



# MEDIA KIT

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# WHO AM I..?

Passionate about Arabic cinema content

As an **Egyptian cinema content creator**, I am based in Doha, Qatar. My love for film began in childhood, spanning from the **golden era** of Egyptian cinema to contemporary global works. I produce Arabic-language reviews and discussions that connect the Arab film community across multiple platforms.

## CLASSIC CINEMA

My passion for film began with **classic Egyptian cinema**, where I developed an appreciation for storytelling and artistic expression. This early exposure fuels my desire to share these cultural treasures with a broader audience, creating a deeper understanding of our cinematic heritage and its relevance in today's world.

## GLOBAL CINEMA

I also explore **global cinema**, analyzing international films that resonate with Arabic audiences. I aim to bridge cultural gaps and showcase diverse narratives. This approach not only enriches my own perspective but also encourages viewers to engage with films from different backgrounds and genres.



# THE ECOSYSTEM

Discover Ahmed Khaled's key platforms

## TWITTER/X

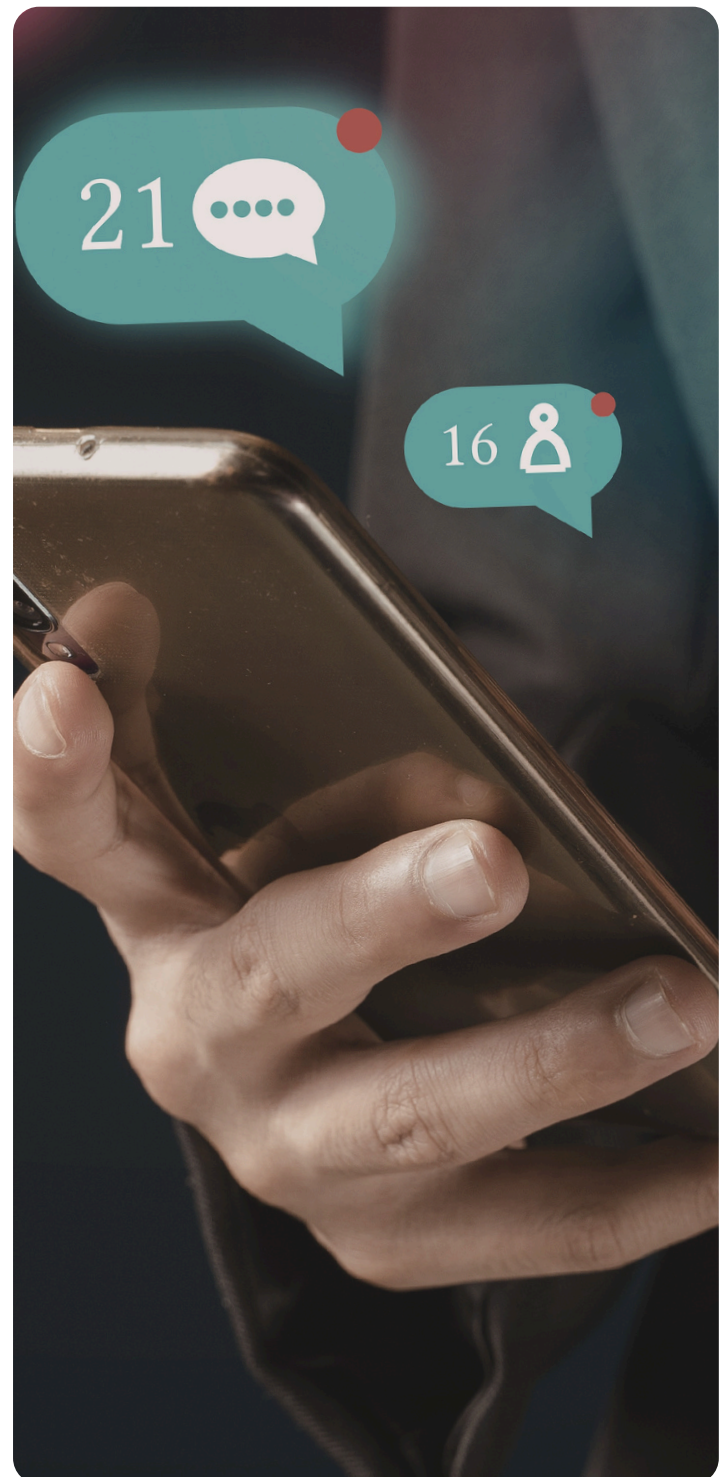
Daily reviews, recommendations, and community conversations (Spaces) happen on Twitter/X. With an active presence, engages followers through **3-4 posts daily**, fostering discussions about Arabic and international cinema. This platform serves as a primary communication channel for audiences eager to share their thoughts and connect with Ahmed's insights.

## YOUTUBE

In-depth Arabic film reviews, long-form cinema podcasts bringing together genuine voices from the Arab film community, and a monthly series helping you decide what's actually worth your time — all in Arabic, all with no filter.

## WEBSITE

An independent Arabic cinema editorial hub — weekly content updates, curated film and review aggregation, a handpicked Top 100 Films list, and a dedicated space for community reviews and fan art. Everything in one place.



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LETTERBOXD – 3,154 films logged | 26 curated lists | 2,006 followers | Patron member  
a genuine cinematic record that speaks for itself.

# TWITTER / X

## IMPRESSIVE STATS AND ENGAGEMENT

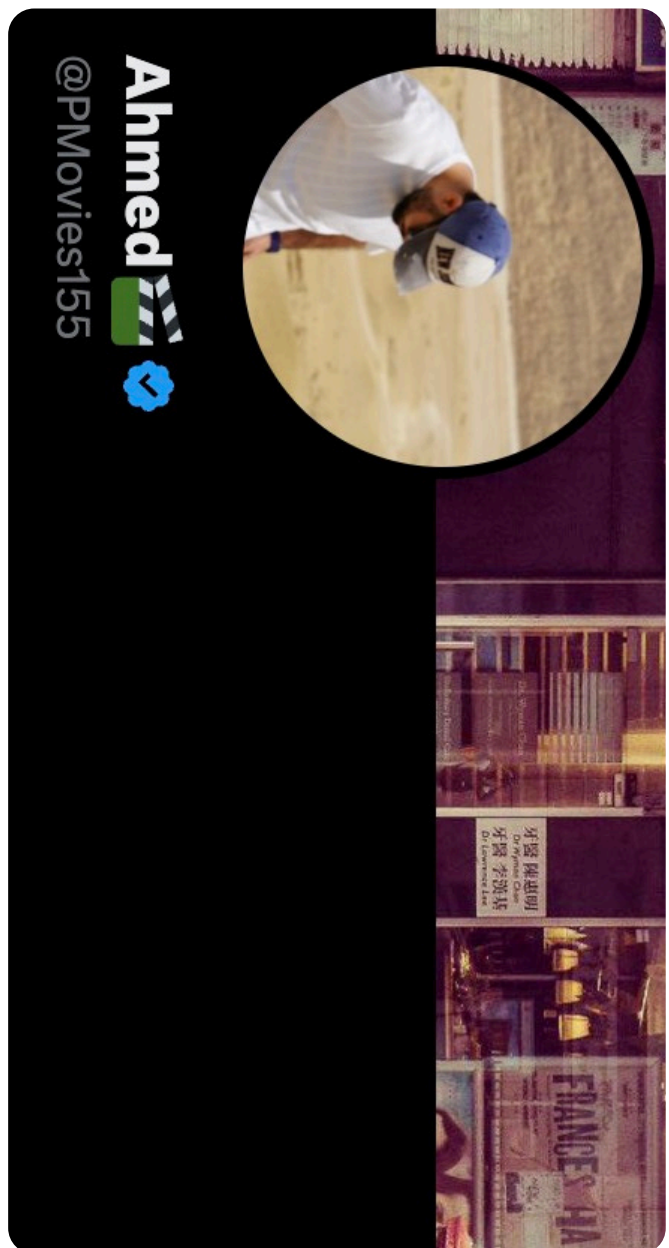
Twitter/X account, **@PMOVIES155**, showcases a thriving community of film enthusiasts. With over **8,300 followers** and an astounding **21 million impressions** over the past year, maintaining a **2.6% engagement rate**, Hosting **34 spaces** over the last 2 years with total of +34k listeners tuned in. reflecting the high level of interest in the served content. My strategy focuses on creating meaningful interactions with our audience daily.

## FOLLOWER GROWTH

Achieving steady growth, my follower count has increased significantly over the past year. This growth is attributed to our consistent posting schedule and engaging content that resonates with my audience. With approx. **3-4 posts daily**, effectively maintain visibility and foster a vibrant discussion space for cinema lovers and critics alike.

## ENGAGEMENT ANALYSIS

Engagement metrics highlight the active participation of my followers. I have recorded **562,800 total engagements**, including **23,400 bookmarks** and **108,900 likes** over the past year, demonstrating the positive reception of my content. Regular interactions such as replies and profile visits further contribute to building a dynamic community centered around Arabic cinema discussions.



# YOUTUBE STATS

## Performance Overview for PMOIVES Channel

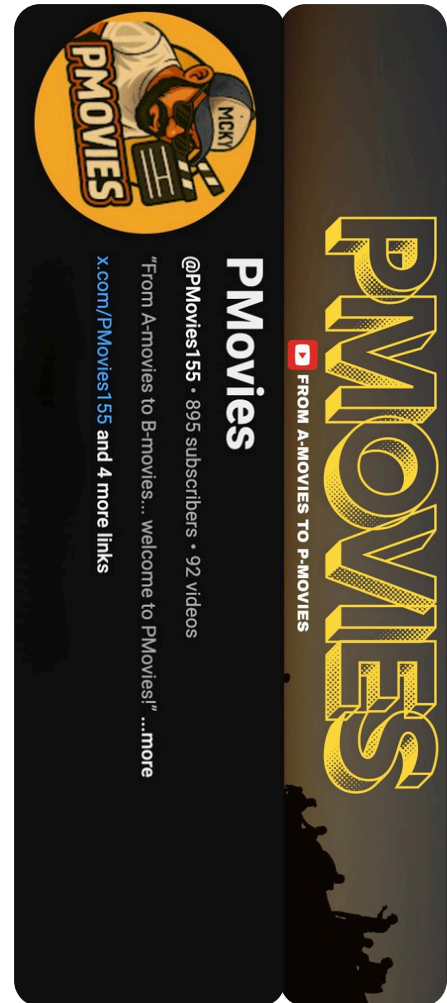
The PMOIVES YouTube channel has seen significant growth since created **28<sup>th</sup> June 2025**, boasting **895 subscribers** and over **66,000 total views**. With **1,050,000 impressions**, the channel's content is reaching a wider audience. This growth underscores dedication to providing high-quality film analysis and engaging discussions that resonate with Arabic-speaking viewers.

## SUBSCRIBER GROWTH

With 895 subscribers, the PMOIVES channel is **approaching the 1K milestone**. This surge in subscribers demonstrates the increasing interest in Arabic cinema and unique insights. The channel's focus on long-form reviews, podcasts, and engaging discussions attracts a dedicated audience seeking quality content that dives deep into cinematic experiences.

## CONTENT ENGAGEMENT

The channel has produced **47 videos and 45 shorts**, with an upload frequency of 1–3 videos weekly. Recently, watch time has **tripled** in the last 60 days, indicating that viewers are not only subscribing but actively engaging with the content. This trend reflects commitment to producing valuable and relevant film discussions that captivate my audience.



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# WEBSITE: P-MOVIES.COM

An independent editorial platform that reached **2,100+ active users** and generated **14,000 events** within its first two weeks live — with a 46% engagement rate and almost entirely first-time visitors. A brand new property already building real traction.

## GEOGRAPHY

Saudi Arabia leads website traffic at **37%**, with Riyadh (397) and Jeddah (196) as the top two cities - making **p-movies.com** the highest-performing Gulf-reach property across the entire PMovies ecosystem, complementing the Egypt-dominant social channels.

# WHO IS WATCHING

Key demographics of my audience

## AGE

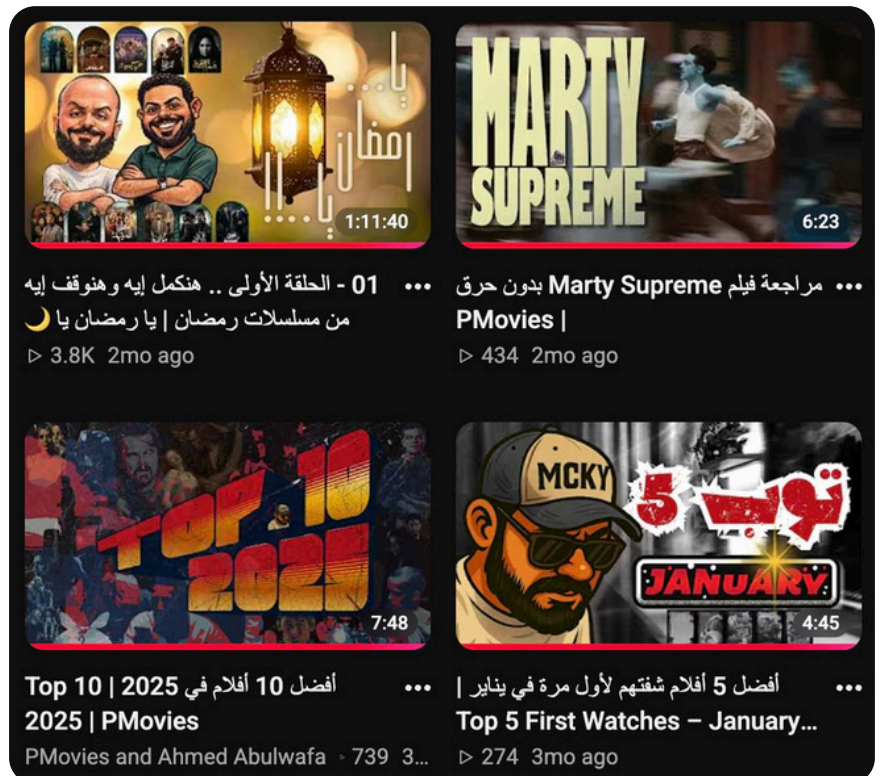
71% of my combined audience across Twitter/X and YouTube is aged 18–34, with the 25–34 bracket alone accounting for nearly half. This is the most commercially active demographic in the Arab entertainment market.

## GENDER

My audience skews 61% male across both platforms, with stronger female representation on Twitter/X (50.3%) and a more male-dominant YouTube viewership (71.9%) — reflecting two distinct but complementary audience profiles on each platform.

## LOCATION

Egypt leads at 47% across both platforms, followed by Saudi Arabia at 11% — with Iraq, Qatar, UAE, and Kuwait consistently appearing in the top geographies on both channels.



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Host 34 spaces on Twitter/X over the last 2 years with total of +34k listeners tuned in

# هنتفرج على إيه..؟!

Monthly Discussions with Cinephiles

A structured **monthly** long-form series where respected voices from the Arabic film community join Ahmed to discuss and recommend the most anticipated films and series of the coming month. This initiative focuses on genuine cinephiles, providing a platform that is often overlooked in the Arab film community.



"still from the last episode with Faissal Sam Shaib - writer & producer of Arze (2024)"

## EPISODES

With **11 confirmed episodes** and a full guest schedule for 2026, this series aims to elevate the conversation around Arabic cinema. Each episode runs approximately **60-80 minutes**, diving deep into the films that matter to audiences and highlighting the insights of passionate film experts who understand the cultural nuances of the region.

## GROWTH

The series has shown tremendous growth, with episode views increasing from **278 to 943**. This upward trend reflects the growing interest in Arabic cinema and underscores the importance of community engagement, as cinephiles connect with one another around shared experiences and recommendations within the vibrant landscape of film.



# GET IN TOUCH WITH AHMED

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