

# AGENTS OF CHANGE

DHAKA MONDAY FEBRUARY 15, 2021, FALGUN 2, 1427 BS

## Has the Bangladeshi youth caught up with streaming?

SHARMIN JOYA

Over-the-top (OTT) platforms have significantly transformed the way we consume content today. People primarily find these streaming services attractive because they can be accessed at any time from different devices, offering customers variety and control in what they want to watch. YouTube, Netflix and Amazon Prime are some of the most popular video streaming sites worldwide. Hulu, Disney Hotstar, Hoichoi and ZEE5 Global among others are also accessed in different countries. Subscriptions to Netflix and Amazon Prime became available to people in Bangladesh in recent years.

Millennials and generation z viewers have warmly welcomed the web films, series and originals on these sites—especially those that have something different to offer, in contrast to traditional television. A keen observation revealed that genres such as crime, thriller, and mystery are the most popular among these subscribers.

Millennials and generation z viewers have warmly welcomed the web films, series and originals on these sites—especially those that have something different to offer, in contrast to traditional television. A keen observation revealed that genres



'August 14', directed by Shihab Shaheen.

such as crime, thriller, and mystery are the most popular among these subscribers.

Platforms such as Hoichoi, ZEE5 Global, Addatimes, and EROS Now are developing their market in Bangladesh quite admirably, particularly when it comes to Bengali content. Bangladesh initiated streaming sites with Grameenphone's Bioscope, which streams live television and shows, offering a free and a subscription-based system. Meanwhile, BongoBD was the first startup to stream exclusive, original content, with both paid and free services.

Cinematic, a newly launched app owned by LIVE Technologies, offers some excellent subscription policies for viewers. "After researching over



COLLAGE ILLUSTRATION: SHEIKH MEHEDI MORSHED

the course of two years, we found out that less than 10 percent of people in Bangladesh are comfortable with debit or credit card payments. As a result,

we came up with a mobile wallet service, which according to our survey, was the more preferred method by our tentative users," said Tamjid Atul,

Founding Member and Director of LIVE Technologies. Cinematic offers start

CONTINUED ON PAGE 15



## INDEPENDENCE is the INSPIRATION of RAHIM STEEL

On the golden jubilee of independence, Bangladesh stands strong on numerous structures of Rahim Steel, as they reach their sixth decade. Rahim Steel is very proud to be a part of the development of growing Bangladesh. They are the pioneers for many remarkable projects like EAF, Ferro Alloy Plant, Plate Mill, Oxygen Plant and many more. 60 grade DWR class Deformed Bar is first introduced in Bangladesh by Rahim Steel as well. Their dream is to create a mark in the world by taking Bangladesh to a new height, where sky is the limit.