



#ENTERTAINMENT

Binging with ZEE5

Curl up like a kitten inside a blanket; you're about to give into some sweet temptation! The kind we're talking about refers to the cultural phenomenon of binging on entertaining content whenever you want, irrespective of wherever you are. Like a moth to a flame, the allure of watching just one more episode of whatever trending shows that have social scenes dominated that week, keeps everyone hooked. And rightfully so! After all, who dare question the power of good television?

In a world where over-the-top (OTT) media streaming platforms have risen to power, the one with the highest subscriber count will reign supreme. Reaching for that crown is the new kid in the block: the Indian video-on-demand service, ZEE5!

Already triumphant in South Asian countries like Sri Lanka and even in the UK and Canada, ZEE5 has been raising eyebrows and turning heads ever since it broke into the Bangladeshi market. And what it offers to bingers is an experience

unmatched by any of its competitors.

"We want to narrate the stories of Bangladesh; stories that do justice to its indomitable spirit and take them beyond boundaries of countries and language," aspires Archana Anand, Chief Business Officer of ZEE5 Global.

And it is this vision that is set to be doled out by ZEE5 in an endeavour that can only be described as a celebration of the potential the Bangladeshi film and entertainment industry carries.

"At ZEE5, we want to collaborate closely with local partners and talent in Bangladesh so that we grow 'stronger together' (the core philosophy of our partnership in Bangladesh) and scale new heights. We aim to invest in and jointly create content of international quality with the fantastic pool of talent waiting to be discovered here," reveals Archana Anand. "Locally produced high-quality content will not only delight viewers in Bangladesh but also travel to reach viewers in other

countries," she further shares.

Coming in with guns blazing, ZEE5 offers its viewers today an incomparable bouquet of 125,000 hours of content as well as 60+ live TV channels. It boasts not only a huge number but also a huge depth of content across several languages in categories like TV shows, movies, exclusive originals, cookery and health, lifestyle videos and so on. ZEE5 also holds content across a myriad of genres from action to thrillers, comedy, suspense, biopics and more.

The debate on what to watch next may go on and on but cushioning you against the frustration is the reassurance that ZEE5 has something in its library for every walk of life, and for every one of you addicted streamer out there! However, your debate might see resolution if you ironically benefit from personal biases, for, ZEE5 features some of the country's most popular artists.

ZEE5 is already working on collaborations with top favourites like Chanchal Chowdhury, Arifin Shuvoo,

Afran Nisho, Nusraat Faria, Bidya Sinha Saha Mim, and other seasoned actors and actresses of the industry. Acclaimed directors and National Award winners like Anam Biswas and Shihab Shaheen will also be produced via the online platform with talks of big-ticket shows like Shihab Shaheen's film "Jodi Kintu Tobuo" and "Contract" which is a series by Tanim Noor and Krishnendu Chattopadhyay, both slated for March releases.

All this information promises you is the dramatic bundle of entertainment, relaxation and welcome distractions, presented to you just as you've settled in, wrapped comfortably, excited to be ravished by yet another drama. With ZEE5's selections, wounding the night away well into the wee hours of the morning is the temptation you must fight but be prepared to fail!

By Ramisa Haque
Photo Courtesy: ZEE5

