



digitalstudio

BROADCASTING AND PRODUCTION IN INDIA

CINEMAX WANTS TO CASH-IN

Cinemax is the first multiplex to have signed the pact to screen the Indian Premiere League (IPL) across its' 74 screens and 11 centres. This has come a fortnight after the Entertainment Sports Direct secured the theatrical rights of the IPL. The deal has been signed on a revenue-sharing basis between the multiplex chain and ESD's partners in India -UFO Moviez.

Sanjay Gaikwad, founder and managing director of UFO Moviez, said: "Revenue sharing means we will share the box-office receipts as well as the marketing costs. About 10 locations will be identified as the main marketing spots where we will run contests, sell merchandise and create a carnival-like experience so that the audience can experience more than just cricket and increase revenues."