

SHAPING THE DIGITAL REALM:

Content creators take the industry forward



Rasheduzzaman Rakib



Enayet Chowdhury



Nadir on the Go



Shihab Hasan Neyon



Iftekhar Rafsan



Samima Sraboni

Content creation in the digital age is a realm where imagination knows no bounds. The young minds of today are consistently innovating and serving up fresh, engaging content to captivate online audiences. In the bustling world of Bangladesh’s social media influencers, content creators wield a diverse palette of creativity, from humorous skits to educational vlogs and gastronomic delights. In a landscape defined by ever-evolving social media platforms, it’s an arduous journey to rise to the top and stay there.

The stage was set for the second edition of *Blender’s Choice – The Daily Star OTT & Digital Content Awards 2022*, a grand event designed to acknowledge and honour outstanding individuals in the entertainment industry, including artists, content producers, and everyone contributing to the sector’s vitality.

In this spectacular celebration of digital content creators, the winners in the Individual Content Creator category stole the limelight. They’ve not only been churning out exceptional content but also weaving their unique stories into the digital fabric of Bangladesh. Let’s take a closer look at some of the winners and their remarkable journeys.

The award for Best Content Creator in the Education/ Well Being category went to Enayet Chowdhury for his enlightening series “Global Famine 2023”. Enayet’s content journey has not only informed but also instigated introspection amongst his viewers. He has painted a vivid picture of the impending global food crisis, highlighting the importance of sustainable practices.

Iftekhar Rafsan, a connoisseur of culinary delights and the recipient of the Best Content Creator award in the Food & Recipe category, has taken the world on a gastronomic journey through his channel. His winning content involved reviewing the “World’s Most Expensive Steak in Malaysia,” a mouthwatering adventure that he eloquently shared with The Daily Star.

For Rafsan, this award ceremony was not merely a celebration; it was a profound experience. He recounted, “This was less of an award show, more of an experience for me.” What set this event apart was the presence of

his mother, who attended the ceremony with him. The joy in her eyes and the shared moments made the award ceremony even more special. It was a heartwarming tribute to the people who support content creators behind the scenes.

Adding a personal touch to the event, Rafsan took on the role of a chef, preparing spaghetti for the guests to review. He invited Mehazabien Chowdhury, Afran Nisho and many other celebrities to sample his dish and “it was a fun experience” for him

Currently, Rafsan is focusing on broadening his horizons through travel, with an aim to grow his international fan base.

Shihab Hasan Neyon, a journey that began as a fun-loving comedian, now stands tall as a notable sports content creator. His journey started during the pandemic when the world came to a standstill. He started making short funny clips stating monologues out of boredom. However, the viewers’ response gradually steered him towards a more serious commitment to content creation. Neyon’s unique ability to entertain and educate is what sets him apart in the crowded field of Bangladeshi content creators.

Neyon received the award for Best Content Creator in Sports and dedicated it to his late mother, saying, “Maa, This one is for you.”

“Since childhood, I used to bring every trophy and give it to mom with pride. She would look at it, smile, and place it on the shelf. Whenever someone visited our home, she would narrate the story behind these trophies numerous times, never letting any dust settle on them. Maa, know that your son won the Daily Star OTT Award today. Each of these awards I win is just for you. I will always strive to win for you,” he expressed.

Nadir, the globetrotting enthusiast who has captured the hearts of his audience with his YouTube channel “Nadir On The Go”, was honoured as the Best Content Creator in the Travel Vlog category. Nadir’s adventure began as a personal project, but the beauty of his experiences soon beckoned him to share them with the world. “The channel was initially just me making videos

for myself and my friends and family,” he shared.

For aspiring travel vloggers, Nadir has some words of wisdom, “Travel vlogging is a very expensive hobby, so I would make sure to have a way to finance it that does not depend on the vlogging itself.”

Nadir, regrettably unable to attend the award ceremony in person, conveyed his sentiments all the way from Amsterdam. With a warm smile in his voice, he expressed, “Receiving this award is always a special moment for me. The Daily Star holds a cherished place in my heart, as it was the only newspaper I read during my childhood, and it remained my favourite. So, this recognition is genuinely special.”

Samima Sraboni, known for her endearing content aimed at children with her channel “Tuntuni”, couldn’t contain her gratitude upon receiving the award. She shared, “I am overwhelmed and speechless. I am really grateful to The Daily Star and my audience for all the love and support.”

Rasheduzzaman Rakib, popularly known as Rnar, clinched the Best Content Creator award in the Entertainment/Comedy category. With a sharp wit and a knack for humor, Rakib has been using his YouTube channel to hilariously critique and dissect Bangla movies, offering viewers a comedic take on the industry’s idiosyncrasies.

In his own words, Rakib dedicated the award to his “close people”, acknowledging the importance of the support system that plays a vital role in any content creator’s journey.

These winners, hailing from various content creation niches, have one thing in common– their unwavering dedication to producing meaningful, entertaining, and engaging content for their audience. They’re not just content creators; they’re storytellers, sharing their unique perspectives with the world. As we continue to explore the digital landscape, it’s clear that these creators will shape the future of Bangladesh’s online content and inspire countless others to follow in their footsteps.

By **Mahiya Tabassum**
 PHOTOS: **CHECKMATE EVENTS/STAR**

