



UFO Moviez India Limited announces a strategic tie up with United Media Works Pvt. Limited

UFO Moviez India Limited (UFO) announces a strategic tie up with United Media Works Pvt. Limited (UMW), a digital cinema technology and service provider having more than 300 digitized cinema screens on its network in India. Under this tie up, UFO has acquired long term exclusive rights from UMW to monetize the advertising inventory on these screens. In addition, UFO will share movie content to these screens in UFO M-4 format. However, existing commercial and service arrangement between UMW and its Channel Partners / Exhibitors /Distributors shall remain unchanged.

Commenting on the development, Mr. Rajesh Mishra, CEO Indian Operations, UFO Moviez said - “This strategic move leverages the strengths of both the companies and will be mutually beneficial.”

Mr. Ashish Bhandari and Sachin Bhandari, Jt. Managing Directors, UMW said that “We are very happy to be associated with UFO, the market leader in the digital cinema space, and are confident that this co-operation will be fruitful to both the organizations”.

About UFO Moviez India Ltd: (www.ufomoviez.com)

UFO Moviez India Limited is India’s largest digital cinema distribution network and in-cinema advertising platform in terms of number of screens. UFO operates India’s largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India’s largest D-Cinema network. As on December 31, 2016, our global network, along with our subsidiaries and associates, spans 6,674 screens worldwide, including 5,052 screens across India & Nepal and 1,622 screens across the Middle East (UAE, Bahrain, Qatar, Oman, Kuwait, Lebanon and Jordan), Israel, Mexico and the USA serviced by our subsidiary Scrabble Entertainment Ltd. UFO’s digitization and delivery model has been a key driver of extensive digitization of Indian cinemas and has enabled wide-spread, same day release of movies across India. UFO adds value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. UFO provides value to movie producers and distributors by reducing distribution costs, providing reach to a wide network, providing a faster method of delivery of content and reducing piracy through encryption and other security measures. We provide value to movie exhibitors throughout India by providing access to first day release of movies on our digital platform. Audiences benefit from faster access to new movie releases and a consistently high quality viewing experience. We have created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,737 screens, with an aggregate seating capacity of approximately 1.74 million viewers and a reach of 1,911 locations across India, as on December 31, 2016. Our in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. UFO’s in-cinema advertising platform also allows small exhibitors who otherwise are not able to effectively monetize their advertising inventory due to their limited scale and reach to receive a greater share of advertisement revenue than they are able to using traditional advertising methods.

For further details, contact:

Jasmine Roy
Sr. Manager – Corporate Communications
Direct no – 022 67119745
Email – jasmine.roy@ufomoviez.com

Seeta Iyer
Sr. Executive – Corporate Communications
Direct no – 022 67119713
Email – seeta.iyer@ufomoviez.com