

Charu

Hello and welcome to Mrigashira, Falguni

Guest

Hi.

Charu:

Congratulations on India's first all inclusive OTT platform your TV, tell us more about the concept and how it was brought to life.

Guest:

first of all your TV, we are no LGBT focus on platform, which we are aiming to not spread equality, acceptance and respect among the careworn society. Again individuals who are not accepted easily by the society we are focused on no creating shows, which are no more focused on LGBT and know those those shows which are not currently available in the Indian scenarios.

Charu

Just to add here – for the benefit of our listeners – your tv, written as EORTV is India's First All-Inclusive OTT Platform and was launched last week on the back of India's First Mixed Gender Cricket League that was attended by some of the industry's most popular celebrities and the cast of the channels' First Original web-series titled Game of the Sexes'. The series is based on the same concept of mixed gender teams playing cricket.

Kudos to cinematographer, director and EORTV CEO, Deepak Pandey and Managing Director Falguni Pandey, for this Unifying Thought to bring about Impact in Society and Touch people's Hearts!

Coming back to you Falguni - today's viewer, they seem to be suffering from a choice overload or what we call as an analysis paralysis, lots of good options, but really tough to choose. What's your strategy to encourage stickiness?

Guest:

Okay, I would, I would just tell you that you know, we started this your TV you know, before your TV in 2017 we came up with a content owner, which is what has focused on on these, it was lesbian content. Ok, primarily, we thought of you know, selling to you know, broadcasters or the any digital platforms which are there in the market. Then later on what what happened is once the content was being created, it was not being taken over by broadcaster or any other digital platform, then we focused on into you know, going and approaching brands, if we can get you know, certain brand association or something, so, that we can at least recover some amount of funds we have put on to the content, but even that did not happen then we started a YouTube channel now, getting into YouTube channel was something new, know 2017 wherein we did not know how to promote things and know how to do things because something which is really very new. And then we start up with the research on and on the content and what are the preferences of LGBT people the lesbian people what are their you know, preferences they want and everything and then you know, I had that research to know which was been done along with you know, my team later on, yes, we got success into you know, making the content

viral and, understanding the audience and then after researching, we just thought of an idea of, what do we want to do basically, I and Deepak and just to brainstorm, do you want do we want to just create content, which are LGBT based or we want to have a channel which is, focused entirely on that, we will come up with a platform or be an OTT platform, which will be focused on LGBT and there were you know, EORTV had you know, come up now, coming into audience choices, yes, there is a lot of content which is there in the market, but what as per my research, you know, which I have been doing for three years, audiences take or consume all this all and all kinds of content, okay, which is which the light which they want to see. So any content, whether it is we know, there are so many contents, which are there in the market, but then he as the audience want to see a particular kind of a content, they're ready to spend with it they don't feel it too much overloaded, if the content what they're seeing is, you know, it's as per their needs and their choices.

Charu

Clearly, The biggest challenge that the entertainment industry suffers from is content discovery. The pandemic led to a content explosion for the viewer but also brought with it the understanding of what one wanted to watch, how and where to watch it. Moreover, The exclusivity of watching ones preferred content at one's own timelines is hugely empowering. So, despite the overload of content, consumers have rapidly moved to be discerning and tend to watch only what they want to. Right?

Guest:

Right, right. Definitely. I have seen enough people messaging me because I have an individual interaction with although you do worse, okay, so I have enough people telling up and telling us with get us content with which is not seen in television, because television is not open to show content, which is not widely accepted by I think their marketing team do not accept those type of contents.

Charu

Right. Right. the app is the first that allows viewers to choose between viewing content and family mode or original mode. So where did this idea come from?

Guest:

Now basically, see, we belong, I belong to an orthodox family, and even Deepak belongs to an Orthodox family and we are joined families. So what we had noticed, you know, during the lockdown period, okay, that it was very difficult for us to watch and watch watch content, or give over on to the big screen where the television screen because there's family around us, and we cannot see together so everybody had to go on their particular devices and unknown who had to go and watch it. So we came up with an idea of, making, you know, a family more than an original mode, wherein if you are with the family, you switch on to the family mode, so that you don't shy away with the scene or any, because there are no scene. So, you can easily watch with the family. And when you are alone, you can always switch to the original mode and you know, see any idle content, which which has been offered if in case it is.

Charu

For our listeners - two young engineers, brother sister duo, started work on this app and designed the family mode and original mode for each of the original web-series on EORTV. It's a first in India and the channel is getting very good feedback on this unique feature.

In Digital, being brand safe is critical and as viewers, I would say we will be happier for this feature.

Charu

Have you faced any pushback around this or this has been welcomed with open arms for from some of the viewers?

Guest:

See, I have just launched my platform on 18th right now, I have not seen anybody, you know, commenting on a family and original mode, as of today. Okay, there's, I think we require some time where, you know, people start commenting about it for two yes before before when we had this beta testing and everything which was being done or do people quite light about it that yes, yes, you know, it's something which is very good, wherein, you can come and sit with the family when you're at home, you're with the family and you're not alone and sitting on the on the device and watching it all alone.

Charu

I think for OTT's, there needs to be that brand safe proposition, which needs to be created. And I think this is a great move to build a sensitized environment for all ages. I really want to understand that, we talk about inclusiveness, communicating or talking about inclusiveness is a delicate subject, how is the communication developed, keeping in mind the sensitivities?

Guest:

See, my entire communication, which we had thought, Okay, we came up with an anthem, okay, which has been launched last month, and which said that, you know, everything is begins with you, that source has tagged begins with you. So anything you know, begins with your heart or your mind, okay? So you need to, you need to think about the world of what you know, you have to accept your story and accept every story, and every individual, individual people, choices they make. So this is how we have, you know, made this different

Charu

That is interesting to know. #BeginsWithYou anthem actually helps us spread the message of Acceptance, Kindness, Compassion, Inclusivity, Love, Respect & Choice. Seeing it finally come together with talented individuals from the LGBTQ, actors advocating a better society, a better life and that a positive change always begins First with You is certainly a milestone in itself.

Charu

I'm gonna just steer this conversation towards industry and ask you that, you know, India's with you OTT market is expected to touch \$12.5 billion by 2030, from about 1.5 billion into it right now in 2021. So that's a big, big jump in the next nine years. And, and this is really on the back of better networks, digital connectivity, smartphones, and all of that, and this is as per report by RBSA advisors. We've already seen we're already seeing a lot of competition, you know, and this is going to undoubtedly heat

up as existing players and new ones pumping investments, innovate with new concepts, how do you see the industry shaping up in the coming years?

Guest:

See industry, as you said, the industry will really shape up because the daily consumption of online content is actually you know doubled after the pandemic. Okay, those people who are not watching who didn't know about it or were not watching OTT platforms have also know come in to and has the most of them like the content okay, what has been offered, even the live streaming and you know, the movie premium and the sports events which are coming up the life news which are there, which is also you know, going to be a boon in coming years. And also you know there are a lot of vernacular languages content which is in demand wherein you know, every such every language will be you know being dubbed down you know will be provided to the to the viewers who wants to have that vernacular languages content as well. I also see you know theaters TV will also not take up digital content very soon, because TV is actually what I feel is right now dying and they require to have content which is you know, which is more appealing appealing to the youngsters as well. So, digital content will go on TV this is what I think.

Charu

when it comes to communication and any suggestions because entertainment as an industry has gone through a lots of changes, any suggestions any last words for the industry for communicators

Guest:

Just make content which is liked by people don't unnecessary make adult content, okay, which is not necessary for the audience to watch, because it has been actually forced, you know, a lot of one lot of platforms get good content, which will connect to people. Basically connect to youth. Okay, who actually no one good content to see.

Charu

Thank you so much Falguni for talking to us.

Agreeably, Now, viewers have become addicted to OTT video streaming, and it will continue to be the first choice. And what's likely to shape the future of OTT will be tailoring content for the audience.

Livestreaming of sporting events such as the Olympics and live news have helped OTT platforms garner eyeballs and boost brand stickiness.

Adding gaming will provide marketers with more avenues of engagement with customers.

It is clear that OTT is not only changing the content viewing experience but is also bringing families together and the world closer.