

1st Issue

May 2023

**Case Study**  
the Rise of  
Mukbang around World

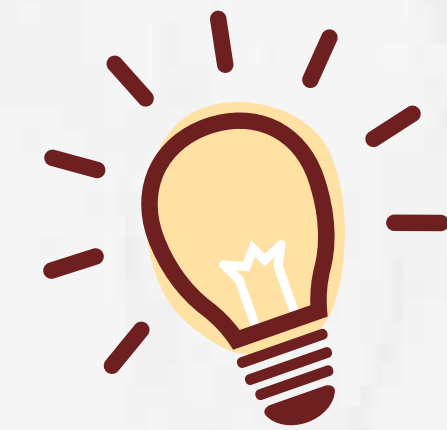
Anirban  
Kaiser

Short  
Videos  
are the  
Future

**MADLY  
MARVEL**



**THE  
SENSATION**  
Nadir on the Go



**TIPS AND  
TRICKS  
BY MARVEL  
BE YOU**

AND  
MANY MORE

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# EXPERT OPINION

## Short-form Videos are the Future!

As an expert in the digital world, it's evident that short-form videos are taking the industry by storm. Shorts are holding a retention rate of over 58%, keeping people till the very end where long format contents got less than 25%. With people's attention spans decreasing, it's essential to create content that has a purpose and tells a story that resonates with viewers. Brands are also shifting towards short-form video advertisements, indicating a shift towards this format in the future. While long-form videos will always hold importance, short videos will take priority among upcoming generations given people spend an average of 52 minutes every day watching videos. Personal experimentation is key to finding your style and comfort zone in short-form video creation, and music and captions play a vital role in their success. To stand out, come up with unique concepts while also keeping an eye on current trends. Short-form videos have the power to attract a mass audience and give creators recognition, especially on platforms like TikTok.

### Expert Advice

**Give your shorts a  
purpose behind it, it will win.**

#### Anirban Kaiser

Content Creator,  
Co-Founder & Content Creator  
at Digital Content Creators Originals

# Tips & Tricks by Marvel be you

## Now learn how to edit it



### For Phone

InShot, Capcut, Youcam, Quik,  
VivaVideo (Free & Easy to use)

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### Phone or Laptop?

Choose the device for editing first.

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### For Laptop

Use Filmora, Open-Shot (Free & Easy  
to use), Extra: Use Adobe Premiere Pro  
for advanced editing.

### Make it Fast-paced

(Learn cuts, transitions & effects to  
master the pace)

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### Focus on Sound & Visual design

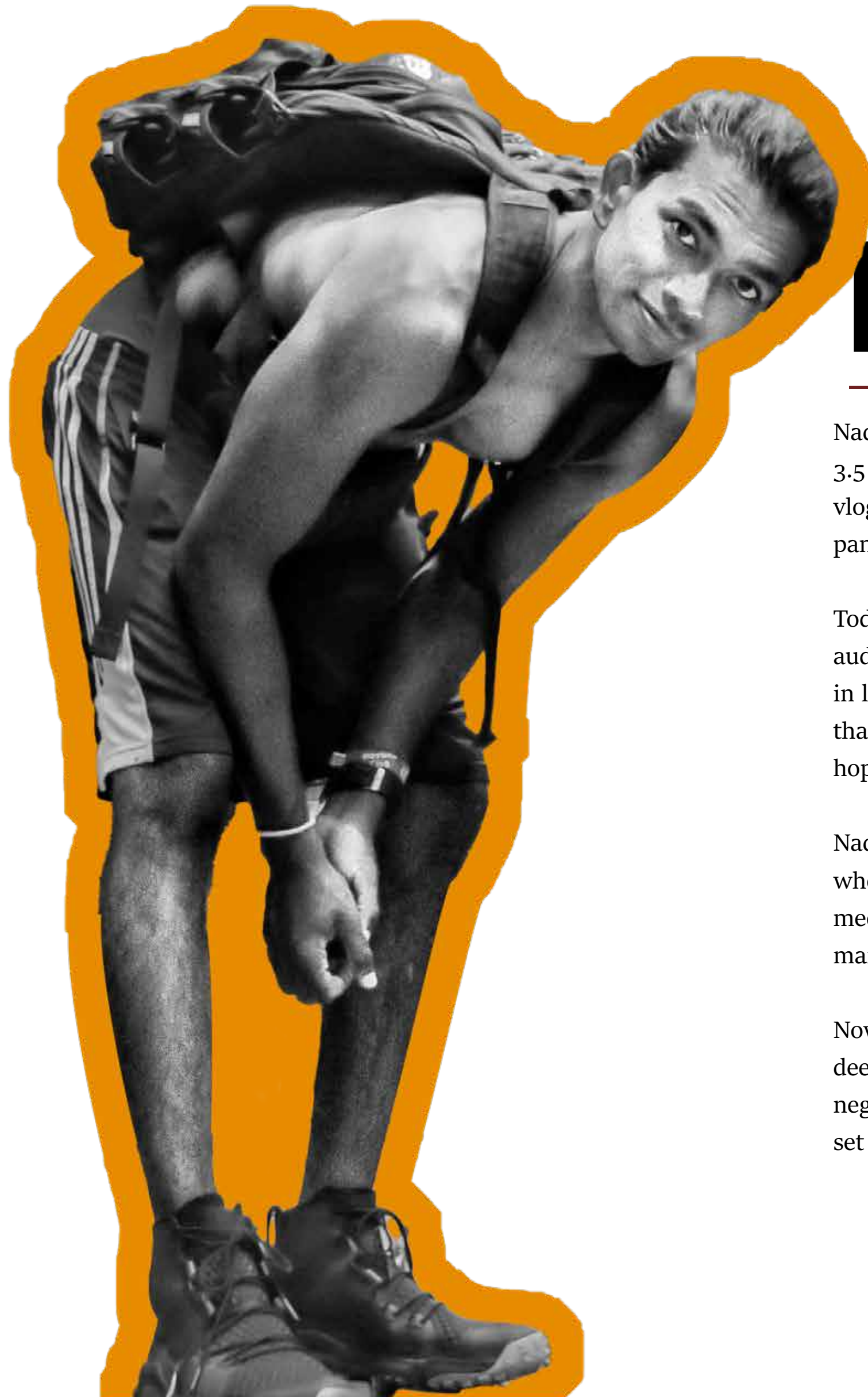
Learn dynamic angles, color grading,  
sound effects)

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### Every second counts

So keep the video short & crisp.





## Nadir on the Go

Nadir On The Go is a global multi-award winning travel filmmaker, inspiring over 3.5 million followers in 2023. Since 2016, Nadir has always been a passionate travel vlogger. But up until 2020, he had only 100 subscribers. It all happened during the pandemic when his content started to skyrocket.

Today Nadir on the Go has both English and Bangla social handles for his vast global audience. You may hear about his fascinating records, covering 77 European spots in less than 8 months and others. His fan-group “Team Nadir on the Go” has more than 108k engaging people, actively supporting Nadir at every step. Someday we hope Nadir gets global recognition all around the world as well.

Nadir received his first recognition in Bangladesh from The Marvel of Tomorrow, where his father stated how he wished to be Nadir. In 2023, Marvel arranged a fan meet for Nadir as well. Here he didn’t only meet his fans, he also got on-spot marriage proposals during interviews.

Now, if you are a fan, you must be familiar with all this information. So to dig a little deeper, and understand what makes his content so great that he barely receives any negative feedback and his content in one word “Blow” us away, here are points that set his travel vlogs apart from any Bangladeshi travel vloggers.

### **1. 1st Person Experience (Live):**

Nadir doesn’t go on travel to entertain and vlog, he handles his cameras in such a way that even you can tell how exciting, lively and fulfilling the feeling is. Something to learn for upcoming travel vloggers.

### **2. Honest reviews:**

When it comes to giving the most authentic and transparent reviews, Nadir does it the best. He reveals everything under his sleeves, doesn’t do paid reviews when it comes to traveling and gives reviews that are actually helpful to new travelers.

### **3. Listening to audience:**

Nadir gives off the freedom and actually listens to his audience's choices of visiting places. That makes the bond between him and take audience stronger.

### **4. Makes History come alive:**

Nadir shows his genuine purpose of learning what’s behind the spot he travels to. He digs deep into the origins and tells the story like an artist, giving his audience the real deal.



# The next Sensation

*Mr Traveller has signed a contract with Nagad to travel around 64 districts, 495 sub-districts all around Bangladesh while riding on cycle, filming 495 videos over the course of one whole year.*

For 5 years, Ismail felt stuck in a routine of going back and forth between his office and his house. To break free, he started making videos to bring his dream passion to reality in 2019. Ismail then took a bold step to leave his job at a multinational company to become a full-time traveler.

Through his lens, he started capturing the beauty throughout his travel journey and his followers loved it. Today, Ismail's dream of becoming a full-time traveler is now a reality. He feels grateful to Almighty and expresses his

gratitude to The Marvel Be You for the opportunity to follow his passion. Ismail's story stands as a reminder that it's never too late to follow your dreams and also makes us wonder whether he is the next sensation in the travel category after Nadir.



## Mr Traveller



# Saucy & Juicy

## Was Prottoy's decision worth it?



*(On 24th February, 2023, Prottoy Heron along with 2 of his friends got arrested for promoting a gambling site. Was it Prottoy's fault or was the action worth it for Prottoy?)*

Was the decision worth it? The question that rises in public minds following the arrest of Prottoy Heron, a well-known YouTuber, and two of his friends for promoting a brand site that offers betting and gambling. Though the specifics of the case are still unclear, it raises questions about the responsibility of influencers and the impact of their actions. In the current situation, it is unclear whether Prottoy Heron was fully conscious of the consequences of his actions. But it is important to note that promoting such activities is illegal in many jurisdictions, and can have serious consequences for both the promoter and the public globally.

Why do influencers choose brands like this? What do they get out of this? Now to answer these simply, brands like these are easy money, easy resources to use. Many influencers have this belief that they are getting recognition from international brands. For many influencers, global collaboration is like a dream and this gives them that feeling of achievement. So even you can get how lucrative such collaboration may seem like.

But is it legal in Bangladesh? As many Prottoy's supporters claimed, some renowned sports channels in Bangladesh, Prank King (A related Youtube Channel) and others also promoted such gambling sites before. These may make you wonder if it's all actually allowed in Bangladesh or not. You'd also be shocked to know how some renown faces, streaming channels and many others were held accountable for this type of action.

An article issued back on 26th December 2022 by New Age Bangladesh, there is a high courts ruling issued and ban in Bangladesh when it comes to gambling and betting. It also stated that all effective steps will be taken according to article 18(2) of the constitution of Bangladesh.

In Global perspective, promoting betting sites can be a regular practice but in Bangladesh? It is important that we understand the legality issues of such collaboration. Marvel believes it is essential for influencers to be mindful of the impact of their actions and to promote only those brands that are legal and ethical respecting Bangladesh.

To step up the investigation a little bit, here are some of the prominent influencers taking on it, sharing what they think regarding this.

**Nafees Salim:** I think it's really surprising that big TV channels were showing gambling sites. Prottoy Heron's arrest might be a bit too much, but it reminds people who make videos and content to be careful about laws and what's okay in our culture. The people in charge need to watch out for sneaky gambling sites pretending to be games because they can be bad for young people.

**Morale: Before you weight the cheque, check the brand**

# Case Study



## Questions Behind the Rise of Mukbang around World

BDT 150K per Month! Yes, that's the amount of money Abdullah Al Noman was earning making Mukbang videos in Bangladesh back in 2022\*. Needless to say not only in Bangladesh, but the whole world is now going around with the hype of virtual feast where individuals eat so much food which is quite impossible in our eyes. Now is it just another fleeting trend? Or is it here to stay?

Now what is Mukbang? Mukbang is a Korean term for "eating broadcast." From ASMR-style eating sounds to creative food combinations, Mukbang has become a form of entertainment where you see some individuals digest huge chunk of food in one go.

While Mukbang is a lucrative business for many influencers, it has also faced criticism for promoting unhealthy eating habits and glorifying overeating. Despite the criticism, Mukbang continues to be a hit in Bangladesh and has expanded to include not only eating but also cooking and baking content.

As The New York Times claims, "Mukbangers in New York are facing the threat of short-term health risks that elevate to physical discomfort, gastrointestinal distress, lethargy, and fatigue." In the long term, mukbangers might see weight gain, heart disease, and diabetes.

So all this leads us to think, is Mukbang the next big thing or an upcoming downfall in Bangladesh? Is it going to explode or is it not an issue to think about? Only time will tell. But for now, the trend is gaining popularity and captivating audiences across the country.

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Conclusion: The Mukbang hype still stands as a question mark today!

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