

7 Years Old Media Company Movietone Digital supporting talent brings in regular fresh content even in a pandemic year

Yeh Hai Officepur, Dihadi Walking Back Home, Kadke Kamaal Ke, Chicken Biryani, Water Ek Sazish, Secret Attack, Googly Gumm Hai & many more Web Series & Films Exclusive premiere being showcased across various OTT Platforms in the pandemic year .



Mumbai, Maharashtra Nov 21, 2021 ([Issuewire.com](https://www.issuewire.com)) - The Covid 19 pandemic has seen a lockdown globally, the time span has been long & still in the waiting for normalcy. During this period the audience across the globe has consumed content on various digital platforms which includes the likes of Netflix, MXPLAYER, YouTube, Hungama Play, Amazon Prime, ShemarooMe & others. But the key subject matter here is that how does a particular content reaches the OTT platforms through a producer during a pandemic when everything was closed down. The key player here is the content aggregator companies who are B2B partners for all the OTT platforms that supply regular content to them. One such Mumbai-based company is **Movietone Digital Entertainment** which has regularly provided content to the audience throughout the pandemic.

Content which is not restricted only to films, but also Web Series, Short Films & Music. Be it an OTT platform or DTH service the company has provided films throughout the year. A seven year old company that is very well known in the organized OTT digital space has made it easier for producers to publish their content on OTT Platforms & earn regular revenues. Producers who have been held up cold & dry due to the pandemic have found a way out for their content to earn revenues without breaking a sweat of running around multiple OTT platform owners. The company is a one-stop solution for every producer.

Check out the Company website here - www.movietonedigital.com

Currently on air is the just released office comedy web series "**Yeh Hai Officepur**" directed by Ad filmmaker Vaibhav Babaji, which is the latest offering from them. An office life comedy that promises to bring laughter and an interesting premise for a second season. An underrated comedy show in between all the big exhibits this show is one laughter ride to watch. It's an 18+ show with loads of double-meaning gags. The reviews have been very encouraging & the makers are all excited to start shooting

Season 2.

Currently streaming all eight episodes on **MXPLAYER for free** along with Hungama Play and VI Movies. **MXPLAYER** Streaming All Episodes - <https://bit.ly/3z2xwdM>

Hungama Play Streaming All Episodes - <https://bit.ly/3rlTXrO>

There is more for your choice, the company has recently showcased a Hindi Feature film named "**Dihadi walking back to home**" which showcases the plight of a poor migrant worker who is trying to walk back home in a lockdown. The film was completely shot in the lockdown by two young female filmmakers from Gujarat Nidhi Patel and Pooja Patel the effort has been highly appreciated & it's worth a watch.

Dihadi walking back to home - <https://bit.ly/3zHxwk1>

The company has also encouraged filmmakers who cannot see the day of release for their content due to lack of category, such as a beautiful film "**Gagan**" which is a **Konkani** language film. The film is made in Konkani and most OTT platforms don't have a category language for the same, but Movietone Digital has made sure to get it released across OTT platforms.

Many producers who create content in a language that is not yet marked as a primary language has seen the day of light through Movietone Digital, #Supporttalent being the hashtag which the company has coined, truly supports content makers across the globe in any possible language, it may be Konkani, Himachali, Dogri, Tulu, Maithali, Khandeshi the company has supported the content makers & provided them revenue-earning streams which they never expected.

Producers who are searching for genuine content partners who understand the content, share insights, share great revenues, regular traffic analysis, regular promotions and a trustworthy digital partner can join hands with Movietone Digital.

The goodwill of the company has grown manifold in the pandemic where producers who had no option for a sale or any revenues for their content have earned revenues in the pandemic year. The seven year old company has held its guard through all the ups & downs in the digital world to provide the true picture of content monetization to the producers. With no hidden charges or any manipulation of marketing fees, content has been made available across digital platforms.

Content is available on major OTT platforms and can be searched easily through any search engine.

Movietone Digital has been providing content for all ages and all groups. As a company policy, it has not restricted itself to a single category or single format of content. It is the only company that deals with all formats of content. Be it a Short Film, Web Series, Documentary, Film, Music Video, Audio Podcast, Audio Songs, or poems. Every content is respected with no bias and every content has found its way on a platform through Movietone Digital irrespective of the language, budget, format, or star cast.

As the founder and managing director of the company **Kavita Shetty** says "every content is made with a good intent, it has its own value, its own space, irrespective of the budget, the star cast, it needs to be showcased and it needs to reach out to the audience. The audience is unbiased towards content. They appreciate nonstarter content also provided it gives wholesome entertainment to the audience. Every script on paper is interesting, it's the execution that matters, if the content is great, then it will shine someday in between all the chaos since the digital world never sleeps and content is always consumed

at some part of the world 24x7 . So that means your audience is always awake & they will always appreciate good content. We at Movietone Digital encourage filmmakers and content creators to concentrate on the making of the content and leave the rest to us with regards to marketing of the content and distributing the content across platforms, irrespective of format or any language it may fall in. As we move ahead more and more language-specific content is going to get great demand and regional content and content makers will see more and more traffic."

The bouquet of content from the company is huge and interesting enough to check out, there's something for everyone. With the music label named "**OnClick Music**," the audio content is explored worldwide on all audio platforms and telecom operators.

Producers, directors & actors can make a note that OTT platforms can ignore a single content owner and reject content to showcase but a content aggregator company cannot be ignored, so instead of running behind a single OTT platform it's better to sign up with an aggregator company who shall exhibit it across platforms for a small fee which is worth the pain than running around a single-player and losing valuable time of creativity. Filmmakers who have no film background or no networking skills or someone who has already burned his hands find an easy and organized way to distribute their content on OTT platforms in a structured manner. Plus an added guarantee of proper reporting structure and revenue earnings which sometimes is not possible to get from a single content. Even a YouTube channel demands regular content uploads, without regular fresh content uploads there is no revenue irrespective of the subscriber base of the channel that's a blunt truth of content creation, which nobody speaks through or acknowledges. So ideally it's better to leave the distribution part of the content to the experts in the field of distribution and content syndication. Since content syndication is a specialized field in itself and it requires years of experience to generate revenues. Every established media house or channel has a specialized team for content syndication and its just not restricted to a single VOD platform like YouTube. There's more to it and multiple streams for content revenue generation.

So content creators also need a specialized content syndication company that can manage the content properly and also attract new OTT platforms for bulk deals and earn revenues which are not easily possible for a single content like a short film. With so many short films being made it's important to showcase them on multiple OTT platforms since the audience is not based only on a single VOD platform, the audience is spread across multiple platforms, and consumption is seen across languages.

Movietone Digital Entertainment has smartly filled this gap over the seven years of its existence and created a niche for itself , the company has truly supported talent from across the globe and made sure the content reaches the right place. Their interesting list of content to check out is amazing and something which might have missed out on but worth the watch.

The company has brought in many interesting shows, Films & Short Films. Check out the names according to the segregation showcased & bookmark it for free entertainment. A curated list of content is showcased below. Please note the said content is bifurcated as per the audience age & choice and some interesting trivia about these films & shows which will amaze you for sure,

Family Entertainer & Kids Content -

"Adventure Kids" (Hindi Feature Film) directed by **Manoj Palrecha**, the only Indian Kids Film made on Scouts & Guides

"Bob" (Animated Hindi Web Series 17 Episodes),

Actor **Rajpal Yadav** Starrer Comedy Film - **"Kadke Kamaal Ke"** (Hindi Feature Film) directed by **Laxman Singh**, also stars Nepali Super Star **Aryan Adhikari**, we bet you didn't know this fact

"Lock Down Series" Starring actress Lakshmi Gupta & Vikass Gupta (32 Episodes comedy) an interesting web series made in the lockdown in the same building similar to Tarak Mehta's Gokuldham society, every member of the cast is from the same building and shot in the lockdown with maximum precautions and no covid cases.

Hindi Comedy Web Series **"Jainya Ki Janu"** (10 Episodes Season 1) is a khandeshi comedy web series, the only content from Malegaon available on OTT platforms. Content creators from Malegaon are encouraged to splash their content on major big player platforms ,which until now was only restricted to YouTube.

Devotional Hindi Film **"Godji Sermonizer of Geeta"** (Hindi Feature Film) is a film made by the devotees of Bramha Kumari Organization and produced by Prabha Mishra which makes people understand the true meaning of Bhagwad Geeta in today's modern world.

"Chicken Biryani" international award winning 2 part web series starring actor **Gavie Chahel** directed by **Lomharsh**, a patriotic flavor web series which explains the true sentiments of solders on both sides of the border, be it Pakistan or India

Short Films - Mohini (Above 2.5 Million Views on You Tube), Aprupta (Horror - Marathi) , Freshener (Marathi Social), Out Of Stock (Hindi Quirky Comedy with a twist at the end), Award-Winning Film "Blind Folders" directed by Suvahhdan Angre, "The Flush (Horror) , "The Return Gift" (Family Drama) , "Untitled Sound clip", "The Cancelled Date", "Ummid" , "Padmavyuha" , "Mavtar" (Gujarati) , Casting Couch (directed by Niranjana Sharma)

18+ Films like **"Yeh Suhaagraat Impossible"** (Comedy) , "Stranger on Fake ID", "Secret Attack" , Murder Mystery Web series Show **"Water Ek Sazish"** (5 episodes Hindi) directed by Vijay Tiwari a surprise sleeper hit series on MXPLAYER, Hindi Feature Film **"Googly Gumm Hai"** directed by **Ajay Saklani** currently showcased on **Shemaroo**.

With content across all genres and for all ages, entertainment is confirmed. Support True Talent and value their contribution, Encourage the filmmakers and let them earn revenues too for their hard work and dedication. Inspire them to do better and bigger #Supporttalent. Watch out for these shows and share your comments and ratings.

Check out Movietone Digital Channel on MXPLAYER here - <https://bit.ly/3azhsXc>

OnClick Music You Tube Channel - <http://bit.ly/2PqwDr1>

**OnClick
Music**



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