

IPL 3 goes live to US, Middle East theatres

9 Apr 2010, 2147 hrs IST, IANS

NEW DELHI: Cricket aficionados in the US and the Middle East have reasons to cheer, as UFO Moviez, a digital satellite cinema network, has started screening Indian Premier League (IPL) matches live in cinema halls there.

The matches are being telecast live in high definition digital format without commercial interruptions at 12 cinema halls and four public venues in the US and in nine cinema halls in the Middle East.

"There has been an increase in demand over a period of last two years from NRIs living in different parts of the world who were otherwise being deprived of this highly popular cricket carnival," Ameya Hete, executive director of Valuable Group which holds the rights for the theatrical and public venues release for IPL, said in a statement Friday.

The screening of live IPL matches started in the US April 2 and in the Middle East April 8.

"To begin with, we have identified these 12 theatres and four public venues where there is a dense Indian diaspora and have started catering to their demand. We have also started similar screenings in Middle East tying with nine theatres," he added.

The group is also considering increasing the number of venues for the telecast considering the positive response.

"From the next year onwards, we are confident the number of cinema halls and public venues put together will be approximately 100 because the response from the NRIs is very very positive," said Hete.

Valuable Group and UFO Moviez are already streaming the tournament in 800 theatres and 300 public venues in India.