



AUGUSTUS
media

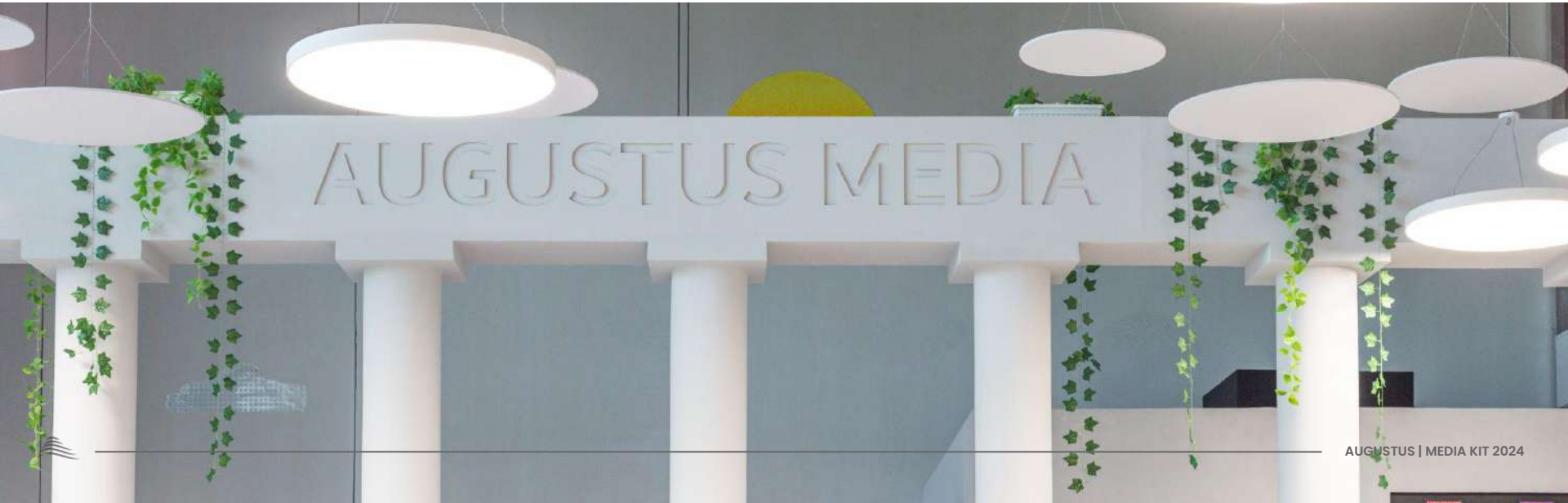
EST 2015

**CONNECTING WITH COMMUNITIES
ACROSS THE REGION**



“IF I PLAYED MY PART WELL, CLAP YOUR HANDS, AND DISMISS ME WITH APPLAUSE FROM THE STAGE”

CAESAR AUGUSTUS (63 BC - 14 AD)



OUR OFFICES

Based in 4 Key locations in the MENA

Dubai, UAE



Abu Dhabi, UAE



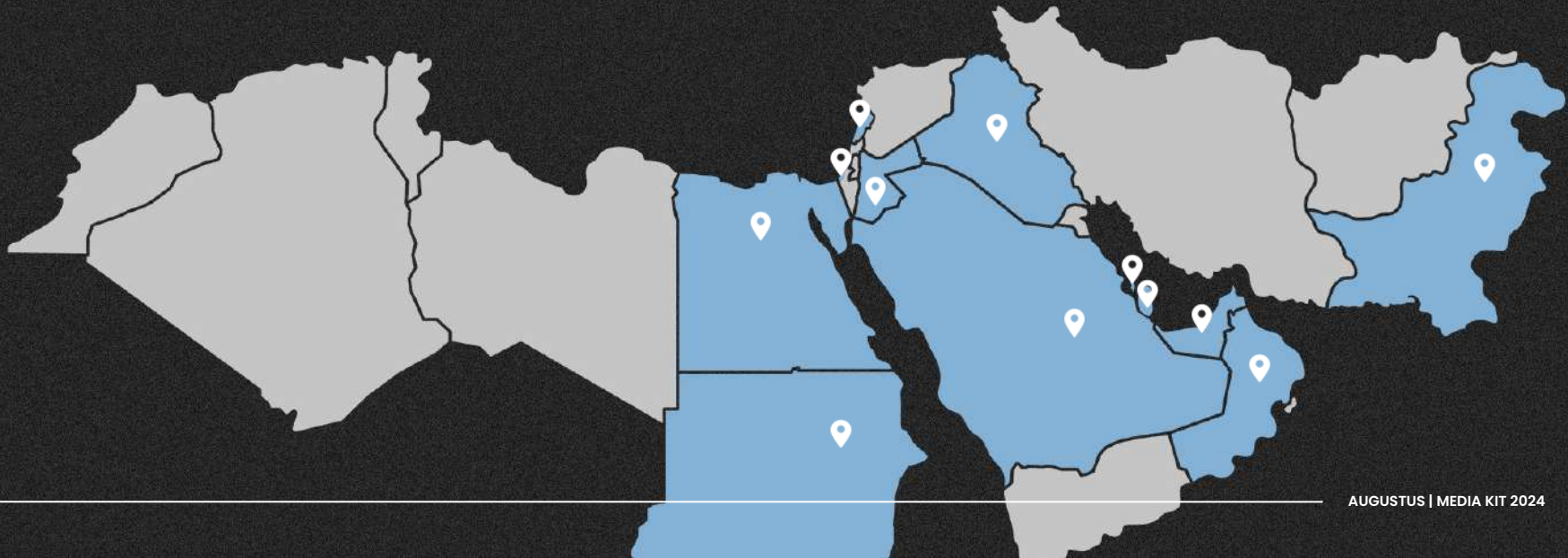
Riyadh, Saudi Arabia



Cairo, Egypt

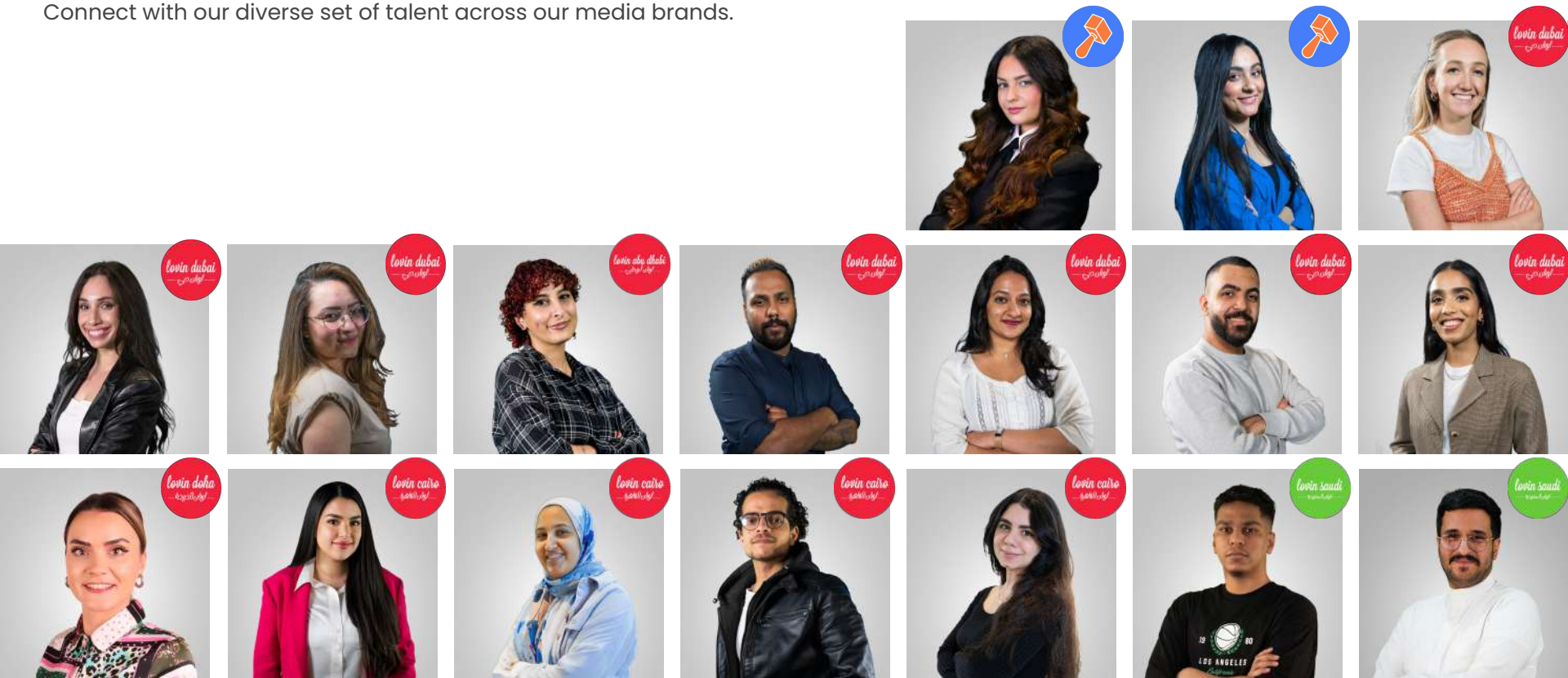


AN ON GROUND PRESENCE WITH JOURNALISTS & CONTENT CREATORS IN 11 COUNTRIES ACROSS THE MENA REGION

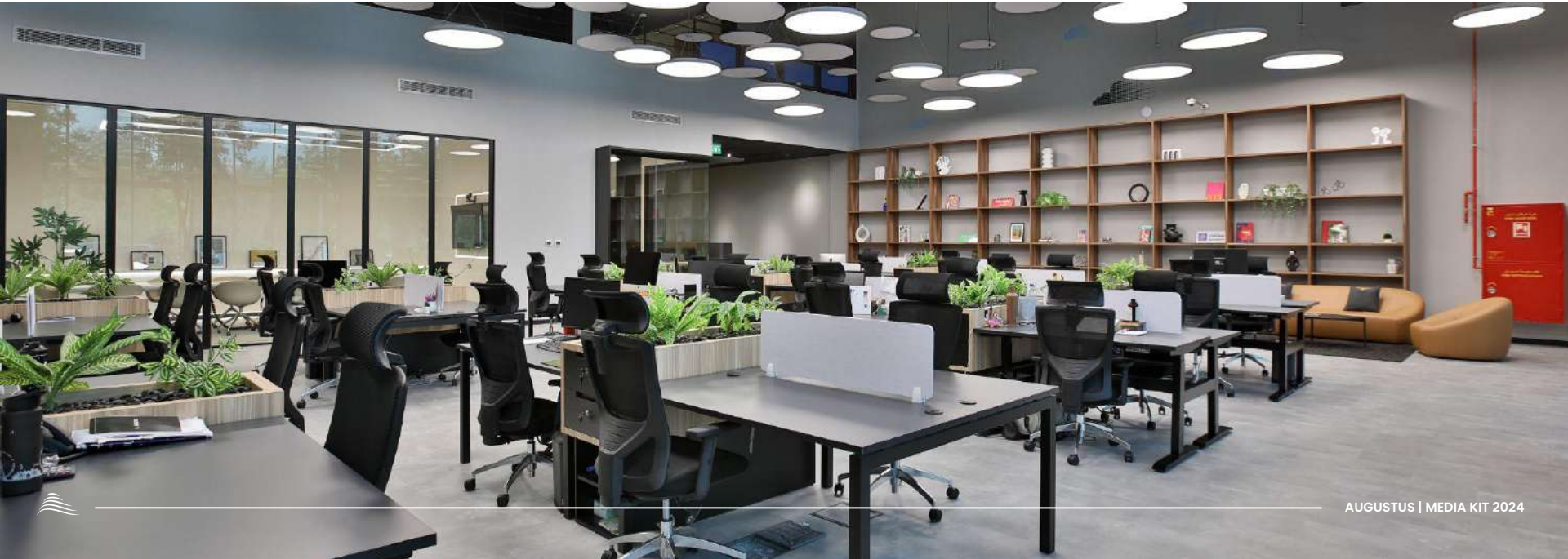


AUGUSTUS TALENT

Connect with our diverse set of talent across our media brands.



**ESTABLISHED IN 2015 WITH 1 BRAND
AND 3 EMPLOYEES, AUGUSTUS HAS SEEN
SUBSTANTIAL GROWTH WITH CURRENTLY HAVING...**



90+

EMPLOYEES

22+

LOVIN LIVE CITIES

15+

CHANNELS LIVE ON SMASHI TV



AN AWARD WINNING MODERN MEDIA COMPANY

Effie Awards Mena 2018
Most Aspirational SME Award
Lovin Dubai



Smashi Crypto wins The Middle East Blockchain Awards 2022
Most Influential Global Crypto News Service



The Business Fair Business Leadership Awards 2023
Best Media And Entertainment Company Of The Year



The BIZZ Awards 2023
Business Excellence Certificate



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



Augustus Media
IAB GCC Board of Directors



Fast Company Middle East
Most Innovative Companies Awards 2022



Augustus Media Signs
UN Women's Empowerment Principles Pledge 2023



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



Westford Awards 2023
Augustus Media for Business Excellence in Digital Sector





EXPERTISE IN BUILDING AUDIENCE FIRST MEDIA BRANDS



SPEAKING TO COMMUNITIES ACROSS MENA

Through platforms that tell inspirational stories.

NATIVE PRODUCTION



LOCAL NEWS



HIT SHOWS



2023 NETWORK

Augustus content is loved and seen by billions every year.

1.2m

NETWORK GROWTH

5.1m

PAGE VIEWS

9.2m

SOCIAL FOLLOWERS

26.3m

SNAPCHAT
UNIQUE VIEWS

955m

VIDEO VIEWS

1.3B

IMPRESSIONS



AUGUSTUS BRANDS



Lovin' shares the best of the city, informing with bitesize news, & community stories, capturing the best of the world around us



Smashi is a regional content platform telling inspiring stories of the Driven, Dreamers and Doers in the Arab region

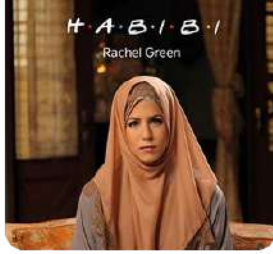


ODEUM is a content studio with an expertise in producing new media formats that connect brands with communities



lovin
— لوفين —

CAPTURING THE BEST OF THE WORLD AROUND US



THE FASTEST GROWING MEDIA BRAND IN THE REGION



MANIFESTO: LOVIN' LIFE

OUR MANTRA

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

OUR LENS

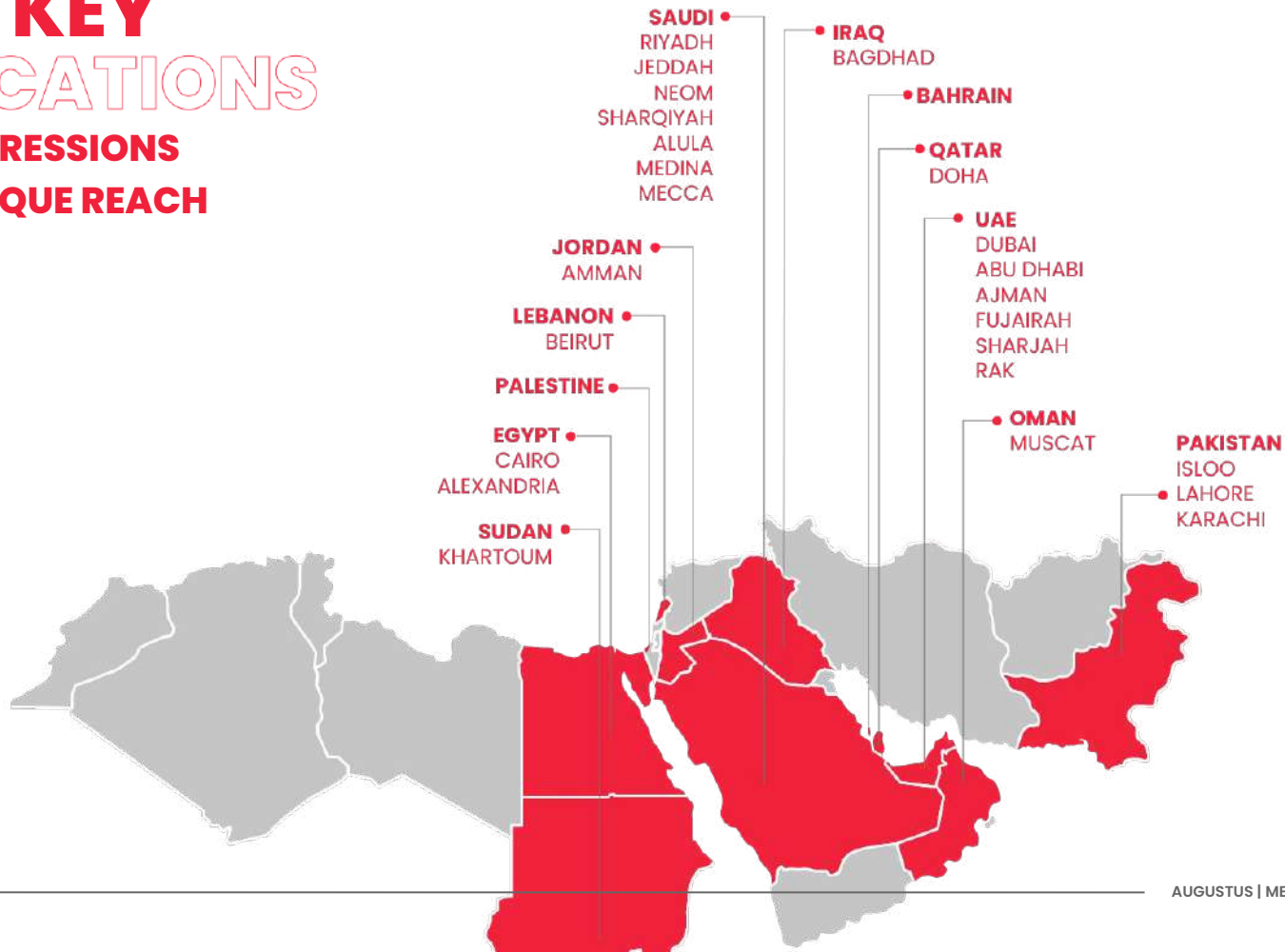
The heart of Lovin's content is centred on our readers enjoying life. Our tone is positive, upbeat, factual, and relevant to a local audience.



BASED IN KEY MENA LOCATIONS

72M MONTHLY IMPRESSIONS

23M MONTHLY UNIQUE REACH



CREATING IMPACT THROUGH A DIGITAL LENS

TRUSTED

The 'reliable' source of real time local news in the region.

ENGAGING

Uncovering the stories that other outlets have missed, while creating thought provoking content that users talk about and share with peers.

POSITIVE

Shining a light on positive community stories by delivering inspirational and wholesome content.



LOVIN MARKETING SERVICES



BRANDED CONTENT



CREATIVE IDEATION



EVENT COVERAGE



AWARENESS



STORY TELLING



AMPLIFICATION



WHAT'S NEW

MARKETING FORMATS



LOVIN HOUSE

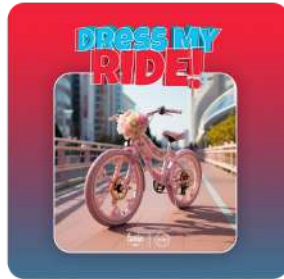
Take your event to the next level with the Lovin House on ground activation where the audience and influencers can capture and share content.



CGI VIDEOS

Create attention grabbing viral videos with the use of CGI Technology.

We have a full service offering of production as well as distribution across Lovin Channels.



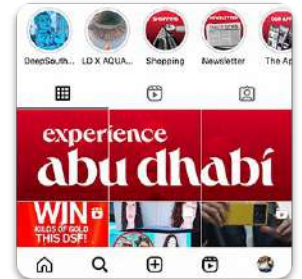
AI CAMPAIGNS

Make your brand stand out with creative AI driven concepts that enhance user engagement.



WHITELISTED ADS

Optimize your paid media strategy by gaining access to Lovin accounts leveraging the audience on Lovin Platforms.



GRID TAKEOVER

Make a splash and enhance your brand presence by taking over the top row of the Lovin IG Grid!





A CONTENT PLATFORM FOR THE DRIVEN
THE DREAMERS AND THE DOERS

REGIONAL CONTENT PLATFORM, TELLING INSPIRING STORIES OF THE DRIVEN, THE DREAMERS AND THE DOERS



SMASHI IN NUMBERS

28M

TOTAL REACH

605K

TOTAL
FOLLOWERS

45M

TOTAL
IMPRESSIONS

14M

TOTAL
VIDEO VIEWS

CONNECTING WITH AUDIENCES
ACROSS 40+ SOCIAL MEDIA PLATFORMS



WHAT SMASHI COVERS



SPORTS



BUSINESS



ENTERTAINMENT



SMASHI SPORTS



We became the official broadcaster for local leagues in Basketball, Futsal, Volleyball and Handball. Smashi also produces and broadcasts the Emirates Drift Championship and the MINA Cup. Smashi Sports aim to make local sports more accessible, by broadcasting the live matches across the region, supported with on-demand recordings accessible across all social media platforms.



SMASHI BUSINESS



A business tech and culture content platform, about the latest from international companies and what's happening in the Arab region.

Highlighting entrepreneurship & tech news in the Middle East, with on-ground regional-host coverage and partnerships that represent the brands across business events.

Engaging interviews, top-line highlights and short-format videos showcasing the region's appetite for business and enterprising growth in Arabic.

6.3M

TOTAL IMPRESSIONS

4.4M

TOTAL REACH



SMASHI ENTERTAINMENT



#1 Trending Snapchat Show in the Region

One of the biggest Snapchat show 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.

2.26M **1.58B** **334M**

SUBSCRIBERS

UNIQUE TOP
SNAP VIEWS

MINUTES
WATCHED



108K **166M** **7.43M**

SUBSCRIBERS

UNIQUE TOP
SNAP VIEWS

MINUTES
WATCHED



ODEUM

A CONTENT STUDIO CONNECTING BRANDS WITH
COMMUNITIES AND CULTURE

ODEUM

The content studio powered by data and insights with an expertise in producing new media formats that connect brands with communities and culture.



7 INHOUSE STUDIOS

7 studios fully equipt to produce, videos, shows and podcasts in Dubai, Riyadh and Cairo.



LIVE STREAMING



AUDIO & VISUAL STUDIOS



PODCAST ROOM



GREEN ROOM



VR STUDIO



AMPHITHEATRE



PCR ROOM



ODEUM SERVICES



**VIDEO & SHOW
PRODUCTION**



GRAPHIC DESIGN



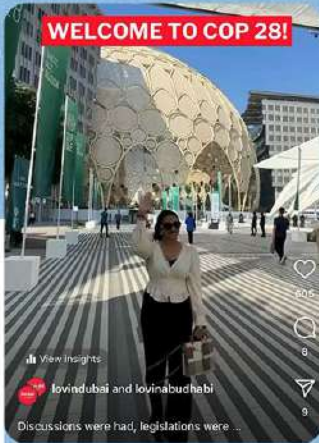
STUDIO RENTAL



COPYWRITING



HOW AUGUSTUS WORKS WITH BRANDS



**CONTENT
CREATION**



**CAMPAIGN
AMPLIFICATION**



**WHITE LABEL
PRODUCTION**



**DIGITAL
ADVERTISING**



WORKING WITH +1200 BRANDS ACROSS THE REGION



ELEVATE YOUR BRAND WITH US

HELLO@WEAREAUGUSTUS.COM
GET IN TOUCH FOR MORE INFO

