



## Shoaib Rashid

Media Personality & Content Creator

1989-02-09 - Kuwaiti - Kuwait

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## Who is Shoaib Rashid

Shoaib Rashid is a leading Kuwaiti media personality and content creator, best known for hosting the acclaimed satirical talk show "Swar Shoaib" on YouTube. Born on February 9, 1983, in Kuwait to an Iraqi-origin family, Shoaib was raised as a Kuwaiti citizen and developed a passion for impactful storytelling early on. He studied Mass Communication at Kuwait University, majoring in Journalism with a minor in Public Administration, building a strong academic foundation in communications. Shoaib began his career as a TV presenter on local channels before transitioning to digital platforms, where he rose to prominence with "Swar Shoaib." Renowned for his bold approach to social issues and his unique blend of humor and meaningful dialogue, Shoaib has captivated a wide youth audience since the show's launch in 2014. "Swar Shoaib" quickly became a phenomenon across the Arab world for its distinctive format, featuring diverse guests—from celebrities and media figures to youth voices—and tackling sensitive societal topics with honesty and candor. Shoaib's show addressed issues central to Gulf and Arab societies, such as youth challenges, education, freedom of expression, and social disparities, sparking widespread debate on social media after every episode. Some episodes became highly controversial, with guests occasionally walking out due to the provocative nature of the questions—most notably episodes with Halima Boland and Haya Al Shuaibi. Despite the controversy, Shoaib built a loyal fanbase eagerly anticipating each new season; the show produced four seasons, each with 12 episodes, regularly amassing millions of views per episode on YouTube. Beyond "Swar Shoaib," Shoaib Rashid has launched other successful digital programs, including "Barlaman Shaab," an interactive platform empowering youth voices on diverse issues. He is also an accomplished entrepreneur, having founded multiple companies in digital media. In 2012, he established Omedia, followed by the launch of "Balmakhba," a digital production and talent management company where he serves as CEO, focusing on innovative content and nurturing young talent. Since 2018, Shoaib has also been the General Manager of Socializer, a leading digital marketing and content management agency. These multifaceted roles have cemented his influence not only as an on-screen host but also as a behind-the-scenes innovator shaping the new media landscape in the Gulf. Despite his professional success, Shoaib Rashid has faced personal challenges regarding his national identity. Having lived his entire life as a Kuwaiti citizen, his citizenship was revoked in 2025 due to an old case related to how his family originally obtained Kuwaiti nationality before his birth. This event shocked both Shoaib and his followers, sparking widespread debate and public sympathy, with many arguing that his achievements and

contributions far outweigh the matter of official citizenship. Shoaib affirmed his commitment to his audience and his media journey regardless of nationality. Today, with or without citizenship, Shoaib Rashid stands as one of the most influential young media figures in the Arab world, continuing to create content that resonates deeply with his audience and addresses real societal issues.

## **Achievements of Shoaib Rashid**

Through "Swar Shoaib" and his other projects, Shoaib Rashid has achieved remarkable milestones in digital media. The show has garnered tens of millions of views on YouTube, with over two million channel subscribers, and consistently trends on social platforms for its bold, unconventional topics. Shoaib has built a massive following across the Arab world, and his show is recognized as one of the first serious online talk shows to rival traditional TV in popularity. His pioneering work has inspired a new wave of content creators to launch their own talk shows on YouTube, establishing him as a trailblazer in digital content. Shoaib has received international recognition for his innovative work. His digital show "Daif Shoaib" (presented as the video podcast "Atheer") won a prestigious award at the New York Festivals Radio Awards, considered the global benchmark for audio content. In 2023, he received two Telly Awards—one Silver for Best Online Talk Show and one Bronze for Best Video Podcast—highlighting his ability to compete on a global stage and the high quality of his productions. These international honors are a rare achievement for an independent Arabic online program, underscoring the global reach and impact of his work. Regionally, Shoaib is highly respected in the Gulf media industry. He has been honored at several local festivals for his role in advancing youth media content and for his responsible approach to tackling sensitive issues. Notably, he has been recognized at Gulf media forums for his contributions to digital media, and his company "Balmakhba" has been widely praised as an incubator for young talent. Shoaib is a frequent speaker at cultural and media events, sharing insights on new media and digital entrepreneurship. His entrepreneurial journey in founding and managing media companies is among his key achievements; he has built an independent production platform that supports talent and creates content rivaling major traditional outlets. His companies "Balmakhba" and "Socializer" have launched successful digital campaigns for various organizations and events, further cementing his reputation as a leading media entrepreneur. More than a decade into his career, Shoaib Rashid continues to achieve success and capture public attention. Despite challenges—including the controversy over his citizenship—his audience remains steadfastly supportive. Shoaib has proven that bold, purposeful

content can win the hearts of viewers and that digital platforms can produce influential media stars on par with television icons. His journey demonstrates that transitioning from traditional to digital media can yield broad and lasting impact, paving the way for a new generation of media professionals to leave their mark online.

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