



## **Press Release**

### **Pulse Media Partners with OneFootball for Media Sales Representation in the MEATI region**

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Pulse Media MENA is excited to announce its new partnership with OneFootball, the leading global digital platform for football fans worldwide. As the official sales representative for OneFootball in the MENA, Africa, Turkey, and India region, Pulse Media will drive innovative commercial solutions for football partnerships across the region.

This collaboration combines Pulse Media's extensive knowledge of the MENA sports media market with OneFootball's extensive football content and innovative advertising solutions. Together, Pulse and OneFootball aim to deliver unparalleled branded content experiences for fans while providing brands effective strategies to connect with this dynamic audience.

"Partnering with OneFootball marks a significant milestone for Pulse Media" said Salika Mustafa, Director at Pulse Media MENA. "We're thrilled to represent this premium football platform, which boasts a global monthly reach of 400 million. OneFootball is dedicated to delivering relevant local Arabic content with existing and future strategic partnerships with Clubs and Leagues from Saudi Arabia and the MENA region. We look forward to leveraging our local expertise to drive commercial ad revenues for clients seeking to connect with both local and global fans."

OneFootball offers a unique platform that caters to the needs of football enthusiasts, providing access to live scores, news, highlights, live matches on PPV and a vast array of club, league and federation content making it stand out as the football app of choice for fans. With this partnership, Pulse Media aims to amplify OneFootball's sales presence and create tailored advertising solutions that resonate with brands looking to connect with passionate football followers in MENA and across international markets.

"We're delighted to have Pulse Media as our sales representative in the MENA region," said Nathan Salter, Global Sales Lead at OneFootball. "Their understanding of the market and commitment to delivering results make them an ideal partner to help us grow our footprint in this key area."

The partnership is set to kick off immediately, and Pulse Media is eager to explore innovative opportunities that will benefit both OneFootball and brands in the region.



# **1. ONEFOOTBALL**

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## **About Pulse Media MENA**

Pulse Media MENA is a prominent player in media sales and digital advertising across the Middle East and North Africa headed by an experienced sports partnerships executive who spent 12+ years in digital football media sales & partnerships, Salika Mustafa. With a focus on innovation and customer satisfaction, Pulse Media MENA delivers targeted media solutions and drives business growth for sports partners in the region. We are the home of sports media and sponsorship solutions for clients in the Middle East who want to reach and engage global fans across any sport!

**About OneFootball GmbH** Founded in 2008, OneFootball is a leading media football platform for a new generation of mobile-first football fans, with plans to become the football marketplace for content, products, and services of the future. It serves over 200 million people monthly through its owned and operated platform and video distribution network, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more.

OneFootball is backed by the biggest clubs in the world of football, such as Real Madrid, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC and the German Football Federation. OneFootball partners with more than 200 clubs, leagues, federations, players, and broadcasters to bring content to the OneFootball Platform across 194 markets and with a global video distribution network that includes around 250 premium publisher partners.

For more information about OneFootball, please visit: <https://company.onefootball.com/>.

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