Untitled Indian Kitchen Talk Show

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Anisha Krottapalli

LOGLINE

A kitchen talk show that captures the myriad of insightful and fun discussions and interactions that happen between Indian aunties in a kitchen.

Platform: YouTube

Length: 0:30

TARGET AUDIENCE



NEWLY MARRIED
NEW PARENT



AUNTY
SEASONED PARENT



GRANDMA
RETIRED

20 — 30 — 60

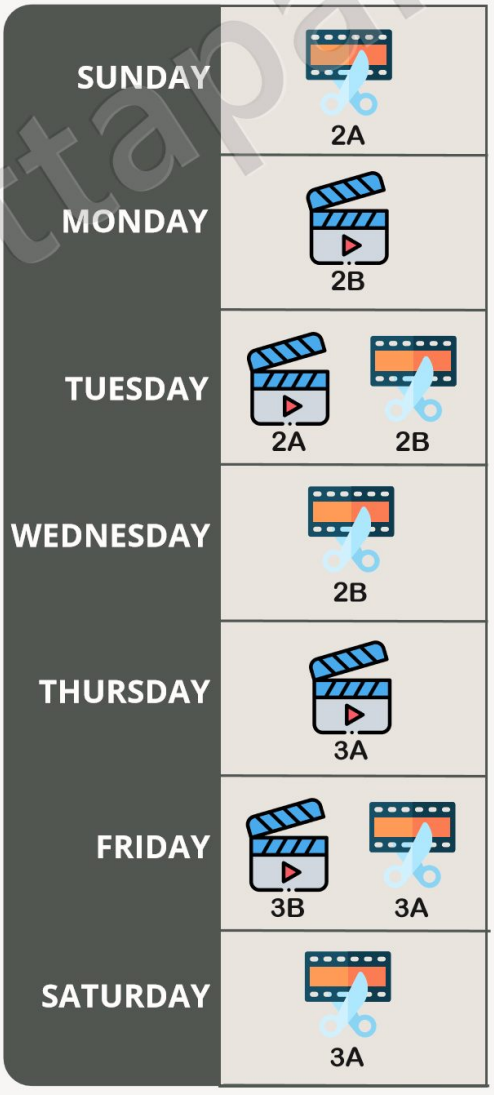


NEWLY MARRIED
NEW PARENT

SAMPLE EPISODES

- Raising Kids in the US (series)
  - The Balance between American and Indian Culture
  - Your Kid's Education
  - Surviving the Teen Years
- Work/Life Balance
- Trying out Ancestral Tips (series)
- DIY Hacks
- # Tips for...
- Daytime Routine / Bedtime Routine
- Wedding Fashion
- Hindu Holiday specific

SCHEDULE



Episode Name: week #, A (Monday release) B (Thursday release)

A videos shoot previous Thursday, release Monday
B videos shoot Monday, release Thursday

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EPISODE STRUCTURE



00:30 — 29:30

- » Intro
- » B-roll style

- » What's Cooking?
- » Introduce topic/guest
- » Present ingredients

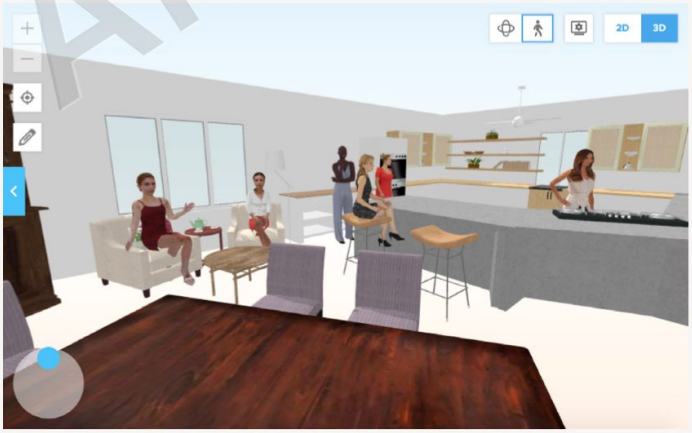
- » Cooking
- » Discussion

- » Everyone at table
- » Main points
- » Eat dish

- » Outro card
- » Previous videos
- » Subscribe
- » Social media links

SET DESIGN







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ROLES

PROGRAM MANAGER
books the guests; prepares for and plans for the show

PRODUCER
oversees the production of each show

SET MANAGER
oversees the set, such as props and its placement

MARKETING COORDINATOR
handles the promotion of the show

BRAND PARTNERSHIP COORDINATOR
researches brand partners and executes the deal

TALENT (6)
Indian women; ages 27-60

EDITOR (2)
edits each episode after production

CAMERA PERSON (3)
manages the camera during production

SOUND TECHNICIAN
ensures audible and crisp audio during production

OPTIMIZATION COORDINATOR
uploads episode using optimization strategies

POSSIBLE BRAND PARTNERSHIPS

priya® Since 1980

LG

Instant Pot®

Amul The Taste of India

BEST TASTE SWAD IN TOWN

PURE AND PERFECT MTR SINCE 1924

LONG TERM DEVELOPMENT

This show can turn into an international series wherein each group talks about social issues within their region and culture


Kitchen Talk


Conversazioni in Cucina


Conversaciones de Cocina


Parler de cuisine

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RESOURCES / EQUIPMENT









- KITCHEN SET
- KITCHEN SET RENT
- WEBSITE DOMAIN
- CAMERAS
- LAVALIER MICROPHONES
- BOOM MICROPHONE

- LIGHTING
- COOKING UTENSILS
- INGREDIENTS
- EDITING SOFTWARE







REVENUE MODEL

Minimum eligibility requirements to join YouTube Partner Program

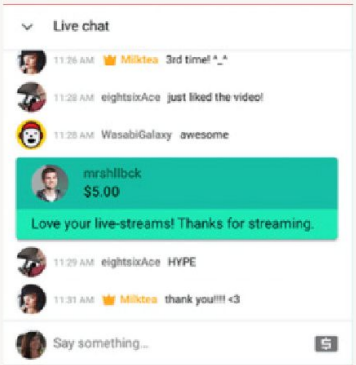
1. Follow all the YouTube monetization policies.
2. Live in a country or region where the YouTube Partner Program is available.
3. Have more than 4,000 valid public watch hours in the last 12 months.
4. Have more than 1,000 subscribers.
5. Have a linked AdSense account.

AD REVENUE | **BRAND PARTNERSHIPS** | **MERCHANDISE** | **SUPER CHAT**

Google AdSense







Average rate an adviser pays is **$0.18** per view
Google keeps **68%** of the AdSense Revenue

About **15%** of viewers on average watch the requisite 30 seconds of a video to count for payment

1000 views: $0.18 per view * 150 people * 32% = $18

With a fanbase of **1M**, posting **2 videos a week**: **$36,000** each week from AdSense

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