

Fans love a good story
Your brand belongs in it

Media kit & partnerships · October 2026



— WHAT IS THIRDLINE?

Sport, told from a different angle

A Saudi sports media platform built on storytelling. We look at sport from a different angle – the story and the people behind the player and the moment – in a young Saudi voice that mixes pace, insight and narrative

Beyond the score

We tell what sits behind the result – the people and the moments...

A young Saudi voice

Language that sounds like our audience, and an opening line...

Made for every screen

Short vertical stories and longer episodes, published across six platforms

Our journey

- 2024 – The start
Where the Story Began
- Dec 2024 – Lift-off
“At the Beginning, My Friend”
- 2025 – Proving ourselves
From Views to Impact
- 2025–2026 – Growth
The Story Got Bigger
- 2026 – A new chapter
The Best Is Yet to Come

— WHY BRANDS PARTNER WITH US

Why our stories deserve your brand's attention

01 Be part of the story

Natural integration inside the episode instead of an ad people skip – always clearly disclosed

02 A young sports audience

78% of our audience is aged 18–34, and 42% is in Saudi Arabia – per platform analytics

03 Six platforms, one idea

One idea, cut for each platform – TikTok, Instagram, YouTube and more

04 From idea to report

We write, produce and publish – then report clearly. And our reach is 100% organic: we have never paid for promotion

— KEY NUMBERS

The numbers behind the stories

Every figure is labelled: “live” is read from the platform when this file is built; “cumulative” is an all-time total

LIVE

377K

follows across 6 platforms
– a sum, not unique people

CUMULATIVE

250M

views since launch
across all our platforms...

LIVE

45.4M

YouTube views since
the channel launched

LIVE

2.1M

TikTok likes, all time

CUMULATIVE

825K

YouTube watch hours since
the channel launched

CUMULATIVE

114

countries have watched us
on YouTube since launch

LIVE

287

videos published on TikTok

Live figures last read: 18 October 2026

— RECENT PERFORMANCE

How our content performs today

The median is what a typical recent video does – a fairer guide than the average, which viral hits pull up

YouTube Shorts

Last 30 Shorts published

101K

median views per video

Average	161K
Typical range (middle half)	51K – 207K
Highest in the set	753K

YouTube videos

Last 5 long-form videos

11K

median views per video

Average	20K
Typical range (middle half)	9.3K – 19K
Highest in the set	51K

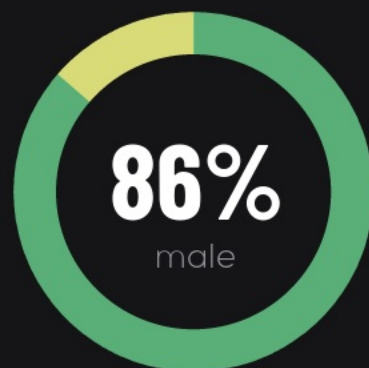
Source: YouTube's public channel pages (view counts as YouTube shows them), read 17 October 2026. Every view is organic – we have never used paid promotion

— AUDIENCE INSIGHTS

Meet our audience

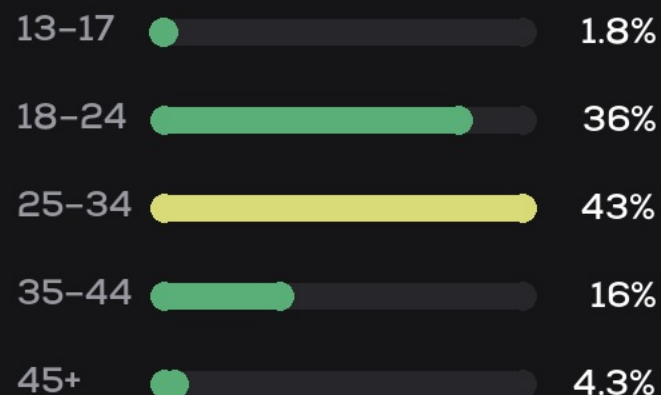
An overall picture from each platform's analytics for the latest available period, combined by each platform's follower count

Gender



● Male 86% ● Female 14%

Age groups



Top countries



Data as of آخر فترة متاحة · Platforms included: TikTok, Instagram, YouTube, Facebook, X

— OUR PLATFORM FOOTPRINT

Content that meets fans where they are

Platform	Followers	Share	Audience	Metric
 TikTok @thirdlinesa	131,300	34.8%	Male 80% · Saudi Arabia 67%	60M views (analytics)
 Instagram @thirdlinesa	114,941	30.4%	Male 90% · Saudi Arabia 19%	37M views (analytics)
 YouTube @thirdlinesa	100,000	26.5%	Male 90% · Saudi Arabia 41%	45.4M views
 Facebook Thirdlinesa	21,353	5.7%	Male 91% · Egypt 25%	10M views (analytics)
 X @Thirdlinesa	5,284	1.4%	Male 87% · Saudi Arabia 66%	1M impressions (analytics)
 Threads @thirdlinesa	4,500	1.2%	—	

Total 377,378 follows · shares rounded to one decimal, totalling 100% · updated 18 October 2026

— ORIGINAL SHOWS & SPONSOR FIT

Worlds we build for sports fans



On air

Hikaya

Cinematic storytelling**Format**

Short vertical stories and longer YouTube episodes

Audience

Fans who want the story and the person behind the athlete

Sponsor fit

Episode or series sponsorship · Presented...

Example: a travel brand presents the story of a player...



On air

Thulathiya

Best & worst lists**Format**

Short vertical lists: the best three, the worst three

Audience

Fans who love to debate, compare and share

Sponsor fit

List sponsorship · Sponsored audience question

Example: a telecom brand presents "Top 3 goals"...



Launching soon

Muhadatha

The hangout

Upcoming – no performance data yet

Format

Talk format

Audience

Fans who follow debate, opinions and guests

Sponsor fit

Session partner · Product in context

Example: an everyday product that sits naturally on the table



Launching soon

Al Souq

The transfer market

Upcoming – no performance data yet

Format

Transfer news and analysis

Audience

Fans who follow every transfer window day by day

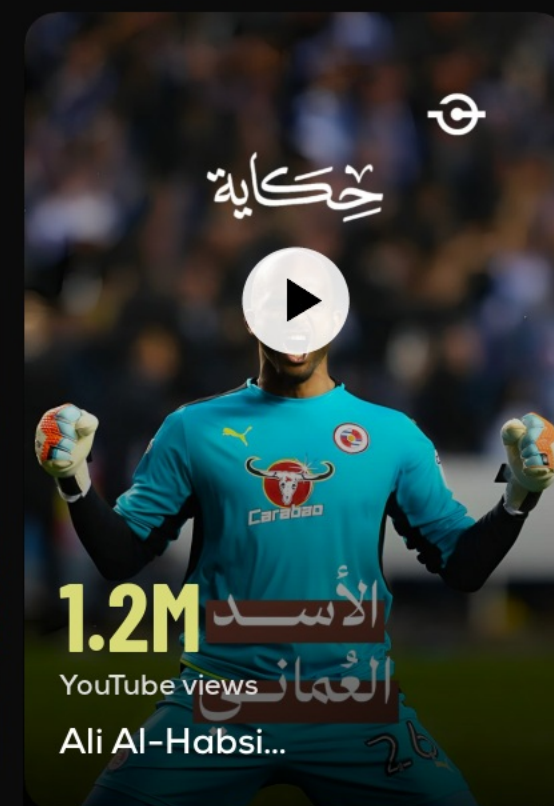
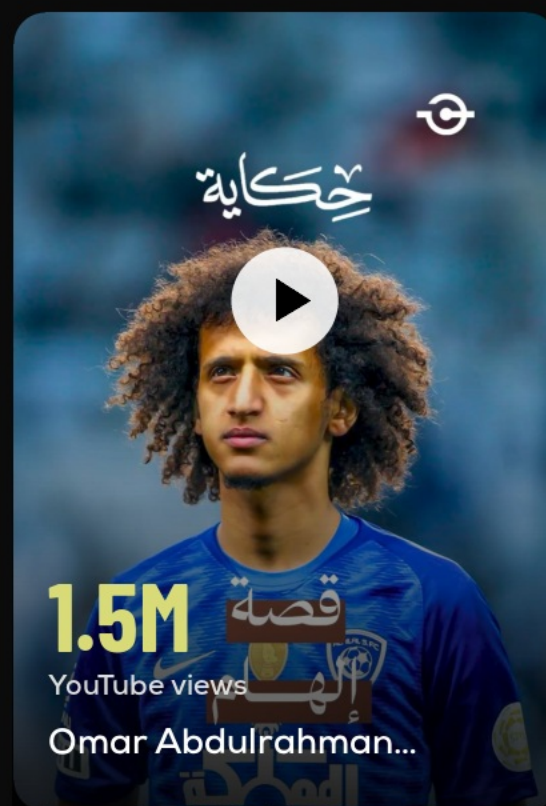
Sponsor fit

Transfer-window sponsorship · Sponsored daily segment

Example: an app presents "Deal of the day"...

— TAP ANY EPISODE TO WATCH

Stories that moved our audience



View counts from YouTube when this file was built · these are among our top performers, not an expected average for every campaign (see Recent performance)

— WHY STORY-LED INTEGRATION WORKS

Inside the story, not in the margins

01 Real attention

Fans came for the story, so they meet your brand while paying attention

02 A logical fit

We match the story to what your product stands for – never forced

03 Trust kept

Clear disclosure, and no product claims we haven't checked

04 A longer life

Stories keep being watched and shared – your brand travels with them



How “Presented by” looks at the start of an episode – not an existing partnership

— ADVERTISING SOLUTIONS – ALL TAILORABLE

How your brand becomes part of the content

01 Episode Sponsorship

Goal: Awareness

Your brand presents one episode or a set of episodes of a running show

Best with: Hikaya, Thulathiya

- "Presented by" at the open or close
- In-episode mention
- Short cut-down
- Supporting story
- Performance report

02 Program Sponsorship

Goal: Awareness & association

A steady presence alongside a whole show for an agreed period

Best with: Hikaya, Thulathiya

- Agreed number of episodes
- Co-branded show identity
- Consistent placement
- Periodic reporting

03 Native Brand Integration

Goal: Consideration

No ad break: we link your product to the story in a way that makes...

Best with: Hikaya, Muhadatha

- Bespoke integration idea
- In-story scene or segment
- Script approval
- Clear disclosure

04 Branded Original Content

Goal: Consideration & engagement

We turn your brand message into a story or series, told the THIRDLINE way

- Concept
- Script
- Production
- Voice-over
- Edit
- Publishing or delivery

— ADVERTISING SOLUTIONS – ALL TAILORABLE · 2

Campaigns, originals and long-term partners

05 Cross-Platform Campaign

Goal: Reach & engagement

One idea, cut for each platform – TikTok, Instagram, YouTube and more

- Hero video
- Short cut-downs
- Stories
- Supporting designs
- Dedicated report

06 Tournament & Seasonal Campaigns

Goal: Engagement

A presence tied to a tournament, a season or a transfer window –...

Best with: Thulathiya, Al Souq

- Dedicated content series
- Interactive posts
- Recaps
- Brand presence across the series

07 Season Partner

Goal: Long-term association

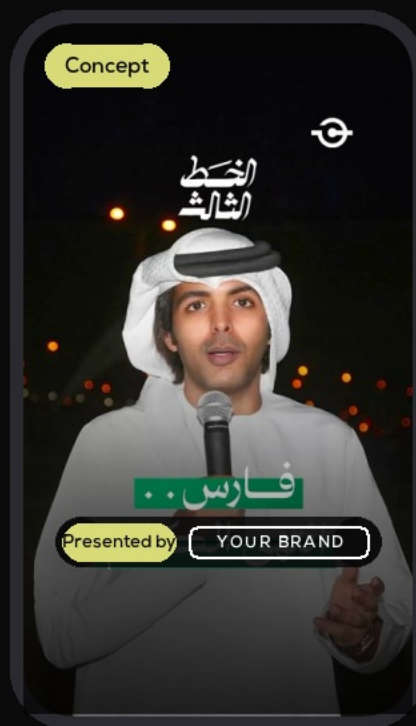
A long-term partnership bringing sponsorship, production...

- Monthly plan
- Multi-show sponsorship
- Seasonal campaigns
- Periodic reports
- Category exclusivity on request

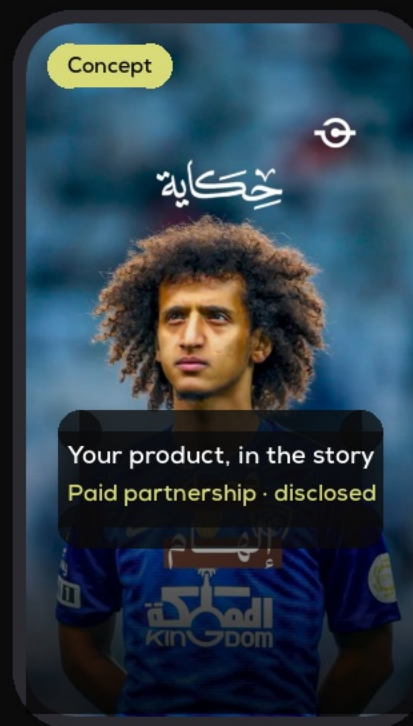
— ILLUSTRATIVE MOCKUPS

What your presence actually looks like

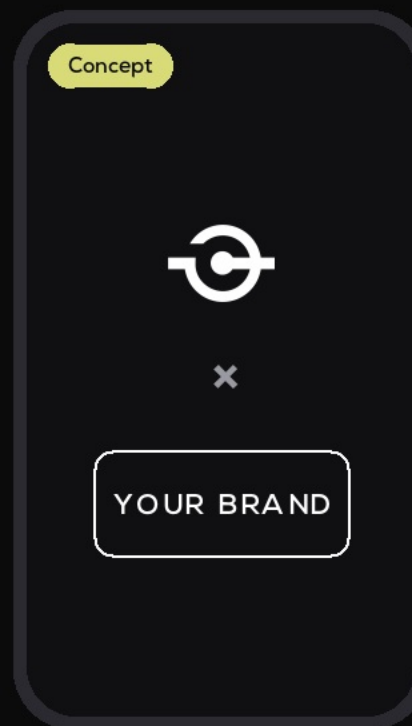
Illustrative placements using “Your brand” instead of any real logo – all elements kept inside each platform's safe areas



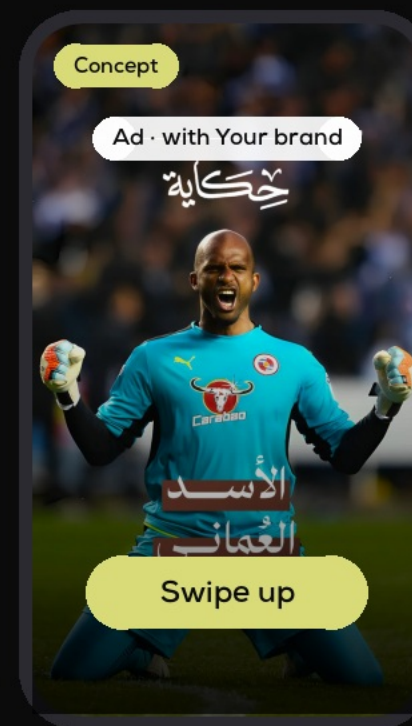
Presented by –
episode open



Integration scene
inside Hikaya



Co-branded outro



Sponsored story

— PARTNERSHIP CASE STUDY

HOMA × THIRDLINE

Objective

A sustained HOMA presence with the Hikaya audience over five months

Creative concept

HOMA sponsors the Hikaya episodes themselves – and in selected episodes the brand enters the story naturally instead of a separate ad

Execution

Sponsorship of 45 Hikaya episodes over five months, five of them with advertising woven into the story

Deliverables

45 HOMA-sponsored episodes · 5 in-story integrations

**5**

months,
non-stop

45

episodes
sponsored

5

in-story
integrations

212K

views,
example...



Scan to watch

— SELECTED COLLABORATIONS

Who we have worked with – and how

Paid sponsorship

2 partners



Almana



HOMA

Paid advertising

5 partners



Diriyah Club



Al-Qadsiah



NEOM



tact



Mahd Sports Academy

Production

6 partners



PIF



Ministry of Sport



FIFA



Sela



DAZN



ARQAM

Sponsored coverage

3 partners



Roshn Saudi League



Saudi Super Cup



GOSI

— HOW WE WORK

From brief to report – six clear steps



Principles we work by

- Flexible revisions until your objective is met
- Usage rights and amplification on your accounts – agreed flexibly
- We never assume match broadcast rights or tournament marks
- Paid partnerships are disclosed per regulations and platform rules
- We don't guarantee numbers – we commit to deliverables and report openly
- Product claims are checked before anything goes live

— PARTNERSHIP MODELS

Three levels – all fully customisable

Final deliverables and fees are set in a custom proposal once we understand your objective

01

Starter Activation

Best for

A first, focused collaboration

Typical deliverables

One episode sponsorship or integration · A cut-down · A story

Platforms

One or two platforms

Duration

Weeks

Reporting

Final report

Contact us for a tailored package

02

Campaign Partnership

Best for

A multi-asset, multi-platform campaign

Typical deliverables

Several episodes or an original piece · Platform cut-downs · Stories and designs

Platforms

Several platforms

Duration

One to three months

Reporting

Mid-campaign and final reports

Contact us for a tailored package

03

Strategic / Season Partnership

Best for

Repeat presence and a lasting association

Typical deliverables

Show sponsorships · Seasonal campaigns · Original content · ...

Platforms

All agreed platforms

Duration

A season or a year

Reporting

Monthly reports and review sessions

Contact us for a tailored package

Let's build your next story

Share your objective – we'll build you a tailored package fast. Your goal is how we measure success

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Email **Muhannad@lens.sa**

Website **thirdlinesa.com**

For a sharper proposal, send us:

Campaign objective

Target audience

Timing

Preferred platforms

Budget range



Scan to send your brief