

SING IT PROUD

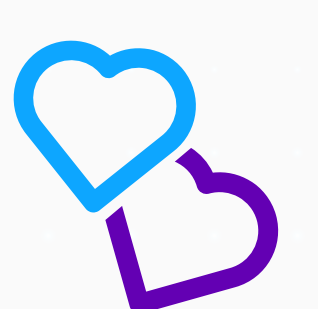
UAE National Day | 2021



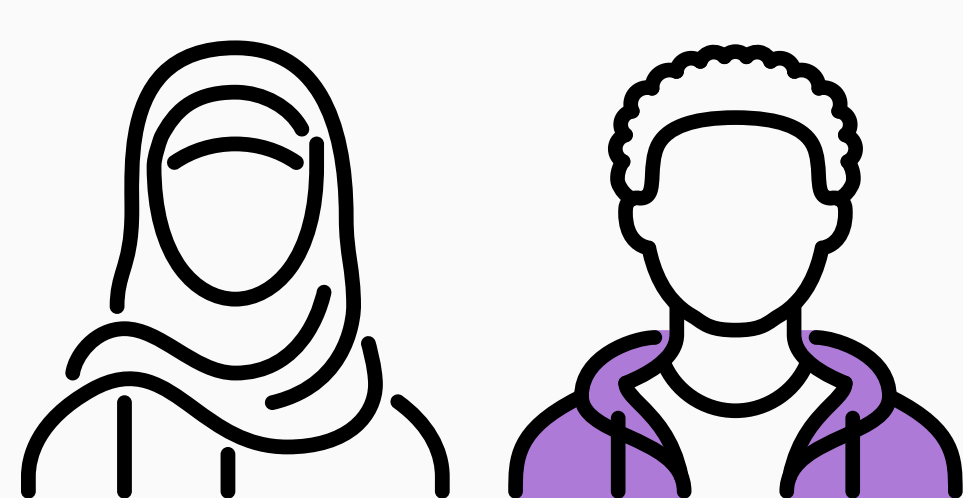
MUSIC:
A COLLECTIVE EXPERIENCE
THAT NOURISHES THE SENSE
OF SOLIDARITY

11x

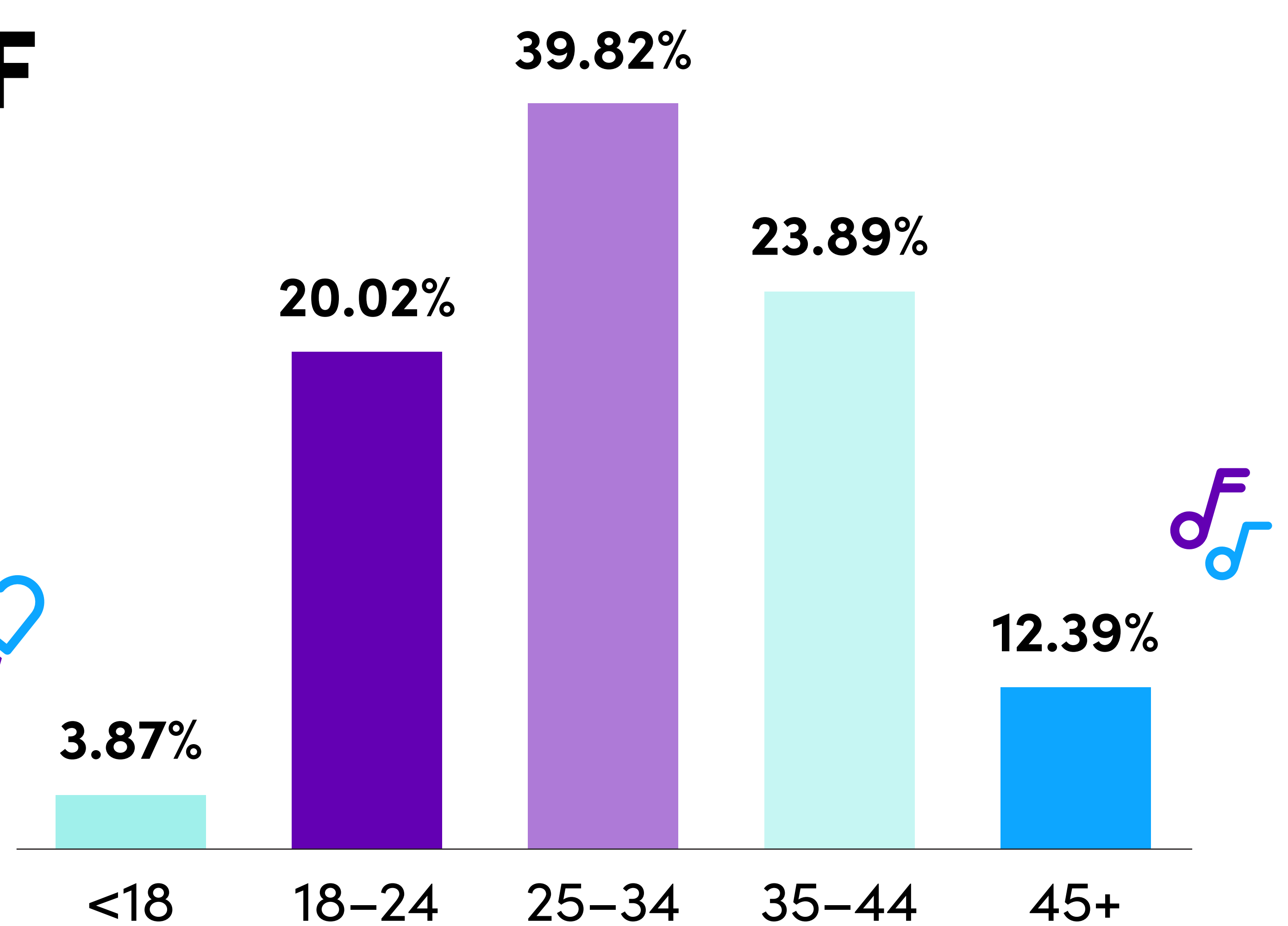
more streams on
"UAE National day content"
in UAE around Dec 2nd



A HIGH SENSE OF PATRIOTISM



59.84%
OF STREAMERS
ARE 18-34 Y/O



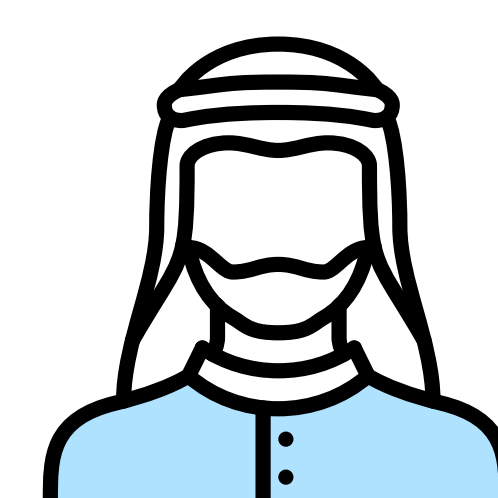
STREAMS PEAK AT
7AM-11AM-6PM & 10PM

Females

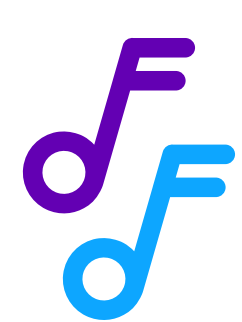
45.82%

Males

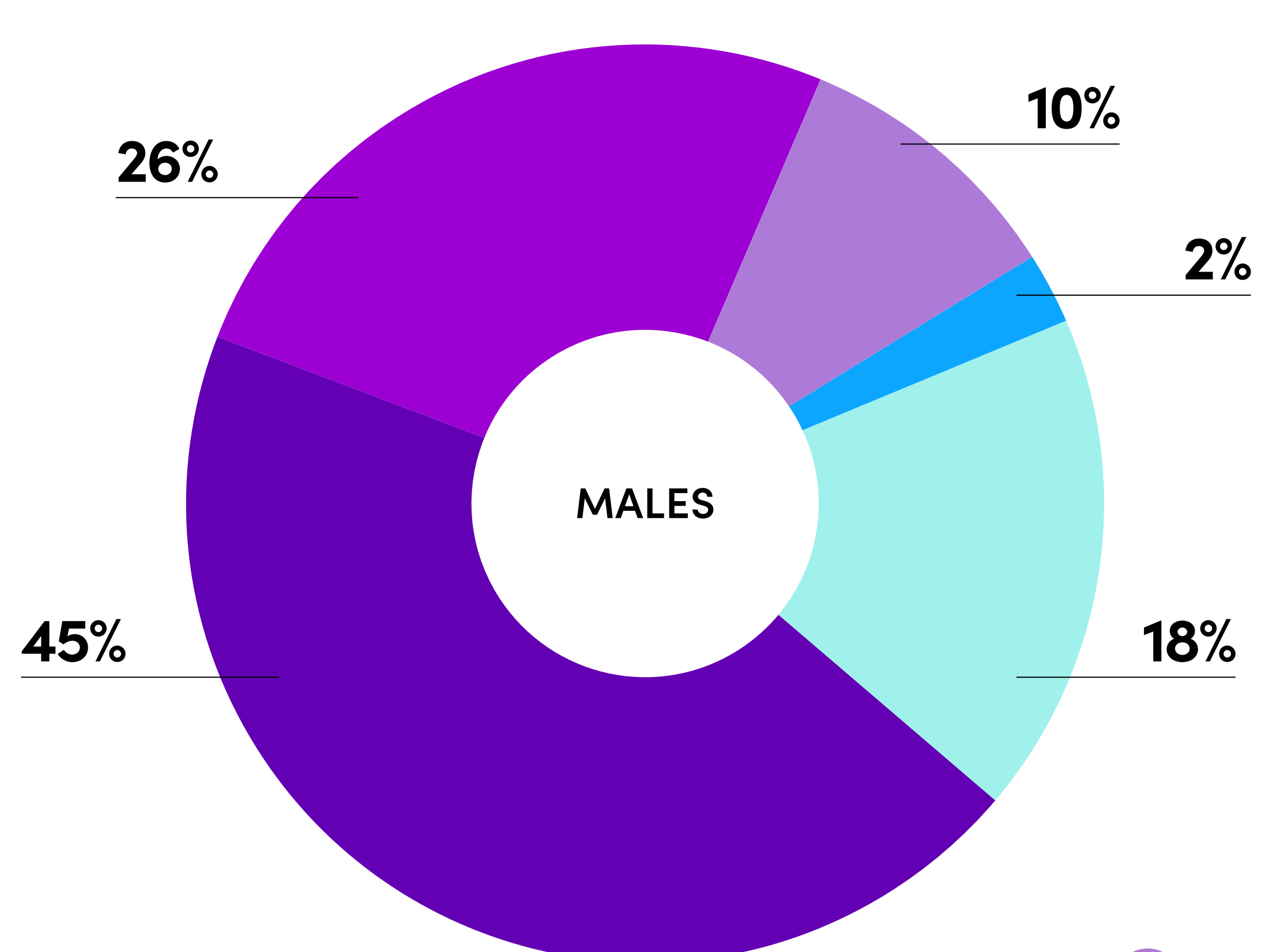
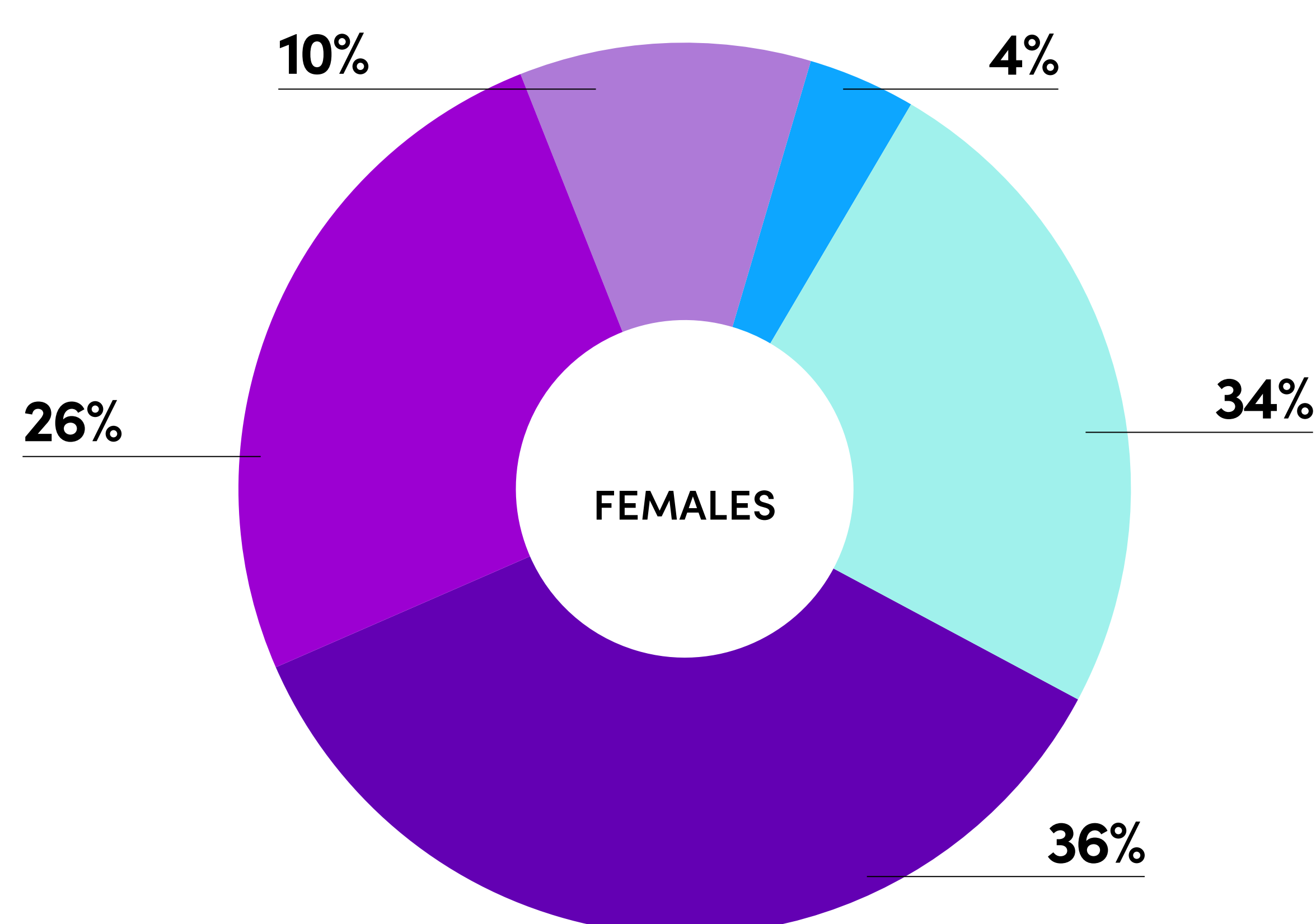
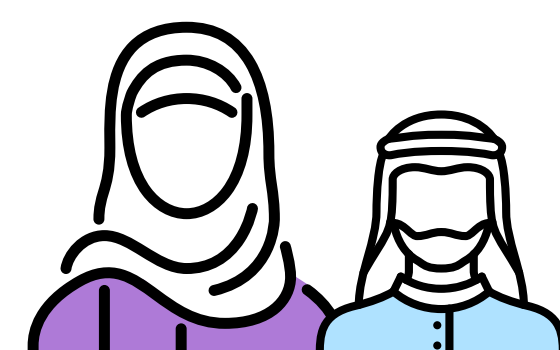
54.18%



54.18%
OF STREAMERS
ARE MALE



YOUNGER WOMEN IN THE UAE
SEEM TO ENGAGE WITH PATRIOTIC
SONGS MORE THAN MEN



■ Below 18 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45 or Above

AMPLIFY THE SOUND OF YOUR BRAND



TALK TO US

Source: Anghami internal data, 2020-2021