

Beat: Arts

Saudi TV to Air Viu Original, Hob El Tayebin, During Ramadan

Family comedy features Saudi

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USPA NEWS - Saudi TV and Viu enter into a first of its kind partnership to bring Viu Original, Hob El Tayebin, to consumers in Saudi Arabia. During the holy month, the show will be simulcast telecasted on Saudi TV and on the Viu OTT service.

Hob El Tayebin is a 15-episode heart-warming family comedy show featuring Saudi social media stars. The show takes the audience back in time through the stories of an elderly father. He draws from his life experience to guide his son in the present day. The show is filled with humour and fun visuals.

The series was produced in partnership with Saudi based entertainment company UTurn and features local social talent, including Ali Al Sharif, Sarah Alyafei, Nawwaf AlDhufairi, Alaa Tammar, Tawwab Adli, Mohammed bin Rafiah and Shereen Bawazeer, in addition to the late Dr. Fahd Ghazuli.

Commenting on the partnership, Khalid Al Ghamdi, GM of Saudi TV One said: "Watching TV during Ramadan is one of the main highlights for many families across the region. To directly engage with our consumers during this month, we at Saudi TV are always looking for fresh and relevant local content and we are excited to partner with Viu. The Hob El Tayebin script fit our requirements and to top it off, it gives the chance for local online content creators from Saudi Arabia to be seen on the bigger screen."

"Hob El Tayebin is the perfect example of what a Ramadan show is like, a light comedy for the entire family. At Viu we are focussed on creating locally relevant content with global expertise. With the partnership with Saudi TV which has one of the greatest reaches in the Kingdom of Saudi Arabia we are able to entertain a larger audience with our Viu Originals," said Wesam Kattan, Vice President Content & Brand Marketing, Vuclip MENA.

VIU content can be streamed on the VIU App on PlayStore and AppStore. For regular updates and show announcements, you can follow VIU on Facebook, Twitter and Instagram.

Vuclip

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VIU

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