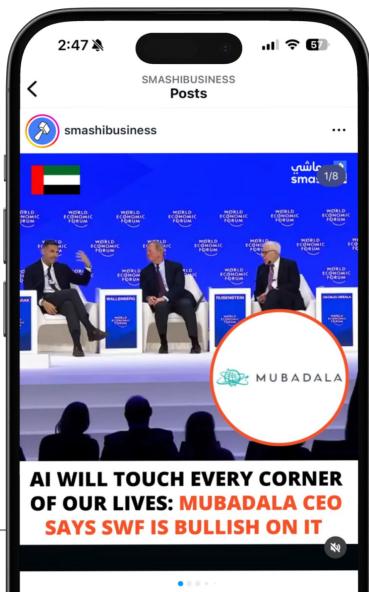
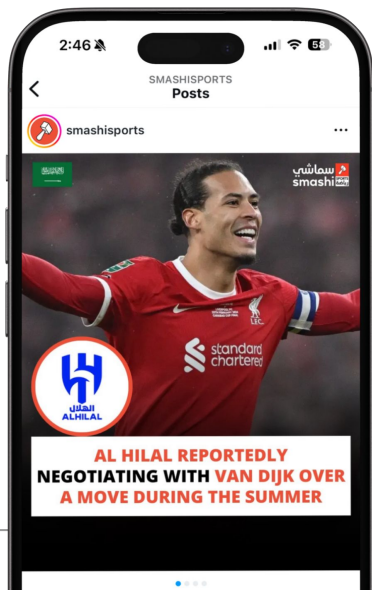


# WHO WE ARE



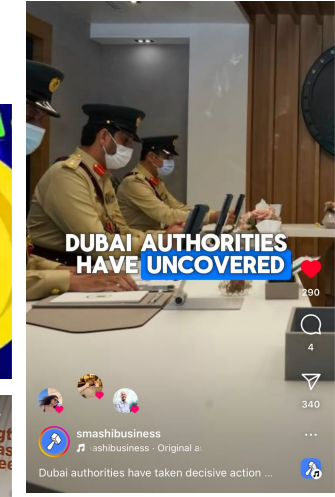
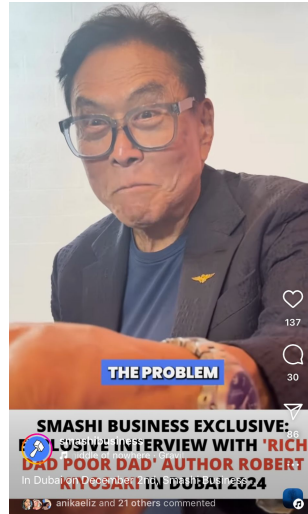
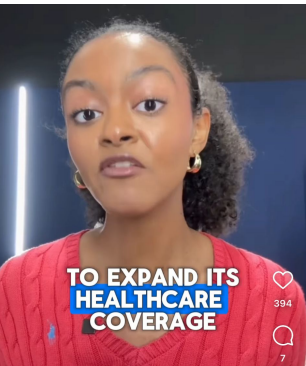
Smashi is a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. We focus on spotlighting innovation, entrepreneurship, technology & sports, offering content that resonates with a driven, ambitious, and forward-thinking audience.

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



# SHOWREEL





# ENGAGING WITH OUR AUDIENCE THROUGH MULTIPLE TOUCHPOINTS

**1** STREAMING SERVICE

**12** VERTICALS

**5+** PODCASTS & VERTICAL SHOWS

**14+** TV & MOBILE APP PLATFORMS

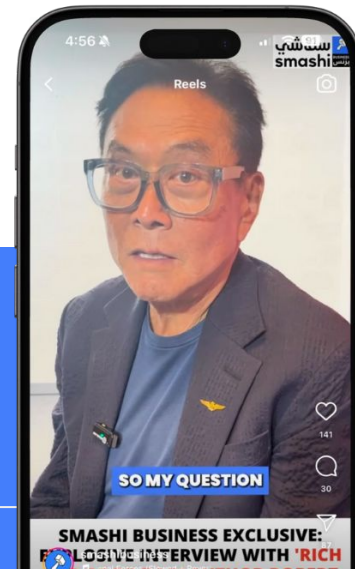
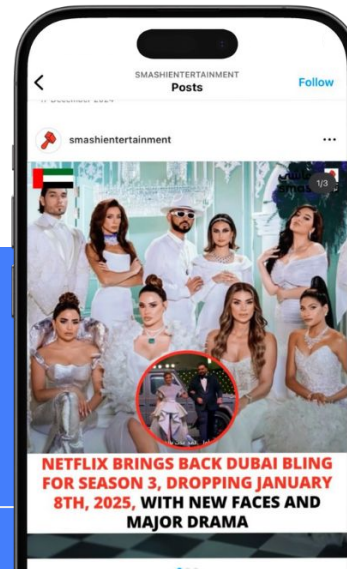
**40+** DIGITAL PLATFORMS

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

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

## WHY BRANDS PARTNER WITH SMASHI?

- Trusted Editorial-Led Storytelling
- Proven Performance Social, Video & Live Content
- Regional Scale With Local Relevance



# SMASHI IN NUMBERS

55M

REACH

79M

IMPRESSIONS

220K

APP DOWNLOADS

39M

VIDEO VIEWS

2.7M

FOLLOWERS



# 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



**100K**

EMAIL SUBSCRIBERS

**29K**

LINKEDIN FOLLOWERS

**500K**

IG FOLLOWERS

**1.3M**

TIKTOK FOLLOWERS

**2M**

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

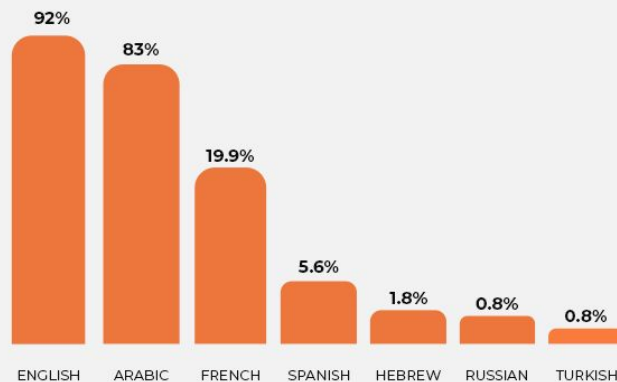
Knowledge Builders

Aspiring Achievers

Multicultural

Long Game Thinkers

### ACTIVE USERS BY LANGUAGE



### TOP AUDIENCE INTERESTS



### APP USAGE

30,000 USERS

519,000 VIEWS

### NATIONALITIES



# 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

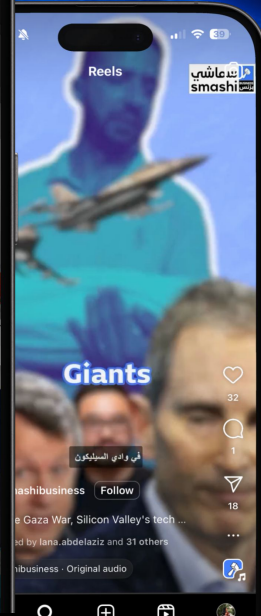
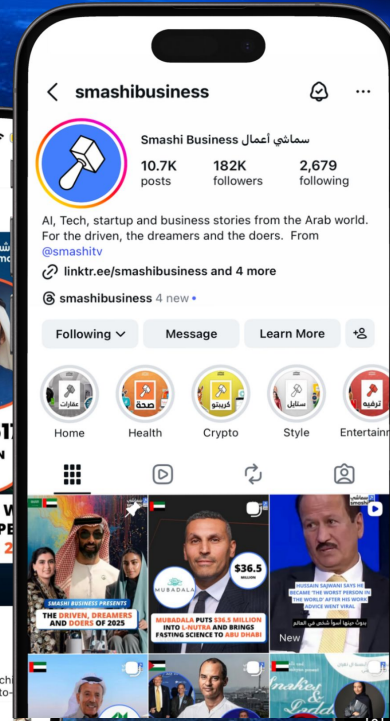
**30K**  
LINKEDIN  
FOLLOWERS

**182K**  
IG FOLLOWERS

**13K**  
TIKTOK FOLLOWERS

**20M+**  
INSTAGRAM REACH

**2.9K**  
X FOLLOWERS





STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

# SMASHI BUSINESS SHOW

## Engaging Interviews:

Conversations with the Region's Changemakers

The Smashi Business show, running for 6 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.

# 5K

**DOWNLOADS  
PER MONTH**

# 185K

**LISTENERS  
PER MONTH**



# 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, 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



# SMASHI SPORTS 2026 LINEUP



## BASKETBALL

- UAE Men's Open Cup
- UAE President Cup
- U19 Youth League
- UAE Men's National League
- DIBC
- Zain Basketball League
- UAE VP Cup
- U19 Youth Cup
- UAE Women's National League



## FOOTBAL

- DOFA
- ADOFA
- AEC
- UAE OPEN
- UAE OMAN
- 7 Club from the 1<sup>st</sup> 2<sup>nd</sup> & 3<sup>rd</sup> Division League



## HANDBAL

- Men's National League
- President Cup
- Federation Cup
- Youth National League
- Vice President Cup



## VOLLEYBALL

- Men's National League
- Federation Cup
- Vice President Cup
- President Cup

STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

# SMASHI SPORTS SOCIALS



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.

**5M+**

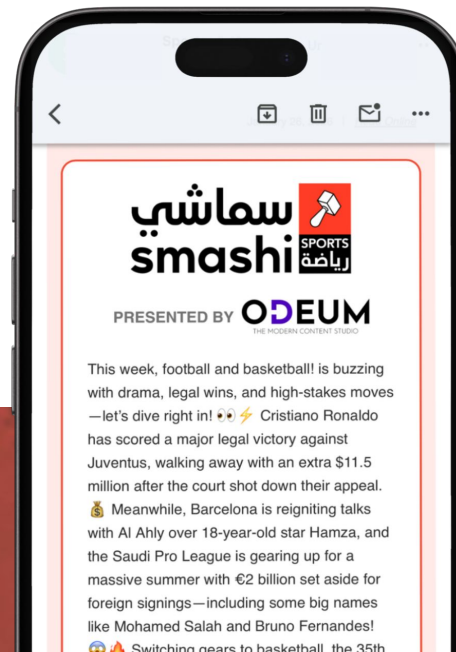
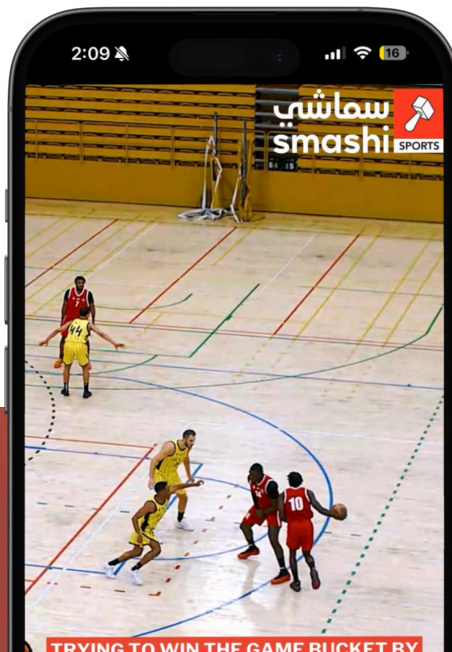
MONTHLY REACH

**28K+**

TOTAL SUBSCRIBERS

**30K+**

TOTAL EMAIL DATABASE

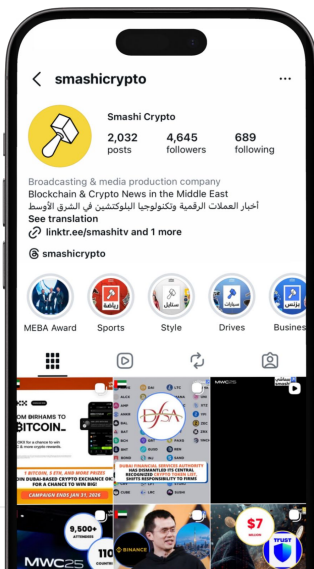


# SMASHI CRYPTO



11K+ 100K+ 10K+

EMAIL SUBSCRIBERS TOTAL REACH PODCAST LISTENERS

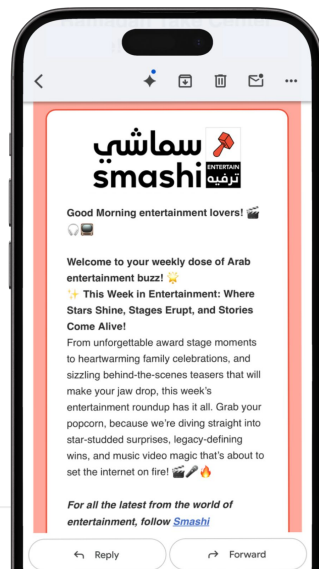
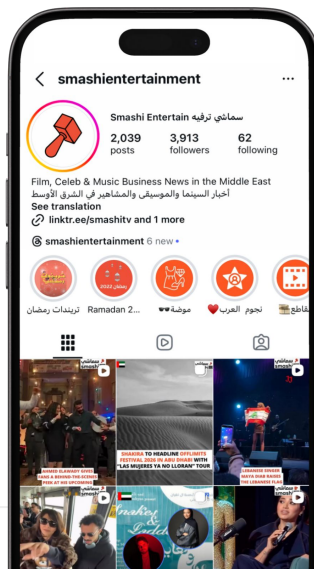


# SMASHI ENTERTAINMENT



2K+ 30K+ 10K+

EMAIL SUBSCRIBERS TOTAL REACH PODCAST LISTENERS



# EXPLORE SMASHI: OUR VERTICALS



BUSINESS



CRYPTO



STYLE



HOME



GREEN



GAMING



SPORTS



ENTERTAINMENT



WELLNESS



FOOD



DRIVES



TRAVEL



BRANDING AVENUES



# HOW TO WORK WITH US

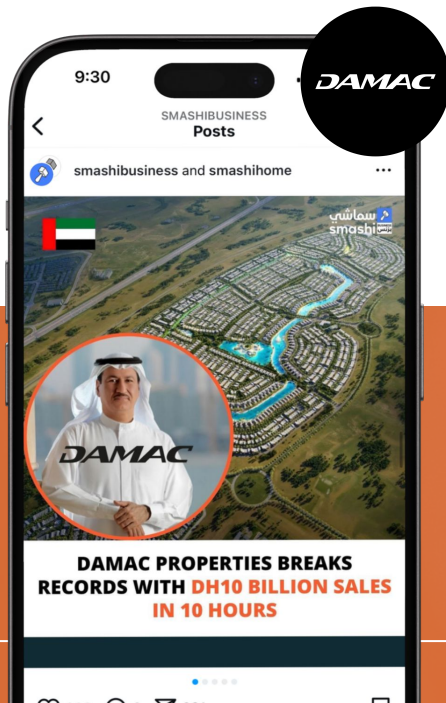


# SOCIAL | VERTICAL | EVENTS



## Branded Content

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



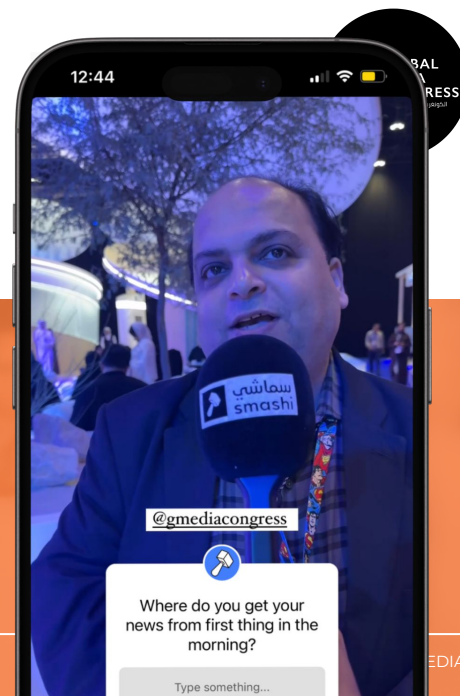
## Vertical Video Content

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



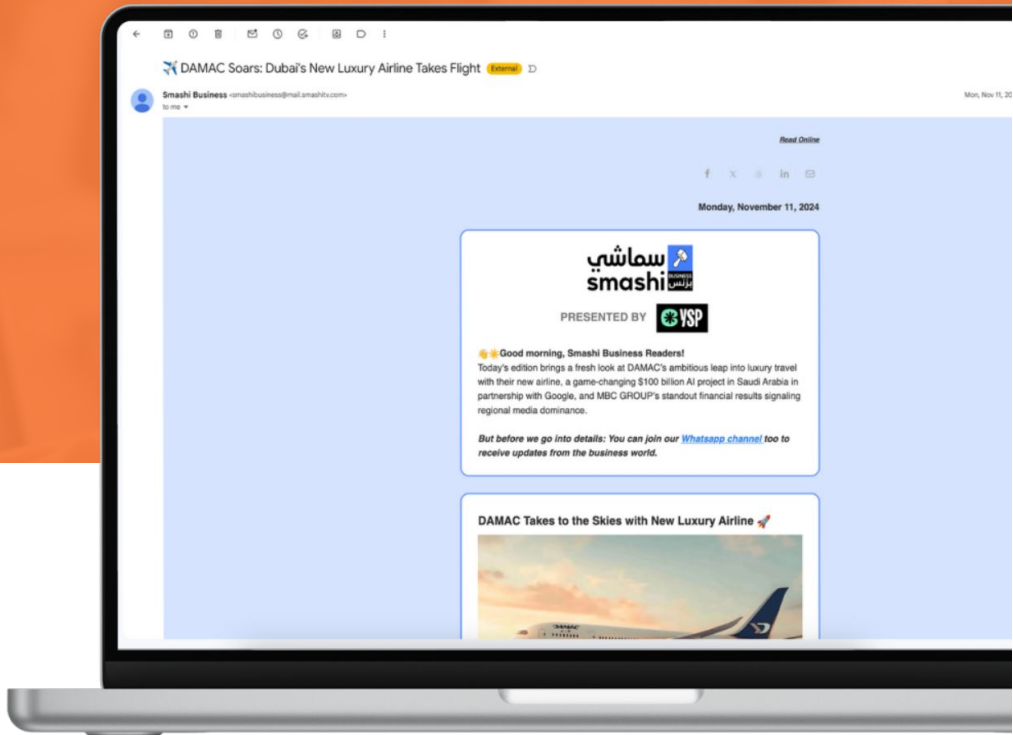
## Shows & Podcasts

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



# READY TO INSPIRE? PARTNER WITH SMASHI TODAY

HELLO@SMASHI.TV

