

Art.Knowledge

Did you know ?

You Are Paying For The Content That You Don't Consume

UNSUBSCRIBE
HOW

Awakening Article





OTT for Independent Films
www.akonline.app



For Filmmakers :

*Freedom to Fix Watch Price
Real-Time Sales Tracking
Weekly Payments of Revenue*

For Users :

*Pay Per Movie | 2 Day Validity
No Ads, No Subscriptions, Only HD*

#SupportIndieFilms | #AKonline



About :

Art Knowledge is an initiative by Arunkanth V, Independent Filmmaker & Entrepreneur to create a space for showcasing Unique Indie Talents & to enlighten them articles that enable them to pursue their work with more confidence.

To Advertise on Art.Knowledge Magazine & Portal

Visit : www.artknowledge.in/advertise

Contact : +91 99447 42045 | **Website :** www.artknowledge.in

Publisher & Editor : Arunkanth V.

Published from : Office no : 4, 1st Floor, 675, Trichy Road,
Opp. To Andal Kalyana Mandapam, Coimbatore 641005.

Periodicity : Bi-Monthly | This issue was published on 24th Jan 2025.

RNI Title Code : TNENG06127

Art Knowledge is an product of



Breaking the Monopoly in Movie Ticketing: A Call for Fair Play

An article & a suggestion by Arunkanth V.

Just like train, bus, and flight tickets, movie tickets need broader accessibility. They should be available on hundreds of websites and apps to increase visibility and tap into untapped audiences. However, the current ticketing ecosystem for theatrical movies is monopolized by just two or three companies. These entities, having lobbied with theatre owners, have blocked access to the seat selection APIs. This anti-competitive practice prevents new players from entering the ticketing business, forcing movie producers to bear exorbitant marketing costs. Ironically, these efforts benefit theatres, which use increased footfall to sell more popcorn.

The monopolistic nature of the movie ticketing business has created an unhealthy environment. Ticketing companies charge a high convenience fee per ticket, splitting the profits with theatre owners. Meanwhile, the producer—the creator and owner of the movie—suffers losses. Without the producer's No Objection Certificate (NOC), other parties continue to profit from selling tickets to their content. This unethical practice further burdens the producer, who is excluded from accessing customer databases for retargeting campaigns. As a result, producers are forced to invest heavily in marketing for every new film.

To make matters worse, some ticketing companies pay substantial sums to theatres, adjusting this cost in the convenience fee charged to consumers. This practice deters new entrants, as theatre owners expect similar payments from potential competitors. This vicious cycle enriches ticketing companies and theatres at the expense of the producer, causing a significant financial strain on the movie production community.

The Need for Change

The current system fosters monopoly and duopoly, giving undue control to ticketing companies and theatres, enabling them to arm-twist producers. With 90% of movie producers incurring losses, the government must step in to break this unhealthy cycle. By enforcing regulations that open the market to more players, competition can flourish, ensuring fair pricing and reducing convenience fees for ticket purchasers.

Conclusion

Opening up the movie ticketing business to multiple players would create a healthy, competitive ecosystem. It would ensure fair revenue distribution, empower producers to have a direct connection with their audience, and reduce consumer costs. Strict government intervention is crucial to dismantle monopolies, foster innovation, and save the movie industry from its current snowball effect of producer losses. The time to act is now—before the creativity and livelihoods of countless producers are stifled under the weight of this unjust system.

UNSUBSCRIBE



OW

In the age of digital entertainment, subscription models for OTT platforms and music apps have become the norm. These services promise unlimited access to a vast library of content at a fixed monthly fee. On the surface, it sounds like a great deal, but have you ever stopped to evaluate whether you're truly getting your money's worth? ***An Awakening Article by Arunkanth V.***

The reality for many users is that they end up paying for content they barely consume. The monthly charges accumulate, often unnoticed, while the content library remains underutilized. If you were to tally up your yearly expenses on these subscriptions, you might be shocked at how much you're spending on something you hardly use. A more sensible approach would be to pay only for the content you consume. Opting for a pay-per-view model for movies and purchasing songs individually for a paid playlist could significantly reduce your overall entertainment expenses.

One of the biggest advantages of paying per content is the value it brings to both the consumer and the artist. When you pay for a specific movie or a song, there is real-time sales tracking, ensuring that the content owner receives fair compensation. This direct relationship fosters respect for the artist's work and encourages the creation of high-quality content. Knowing that your money is directly supporting the creators can create a deeper appreciation for their efforts.

Moreover, when users pay per content, they are more likely to engage with it fully. Having invested in a particular movie or song, the user's mindset shifts—they are less likely to abandon the content halfway through.

This stands in stark contrast to the subscription model, where an overwhelming abundance of choices often leads to fragmented consumption. People dip in and out of various pieces of content without truly engaging, which diminishes the value and purpose of the art.

The subscription model, while convenient, has inadvertently fostered a culture of superficial consumption. With unlimited access, users tend to skim through content, treating it as disposable rather than appreciating it as a form of art. This mindset is detrimental not just to the art itself but also to the artists. The effort, creativity, and passion that go into creating movies, music, or any other form of content deserve recognition and respect. When art is consumed in bits and pieces, its essence is lost, and so is its ability to leave a lasting impact on the audience.

By choosing a pay-per-content model, you can break free from the cycle of endless subscriptions and truly value what you consume. Not only will this approach save you money, but it will also help revive the respect and purpose of art. It's a win-win situation: you get to enjoy the content you love, and the creators receive the acknowledgment and support they deserve. So, take a moment to evaluate your subscriptions and consider making the shift. After all, quality over quantity is a principle that benefits everyone—creators and consumers alike.

HEAVY TAX Violent Movies **SUBSIDISE** Ethical Filmmaking Need of the Hour ! Article By Arunkanth V.

Cinema has long been a powerful medium for influencing society. Films can shape opinions, spark change, and inspire millions. However, in recent years, there has been an alarming rise in the prevalence of content that glorifies negativity, violence, and harmful behavior. This has raised concerns about the long-term effects of such portrayals on society. To address this, the government can play a pivotal role by implementing policies that encourage ethical filmmaking and positive art. One such strategy is to impose higher taxes, cess, and significantly higher ticket prices for A and U/A certified movies, while providing subsidies for filmmakers creating U-certified, socially uplifting content.

Higher Taxes for Harmful Content

Movies certified as A (Adult) or U/A (Parental Guidance) often contain themes of violence, explicit content, or negativity. While these films cater to specific audiences, they also contribute to the normalization of harmful behaviors. By imposing higher taxes and cess on such films, the government can:

- Dissuade producers from excessively investing in content with questionable ethical standards.
- Generate substantial revenue that can be redirected towards promoting positive societal change.

Subsidies for Ethical Filmmaking

The funds generated through these taxes should be strategically utilized to subsidize filmmakers who produce U-certified films. These films, often family-friendly and socially relevant, can:

- Promote positive values such as kindness, unity, and resilience.
- Serve as educational tools, especially for younger audiences.
- Encourage filmmakers to explore creative and meaningful storytelling.

Subsidies can significantly reduce the financial burden on filmmakers and motivate them to create impactful content. Additionally, it provides an opportunity for emerging talent to shine in an industry that often prioritizes commercial viability over artistic integrity.

Affordable Ticket Prices for Clean Films

High ticket prices often deter audiences from enjoying quality cinema. By ensuring reasonable pricing for U-certified films, the government can:

- Attract larger audiences to theaters, making ethical films more commercially viable.
- Create a demand-driven market for positive content.
- Cultivate a culture where moviegoers consciously choose films that contribute to societal well-being.



MODULAR KITCHENS



With over a decade of experience and 100+ projects, we deliver tailored solutions with expert craftsmanship and on-time completion, ensuring every detail meets the highest standards.



Contact Us

+91 - 93639-87554

+91 - 63843-77000

205a, first floor, NSR Rd, near Bharathi Store Saibaba Colony, Coimbatore - 641011



Zerame Infotech

Established in 2018, Zerame Infotech is dedicated to delivering cutting-edge solutions that drive business success. With expertise in customized software, CRM systems, and mobile applications, we empower businesses to innovate and thrive.

Our Services

Zerame Infotech Specializes in Tile Solutions

- 01 Customized Software
- 02 Mobile App Development
- 03 Web Development
- 04 Digital Marketing
- 05 ERP & CRM SYSTEMS

PRODUCTS

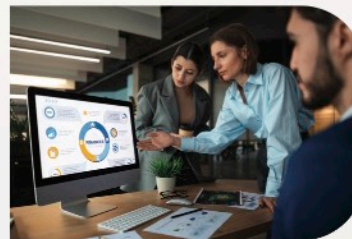
Zera Lead

Streamline your lead tracking process with Zera Lead. Effortlessly organize, prioritize, and convert leads into customers while enhancing productivity and improving sales outcomes.



Project Management

Manage tasks, teams, and timelines efficiently with our intuitive Project Management Software. Simplify collaboration, track progress, and ensure project success with advanced tools designed for seamless



Office Address

82/1, 1st Street Rani Garden
SIHS Colony Rd, Singanallur,
Coimbatore - 641 005

Contact Us

+91 99949 57906
+91 83445 33818



Now Streaming

Santhana Bharathi & Chaams in

RIVET

Written & Directed by Arunkanth



OPERATION JUJUPI

Written & Directed by
ArunKanth

Chaams



Now Streaming



Vinodhini



A Feature Film completely shot on GoPro
Written & Directed by Arunkanth

GOKO MAKO



Now Streaming

The Silent **COLLAPSE** of Indie Music Artists

The music industry faces a grim reality: 80% of artists have seen their revenue and visibility destroyed by the rise of streaming platforms. These platforms boast extensive libraries with millions of songs, yet only 20% of the content comes from major record labels. The remaining 80% is the creation of independent artists and emerging talents.

Despite their contribution, independent artists are used merely as bait. Streaming services prioritize visibility and revenue for major label artists, ensuring they dominate recommendations, playlists, and promotions. Meanwhile, independent creators receive crumbs—a revenue share so meager it doesn't even cover their basic costs, let alone their livelihoods.

To put it bluntly, a beggar may earn more in a day than many independent artists earn from streaming. The so-called "democratization" of music has instead created a digital monopoly where the few thrive while the majority struggle to survive.

The Telecom Trap

The telecom industry has exploited music streaming as a freebie to lure users into their networks. Music, a deeply creative art form, is being reduced to a bait-and-switch tactic, losing its intrinsic value. Now, telecom companies are eyeing the movie industry to replicate the same exploitative model.



A Call to Action

Independent artists and content creators must wake up to this harsh reality. Providing your work to platforms without an upfront payment is fueling an ecosystem that thrives on greed while leaving you penniless. The lack of fair revenue distribution and visibility perpetuates a broken system.

It's time to take a stand. Creators must demand fair compensation and refuse to contribute their content to platforms that do not pay upfront or share revenues equitably. The survival of art as a viable profession depends on it.

Let's preserve creativity by demanding fairness. Together, we can stop this exploitation before it extends further.

Awakening Article by Arunkanth V.

Nature Has Answers

Operation JuJuPi

Music : Arunkanth V. | Sung & Written by : Arunkanth V & Gokul Raj Tilak

Go to Nature ! It has All Answers ! A song that gives answers to all your queries in life.



*Nature Has Answers a beautifully shot Video Song, a part of the movie,
Operation JuJuPi - A Political Fantasy by Arunkanth V.*

Watch the Video song on 'AK Online' Channel, YouTube.

*Music & Direction : Arunkanth V.
Mixed, Mastered & Produced by Arunkanth V.*

To listen to more songs composed by Arunkanth V.

Visit : www.arunkanth.in/music

Strategies to Market your Movie on an OTT Pay-Per-Movie Model

In today's competitive entertainment landscape, filmmakers face immense challenges when it comes to distributing and monetizing their movies. Most OTT platforms prioritize big-budget, star-studded films, leaving smaller productions to settle for revenue-sharing models that offer minimal returns. Adding to this struggle, these platforms often provide delayed and unverifiable performance tracking, which leaves filmmakers in the dark about their movie's real reach and revenue. To survive and thrive, filmmakers must adopt innovative, long-term marketing strategies tailored for the pay-per-view (PPV) model. **Article by Arunkanth V.**

The Need for Marketing in the Movie Business

Movies, like any other product, require consistent marketing efforts to attract and retain an audience. Expecting a film to recover its costs solely by being listed on an OTT platform is unrealistic. Marketing isn't a one-time task; it's an ongoing process that should extend over a period of at least three years. By embracing this mindset, filmmakers can build a sustainable model that maximizes both reach and revenue.

Key Strategies to Market Movies on the PPV Model

1. Build a Dealer and Distributor Network

Create a network of dealers and distributors who can resell OTT pay-per-movie coupons. These intermediaries can help your movie reach a wider audience by promoting it within their circles. Offering attractive margins or incentives will encourage them to actively push your content.

2. Leverage Content Marketing

Write articles and blogs highlighting interesting aspects of your movie. Share behind-the-scenes stories, such as how specific scenes were conceived during scripting or unique challenges faced during production. This type of storytelling can captivate audiences and build an emotional connection to your film.

3. Cross-Promote with Brands and Businesses

Partner with brands and businesses for mutual promotion. For example, collaborate with companies to include your movie's gift vouchers as part of their promotional campaigns or customer incentives. Such cross-promotion not only boosts visibility but also lends credibility to your project.

4. Engage Organizations for Bulk Purchases

Approach corporate organizations, schools, and clubs to purchase movie gift vouchers. These vouchers can be used as employee rewards, client gifts, or event giveaways. Highlight the value your movie brings, whether it's entertainment, education, or inspiration.

Important Note :

A newbie filmmaker venturing into movie business, it's important to start small, learn and slowly scale up.

Why You Should Have Your Own App / Platform to Stream Your Content

In an age where content is king, creators and businesses face a critical decision: rely on third-party platforms or invest in building their own app or platform for content streaming. While established platforms offer convenience, having your own streaming platform offers unparalleled advantages that not only enhance your business but also secure your long-term success. Here's why you should consider this approach:

1. Direct Access to Your Customer Base

Owning your platform means you control the relationship with your audience. Instead of depending on algorithms or policies of third-party platforms, you can interact directly with your users, understanding their preferences and tailoring experiences to their needs. This direct connection fosters loyalty and enhances customer satisfaction.

2. Real-Time Performance Tracking

With your own app, you gain access to detailed analytics and performance metrics. Whether it's tracking viewer engagement, user behaviors, or revenue trends, real-time insights empower you to make informed decisions and optimize your content strategy effectively.

3. Direct Payments Without Middlemen

Third-party platforms often take a substantial cut from your earnings, limiting your revenue potential. By streaming on your own platform, you receive payments directly from customers, eliminating the need for intermediaries and maximizing your profits.

4. Affordable and Accessible Technology

Building apps and platforms is no longer a daunting task. With modern tools, frameworks, and developers readily available, creating your own streaming platform has become faster, easier, and more affordable than ever before.

5. Maximized Marketing Efforts

On third-party platforms, your marketing efforts often benefit the platform itself more than your brand. By directing traffic to your app, every marketing dollar works exclusively for you, increasing brand recognition and revenue.

6. Building Your Own Business

Your platform isn't just a tool—it's a business asset. Over time, it builds equity and value, potentially becoming a significant revenue generator. Instead of being at the mercy of external platforms, you own a business that grows with your efforts.

7. Intellectual Property Rights

Third-party platforms often retain some control or claim over the content you upload. By hosting your own app, you retain full ownership and control over your intellectual property.

8. Resilience Against Policy Changes

Relying on third-party platforms exposes you to the risk of policy shifts or algorithm changes that could hurt you reach.

Article by Arunkanth V.

Web Hosting is inexpensive. Don't get scammed !

Business

\$6.42/mo.

- Unlimited NVMe Disk Space
- Unlimited Monthly Traffic
- 5 Hosted Domain(s)
- 500 E-mail Accounts
- 20 MySQL Databases
- 15 GB VPN Traffic
- » All features

30 Day Trial Available

Corporate

\$9.08/mo.

- Unlimited NVMe Disk Space
- Unlimited Monthly Traffic
- Unlimited Hosted Domain(s)
- Unlimited E-mail Accounts
- Unlimited MySQL Databases
- 25 GB VPN Traffic
- » All features

30 Day Trial Available

Enterprise

\$12.17/mo.

- Unlimited NVMe Disk Space
- Unlimited Monthly Traffic
- Unlimited Hosted Domain(s)
- Unlimited E-mail Accounts
- Unlimited MySQL Databases
- 50 GB VPN Traffic
- » All features

30 Day Trial Available

Starter

\$4.92/mo.

- Unlimited NVMe Disk Space
- Unlimited Monthly Traffic
- 1 Hosted Domain(s)
- 100 E-mail Accounts
- 5 MySQL Databases
- 5 GB VPN Traffic
- » All features

30 Day Trial Available

VPS Plans start from 6.50 US\$ Per Month
Dedicated Servers from 110 US\$ Per Month
All Plans come with Free Let's Encrypt SSL

24x7 Ticketing Support | 99.9% Uptime
30 Days Money Back | Built-in Site Builder
Get your Domain & Hosting Now

travel forever
Mission 2pluto.com

Travel
Magazine

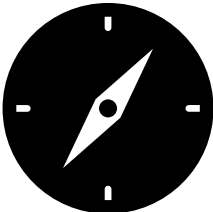
Off-beat
Destinations



Traveller
Community

Travel
Bloggers

Photography
Tours



Open
Wish Well



Travel forever with
www.mission2pluto.com



Join Saathvigam Sloka Classes - Online

Saathvigam, An initiative by
Saathvika & Vaishnavi



Benefits of Sloka Chanting :

- Improves concentration & memory power.
- Reduce stress & anger.
- Improve your child's immunity.
- Help to align the Chakras.
- Give a boost to the blood flow.
- Sharpening the intellectual.
- Improve Cognitive function.

Online Classes :

- Slokas & Bhajans
- Thirukkural
- Bhagavadham & Ramayanam Stories
- Vishnu SahasraNamam



+91 98941 85461 | www.saathvigam.com



AN ISO 14001 : 2015 GREEN CERTIFIED COMPANY

ANTIMICROBIAL TANK

PVC PIPES | UPVC PIPES | ELECTRICAL PIPES | WATER TANK
| PREMIUM SANITARYWARE |

GROWING TOGETHER IS HAPPINESS



100% VIRGIN FOOD GRADE



10* Years REPLACEMENT WARRENTY



ANTI MICROBIAL



STURDY DESIGN



UV STABILISED



AVAILABLE IN 7 COLOURS



10000 Litre

10.4 Ft (Height) x 7 Ft (Width)



Flat Water Tank

Size : 500 , 750 , 1000



Horizontal Water Tank

Size : 500 , 750 , 1000 , 1500 , 2000



Underground Water Tank

Size : 1000 , 1500 , 2000 , 3000 , 5000



Cabinet Wash Basin



Premium Sanitaryware



Borewell Pipes | Electrical Pipes
PVC Pipes | UPVC Pipes

ENQUIRIES



63826 74409 | 97912 54738