

Winners of 'Digistars: War of the Videos' get tagged on the wall of fame

Winners all set to be a part of India's first online serial

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Campus18's 'Digistars: War of the Videos' winners are ready to steal the spotlight as judges Makarand Deshpande and Nikhil Chinappa came together at the Grand Finale to unveil the best talent in various categories. The scintillating evening hosted at **Seijo, Bandra** was attended by all the student participants to commend the winners.

Mailesan Rangaswamy, the winner for the **Best Video 'Street Light' and Aryan Adityo**, the winner of **Best Performance 'Aakss'** now gets to be a part of India's first internet serial that will be produced and promoted extensively by Campus18.com. Both the winners also won the cash prize of Rs.25000/-. The winners of other categories of the contest will also get to contribute in the **India 's first internet serial**.

The best video 'Street Light' is based on a blind man's perspective; we as individuals don't value what we have and the ones who don't have it precisely know the value of the things missing in their lives! This touching, heart-warming video shows the importance of looking beyond one's individual self. While the **best performance 'Aakss'** is a film with multiple interpretation of the story, a new style of film making, gives the viewers enough food for thought in 3 minutes to spin their brain.

Applauding the winners, renowned Actor/ director **Makarand Deshpande said**, *'I truly am envious of the winners; since we had no such opportunities in our college days. We didn't have such concept driven short film making contests that could help us express our point of view in a great story. There is vast pool of talent in this country which is untouched and unexplored. And Campus18 has introduced a new platform to expose this talent and this is just a start!'*

The finalists were selected from more than 2 lac online votes, SMSes & judges rating. The contest received more than 500 entries from across the country.

Adding to it, **MTV VJ Nikhil Chinappa spoke about the importance of the online medium in promoting talent of young and budding students**. *'Internet is the most powerful medium in recent times with UGC being the biggest driver. We are proud to be associated with Campus18's Digistars and it has offered a fantastic opportunity to the young students'*

Speaking on the occasion, **Mr. Puneet Johar said**, *'The internet has started the process of democratizing film-making talent. We are offering a new platform for talented people to showcase their skills. Campus18 is committed to promote young talent through the launch of more such competitions around photography, writing, music and so on. I congratulate all the winners and we will shortly share the details of our new initiative.'*

The participants of the contest really appreciated the inputs given by Makarand & Nikhil on various aspects of film making in the digital space. Winners had every reason to be happy and were looking forward to be a part of **India 's first online interactive se rial**.

Winners for the categories are as follows:

- Best Funniest Video- Pawan Kumar, '**Hell Bound**'
- Best Mash up Video- Ayaskanta Mishra, '**Reincarnation of Erroneous Soul**'
- Best Social Message Video- Sushant Sudhakaran, '**Endless Expectation**'
- Best Story-Yash Dave, '**True or False**'
- Best Music Video- Rohan Talwalkar, '**Echoes of Silence**'
- Break through Concept- Abhinav Tripathi, '**Jump**'

The winners of other categories of the contest will come together to create **India 's first Internet serial which will be showcased on Campus18.**

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About Campus 18

Campus18 is a space for the young and creative. It allows users to express their talent [via uploading content i.e. blogs, pictures, music, videos], network with users of similar talents & interests and, offers recognition and opportunities for the most talented users.

Campus18 is one of the brand entities of Tangerine Digital Entertainment Pvt. Ltd. and the site aims to showcase and promote the talents of the youth.

About Tangerine Digital Entertainment

Tangerine Digital Entertainment is a pioneering media services company based out of India . It works with many international and Indian clients to enable and create content for digital media. Media process outsourcing services, television and film production. Its client list includes Star, Mobile ESPN, National Geographic Channels International, and Network 18 amongst others.

For any further information, log on to: www.tangerinedigital.com

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