

COMPANY PROFILE

LOCAL ROOTS. GLOBAL STAGE.

YOUTH • TALENT • POSITIVE SPORTS

THE VOICE OF KHYBER PAKHTUNKHWA SPORTS

Live Broadcasting • Event Coverage • Live Streaming • Youth Engagement • Player Promotion

From Khyber Pakhtunkhwa to Pakistan and the World

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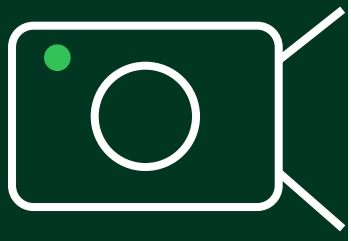
01

INTRODUCTION

A dedicated sports media platform for talent, events and youth

WE Sports is a dedicated sports media platform created to discover, promote and broadcast the sporting talent of Khyber Pakhtunkhwa. Our first priority is the region's local and traditional sports, its athletes and the communities that keep those games alive.

Through professional live broadcasting, event coverage and digital streaming, WE Sports connects local talent with audiences across Pakistan and around the world. Alongside its strong focus on Khyber Pakhtunkhwa, WE Sports will organize, produce and live broadcast major national-level sporting events.



LIVE

BROADCAST

Professional event production, live streaming and sports coverage

OUR CORE PURPOSE

Create visibility, opportunity and positive engagement for young athletes - from community grounds in Khyber Pakhtunkhwa to national and global audiences.

1. **LIVE** Broadcasting
2. **EVENT** Coverage
3. **YOUTH** Engagement
4. **PLAYER** Promotion

02

VISION

The future WE Sports is building

To become the leading sports media platform of Khyber Pakhtunkhwa - giving regional talent a global stage, creating major sporting experiences, and empowering young people through positive participation, discipline, teamwork and opportunity.

1

LOCAL TALENT

Regional players recognized beyond local boundaries.

2

YOUTH EMPOWERMENT

More young people engaged in healthy and constructive sporting activities.

3

STRONG SPORTS CULTURE

Participation, teamwork, discipline and community pride.

4

GLOBAL REACH

A visible pathway from KP to national and international audiences.



03

MISSION

What WE Sports will do every day

1. Live broadcast and stream regional sports events across Khyber Pakhtunkhwa.
2. Promote emerging athletes, local teams and traditional games through consistent media exposure.
3. Engage youth in positive sports activities, healthy competition, teamwork and constructive community participation.
4. Organize, produce and live broadcast major sporting events at regional and national level.
5. Create player profiles, athlete interviews, podcasts and human-interest sports stories.
6. Produce expert opinion talks and expert-panel discussions around major national and international events.
7. Take sports closer to communities through road shows, campus activations and youth-focused outreach.



04

OBJECTIVES

Clear outcomes for sport, athletes, youth and communities

01 PROMOTE

Regional and traditional sports of Khyber Pakhtunkhwa.

02 DISCOVER

Young and emerging talent from districts, schools, colleges, universities and communities.

03 ENGAGE

Youth through positive sporting activities, road shows, participation campaigns and community events.

04 SPOTLIGHT

Players through profiles, interviews, podcasts, documentaries and digital features.

05 ORGANIZE

Major regional and national sports events with professional production.

06 BROADCAST

High-quality live coverage, streaming and sports programming.

07 CONNECT

Athletes, experts, audiences, sports bodies and potential opportunities.

08 POSITION

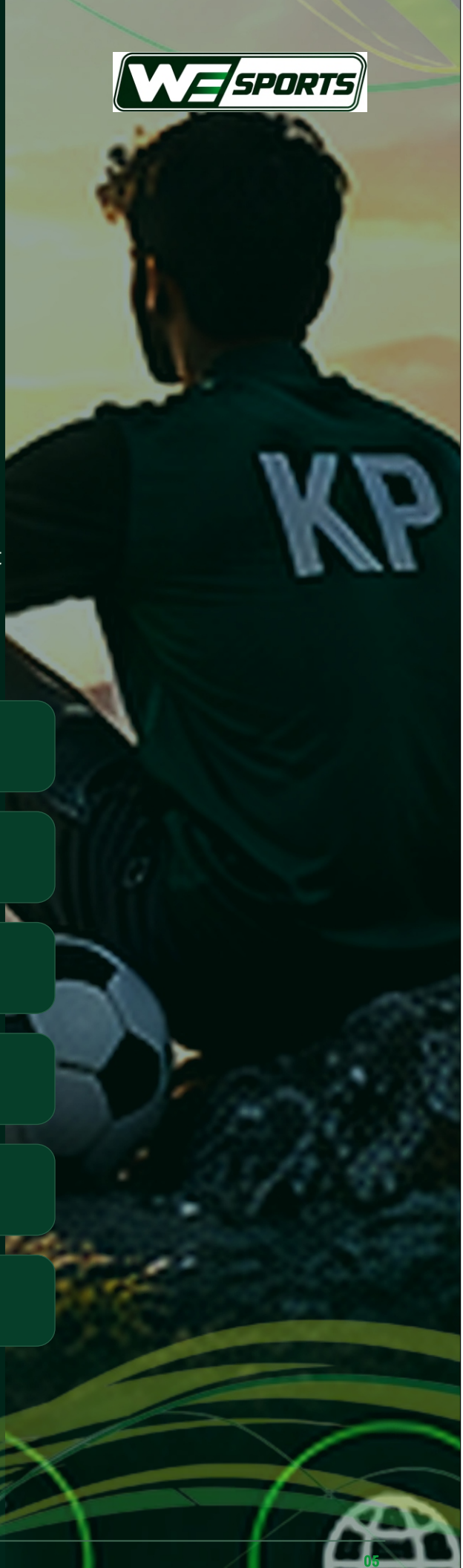
Khyber Pakhtunkhwa as a strong contributor to Pakistan's sports landscape.



05

YOUTH ENGAGEMENT

Positive activities. Stronger communities. Brighter futures.



ENGAGE.
INSPIRE.
EMPOWER.

WE Sports will place youth at the center of its platform by using sport as a positive, healthy and constructive force. The goal is to create more opportunities to participate, compete, learn, be seen and build confidence.

01 PARTICIPATION
School, college, university, district and community sports activations.

02 POSITIVE ACTIVITIES
Healthy competition, teamwork, discipline, fitness and constructive use of time.

03 TALENT PATHWAYS
Scouting, player profiling, interviews, podcasts and broadcast exposure.

04 COMMUNITY OUTREACH
Sports road shows, fan engagement, workshops and public activations.

05 YOUTH VOICE
Digital stories and content that celebrate young athletes and their journeys.

06 INCLUSION
More visibility for talented youth from regional and underrepresented areas.

06

REACH & COVERAGE



LOCAL

Khyber Pakhtunkhwa

Regional sports, community competitions, youth activities, player profiles, interviews and live streaming.

NATIONAL

Pakistan

Organization, production and live broadcasting of major tournaments, leagues and high-profile sports events across Pakistan.

INTERNATIONAL

Global Sports Desk

International sports news, key highlights, expert panels and event-focused analysis for viewers and athletes.

ONE PLATFORM. THREE LEVELS OF REACH.

KP-first focus, national event ambition, international sports relevance.

07

REGIONAL SPORTS

Our priority: local games, local players, global visibility

KHYBER PAKHTUNKHWA'S SPORTING CULTURE

WE Sports will cover, promote and live stream a broad mix of regional, traditional and mainstream games - helping local players gain visibility while keeping sporting heritage alive.

01 **CRICKET**
COVER • PROMOTE • STREAM

02 **FOOTBALL**
COVER • PROMOTE • STREAM

03 **VOLLEYBALL**
COVER • PROMOTE • STREAM

04 **ATHLETICS**
COVER • PROMOTE • STREAM

05 **WRESTLING / KABADDI**
COVER • PROMOTE • STREAM

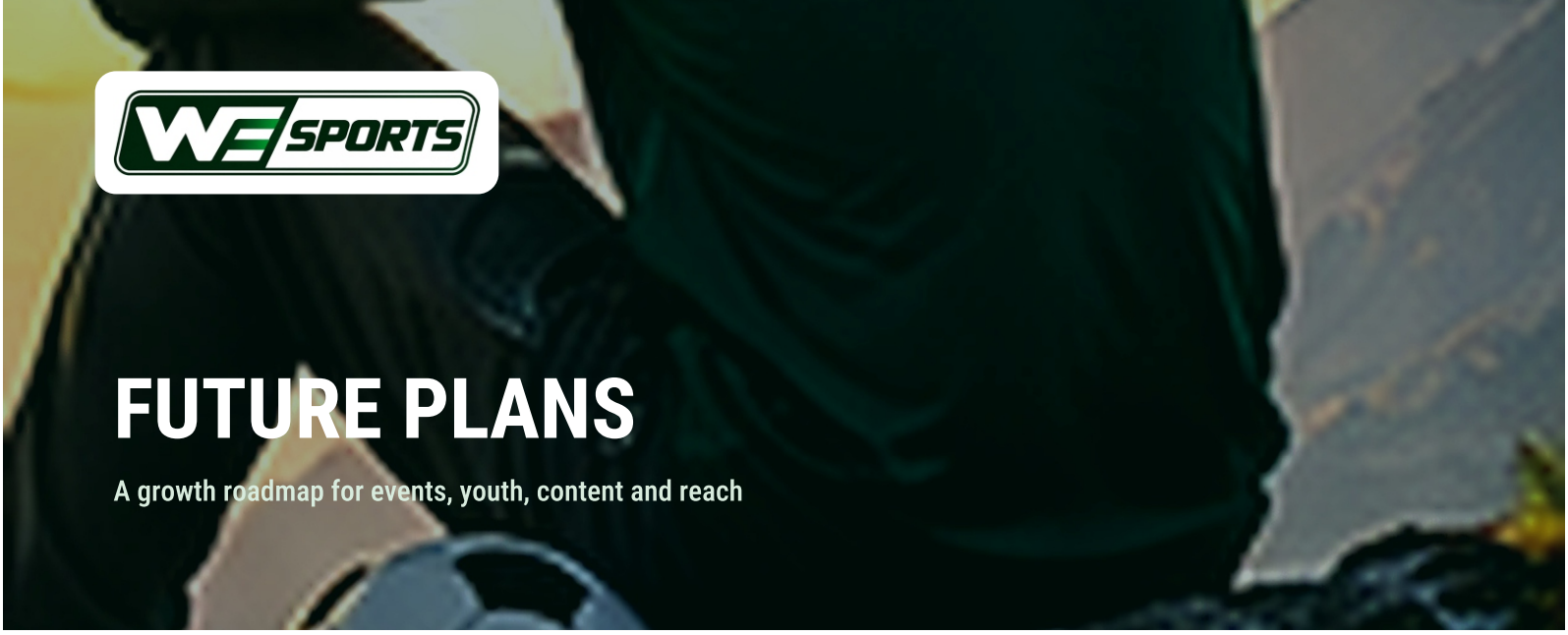
06 **POLO**
COVER • PROMOTE • STREAM

MORE REGIONAL GAMES. MORE LOCAL PLAYERS. MORE YOUTH PARTICIPATION.

Coverage priorities can expand with district-level events, schools, colleges, universities, clubs and community competitions.

07 **ARCHERY**
COVER • PROMOTE • STREAM

08 **TRADITIONAL SPORTS**
COVER • PROMOTE • STREAM



FUTURE PLANS

A growth roadmap for events, youth, content and reach

01

FLAGSHIP REGIONAL EVENTS

Large tournaments, festivals and signature sports properties across Khyber Pakhtunkhwa.

02

MAJOR NATIONAL EVENTS

Organize, produce and live broadcast high-profile competitions across Pakistan.

03

YOUTH LEAGUES & ACTIVATIONS

District, campus and community activities designed to increase youth participation and positive engagement.

04

PLAYER PROFILING

Professional player profiles, mini-documentaries, interviews and talent-focused digital features.

05

PLAYER PODCASTS

Recurring athlete conversations about performance, journeys, challenges and ambition.

06

EXPERT OPINION TALKS

Regular expert analysis and opinion shows around key sports and competitions.

07

EXPERT PANEL COVERAGE

Expert panels around major national and international matches, tournaments and events.

08

SPORTS ROAD SHOWS

City, district, campus and community road shows, fan engagement and public activations.

09

DIGITAL & GLOBAL REACH

Expand website, social platforms and live-streaming ecosystem to take KP talent to wider audiences.

EMPOWERING YOUTH. BUILDING EVENTS. BROADCASTING OPPORTUNITY.

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