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UTURN: Kaswara Al-Khatib's Success Story

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Saudi Arabia is YouTube's biggest user worldwide. In 2010, Kaswara Al-Khatib created UTURN Entertainment to showcase Arab culture and lifestyle to the world. How's it doing? So far, 80 YouTube channels and approximately 100 million views by month.

Saudi Arabia is YouTube's biggest user worldwide. Local television programming lacks diversity, especially for the youth. In 2010, Kaswara Al-Khatib created UTURN Entertainment in Jeddah with two friends.

Initially a production company, UTURN today is a media platform producing videos on comedy, Saudi society and beauty. UTURN's aim is to introduce Arab culture and lifestyle to the whole world. UTURN Entertainment in a nutshell: 80 YouTube channels and 100 million views per month on average.

Over 33 million subscribers on social media and over 10 billion minutes of video have been viewed since the group's creation. Lebanese firm Leap Ventures, based in Beirut, also invested \$10 million in UTURN in 2016. Financial Times called UTURN the largest online network in the Middle East.

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#Entertainment #Kaswara Al-Khatib #UTURN #YouTube

