

CAST

A R A B

الدليل الرسمي · OFFICIAL USER HANDBOOK

Your Complete Guide to CastArab

*Everything actors and directors need to know
about the Arab world's premier casting platform*

دليلك الشامل لأبرز منصة كاستينج في العالم العربي

FOR ACTORS

FOR DIRECTORS

TRUST & SAFETY

[www.castarab.com](#)

USER HANDBOOK

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How to use this guide: Read it front to back before you sign up, or jump to your section — actors start on page 5, directors on page 9. Trust & Safety on page 10 is for everyone.

CHAPTER ONE

What is CastArab?

CastArab is the Arab world's first dedicated, verified, and professionally structured casting platform — built to replace chaos with clarity, and WhatsApp groups with a system that respects both talent and time.

THE PROBLEM WE SOLVE

For decades, casting in the Arab world has been fragmented — scattered across WhatsApp groups, private DMs, word-of-mouth recommendations, and agency gatekeepers. Actors had no reliable way to get seen. Directors had no structured way to find the right face.

Actors would travel to casting offices only to find dozens already waiting — sitting in corridors for hours, their energy and focus slowly drained before their name was even called. Then mediation crept in. Middlemen who could position one actor above another for a fee or a personal favour. Mediation does not discover talent. It buries it beneath connections, payments, and personal agendas.

The result? Missed opportunities, scams, unverified identities, last-minute chaos, and a system that consistently favoured personal connections over actual talent.

THE SOLUTION

CastArab creates a single, structured, verified ecosystem where:

- Actors build professional digital profiles
- Directors post structured casting calls
- Both sides are identity-verified
- Applications flow through a formal system
- Every interaction is tracked, protected, and professional

WHO CASTARAB IS FOR

Actors & Performers

Whether you're an established TV actor or just starting out — if you're serious about your craft and want to be seen professionally, CastArab is your stage.

Directors & Producers

Film directors, casting directors, TV producers, commercial producers — anyone with a verified production need who requires access to Arab acting talent.

Production Companies

Agencies and production houses managing multiple projects at once — with tools to post calls, manage applications, and build shortlists across productions.

OUR CORE VALUES



Safety First

Every user is verified. Anonymous contact is impossible. Actor location data is never shared publicly.



Structure

Casting calls have defined fields. Applications have a formal lifecycle. Decisions have documented reasoning.



Fairness

Talent, not connections, gets you in the room. Every actor can apply. Every decision is notified.



Professionalism

We hold both actors and directors to professional standards — because both deserve to be treated with respect.



"CastArab exists because Arab talent deserves a platform that takes it as seriously as Hollywood takes its own. We built the infrastructure. The talent was always there."

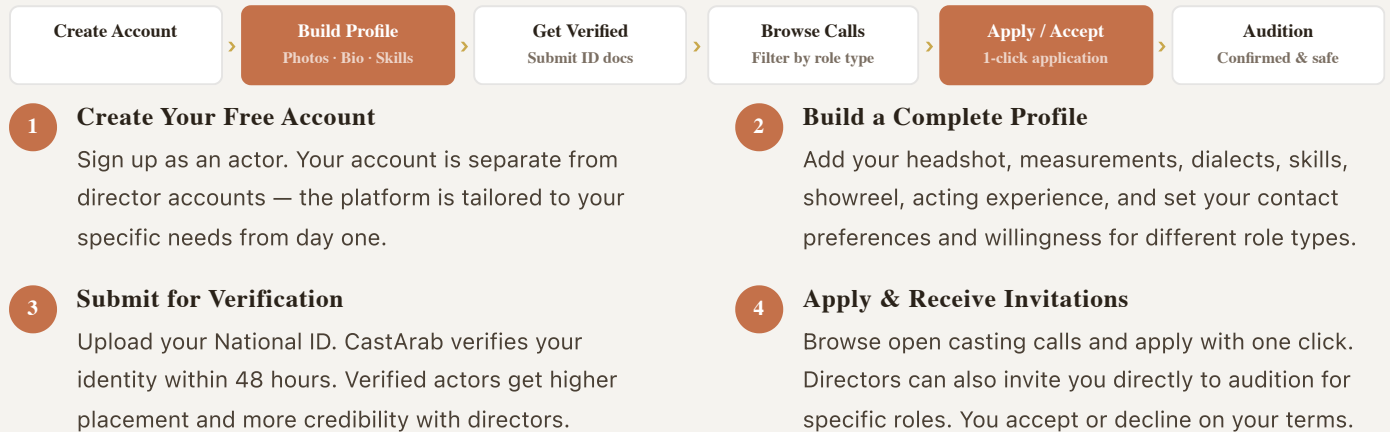
— CastArab Founding Principle

CHAPTER TWO

How It Works

Two parallel journeys — actors and directors — that meet at a single verified moment: the audition. Every step before that is designed to make that moment as qualified and professional as possible.

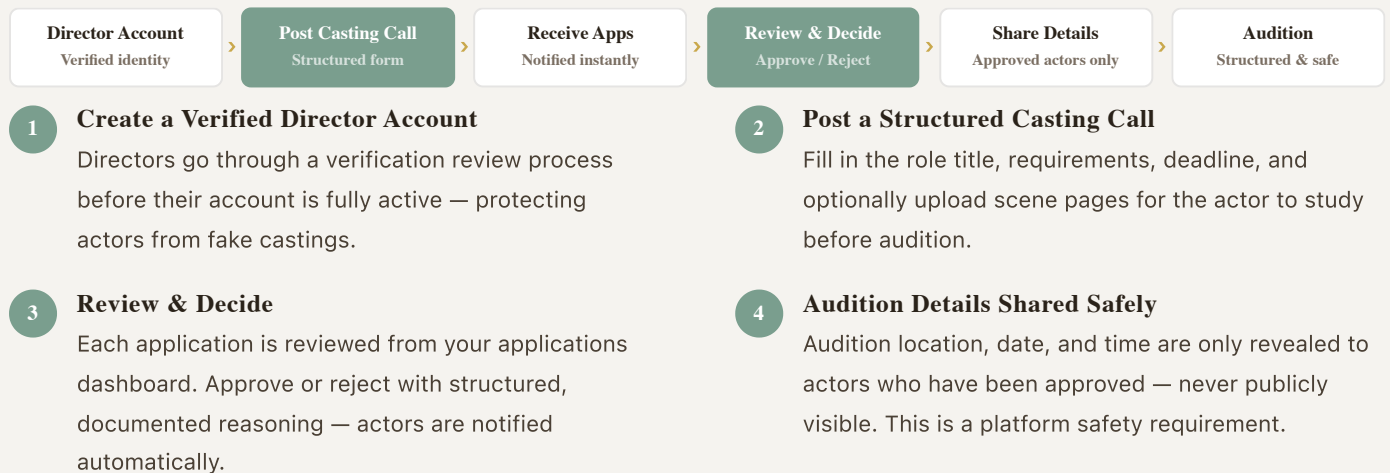
• The Actor Journey



- 1 Create Your Free Account**
Sign up as an actor. Your account is separate from director accounts — the platform is tailored to your specific needs from day one.
- 3 Submit for Verification**
Upload your National ID. CastArab verifies your identity within 48 hours. Verified actors get higher placement and more credibility with directors.

- 2 Build a Complete Profile**
Add your headshot, measurements, dialects, skills, showreel, acting experience, and set your contact preferences and willingness for different role types.
- 4 Apply & Receive Invitations**
Browse open casting calls and apply with one click. Directors can also invite you directly to audition for specific roles. You accept or decline on your terms.

• The Director Journey



- 1 Create a Verified Director Account**
Directors go through a verification review process before their account is fully active — protecting actors from fake castings.
- 3 Review & Decide**
Each application is reviewed from your applications dashboard. Approve or reject with structured, documented reasoning — actors are notified automatically.

- 2 Post a Structured Casting Call**
Fill in the role title, requirements, deadline, and optionally upload scene pages for the actor to study before audition.
- 4 Audition Details Shared Safely**
Audition location, date, and time are only revealed to actors who have been approved — never publicly visible. This is a platform safety requirement.

Your Profile & Dashboard

Your profile is your audition before the audition. Directors form an impression before they ever read your name — make sure every section speaks for you.

BUILDING YOUR PROFILE

- 1 Professional Headshot**
Your primary photo should be a clean, well-lit headshot against a neutral background. This is the first thing every director sees.
- 2 Appearance Details**
Skin tone, eye colour, hair colour, height, and weight. These are filtered by directors — incomplete data means missed opportunities.
- 3 Languages & Dialects**
List every Arabic dialect you speak convincingly — Egyptian, Levantine, Gulf, Fusha. Dialect requirements are among the most common casting filters.
- 4 Skills & Experience**
Acting credits, special skills, driving ability, and physical capabilities. Even short films and student productions count — list them all.
- 5 Showreel**
Upload a video showreel link. Profiles with a showreel receive significantly more director attention. Even 60 seconds of good footage is better than none.
- 6 Willingness Settings**
Tell directors what you're comfortable with — travel, kissing scenes, hair changes, swimwear, and more. Be honest. This protects your time and theirs.

YOUR DASHBOARD

The dashboard is your command centre. It shows you everything at a glance:

- **Profile Views** — how many directors have viewed your profile recently
- **Active Casting Calls** — currently open roles matching the platform
- **My Applications** — all roles you've applied to with their current status
- **Profile Completeness** — a progress tracker showing what still needs filling
- **Notifications Centre** — all alerts in one place (see Chapter 4)
- **Recent Casting Calls** — personalised cards for roles you may match



Verified profiles receive up to 3x more casting inquiries. Submitting your National ID for verification is the single highest-impact action you can take on CastArab.

WHAT DIRECTORS SEE ON YOUR PROFILE

When a director opens your profile, they see:

Your headshot & gallery photos

Appearance measurements

Languages & dialects

Showreel video

Previous acting credits

Skills & abilities

Willingness settings

Verification badge

Directors do **not** see your private contact details on the profile page — they access them only through your selected contact method.

FOR ACTORS · CHAPTER FOUR

Notifications & Contact Control

CastArab keeps you informed of every important development — and puts you in full control of who can reach you and how. You are never surprised, never exposed.

YOUR FIVE NOTIFICATION TYPES

Every notification appears in your dashboard's Notifications section, clearly labelled and time-stamped.



Profile Viewed

A director, producer, or casting director has viewed your profile. **The viewer's name is never revealed** — only their role type (e.g. "A Director has viewed your profile"). This protects both parties while keeping you informed of genuine interest.



Casting Call Invitation

A director has personally selected you and wants to audition you for a specific role. **The director's name IS disclosed** in this notification (e.g. "Director Karim Mohamed wants to audition you for: Lead Role — Desert Rain"). You can view the full casting call and choose to **Accept** or **Decline** directly from your dashboard.



Application Approved

A director has reviewed your application and approved you for audition. Congratulations. The director will contact you through your registered contact method with the audition details — location, date, and time are only shared at this stage.



Application Not Selected

The director has reviewed your application and chosen not to proceed. You'll receive the documented reason (see Chapter 5). This is constructive feedback, not a personal judgement — use it to improve your profile or find better-matched roles.



Casting Call Updated

A casting call you've applied to has been updated by the director — deadline changed, audition date added, or role details revised. You're notified immediately so you can review the changes and decide if you wish to continue with your application.

CONTACT CONTROL — YOU DECIDE HOW DIRECTORS REACH YOU

When you set up your profile, you choose exactly how verified directors may contact you. This is not optional for directors — they must use your chosen method.



WhatsApp

Number revealed only on click — not publicly visible



Instagram

Links to your professional IG handle



TikTok

Links to your TikTok profile



Phone Call

Direct call — number shared only after approval



Email

Professional email — director reaches inbox directly



Via Agent

All contact routed through your agent — personal details stay private



The Agent Option: If you are represented by an agent, you can set your profile so that all director contact goes through your agent only. Your personal WhatsApp, email, and phone number remain completely hidden. This is the highest-privacy option and is fully supported by the platform.

FOR ACTORS · CHAPTER FIVE

Casting Calls & Invitations

BROWSING & APPLYING TO CASTING CALLS

The Casting Calls section shows all open roles on the platform. Each card displays the role title, production type, director name, required dialect, gender, acting age range, and application deadline.

When you find a role that fits, click it to open the full detail page. This shows:

- The full role description and character notes
- All physical and talent requirements
- Scene pages (if the director uploaded them)
- The director's profile and verification status
- Application deadline and days remaining

Applying takes a single click. Your full profile is instantly sent to the director — no need to re-fill a form for every application.



Tip: Read the scene pages before applying. Directors notice actors who reference the material — it signals professionalism.

RECEIVING A DIRECT INVITATION

Directors can also invite you directly without you applying first. This means they found your profile, reviewed it, and specifically want you for a role.

You'll receive a notification with the director's name and the role. From your dashboard, you can:

- View the full casting call before deciding
- Accept the invitation (director is notified)
- Decline with no obligation

THE APPLICATION LIFECYCLE

1	Applied Your profile sent to the director	PENDING
2	Under Review Director reviewing applications	
✓	Approved for Audition Director contacts you with full details	APPROVED
—	Not Selected Reason documented, notification sent	

UNDERSTANDING REJECTION & ITS REASONING

CastArab requires every director to select a documented reason when not proceeding with an application. This is not optional — it is a platform rule designed to give actors constructive feedback.

The 12 documented rejection categories:

<input type="radio"/> Age range doesn't match	<input type="radio"/> Dialect requirement not met
<input type="radio"/> Nationality requirement not met	<input type="radio"/> Skin tone doesn't match role
<input type="radio"/> Physical build doesn't match	<input type="radio"/> Height doesn't match role
<input type="radio"/> Overall appearance mismatch	<input type="radio"/> Insufficient experience level
<input type="radio"/> Required skill not present	<input type="radio"/> Profile incomplete
<input type="radio"/> Role already filled	<input type="radio"/> Different direction sought

Directors may also select "Other" and write a custom note — this can be specific advice or guidance directly to the actor.

VIEWING DIRECTOR PROFILES

On any casting call detail page you can view the director's public profile — including their name, verified status, and production company. You always know who you're applying to. CastArab does not allow anonymous casting.

Your Security & Privacy

The safety of actors is not a feature — it is the foundation. Every design decision on CastArab has been measured against this question: does this protect the actor? Here is exactly what we have built.

• Six Privacy Protections

1 Director Identity is Always Verified

No director can post a casting call without going through CastArab's verification process. Every person who contacts you has been reviewed. There are no anonymous directors on this platform.

2 Audition Location is Never Public

Audition dates, times, and locations are entered by the director but are **never shown publicly**. They are only disclosed to actors who have been explicitly approved for audition. This prevents unsafe gatherings and protects actors from attending unverified locations.

3 Profile Views are Anonymous to Directors

When you receive a "profile viewed" notification, it tells you the type of viewer (Director, Production Company) but never reveals who specifically viewed you — unless they take the next step of inviting you or approving your application.

4 You Control Your Contact Method

No director can obtain your personal information through a bypass. The only way to reach you is through the method you've pre-selected. If you've chosen "Agent Only," your personal details are completely hidden — even from verified directors.

5 Every Rejection is Documented

Directors cannot reject you silently. Every decision not to proceed requires a documented reason. This creates accountability and prevents discriminatory or arbitrary rejections without cause.

6 You Can Decline Any Invitation

Receiving a direct casting invitation is not an obligation. You review it, read the casting call, and make your own decision. Declining has no negative consequence on your profile or visibility on the platform.

• The Verification System

Identity verification is at the core of CastArab's trust infrastructure. Here is how it works:

Step 1 — Submit Your National ID

Upload a photo of your valid National ID through the secure actor portal. This is encrypted and stored securely — it is used solely for identity verification.

Step 2 — CastArab Reviews (48 hours)

Our verification team reviews the submission within 48 hours. You'll be notified when your account is approved. During this period your profile remains visible but shows "Verification Pending."

Step 3 — Verified Badge Appears

Once approved, a verified badge appears on your profile and in search results. Verified actors are ranked higher in director searches and receive more applications and invitations.

DATA PRINCIPLES

- Your National ID is never displayed on your profile
- Your personal contact info is never sold to third parties
- You can deactivate your account at any time
- Your profile is only visible to logged-in, verified users
- Profile view history is stored but never shared with viewers

CastArab's safety guidelines require that audition location disclosure is part of the approved actor flow only. This is non-negotiable for all directors — it is written into the platform's terms of use.

The Director's Complete Guide

Your time is the most valuable resource on set. CastArab gives you the tools to find the right actor faster, manage applications without chaos, and protect your production's privacy end to end.

PROFILE & VERIFICATION

Your director profile establishes your professional identity on the platform. It includes your name, production company, credits, and verification badge — all visible to actors reviewing your casting calls. Transparency builds trust and increases application quality.

• Creating a Casting Call

A structured casting call has several required and optional fields:

- **Role Title** — e.g. "Female Lead — Drama Series"
- **Production Type** — Film, TV, Commercial, Theatre, etc.
- **Role Description** — Character arc, personality, context
- **Gender / Age Range / Dialect** — Requirement filters
- **Nationality Preference** — Select one or multiple
- **Skin Tone Preference** — Optional physical requirement
- **Application Deadline** — Hard close date for applications
- **Scene Pages (optional)** — Upload PDF, Word, JPG, or PNG files for actors to study before audition
- **Audition Date / Time / Location** — Only revealed to approved actors

• Managing Applications

Your Applications Dashboard shows every applicant with their photo, name, verification badge, key attributes (gender, nationality, age), and the role they applied for. Filter by casting call or by status.

- ✓ **Approving an Actor**
One click. The actor is instantly notified, and audition details become visible to them.
- ✗ **Rejecting an Actor**
Select one of 13 documented reasons. If "Other," write a note directly to the actor. The rejection is logged, the actor is notified professionally.

• The 13-Reason Rejection System

CastArab requires a structured rejection reason for every decision. This is not bureaucracy — it protects you legally, gives actors constructive feedback, and maintains the platform's professional standard.


- | | |
|---|--|
| <input type="radio"/> Age range mismatch | <input type="radio"/> Dialect not matching |
| <input type="radio"/> Nationality requirement | <input type="radio"/> Skin tone mismatch |
| <input type="radio"/> Physical build | <input type="radio"/> Height requirement |
| <input type="radio"/> Overall appearance | <input type="radio"/> Experience level |
| <input type="radio"/> Required skill absent | <input type="radio"/> Profile incomplete |
| <input type="radio"/> Role already filled | <input type="radio"/> Different direction |
| <input type="radio"/> Other (custom note) | |

• Shortlisting Actors

The bookmark icon on any actor card or profile saves them to your shortlist — a private collection visible only to you. Reference it across productions from your dashboard at any time.

• Director Privacy Measures

- Your shortlists are never visible to actors
- Actors see that someone viewed their profile — but not your name
- Audition location is never shown on the public casting call page
- Only approved actors receive your private audition details
- Your casting call can be closed at any time to stop new applications

 **Editing a Casting Call:** You can edit any active casting call at any time. All actors who have already applied will automatically receive a notification that the call has been updated — so they can review the changes before your deadline.

CHAPTER EIGHT · FOR EVERYONE

Trust, Safety & Eliminating Chaos

The chaos of unverified casting, fake roles, unsafe auditions, and unprofessional behaviour has defined the industry for too long. CastArab was built specifically to end it — permanently.

THE FIVE PILLARS OF THE CASTARAB SAFETY FRAMEWORK



Verified Identities

No anonymous actors.
No anonymous directors.
Every account is tied to a verified real-world identity.



Structured Process

Every interaction follows a defined path — application, review, decision, notification. No improvised contact.



Protected Locations

Audition addresses are never public. Disclosed only after formal approval. No exceptions.



Documented Decisions

Every approval and rejection is logged with a reason. Accountability is built into every action.



Instant Notifications

No one is left waiting in silence. Every decision triggers an immediate, professional notification.

COMMUNITY STANDARDS

By using CastArab, all users — actors and directors alike — agree to the following non-negotiable standards:

- No casting calls for roles that do not legitimately exist
- No contact outside the platform's designated contact system
- No sharing of other users' personal information externally
- No requests for payments from actors in exchange for auditions
- No misrepresentation of credentials, credits, or production status
- Audition locations must be professional, accessible venues
- Directors must notify all applicants of decisions — no ghosting



Zero Tolerance: Any user found requesting payment from actors for auditions, fabricating productions, or sharing another user's private information will be permanently removed from the platform without warning.

WHY STRUCTURE ELIMINATES CHAOS

The chaos of traditional Arab casting wasn't caused by bad people — it was caused by the absence of structure. When there is no system, personal networks fill the gap. When there's no accountability, shortcuts are taken. When there's no verification, trust collapses.

CastArab's answer is not more rules — it's better infrastructure. When the system itself enforces professional behaviour (documented rejections, verified identities, formal application flows), the chaos has no room to exist.

OUR COMMITMENT TO YOU

CastArab commits to every user on this platform:

- Your identity data will never be sold or shared commercially
- Every casting call is reviewed before going live
- Every reported issue is investigated within 48 hours
- The platform will never charge actors to apply to roles
- Safety guidelines will always take priority over convenience