



KARA Studios: Your Content's Launchpad to Global Stardom!

*Where Distribution Excellence Takes
Center Stage!*



thekarastudios@gmail.com
submit.kara@gmail.com

DISTRIBUTION PAGE



A brilliant piece of content is just a wasted effort if no audience recognizes it!
And that's what we, at KARA Studios, aim to change!

Being committed to helping creators get their content seen by as many people as possible across the globe, we offer comprehensive distribution services on multiple major digital platforms. For more than a decade, KARA Studios has been one of the best mediums for creators to showcase their content with.

WHAT WE ACQUIRE & DISTRIBUTE

We understand what the audience across the nation love and enjoy and that's what we wish to cater to them. As a content distribution company, we help your content to reach its full potential. These are some of the types of content that our company assists with.

- Short Films
- Short Film Anthologies
- Web Series
- Web Films
- YouTube Channels (we provide YouTube Channel Monetising in our Content Management System)

BREAKING DOWN THE DISTRIBUTION PROCESS

Actively seeking out exceptional content from talented creators across various genres, we have designed the entire process pretty simplified so that you have a smooth and hassle-free distribution experience.

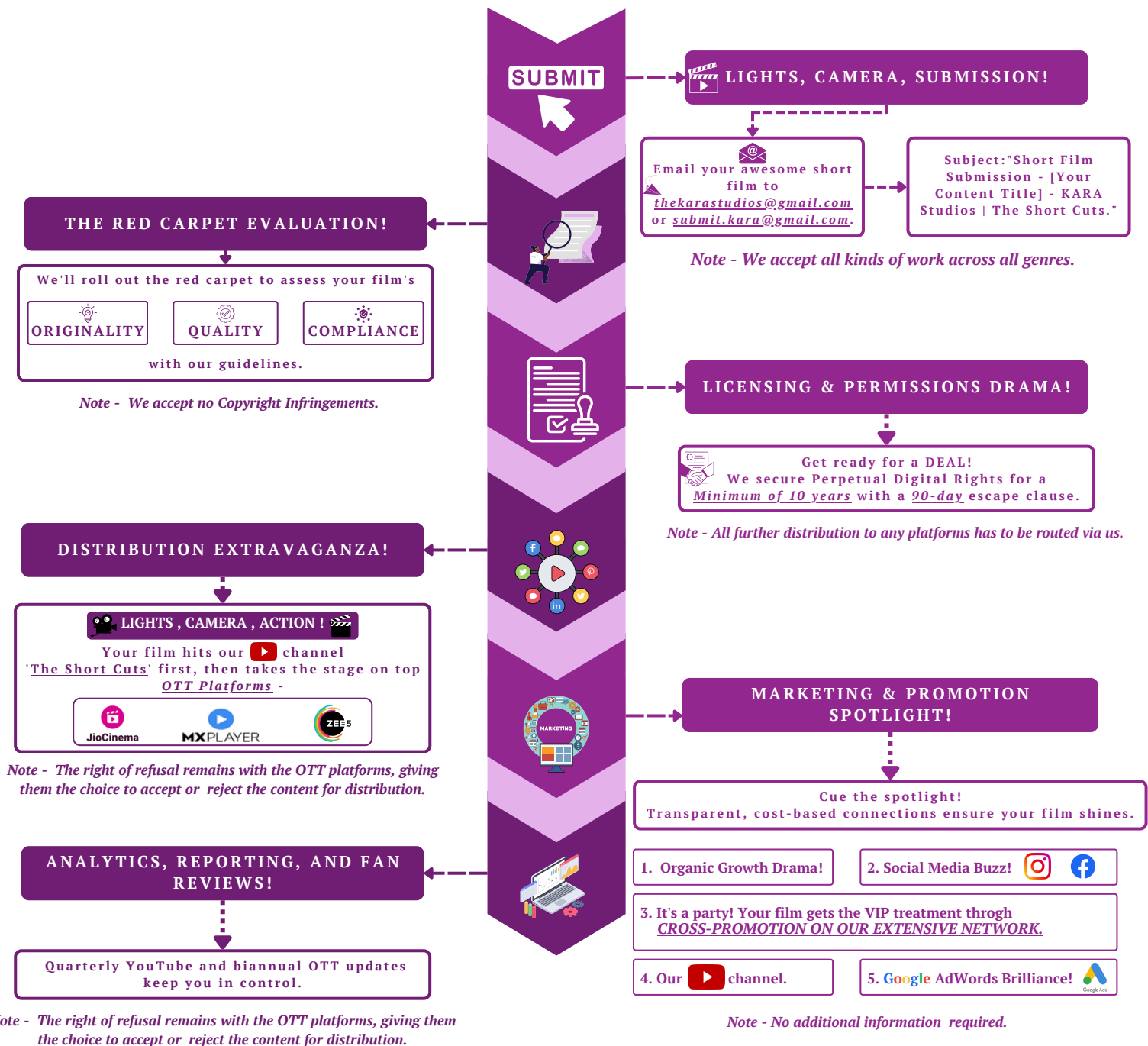


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BREAKING DOWN THE DISTRIBUTION PROCESS



FILM RELEASE DISCLAIMER:

If your film takes the stage on our YouTube channel, it's set to shine on the OTT runway through KARA Studios. It's not just a release; it's a collaboration, and we're in this blockbuster together!

CURTAINS CLOSE! YOUR FILM'S JOURNEY BEGINS!



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SUBMISSION OF CONTENT

Creators can commence the distribution journey simply by sharing the trailer, and content preview link, along with a deck if available, on our email. We accept all kinds of work across all genres. There are no constraints and limitations as such but the themes that generally tend to work and appeal to large audiences include suspense thrillers, social dramas, women-centered narratives, and RomComs.

[We love details! So tell us everything.] We suggest you provide us with the deck of details along with the film. Information regarding cast, crew, genre, and the synopsis helps us to cater well to the audience. Creators can reach out and submit a preview link of their piece of work at thekarastudios@gmail.com & submit.kara@gmail.com. Please use the subject line: "Content Submission - [Your Content Title]-KARA Studios" or "Introducing [Your Content Title] to KARA Studios."

EVALUATION

We believe in content that resonates with quality, originality, and authenticity. Once we receive your submission, we try to ensure that the piece of content abides by all our guidelines and standards. We assess aspects such as the originality of the content, its production quality, as well as the market potential it holds.

For example, we expect no copyrighted content to be used in the film as that will exploit the film on the web platforms according to copyright laws.



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LICENCES AND PERMISSIONS

We don't wish to see you worry about the legalities of getting your content out there, and that is why we fully take care of the licensing aspects of your content. We acquire Perpetual Digital Rights for the content for a minimum of **10 years** with a termination clause of **90 days**. Once we acquire these rights all the further distribution to any platforms has to be routed via us.

DISTRIBUTION ACROSS THE PLATFORMS

KARA Studios has partnered up with Google to guarantee you a wide audience recognition. Moreover, our flagship Youtube channel 'The Short Cuts' |www.youtube.com/TheShortKuts, where some of the world's best short films have been deployed, proves to be a strong medium to showcase your piece of content.

We collaborate with India's top OTT platforms such as Hotstar, Jio Cinema, Zee5, MX Player, and Shorts TV, with the aim of bridging the gap between your creation and a global audience. Not just these platforms, but any other future OTT collaborations will automatically be a part of the deal, which means diversified audience engagement. Furthermore, our content release sequence begins with publication on our YouTube channel, followed by distribution on OTT platforms.

It is important to note here, that while we diligently manage the distribution and aim for excellence with every piece of content, the special right of acceptance or refusal stays vested with the specific OTT platforms. Our collaborative approach respects their discerning selection, facilitating impactful and honest distribution.



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MARKETING AND PROMOTION

At KARA Studios, we are firm advocates of fostering organic content growth. Our approach is centred around facilitating connections with vendors on an actual cost basis, ensuring transparency and fairness throughout the process. While a marginal distribution fee is involved, rest assured that the cost of distribution is intricately tied to the quality of the film. We believe in tailoring our distribution efforts to enhance your content's reach while maintaining a symbiotic relationship between quality and investment.

This is where we leverage the extensive network and collaborations that we have built over the years. Our vast distribution network sets a perfect stage to maximize the reach of your content. We have more than 70 YouTube channels across various verticals. Our YouTube channel, being one of the oldest YouTube channels for short films, holds a large subscriber base of around 1.2 million subscribers and has garnered more than over 500 Million views. The entire network has combined more than 6 billion views and over 5 million subscribers.

ANALYTICS, REPORTING, AND FEEDBACK

In the Media Industry, the numbers speak for themselves! Analysing the performance of your content across all the mediums and platforms we offer you a report with crucial insights. To help you optimise your content strategy ahead, we deliver regular feedback and analytics as your content receives traction. We provide quarterly reports for YouTube and biannual reports for OTTs. This will ensure a comprehensive understanding of how your content is performing over time.



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PRICING AND REVENUE SHARING

- KARA Studios has created an EQUAL Share model of 50:50 for earnings across all platforms ; which is one of the most unique distribution model in the industry.
- All our distribution services are priced competitively, with options that fit your budget. The fee depends and varies with the quality and cost of the film production.

BENEFITS OF DISTRIBUTING WITH KARA STUDIOS

- 1.KARA is one of the oldest short films platform on YouTube with 1.2 Million subscriber base
- 2.KARA has tie-ups with OTT platforms which gives content visibility across platforms for both distribution of created content and opportunities to create content for these OTTs
- 3.KARA has a boutique curation of short films which has led to an ecosystem of top actors, producers, OTT platforms and content critics following their content
- 4.KARA has a host of new and upcoming genre specific YouTube channels which will give more presence to the content

JOIN US TODAY

KARA Studios is more than just a content distribution platform because we define your content! We offer your work of art the voice that it deserves! So come and join us today to get your content to achieve the appreciation of millions.



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