



**EXCLUSIVELY STREAMING ONLINE IN** 

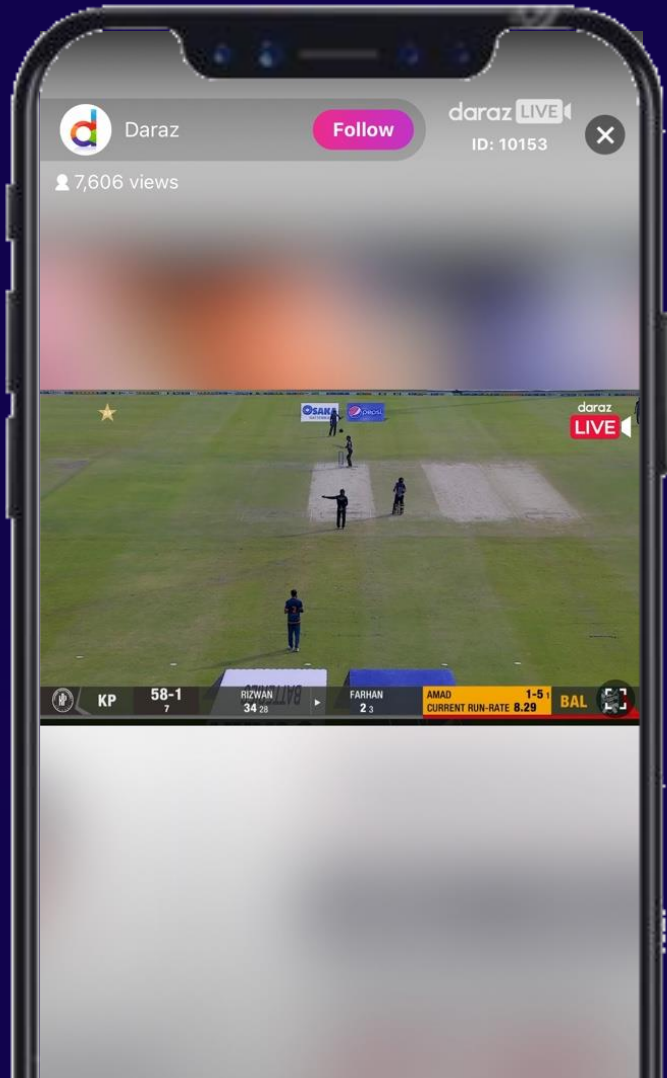


**STARTS**  
**17 OCT**

# **7 REASONS WHY?** **YOU SHOULD ADVERTISE ON DARAZ LIVE**

# IT IS EXCLUSIVE & FREE

## THE ONLY DESTINATION ON MOBILE TO WATCH CRICKET



Unlike previous times where 4-5 different platforms broadcast the live streaming resulting in breaking audience base failing to accumulate one big base at a single place.

This time, Daraz will be the only platform showing the ICC T20 World cup. You have to download the app :).


It is free, No fee which means it is for masses.

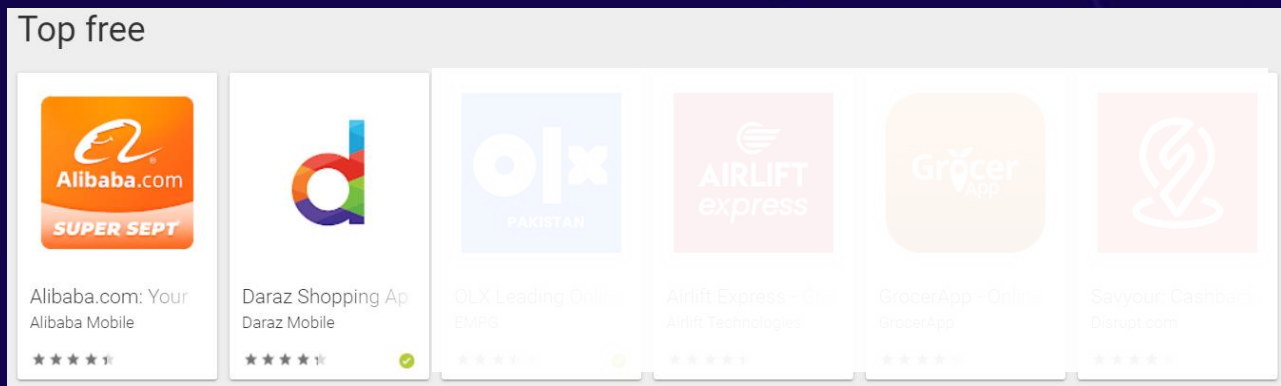


# IT IS ON DARAZ

## THE BIGGEST TRAFFIC PLATFORM IN PAKISTAN (LOCAL)



Traffic Metrics 	
Site	Rank in Country (PK)
<a href="https://daraz.pk">daraz.pk</a>	8
<a href="https://cricingif.com">cricingif.com</a>	4,788
<a href="https://tapmad.com">tapmad.com</a>	1,350
<a href="https://bsports.pk">bsports.pk</a>	80,860



We are one of the biggest app in Shopping category in Pakistan. Compared to traffic base of traditional sports streaming digital platforms, We are by far the biggest traffic platform.

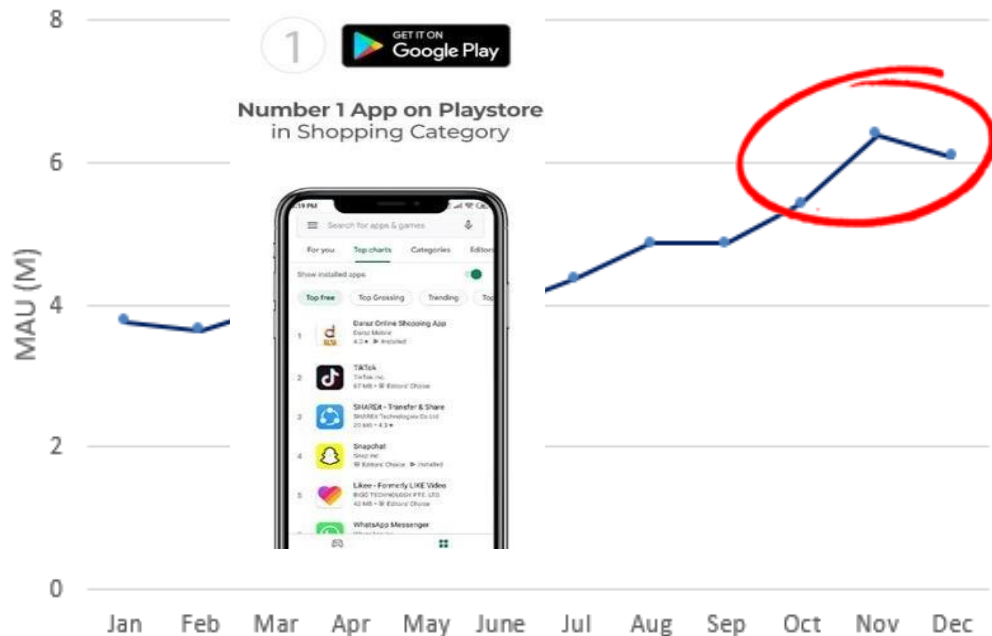
# RIDING ON 11.11 TRAFFIC BOOM

## WORLD CUP + 11.11 = BIGGEST THING ON INTERNET



### Highest traffic in the last 3 months of the year

#### Daraz PK Platform Traffic 2020



In Oct/Nov, Daraz becomes the No.1 App on entire google play surpassing big tech players like Facebook, TikTok and others.

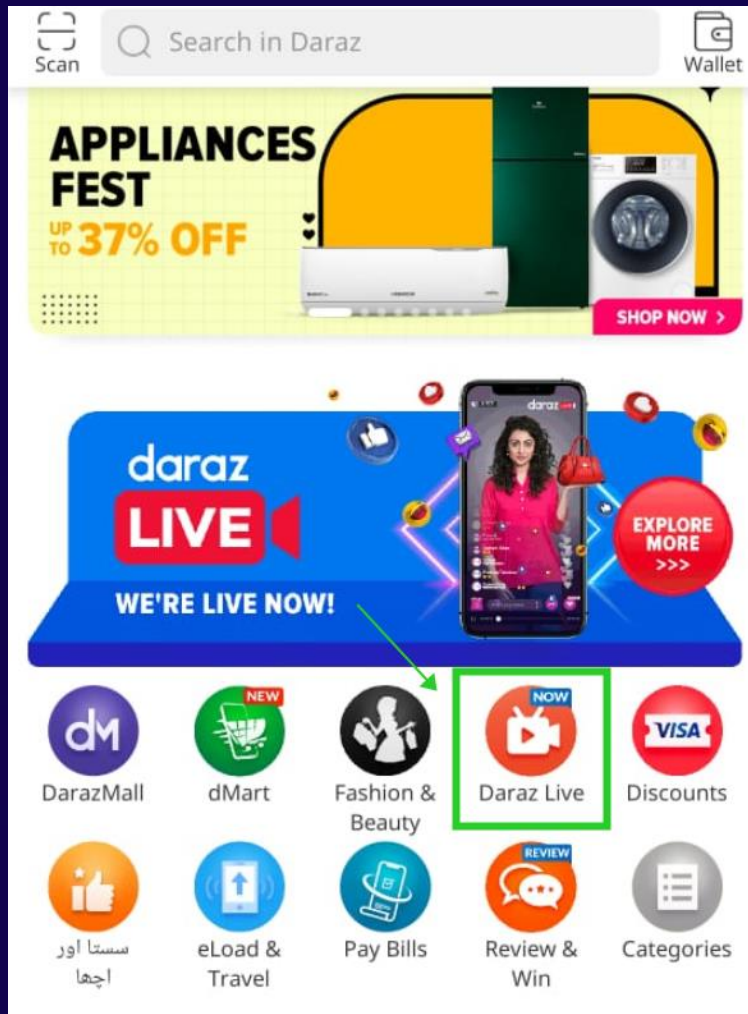
This happens because of 11.11 traffic boom which is the biggest internet event in Pakistan & around the world.

Combine this with World cup exclusive streaming, We are forecasting unprecedented traffic heights



# THE PLATFORM IS ACTIONABLE

## NOT JUST A VIDEO STREAMING PLATFORM



Unlike other streaming players, where you can only come to watch a content, Daraz is a place where users come to do “Purchase Action”. Imagine showing the biggest cricketing event at your store.

Real, Serious audience that can buy your products. Be it a Telco, FMCG, Beverage, Mobile handset manufacturer, beverages or internet player, Everyone can take an action on our platform. Everyone is relevant



# RELEVANT & UNIQUE AUDIENCE

## YOUTH IS MOBILE FIRST, IS YOUR ADVERTISING THE SAME



65% of Pakistani Audience is less than the age of 35. Youth is hard to find on mass mediums while they fulfill their entertainment needs from their mobiles.

GenZ/Millennials spends more time on mobile compared to TV. They are social and “on the go”. Is your advertising the same?

With Daraz Live, You will target the “Youth of Pakistan”.



# RATE IS 50% LESS COMPARED TO TV

## 3 CHANNELS ON TV, 1 DESTINATION ON DIGITAL



While TV is a great medium to advertise for masses, 2 channels airing 1 content means the opportunity to see your comms gets divided by 2 (50%). You will be most probably advertising on 1 Channel.



Daraz gives your comms exclusive undivided eyeballs due to exclusivity. The TV advertising rates is floated to be around Rs 6-7 Lacs, While advertising on Daraz will be 50% economical compared to TV (50% less rates compared to TV).

# IT IS ON MOBILE

## 4 HOURS IN FRONT OF TV, NAAH!! CRICKET ANYWHERE



Whether you are in office or on the bed, Users will be able to watch the ICC World T20 everywhere, Anywhere which means your brand comms are with them in their mobile with Daraz Live



Online streaming on mobile is a USP on it's own in this day and age.



# 7 REASONS WHY?

## YOU SHOULD ADVERTISE WITH DARAZ

- 1 IT IS EXCLUSIVE.
- 2 IT IS ON THE BIGGEST TRAFFIC PLATFORM IN PAKISTAN (LOCAL).
- 3 11.11 BIGGEST SHOPPING FESTIVAL TRAFFIC BOOM.
- 4 THE PLATFORM IS ACTIONABLE.
- 5 RELEVANT & UNIQUE AUDIENCE.
- 6 RATE IS 50% LESS COMPARED TO TV WHICH HAS 50% OTS.
- 7 IT IS ON MOBILE.

# ADVERTISING PACKAGES

# PRESENTING SPONSORSHIP

RS. 40,000,000 — EXCLUSIVE OF TAXES

35 MATCHES, 5 MINUTES / MATCH, 30 SPOTS / MATCH \*(10SEC)

# MAIN SPONSORSHIP

RS. 26,400,000 — EXCLUSIVE OF TAXES

35 MATCHES, 3 MINUTES / MATCH, 18 SPOTS / MATCH \*(10SEC)

# CO SPONSORSHIP

RS. 19,200,000 — EXCLUSIVE OF TAXES

35 MATCHES, 2 MINUTES / MATCH, 12 SPOTS / MATCH \*(10SEC)

## PRESENTING SPONSORSHIP

**3 SPONSOR SLOT AVAILABLE ONLY**

## MAIN SPONSORSHIP

**4 SPONSOR SLOT AVAILABLE ONLY**

## CO SPONSORSHIP

**6 SPONSOR SLOT AVAILABLE ONLY**

Only 13 Sponsorship slots available for owning the ICC T20 World cup to keep the online stream experience clutter free.

According to ICC screen guideline, We will communicate the on screen visibility after the deal locking (Scrolls).

All package cost is excluding of all taxes.

# FOR ADVERTISING - CONTACT



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