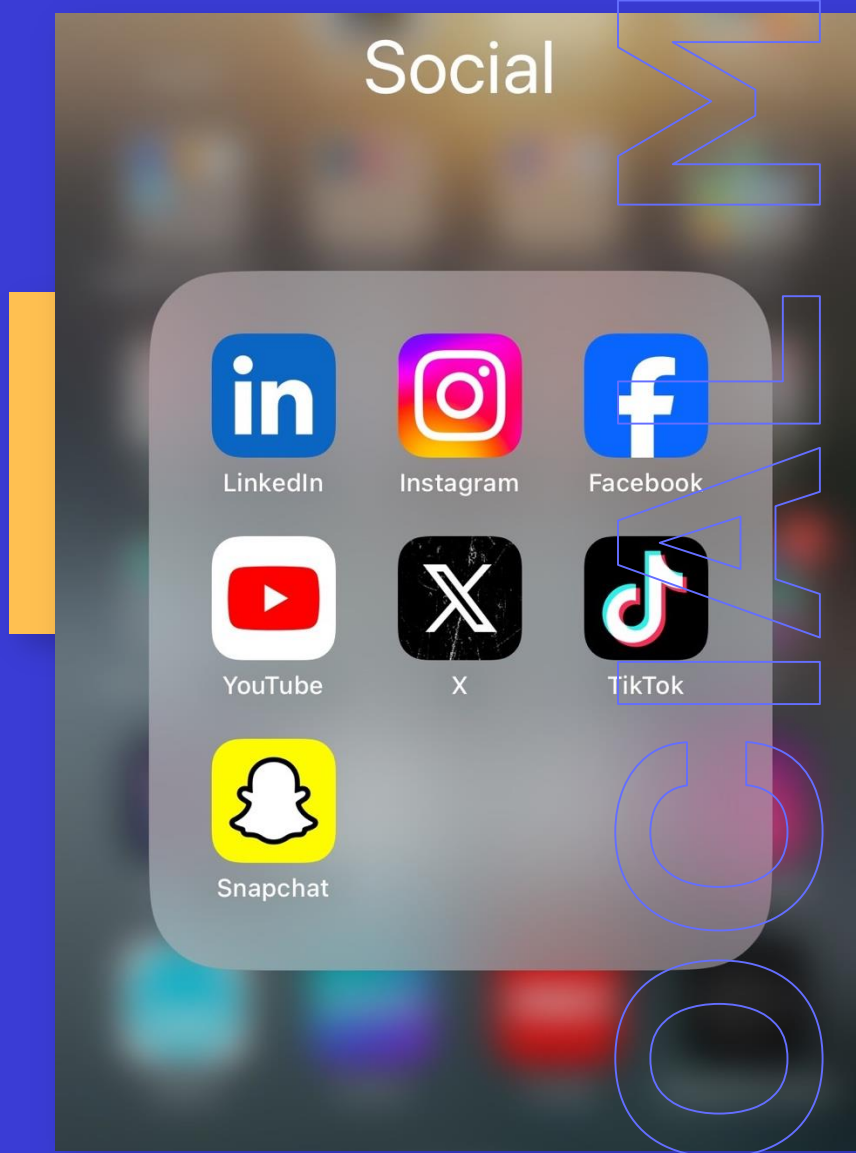




OUR SOCIAL MEDIA OFFERING MOVES AUDIENCES AND METRICS



SOCIAL MEDIA

SOLUTIONS

MMS partners with global social media giants such as TikTok, Snapchat, X, Instagram, YouTube, and Facebook, providing brands with unmatched access to advertise on the world's most influential platforms.

A GLIMPSE OF MBC GROUP'S SOCIAL MEDIA PRESENCE

	Platform	Followers/Fans	Video Views
	YouTube	130.4 M	6.6 B
	Facebook	442.8 M	24.6 B
	X	52 M	504 M
	Instagram	75.2 M	7.9 B
	Snapchat	36 M	18.6 B
	TikTok	75.6 M	14.5 B
	Total	812 M	72.7 B



ASSOCIATE YOUR BRAND WITH BESPOKE EDITORIAL CONTENT

Screenshot

1 single Top snap with 10 sec duration
- No swipe up



Estimated 100,000 Video Views per day
Estimated 500-1,000 Engagement per day

Segment

One Main Top snap with segment title followed by 5 Top Snaps with 10 sec duration for each. Segment is an image with text on it. (Swipe-right)



Main top Snap



Second Top Snap

Estimated 200,000 Video Views per day



ASSOCIATE YOUR BRAND WITH BESPOKE EDITORIAL CONTENT

Article/Video

On Single Top Snap of 10 sec duration, with a swipe up to read the article or watch a video or photos.



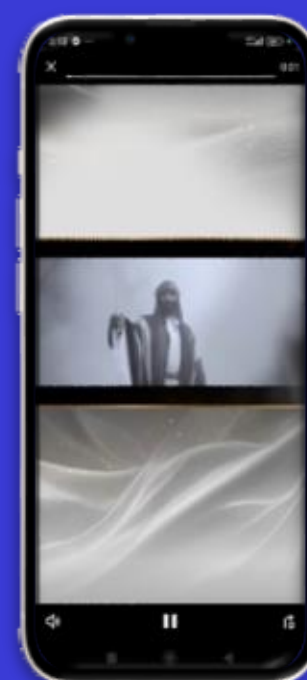
Top Snap Swipe up for
article



Snap Article



Top Snap – Swipe up for
Video



Snap Video

Estimated 150,000 Video Views per day



ENABLING BRANDS TO ASSOCIATE WITH PREMIUM MBC CONTENT THROUGH X AMPLIFY

‘Amplify’ pairs brands with the most premium, timely published video content.



CUSTOM TARGETING CRITERIA



Location



Demo



Device



Language

ADDED BEHAVIORAL TARGETING CRITERIA



Keywords



Search



Followers



Interests



Tailored audiences



Look-a-likes



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