

THE HINDU **BusinessLine**

Indian cinema advertising industry likely to reach Rs 1,400 crore by 2021: Siddharth Bhardwaj, UFO Moviez

Technological advancement and satellite transmission in the cinema industry have enabled the sector to accelerate in speed, quality and last mile connectivity



Indian cinema advertising industry, which is growing at a rate of about 20 per cent per annum, is expected to reach a market size of Rs 1,400 crore by 2021. At present, the sector's market size is about Rs 1000 crore, according to an industry expert.

"Cinema has always been the best environment to be connected with the right target audience as 80 per cent of the cinema audience today are in the age group of 15-35 years. Moreover, the recent statistics shows that, 70 per cent of the audience are smartphone users who are today the changemakers and target audience for movies and they are the future growth drivers of brands in India," Siddharth Bhardwaj Chief Marketing Officer & Head of Enterprise Sales at UFO Moviez India said.

"The next leg for the industry's growth will come from India's urban heartlands. As the choice of in-cinema advertising is growing across segments with high impact customer connect compared with TV and online medium," he added.

Factors such as technological advancement and satellite transmission in the cinema industry have enabled the sector to accelerate in speed, quality and last mile connectivity. This has played a critical role to deliver high-quality services and products, compared with other platforms such as TV, radio and digital.

The digital evolution has managed to bring in the advertisers and other opinion makers back to large screen advertisements. Gradually the impact of the same has started reflecting across cinema categories too. Once, advertisers chose to provide advertisements only during those big starred movies of Salman Khan or Shahrukh Khan; the trend has drastically changed due to network it has built today as it is helping them to reach out to a larger audience cutting across the language barrier, he added.



दैनिक नवज्योति

सिनेमा के विज्ञापन कारोबार का आंकड़ा 1400 करोड़ छूने के आसार

एजेंसी/नवज्योति, मुंबई

भारतीय सिनेमा विज्ञापन उद्योग देश के सबसे तेजी से बढ़ते माध्यमों में से एक है, जिसका बाजार आकार लगभग एक हजार करोड़ रुपए है।

वर्तमान में यह लगभग 20 प्रतिशत वार्षिक की दर से बढ़ रहा है जो कि इस क्षेत्र में सबसे अधिक है। उद्योग के 2021 तक 1400 करोड़ से अधिक के बाजार आकार को छूने की उम्मीद है। इस बारे में यूएफओ मूव्ज इण्डिया लिमिटेड के चीफ मार्केटिंग अधिकारी एवं हेड

ऑफ इंटरप्राइज सेल्स सिद्धार्थ भारद्वाज का कहना है कि सिनेमा हमेशा सही टारगेटेड दर्शकों के साथ जुड़े रहने के लिए सबसे अच्छा वातावरण रहा है क्योंकि आज सिनेमा दर्शकों का 80 प्रतिशत 15 से 35 आयु वर्ग के बीच है। इसके अलावा हाल ही के आंकड़े बताते हैं कि दर्शकों के 70 प्रतिशत स्मार्ट फोन उपयोगकर्ता हैं जो आज बदलाव निर्माता हैं और फिल्मों के लिए दर्शकों को लक्षित करते हैं और वे भारत में ब्रांडों के भविष्य के विकास के चालक हैं।