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Muslim social media site draws a million users

PETALING JAYA: A Muslim equivalent of Yahoo!, Facebook and YouTube has been recognised as one of Europe's best technology startups by a leading US technology magazine.

Muxlim.com has been selected as one of Europe's most successful new businesses by California-based Red Herring, a media company dedicated to business innovation and technology, according to a press release.

It was launched in 2006 by two Scandinavia-based entrepreneurs, with the objective of creating a popular Muslim social media website.

Within a year that dream was realised and Muxlim.com attracted more than a million users from 190 countries across the globe.

"We know that a huge number of Internet users, particularly parents, want access to an online experience that does not expose people to vulgarity, offensive content, and adult material," said founder and CEO Mohamed El-Fataty in a statement.

"At the same time it's vital that social media is engaging, user-friendly and fun. Muxlim.com achieves all this, and we have attracted a vibrant and friendly community with a welcoming demeanor and a sense of humour."

The website also offers Muxlim TV, which lets users create their own online TV channel by uploading and sharing their videos.

Within the next few weeks, it will introduce My Muxlim — the first Muslim personalised-homepage and social networking service based on the Google OpenSocial platform, which allows users to add thousands of applications from different sites to their Muxlim.com profiles.

And in a few months, Muxlim Pal will be launched for the site. It will be the first Muslim alternative to the likes of Second Life and other virtual worlds, said El-Fataty.