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Certificate of presentation

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International Conference on *indian cinema*

Social Realities and Managerial Insights

20-21 February, 2026

Track 11 Film Distribution and Marketing

Podcast or Perish

Long-Form Conversations as the New Red Carpet

A CONCEPTUAL FRAMEWORK FOR FILM MARKETING IN THE ATTENTION ECONOMY



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The Shift from Visibility to Intimacy

The Old World



Diffuse Visibility (Trailers)

The New World



Concrete Intimacy (Long-Form)

The Problem

Attention is the scarcest resource. A 2-minute trailer creates awareness, but lacks the depth to convert passive interest into active commitment.

The Shift

Podcast hosts are the new 'de facto distributors' (Sullivan, 2019). They control the pre-distribution channels that determine cultural relevance.

The Thesis

Long-form conversations are not just PR stops. They are strategic investments where audiences **'opt-in'** to a relationship with the film.

The Industry Pivot: Commercials to World-Building

Literature Review Part I: Strategic Implementation



Netflix & Brand Equity

The 'Know-It-All' podcast utilizes audio deep dives to supplement viewing.

Strategy: Brand building through audio paratexts
(Amanzholova, 2024).



HBO & The Rewatch

'Band of Brothers' podcast acts as a post-production strategy.

Strategy: Celebrating original text to enhance long-term brand equity
(Salvati & Bullinger, 2025).



Marvel & Intermediality

'Wolverine: The Long Night' expands the cinematic universe.

Strategy: Podcasts as tools for franchise management and world-building
(Barker, 2021).



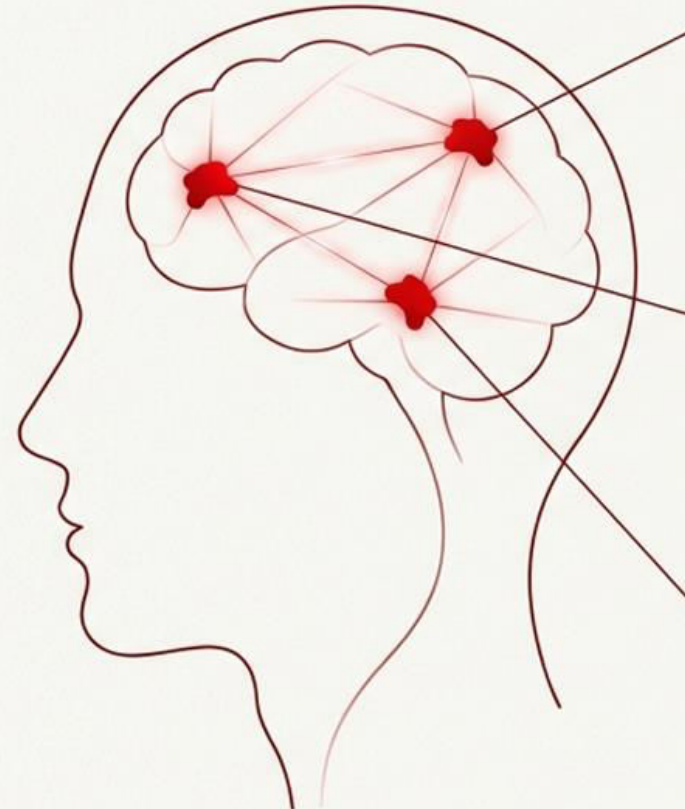
Spotify & Colonization

Shift from music distributor to 'audio-first' entertainment.

Strategy: The colonization of the online audio space for general entertainment
(Kiberg & Spilker, 2023).

The Mechanics of Digital Connection

Literature Review Part II: Psychological Underpinnings



Parasocial Interaction (PSI)

Audiences form one-sided, emotionally meaningful bonds through repeated exposure. Recurring mediated contact increases perceived intimacy and trust, mimicking real-world friendship.

Source Credibility Theory

Long-form formats drive 'perceived authenticity.' The unscripted nature of a podcast builds higher trustworthiness than a scripted press junket, directly influencing opinion change.

Uses-and-Gratifications (UGT)

Audiences are active selectors, not passive vessels. They prioritize podcast conversations to satisfy specific needs: Information, Entertainment, Companionship, and Identity Work.

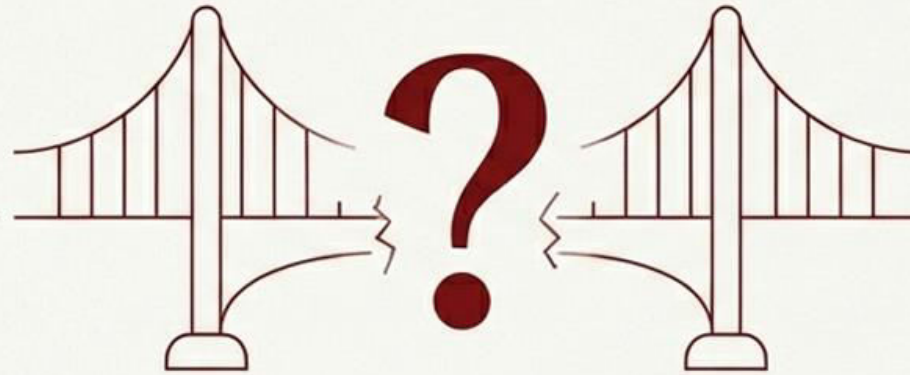
The Missing Link in the Conversion Funnel

Research Problematization



Diffuse Visibility

Current literature focuses on short-form viral content and awareness.



The Gap: How does a 60+ minute conversation convert into a sale? We lack a process-based model to analyze the flow from high-attention listening to downstream behavior.



Concrete Decision

The ultimate behavioral outcome: Ticket purchase or stream start.

Objective: To propose a framework analyzing the flow from initial exposure to behavioral outcomes in the Global and Indian context.

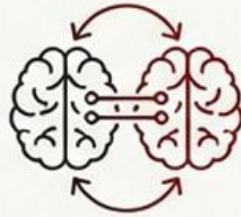
Constructing the Framework

Methodology & Approach



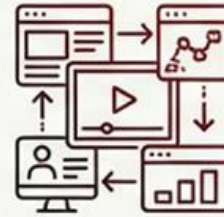
Marketing Theory

ADO Framework
(Pushparaj &
Kushwaha, 2024)



Psychology

Parasocial Interaction
& Attachment Theory



Media Studies

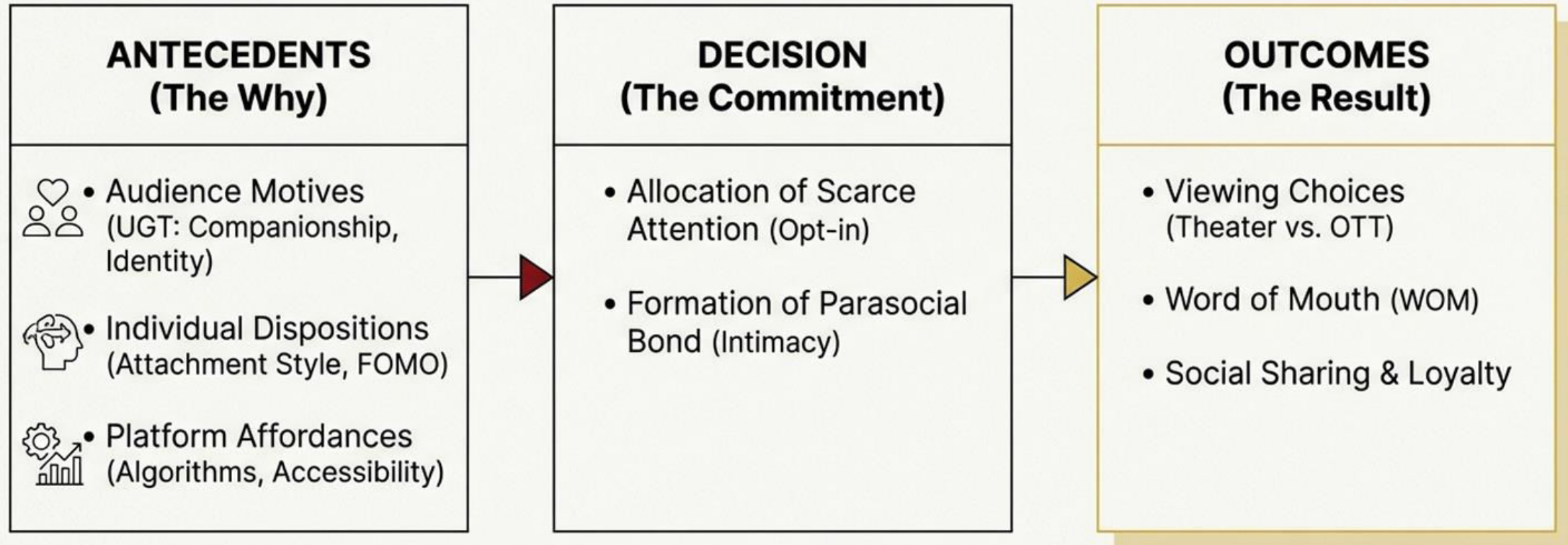
Platform Affordances
& Algorithms



The Film Distribution ADO Model

A conceptual model specifically
applied to the Indian Attention
Economy and global film
marketing dynamics.

The ADO Model: Antecedents, Decision, Outcomes



Key Insight: Attention allocation is treated as a strategic decision under scarcity, not passive exposure.

Converting Curiosity into Commitment

Results: Antecedents & Decisions

Input: Why They Click



- **Platform Affordances:** Discovery is structured by "recommendation layers" and algorithms.
- **Motives:** Listeners seek "companionship" (ambient listening) and "identity work" (taste performance).

Process: Why They Stay

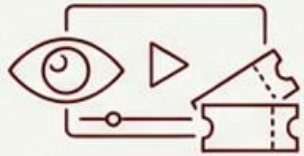


- **Strategic Choice:** Listening is a high-commitment act (60+ mins). Users actively "opt-in" to the narrative.
- **The Mechanism:** Parasocial Interaction. The "conversion rate" depends on the intensity of the relationship-like feelings developed during the episode.

From Passive Listening to Active Behavior

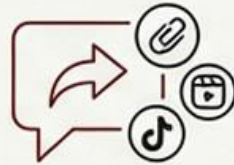
Results: Outcomes

VIEWING INTENTION



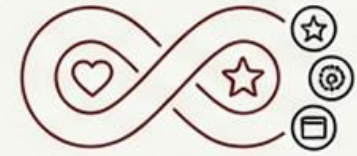
Long-form talk reduces uncertainty ("is this for me?"). It lowers decision friction, influencing timing (opening weekend vs. later) and venue (theater vs. OTT).

SOCIAL CURRENCY



Long-form episodes are 'clippable' assets. They generate downstream content for TikTok/Reels, fueling Word of Mouth (WOM) and social sharing.

LOYALTY LOOP



Repeated mediated encounters reinforce identification. Loyalty extends beyond the specific film to the star, the genre, and the hosting platform.

The New Premiere: Case Studies in Attention

Discussion



Hollywood: 'Hot Ones'. The new premiere. Substituting quick junkets with personality-revealing endurance tests.



Bollywood: 'Film Companion' & 'Koffee with Karan'. Talk-format amplifiers. Event-ized conversations that sustain engagement (Qureshi, 2026).

Evolution: The companion podcast is the modern 'DVD Extra'—sanctioned paratextual content that expands the narrative (Salvati & Bullinger, 2025).

Strategic Imperatives for the Industry



For Marketers: Prioritize Share of Ear

Treat podcast appearances as high-priority distribution channels, not just PR stops. The intimacy of audio drives the 'share of wallet'.



For Platforms: Build Discovery Layers

Invest in algorithmic surfacing to connect long-form conversations with specific superfan cohorts.

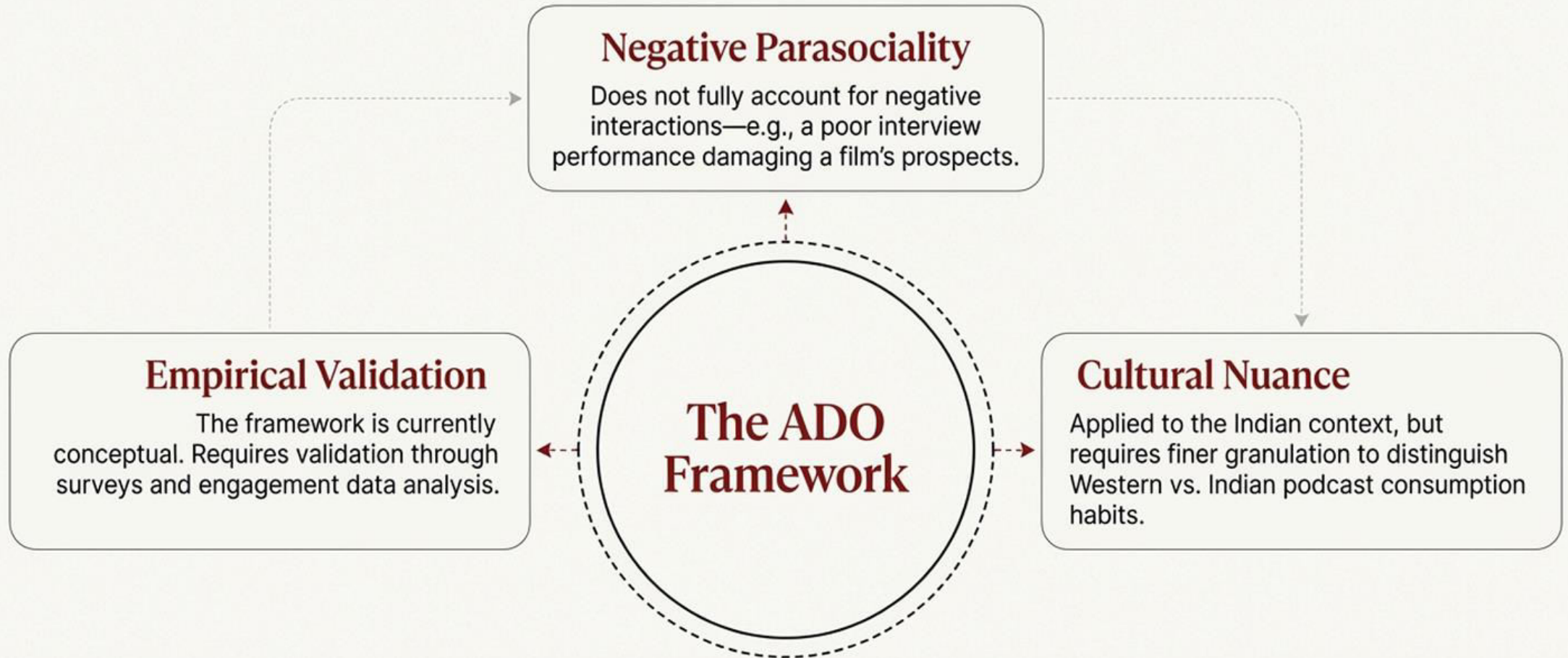


For Filmmakers: Control the Narrative

Use podcasts for pre-release 'world-building.' Leverage the authenticity of the medium to build Source Credibility.

Boundaries of the Current Model

Limitations



The Roadmap for Future Research

Empirical Validation



Measuring the 'conversion rate' from podcast listening to ticket purchase via surveys.

Algorithmic Study



Investigating how Spotify/YouTube prioritize long-form interviews over trailers (Kiberg & Spilker, 2023).

Cross-Media Analysis



Studying the 'feedback loop' where podcasts become source material for films, reversing the flow (Barker, 2021).

The Infrastructure of Trust

Conclusion



Podcast hosts have moved from the periphery to the center of film marketing. They are the machinery that converts 'visibility' into 'trust'.

In the attention economy, the Red Carpet is no longer a physical space—it is a digital frequency.

Thanks for your time



AI-Assisted Multilingual Podcast

Hindi 00:00:00
English 00:13:43
Bengali 00:27:02

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