

Shorts

Short News in 30 Seconds





500K+

MONTHLY PAGE VIEWS

- ★ Leading Mobile platform for content distribution and consumption in UAE.
- ★ Rated 4.2 on Google Play
- ★ Average session of 2m:50s

WORLD TRAFFIC TREND

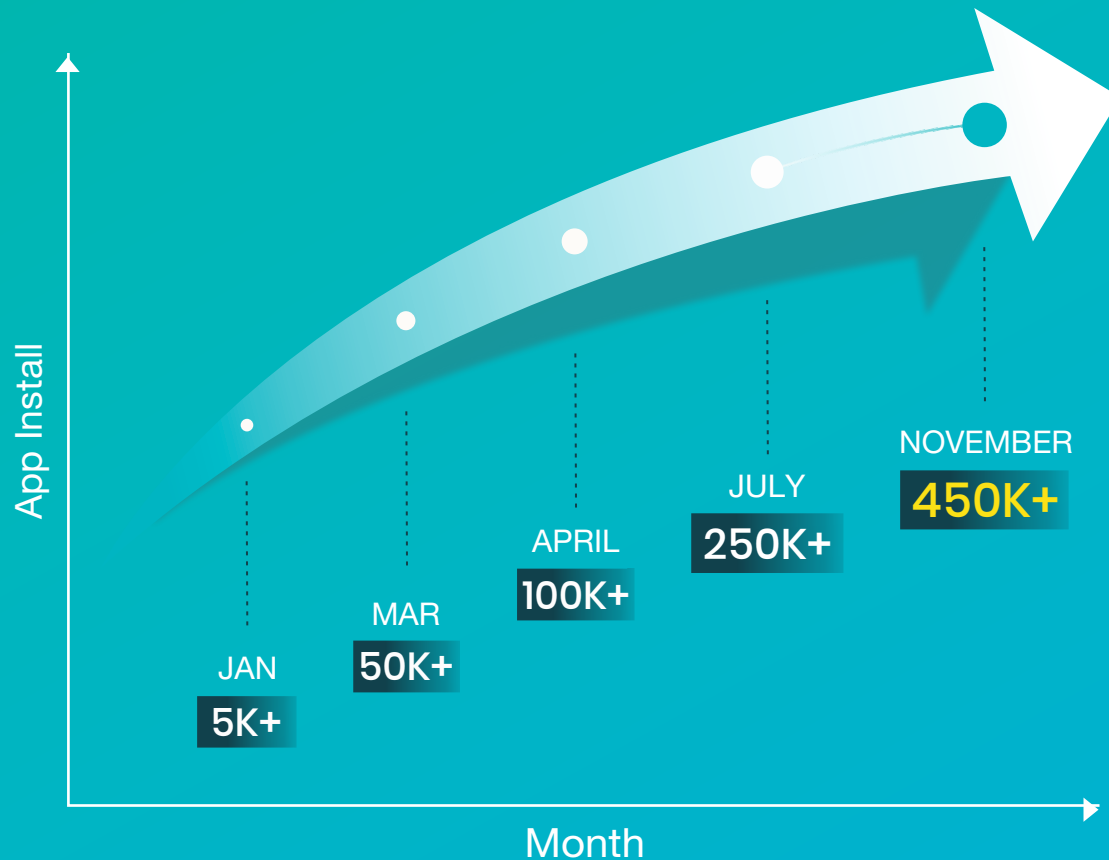
COUNTRY	USERS
United Arab Emirate	66K
India	48K
Saudi Arabia	8K
United States	3K
United Kingdom	2K
Pakistan	1.2K
Qatar	800



- ★ Highest penetration among young audience has helped us to grow exponentially all around the Globe.

*as projected

WHERE WE ARE

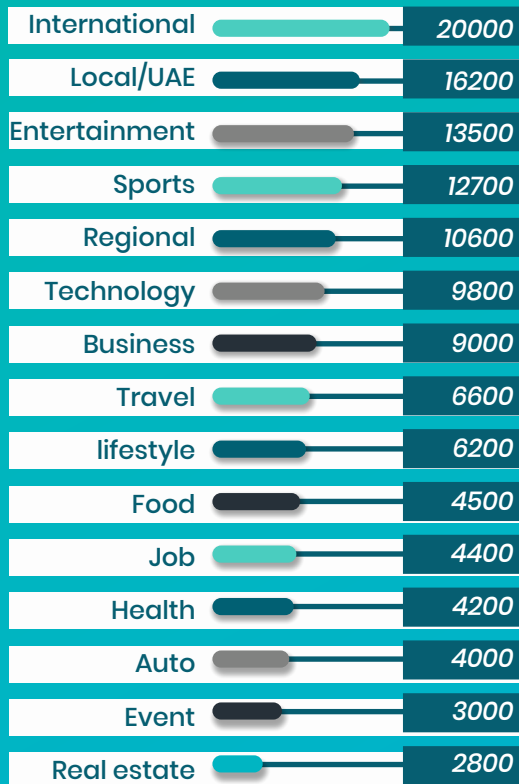


- ★ 80k+ Monthly active user
- ★ Exponential user growth with the monthly rate of 200%.

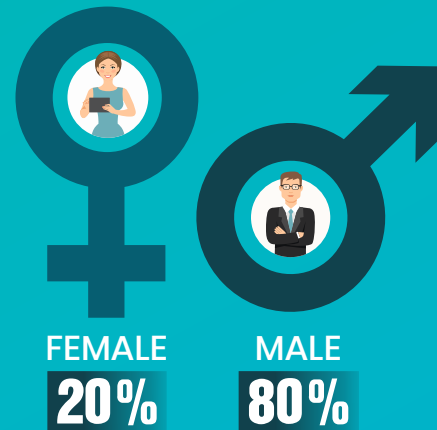
*as projected

GLOBAL AUDIENCE

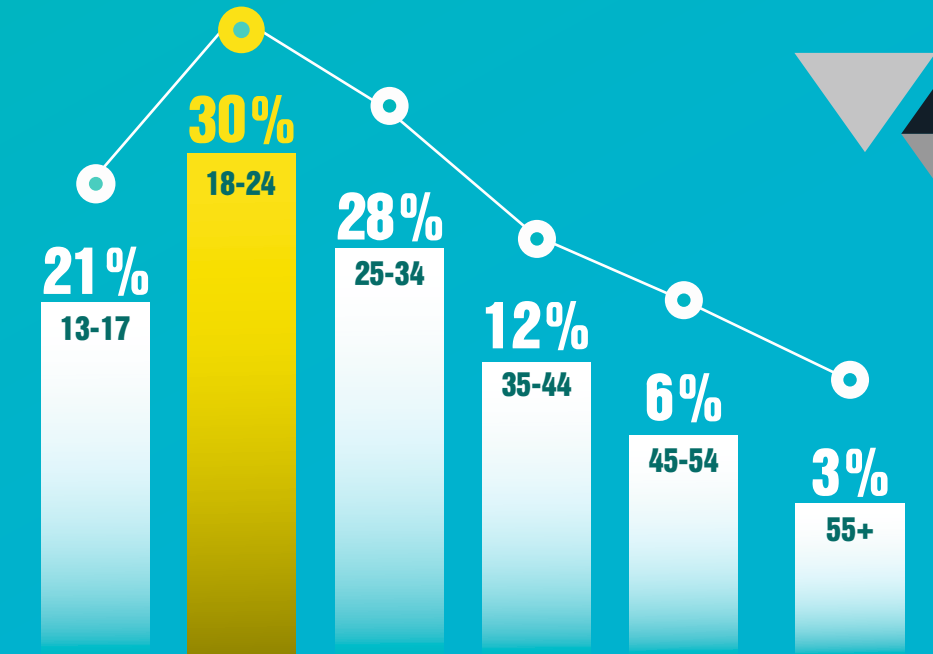
AUDIENCE AFFINITY



MALE/FEMALE RATIO



IN AGE GROUP



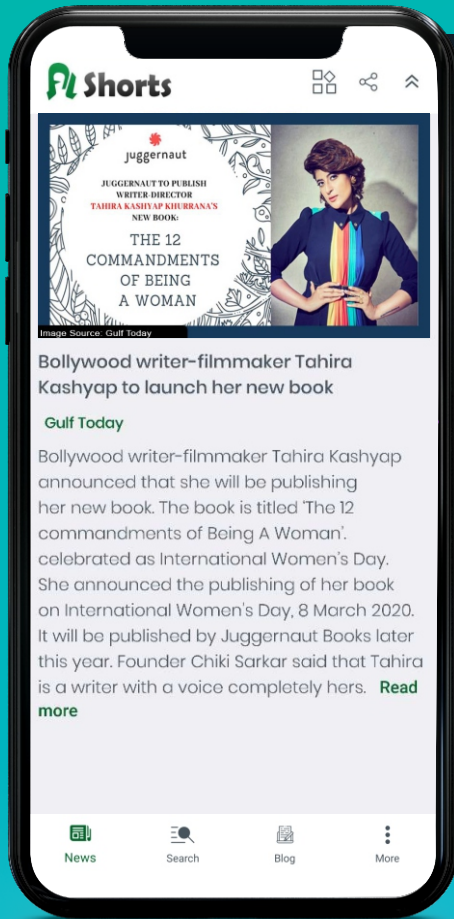
OUR MEDIA PARTNERS



AND MORE

ADVERTISEMENT OPTIONS

PLACEMENTS



NOTIFICATION STORY

Native integration of branded content into the news feed

- ★ Deliverables: (In A Week)
- ★ 120k+ Notifications to users
- ★ 20k Views of the content
- ★ CTR: 1-2%

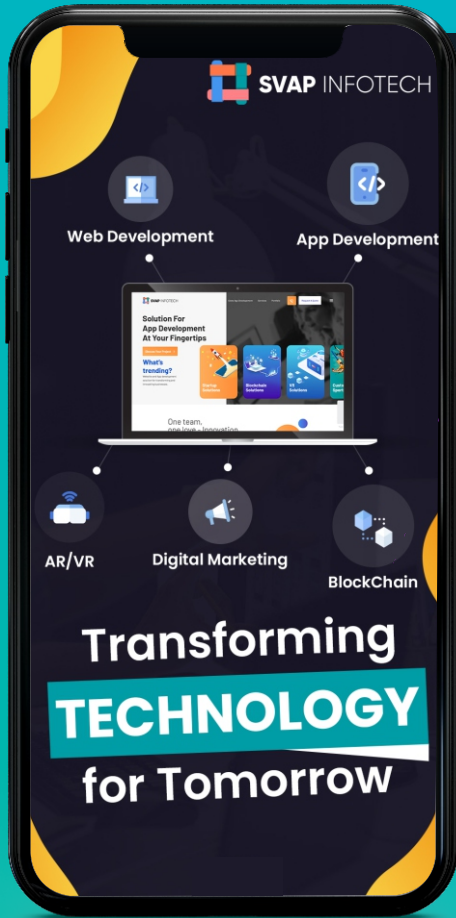
NORMAL STORY

- ★ Deliverables:(In A Week)
- ★ 12k Views of the content
- ★ CTR: 1%+

NATIVE BANNER

Bar at the bottom which enable user to explore content similar to current story

ADVERTISEMENT OPTIONS



PLACEMENTS

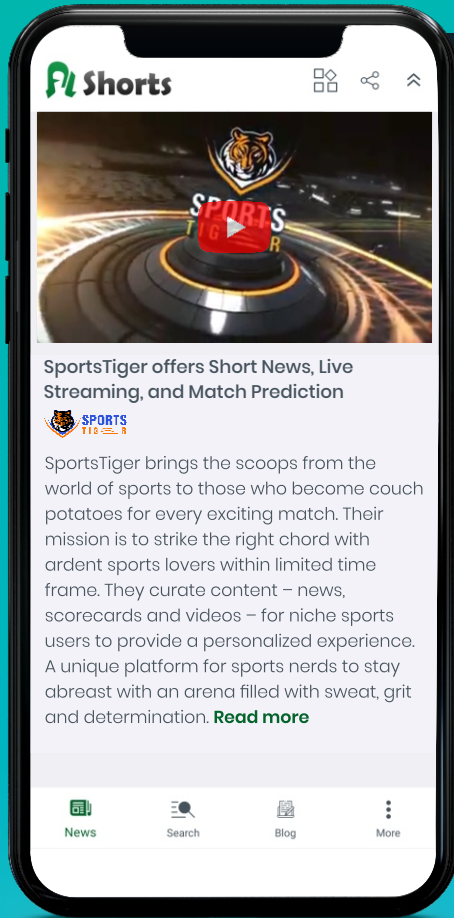
INTERSTITIAL BANNER

- ★ Full screen rich media ad slot
- ★ HD Creative can be used
- ★ Ad appears after 8 news cards

WEBSITE BANNER

- ★ Standard format
- ★ Large format
- ★ Native ad format
- ★ Rich media format

ADVERTISEMENT OPTIONS



PLACEMENTS

NOTIFICATION VIDEO STORY

Native integration of branded video content into the news feed

- ★ Deliverables: (In A Week)
- ★ 120k+ Notifications to users
- ★ 20k Views of the content
- ★ CTR: 1-2%

NORMAL VIDEO STORY

- ★ Deliverables:(In A Week)
- ★ 12k Views of the content
- ★ CTR: 1%+

ADVERTISEMENT OPTIONS



PREMIUM CAROUSEL SLIDE

- ★ Full screen rich media ad slot
- ★ Upto 7 HD Creatives can be used

OUR STAND ON KEY POINTS

BRAND SAFETY

Content is our core and each news/short goes live after a series of internal checks. We avoid clickbait headlines and our editorial only support the useful information as content.

AD FRAUDS

We use SDK to maintain complete transparency and extend complete support to implement any fraud elimination mechanism.

VISIBILITY

Every slot on Alshort is 100% viewable. We don't charge for what we don't display.

VISION AND MISSION



We pick fact checked news



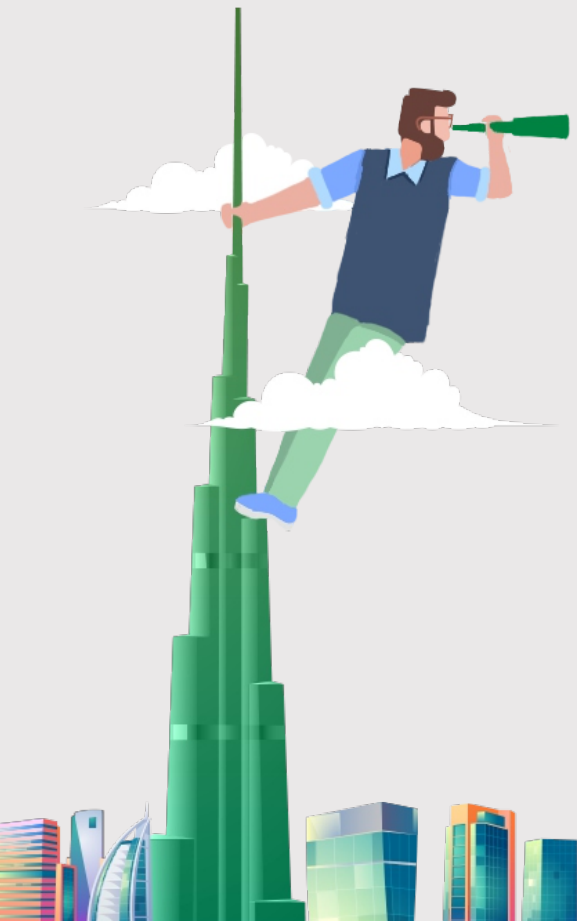
Save time by reading News on the Go!



No Gossips. No Rumours. Only Unbiased New



Sourced with credit, every news is authentic



WHY ALSHORTS

- First Mobile News platform to provide english news in UAE.
- World news is collated on single platform offering simplified information
- With bite sized 60 word descriptions, users can access multiple categories and be updated on the go!
- Users love to read AlShorts. An active user spends 8- 10 minutes on a daily basis and consuming ~35 news per day.
- It's an alternative of newspaper for time starved people
- No Rumors or opinionated content.

CASE STUDIES



CASE-SVAP INFOTECH

- ★ Full screen rich media ad slot- INTERSTITIAL
- ★ Part of the native experience of the app, keep the user experience non-intrusive
- ★ SVAP INFOTECH used Interstitial to promote the Website and App Development.
- ★ We helped the organisation to get 10-12 new projects.

CASE STUDIES



CASE-HR COLLEGE OF COMMERCE AND ECONOMICS

- ★ Full screen rich media ad slot-INTERSTITIAL
- ★ We helped the Event held by the institution to reach global audience
- ★ Increase in footfall by 200%

CASE STUDIES




CASE-SPORTSTIGER


- ★ Full screen rich media ad slot- INTERSTITIAL
- ★ SportsTiger used Interstitial to increase awareness and app install.
- ★ We helped the organisation to get 500K+ family in a duration of 1 month.

CONTACT

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Approved by the National Media Council and
Telecommunications
Regulatory Authority (TRA) in UAE.

