

UFO Moviez: Reengineering the cinema distribution value chain



Film distribution in India has made a significant impact on how a film succeeds on box office. Whether a big or a small production house produces the film, it has to compete for screen space and here the producer needs the content to be professionally handled. Box office collections vary upon the capability of creating a buzz around the movie, and hence the distributor and the marketing team play a great role in creating the same.

UFO Moviez, India's largest technology provider for digital cinema distribution in the country, is the harbinger of this change, with its entry into film marketing and distribution.

UFO has around 24 offices across the country, it has an advantage here because it's easier to control operations centrally and ensure there is an absolute transparency in the process, eventually building trust in the producer's mind.

When it comes to working at the grassroots level, the regional office bearers are very well connected to the various stakeholders in the value chain basis, which they can create a well-planned distribution strategy for their respective territories thus boosting confidence among film producers. A testimony to this confidence is this quote from the producers of 'Guns of Banaras':

We have chosen UFO Moviez through our presenter A.J. Media, and UFO has had a marked presence for 15 long years. We have heard a lot about UFO through our friends and associates and they are very happy with its services and performance, and it has added to our confidence and will to achieve the smooth and successful release of our film too.

- Mr. Rikku Rakesh Nath and Mr. Ashok Munshi from Dashaka Cinema Co., producers of "Guns Of Banaras" (Hindi).

Another area where UFO Moviez powers the distribution value chain is their in-cinema advertising platform. Their digital platform spread across India is capable of providing high-reach film awareness and publicity for a captive audience.



Through its strong network of screens among various stakeholders in the cinema value chain, it has the potential to handle on-screen & off-screen advertising mediums as well, offering flexibility in customizing campaigns for the advertisers.

To overcome the challenges of skewed revenue sharing from box office collections, UFO Moviez offers flexibility in their rate structures so that they suit the requirements of all categories of producers.

UFO's professional standards, flexible systems to manage advertising campaigns and box office collections, and the transparency of its processes and policies, are sure to usher in an era of better and efficient film distribution in India.