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UFO Moviez to screen IPL 3 matches

INDORE: UFO Moviez, a digital satellite cinema network, today said it will partner cinema theatre owners for telecasting DLF Indian Premier League (IPL) 2010 matches live across 1,000 screens. 'Our group company Crown Infotainment holds the distribution rights for IPL 2010-2019 seasons to introduce IPL matches in theatres. We have already signed about 550 screens and we should have about 1000 screens by the time the matches begin,' UFO Moviez India Limited strategic advisor Charuhas Satam told reporters here. UFO Moviez, which is handling the techno-commercial aspects of screening of the IPL matches in India, has entered in strategic alliances with multiplex chains like Cinemax, INOX, Fame, PVR and others, he added. Of the 550 screens, close to 200 are multiplexes. 'We have seen that during the IPL season, the theatre business goes down. We are offering a profitable alternate revenue generat-

ing entertainment content for the exhibitors,' he said. The matches would be made available through a revenue sharing model (for all matches) and fee-based model (for showing particular matches).

However, theatres in a particular city will not be able to show the match going on in the same city as this would divert the crowd from going to the stadium.