

## UFO Moviez: On its way to change the Film Marketing and Distribution Game in India

A film's box office success is significantly dependent on the push given by the distributors. But often the producers, both big or small, find it difficult to get their films through the distribution network. UFO Moviez, India's largest technology provider for digital cinema distribution for screens in the country now enters film marketing and distribution via its strong presence across the country. There are many reasons why this could be of significant advantage to various film producers and in-cinema advertisers alike. Let's look at how UFO Moviez' entry into distribution not only offers an end to end service to producers but also provides the most economical solution by bringing operational efficiency to the producers.

**PAN-India presence** - One of the biggest advantages is UFO's presence through its 24 offices across the country.

**Professional distribution service management & Good Regional connectivity** - All offices are managed by thorough experienced professionals. The regional offices are very well connected with the various stakeholders in the cinema distribution value chain at the grassroot level, and thus know the pulse of the market, which instils confidence and transparency among film producers. Their team is capable of creating a well-planned distribution strategy for their respective territories.

**Strong in-cinema advertising platform** - UFO has capabilities to create high impact film awareness and publicity through its cinema network in the urban heartland in India, an important platform with captive audience for advertisers. Moreover, since UFO has a robust network among the various stakeholders in the cinema value chain, it has the potential to handle off-screen advertising mediums as well. It can also offer flexibility in customizing campaigns for the advertisers.

**Flexibility in box office revenue sharing** - UFO Moviez, has introduced various business models along with flexibility in their rate structures so that they suit the requirements of all categories of producers.

With a strong distribution network and pan-India grassroot level presence and connectivity, UFO Moviez has a better understanding of the markets that it operates in, and with the professionalism, flexibility, and transparency that it brings in with its processes and policies, it is sure to bring about a significant change in how film distribution becomes easier and lucrative for every stakeholder in the cinema value chain in future.

