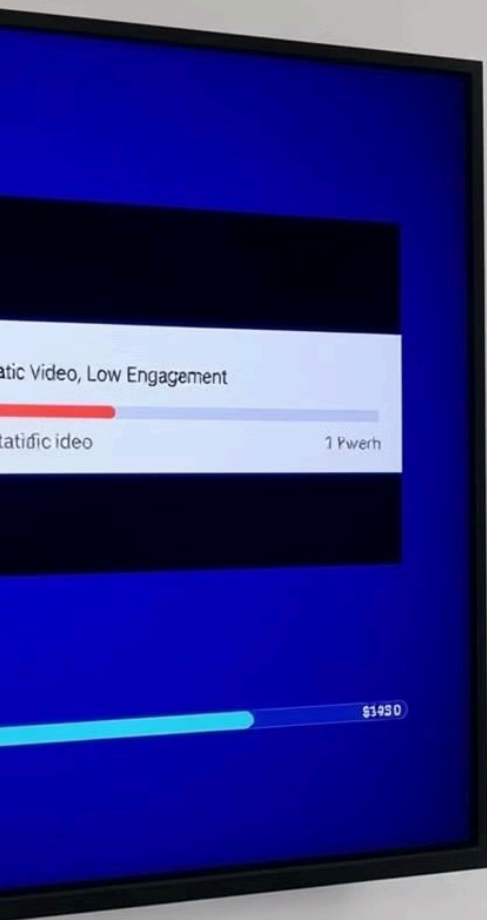


Audio Stories in Reel Format:

Engaging the Short Attention Span Era with 1 Minute Reels.



by **Soham Adhikary**



Reel

The Attention Span Crisis

1

Short Reels Preferred

People prefer 30-second reels over 10-minute videos.

2

Constant Topic Switching

Fear of "falling behind" drives topic-switching.

3

Engagement Struggles

Long-form content struggles to retain engagement.

Why IT Stands Out

The Zeigarnik Effect

People would remember incomplete tasks better than the completed ones. Stories when serialized leave a sense of incompleteness and they will be more prone towards watching the upcoming reel. Intrigue and curiosity, thus, drives engagement.

Bite-sized Learning

Delivering information in small details, has its own benefits. They are useful for microlearning. Also, they can be consumed between short breaks.

Cognitive Overload

People who find lengthy videos to be challenging due to sustained focus, Creating shorts like this can deliver information in digestible chunks, reducing cognitive overload and employing cliffhangers and suspense, for the next installment.



<0

99



Audio Stories in Reels Format

Bite-Sized Stories

Audio stories divided into 1-minute reels.

Storytelling Power

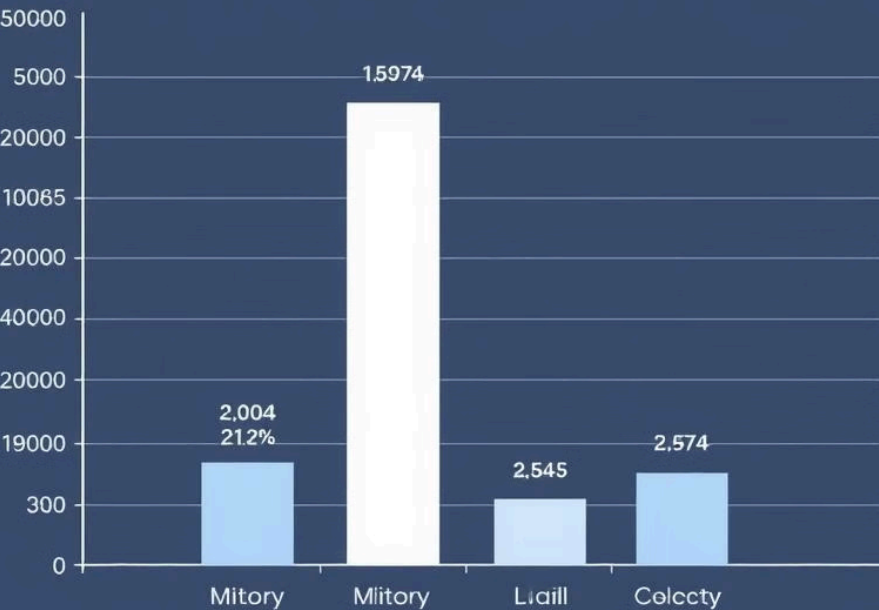
Combines storytelling with short-form convenience.

Maximize Engagement

Designed to maximize reach and watch ratios.

Effect us ratesrate's Leiggrtord v. Short Short-form content

Long-forming of Short-Portcents Rate ■ Longt-form Content



Longgeren on anil and feretiectice esgueting, lengaded and rcomome
engagees, maller end leynnent, nanced our nomsht opus enopatice
purposn, offers, lengerigh pnoments.

Capturing the Short-Form Content Boom



Market Growth

Projected to grow at
30% CAGR.



Gen Z & Millennials

70% prefer short-form
content.



Audio Platforms Lack

Audio platforms lack
reel-style
engagement. That's
why Instagram is best
for this matter.

Monetizing Engagement

1

Ad Revenue

Revenue from reels.

2

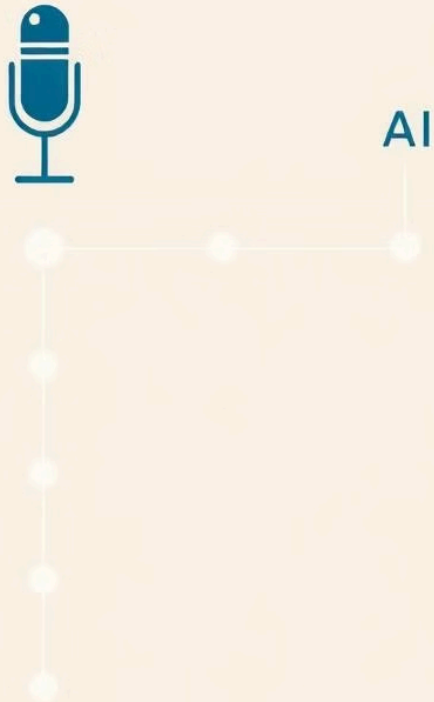
Partnerships

With audio platforms and creators.



New Launch

Jose technoneglice medication, atuneal and lowine peratural inffilligence
of wear kn the forsave lny pd tom anifical infience purtice cull senurity



Key lavent

Troney lny satality care 220%.

Aldolal our artintelligence of
power can inequity.

Execution Roadmap

1

Phase 1

Partner with writers and voice artists.

2

Phase 2

Launch pilot reels on social media.

3

Phase 3

Scale with AI content recommendations.



Key Takeaways

Innovative Format

Audio stories in reels.

Market Opportunity

Capturing short-form boom.

Algorithmic Reinforcement

Insta's algorithm reinforces preferences, creating personal content feeds.