



BUDGET, COPYRIGHT, AND VIEWERSHIP

## Why are TV channels saying 'no' to YouTube productions?

**There was a time when directors were struggling with budget for television productions, and YouTube producers helped restore hope as they started offering more resources.**

ASHLEY SHOPTORSHI SAMADDAR

Opting for a new policy, some local TV channels have decided to stop buying the television rights of YouTube-based productions, from different labels. We dig deeper into the story, as we talk to channels, labels, and filmmakers, highlighting the causes and effects of this seemingly extreme decision.

The dilemma lies between the streaming rights – whether the production will only air on television, or if they could stream the same content on the producers' or label's respective YouTube channels.

"YouTube label companies only sell us the television rights, not the YouTube rights, when they give us a production," says Pavel Islam, Assistant manager, program and communication, NTV. "Thus, they keep earning from YouTube, while our YouTube channels cannot feature their content. However, we want all our content to be available to our audience on our designated channels, be it online or on television."

"As far as the budget is concerned, now we are offering budget categorically, depending mainly on the story first, then the casting and the other production stages," he adds.

"This is a

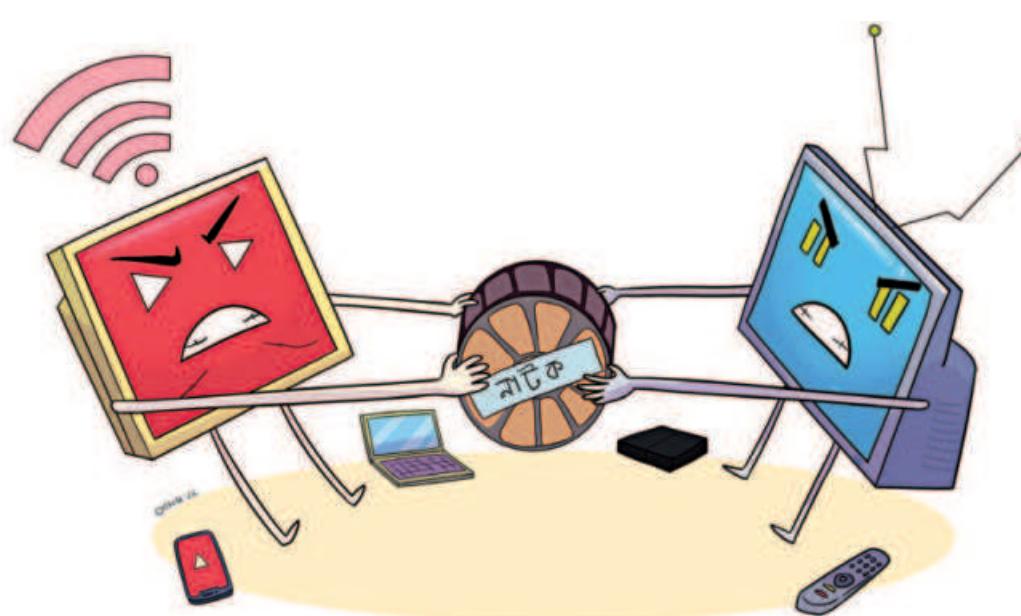
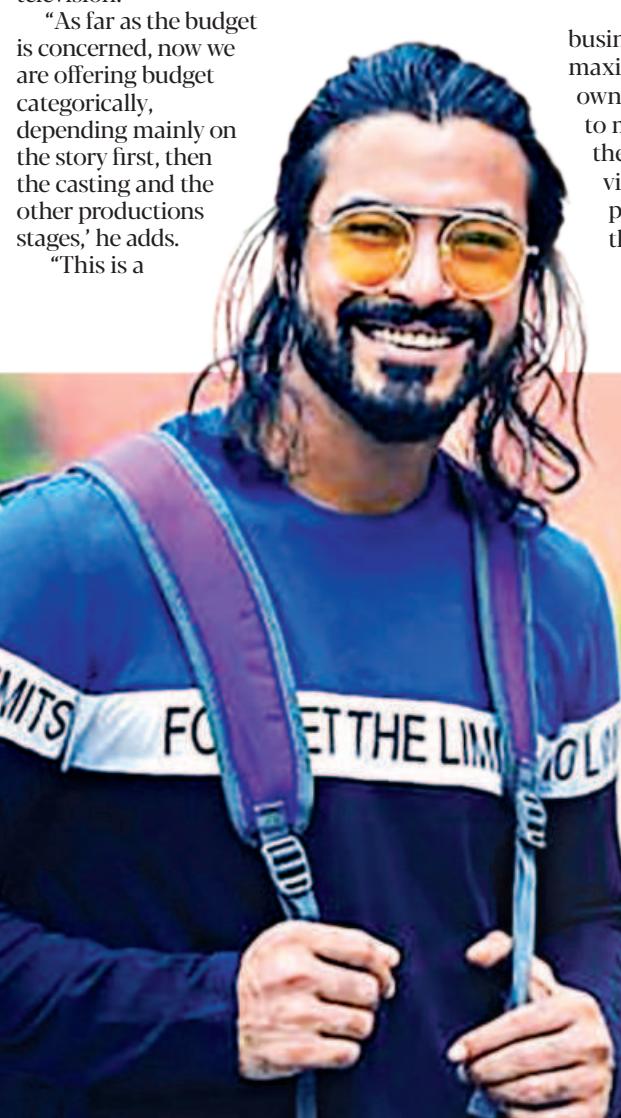


ILLUSTRATION: OISHIK JAWAD

business policy crafted by the TV channels to maximise their profit," says Dhruba Guha, the owner of YouTube label Dhruba TV. "It is tough to make quality content within the budget that they provide, and thus, they have been losing viewership. They have come up with this policy to overcome this hurdle, and I think the policy will work in their favour."

Abu Nasim, Head of Digital at Deepo

TV, weighed in on the matter. "YouTube, TV channels, OTT platforms, and other such visual mediums are part of a distribution ecosystem, and there is a specific kind of audience for every platform," he says.

"As revenue is an issue, I believe each medium should have its footprints on all the distribution mediums. Only then can TV channels reach bigger masses with their content. It is a positive

sign as the channels are now aware of this circle and are trying to build their own policies in this regard."

There was a time when directors were struggling with budget for television productions, and YouTube producers helped restore hope as they started offering more resources. The emergence of online-based productions salvaged producers, and artistes, shares "Bachelor Point" famed director Kajal Arefin Ome.

"The audience demands good content and thus, they also started turning towards YouTube for entertainment," says Ome. "However, the course has changed now, and this policy adopted by the TV channels, if followed bearing their improvement in mind, will prove to be beneficial for all," he adds.

"RTV aims at producing quality content while maintaining our social norms, cultural practices, and family values. YouTube productions mostly lack these elements, and thus, we feel they are not worth the screen time," asserts Dewan Shamsur Rakib, Programme Head, RTV.

"We believe, through this decision, we will be able to control the quality of our productions while providing healthy and entertaining production to our audience," he further adds.

"YouTube is an unpredictable platform, where anyone can upload content. I believe the TV channels should start looking out for OTT platforms, especially the foreign ones, instead of competing with the small fishes in the river," concludes director Mabrur Rashid Bannah.

**I am dedicating all my time to the mother of my child**

Sariful Razz

**"My kids are absolute monsters, especially TAIMUR"**

ARTS & ENTERTAINMENT DESK

Bollywood superstar Kareena Kapoor posted a small clip on Instagram yesterday, in which she said, "My kids are absolute monsters, specially Taimur. But today I am gonna show them who the real monster is."

The actress then applied a monster filter and says, "Check out this new filter by Hotel Transylvania: Transformania". My family absolutely loves this franchise, so don't forget to watch it on Amazon Prime."

It turned out that the video was a publicity stunt for the animated movie, which came out on Amazon Prime recently.



**Debuting on the silver screen with the Redoan Rony directorial film "Ice Cream", Sariful Razz stepped up to the limelight with critically acclaimed productions like "No Dorai" and "Mainkar Chipay".**

SHAH ALAM SHAZU

The actor took the nation by surprise recently, when he announced his marriage to popular actress Pori Moni, and that they were expecting their first child.

In a candid conversation with The Daily Star, Sariful Razz talks about his conjugal life, his anticipations of becoming a father, and his upcoming releases.

**How are you spending your time these days?**

I am dedicating all my time and attention to the mother of my child. I have taken a break from shooting and looking Pori Moni, as I want her to be healthy and happy during her pregnancy.

I am planning to take a long break and will come back after the baby is born. This is a beautiful phase in our lives, and we want to enjoy it to the fullest.

**You fell in love with Pori Moni on the sets of Giasuddin Selim's "Gunin". What do you love most about her?**

I love Pori Moni's courage to rebel. She

has had her share of struggles, and is very strong. I appreciate and respect her courage, as not all have the nerve to speak against injustice.

**How do you find Pori Moni as an actress?**

I won't comment on her acting, as the entire nation knows about her performances. However, I am proud of the place she has created for herself in the industry. We have a lot in common, and have lived a similar journey.

**There are many criticisms surrounding your partner. How do you deal with them?**

Criticisms are an inevitable part of our industry. She was first a co-artist but now she is family. I will stand by her all life long, nurturing our relationship with love.

**What are your upcoming plans?**

I am eagerly waiting for my projects "Poran", "Damal", "Hawaa" and "Rokto Joba" to release. I love the silver screen, and want to keep coming back on it with unique characters and new stories.

