**KSI**

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A pioneering, YouTuber (third most followed channel for a British artist behind Ed Sheeran and Adele) approaching 20 billion cumulative views, his 40.8 million subscribers know him as a creator, an artist, a mate who brings the passion (and the jokes) to whatever he does. He’s a businessman with a portfolio of interests, from owning his own music label, The Online Takeover and his own boxing promotions company, Misfits Boxing to one of the fastest growing beverages, his Prime Hydration drink (recently partnered with Arsenal FC) is set to surpass $140 million in revenue in its first year. As a performer and all-round entertainer, he can light up stages (Reading, TRNSMT, a Wembley headline) and screen: an upcoming documentary for Prime Video, produced by Louis Theroux, promises to lift the lid on the extraordinary life of the 29-year-old from Watford. And as a boxer, the amateur-turned-professional fighter is undefeated, with his last bout, against Logan Paul at Los Angeles Staples Centre in 2019, a global pay-per-view knockout. 27th August will mark his return to the ring when he steps out at London’s O2 to fight Alex Wassabi. As a musician with over 12 million monthly Spotify listeners, he’s also well-versed in coming out on top. His second album, summer 2021’s All Over the Place entered the charts at #1, an emphatic follow-up to the previous year’s debut, Dissimulation, a #2 hit which was the biggest selling debut album of 2020. In rapid succession there’s been a flurry of hits, on his own merits (making him the British Breakthrough Artist of 2020) and with others (Don’t Play with Anne-Marie, Lighter with Nathan Dawe), making for eight Top Ten singles in total. As prolific as he is innovative, KSI was the only artist to be nominated twice in the Song of the Year category at the 2022 Brit Awards. That’s KSI in 2022: in the ring and in the charts, he’s punching well above his weight. Get ready for his next knockout