



INFLUENCE OF INTRODUCING WEB SERIES ON MINI SCREEN WITH REFERENCE TO ZEE TAMIL

NISHANTH KARUNAKARAN¹, MR. M. MOHAMMED RIYAS²

¹Student 2nd year MBA, School of Management, Hindustan Institute of technology and science (Deemed to be University), Chennai

²Assistant Professor SS, School of Management, Hindustan Institute of technology and science (Deemed to be University), Chennai.

nishtalks06@gmail.com , mriyasm@hindustanuniv.ac.in

ABSTRACT :

This paper is a study on the influence of introducing web series on mini screen with reference to Zee Tamil. This researcher has examined the perception of telecasting of the "VILANGU" web series as a movie on television. It is the first time ever in the television industry that a Web Series has been turned into a movie. This can be seen as a new age changeover of television broadcast programming. This is qualitative research.

Keywords: television, web series , program format, slot , broadcasting

INTRODUCTION:

In this generation, web series have emerged as the new form of entertainment; many people have begun to watch all of the episodes at once, and they find them to be more interesting than watching movies. A story can only be told for a limited amount of time in movies, whereas in web series, it can be told for longer and with more details. People have found it more interesting to see their favorite actors acting in web series because of the addition of big stars, and this market has also created a route for aspiring filmmakers.

Web series content has been produced successfully by numerous reputable channels and production houses. For instance: FAMILY MAN is on Amazon Prime, THE SCAM 1992 is on Sony LIV, MONEY HEIST is on NETFLIX, and VILANGU is on ZEE 5. As a result, the demand for web series is growing at an ever-increasing rate, subscriptions have increased over time, and numerous individuals have begun producing various web series content.

Zee Tamil is an Indian general entertainment pay television channel that is owned by Zee Entertainment Enterprises (ZEE TAMIL ENTERTAINMENT ENTERPRISES). Since 2008, the channel has been broadcasting internationally. Guindy, Chennai, Tamil Nadu, is where the channel broadcasts. Zee Tamil programming includes serials, spiritual shows, cooking shows, talk shows, musical shows, movies, and events. In 2020, Zee Entertainment Enterprises also launched a full Tamil movie channel that goes by the name Zee Thirai. Fantasy and romance

serials are shown on it. Reality shows like Dance Jodi Dance, Genes, Sa Re Ga Ma Pa Seniors, Survivor Tamil, Tamizha Tamizha, and Rockstar are also shown on Zee Tamil.

Recently, Zee Tamil aired the web series "VILANGU" as a movie on television. This is the first time a Web Series has been made into a movie in the television industry. Television broadcast programming can be seen as undergoing a new era shift as a result.

OBJECTIVES :

- To compare the TRP ratings between a telecast of a feature film & web series turned film
- * Examining the time slot placement for the telecast.
- * To understand the opponent channel's telecast methods
- * To examine the strategies used by ZEE TAMIL for promoting web series as an exclusive content.

REVIEW OF LITERATURE :

The study looked at how young people **feel** about web series and other online entertainment available on Netflix, Amazon Prime, **YouTube**, and **Torrent**, among others (**Wagh et al., 2022**)¹. Over the past two decades, television has rapidly moved into an era characterized by greater choice, flexibility, and diversity of presentation. With this comes new forms of storytelling. A web series that grabbed attention online and traditionally. These developments also reveal the crossover phenomenon from web series to television (**Sundaravel & Elangovan, 2020**)² Producers now have access to a wider range of chances to produce entertainment material than ever before, thanks to digital platforms like Netflix, Hulu, and Amazon. Before, writers had to relocate to Burbank and hope someone would read their spec screenplays and introduce them to someone who could get them a tryout on the writing staff of a niche sitcom. (**Drennan et al., 2018**)³. A weekly trigonometric regression model is used in a time series study of network television viewing data during prime time to forecast the overall network viewing for particular times on particular days of the year. These forecasts came true quite well (**Gensch & Shaman, 1980**)⁴ examines what factors led Indian viewers to switch from TV series to online series. It also covered the prospects for OTT services in India and provided information on the country's acceptance of web series as the main medium for watching videos(**Gupta, 2021**)⁵. OTT provides access to a wide range of programming, leading to increased opportunities and new viewing habits. Performers and creators are experimenting with multiple platforms, allowing films and other media to flourish.(**Pratap et al., 2023**)⁶. Serial Television focuses on modern television drama and provides in-depth analyses of immensely successful, ground-breaking, and important programmes. Instead, he shows how modern television drama is frequently more advanced, revolutionary, and multidimensional than its historical forebears(**Creeber, 2004**)⁷. Scheduling is the primary management tool for television, establishing the nature of broadcast output. This article makes the case that

scheduling is the primary method by which television structures replicate themselves, using examples from British television.(Ellis, 2000)⁸. Firms set a goal of choosing the most popular programme across different channels, with mutually exclusive time scheduling. (Saha et al., 2007)⁹. Web series are more than just "snack-sized" TV shows, and have been around for a short period of time. It is important to have some background knowledge to understand them.(Drennan et al., 2018)¹⁰. Internet connections are making it easier to broadcast videos online, with the average number of views rising and production costs declining. Anyone can upload and share their own works on websites like YouTube(Williams, 2012)¹¹. The literature on reality-based television programming is scarce despite the genre's widespread prevalence for more than ten years and its current rise in popularity(Nabi et al., 2003)¹². My honours project's goal was to investigate whether audience participation on social media could affect the popularity and ratings of television programmes. I was curious to see if television ratings improved while using Twitter as opposed to when it wasn't used to draw in more viewers and audience interaction, especially for long-running television programmes (McBride, 2015)¹³.

SCOPE OF STUDY

This study helps us to show the advantages & disadvantages of the new broadcasting trend introduced by Zee Tamil channel. We can compare the TRP ratings of normal television serials with this webseries turned movie . This study also shows how the audience has received the five hour telecast of web series turned movie in the mini screen.

LIMITATIONS OF STUDY

The study is limited to the Zee Tamil television channel.

The study was carried out for 3 weeks television telecast.

Company documents are confidential in nature.

Busy schedules in the organization environment limited the observing factor.

FINDINGS

- ⇒ The TRP of the world television premiere of VILANGU
- ⇒ The types of promotional campaign done for ON- AIR & digital media
- ⇒ Comparison of TRP between television serials & web series turned movie
- ⇒ The impact of the 5hour telecast slot in television, and the reception from audience.

CONCLUSION

The world television premiere of “ VILANGU “ is the first time where a web series has been telecasted in television . The result is positive and the reception from the viewers have welcomed this telecasting strategy in a positive way .

The makers have announced “ VILANGU “ part 2 in the pipeline and it will also be telecasted in television .

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