

## **From Motion Graphics to Global Impact: Sherif Sherif's Journey as a Leading Content Creator for Kids**

In this exclusive Q&A, Sherif Sherif shares how he went from media designer to global content creator, building BabaSharo TV into a digital learning destination for children, while reflecting on the future of TV, AI, and kids' media.



**Abu Zabi, United Arab Emirates Jul 23, 2025 ([Issuewire.com](https://www.issuewire.com))** - From his early days designing

animations to leading one of the world's most-watched kids' content brands, **Sherif Tawfik Sherif** has carved a unique path in the media industry. As the founder of *BabaSharo TV*, his YouTube channel has surpassed **8 million subscribers** and **1.85 billion views**, delivering colorful, educational content to preschoolers around the world.

In this exclusive interview, Sherif reflects on his journey from traditional media to digital platforms, the challenges of building a startup in a competitive space, and how technology—especially AI—is reshaping content creation for children.

**Q: Can you tell us about your background and how you got started?**

**A:** I've been working in media since 2007. I started as a **graphic designer and animation artist**, then moved into television production in the **Egyptian Media Production City**. In late 2010, I relocated to the Gulf region to continue building my career in media. During the pandemic in 2020, I saw an opportunity to create educational, entertaining videos for children. That's when *BabaSharo TV* was born. It started as a one-man project, and today we have a dedicated team producing content in multiple languages.

**Q: What makes BabaSharo TV stand out?**

**A:** Our focus is on **multilingual edutainment** that's fun, safe, and developmentally valuable for children. We've created **over 650 videos** in English, Arabic, Spanish, Portuguese, and Hindi. The content is both entertaining and educational—covering colors, numbers, habits, emotions, and more. What truly sets us apart is the **positive feedback from families** and educators who use our songs as part of their daily routines.

**Q: What major milestones has BabaSharo TV achieved so far?**

**A:** We've reached **1.85 billion views**, earned YouTube's **Silver and Gold Creator Awards**, and grown our **BabaSharo Kids mobile app** to over **500,000 downloads** across iOS and Android. Our music is also distributed globally on platforms like **Spotify, Apple Music, and Amazon**.

One of our proudest achievements came in **February 2022**, when **Tubefilter** ranked us as the **#20 most-viewed YouTube channel in the U.S.** and **#49 worldwide**, with over **152 million views in a single week**.

[Top 50 U.S. Channels – Tubefilter \(Feb 6, 2022\)](#)

[Top 50 Global Channels – Tubefilter \(Feb 6, 2022\)](#)

**Q: What were the biggest challenges in building the brand?**

**A:** Building something from scratch—without external funding—meant wearing many hats. We had to compete with massive production studios while working lean. One of the key challenges was **localizing content across multiple languages**, including English, Arabic, Spanish, Portuguese, and Hindi. But it wasn't just about translation—it was about **capturing the essence of each culture**, ensuring that every song and character resonated with children from different backgrounds.

Our goal has always been more than entertainment—it's about **fostering cultural exchange, promoting universal values**, and creating a safe, enriching environment for early childhood learning. Adapting to shifting algorithms and maintaining consistency across hundreds of videos was tough, but by **analyzing data, listening to parents, and refining our creative workflow**, we found our rhythm. **Persistence and a strong belief in our educational mission were crucial.**

**Q: What are your thoughts on the future of traditional TV versus digital platforms?**

**A:** Linear television is rapidly losing relevance, especially for younger audiences. Kids and parents want

**on-demand, interactive, and personalized content**, which platforms like YouTube and mobile apps deliver better. The shift to **streaming, OTT, and digital-first consumption** is not just the future—it's already here.

**Q: How is AI changing the way you create content?**

**A:** We're beginning to integrate AI into our process—using it to test thumbnails, analyze engagement, and even brainstorm content ideas. In the near future, I see AI helping us create **personalized learning journeys** and improve accessibility. But the heart of kids' content will always be human creativity, storytelling, and emotional connection.

**Q: What's next for BabaSharo TV?**

**A:** Our goals are to **reach 10 million subscribers**, expand into **AR/VR-based experiences**, and add new languages to our content lineup. We're also exploring **licensing, merchandise**, and long-form series. The vision is to become a **full edutainment ecosystem** for children worldwide.

**Q: What advice would you give aspiring content creators?**

**A:** Start with **value**, not virality. Know your audience, stay consistent, and don't be afraid to start small. Trends change fast, but **trust and quality build loyal communities**. Whether you're working alone or with a team, focus on solving a real need—and the audience will follow.

**BabaSharo TV continues to redefine educational entertainment for young children by blending creative storytelling with modern digital media.**

**Watch BabaSharo TV on YouTube:**

<https://www.youtube.com/@BabaSharoTVKidsSongs>

**Download the BabaSharo Kids App for ad-free learning fun:**

- **Android:** <https://play.google.com/store/apps/details?id=com.appexposolution.babasharo>
- **iOS:** <https://apps.apple.com/us/app/babasharo-kids/id1671957903>

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BabaSharo TV – Kids Songs

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