

AGENTS OF
CHANGE

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Has the Bangladeshi youth caught up with streaming?

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18 and 24, and another third are aged between 25 and 34. "Movies belonging to the thriller and drama genres are among our most viewed content," he added.

Nusrat Jahan, Head of Marketing, Addatimes, Bangladesh, shared their statistics and survey results. "We identify our subscribers through our customer-care service," she said. "90 percent of our subscribers are aged between 25 and 45. They subscribe to the platform through their cell

"I think most of the urban population aged between 20 and 40 in Bangladesh are employed.

They are the ones who want quality and recreational content from streaming platforms," he stated. Sakib added that Hoichoi is trying to produce more content that will push people to think, rather than just being a medium of easy entertainment. According to the analytical team of ZEE5 Global, 40 to 45 percent of their total subscribers in Bangladesh are aged between 18 and 24. Drama, romance, and comedy are the top genres on the platform.

phone numbers." According to Nusrat, one of their most popular shows is "Feluda Ferot", which sadly, most young viewers are unaware of. "We also handle EROS Now in Bangladesh with over 12,000 shows and movies, where the majority of our subscribers are aged between 20 and 45. We often get calls from older customers as well. Our crime and thriller originals are the most popular among subscribers."

Sakib R Khan, Business Lead, Hoichoi, Bangladesh, had a different take. "When someone subscribes



'Mainkar Chipay', directed by Abrar Athar.

from a mobile number but watches our content with their friends and loved ones, we cannot identify how many people are watching. However, we cannot deny that they are our customers too," he said. "As a result, it is quite impossible to identify the age groups of our subscribers." He added that the monthly subscription service of Hoichoi through Daraz and Pickaboo are very popular among young people.

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total subscribers in Bangladesh are aged between 18 and 24. Drama, romance, and comedy are the top genres on the platform.

Other than offering convenience and customisation, OTT platforms also enable viewers to participate in cultural conversations, both online and offline, about "must-see TV" — conversational exchanges they may have missed out on otherwise, if they were not in front

of their TV set on schedule, as required during the broadcast of programmes. As a result, it is important to consider both the freedoms and constraints, when evaluating how OTT platforms have transformed young people's viewing habits.

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