



Combined Presence of UFO Moviez and Qube Could Benefit Advertisers and Brands; CMO UFO

Chennai-based Qube Cinema Technologies and Mumbai-headquartered UFO Moviez recently announced the merger of their businesses. UFO and Qube Digital will have a stake of 63.6 per cent and 36.4 per cent respectively in the merged entity. The combined entity will have 7,300 screens across India with a seating capacity of 95.5 million per week. In addition, Qube has developed a content and digital rights management platform for movies called Qube Wire.

Siddharth Bhardwaj, Chief Marketing Officer– Head of Enterprise Sales, UFO Moviez, told exchange4media that with both companies being in the digital cinema distribution and in-cinema advertising platform, the proposed merger could improve growth opportunities in India and overseas. “First of all, it’s a merger of equals where Qube has a fairly large presence across India and is a very technologically-sound organisation. We think there are many possibilities to create synergies across different levels,” said Bhardwaj.

He spoke about how the combined presence of UFO Moviez and Qube could benefit advertisers and brands. “When you look at it from an advertiser point of view, Qube has a serious presence down South. We are really strong in the rest of India, so we are in a position to provide a more wholesome and pan-India reach to advertisers and brands which will be of great benefit,” he asserted.

Bhardwaj shared that advertisers on a Qube network and those with UFO Moviez are very different, so the merger could open up opportunities of leveraging each other’s strengths and expanding the revenue from the same set of advertisers. “Once it all comes together, the advertiser base grows and in return they also garner value,” he said.

Speaking about technology strengths, he said, “We have our technology and they have their own TCI compliant servers. When we come together as an organisation, there is a possibility of taking out the best of technology from both the companies and providing it to the various stakeholders, whether it is content owners, advertisers or distributors. The technological strength of the combined entity will deliver value across the value chain,” said Bhardwaj. He said that cinema is unlike any other medium as each screen is a different entity so technology plays a key role in ensuring that the execution is flawless and the cinematic experience is great.