



MULTIPLEX MANIA

IPL on big screen will be the real thing

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Watching the third edition of the Indian Premier League (IPL) in a stadium may become passé; you may get to cheer your favourite team with celebrities, cricketers and franchisee owners in a cinema hall.

Multiplex operators and single-screen halls plan to create a carnival-like atmosphere in theatres while showing matches live on a giant screen.

These select cinema halls will be termed Founding Exhibition Partner (FEP) Screens, said a multiplex official.

These screens will have cricket-related merchandises, cheer leaders, music, live bands, exciting gifts and multi-cuisine food stalls. There will be around 200 such screens across the country.

According to the plan, not more than two cinema screens within a radius of two kilometres will be allowed to be part of these festivities, said the official.

Since film producers plan to withhold their releases during the IPL period, multiplex chains are upbeat on dedicating at least one screen to IPL with two shows. Leading multiplex chain will charge regular ticket prices. Cinemax, Inox, and Fame have already signed up to show live satellite feed of IPL matches between March 12 and April 26, 2010.

“This is for the first time in India that the cricket fans will be able to watch the IPL T20 on the big screen. To make this as much fun as the real thing, we will be recreating the environment of the cricket stadium,” said Mr Shравan Shroff, Managing Director, Fame Cinemas, without providing much details.

Apart from this, cricket fans may have one more reason to cheer as the telecast will be



Deccan Chargers cricketers celebrate after winning the 2009 IPL Twenty20 finals.

without advertisement during the overs. As a result, there will be more content in high definition format. “There will be ads before the match, during strategic breaks and after end of innings,” Mr Kapil Agarwal, Joint Managing Director, UFO Moviez India Ltd, told *Business Line* confirming these developments. UFO Moviez will be providing the live telecast of the matches through satellite directly to cinema halls.

However, the revenue models are still being worked out between the cinema halls and the service provider. According to Mr Agarwal, with the multiplex chains it could be 50:50 revenue share at the box office collections while with single screens it could be fixed-fee model with rates varying from Rs 3,000 to Rs 15,000 per show.

So far in the last one month, UFO has managed to sign a pact with around 250 cinema halls including in smaller towns like Barwani and Biora in Madhya Pradesh, Rajganganagar in Orissa, Bhatapara and Ambikapur in Chhattisgarh, Bolpur in Bengal, Churu in Rajasthan, and Hiriyr in Karnataka.