



# Advertisers gain with digital screens

**Sagorika Dasgupta**

Mumbai, Apr 22

With more multiplexes and cinema halls opting for digital screens, advertisers are choosing digital cinemas as a viable platform to advertise.

Through digital advertising in cinemas, all advertisements are delivered via satellite to all theatres across India.

Any ad campaign can be played in the shortest possible time nationally, region wise, across various cities as well as in single theatres across the country. It not only taps audiences in metros but also non-urban audiences in the tier two and three cities.

Multiplexes in India have woken up to the fact and some have incorporated it. However, prices have not been upped

for the service. "The technology is new and not many screens in India have adopted it. So at present, the rates remain the same though we provide digital advertising."

Some advertisers with companies like Scrabble, Adlabs, Sathyam Cinemas, Pyramid Saimaira, E City and Cinemeta have hopped on the digital format league, said a FICCI 2008 report.

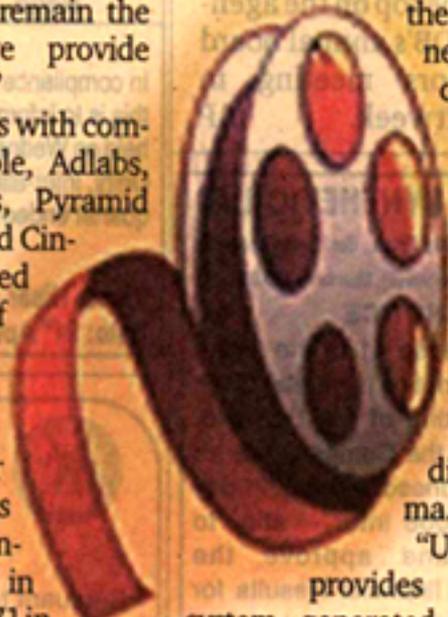
The total number of digital cinemas worldwide has increased from 4394 in January 2007 to 6071 in January 2008, registering a 38% rise this year. India already has more than 1000 theatres with digital screens.

"Movie content is unique because one gets to see new con-

tent every week. Advertising through digital medium is just the beginning of the

new era in focused and segment-ed advertising," said Deepak Ranjan, national sales head, UFO digital cinema.

"UFO Moviez provides system generated electronic logs for each and every spot, played in individual theatres to ensure a transparency in cinema advertising, thus more advertisers want to opt for such technology," he added.



Devang Sampat, senior vice president marketing and programming, Cinemax India opined, "Digital advertising helps multiplexes attract more advertisers.

Almost 30% of the advertising revenues are boosted if the advertisers are assured that their ad campaign was screened at a particular screen." There is clarity in advertising in cinema halls, feels Harshavardhan Gangurde, vice president marketing, Inox Leisure Ltd.

"Advertisers can now focus on smarter programming where they can target the right audience at the right time band and to any specific screen that they want to focus."

The advertiser can also track whether an ad was screened in the multiplex or not and also record the exact timing of the screening. Due to this transparency in

cinema advertising, more advertisers are resorting to digital advertising.

Yet, India is still at the nascent stage, say industry experts and multiplex owners. "Since the cost of installing digital cinema equipment is still very high in the country, most multiplexes feel the need to wait and watch and see whether this technology can generate a sizeable return on investment," said a media expert.

Concurs Sampat, "Digital advertising is quite expensive in India. The projection cost for a normal screen is estimated at Rs 15 lakhs compared to a digital projection which is around Rs 21 lakhs."

Prices are likely to come down when the number of digital cinema screens increase in the country.