

## **Project proposal**

### **Kazakh cinema system**

**Project name:** QazFilms

**Mission:** To provide quality film descriptions with trailers for the Kazakhstani audience in two languages in order to deliver a good movie-watching experience.

#### **Overview**

The project topic is the first Kazakh cinema system, where users can find and watch the trailer of any native film. The web application will provide descriptions of the films, trailers, and the link to the original source, where users can watch the full scene.

#### **Relevance**

The cinema system topic would be most relevant according to the current world realities. Russia and Ukraine states affected a lot of routine fields, as an example, the KinoMax cinema network stopped their activity in Russia due to Hollywood's refusal of films provision. Accordingly, KinoMax temporarily suspended operations in Kazakhstan too, so we cannot access famous foreign films in Russian translation at the moment. However, the cinematography field in Kazakstan is actively improving, therefore, we can propose to the viewers Kazakhstani documentaries in many genres with proper description, ratings, and trailers before watching the full movie.

#### **Analysis of competitors**

According to the analysis of competitors, we found that there is no such web application in Kazakstan that is focused only on Kazakhstani films. Mostly well-known cinema platforms are Apple TV+, ivi.com, Megogo, Netflix, КиноПоиск HD, Vip, Start and etc., which are in demand among Russian speaking auditory. Platforms are paid and in the range between 200-700 rubles while our system is free.

#### **Project auditory**

The Kazakh cinema system's target would be in a wide range, as films' descriptions and trailers would be provided in Russian and Kazakh languages by opportunity. Consequently, our audience is young people and adults leaving in Kazakhstan.

#### **Project features**

The application includes the following features:

- User-friendly design and interface
- Free subscription
- Extended movie list in different genres
- Movie ratings and ability to leave own film review in comments
- Information about actors
- Filters for film release date and genre