Beat: Local

Viu Fuels World Cup Fever in the Middle East with Comedy Original, Wahid:Wahid

FIFA World Cup

Jeddah - Saudi Arabia, 12.06.2018, 18:00 Time

USPA NEWS - Given the popularity of football in the Middle East, costs video-on-demand solution Viu introduces its third initial for the region, 'Wahid: Wahid', a premium program regarding the upcoming FIFA World Cup championship, a global occasion enjoyed by billions of people around the globe.

The show promises to be different, drifting away from conventional programs that discuss technical details of football, and rather highlighting the nuances from the World Cup games in an amusing means. The light-hearted "˜talk show´ targets every person who enjoys football throughout the World Cup period, from determined fanatics to laid-back viewers.

Viu has joined popular comics from Egypt and Saudi Arabia to hold the program, as both the nations' national teams have received this year's huge- showing off occasion in Russia. The show hosts are Ayman Wattar, the well-known Egyptian comedian understood for Ramadan Galak and Tickling Giants, and Shakir Al Sharif, one of the most popular member of the Saudi Jeddah Comedy Club.

Wahid: Wahid is a 11 episodes and will be aired solely on Viu. Each episode is separated right into five section from a comical take on the news from the World Cup to tune performances and live social communications to fan messages by the two hosts.

Commenting about the new program, Wesam Kattan, Vice President Content & Brand Marketing, Vuclip MENA, said: "There is much exhilaration for the FIFA World Cup between East, and reveals talking about and dissecting the video game is typical for football enthusiasts. At Viu, we wanted to create something various to reverberate with a bigger target market including the seasonal football watchers, which led us to Wahid: Wahid where in the hosts will certainly be communicating with our followers real-time throughout the show"

He proceeded, "Egypt and Saudi Arabia not only are qualified for this year´s World Cup in Russia, they will also actually be playing against each other! Bringing together these two countries on our platform was our next natural step."

Viu web content could be streamed on the Viu App on PlayStore and AppStore. For regular updates and show statements, you can adhere to Viu on Facebook, Twitter and Instagram.

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VIU
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