



Art.Knowledge

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An initiative by Arunkanth V.

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A Note of Gratitude in the Song Distribution Journey

In the intricate tapestry of indie music distribution, gratitude emerges as a silent yet potent orchestrator. As an independent artist navigating the realms of song dissemination, acknowledging the unsung heroes behind playlist promotions and music discovery becomes paramount.

In the intricate tapestry of indie music distribution, gratitude emerges as a silent yet potent orchestrator. As an independent artist navigating the realms of song dissemination, acknowledging the unsung heroes behind playlist promotions and music discovery becomes paramount.

The Power of Acknowledgment - When you meticulously adhere to the rules and regulations of music distribution for your indie tracks, it's essential to recognize the individuals and platforms that believe in your craft. Those who curate playlists, offer discovery opportunities, or suggest your music are integral to your journey. They take a leap of faith in your artistry, contributing to the harmonious symphony of indie music.

Sharing Milestones on Social Platforms - Celebrating milestones is not just a personal triumph but an opportunity to extend appreciation. When you secure a spot on a playlist or achieve a significant milestone, make it a habit to share the joy on your social media platforms. Tag the individuals, platforms, and editors responsible for the recognition. Your celebration is not just about you; it's a collaborative applause for those who champion indie music.

Amplifying Playlist Appreciation - Editors wield the power to shape playlists and influence musical landscapes. Recognize that they hold the key to playlists' growth and performance. If an editor takes the risk of promoting experimental non-film content, it's a moment to cherish. Showcasing gratitude not only acknowledges their efforts but also encourages a continued embrace of diversity in music promotion.



The Ripple Effect of Encouragement -

Your words have the potential to inspire and encourage. Expressing gratitude isn't just a one-time act; it lays the foundation for a positive relationship with those who champion indie music. Your appreciation becomes a catalyst, fostering a collaborative spirit and inspiring editors to continue promoting diverse and experimental content.

Building a Culture of Appreciation - In a landscape often driven by numbers, likes, and streams, fostering a culture of appreciation becomes a revolutionary act. Simple words of thanks can go a long way in motivating those behind the scenes. As an indie artist, your acknowledgment not only highlights your gratitude but contributes to a collective effort in making indie music thrive.

In conclusion, the journey of indie music distribution is not a solo endeavour but a collaborative dance. Gratitude is the melody that resonates through this dance, connecting artists, editors, and platforms in a harmonious rhythm. As you navigate the intricate steps of this journey, remember that a simple "thank you" can echo louder than the notes of a song, creating a symphony of appreciation that reverberates through the indie music community.

Article by Sunnny Vyas



Art.Knowledge

Your Music is an end product by itself!

Should you Shoot ?

An Article by Sunnny Vyas



Art.Knowledge : You don't need glitzy videos to drive your music career. Music Videos would work if it's a part of your Movie's Production budget. For an Indie Composer, your Music can remain a Happy Single Audio Bachelor. The efforts of making a costly marriage celebration with a video is not a great factor to push your audio. A lyric Video or a casual singing video would do just great.

Sunnny Vyas has more to Say :

In the dynamic realm of music creation, the perennial debate persists - to invest in music videos or not? As someone deeply entrenched in the streaming industry, let's dissect this dilemma and uncover why that flashy video budget might not be your golden ticket to stardom.

Audience Behaviour: Less than 10 percent of music consumers actively switch between platforms. When they fall in love with the audio, they stick to it - saving or downloading without the need for flashy visuals. Are you directing your videos towards the minority, or should your focus be on the silent majority who engage with your music in its pure audio form?

Impactful vs. Expensive: Many indie songs that found cinematic fame had humble, non-expensive videos. This simplicity makes it easier for filmmakers to adopt these songs without incurring hefty video production costs. By keeping your videos less extravagant, you're inadvertently making your content more appealing for potential cinematic use.

Strategic Video Release: While not advocating against videos entirely, consider a strategic approach. Test the waters with a lyrical video. If your song gains traction predominantly on audio platforms, you've saved on unnecessary video expenses. Redirect that saved budget towards your next audio project or collaborations with desired artists.

Possibly create a high-quality 40-50 second video featuring your own face for Instagram and other short-format video platforms.

Say No to Unnecessary Investments: If someone offers to invest in your video, politely decline unless their intentions align with your vision. Some may seek video rights or other significant rights in return for their investment. Be cautious and ensure your artistic integrity remains intact.

Conclusion: Experimentation is the key to success. Leverage India's decent audio consumption to pitch your songs to labels and filmmakers. Showcase your streaming numbers as a testament to your music's appeal, adding weight to your pitches.

Remember, success in the music industry often lies in strategic choices. Don't let flashy visuals overshadow the true star - your music.

Now Ask Yourself

Should You Shoot ?

Note : A Music Composer need not become a Filmmaker to pursue his Passion.

A humble approach to Releasing Music in Changing Times.

In the midst of these uncertain times, artists from Haryana have quietly redefined the way we share and experience music. It's not about impressing A&R executives or navigating the complexities of the music industry; instead, it's a simple yet powerful shift in mindset.

Rather than holding onto our creations, hoping for elusive listening sessions, these artists have taken a more direct route. They're choosing to share their music on streaming platforms, letting the world decide its fate. The essence is clear: trust your music, release it, and let its journey unfold organically.

This humble approach dismisses the need to persuade others to buy into our art. There's no need for compromising on prices or adjusting to industry norms. Instead, the suggestion is straightforward—let the numbers tell the story. When presenting a song, the focus shifts from elaborate explanations to humble statistics, like saying, "This song has garnered 50 million streams and continues to resonate with listeners."

Recent success stories highlight the impact of this approach. Songs, picked up by movie makers and given a subtle Bollywood twist, found better recall. The secret? Leveraging the power of streaming metrics. It's a quiet revolution where artists pitch their work not to industry insiders but to the people—those who truly matter.

The blog encourages a departure from the old habit of storing music in hard disks. In a world where trends change every 15 days, it suggests being nimble and releasing music to stay in tune with the times. The emphasis is not on industry intricacies but on a sincere connection with the audience.

Navigating the New Wave

A Humble Approach to Releasing Music in Changing Times.

Article by Sunny Vyas



In essence, the blog invites fellow musicians to embrace this humble path—a departure from the grandeur of industry events. Trust in your creative process, share your music, and let the audience be the judge. The future is unfolding, and those who navigate it with humility may find themselves at the forefront of a new musical era.

Article by Sunny Vyas

Do read the articles on Mastering Metadata & whether you should release your song as a Single or Mingle it into an album in one go.

The articles below will enlighten you on it. Visit www.artknowledge.in/all-about-music



Mastering Metadata

Successful ingestion in Music Platforms

Article by Sunny Vyas



Single or Mingle ?

One by One makes the Traffic Streamlined

Article by Sunny Vyas



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Music by Arunkanth V. Rap by : Gokul Raj Tilak

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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.
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Debating & Clarifying the Myths of Indian Movie Budgets to arrive at a conclusion of what is a better option for an Investor.

Article by Arunkanth V.



Art.Knowledge

There is an ongoing debate whether one should make small budget movies or bigger ones. Sometimes the so called biggies keep commenting that investors should stay out of investing in small budget films and they claim that they go into loss and people are less interested to watch them. Is it really true? Or is there a motive behind that comment? Do they fear new talents coming in and grabbing the upcoming week's shows? Do they wish to eliminate future competition? Let's do some litmus test on what has been profitable in the past decade.

When compared to small budget films (30 L to 3 Cr), producing micro budget films (under 30 L) intelligently is a much better option to test the waters, learn the trade, retain the rights, learn actors psychology, understand real market potential and value for each segment, monetise forever and break even within 2 to 3 yrs atleast.

Micro budget is way better than small budgets. Investment less than 30 Lakhs. This is the maximum recoverable amount even if they invest above 30 Lakhs to 3 Cr which is called as a small budget movie. Hence micro budget movies are a better bet. But to do in under 30 Lakhs it takes extraordinary learning and hard work & marketing efforts.

We should also debate why people should not produce big budget films also! Note: 7 out of 10 Big budget Movies are going into loss for the stake holders. Investing 30 crores and recovering 15 cr is not an achievement to claim that big budgets are better than small budgets. It's even more horrible.

So if you see the average, small budgets and big budget movies failing are same percentage of different values. But the loss amount is bigger in a big budget films. So is it better to produce micro budgets than big budgets or small budgets? Should investors should stop investing in big budget movies?

Are Mega budget films above 30 Cr. are an exception? Actually No. They put the whole burden and transfer the loss to the buyers transferring hands from many levels of more buyers 😂. Even though it sounds profitable to the producer at that time of release or during the first few weeks, it is also not morally right just because some one pays for it. It's a greed driven on both sides to see whose gamble is a winner. Not something to be Proud of.

So big budget filmmakers should never again says small films go into loss. Big films go into bigger loss equally on the ratio. Mega Budget films transfer the loss to another human.

Dear Investors, Choose Wisely! It's better to invest on niche unique stories & new talents waiting to bloom to create an industry than just cut throat businesses. Let us make the ecosystem, Investor Friendly. That is when the myth of the mega market shall fall to its realistic levels.



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A Content creator should not become a bait for the Telecom Industry. A movie is not a phone call to be monetised via minutes streamed. It is suppose to be a wholesome experience and to be purchased in full to retain its purpose / essence.

Article by Arunkanth V.

Remember, the cost per movie watch is equal to the (Total subscription paid divided by No of movies / content you watch).

Other than the first couple of months of you being a new subscriber, you are mostly likely to watch just 1 or 2 titles a week and sometimes under 3 titles a month. Some don't even watch a single content for a few months. OTT Platforms don't want you to do this calculation.

Remember SVOD (Subscription based Video on Demand) is dying ! The future is TVOD (Transaction based Video on Demand / Pay Per View). People have started to realise that they are paying for what they don't watch ! People also hate to see ads in between content.

Let every content be available in every platform with transparent live sales tracking dashboard to the content owner so that every movie gets what it deserves and true market value is known. The so called big hero's don't want to try and open this Pandora's box so that their false market value is never exposed. Hence they sell outright and the buyer is in trouble else he resells it and the last buyer is in disaster and we never get to know his story. Paying for a particular title (TVOD) model is the only way the content can become the real king else the distribution King Kong eats the content creator.



The business model of Earning by minutes is the biggest stupidity as content creation does not come under telecom industry to be earned like phone calls in minutes / hours. Let's not make content creators a bait for the telecom Industry's benefit. Don't sell your content in bits and pieces. A content / movie is a product to be sold / watched in a wholesome to have its true essence. Story telling does not work like phone calls to have a minute by minute information exchange. It's a wholesome experience, I repeat.

Other than the TVOD business model, every other model will fail sooner or later, and in a mad rush to earn quick, the industry will be demolished even more and will kill the habit in people paying due amount for what they consume if we continue the bogus SVOD model. That's how music sales was destroyed for new / upcoming talents by packaging it for a throw away price. Now it's being replicated to video.

Don't be a bait dear content creators. Your creativity is god's gift. Don't let people misuse you. OTTs don't want you to do this calculation. Remember SVOD is dying ! The future is TVOD / Pay Per View. People have started to realise that they are paying for what they don't watch ! Subscribers are waking up now and the cancel culture is picking up real good speed.

Dear Content Creators ! Don't let anyone misuse you and your work. Be calm, Have Patience, earn for a life time. Retain your rights. Monetise it with every single human on this planet who wishes to watch your content. Grow organically. Be Proud.



Now Streaming

Santhana Bharathi & Chaams in

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Written & Directed by Arunkanth



OPERATION JUJUPI

Written & Directed by
ArunKanth

Chaams



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Written & Directed by Arunkanth

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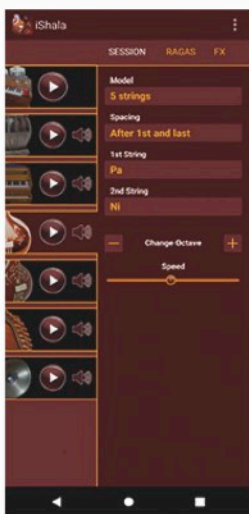
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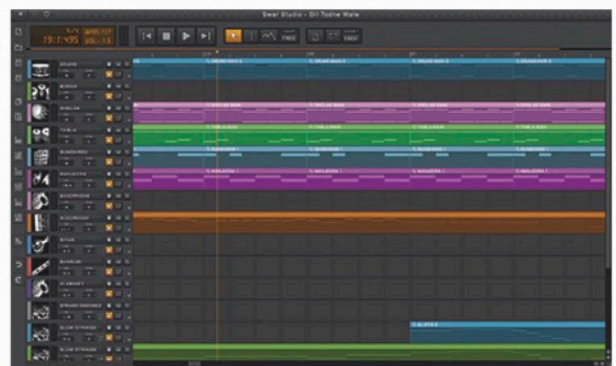
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