

Delivering High-Quality Content for Muslim Children, Durioo Launches its Global Islamic-Themed Streaming Platform

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Cyberjaya, Selangor, March 3, 2022 – After making its first appearance at the Dubai Expo 2020 on January 2022 in an event officiated by the Communications and Multimedia Minister Tan Sri Annuar Musa, Malaysian Tech Animation company Durioo has officially announced the launch of its first-ever global streaming platform called Durioo+. The subscription-based platform which was set in motion on the 18th February 2022 aims to provide top-of-the-line Islamic content for children across the globe.

Established by the same creative minds and co-founder of the globally successful children's animation brands Omar & Hana and Didi & Friends (Digital Durian), which garnered over 7 million subscribers across their YouTube channels, Durioo+ will be the stepping stone to establish Durioo as the leading must-have platform for Muslim children around the world while being an integral part in the digital animation ecosystem in Malaysia.

In conjunction with its launch, Durioo+ subscribers can enjoy over 100 episodes of animation series and live action shows, which are rooted in Islamic values and virtues. Durioo also plans to feature 30 new content every week, giving users more variety of content to look out for. The company will introduce over 12 brand new shows under Durioo Originals. Amongst them already launched are the much-awaited Mina Mila and Little Ammar series, Abibi, The Challengers as well as various nursery rhymes and entertaining educational shows targeted for the young Muslim audience.

Durioo Originals are either produced in-house by the Durioo team, or in collaboration with other production studios such as Bubu Lala – a co-production with Yeah Yeah Yeah Studio, Polytako – an animation co-produced with Kanaloa Malaysia, and Zehni – a co-production with Philandure.

Durioo founder, Sinan Ismail said that launching Durioo+ is their first step in realising their aspiration to be the chosen streaming platform for Muslim children in and outside of Malaysia. "Our dream is to provide a safe platform that helps build a strong Islamic foundation for our viewers through educational content that teach about the basic values and virtues in Islam, in a fun, engaging and relatable way." Through Durioo+, Sinan hopes to reach out to the millions of Muslim children and families around the world, giving them high-quality content to watch and play (Durioo plans to introduce Durioo games in Quarter 2 next year) while learning the beauty and values of their religion.

Durioo+ is available for online streaming at <https://duriooplus.com/>, or for easier access, users can also download the Durioo+ mobile application which is available on both iOS app store and Android play store app, including Apple TV and Android TV. Durioo+ is available for subscription with a monthly cost of only \$7.99. Durioo+ also offers a 7-day free trial.

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Company Contact:

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Durioo Sdn Bhd

T. 60129756004

E. hello@durioo.com

W. <https://duriooplus.com/>

Additional Contact(s):

azizi@durioo.com

sinan@durioo.com

nafisz@durioo.com

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