



## **UFO Moviez ropes in NDTV Media as sales partner**

Indiantelevision.com Team

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MUMBAI : Digital cinema company UFO Moviez India has roped in NDTV Media as the exclusive sales partner for their digital cinema advertising business in the private sector.

As a part of this arrangement, NDTV Media will be responsible for selling the advertising spots at the cinema theatres over which UFO Moviez India has the advertising rights.

"NDTV Media will receive a commission from the ad revenue they generate for us. As far as the government sector goes, we will do the marketing ourselves," explains UFO Moviez founder and executive director Sanjay Galkwad.

The NDTV Media marketing initiative would include the selling of airtime on the cinema screens as well as on ground activation at the cinema halls like seat branding, ticket branding, putting up standees and stalls, and other ground activation for advertisers.

UFO Moviez India operations CEO Rajesh Mishra says, "Earlier the single screens were largely unable to monetize the advertising opportunities in their cinemas, owing to the fragmented nature of the market. Now that we have reached 1200 screens across India, we can begin to tap the advertising opportunities that are possible with our network of cinemas. NDTV Media's handling of the ad sales activity will allow us to focus on our core business of digital cinema operations."

Adds NDTV Media CEO Niraj Dutt, "Digital Cinema is a powerful innovation in the space of cinema advertising and brings with it a host of benefits including flexibility, reach and transparency. With a satellite based delivery mechanism, Digital Cinema offers the opportunity to advertisers to reach Cinema halls across the country in multiple languages with just one Digi-Beta. For the first time, this format allows for theatre-wise, spot-wise monitoring of the client's activity."

NDTV Media has ventured into the digital cinema medium as a part of their expansion plans. It is already present in the television and the Internet space.

"After having a stronghold in the television and Internet space, digital cinema is another medium that NDTV Media is venturing into, thereby being able to offer its clients multiple touch points to reach its consumers. In keeping with the expansion plan that we have at NDTV Media, digital cinema advertising provides a new platform that we can offer to our clients," adds Dutt.

NDTV Media is the exclusive sales and marketing representative for MSN in India and for MDAS. It is responsible for all revenue generating efforts for the MSN offerings and for the online and mobile verticals under MDAS.

NDTV Media's current bouquet of offerings in the media space also include TV channels Sahara One, Filmy, Firangi, Just TV Punjabi and MI Marathi.