

AGENTS OF CHANGE

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Has the Bangladeshi youth caught up with streaming?



'Taqdeer', directed by Syed Ahmed Shawki.

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from as low as BDT 2 for a subscription per day, and various other subscription plans for users. This daily subscription method is very convenient for young viewers, especially students.

Some lesser-known Bangladeshi streaming sites include Banglafilx, Teleflix, Cinespot, Jagobd and Toffee, which offer free trials and paid services.

Bengali web originals such as Money Honey, Eken Babu, Ditio Koishor, Hares, August 14, Taqdeer, Mainkar Chipay, Janowar and Koshtoneer have recently garnered the interest of young viewers in Bangladesh. However, many of them still do not subscribe to the different

streaming platforms, and instead, prefer to watch content from video piracy sites. The Daily Star spoke to users of piracy sites as well as subscribers and executives of some prominent streaming services to find out more about the viewing habits of the youth.

People aged between 18 and 24 shared their thoughts. Mehedi Hassan Moon, Senior Marketing Executive of Rokomari.com, is a subscriber of the platforms Hoichoi, Binge, and Cinematic. "I personally like psychological thrillers and dramas. David Fincher is one of my most favourite directors," he said. "I enjoy the content on Netflix and Disney Hotstar as well. Recently, I came across Taqdeer on Hoichoi, Mainkar Chipay on ZEE5 Global



'Koshtoneer', directed by Ashfaq Nipun.

and Janowar on Cinematic. I am also looking forward to what Chorki has to offer."

Nahid Hassan, an A-level student, shared that he would like to watch comedies on local platforms. "To be honest, I don't like thrillers much. I would rather watch situational comedies. However, I have watched a few episodes of the Bangladeshi thriller, Taqdeer," he said.

Umme Honey Mili completed her HSC exams last year, and is currently preparing for university. "I am not drawn to local streaming sites, as they hardly have any light-hearted shows or films. I personally like comedic and romantic stories," she said. However, Mili shared that she

watches Bangladeshi tele-fictions on both YouTube and television.

A large number of formal subscribers of these streaming platforms are aged between 24 and 34.

Many streaming services are falling behind due to lack of marketing. If these platforms continue producing original and new content on a regular basis, people will be more encouraged to stay committed to them as subscribers.

Md Jaber Bin Abedin, Analytics Team Lead of Bongo BD, shared that one-third of their subscribers are aged between

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- Cashback will be credited to the respective card within 30 days after the end of campaign period
- Cashback will be credited to the cardholder as per following table:

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Gold	2000	
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