

Digital Platforms and Tamil Film Industry: The New Business Horizons

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Abstract

Distributing films is that the ending of the film creating that follows Pre-production, production and then post-production of the moving picture. There are many necessary stages before distribution of the moving picture. It's a method within which moving picture is made available to the audiences to look at it. Skilled film distributors perform this task. Movies often play at theaters that are owned by the studio or the parent company of the studio that makes the film, thereby ensuring release and the return of profit into their entities. In a way, it's almost guaranteeing a return on investment. The average filmgoers growing affinity to digital platforms is making the trade to rethink older paradigms of entertainment consumption and revenue making across varied verticals like music, films, television, and live entertainment. This paper looks at the new trends in the film industry in the digital platforms of money making.

Keywords: Digital platforms, Film business, Marketing, Distribution, Tamil films

Introduction

From the traditional theatrical release, films reached into the home video consumption market through DVD, Blu-ray, and online streaming. Nowadays, this window has been shortened (theater-to-home), once more to maximize profit potential. We have video-on-demand, which can show a movie to the home market at the same time as a theatrical release. Independent films are often entirely different in their approach to distribution looking at a handful various factors, with a significant linchpin being funding. In different words, self-produced, crowdfunded or micro-budget films might vary within how the merchandise had shown to the general public. The ultimate destination is also an internet platform, it should be to travel the competition circuit for some of the years garnering attention, or the intention is also to point out it at festivals with the hopes of being picked up by a distribution company or larger studio.

There are distribution agents, as well, who can (for a fee) represent a filmmaker and his/her company to broker your film to distribution firms, usually for a proportion of the sale value and expenses and costs. Looking at these

agents' connections and also the overall budget of the film depicted this might or might not be a choice for a filmmaker. Sometimes, services like Netflix or iTunes won't settle for submission without representation.

On the freelance facet of movie making, the distribution comes all the way down to however you would like to distribute your film. There are platforms on-line which permit you to sell virtual tickets to screen your pic and keep a precise share of the "ticket price"; there are YouTube and Vimeo, and there are a lot of traditional routes like mentioned above in the article.

Digital Platforms

A significant momentum for the rising consumption of digital entertainment is additionally the reduction in 4G tariffs by telecommunication corporations, combined with a robust digital network even in remote areas of the entire country. Rising financial gain levels and fast-changing lifestyles have driven a rise in demand for inspirational product and services, whereas a quickly growing young population and proliferation of digital devices have led

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to the increase of the choice screen as a medium for the consumption of content.

Content creators and their platforms are rewriting their strategy to cater their services to a growing range of regional viewers by giving high-quality regional content with important mass attractiveness to capitalize on these trends. With the conversation on digital media gathering, it's exhausting to overlook the impact of social media on film promoting and promotion. Social media promoting and its massive implications for branding have redoubled the budget for motion picture promotions by nearly 15-20 %. As a result, word-of-mouth promotions and making a buzz on social media became extraordinarily vital in transfer audiences to the theatres on the opening weekend.

Latest examples within the Indian industry have established that high-quality; content-driven movies can manage any marquee names that even a big star's record cannot guarantee the business concerning box office success. To satisfy their evolved sensibilities young audiences, currently, having been exposed to international cinema, television, and arts from an early age, would like applicable, high-quality entertainment content. They do not have to be compelled to look into the ordinary soap operas and films that nearly all producers are churning out for several years, and are vocal in their demand for entertainment selections that are modern.

Tamil Film Business

As per the report carried in the national daily, the Hindu, with over fifty Tamil movies, Amazon Prime Video that was launched within the country recently has found several takers for the regional content in their video library. Superstar Rajinikanth's latest release 'Kabali' and actor Vijay's 'Theri' that were 2 of the most critical hits in 2016 have bagged exclusive versions on the video platform following a collaboration with Producer Kalaipuli S. Thanu.

The Vikram's 'Gemini,' director Shankar's 'Gentleman,' Dhanush's 'Pudupettai' and other movies of Vijay and Ajith are among those accessible. Earlier Tamil films like the 1966 film 'Anbe Vaa' and the famous comedy film Kaseydhaan Kadavuladaa are available for viewing. While there are tries within the past to release Tamil movies through platforms like DTH, it's, however, to be seen if filmmakers from Kollywood can collaborate with a subscription-based service like this to at the same time release their movies online or on internet platforms presently when theatrical release, to stop piracy.

While Amazon Prime video's rival Netflix, that was made available in India over a year ago has O Kadhal Kanmani and also the critically acclaimed Visaranai' the home-grown Hotstar service includes a broader choice of Tamil movies. In the earlier days, this was equivalent to a producer coming

out with a 16-sheet poster, or a half-page advertisement in newspapers. Today, however, almost all the leading production houses have their own YouTube channels. Tamil film industry seems to have entirely shifted to YouTube for film promotion.

The impact of the YouTube teaser/trailer is the most crucial factor for the success of a big-budget movie, not the poster; the size of the newspaper ad or the cut-out says veteran producer and distributor Kalaipuli S. Thanu in an interview to the Hindu. Thanu, if you may remember, put up massive hoarding during the 80's to promote his films. Thanu adds, "The 'Theri' teaser has created a new record regarding YouTube views counts and likes. The teaser of Theri got more than two million views within the first 24 hours. It holds the record for being the most-liked Indian film teaser on YouTube, surpassing all Bollywood and Tollywood films."

Kabali official teaser launched through their portal has crossed thirty-five million views so far. Rajinikanth's sci-fi thriller '2.0' will have its digital premiere on Amazon Prime Video. The movie, additionally starring Bollywood stars Akshay Kumar within the role of an antagonist, maybe a sequel to the 2010 'Enthiran.' S Shankar is the director for the film, under the banner of Lyca Productions. According to a press release, the subscribers of the streaming large can access to look at the film in multiple languages like Tamil, Telugu, and Hindi. Vijay Subramaniam, director-content, Amazon Prime Video, said, "With this big deal, Amazon Prime Video further enhances its big Bollywood and regional content library." Amazon Prime Video is happy to affix hands with Lyca Productions for the exclusive streaming rights for this mega-blockbuster film in an interview in the national daily The Hindu.

Conclusion

The next few years in the industry are going to be all regarding digital technologies and content, though the size of their impact on the industry is anybody's guess at this time. An online video, for one, goes to be the new tradition for the entertainment industry. YouTube aspires to grow its user base in India to five hundred million as rising web penetration, and Smartphone possession within the rural areas enable access to online videos. Similarly, different online video platforms, each Indian and international, are presently looking forward to increasing their presence within the country and capitalize on the significant shifts in consumer behavior.

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