Leading Mobile platform for content distribution and consumption in UAE.

★ Rated 4.2 on Google Play
★ Average session of 2m:50s
**WORLD TRAFFIC TRENDS**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirate</td>
<td>66K</td>
</tr>
<tr>
<td>India</td>
<td>48K</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>8K</td>
</tr>
<tr>
<td>United States</td>
<td>3K</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2K</td>
</tr>
<tr>
<td>Pakistan</td>
<td>1.2K</td>
</tr>
<tr>
<td>Qatar</td>
<td>800</td>
</tr>
</tbody>
</table>

*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
OUR MEDIA PARTNERS

- Dubai Police
- Government of Dubai Media Office
- Dubai Municipality
- Emirates News Agency
- Gulf Property
- DubaiOFW.COM
- Arabian Post
- Gulf Today
- Dubai City of Gold
- Dubai Gold & Jewellery Group
- The Sports Journal
- GCC Exchange
- UAE Cricket Board
- FPJ
- South Asia Monitor

AND MORE
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

*as projected
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
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%+

SportsTiger offers Short News, Live Streaming, and Match Prediction

SportsTiger brings the scoops from the world of sports to those who become couch potatoes for every exciting match. Their mission is to strike the right chord with ardent sports lovers within limited time frame. They curate content – news, scorecards and videos – for niche sports users to provide a personalized experience. A unique platform for sports nerds to stay abreast with an arena filled with sweat, grit and determination.
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

**FACTS**
We pick fact checked news

**TIME**
Save time by reading News on the Go!

**TRUTH**
No Gossips. No Rumours. Only Unbiased News

**AUTHENTICITY**
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.