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IPL to hit theatres

■ Sports Reporter

THE third edition of Indian Premier League (IPL) is all set to get bigger and better. The cash rich league will be making its debut in theatres this year with UFO Moviez India Ltd., a digital satellite cinema network, entering into a strategic alliance with multiplex chains like Cinemax, INOX, and many single screen theatres across the country for showing the Twenty20 matches live on gigantic screens.

UFO Moviez—in collaboration with Crown Infotainment, which holds the distribution rights for introducing IPL-III matches to theatres—has till date signed over 550 screens, out of which 200 are multiplexes.

"All the matches will be shown in High Definition (HD) digital format without any commercial interruptions in between overs. We are planning to replicate the stadium frenzy atmosphere in theatres," said Charuhas Satam, Strategic Advisor, UFO Moviez India Ltd. during a presser at Centre Point Hotel on Tuesday.

"With only eight cities in India hosting the IPL matches, our aim is to take it to a wide range of audience, giving them a stadium-like

ambience. The HD format of IPL matches, which means better quality and more content on screen, that too without any ads will be an out-of-the-world viewing experience for the patrons," he added.

Satam further revealed that that a 'Cinema Jockey' will be anchoring various interactive activities in the foyer with a range of contests being held from time to time and the winners of these contests being flashed on screen across different theatres nationally.

"As many as four theatres of the city—Jayshree Talkies, Cinemax and Inox Leisure at Jaswant Tuli Mall and Poonam Mall—will be screening the matches live. Even across Nagpur we have signed up about seventy theatres for the same," he added. As no major Bollywood films are released during the IPL, the company also believes that the thing will serve as profitable alternate revenue generating entertainment content for the exhibitors.

"During the IPL, the theatres incur losses as no movie is released at that time. So this will serve a profitable revenue generating content for the exhibitors too," he concluded.

The second edition of IPL-III will begin on March 12.