Box Office India.

RAJESH MISHRA,
CEO – Indian Operations,
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Piracy has always been a huge concern for the film industry. It eats up a major portion of the revenue of the films, as a result of which the growth of the industry as a whole is affected. As per recent reports in newspapers, the estimated revenue industry loses due to piracy is about $2.7 billion annually, which is a huge amount.

We need to have stringent anti-piracy laws and ensure that they are enforced at an individual level too. With the advent of digital cinema, piracy has been eliminated to a large extent. UFO Moviez' widespread delivery of first-day, first-show films across geographies has helped curb piracy as non-availability of the movie was a major factor which was allowing piracy to flourish. The availability of the movie at a theatre near

to them has brought the audience back to the theatres, which in turn has increased the box office collections. The threat of piracy has also significantly reduced, due to UFO Moviez' secure technology, as the movie is fully encrypted and there is no manual handling involved since the films are delivered directly via satellite to cinemas across the country. Our technology also provides accurate and secure reporting of playback details to ensure that there are no unauthorised screenings.

To further discourage and prevent piracy in the film industry, UFO Moviez has pioneered the concept of invisible watermarking. Each theatre-server displays a unique invisible fingerprint when projecting the digital movie on the screen in a non-intrusive manner. Using this technology security feature, it is possible to trace, from a pirated CD or DVD, the name and location of the theatre where the film was illegally videographed, along with other co-ordinates like time, date, etc, thus, helping to crack down on piracy. It is also necessary to create awareness about piracy. All these steps will go a long way in eliminating piracy.