



AT A GLANCE SUPAN ROY

You have garnered quite the reputation due to your crime-related show. Tell us about some of them.

"Ain O Adalat" is the first popular crime-related show in Bangladesh. I started "Crime Watch" at 3rd July, 2003, on NTV. People received it quite well and it is still going strong. It has good value behind it thus people are watching each episode eagerly.

A lot of shows with the same theme and focus are currently airing but they aren't getting much popularity. Why do you think so?

Back in the days channels were limited in number. Nowadays we have a lot of TV channels. Back then we didn't have the constant influence of YouTube, Facebook or Twitter grabbing our attention. The audience now watches a variety of other things at the moment. But importantly, the level of dedication and effort put behind content creation has changed. Still, I wouldn't say crime-related shows aren't getting the popularity they deserve. I myself hosted the first twenty-five episodes of Jamuna TV's "Investigation 360 degree" and I keep coming back to this line of work. The ones hosting the show right now have established good communication and branding with the media. I am not such a hypocrite that I would steal their spotlight. They are doing well enough and I am only asked to host the show at times when the management really needs help. My contribution has undeniably benefited people. The show is the only one of its kind to have received a number of awards including from UNICEF. We are planning on adding English subtitles so we can receive international awards as well. Nonetheless, we aren't doing too badly with limited manpower, budget and technology.

For which aspects do you think people watch these shows so much?

The news that are presented in crime shows aren't posted on newspapers. But they are still important news. For example, we presented an episode on yaba because the main culprit was arrested. Private universities sell fake certificates and I have proven that in front of the audience. Village doctors don't really help the poor and the needy. There are various secrets around us which needs to be highlighted and the fact that we do that makes people interested in us.

What other goals do you have set for yourself?

My dream is to produce a film. In my 20-year career as a reporter I have come across countless news which never makes it to the silver screen. I find our cinema very important to our culture so we must not let it be destroyed. I have already made an agreement with Sony for a new show which will feature real-life crime stories. I haven't selected the name yet but I know for certain it is going to be a hit. Expect it out pretty soon.

.....
Interviewed by Zahid Akbar