

YouTube planning original content for Middle East and Africa

Luke Hyams, the online platform's head of originals for Europe, Middle East and Africa said YouTube is aiming to bring more original content and drive more premium-subscription by bagging more potential international comedies and other dramas departing from the usual sitcom template.

By Umayrah Ramjan ^{28 Aug 2018}



@Aleksey Boldin via [123RF](#)

Hyams said, “In scripted, we’re looking for personality-driven, authored pieces that have potential for international appeal and that take us into a new world or environment that maybe we haven’t seen in a drama before.”

He added, “Focusing on one person’s narrative works really well for us.”

Commenting on comedy-centred content, Hyams said he was looking out to “more serialised half-hours than your usual sitcoms”.

Elaborating on the YouTube Premium subscription service where giants like Netflix and Amazon are already running ahead with original productions, he said YouTube already boasts a vast array of free content and only needs to convince viewers to switch to its premium service.

Source: <http://nextvafrica.com>.