

CONTENT



PHOTO: SHEIKH MEHEDI MORSHED

Made in Bangladesh, played in Bangladesh
Nahaly Nafisa Khan
Page 3

Artistes' royalties in Bangladesh: Pipe dream or imminent reality?
Top stars in the industry discuss
Sharmin Joya
Page 6

Gaining new ground in women's cricket
In conversation with Nigar Sultana Joty
Shaniz Chowdhury
Page 10

Have digital platforms changed the rhythm of dance?
Ashley Shoptorshi
Samaddar
Page 12

Theatre from home?
How Spardha is redefining the experience
Mormee Mahtab
Page 14



ILLUSTRATION: OISHIK JAWAD

How OTT platforms changed entertainment for good
Sharmin Joya
Page 17

Influencing as a career
Rakshanda Rahman Misha
Page 20

We read more, they sold less
How the second year of pandemic continues to affect the local reading culture
Sarah Anjum Bari
Page 22

Animating the future
Shababa Iqbal
Page 24

Embracing a new culture
The emergence of K-pop and K-dramas in Bangladesh
Aysha Zaheen
Page 27

Is mobile gaming in Bangladesh ready for the next level?
Faisal Bin Iqbal & Kazi Akib Bin Asad
Page 29

Beyond the boundaries of cricket
Ashley Shoptorshi
Samaddar
Page 33

Stand-up comedy: A niche industry with limitless potential
Rakshanda Rahman Misha
Page 36

Filmmaking for a global audience
Priyanka Chowdhury
Page 38

Editor & Publisher
Mahfuz Anam

Supplement In-Charge
Sadi Mohammad Shahnewaz

Supplement Team
Shababa Iqbal
Sarah Anjum Bari
Kazi Akib Bin Asad

Graphics Editor
Hasan Imam

Deputy Graphics Editor
Chinmay Devorsi

Graphic Artist
Niaz Makhdum
Md Mamunur Rashid
Debashis Kumar Day
Prosanto Kumar Sutradhar
Tisu Deb

GM – Business Development
Sher Ali

AGM – Business Development
Siddiqur Rahman

Head of Business
Shuvashish Roy

Head of Sales
Amit Kumar Pramanik

Advertisement Coordination
Ahsan Mahmud
Tasdidur Rahman

Graphics (Business Development)
Md Kamrul Hasan Bauan
Md Abu Sayed Bhuiyan

Circulation Manager
Masud Bulbul

Manager Production
Shamim Chowdhury

Pre-Press
Saidur Rahman Shoyeb
Emdud Hussain
Md Azmir Hossen
Yousuf Ali
Arifur Rahman
Athir Rahman

Makeup
Amir Hossain

COVER ILLUSTRATION
CHINMAY DEVORSI

ADVERTISERS

Banglalink
P-3
Bank Asia
P-5
Runner Motors Limited
P-7
Dhaka Bank
P-8
Arlinks Group
P-9
Nerolac
P-10
MTB
P-11
Pan Pacific Sonargaon
Dhaka
P-13

BGMEA
P-14
Concord foy's Lake
P-15
Asiatic 3 sixty
P-16
Unilever
P-17
Jamuna Electronics
P-18
City Bank
P-19
Lal Teer Livestock
Dev.(Bd) Ltd
P-21
Exim Bank
P-22
ONE Bank

P-23
Arla food
P-23
Reliance Insurance
Ltd
P-24
Transcraft Ltd
P-24
Rupayan City
P-25
Shahjalal Islami Bank
P-26
DBH
P-26
Intercontinental
P-27
ICE Media
P-27

Asian University for Women
P-28
Triune Group
P-28
Standard Bank
P-29
Kazi firms
P-29
Popular Life Insurance
P-30
REHAB
P-30
Adplus
P-31
NRB Bank
P-31

Orion
P-32
UCB
P-32
Square Food Beverage Ltd
P-33
Paramount Textile
P-34
Sheraton Dhaka
P-35
NCC Bank
P-35
Electra International
P-35
Mercantile Bank
P-36
Doreen
P-36

National Housing Finance & Investments Ltd
P-37
NRBC
P-37
Agrani Bank
P-38
Sonal Bank
P-38
Rupali Bank
P-39
National Life Insurance Com. Ltd
P-39
Pubali Bank
P-40
Credence Holding
P-40