

[IMPACT]

Team UFO at launch of Pitch Madison Advertising Report 2020



WHY SHOULD CINEMA JUST HAVE 1% SHARE OF ADEX?

Sanjay Gaikwad, Founder and MD, UFO Moviez India spoke on the topic - why should advertisers care about cinema? He started his session by noting that while TV and Digital are frequency media, Cinema is an impact medium.

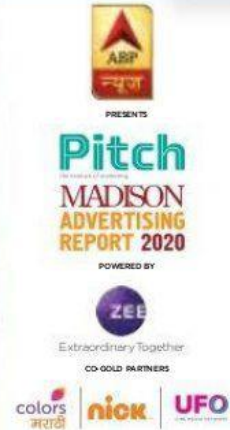
“As per IRS, Cinema delivers Rs 2.2 crore admix every week. The big screen medium provides flexibility and helps brands promote according to films. Big screen also helps brands tell a story. This influences purchases.” He noted that cinema is a better story-telling medium with longer duration ads. Cinema advertising does not suffer from bought views and inflated impressions, and has a captive audience, he said.

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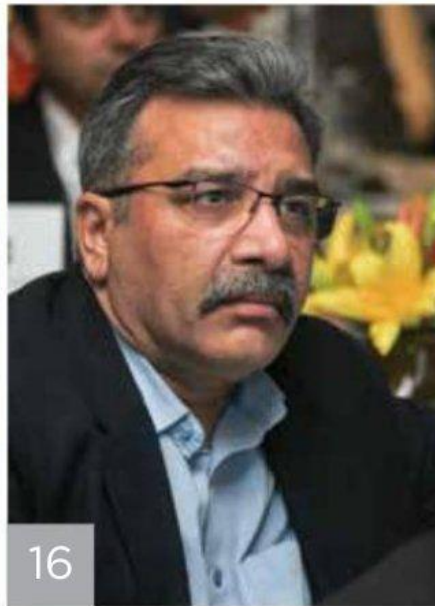
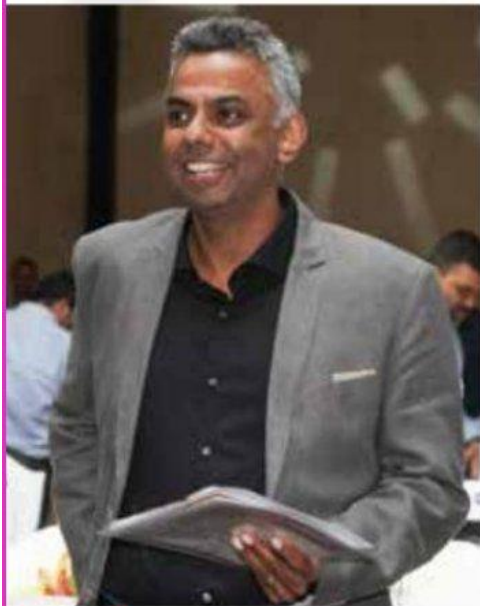
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- 07** Sanjay Behl
- 08** Amol Dighe of Madison Media
- 09** Lara Balsara with Kavita Jagtiani of Pidilite Industries
- 10** Bhaskar Das of Republic TV, Manoj Kohli and Sam Balsara
- 11** Megha Tata of Discovery Communications India with Nitin Bawankule of Star TV
- 12** Bhavana Mittal of RP Sanjiv Goenka Group
- 13** K N Shanth Kumar of Deccan Herald
- 14** Sanjay Gaikwad and Kapil Agarwal of UFO Moviez
- 15** Mona Jain of APB News Network with Aditya Swamy of Google India
- 16** Rajul Kulshreshtha of Madison Media Plus





**SIDDHARTH
BHARDWAJ**

CMO & Head of Enterprise Sales,
UFO Moviez

The projections are more or less in line with what happens through the year. There is a slowdown and the insight that has come out from the report is that impact is far more important than efficiency. A few markets are supposed to do well, a few will lag behind, and that is what makes Cinema a very relevant medium in these times. The numbers that have come out of Cinema are heartening. They say entertainment does well when the economy is doing well. It does even better when the economy is going through tough times.



**MITRAJIT
BHATTACHARYA**

Co-founder,
The Corner Room Project

The projected numbers are pretty much in line with what's happening in the industry. The report sums up the perception that TV is holding on, Print is not doing as good as TV, while a good part of the growth is being driven by Digital. Others like Cinema, Radio and Outdoor are pretty much static. This year, a great deal of growth will come in from sporting properties, and so TV and Digital will play a critical role. Properties like the Olympics and the T20 World Cup are big ticket ones, and as always, the IPL is unstoppable.



**BHAVANA
MITTAL**

VP (Head) - Media and Digital,
RP-Sanjiv Goenka Group

The PMAR projections are of course muted for this year, but I am hoping the industry will see some revival. TV, I feel, is really under-projected because the rate of growth definitely is bigger for this medium... so 5% growth seems really low for a key medium for the industry. Digital looks positive and seems like it is the medium to look out for. Hopefully, with better parameters in place for measurement, we will see more spends on Digital platforms this year. If people come together and work towards cross-measurement, we might see more value in other media as well.

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- 39** Sam Balsara with Rajneesh Chaturvedi of MedLife
- 40** Joseph Britto of Acron Waterfront Homes
- 41** Avinash Pandey and Raj Nayak
- 42** Shailesh Hegde of ABP News Network
- 43** Pawan Jaikhani of 9XM
- 44** Vikram Sakhuja with Rohit Malkani of Crompton Greaves
- 45** Priyam Kanchwala of Marico
- 46** Ajay Trigunayat of AQT Network
- 47** Sushil Agrawal, Siddharth Bhardwaj, Rajesh Mishra of UFO Moviez, Jay Sampat of EY India, Abhijit Dasgupta and Deepak Ranjan of UFO Moviez

