

**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 media & entertainment industry works.

#### To Advertise on Art.Knowledge

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

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# Digital Dustbin Information Detox

In the age of smartphones, social media, and endless notifications, the world has transformed into a digital dustbin—a chaotic repository overflowing with irrelevant, redundant, and often manipulative content. Every day, billions of posts, videos, emails, and advertisements flood the internet, clogging our feeds and minds. This deluge, known as content spamming, has become a menacing force, eroding our attention, mental health, and ability to discern truth from noise.

The need of the hour is an information detox—a deliberate effort to reclaim our cognitive space and foster a healthier relationship with the digital world.

Content spamming is the relentless bombardment of low-value or unsolicited information designed to capture attention, often at the cost of quality. Social media platforms, driven by algorithms prioritizing engagement, amplify this problem. Scroll through any feed, and you'll encounter clickbait headlines, sensationalized videos, and recycled memes vying for your clicks.

Email inboxes are no better, with spam accounting for nearly 50% of global email traffic. Even reputable platforms are guilty, as influencers and brands churn out repetitive content to stay "visible." This oversaturation creates a paradox: we have access to more information than ever, yet finding meaningful content feels like searching for a needle in a haystack.

The consequences of this digital deluge are profound. Psychologically, constant exposure to content spamming contributes to information overload, a state where the brain struggles to process and prioritize data. Symptoms include anxiety, decision fatigue, and reduced productivity. A 2024 survey revealed that 68% of internet users feel overwhelmed by the volume of online content, with 45% reporting difficulty focusing. Socially, content spamming fuels polarization, as algorithms push divisive or sensational material to maximize engagement. Misinformation spreads like wildfire, with studies showing that false stories travel six times faster than accurate ones online. Economically, businesses waste billions annually combating spam, while users lose time navigating cluttered digital spaces.

economy, where human focus is the ultimate currency. Platforms and marketers exploit this by flooding the internet with content, regardless of its value. The result is a digital ecosystem that prioritizes quantity over quality, noise over signal. Left unchecked, this trend risks desensitizing us to meaningful information, turning the internet into a wasteland of distractions. The solution lies in an information detox-a conscious effort to filter, curate, and limit digital consumption. On an individual level, this means adopting mindful habits. Start by auditing your digital diet: unsubscribe from spammy newsletters, mute overactive accounts, and set time limits on apps. Tools like ad blockers and spam filters can help declutter your online experience. Sometimes Digital Ignorance seems a Bliss.

The root cause lies in the attention

Algorithm-driven recommendation systems on social media have changed the way people consume information and news. These systems focus on keeping users engaged, often at the cost of truth. They promote sensational or extreme content while hiding more balanced or less attentiongrabbing perspectives. This creates an environment where rich organizations-like big companies, political groups, or influencers-can control what people see by paying for ads or using bots to spread their messages. As a result, false information spreads quickly, while honest voices are drowned out. The power lies with those who can afford to push content, turning users into passive consumers rather than active seekers of knowledge.

A genuine user who wants to share honest information with a specific audience has no real option to target their niche directly; instead, the algorithm decides who sees the post, often forcing the user to pay in order to reach their intended audience.

Giving users the power to choose their own content based on topics would break this flawed system and return control to the individual. If people could select subjects they care about—like climate change, local politics, or hobbies—platforms could show them content without the bias of algorithms. This would make it harder for wealthy groups to flood feeds with manipulative content, since visibility would depend on user interest, not paid promotion. It would also encourage critical thinking, as users would define their own information intake, reducing the echo chambers that algorithms create by showing only similar content.

Such a system would create a healthier online space where truth stands a better chance of being seen, free from the influence of money-driven lies.

Social media platforms are long overdue to give up this control. By letting users filter their own feeds, platforms can rebuild trust and slow the spread of misinformation that grows through algorithmic promotion. This change would make content visibility more fair and hold platforms responsible to their users, not advertisers or wealthy influencers. Some may worry that users will still choose biased sources, but at least these choices would be their own, not forced by algorithms. In a world where lies backed by money can look like truth, giving users control over their feeds is an important step toward a fairer and more honest digital space.

Did you know that Info Pluto Media Works is developing a social media platform that empowers individuals by eliminating algorithms, friend requests, follower counts? This platform fosters a truly organic experience, aiming to disrupt the current social media landscape positively. It allows users to reach their intended audience at no cost, with features to filter posts and select specific audience segments during posting. The platform is ready and preparing for an exciting launch. Stay tuned & Watch out for this need of the hour platform that makes the Digital World an organic place to thrive and it becomes a true effort to clean up the digital dustbin.

## **Top 3 Reasons a Sale doesn't Close:**

- ~ Consumer Lacks Product Knowledge
- ~ Product suitability unexplained
- ~ Pressurising the Consumer to Buy

### **Solution:**

- ~ Make a Video that educates in 15 Seconds
- ~ Explain to whom the Product suits
- ~ Guide the Consumer like a friend

# Who is an expert in making such Videos?



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#### **Magazine Distribution Network Builder**

Field-based role focused on building a robust magazine distribution network by forging tie-ups with strategic locations. Responsible for identifying and collaborating with partners to ensure magazines reach the targeted audience effectively. Requires excellent networking skills and a proactive approach.

#### **OTT Dealer Network Manager**

Strategic role to expand the OTT coupon sales network by partnering with brands & companies. Responsible for negotiating & establishing dealer agreements to drive sales growth. Requires strong business development skills & a results-oriented mindset.

#### **Market Survey Executive**

Conduct video surveys with the general public to gather content on various topics and businesses, analyzing audience consumption habits. Utilize mobile video shooting skills to capture high-quality footage. Requires excellent communication, pleasing interpersonal skills, and a proactive approach to engaging diverse audiences.



www.infopluto.com/careers



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## Top 5 Elements in a Promo Video That Make Audiences Skip

Understanding what causes audiences to skip a promo video is key to crafting content that captivates. Here are the top 10 elements that prompt viewers to hit the skip button:

#### **Slow Start or Lack of Hook**

A sluggish opening with long intros, generic visuals, or irrelevant content fails to capture interest. With attention spans averaging around 8 seconds, a video that doesn't spark curiosity or highlight value upfront risks losing viewers immediately.

#### **Overly Salesy Tone**

An aggressive, in-your-face sales pitch with exaggerated claims or relentless calls-to-action feels manipulative. Audiences crave authenticity, and a hard-sell approach alienates them, prompting a quick skip.

#### **Poor Production Quality**

Low-resolution visuals, muffled audio, or clumsy editing scream unprofessionalism. Poor production undermines credibility, making it hard for viewers to trust the brand and encouraging them to skip to bettercrafted content.

#### **Irrelevant or Repetitive Content**

Videos that stray from the product's core value or repeat the same point bore viewers. Content that feels disconnected from audience needs or drags on with filler pushes people to disengage.

#### **Lack of Emotional Connection**

Promo videos that focus solely on features without evoking emotions miss a critical opportunity. Without a relatable story, humor, or human element, the video feels flat, making it easy for audiences to skip.

#### **Overwhelming or Cluttered Visuals**

Videos framed with too many text overlays, flashy effects, or chaotic graphics overwhelm viewers. Visual clutter distracts from the message and creates a jarring experience, driving audiences to hit skip.

#### **Generic or Unoriginal Content**

Cookie-cutter videos that blend in with countless others fail to stand out. If the visuals, music, or messaging feel like they've been recycled from other ads, viewers lose interest and move on to something fresh.

#### **Inappropriate Length**

Videos that are too long-especially beyond 2 minutes-test viewer patience. If the content doesn't justify its runtime or feels padded, audiences will skip to avoid wasting time.

#### **Lack of Clear Purpose**

A video without a defined goal or message leaves viewers confused. If it's unclear what the product does or why it matters, audiences lose interest and skip due to lack of direction.

#### **Annoying or Inappropriate Music**

Jarring, overly loud, or mismatched music can irritate viewers. A soundtrack that doesn't fit the tone or distracts from the message prompts audiences to skip the video.

## Top 10 Tips to Keep Audiences Engaged in a Promo Video

Crafting a promo video that captivates and converts requires a blend of creativity and strategy.

#### Start with a Strong Hook

Grab attention in the first 5-10 seconds with a bold question, surprising statistic, or striking visual. For instance, if promoting a meal delivery service, open with, "Sick of cooking every night?" This instantly connects with the audience's pain points.

#### **Tell a Story**

Create a narrative that resonates emotionally. Instead of listing features, show how the product transforms a user's life or solves a real problem. A relatable customer journey or mini-story keeps viewers invested.

#### **Keep It Concise and Focused**

Aim for 60-90 seconds, delivering a clear, streamlined message. Highlight the product's unique value early and cut any fluff. Tight editing ensures every moment drives the narrative forward.

#### **Invest in High-Quality Production**

Use crisp visuals, clear audio, and smooth transitions to convey professionalism. Even on a budget, modern tools like smartphone cameras and free editing software can produce polished results that build trust.

#### **Incorporate a Clear Call-to-Action**

End with a specific, urgent call-to-action (CTA) like "Shop now" or "Try free today." Pair it with a visual cue, such as a website link or QR code, to make the next step seamless without feeling pushy.

#### **Use Dynamic Visuals and Sound**

Engage viewers with proper color scheme, purposeful animations, and a fitting soundtrack. Subtle motion graphics or a catchy yet non-intrusive score can enhance mood and maintain attention without overwhelming.

#### **Know Your Audience**

Tailor the tone, visuals, and message to your target demographic. Research their preferences and pain points to create content that feels personal. A video that speaks directly to its audience—whether through humor, aspiration, or empathy—keeps them watching.

#### **Optimize for Platform and Format**

Adapt the video for where it'll be viewed, like vertical formats for mobile or silent playback with captions for social media. Platform-specific tweaks ensure the video feels native and engaging.

#### Show, Don't Just Tell

Demonstrate the product in action rather than relying on narration. For instance, show a gadget solving a problem visually instead of describing it. Tangible visuals make the value clear and compelling.

#### **Incorporate Social Proof**

Feature testimonials, reviews, or usergenerated content to build trust. Seeing real people endorse the product, like a quick customer quote, boosts credibility and keeps viewers interested.

An Article by Arunkanth V.

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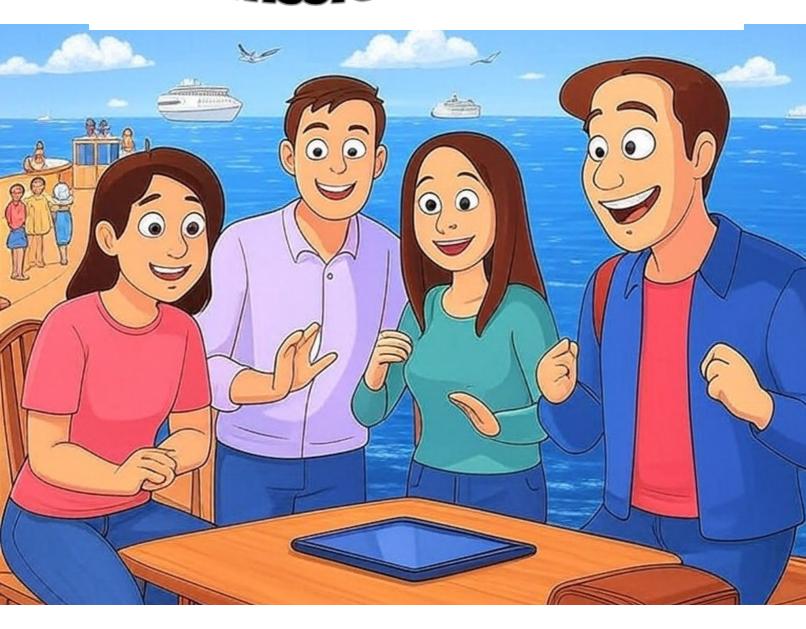
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