



## **‘Happy Ending’ in 813 UFO digital theatres today**

**Mumbai, 21st November, 2014:** ‘Happy Ending’ is this week’s biggest release on the UFO Moviez satellite-based Digital Cinema network. Last week’s ‘Kill Dill’ is in **347** UFO digital theatres. ‘The Shaukeens’ is this week’s third largest Hindi film screening in **118** UFO digital theatres in its third week. The UFO screen count of ‘Happy New Year’ is **110** in its fifth week. ‘Roar The Tigers Of The Sundarbans’ is in **110** UFO digital theatres in week four.

Let’s look at the top non-Hindi films of the week. Marathi film ‘Elizabeth Ekadashi’ is screening in **131** UFO digital theatres in its second week, **up almost 60%** in screen strength from last week. This week-on-week increase in screen count is made technically possible thanks to Digital Cinema solutions such as UFO Moviez’.

Kannada film ‘Ambarisha’ debuts in **114** UFO digital theatres today. Yet another Marathi film ‘Vittidandu’ debuts in **110** UFO digital theatres today. The Telugu ‘Rowdy Fellow’ is screening in **103** UFO digital theatres in its first week. Yet another Telugu film ‘Pilla Nuvvuleni Jeevitham’ is in **94** UFO digital theatres in week two.

### **This week’s top releases on Scrabble Entertainment**

<b>Name of film</b>	<b># of Scrabble screens</b>
Happy Ending	746
Equalizer (English)	275
Dumb and Dumber Two	170
Titoo MBA (Hindi)	133
Vittidandu	108