Entertainment

'RAMAYANA' TO ADOPT PAY-PER-VIEW MODEL

Will the viewers prefer paid streaming over piracy?

Suhas Sistu

The digital rights of the film Ramayana will reportedly explore the possibility of a pay-per-view model on JioHotstar after its theatrical run. The venture is expected to provide an additional revenue stream for the ambitious production, despite challenges with digital piracy.

Unlike traditional over-the-top (OTT) streaming services, which allow viewers to watch films with existing subscriptions, a pay-per-view model would require users to make an extra payment to view a chosen film. In the case of Ramayana , the main uncertainty concerns whether its massive star power and mythology-driven appeal will be enough to encourage viewers to spend more money on watching the film at home.

The film's scale and star power could pay off, drawing viewers to a legal source to watch the epic on their TVs or mobile phones. However, figuring out the price is likely to be crucial, as too steep a charge and some viewers who cannot afford it will turn to piracy or simply wait for the film to enter regular OTT subscriptions.

The challenge of unauthorised copies is likely to be even more acute for big-budget Indian films. Illegal uploads often appear online shortly after a film's premiere, threatening to damage its earnings. Thus, preventing copyright violations and quickly removing such content would be extremely important if the reported plan comes to fruition.

The proposed pay-per-view model could be good for business if the price is right. Aside from being attractive to the target audience, it will help to maximise revenues, ensuring that the budget-heavy production generates sufficient returns. Despite apparent risks, Ramayana 's makers have an opportunity to benefit massively from the bold approach, striking a balance between keeping the price reasonable and profitable. The suggested format is a reported possibility rather than an official announcement, meaning that it is likely to be a closely-watched trial for Indian cinema's future.

Happy Birthday Prabhas: The darling who conquered Indian cinema

The fans have come a long way in celebrating the birthday of Rebel star Prabhas. The actor has carved a niche for himself in the hearts of millions and has fetched massive success with his versatile performances in the yatra of his career. The Rebel star is popularly called Darling, and he has indeed become one of the biggest Pan India stars after ruling Tollywood. The actor's upcoming projects keep us glued to the screen and have generated unparalleled hype in the industry.

The star made his mark with Eeshwar and has since come a long way, ruling the Tollywood film industry for more than two decades. However, the Baahubali franchise catapulted the actor to new heights and made him a national hero, as the franchise ruled the multiplexes across the country. The actor's Baahubali 2 and Kalki 2898 AD have grossed more than ₹1,000 crore worldwide, securing his position among the top Indian stars who rule the box office. The actor has amassed enormous popularity across several languages and is a big draw in Hindi, Tamil, Malayalam, and Kannada film industries. He also enjoys incredible goodwill in the US, UK, and Japan. His recent Salaar has been an incredible hit with people from all corners of the country, who have praised his performances on the screen.

Moreover, the actor is not just a super star but also a true gentleman. He has been supportive of the fans during natural calamities and has offered help in whatever capacity possible. He has also been commended for his charitable activities by his contemporaries in the industry.

The actor's upcoming projects also seem to be promising. With films like Spirit, directed by Sandeep Reddy Vanga, Fauzi, directed by Hanu-Raghavapudi, Kalki 2, directed by Nag Ashwin, and Salaar 2, directed by Prashanth Neel, the Rebel star seems to be unstoppable.

Happy birthday Prabhas, here's hoping that the actor continues to amaze us with his performances on-screen and achieve greater heights in his career while giving us more Pan India hits to cherish for years! *- S Suhas*

'KilleR' trailer launched; Harish Shankar praises sci-fi thriller

Director Poorvaaj promises an unpredictable movie with KilleR, a science-fiction action thriller starring Jyoti Poorvaj and Poorvaaj himself. The film is set to release globally on October 30th.

While launching the trailer in Hyderabad, director Harish Shankar appreciated the technical aspects of the film, saying that the trailer itself gives away the kind of visual splendour the film has. He also wished the team luck, saying that they have done well to put together such a great film without crossing the budget.

Produced by Poorvaaj and A. Padmanabha Reddy under Think Cinema and AU & I Studios, the film also stars Manish Gilada, ChandrakanthKollu, Archana Ananth, et al., in pivotal roles.

As per reports, Jyoti Poorvaj essays six different roles in the film, which follows a three-timeline narrative. Speaking about the film's second-half twist, Poorvaaj said that it would be challenging to guess and announced a reward of Rs. 1 crore for anyone who could correctly predict the twist under the mentioned conditions.

The makers also have tie-ups for the film's satellite and digital rights, which have created considerable buzz around the film's release. *-P Raviteja*

'Summer Holidays' locks Nov 6 release

Producer Dheeraj Mogilineni is optimistic that the upcoming kids' film, Summer Holidays, which hits the screens this November 6, will be a hit with adults too. The film, directed by Srikar, will see Master Rohan Roy, Master Arun, and Baby Khushi take on pivotal roles. The makers unveiled the release date at a press conference in Hyderabad.

Dheeraj Mogilineni, who is producing the film under Dheeraj Mogilineni Entertainments banner, says the film will take the older viewers down memory lane.

"The film will be a feel-good family entertainer that will take adults back to their summer vacations and childhood days spent in their grandparent's village," the producer said. While speaking about the response to the teaser and the songs, director Srikar said he was pleasantly surprised by the love for the film. "I think it will have a great response as a feel-good family entertainer," he added. Music director SinjithYerramilli also urged moviegoers to watch the film in theaters. "The team has strategically planned the release date to avoid the competition with other big films, and we want people to come watch the film on the big screen because we believe in an affordable price for small films," added Dheeraj. *-P Raviteja*

'321' ready to hit theatres today

Telugu movie 321 (with tagline Love Marriage Vs Arranged) is all set to hit the theatre on October 23. The film directed and produced by Shanthi Kumar Chilumula will see Mohit and Lavanya in the lead roles. The brainchild of Ramanuja Reddy Vangapati banner under Brahma Art Creations, the film is the debut production for Ramanuja Reddy.

In a special screening held on Wednesday ahead of the film's release, followed by a press meet, the cast and crew spoke about how they are confident that the film will connect with the family audience.

"We have done a good film. The performances, music and the entire team's efforts are praiseworthy," said Shanthi Kumar. "This will be a celebration for the entire team," added Ramanuja Reddy, who also made his debut as a producer. "I believe the audience is going to enjoy the film," he added.

"There are wonderful songs composed by Shanthi Kumar and Mouna Sri along with an interesting background score," said music director Calvin Joy. "The film's clean presentation and entertaining aspect has been appreciated by me, as well as Shanthi Kumar and the cast," added Mouna Sri. "321 is an entertaining film that will connect with family audience, especially the younger population," said actress Lavanya. "I request the audience to support the film," added actors Vivan Surya and Srinivas Bhogireddy.

321 touches upon a relevant topic relating to relationships and decisions revolving around love and marriage. *-P Raviteja*

Lion Sai Venkat's 'Jayaho Ramanuja' set for worldwide theatrical debut tomorrow

A historical film on the life and times of ancient philosopher Sri Ramanujacharya, Jayaho Ramanuja, is all set to witness a global theatrical release on 24th this month. The pre-release function was held in Hyderabad today, where many industrialists appreciated the film's message of social equality.

Directed by and featuring the leading man Lion Dr. Sai Venkat, the movie is produced by Sai Prasanna and Pravallika of Sudarsanam Productions. The American actress Jo Sharma plays the leading lady while Suman and Pravallika play crucial roles.

Speaking during the function, Sai Venkat said that the film has been his dream come true and that he wants this film to take his young people into the life and teachings of the great Ramanujacharya. They appreciated the teachings of the great seer and urged people to support the film. Pravallika said that they have done extensive promotions for the film, including a campaign around the Statue of Liberty. The director V. N. Aditya and others present at the function praised the film's socially relevant narrative.

The film's makers hope that the masses will appreciate the film for depicting the life and preachings of Ramanujacharya and spread awareness about him. *-P Raviteja*

Shruti Haasan charms in pearl-embroidered attire

Actress and singer Shruti Haasan stunned in a two-piece pearl-embroidered outfit in a desert background. The star flaunted a strappy top with scalloped edges and mirror embroidery. Shruti Haasan's long skirt had a slit at the side, and gold drop earrings, along with open, wavy hair, completed the look. Her relaxed posture in the pictures was undoubtedly a huge hit.

In addition to being a famous actress and singer, Shruti Haasan has been dubbed a complete performer in Indian cinema. After spending her formative years as a singer, she began acting, singing, and composing. Shruti Haasan has gained popularity throughout Indian cinema by starring in Telugu, Tamil, and Hindi films.

Shruti Haasan will appear in the Tamil film Train and the Telugu film Aakasamlo Oka Tara. In the meantime, her eagerly awaited Salaar Part 2 will also be released. *-S Suhas*

DRR Productions debut film gets a grand launch

DRR productions first ever project, code-named Production No. 1 was launched with traditional pooja ceremonies on the auspicious occasion of Dasara. Produced by Dr.DamodarNerella, this marks the directorial debut of Shashank Duvvuru and is slated to release in theatres next year.

Ravi Shivateja, Bhaskar Paramatmuni and Subrahmanyam Ala are in the lead roles while Neha Pathan is the female lead. Blending in friendships, romance and family drama with science-fiction elements and unexpected twists, the film promises to be a compelling watch.

Dr.DamodarNerella, founder and CEO of Indian American Medical Association, spoke about how he has had this dream of producing a film since he was a child and shared that he was confident about Shashank's vision and the strength of the concept.

Shashank, who has worked as assistant director for

The Girlfriend, starring RashmikaMandanna, and directed the short film Ulta, described the project as an entertainer with an underlying concept and followed the journey of three young men through humour, emotions and intriguing developments.The shoot is set to commence soon, while the title poster and other details are due to be released later. *-P Raviteja*