

ARCHITECTS OF THE DIGITAL SPACE

Influencers take home trophies

These influencers have shown us that entertainment can be meaningful, that education can be fun, and that every upload has the power to inspire. The third edition of the supplement celebrates the visionaries who have turned their passions into award-winning acts, honoured at the **Blender's Choice-The Daily Star OTT and Digital Content Awards 2023**. These creators are the forerunners of a new frontier, smoothly braiding knowledge into their travel diaries, humour into their podcasts, and life experiences into recipes.

Jon Kabir, a name synonymous with music, has found yet another avenue to connect with people—podcasting. The lead vocalist of Indalo, one of Bangladesh's most iconic rock bands, ventured into the world of podcasts with the same passion that he brings to his music. His podcast, **I Started a Podcast** Season 4, recently earned him the prestigious award for Best Podcast.

Jon's foray into podcasting wasn't born from an agenda to gain fame or recognition. Instead, it stemmed from his genuine love for connecting with people. "I love talking to people, getting to know who they are, what they want to achieve," Jon shared with The Daily Star. It is this



enfoldng travel, family, and cricket into a story that hit home.

Reflecting on the award, Shuvashish shared, "This recognition is truly special to me, as it feels like a continuation of a family journey with Blender's Choice and The Daily Star. In 2021, my son won the Best Content Creator Award (Kids), and now, in 2023, I'm honoured to receive the Best Content Creator Award in the Travel category."

"This award holds a very special place in my heart," Shuvashish added. "The video that earned this recognition is the only one where my father makes a brief appearance, and having him present at the event when I accepted the award made the experience even more extraordinary. It's a memory I'll treasure for a lifetime."

Unearthing the rich and vibrant flavours of Chakma cuisine to the forefront, the Petuk Couple gained recognition in the Food and Recipe category for their standout work, **Uncovering the Secrets of Chakma Cuisine**. Through their innovative food vlogging of this culinary tradition, they introduced food enthusiasts to a renewed appreciation of heritage cooking.

Among the honourees this year was Nafees Salim, recognised for his outstanding contributions in the Education and Well-Being category. His acclaimed video, titled **Honey Nuts Eto Jonopriyo Holo Kibhabe**, gripped the attention of audiences by exploring the rise in popularity of honey nuts.

This year's honourees represent the incredible diversity and breadth of skill within the digital content space. From candid podcasts and laugh-out-loud entertainment to travel stories and innovative food vlogging, these creators have a far-reaching influence on their audience.

By Maisha Tasnim Sreshtha



curiosity about human stories that laid the foundation for his podcast.

In Jon's own words, "I didn't know it's gonna be this big and have this much impact." Yet, for anyone who knows his journey, whether in music or podcasting, it's clear that his commitment to passion will continue to make waves.

For Rasheduzzaman Rakib, widely recognised as RnaR, receiving the award for Best Entertainment/Comedy for **Waste of Masud Rana**, was more than just recognition. Known for his humorous reviews of Bangla cinema, RnaR shared, "This was a great achievement for me. My gratitude towards Blender's Choice and

The Daily Star for honouring me on the biggest stage for content creators."

As a content creator, RnaR is used to a fast-paced cycle of producing content, receiving immediate feedback from the audience, and moving on to the next project. However, this award stood out as something truly special. "It reminds me of that particular content and that time of life," he expressed.

The spotlight shone brightly on Shuvashish Bhowmick as his YouTube channel, Baap Ka Beta, clinched the award for Best Content Creator in Travel. His winning video, titled **Baba Ke Niye England Er Lord's Cricket Stadium E**,

