

How a physiotherapist went from part-time YouTube creator to one of the biggest health figures in France

Grégoire Gibault has worked as a physiotherapist in France for over a decade, but his passion for movement, the human body, and his patients' well-being inspired him to create the YouTube channel, [Major Mouvement](#), five years ago. Gibault made it his mission to share his knowledge, time, and resources to empower people to make informed choices concerning their health.


Today, Major Mouvement is one of France's premiere health channels, educating audiences across the country about movement and physical well-being. Gibault hopes to inspire and motivate more health professionals to embrace YouTube as a way of making a lasting, positive impact online.

Gibault began by tailoring his content to meet the specific needs of his patients. He drew inspiration from the entertainment industry to create engaging, enjoyable content that simplifies complex medical information. Regularly testing different formats and taking viewer feedback into account helped him to refine his approach. As the channel grew, he expanded his team to produce more content and collaborated with other health professionals and creators to maximize impact.

Starting from humble beginnings, Major Mouvement has now soared to meteoric success, achieving **1M subscribers, 3M monthly views, and 230K monthly watch hours this year**. As a result of his channel growth, Grégoire Gibault now stands at the forefront of digital health advocacy in France. He's been invited to speak at the World Health Organization conference, contributed a series of 30 minute movement videos for the Paris Olympics, and has received recognition from the State for his contributions to public health education.

 **1M**

Subscribers

 **3M**

Monthly viewers

 **230K**

Monthly watch hours

Personalize content to connect with audiences

Gibault noticed a pattern with patients visiting his practice – they all asked similar questions and lacked the proper resources online to guide them through their experiences. So, he used their questions as a springboard to create content

for his channel and help patients outside of visits.

Initially, Gibault's videos only had a few views. But, as soon as he authentically expressed his passion, he started seeing growing engagement. He gave his channel a persona that would embody the content he created and spoke to his online audience as if they were in the consulting room with him. He let his warm, friendly personality shine while covering

complicated topics around the musculoskeletal system, pain management, and arthritis. This strategy was a success and he started seeing a steady stream of views roll in.

Blend entertainment and education to captivate viewers

When he launched his channel, Gibault delivered information as if he were reading a textbook – straightforward and academic. But he wasn't able to retain an audience and build his brand, so he changed his strategy.

He recognized that people come to YouTube to be informed and entertained. His challenge was to strike a balance between the two to deliver high-quality information for viewers searching for movement, physical rehabilitation, and other mobility-related content.

Inspired by YouTube creators like [HugoDécrypte - Actus du jour](#) as well as storytelling strategies from the entertainment industry, Gibault explored a combination of compelling narration, audio, and visuals.

He created content that was fun and informative, adding jokes and pop culture references to help his videos stand out from other health content on the platform. He updated thumbnails, color palettes, and channel playlists to grab viewers' attention, and kept them engaged with bold graphics and animations.

Gibault discovered that well-produced, scientifically supported, and genuinely entertaining content was compelling for audiences, and he saw his follower numbers grow.

Most importantly, these shifts enabled him to break down complex topics into information people could understand, which ultimately helps him better educate and engage his audience.

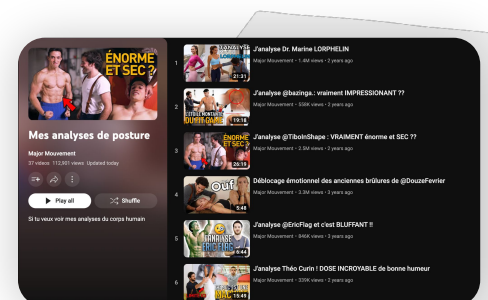
Experiment with formats and measure results

Once he had a solid subscriber following, Gibault diversified his content and experimented with topics and formats. Through testing over time, he discovered what resonated (or didn't) with his audience and tailored his content accordingly.

Drawing on ideas from his daily practice, Gibault explored straightforward 60-second explainer videos and more in-depth long-form videos. Shorts allowed him to reach a new audience quickly and directly, while longer content allowed him to share everything from self-defense tactics to Q&A's with influential creators and specialists outside his expertise.

When content landed with his audience, Gibault expanded on it in playlists. For example, when viewers frequently visited his daily exercise videos, he created the [Mobilité playlist](#). One of his most popular series is [mes analyses de posture](#), where Gibault guesses injuries, surgeries, or the sports history of his special guests based on a physical analysis. It's become one of the most engaging formats, with viewers encouraged to join him in the guessing game. Featuring some of France's biggest YouTube creators, public figures, and professional athletes, **videos in the [mes analyses de posture](#) playlist have gained over 3M views each.**

Major
Mouvements'
most popular
video series is [mes analyses de posture](#).



Gibault regularly measured his channel's impact, tracking metrics such as views, watchtime, and quality and quantity of comments. Through audience feedback, he could further tailor his content to meet their needs.

If viewers' said that a video was too long or complicated, he would reply and create more digestible content to provide clarity.

In the coming months, Gibault will continue expanding Major Mouvement by sitting down with a diverse team of healthcare experts, such as doctors, midwives, and nurses, to dive into topics, like sexual health for teenagers. Eventually, he'd like to adapt his content to TV programs and other media.

Collaborate to tackle misinformation and maximize impact

As his subscriber count grew, Gibault needed to evolve the production process so he could increase his output while balancing his career. With the help of a three-person team and a PR manager, Gibault could schedule regular programs, scale content production, and maintain his practice as a physiotherapist.

With this extra support, Gibault was able to pursue other topics he was passionate about by interviewing experts, doctors, and other influential figures in the medical field. This new territory helped him expand his reach to audiences beyond those searching for physiotherapy information. His production team implemented processes to ensure content featuring medical doctors and other information outside kinesiology was accurate, clear, and up-to-date – for instance, a team of doctors would review scripts before shooting.

The creator world can be competitive, but Gibault found there is power in collaboration. Teaming up with fitness and health creators helped Major Mouvement gain more recognition across different communities and gave a voice to other doctors without a video platform.

One of the first collaborations, [Déblocage émotionnel des anciennes brûlures de @DouzeFevrier](#), is now one of the channel's most watched features with over 3.4M views and 1.2K comments.

One of Major Mouvement's most watched collaborations is his [video featuring Douze Fevrier](#).



By combining forces with influencers and doctors who inspired him, Gibault and his team were not only able to broaden the channel's reach, but also tackle misinformation head-on. As false medical content circulates faster and farther than credible information on social platforms, the Major Mouvement team strongly believes collaboration can counterbalance misinformation. Joining resources helps build community trust and inspires more credible health content creation from institutions and medical professionals.

YouTube can help you make a difference outside the exam room

Since the start of his journey, Grégoire Gibault has made enormous strides in improving the quality of digital health information in France. His content has empowered people to make life-changing choices about their health and seek help before it's too late.



I meet people in the street who say 'I've seen this video or this podcast of yours, and it inspired me to change and move...thank you.' That's the nicest reward.



– Grégoire Gibault

The momentum of his YouTube success has extended offscreen, too. In 2023, he started a physical exercise challenge that raised **20K euros for cancer charities** and **encouraged more than 170K people to participate in daily movement routines**. He has also **raised 70K euros toward cardiac congenital disability care for children in need** – something he could never have imagined doing without the support of his YouTube community.