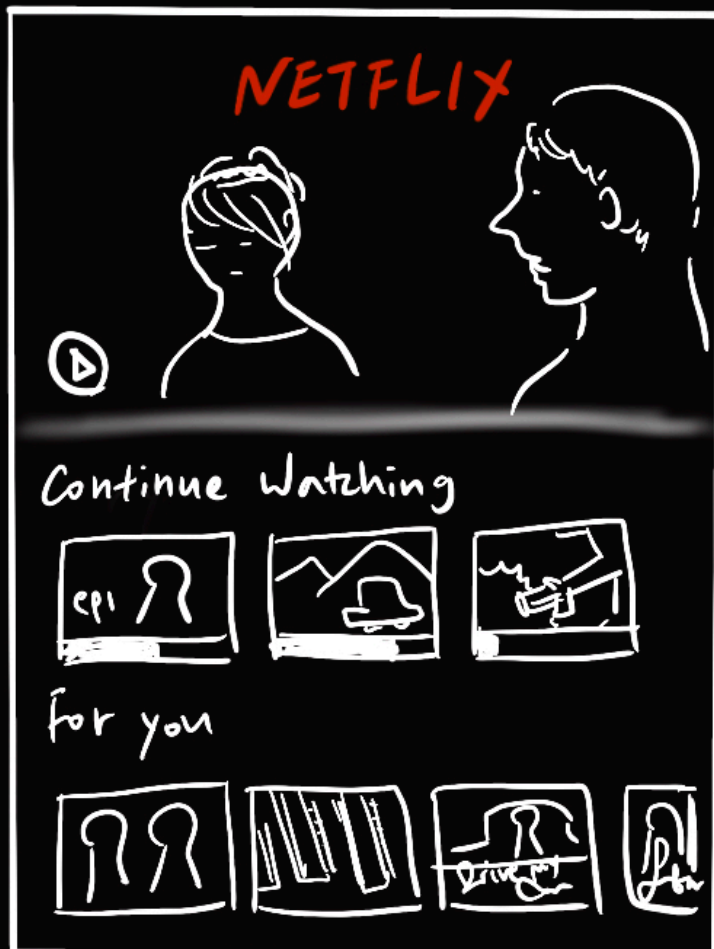


Don't Stop the Film!

: Streaming like a Cinema



The Oscar-winning Korean director, Bong Joon-Ho said, "the most striking difference between watching a film through streaming service and in a theater is that you can't press the 'pause' button when you're in the theater. And that would actually help the audience get the whole cinematic experience that the director intended without being distracted."

In Pandemic era, people are literally being surrounded by tons of contents since they can watch all the films around the world just at their home. Ironically, however, the easier people can get access to films via streaming sites, the less they fully concentrate on and appreciate the film as an art. Rather, they tend to seek for another 'killing-time movie'. Because there are so many distractions in the house, and they can stop the film whenever they get bored.

So, in order to bring the cinematic experience back to our home, I made this cinema-like streaming app called "Don't Stop the film!"

Using this app, you can't stop the video as I eliminated the pause button. Once you start to watch, there is no way to stop it unless you finish it, or leave the site. Also, the UI is designed to emphasize the film that a user already finished as well as the ratings they gave to each film. The user can also watch the weekly interview with the artists who were involved in the film they loved, which can make them more engaged in the story. Finally, the app automatically adjusts the light setting when the film starts and ends, just like the theater does.

Thus, the friction in this app would help audience to have similar experience with the one they would have in the theater, while causing an argument of "what is the real cinema and cinematic experience?"

