

## **A YouTube channel called Smile Settai**

Students of Film Making, Cinematography and Film Editing came to understand the immense possibilities of a channel industry in YouTube thanks to an interaction with Creative Head, Marketing Executive, Radio Jockey and Founder of Smile Settai Mr. Ram Kumar on 3<sup>rd</sup> March 2017.

Initially Mr. Ram Kumar started his career as a Radio Jockey and continued to work under various production companies for television channels. He then founded a YouTube channel Smile Settai with a group of friends which was received well in YouTube.

He shared his experience of working in a YouTube channel and the freedom it offered. He spoke about the YouTube channel and its travel to become what it is today. The channel Smile Settai works under a special network called Trend Loud, which plays an important role in South Indian YouTube channels and they have several channels with various styles of programs telecast in the YouTube platform. Smile Settai is one among them and they have a variety of channels under them such as Smile Mixture, Smile Oats and SFL.

Smile Settai started with a team of 15 members and now they are strong in number with 35 members. Within the team each plays separate roles assigned by the channel heads of the respective channel. Mr. Ram Kumar gave the students an idea that there is a growing need of resource and manpower in today's online channel industry where people are willing to accept a variety of content. He also explained that there exists a process between being a YouTuber and Smile Settai team. He also said that there were vast openings for Kids channels and devotional channels. He explained the process of hosting and managing a YouTube channel. He finally talked about the future of this medium and how online content has a big market value today.



*Mr. Ram Kumar makes a presentation about Smile Settai.*



*Mr. Gowri, Cinematography course-coordinator, presenting a memento to Mr. Ram Kumar.*