

Art Knowledge

Jan / Feb 2021 Volume 1 Issue 1 - Published on 16th Jan 2021 - ₹ 100

A Bi-Monthly Magazine for Filmmakers, Artists & Art Lovers



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YOU WELL

MAKE ART

TILL YOU

ARE PROUD

THEN BE

GROUNDING

AND CALM

TEACH

WHAT YOU

KNOW

ONLY THEN

YOU LEARN

MORE

MISTAKES

MAKE

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NEW

MISTAKES

AN ARTIST

NEED NOT

SUCCEED

BEING AN

ARTIST IS

SUCCESS

BE AN ARTIST ! SIMPLE

ABOUT

'Art Knowledge' Magazine is published with a clear focus to provide content that engage you with information & knowledge.

Filmmakers, Artists & Art lovers, Love it ! We support upcoming talents !

The magazine is available as a print & an online version.

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You may also subscribe online at www.arunkanth.in

Periodicity : Bi-Monthly (6 Issues a Year)

We welcome your inputs and we reply to them.

*If you like this magazine, Wish to contribute content, Share Ideas & Views, Advertise on this magazine or anything else?
Feel free to reach us.*

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Published by Arunkanth V. **Printed by** R.R.Bharath, Ace Data Prinexcel Private Limited **on behalf of** Arunkanth V. **Printed at** Ace Data Prinexcel Private Limited, 3/304 F, (SF No.676/4B) Kulathur Road Off NH 47 Bypass Road, Neelambur, Coimbatore 641062. **Published from** 2J, Sancia, Nethaji Nagar, Nanjundapuram Road, Coimbatore 641036.

Editor : Arunkanth V.



VISUAL ART

By Sri Navin

*Srinavin is a Photographer & a 3D Visualiser from Coimbatore.
He found his interest for visual arts after his graduation.
He creates Conceptual and Surreal Artworks using 3D Modelling Software.*

Follow Sri Navin : facebook.com/srinavinkumar

Watch out for this Spot for a Visual Art on Every Issue !

Why Visual Arts ?

There was always a strong bonding between Computers and me. During my engineering days, I had some fun with Photoshop, making comical stuff and went on to make Hollywood look-alike posters by replacing or adding my photos on to it.

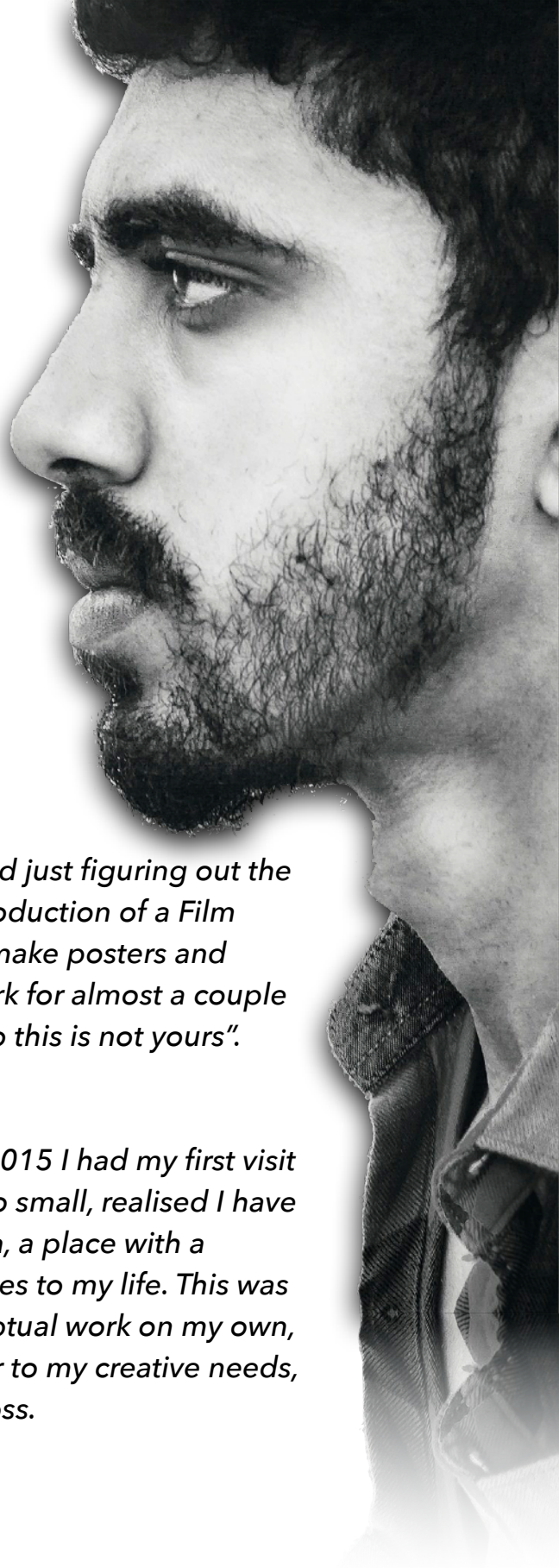
After college, I took up a job in R&D, but felt that was not my cup of tea. I started retouching photos of others, simply out of fascination, to create fanciful stuff. One fine day I realised it is time to make my own. I quit my job for then this journey which started in 2012.

A friend of mine gave his camera and I was like a kid just figuring out the basics. Months passed, I was working in the pre-production of a Film which never went on to production. I was hired to make posters and promotion videos. I almost tried every genre of work for almost a couple of years. All those days, I could hear little voice. "No this is not yours". My calling was entirely different.

I was having a spiritual instinct throughout and in 2015 I had my first visit to Himalayas, getting into a new dimension. I felt so small, realised I have learned nothing. I started my solo travel to Gokarna, a place with a different language, but with some cultural similarities to my life. This was a life changing trip when I decided to make conceptual work on my own, not limiting to just photoshop. I found a big answer to my creative needs, but with practical difficulties, I have an ocean to cross.

What Softwares do you use ?

I had the same question back when i started. There are many softwares, with their own advantages and disadvantages. Blender, Cinema 4D, Maya, 3D Studio Max, Houdini, Solidworks etc. are the once I use !



Freelancing - Voice Over Artist !

When you're thinking about how to become a voice actor you might not recognise all the possibilities. Here are the many different fields that employ voice actors:

Films & Narrative Stories

Foreign language films

Animation shorts or films

TV programs

Commercials

Radio or Audio dramas

Video games

Audiobooks

Documentaries

IVR phone systems

Voice of God at live events

TV and Radio promos

Training / e-learning

Podcasts



***A Voice is the most
powerful instrument on
Any Audio***

The Voice Over Career, In Detail . . .

There are a vast number of opportunities that exist for voice actors. Of course some aspects of voice acting are specialised. As an example, it is harder to learn how to do character voices and get into animation compared to voice commercials.

Voice acting is an exciting and varied career. You can make money using your voice, travel and be part of a growing industry. Sounds great, but do you have what it takes?

The voice over industry is growing. From the voice of Google, to Advertisements, to explainer ads, to radio ads, to corporate training...voice acting is everywhere. Do you listen to audiobooks? Millions of people do. All those books have to be recorded by voice actors. As the world has become digital there has been an increasing demand for voice talent.

As a voice actor you might be working on a TV ad one day, a radio commercial the next and then the following day on a cartoon. Each day is different, which is why you might find a career as a voice actor is right for you.

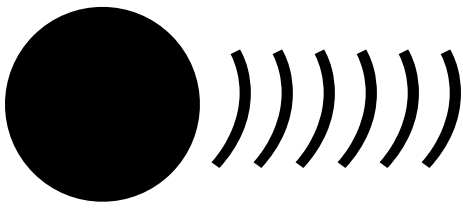
Technology has changed everything. Now most voice actors have their own mini-studio and record work from their homes.

Now of course that sounds easy and nothing is that easy, there is a lot more to voice acting.

Most people though find it hard to get into voice over or even get started. The main reason is that they keep hunting around the internet looking at videos on YouTube, some voice over blogs, but often this is all just disjointed and hard to make sense of.

You need to appreciate that there is a lot to learn and do before your first paid voice acting job. Yes, you want to get out there and start auditioning. But first, you're going to need proper training, equipment, resources, and yes, some natural talent. The great news is that even though the voice over industry is competitive, there is plenty of voice over work out there for everyone.

Before you do anything though, ask yourself why you want to become a voice actor. If you know upfront what your goals, expectations, and motivations are, you will be more successful. Setting small achievable goals and placing deadlines on them will make sure you stay on track, even if you only want to do voice over as a hobby instead of a full-time career.



Importance of Sound in Film Making

Loudness is not Greatness !

Sound makes a film watchable - the input is 50% or sometimes more in a film. Movie is often misunderstood as a visual medium. It is actually an Audio-Visual medium. The easiest way to differentiate a good movie and an immature movie, is by just observing its sound. Sound is often ignored by new film makers. When a movie does not perform well, the first learning is that the ignorance of proper sound has let down the movie. That's the wake up call for learning Sound.

You can bear with a movie where there are focus issues or a low quality visual, but you cannot watch a movie that has bad sound. A simple test can make you understand the importance of sound. You can listen to the radio all day long. But never watch TV muted for long. Sound conveys the emotion of the visual and also conveys more to the story.

Foley and Foley artists play a major role in creating sound tracks for a movie. Foley is the art of recreating sounds inside a studio synced to the visual on screen. The Foley artists use various objects to recreate a particular sound in support of what the actors perform on screen. Foley artists use clothes, wood blocks, metals and even waste materials apart from other props to recreate sounds made by the performers, like the sound of a door knock, sounds of clothing and accessories, footsteps, sound of objects being moved, handled or falling, sounds of nature, etc. Sometimes a library of sounds are used for common sounds like a mobile phone ringtone or a door bell, sounds of vehicles moving or halting. Sounds are also digitally produced and designed to create a mood for the scene.

A movie's sound track comprises of Dialogue Tracks, Sound Effects and Music. A work of a Sound Mixing Engineer is to properly balance out all the elements of sound tracks in a surround field to improve the experience of the film watcher. A good sound mix makes the movie watching experience a great one. Thus a sound mixer would be the person who is responsible in giving the audience a pleasant and a perfect experience or a headache. Simple ! Being loud is not the criteria. Many fall for the loudness war. Loudness sacrifices the dynamic range. Most Indian movies have music mixed too loud, up to the ceiling, forcing the sound engineer to bring up the vocals and sound effects to be heard above the music, thus jamming and jarring the levels. This compromises the dynamic range. A loud sound will have its effect only when there is a silence or a low sound prior to it. Embrace the dynamic range.

Background score must be on the background not brought to the foreground. A normal conversation and a loud conversation must have a difference in the loudness levels. At the same time a soft conversation must just be heard right. All other elements like music and sound effects must be decorated around the vocals after the vocal levels are at their appropriate loudness.

A thunder in the silence scares people more than a lightning could do. Loudness works only if there is a silence.

An Article by Arunkanth



Film Making Errors

15 common mistakes you can avoid - Heads up !

1) Producing a Weak Story & Characters :

A weak story makes an actor aimless in a movie and where movie characters do not have clear-cut goals in the movie, the movie becomes boring and no one wants to see a boring movie.

2) Using Bad Sound :

Imagine a film where you see the characters moving but you hear absolutely nothing. This is what happens when the sound is bad. It makes the film annoying.

3) Poor Casting Choice :

The casting choice you make goes a long way to make a movie successful. New filmmakers most times cast wrong characters for some roles. You cannot just give the role to anyone. You have to make the right choice or the film would be wacky.

4) Poor Shot Composition :

In shot composition, there is what is called dead spaces. These spaces are just areas in a particular scene where no activity is taking place. It is not good to have too much dead space. The shots usually lack depth and balance.

5) Using Clichés :

Clichés like people waking up from bed at the beginning of a movie or a scene. This is a bad move for an amateur filmmaker.

6) Poor Lightning :

When the lighting is poor, you barely see what is happening and this is a turn-off.

7) Too Much Insert Shots :

Insert shots is like zooming Or cutting to emphasise something. It's good but when it is overdone it destroys a film.

8) Time Wasting :

This is when characters in a movie are lingering, that is they go about in a scene with unnecessary action which is unimportant to the movie.

9) Too Many Pauses :

Most amateur movies do scene pauses a lot. You see two characters talking and the scene is paused for a bit to draw in the audience. This is good but when it is overdone it becomes a nuisance.

10) Poor Movement :

When there is not enough motion in a scene it becomes boring. You see characters standing still for long minutes. This is bad for a movie.

11) Too Much Talking :

Too much chit chat kills a movie.

12) Unnecessary Action :

This is when action is done just for doing sake. Not all scenes require action.

13) Use the Wrong Music :

When the music does not match the scene, the music becomes a nuisance. And this is what most amateur filmmakers do.

14) White Walls :

Most amateurs shoot movies with white walls everywhere. This is not good. It makes a movie look uninteresting. It removes flavor from the movie.

15) Wrong delivery formats / Colour :

Many a times rushing into exporting a project without verifying export formats, colour calibration can lead to unexpected playback quality at different media platforms.

A to Z , Process of Film Making For Beginners

Everything starts with an idea, which you believe is extraordinary.

Write a script, define your characters and their goals clearly, let the characters push their limits to achieve their goals. A good opening, intermission and a good climax will always be remembered and cherished. Embed contrast in all aspects. Remember your movie is not just a video. Audio / sound is an equal 50% of your movie. Rope in your sound designer in the script stage to guide you on a sound consultation. Find an editor you can trust and trust his decisions always as long as your vision is being worked on.

Title your script and make a script that justifies the title. A right casting for the characters solve most of your headache. A good casting makes a movie watchable. Seriously. Try to avoid casting your friends and neighbours unless you find the perfect fit. While doing the above it is a must to keep a candid check on the budget you might require. Find ways to fund your project. Know your market before you invest.

Make sure you rope in a producer who believes your vision, encourages your efforts, stand with you no matter what, respects artists, pay them promptly, committed to release the project on time and be a friend with you forever. Most importantly, you must be true and committed to your producer. 'Honesty' !

All the members must have equal Team Spirit & co-operation to make the project a success and a memory to cherish. Recruit such members only. A good team lives long !

Get the right crew and technicians who understand your vision. Design your own workflows. Be Original. Quit Cliches.

Scout locations that is unique as much as your script is unique. Plan shoot dates well.

A quality make-up artist should be your best buddy. Just trust me blindly on this.

Go ahead and do all you can to shoot the script with clear sound, get the best performances out of your cast and unleash the creativity of all technicians. Have a blast ! Shoot like an editor, shoot what you only need, maybe a little bit more. Allow your cinematographer to shoot some montages that you may or may not require. Life Saver guys !

Don't forget to enjoy your work every single day and cherish your moments. Never forget to capture the "making of your movie".

Backup and secure the footage. Life saver again. Once your production is over, take a break and get into the post production mode. Forget everything you did while shooting. Now the screen and your ear is what makes your movie.

Edit your footage. Editing is storytelling. Edit while keeping the sound in mind. Now the editor is your hero. Let him be the hero. You did your best. Let him do his best. Make a single cut the final cut. Do not hesitate to cut something that hinders your storytelling. Take bold decisions and believe it. Once you are happy. Lock it. Of course, be ready to unlock it if the need arises. Mind Changes frequently.

Contd.,

Bring your actors to the studio to capture/dub their voices, synced to the performances, if you have not captured the live / Sync sound during the shoot with the Sound Professionals.

Time for some music. Go ahead and spot your movie for good places to add music. Remember music is like a doctor's consultation. If you do not know the job, Let the musicians take care of their work and do some magic. Be with them and enjoy the background score. Learn the process of music making for a better knowledge for your next project. Get the individual tracks. You might want to re-edit occasionally to suit the music. Watch your movie with the music and you might come up with some great ideas to adjust your edit to elevate your story telling.

Now comes the world of sound. Remember music and sound design are different. Sounds need to be added by your sound engineers who recreate the location sounds, sounds of the performances of your actors(foley), additional sound FX and More. As I said sound makes an equal 50% of your movie. Be patient and work with critical care. Mixing is the process of bringing the dialogs, music and sound tracks to the appropriate levels so that your movie is enjoyable. A bad video can sometimes be tolerated but never a bad sound. Never mix the sound to compete the loudness war. Let the background score be on the background and not the foreground. Mix the foley sounds to a level that can just be heard if you concentrate. That's the beauty of foley. Mix in surround format. Soft sounds must be soft and loud sounds must be loud and the dynamic range between them must be maintained to have an enjoyable experience. Always keep in touch with all the sound technicians, invite them for your preview. Do not forget them.

Go ahead and meet a colourist who can colour your picture to suit the projection standards and also to make the footage visually right.

Finish off Vfx additions if needed & embed the same with sound, on the master project. Add title credits to all the people who have helped you. Give appropriate credits to your technicians & actors. Build the right title animation that suits your story. Watch your movie with your technicians to look critically for any technical glitches and correct them immediately. Sit back, relax and enjoy your movie yourself once all alone. Feel elevated and proud that you are a filmmaker. Your film must satisfy you First. Get a graphic designer to make a poster that pulls the audience to watch the movie. Cut out a Teaser and a Trailer that best markets your movie. Now watch your movie again with your producer. Take his feedback. Implement it if it is meaningful to you else convince him softly that your decisions are better. Call your well wishers to watch your movie privately. You will start to hear the other side of the world. Keep yourself cool. Take a break. If you find a sensible / convincing feedback, implement it if you can. You are the judge now. Be strong and make right decisions. Trust your gut feeling. Never sell your vision. Finally, deliver the master file to your producer with all additional versions and sound tracks, to sell the movie to different parts of the world. Thank your producer, market and bring out the movie as a team.

You did the best you could in the available resource and time. You learnt. Most importantly, You enjoyed your work. Life is a learning curve. Keep learning and keep doing what you love. Take a break and build your next great idea !

An Article by Arunkanth

Public Space - Public Views - Public Surveys

Movie Watching Preferences / Views of people at Coimbatore & Chennai

At Cinema Theatres :

- 73% say that they are willing to watch a movie in theatres if they believe there is unique content and not cliches
- 82% say that they are willing to watch a movie of a newcomer / upcoming talents if the trailer is impressive
- 89% say that 7 PM is the appropriate time for an evening show at cinema theatres during week days considering heavy road traffic.
- 93% say that the morning show is not their preference at all.
- 68% say that they prefer online ticket purchase.
- 94% says that the online convenience fee for ticket booking must be per transaction and not per ticket.
- 84% say that top actors must consider working with young and new directors and must move away from "Star-Glorification" scripts and focus on content and script.
- 68% say they prefer multiplexes over single screen theatres
- 67% say that the movie ticket price must be under Rs.120/-
- 88% say that they are satisfied with 4 out of 10 movies they have watched in cinema theatres.

Some Additional Interesting Results :

- 93% say they do not believe in the award ceremony results showcased on Televisions.
- 43% say that Newspaper reviews are the deciding factor & 48% say that online reviews are the deciding factor, to choose a movie
- 86% say that they do not prefer to watch a movie at cinema theatres due to lack of choices in content variety.

*The survey is always ON. To take part in our survey and post your views / comments visit **www.arunkanth.in***

**04 NOV
2021**

**IN CINEMAS
ENGLISH & TAMIL**

Chaams in
**OPERATION
JUJUPI**

**Written & Directed by
ArunKanth**

**Cinematography : Sukumaran Sundar | Music, Sound, Edit & Color : ArunKanth
Asst. Dir. : Maven | Asst. Cine : Sankar Raja & Sakthi
P.R.O. : Haswath & Saravanan**

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*Winner of the 3rd prize in the Royal Bank of Scotland-
Sanctuary Asia Wildlife Photography Awards.*

*The first person to have captured a Photograph of the
Black Panther & a Common Leopard together*

Prakash Ramakrishnan

Age : 53 Years | Experience : 10 Years

Favourite Jungle : Corbett Tiger Reserve





Career on Wild Life Photography ! Profitable ? Probably Not !

In his 10 years of experience, he says, he has seen many enthusiasts, purchase equipments in a hurry, quit their existing professions and enter wild life photography. Soon they become tour operators and few years later go back to their original jobs as they realise it's not profitable. Lack of proper understanding of the Jungle & wild life will lead to short lived interests to pursue the art. Most people, take a picture of a bird and only then they realise they don't even know it's name. Most enthusiasts have not even been into the jungle even for a nature walk and have no clue on animal behaviour or life in the jungle at large. The Professionals spend most of the time in the wild and less on social media and the others do the opposite. It is a bitter Urban truth.

A tremendous amount of patience, practice and passion goes into becoming a true wild life photographer / filmmaker. The man behind the camera, his skill and some knowledge of the Jungle is more important than the equipment. Apart from winning few competitions and a bit of prize money, he says, "I have still not cracked the code to make it a profitable career. Only a very few people have made it to the top. A strong passion, love for the nature and this art keeps me at the wild, most part of my life", he concludes on a positive note.

Follow Prakash Ramakrishnan :-
facebook.com/prakash.ramakrishnan.12
instagram.com/prakash_sara

Achievements

*Runners Up in the "Smith Rice International Photography Competition 2017"
organised by Smithsonian Museum, Washington DC, in the Youth Category*

*Runners Up in the "Nature
Photographer of the Year 2018"
organised by Nature Talks, Amsterdam*

*Runners Up in the "Nature in
Focus" Photo Festival
Bangalore 2017.*

Agasthya A Karthikeyan

Age : 20 Years | Experience : 7 Years

Favourite Jungle : Corbett Tiger Reserve





Achievements

*Finalist award in the "Wildlife Photographer of the Year 2016"
organised by the BBC & Natural History Museum, London, in
the 11 to 14 Years Category*

*Runners Up in the Youth Category for the "Natures Best
Windland Smith Rice International Photography
Competition, organised by Smithsonian Museum,
Washington DC, in the year 2017.*

*Runners Up in the "Nature Wildlife Photographer" of
2018, Youth Category, organised by, Nature Talks,
Amsterdam & The Winner of the "Sanctury Asia Award"
in youth Category - "Nature"*

Sitara A Karthikeyan

Age : 17 Years | Experience : 7 Years

Favourite Jungle : Corbett Tiger Reserve







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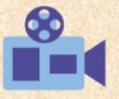
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[Movie Promotions]



[Talent Hunt]



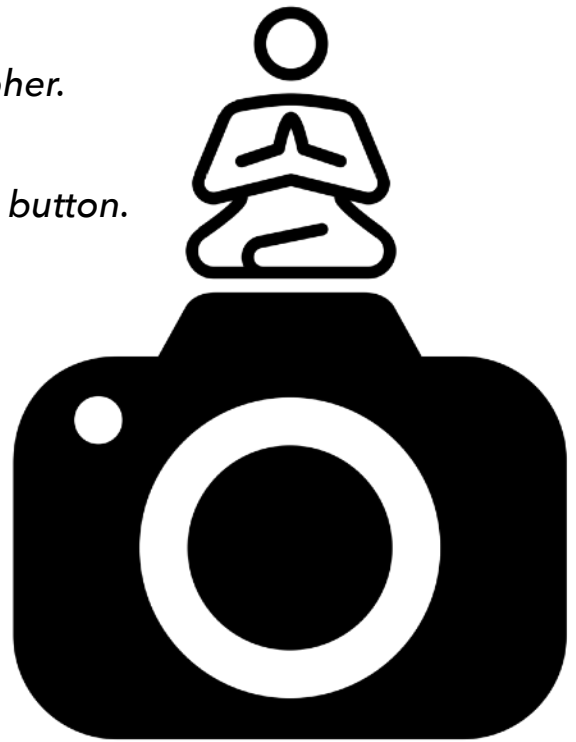
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20 Statements / Questions

Every Pro Photographer hates to hear !

Can you make me look skinny?
Can you send me the RAW files?
Can I see your camera screen?
My new iPhone is better than your big camera?
Come to my wedding, I can't afford a photographer.
Your lens is not big enough.
You ask for too much money, all you do is click a button.
Can you make it warmer but with more blue?
Why is it all blurry in the background?
Tripods are forbidden here.
I hate having my photo taken.
Can I have all the reject photos too?
You don't even have to edit them, it's fine.
What do you do the rest of the week?
I only need one photo, will it be cheaper?
Would you edit my selfie I shot with a phone?
Sony or Canon, what should I buy?
You don't have a degree, so you're not really a professional.
Shoot for free, I'll promote your work.
Your camera makes every photo easier to take.



It is a kind request to think twice before you ask these questions.

*What if there was
a manual for
Movie Watching ?*

*A Movie is what
the film-maker
wishes to show
on screen about
HIS taste &
imagination. Not
yours.*

*If you don't like a
movie, then try
another movie,
else take care of
your family.*

*If you want the
film-maker to
make perfect
movies, then you
must also watch
them perfectly*

*Generally,
A Movie is made
for a big screen.
Selfies are made
for mobiles.*

*A Movie cannot
be tailor made.
Get that straight !*

Arunkanth Talks Tough !

AK - Movie Recommendations You won't Regret !

How many times have you decided to take a break to watch a movie, but wasted a lot of time deciding on what to watch ?

Here is a List of few movies AK Magazine recommends for you to watch. We guarantee these movies engage and entertain you completely !

American Outlaw

Paul Blart Mall Cop

Deep Water Horizon

The Terminal

The Wall

Bounty Hunter

Money Monster

Click

Shaolin Soccer

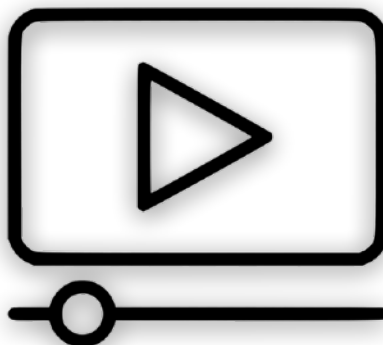
Yes Man

Under Siege

Death at a Funeral

Flight

Chasing Liberty



An Inspirational Story from Arunkanth

As an Independent Music Composer, I had to go to a lot of radio stations to showcase my song for playback. None of the radio stations even listen to indie music and they reject right away when approached or they don't reply. Unfortunately here, they need a video or a film to be made to play an audio on the radio. Sounds absurd ! When did the ears get eyes ? This was the inspiration to make my first indie feature film Goko Mako , which transformed me from a music composer to an Indie Filmmaker. Later when i approached the radio stations again after making a movie and the video songs, even with a reputed record label, like ZEE Music who bought my music outright at a good cost as they were unique, these radio stations wouldn't play my songs. Now they need "star-cast" ! or "Star Composers". How does an audio heard on the radio via ears receive the star cast info ? - Sounds Absurd again.

That's when I realised that I need to start my own Internet radio to play my own songs and songs of other Indie Music Composers who face the same situation. The same is the issue with TV channels, no encouragement for indie content. So I started my own Live TV Channel to play indie content. I also realised that even on Independence day none of them play independent content. As an Indie artist

After making feature films also, without star-cast nobody supports our content in any of the Cinema Theatres or OTT platforms to get space. No matter how good they are, here the players are least interested to view them. So Instead of cribbing, i went ahead and published my own official website www.arunkanth.in with my own LIVE TV, Internet Radio, Magazine, and I also sold my movies tickets 3 months prior to release at zero rupees online booking convenience fee and proved to Cinema Theatres that I can bring in Box Office Numbers. I also get my customer database which is a bigger asset and would help me bring down my promotion cost for my next venture.

My initiatives and efforts were appreciated by PVR and they became my multiplex partner and gave me prime shows. This made a lot of other upcoming Indie Filmmakers and artists get hope that they can also bring Indie Films to Cinema Theatres. The same was with Zee Music, who was also a great support to my indie ventures.

The OTT platforms are no Different from Cinema Theatres except for the size of the screen and sound quality. Most OTT platforms expect the same star-cast and most of them don't even care for viewing the full movie before judging the content. I actually like some of the mainstream films myself. But what about other offbeat content and new upcoming talents and indie film makers? That's the topic here. Sometimes Netflix could be excused and exempted from this scenario as they give a slightly better thought process in professionally acquiring off beat innovative content when compared to other players. But I can't take that as a thumb rule and make content for Netflix. Suddenly Hungama recognised my indie film out of the blue. But can it happen to all indie film makers?

As an entrepreneur, more of a Solopreneur, I would always have a thought process of creating a self-sustaining system. Even a mixie-grinder seller acquires his customer database and when he launches a new model he sends notifications & offers. For decades, the movie industry is running without a customer database, that is the reason why crores of money is being wasted in the name of promotions and this process is repeated for every single movie from ground zero.

Contd.,

It's time to have our own platforms. I gave a loud and clear voice through my awareness videos and a huge call for producers coming up with their own Pay and Watch Platforms, during the early 2020. These videos went viral among the mainstream filmmaker / producer community here. Some woke up and got into the action and built their own platforms which people witness in the mid 2020.

I created my own app named "AK Online" during mid 2019 with my live TV channel and Radio. It's been over a year and i was waiting for this Independence day to create a self-sustaining system for indie filmmakers and on 15th Aug 2020. This makes AK Online - an exclusive OTT platform for Indie content creators. A revolutionary one ! I strongly feel the features below of my app would kickstart a change in the current system and change the way the business happens for indie content. Oh, was there a business before ??? No worries. From now there is a source of revenue for the Indie.

AK Online's uniqueness.

~ You have a unique offbeat content that cuts cliché, we support you !

~ Are you a new kid on the block with such content, we welcome you with a red carpet !

~ You decide your price for your movie and you decide the validity to watch your movie as well. You can run any offers you wish any time just like any other industry in this world.

~ We Promote all content equally. No Bias.

~ Initially as we are also a startup , we publish 1 Feature Film, 3 Short Films, 3 Music Videos, Few Trailers, on our app Every month and we would like to do justice to the content providers with our full effort to promote them.

~ We supply the content creator with information of the user who watched his/her movie. Let the filmmakers have their customer database. (Revolution). This is mentioned on the privacy policy and terms of use of the app as well.

~ Our payments are settled to the content creators every 24 to 48 hours unlike 3 months or threshold limits which other apps have.

~ The percentage sharing is 80% to the content provider after the taxes and generic fees.

~ It's a TVOD platform (Transaction based video on demand). The most genuine method of doing business which creates the habit of spending and watching among the public like a decade earlier. Do you remember (people paid for a CD for a particular movie a few years ago). Most were pirated but still people had the habit to pay for each individual content. Let's bring that habit back. The SVOD (The Subscription Video on Demand) and AVOD (Ad driven Video on Demand) are good for people but dangerous to film makers and future of Art. (A separate essay can be given to justify this).

~ All language content is welcome. (Thanks to subtitles) Not a great concept from my view - but good enough to communicate to the global audience.

~ We do not have Psycho Killer / Horror Genres at all. Pl. excuse us. We feel it is an overload of unnecessary info for the soft organ called Brain. We wish to be a platform for welcoming positive content consumption. That does not mean we won't source movies with villains !

~ We do not host content with too much negativity, too much smoking / drinking / drug usage praising.

~ Guess what, Music Videos also can be sold here, and the content providers can give a longer validity to watch it repeatedly if they wish.

~ We plan to produce Original Documentaries in the near future. We welcome such content as well.

~ We do not judge your story content - We see only the making quality and presentation quality that meets the minimum standards of current playback.

~ A Movie is made for leisure. I always say "If you are a busy person, pl. take care of your busy work and come back when you are at leisure, that's when you are a true prospective film audience.

Contd.,

~ Our interface is simple / user loving with powerful technology and ideas built beneath it.

~ It is based on a points system. Load your account with points as you wish. 1 Point is 1 Rupee. Movies are priced from Rs.5 points and above. We give price recommendations to our content creators from our public survey and its only a guidance to price fixations and not compulsory.

~ We load a few points upfront for new users signing up to give them a feel of the app and let them experience it.

~ In the next few months, we have scheduled to introduce a Kids section for positive artistic entertainment and we have already started sourcing good content for this category.

~ We shall not host mainstream Cinema / Content that has been already recognised by the mainstream Televisions / Platforms. We make sure that every cake is not eaten by the same cat !

~ If we think you have made a Cliche content (Example : Half the movie is a Hero removing the Sunglasses and wearing it again) - Sorry there are other apps ! Better luck there ! Maybe removing the sunglasses is allowed Once per movie on our platform.. LOL !

~ Our Live TV channel which is a part of the OTT app, will promote the Trailers and the FilmMakers who are a part of our community for Free. So there is always some entertainment for users without the need to take their wallet. Our TV channel is 24x7 with interesting content.

~ We do not acquire any rights of the intellectual property of the content creator. All we ask is the playback rights and the same can be revoked with a simple email and the movie can be removed within 48 hours so that new purchases can be kept on hold as per the filmmakers wish. So we don't stop your great business prospects elsewhere. We are totally Non-Exclusive and we do not have Agreements that cannot be easily read or understood. It's just a 2 page informative straight forward deal.

~ There is a facility to Premier your content world over by taking advanced booking as well on the app.

~ If your content is already released elsewhere like Youtube and you feel there is more scope to reach your content and monetise the same, do not worry, you have not missed our bus. Come over, let us try to make more people watch. As long as there is someone who is yet to watch you film, your film is a new film. So that makes every film a new film and a life long asset as the untapped population is always the extreme majority. So do not worry.

~ The user's email ID is watermarked on the player and it scrolls like a marquee. But it does not disturb the viewing experience as it's too tiny to notice. We cannot assure you that your content will be protected from piracy, but we are confident of exposing the culprit and we can take actions. We can even track users with fake email id because he/she can only use an original payment method. Moreover, users who watch piracy content are never genuine customers who pay and watch. So there is a good enough population where we can still market our products. So do not worry.

Will these ideas be profitable ? We do not see our scoreboards ! We focus on the Game ! The scoreboard should increase eventually !

What if a user does not like a movie ? Try another one ! Don't like any movies we host ? Try another app or attend meditation classes and come back to our app, you may like it ! LOL ! Just Kidding.

We believe, Life is to experiment & experience !
We believe Enjoying our work is called "SUCCESS" !

- Arunkanth, AK Online

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A Movie has become Almost Free !

What a Shame ! Save Art ! - The Dark Side of OTT

The Music Industry has faced such a downfall in this decade. Now Music is almost a freebie. With the Advent of OTT Platforms and digital home & Mobile entertainment, to attract mass population to start using the platform, most content was required almost for free. Biggies earn on Indies sacrifices.

Many organisations sourced content at a Big cost from Big Production Companies and adjusted the expense by sourcing content from small producers under the revenue share model (If people watch we pay, Approx., 3 Rs. an hour for a Movie). Thus the small players were attracted to give their content for free to these platforms. These platforms advertised that they have a huge library, (of which most are on revenue share), sold their Apps for a subscription charge to watch all the content. But what they did was , they made the small providers advertise at their own expense saying their content is available in these platforms thereby the platforms gained a free promotion for their Apps & websites. But when people start using them, these platforms advertised only the content they bought outright only. They just don't care for the guys who are on revenue share.

They made a system in such a way that it shows only the Big Stars upfront and made it difficult to find newly added content from small providers under each category / genre. Thus small content providers kept advertising continuously and got tired as people land on the Platform to watch the content from big stars. This is the Dark Side of OTTs.

For small and Indie Artists, the revenue slowly became peanuts. If the viewership of these movies decline, new content would be replaced and the old ones removed.

More over, these platforms have created a habit with the audience that Art can be watched for a rock-bottom price. Example, an OTT platform charges a user 1000 rupees per year and give them a music app, a movie app, free delivery of goods via online shopping, all unlimited. This make a cost of movie watch, a stooped down tipsy penny, much lesser than a chocolate or a single Tea. It is as good as free for the public. The Big stars survive as they get upfront payment and the small one take the beating, whilst the platform advertises they have a huge library and make merry. Respect Art, Save Indie Artists, Pay them individually, so they can survive !

An Article by Arunkanth

A Single Tea Rs.10/- A Chocolate Rs.3/- A Movie Almost Free !

If you expect Art for Cheap Prices, in future you will get Cheap Quality Art



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