anghami

EOY 2027 · CONCEPT EXPLAINER

Your Year. Your World.

A new way to look back at your year in music: not as a stack of slides, but as a city that you built, one song at a time.

عامك. عالمك.



ALL NAMES AND NUMBERS ARE SAMPLE DATA

THE IDEA

Every song you play turns on a light in your own city.

On 1 January, your city is completely dark. Each time you play a song, one window switches on. By the end of December, your whole city is lit. EOY 2027 lets you travel through that city to relive your year: your favourite artist, the song you played on repeat, your Ramadan nights, and the friends you shared music with.



1 January. The city is dark. Your first song lights the first window.



31 December. 11,873 songs later, the whole city is lit.

WHY IT'S DIFFERENT

Not slides. A place.

Most year-in-review features show you your top artist, top song and minutes on a series of cards. EOY 2027 uses the same information, but turns it into somewhere you can go.

A usual year in review

— A stack of cards you swipe through

— Numbers on a coloured background

— Looks much the same for everyone

— Your friends are not part of it

— Seen once, then forgotten

EOY 2027

— A city you travel through, chapter by chapter

— Your numbers become buildings, towers and light

— Shaped by your life and culture: Ramadan, Eid, Arabic, Khaleeji, Bollywood and more

— Friends appear as beams of light

— Ends with a city only you have, ready to share

HOW TO READ YOUR CITY

Your music, turned into a city



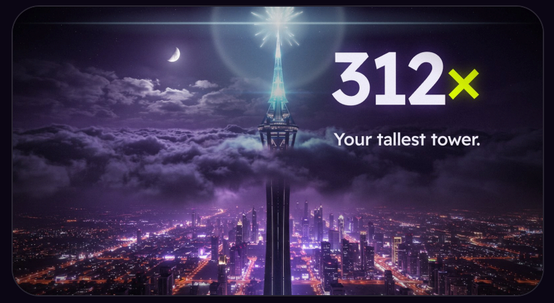
1 song = 1 light

Every play switches on a window.



Top artist = a landmark

Their name lights up a tower.



Top song = tallest tower

One floor for every play.



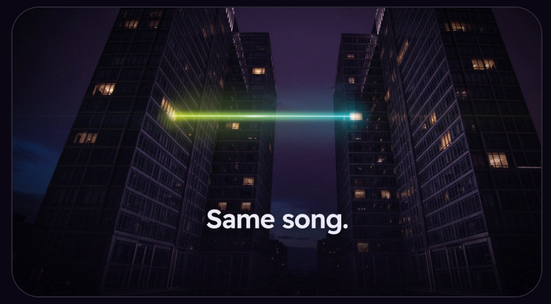
Each month = a district

The city grows month by month.



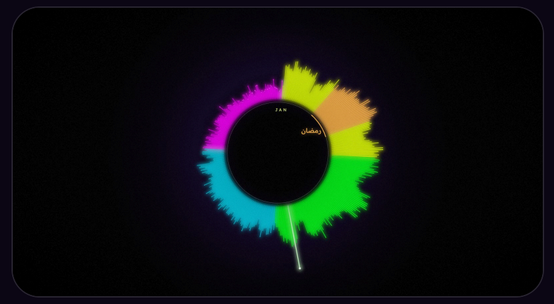
Ramadan = a courtyard

A calm, warm chapter of its own.



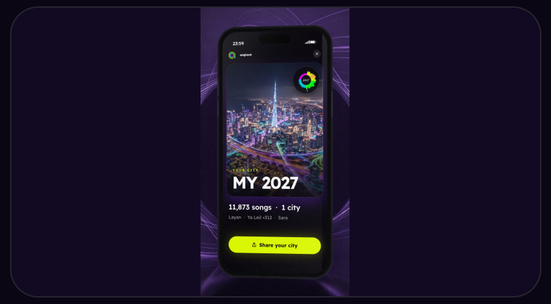
Friends = beams of light

When you both love the same song.



Your year = a ring

365 rays, one for each day.



Your city = your card

A city no one else has.

Opening your year



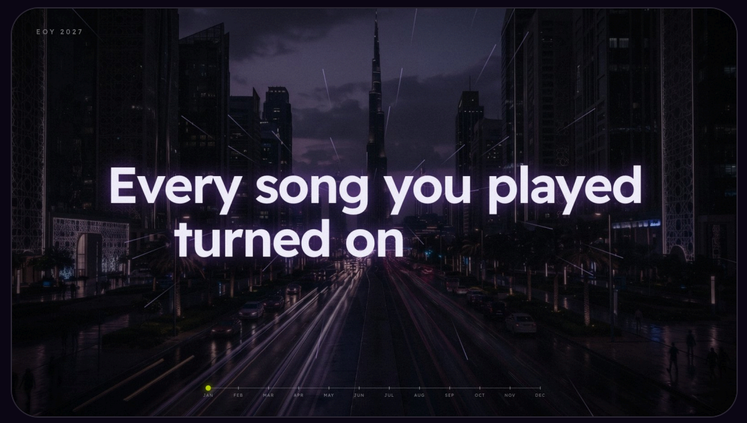
1 It starts dark

1 January, 00:04. You play your first song of the year, and one window switches on.



2 Open EOY 2027

In December, a card on your Anghami home screen invites you in: **Your Year. Your World.**



3 One simple rule

Before the city appears, the app shows the only rule: **every song you played turned on a light.**



4 The city switches on

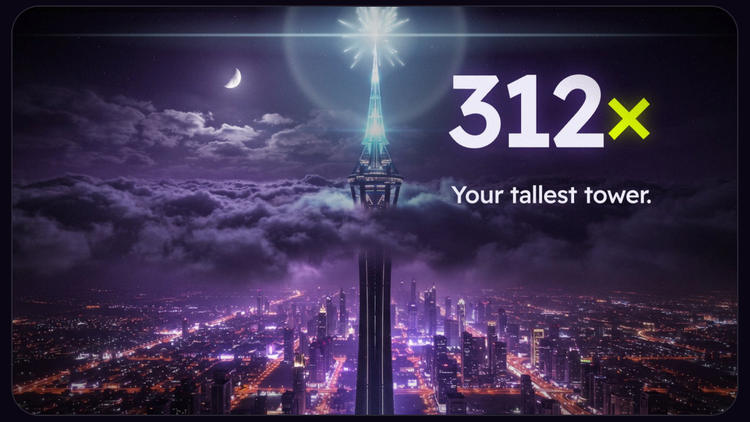
On the beat, the whole city lights up, and a counter shows how many lights you switched on.

Your highlights



5 Your top artist

Your number one artist is written in light across a tower, with your time together: **2,450 minutes**.



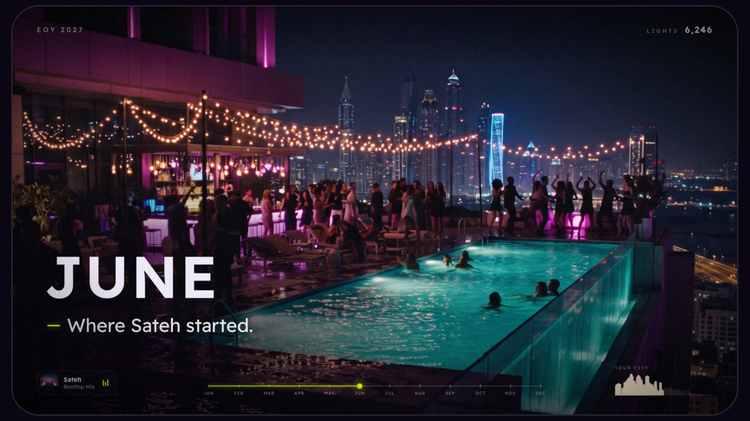
6 Your tallest tower

The song you played most becomes your tallest tower: **312 plays**, one floor for each.



7 Ramadan nights

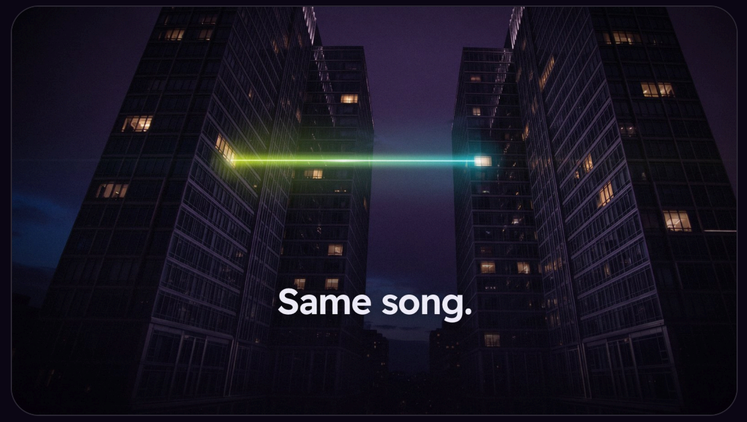
The city turns warm and quiet, and remembers the song you played at **suhoor**, 27 of 29 nights.



8 Month by month

The year rebuilds one month at a time, each a different part of the city with its own mood.

People, and the big finish



9 You didn't listen alone

When you and a friend love the same song, a beam of light joins your towers.



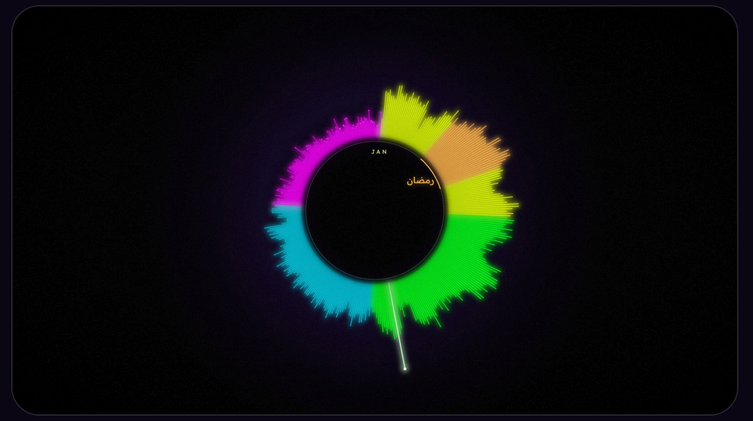
10 Your circle

Every friend you shared music with gets a beam and a small note, like **"Baba · tarab, always"**.



11 The final count

On 31 December, the last light switches on: **11,873 songs**, 11,873 lights.



12 Your year as a ring

The city lifts into a ring of 365 days, one ray per day, with Ramadan in gold. Then it becomes your share card.

A CHAPTER OF ITS OWN

Ramadan, done with care

For many Anghami listeners, Ramadan is the most special time of the year, and its nights are some of the brightest. So the city slows down for it.

— The music softens to a single oud

— The city turns to warm lantern light

— It greets you with رمضان كريم (Ramadan Kareem)

— It shows the nights you listened at suhoor: 27 of 29

— It plays back your suhoor song

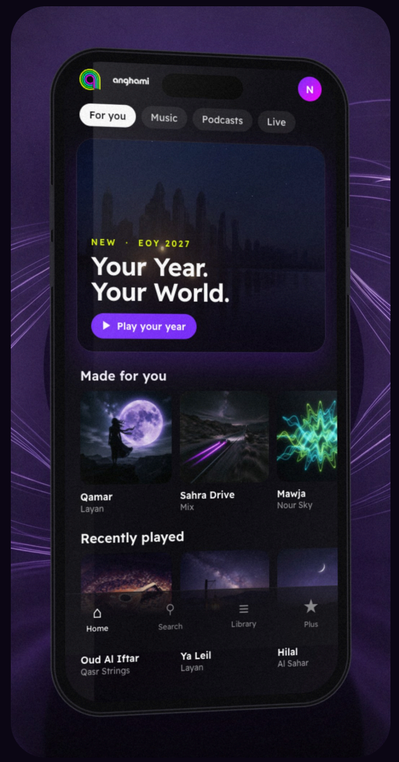
— It ends with عيد مبارك (Eid Mubarak)





ON YOUR PHONE · 1 OF 2

How it looks in the app



Home screen

The EOY 2027 card invites you in.



Your year is ready

One tap: **Enter your city**.



Exploring your city

A month bar shows where you are in the year.

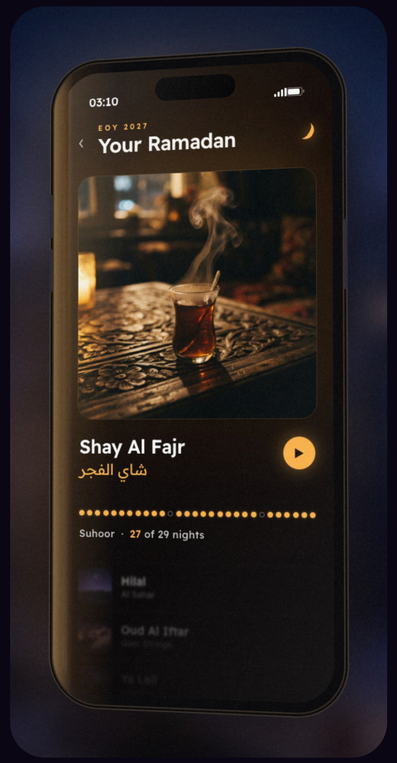


A new chapter

Swipe to move on, here to Ramadan.

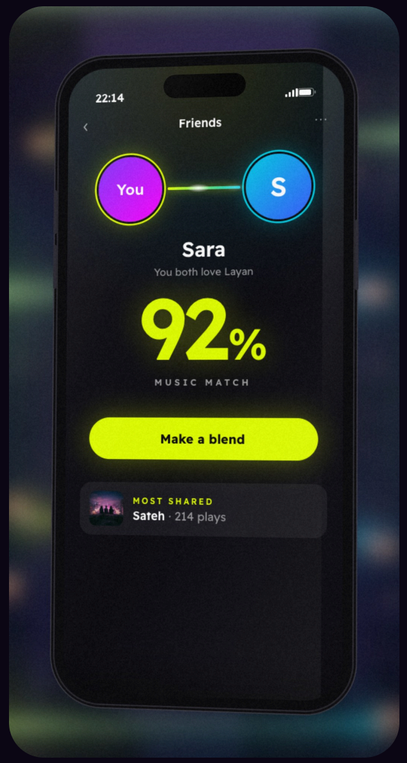
ON YOUR PHONE · 2 OF 2

Chapters you can play and share



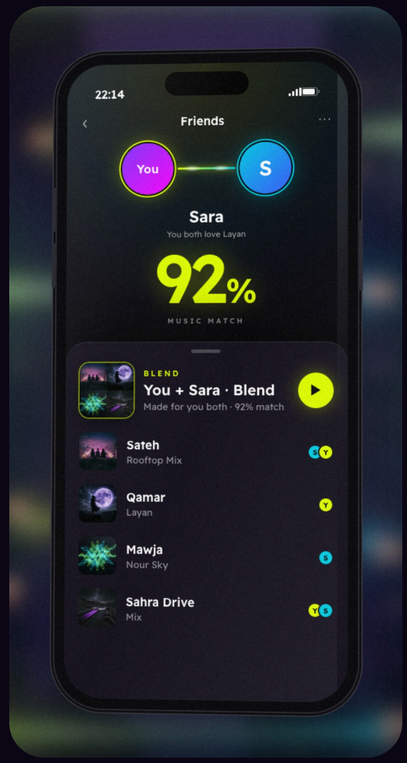
Your Ramadan

Your suhoor song, and the nights you played it.



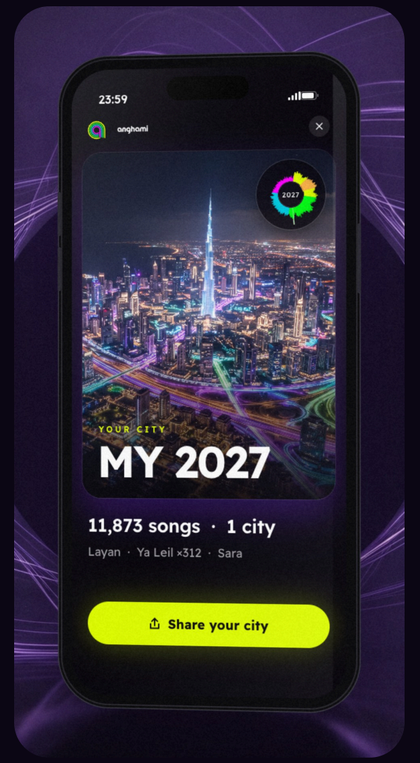
Your closest match

You and Sara: a 92% music match.



Make a blend

A playlist built from both of your years.



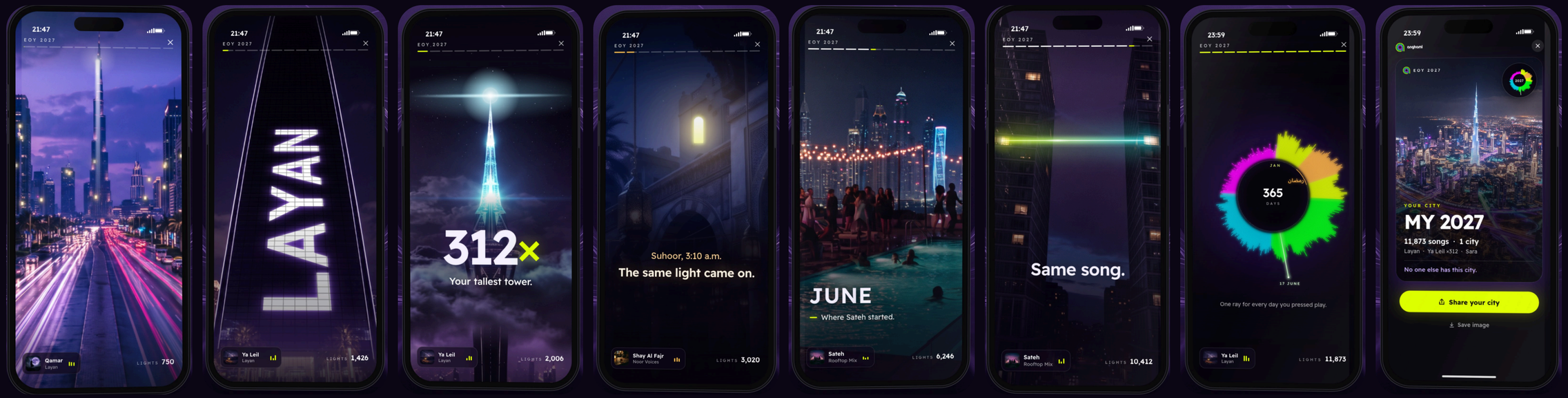
Share your city

Your lit city and your year, as one card.

ON YOUR PHONE · INSIDE EACH CHAPTER

Every chapter is a full-screen page in the app

The same simple controls on every page: the year bar at the top, the song playing at the bottom left, the lights counter at the bottom right.



The city switches on
The lights counter starts rolling.

Your top artist
LAYAN, written in light.

Your tallest tower
312 plays of Ya Leil.

Ramadan
Suhoor, 3:10 a.m.

Month by month
June: where Sateh started.

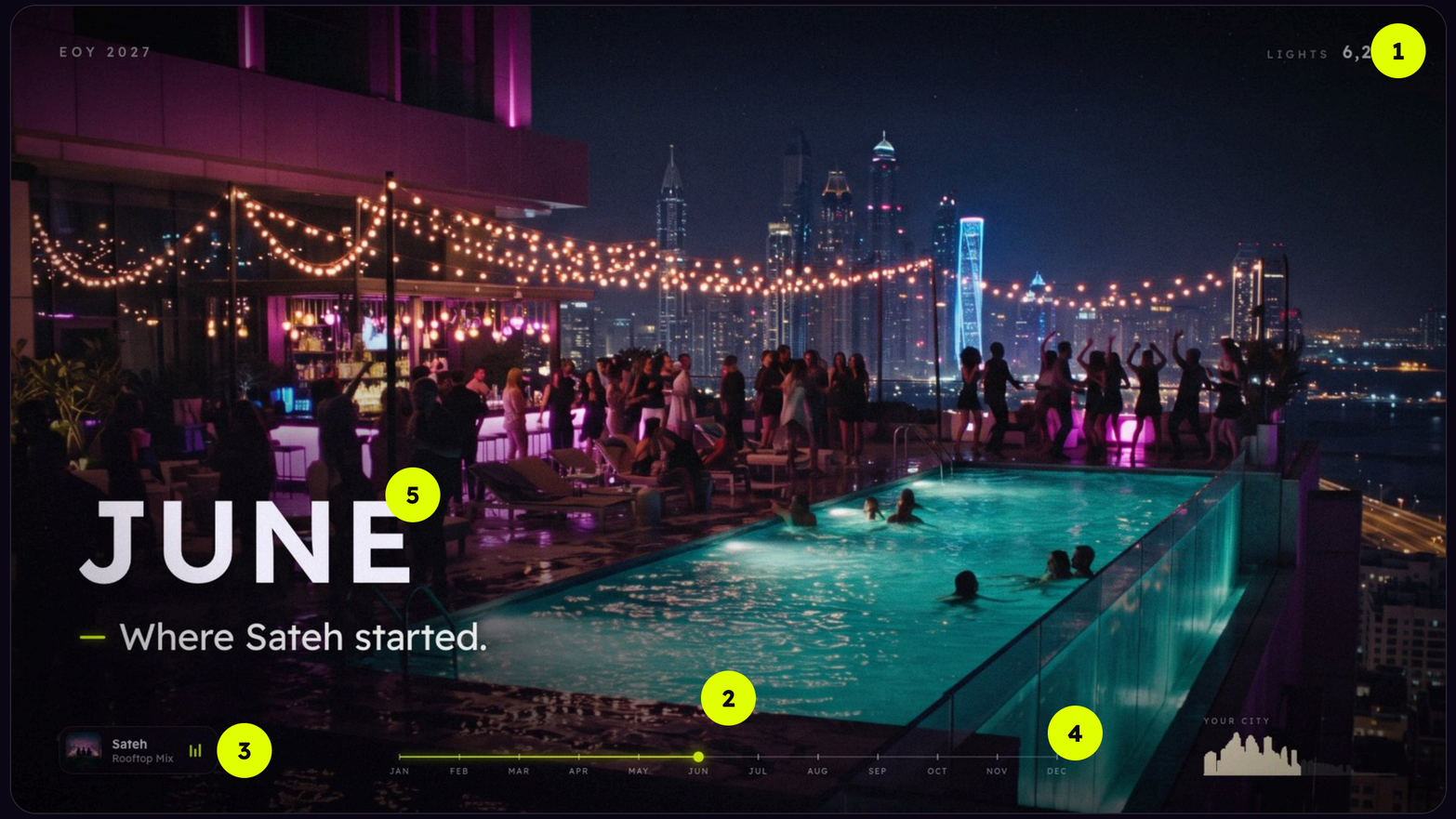
Your circle
Same song, same night.

365 days
One ray for every day.

Share your city
No one else has this city.

WHILE YOU EXPLORE

Always inside the app



1. **Lights counter**
   How many songs you have played so far this year. It only goes up.

2. **Year bar**
   Twelve months, with a dot showing where you are. It turns gold during Ramadan.

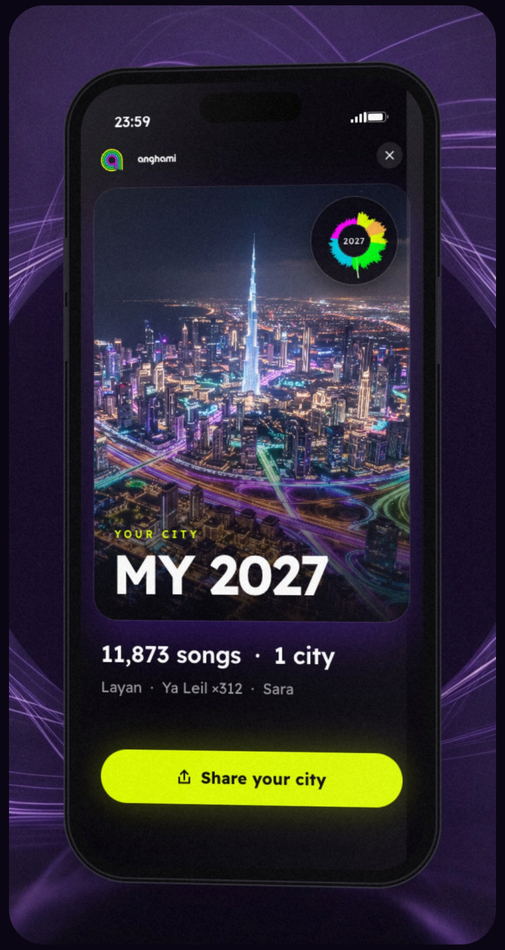
3. **Now playing**
   The song from that moment of your year plays while you explore.

4. **Your city**
   A small skyline that lights up district by district as each month passes.

5. **The month and its mood**
   A short line about how that month sounded, like **"Where Sateh started."**

THE ENDING

No one else has this city.



Because the city is drawn from your own listening, every city is different. At the end, it becomes a card you can share: your lit skyline, your ring of 365 days, and your highlights. Friends can open your card and compare it with their own city.



A play on two Arabic words: عامك (your year) becomes عالمك (your world) by adding one letter.



The last frame: a new window switches on. **1 January 2028, 00:01.** Next year's city starts with the next song.

BEHIND THE SCENES

What the app uses to build your city

Nothing new needs to be collected. EOY 2027 uses what Anghami already knows about your listening.

1. **Songs and minutes, day by day**
   The lights in the city, the counter, and the 365-day ring.
2. **Top artists and songs**
   The landmark tower and your tallest tower.
3. **When you listen**
   Night-time moments, like the song you played at suhoor.
4. **The calendar**
   Months, Ramadan and Eid, so each chapter lands on the right dates.
5. **Friends you share music with**
   Beams, matches and blends, only when both friends agree.
6. **Genres and languages**
   The mood of each month: Khaleeji, Arabic pop, Bollywood and more.

Privacy

Friends only appear with their permission, and your data stays inside Anghami. Every name, song and number in this document is sample data, made up for the concept.

anghami

EOY 2027

Your Year. Your World.

عامك. عالمك.

▶ Watch the concept film

▶ Watch it on the phone (9:16)