



Art.Knowledge

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An initiative by Arunkanth V.

Filmmaker | Entrepreneur



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About

Art Knowledge is an initiative by Arunkanth V, Independent Filmmaker & an Entrepreneur, to create a space for sharing knowledge to indie creators about cinema, music & art and the ways to ethically monetise the same via Theatrical & OTT Streaming Platforms.

It also highlights the business knowledge needed to content owners so that they understand how the entertainment industry works and its update.

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No Real-Time Tracking ? Give back My Content

The rise of over-the-top (OTT) platforms has given content creators a global stage, but the lack of transparency in sales and performance metrics is a glaring issue that stifles their growth and investor appeal. Real-time sales and performance tracking is not a luxury—it's a necessity for creators to thrive in a competitive market. Without it, creators are left in the dark, unable to make informed decisions, attract investors, or plan effectively. This article is a wake-up call for content creators to demand real-time tracking from OTT platforms and aggregators. If these demands are unmet, creators must take a stand and withdraw their content to force transparency, or risk an ecosystem where exploitation becomes the norm.

The Critical Need for Real-Time Tracking in OTT Ecosystems

OTT platforms generate a wealth of data daily—viewership stats, subscription revenues, ad earnings, and engagement metrics. Yet, many platforms delay or restrict access to this data, leaving creators unable to gauge their content's financial performance in real time. This opacity creates a power imbalance, where creators cannot assess revenue streams or audience engagement effectively. Real-time tracking offers instant visibility into key performance indicators (KPIs) like revenue per stream, viewer retention, and demographic trends. For instance, a creator of a niche web series can immediately see if their content is resonating with the target audience and adjust strategies accordingly. Without this, creators are flying blind, unable to attract investors who demand clear, immediate financial insights to evaluate opportunities.

Empowering Creators with Data-Driven Decisions

Real-time sales tracking enables creators to understand their content's financial impact as it happens. Metrics like subscription spikes,

pay-per-view purchases, or ad revenue tied to specific episodes reveal what drives profitability. If a creator notices a surge in viewership after a particular episode, they can analyze the factors—perhaps a trending topic or a viral marketing campaign—and replicate that success.

Performance tracking also provides insights into audience behavior, such as watch time, drop-off rates, and feedback, allowing creators to optimize content. For example, if viewers drop off midway through longer episodes, a creator can pivot to shorter formats. This ability to adapt in real time ensures creators maximize their content's potential, making their projects more attractive to investors who value agility and growth.

Access to Audience Data for Cost-Effective Re-Marketing

Beyond financial metrics, access to audience data is a game-changer for creators. Real-time tracking can provide detailed insights into who is watching their content—demographics, geographic locations, and viewing habits. This data allows creators to re-market their next ventures directly to an already engaged audience, significantly reducing advertising costs. For example, a filmmaker whose drama series attracted 18-24-year-olds in urban areas can target the same group for their next project through email campaigns or social media, bypassing expensive ad platforms. This direct access to audience data empowers creators to build a loyal fanbase and promote future content efficiently, making their ventures more financially sustainable and appealing to investors.

Real-Time Data for Proper Marketing Budgeting

Marketing is a critical expense for creators, and without real-time data, budgeting becomes a guessing game. Real-time tracking allows creators to monitor the immediate impact of their marketing efforts—whether a social media ad campaign drives viewership, or a promotional event boosts subscriptions. For instance, if a creator spends a good sum on a targeted ad and sees only a marginal increase in views, they can redirect funds to more effective channels within hours. This precision ensures marketing budgets are spent efficiently, maximizing return on investment (ROI).

Building an Investor-Friendly Market

Investors in the content creation space seek projects with predictable returns and scalability. Real-time tracking provides the transparency investors need to make informed decisions. When creators can present live data on sales, audience growth, and engagement trends, they offer a clear picture of their project's market viability. Example : A creator pitching a new series or a movie, can show how their pilot version generated a good revenue within the first week while retaining 80% of viewers for the next episode. This data demonstrates demand and loyalty, reducing perceived risk for investors. Additionally, real-time tracking helps creators identify monetization opportunities—like targeted ads or merchandise tie-ins—further enhancing their project's financial appeal and attracting investment.

Why Platforms Must Step Up to Advertise Creators

OTT platforms benefit immensely from the content creators produce, yet many fail to actively promote their filmmakers and creators. Platforms must take responsibility for advertising creators, as their success directly impacts the platform's growth. A creator whose work gains traction brings in more subscribers, boosting the platform's revenue. By leveraging their marketing resources—such as homepage features, push notifications, or social media campaigns—platforms can spotlight creators, increasing their visibility and audience reach. For example, a platform could highlight a rising filmmaker's new series to its millions of users, driving viewership without the creator bearing the full marketing cost. This collaborative approach not only supports creators but also strengthens the platform's content library, making it a win-win for both parties.

The Creator's Stand: Withdraw Content to Demand Transparency

Content creators must put their foot down and demand real-time sales and performance tracking. If OTT platforms or aggregators refuse to provide this transparency, creators should withdraw their content without hesitation. This bold move will empty the platforms' libraries, forcing them to implement real-time tracking to retain talent. A library filled with creators who never question the basics—fair access to data and earnings—will kill the ecosystem, perpetuating exploitation and stifling innovation.

Every creator must awaken to this reality and challenge the status quo. By collectively withdrawing content, creators can pressure platforms to prioritize transparency, ensuring the industry evolves into a fairer, more accountable space where earnings are clear and accessible.

Enhancing Collaboration Through Transparency

Real-time tracking can foster a healthier relationship between creators and OTT platforms. By sharing live data, platforms can collaborate with creators to optimize strategies, such as adjusting release schedules or promoting high-performing content. This partnership benefits both: creators gain visibility and revenue, while platforms improve user retention. Transparent data sharing also addresses concerns about fair compensation, as creators can see their earnings in real time, building trust. This encourages more creators to produce for the platform, attracting investors to a thriving ecosystem. However, if platforms continue to withhold data, they risk losing creators—and their content—to competitors who prioritize transparency.

Challenges and Solutions

Implementing real-time tracking requires platforms to invest in robust analytics infrastructure and ensure data accuracy. Privacy concerns must also be addressed by adopting secure, anonymized data-sharing practices. AI-driven tools can help platforms deliver actionable insights to creators while protecting user data. Additionally, platforms should provide user-friendly dashboards—like "Live Revenue Dashboard" or "Instant Sales Pulse"—and offer training to help creators interpret data effectively. These solutions ensure that creators of all experience levels can leverage real-time tracking to their advantage.

Let this be an awakening for every creator—question the basics, or the ecosystem will be overrun by those who accept exploitation as the norm. Together, creators can force OTT platforms to implement real-time tracking, making the industry more transparent, equitable, and investor-friendly.

An Article by Arunkanth V.

Who KILLED the MUSIC Industry ?

The Death of the Music Industry: How Labels, Tech Giants, and Telecoms Crushed New Artists

The music industry, once a thriving hub for creativity, is now a barren field for new artists. A greedy alliance of record labels, tech giants, and telecoms, unchecked by weak laws, has dismantled the ecosystem. By commodifying music and exploiting talent, they've made music careers financially unviable. Streaming, algorithms, telecom devaluation, and opaque earnings have stripped artists of control and income. This article examines the collapse, critiques legal failures, and proposes a bold solution for artists.

The Unholy Trinity: Labels, Tech, and Telecom

The digital shift in the 2000s reshaped music for the worse. Labels abandoned artist development, focusing on profits from established stars. Tech giants dominated with streaming platforms, using algorithms to control what listeners hear. Telecoms bundled music apps with data plans to boost sales. This trinity—labels, tech, telecom—prioritizes corporate gain over artist survival. Labels sign fewer newcomers, forcing them to self-fund in a crowded market. Tech algorithms favor major artists, marginalizing independents. A blog post notes, "It's about cracking algorithms, not talent." Such blogs normalises bad systems.

Telecoms' Devastating Blow: Free Music as a Gimmick

Telecoms obliterated the habit of paying for music by offering free apps with mobile plans, especially in markets like India. This strategy, aimed at subscriber growth, made music a throwaway perk. An industry report highlights how telecoms prioritized acquisition over artist pay, conditioning fans to expect free music. This devaluation gutted artists' earnings, as fans stopped buying albums or singles, leaving new artists with no revenue stream.

The Subscription Trap and Opaque Earnings

Streaming subscriptions offer vast catalogs for low fees, paying artists pennies per stream—unsustainable for newcomers. Opaque earnings calculations erode trust, with no clear revenue breakdown. A study calls the "per-stream" model unfair, and social media echoes this: "Artists don't get paid." Subscriptions killed direct music purchases, favoring singles over albums and slashing artist income further.

Ineffective Laws: No Shield for Creators

In India, anti-piracy laws lack enforcement. Platforms exploit loopholes like user-content exemptions to avoid fees. Algorithmic bias favoring established tracks faces no legal challenge, leaving new creators vulnerable to systemic marginalization.

Ecosystem's Collapse: No Saviors in Sight

Greed collapsed the music ecosystem. New artists self-fund but are drowned by algorithms. Labels neglect talent; tech/telecom giants exploit creators for growth. Platforms disrupt revenue, making monetization impossible. With weak regulations and no artist bargaining power, the system stays broken.

A Solution: Paid Playlists with Artist Control

Paid playlists with artist-set pricing, real-time tracking, and frequent payouts can save music. Fans pay directly, bypassing algorithms. Blockchain secures transactions. Artists must demand fans value their work or lose access, restoring the habit of paying for music and ensuring fair compensation.

Conclusion: Creators Must Fight Back

The music industry's collapse stems from labels, tech, and telecoms commodifying music & marginalizing artists. Free music gimmicks, subscriptions, opaque earnings, & weak laws have destroyed the ecosystem. A paid playlist model empowers artists to control their terms. Artists must unite, reject exploitative platforms, & demand fair pay to rebuild the industry.



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Mandated API for Transparency - An Urgency !

The Case for a Globally Mandated Common API in Media & Entertainment: Ensuring Transparency and Fairness

In an era where digital platforms dominate the distribution of media and entertainment, the need for transparency, accountability, and fairness has never been more critical. The rapid rise of Advertising-Based Video on Demand (AVOD) and Free Ad-Supported Streaming TV (FAST) models has transformed how content is consumed, monetized, and tracked. However, the lack of standardized, real-time performance tracking across platforms leaves creators, investors, and advertisers vulnerable to opaque practices, inconsistent data, and potential exploitation. To address this, every country must establish a regulatory body to mandate a common, globally standardized Application Programming Interface (API). This API, enforced through licensing laws in participating nations, would provide a unified, real-time dashboard for all stakeholders—content owners, platforms, advertisers, and investors—ensuring transparency and fostering trust in the global media ecosystem.

The Problem: Fragmentation and Opacity in Content Distribution

The media and entertainment industry operates across a complex web of platforms, geographies, and business models. From global streaming services to regional OTT platforms and FAST channels, content is distributed through countless channels, each with its own metrics, reporting standards, and data-sharing policies. This fragmentation creates several challenges:

- **Inconsistent Data for Creators:** Content creators often lack access to accurate, real-time data on how their work performs across platforms. Metrics like viewership, engagement, and revenue splits are either delayed, incomplete, or manipulated by platforms, leaving creators unable to make informed decisions or negotiate fair deals.
- **Advertiser Uncertainty:** In AVOD and FAST models, advertisers rely on performance metrics to assess the return on investment (ROI) of their campaigns. However, discrepancies in reporting standards across platforms make it difficult to verify impressions, click-through rates, or audience demographics, leading to mistrust and inefficient ad spend.
- **Investor Risk:** Investors backing content production or platform development face significant risks due to the lack of standardized performance data. Without clear insights into how content performs across markets, they cannot accurately assess the viability of their investments.
- **Geographic Disparities:** Content distributed across different regions often faces varying reporting standards, further complicating performance tracking. This is particularly problematic for creators and advertisers operating in multiple markets.

The absence of a unified system to track content performance in real time undermines trust, stifles innovation, and perpetuates inequities in the industry. A globally standardized API, mandated by national regulatory bodies, is the solution to these challenges. A chaos happening now in the M&E Industry may soon take a turn into a disaster that could make content creators, investors & advertisers a mega bait.

The Solution: A Globally Mandated Common API

A common, globally standardized API, regulated by a designated body in each country, would serve as a universal interface for collecting, aggregating, and sharing performance data across all digital platforms. Compliance with this API would be a prerequisite for obtaining a license to operate a content distribution platform in any country that adopts the law, ensuring universal adoption among participating nations. Key features of this API would include:

- **Real-Time Data Access:** The API would provide real-time metrics on viewership, engagement, ad impressions, revenue splits, and audience demographics, accessible via a unified dashboard.
- **Cross-Platform Compatibility:** Regardless of the platform—be it a global streaming service, a regional OTT provider, or a FAST channel—the API would ensure consistent data reporting.
- **Global Integration:** The API would account for regional differences while maintaining a standardized framework, enabling stakeholders to track performance across multiple markets seamlessly.
- **Stakeholder Access:** Creators, advertisers, investors, and platforms would have secure, role-based access to the dashboard, ensuring transparency while protecting sensitive data.
- **Auditable and Secure:** The API would be subject to regular audits by national regulatory bodies to prevent manipulation and ensure data integrity. Robust cybersecurity measures would safeguard stakeholder information.
- **Customizable Reporting:** The API would allow stakeholders to generate tailored reports based on specific metrics, timeframes, or markets, empowering them to analyze data in ways that suit their unique needs.

The Role of Legislation

To ensure universal adoption, every country must establish a regulatory body to oversee the implementation of the globally standardized API. National laws in participating countries should mandate its use as a condition for obtaining a platform operating license. This approach has precedents in other industries, such as financial services, where standardized APIs have been mandated to promote transparency and competition. Key legislative components should include:

- **National Regulatory Oversight:** Each country's designated regulatory body would develop, maintain, and audit the API, ensuring compliance with the global standard while addressing local needs.
- **Licensing Requirements:** Any platform seeking to distribute content—whether a streaming service, social media platform, or FAST channel—must integrate the API to obtain and retain an operating license in countries that adopt the law.
- **Global Standardization:** A global framework, developed through international collaboration, would ensure the API's consistency across borders, enabling seamless data sharing and performance tracking for stakeholders in the global content market.
- **Penalties for Non-Compliance:** Platforms failing to adopt the API or manipulating data should face significant fines, license revocation, or other punitive measures to ensure accountability.

This article outlines the urgency and stresses the importance for Governments to act now.

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