

pickle

From theindianentertainment.com

- Volume No: I-5
- Oct 28-Nov 03, 2006
- New Delhi • India

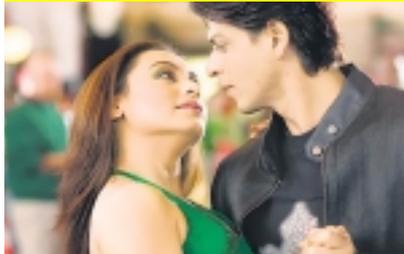
7 films gross over Rs 491 crore in collections

Lage Raho Munnabhai



Rs 66 cr + Rs 21 cr +

Kabhi Alvida Nah Kehna



Rs 46 cr Rs 44 cr

Krrish



Rs 64 cr Rs 18 cr

Top Grossers in 2006

Hindi films has had an impressive box office collection in 2006. Vidhu Vinod Chopra's *Lage Raho Munnabhai* leads the race in the domestic box office collections with around Rs 66 crore (still growing). However in the overseas market, the Sanjay Dutt starring Gandhigiri movie did not make even 50% of this year's biggest overseas Indian blockbuster -- Karan Johar's *Kabhi Alvida Nah Kehna*. *KANK* did a business of Rs 44 crore, two crore less than what it grossed in India. New releases UTV's *Don*, Yashraj's *Dhoom 2* (Nov 24) and Maniratnam's *Guru* (Dec 22) are likely to be enter the league of big hits.

2006 has been a turnaround for Hindi films. In 2005, Rajnikanth's Tamil film *Chandramukhi* topped the box office charts with Rs 60 crore followed by another Tamil film *Anniyan* (Rs 57 crore), directed by S Shankar. In 2005, *Bunty Aur Babli* grossed Rs 44 crore and *No Entry* Rs 42 crore.

2006 is a Super Hit year for Hindi Cinema. Major chunk of the box office collections have come from the multiplex screens

However, the box office collections for Indian movies continue to be tilted in favour of domestic collections, except *KANK*. While Yashraj's *Fanaa* did a business of Rs 53 crore in India, its overseas collection was Rs 28 crore. Likewise, the Rakesh Roshan's

Krrish has done a business of Rs 64 crore in the domestic collections and around Rs 18 crore in overseas market. UTV's *Rang de Basanti* grossed Rs 51 crore in India and Rs 20 crore in the overseas market. These figures are in sharp contrast to Hollywood, where overseas revenue has become the primary contributor to their box office receipt. *Pirates of the Caribbean, the dead man's chest*, the biggest hit of the studios has grossed an overseas collection of \$638 million compared to \$421 million it grossed at the US box office. *Da Vinci Code* has overseas collection of \$535 million and its domestic collection is \$217 million. *Ice Age 2* grossed \$461 million overseas and \$195 million in the US.

Rang de Basanti



Rs 51 cr Rs 20 cr +

■ DOMESTIC COLLECTIONS ■ OVERSEAS COLLECTION FIGURES COLLATED FROM INDUSTRY

Fanna



Rs 53 cr Rs 28 cr

Omkaara



Rs 22 cr Rs 10 cr

Phir Hera Pheri



Rs 40 cr Rs 9 cr

Film Bazaar is integral part of the IFFI

Goa Film Bazaar from November 24

Opportunity to network and showcase products

Coinciding with the 37th International Film Festival of India at Goa, Confederation of Indian Industry will be organising Film Bazaar 2006 in co-ordination and support of the Ministry of Information & Broadcasting, National Film Development Corporation, Directorate of Film Festivals, Indian Film Exporters Association and the Entertainment Society of Goa.

The five day Film Bazaar will begin from November 24 to 28, 2006 at the Kala Academy lawns. The Film Bazaar is positioned as an ideal networking platform where participants can showcase and promote their services, products, explore new biz opportunities and partnerships. The Bazaar will have around 13 stalls and five lounges.

The Film Bazaar also provide business opportunity to production houses, technology companies and

those providing services in the entire value chain of the business process of movie making.

This year the Bazaar will have a buyer-seller lounge, space for independent film makers lounge, locations lounge for states, the Finance Club and a technicians lounge.



Parallel to the Bazaar, a series of seminars and workshops will be organized focusing on co-production treaties, interactions with global sales agents and scripting.

Film Bazaar is not just trading area to buy or sell a finished product. It will provide a great opportunity to discuss ideas, scripts and semi developed projects. Some of the principal corporate financing firms and banks will be present to evaluate your projects. It will also open up new opportunities for co-producing future film projects.

For more details contact: anuradha.pathania@ciionline.org

Getting into Film Bazaar

IN ORDER to get entry into the Film Bazaar, you have to get accreditation at the International Film Festival of India, Goa. The fee for the festival accreditation is Rs 200. It is open to people engaged with cinema, showbiz and film institute students. There will be no separate badge for the Bazaar. However if you want to participate in one-to-one meetings and be part of the networking at the lounges you have to register after obtaining the festival badge. For online registration log on to www.iffi.nic.in.



Workshops at FB

THERE WILL be workshops all through the five days at the Film Bazaar. Film tourism states, post production companies, technicians, script writers, financiers, independent film makers, sales agents will make presentation during the Film Bazaar. Representatives from China, Argentina, Italy, France, South Africa, Iceland, Germany among others will be participating at the home grown film market.

Networking at FB

THIS LOUNGE is pitched as a trading hub at the Film Bazaar. Buyers from non-traditional markets will engage with domestic content owners, acquisition executives, distributors, exhibitors of films as well as professionals active in the areas of video/DVD and mobile entertainment. This buyer seller lounge is facilitated by CII, NFDC and Indian Film Exporters Association.

Buyer Seller lounge to facilitate meetings

WHAT YOU CAN DO AT THE FILM BAZAAR

- ▶ Showcase Films, products
- ▶ Buy and sell movies
- ▶ Promote and market shooting locales
- ▶ Showcase new technologies
- ▶ Network, develop new business contacts
- ▶ Negotiate business deals
- ▶ Exchange ideas
- ▶ Discuss scripts projects and pitch for finance
- ▶ Strike meaningful partnerships

Emmy Award Camera spreads D-Cinema

The Future is Digital

Panasonic AJ-HDC 27 F Varicam High Definition camera rocks in India. It has emerged as a favorite in movie and documentary production



HD MOVIES

- P C Sreeram's Vaanam Vasapadum
- Bobby Bedi's American Daylight
- Mahesh Manjarekar's Life Ho To Aise
- BB Mukherjee's Curfew
- Sunnel Deep Khosla's Ashikonko
- Cheran's Dhavamai Dhavamirundhu
- Kallo Sen's Kabhi Soocha Bhi Na Tha

PANASONIC HD EQUIPMENTS

Supporting Panasonic HD post production are Prime Focus, Rajtaru, Digiquest, DG2L and Pixion. Panasonic HD-D5 Mastering VTRS also with Prime focus, Famous Studios, E-FX Studio, Pixion, Shemaroo, and Kodak.

There is an increasing demand for the Panasonic Varicam HD camera which has won the EMMY AWARD for producing tonal quality of film and bringing films natural shading and rich coloration to the HD camera. Whether episodic television, independent films, music videos, commercials or new media projects Panasonic is ushering in a new era of High Definition abroad and now creating waves in India.

The Panasonic AJ-HDC27F Varicam allows Cinematographers to capture film style 24 frames HD Progressive scanned images and able to emulate the "under cranking" and "over cranking" technique of film camera to slow down and speed up images. The 35mm cine ultra prime film lens can be used with the cine lens adapter to give a great depth of field. The ISO 640 equivalent sensitivity which surpasses even film camera- combines with brightness and superior picture quality to produce an essentially "grain less, high -sensitivity film" effect. Just as a film camera, you can

also select tungsten or daylight type lighting.

The competition for Panasonic is Sony Cine Alta camera, but not many commercial movies are made from this Camera in India.

Also reasons for this Panasonic HD camera becoming popular is its most reliable and economical system where cost of stock is drastically low. Since recorded in the digital domain, is an advantage for movies using special effects. 46 minutes non stop recording gives the cinematographer freedom to roll on long takes. Recorded results which are monitored is exactly what you get so one is confident of ultimate quality on the spot.

Possible to view under cranked and over cranked clips on the spot via the frame rate converter. Ramping possible from 4 to 60 frames and vice versa. Instant offline editing possible on day to day basis and ready for E-Cinema after online where digital projection retains same quality even after unlimited shows. Interval recording from 2 sec. to 24 Hrs and one shot recording for animation.

RFID tags on Movie DVDs

Using Radio Frequency Identification tags, researchers are developing new form of piracy protection to prevent unauthorized copying of movie DVDs

Many leading experts believe that technology holds the potential to protect the intellectual property of music companies, film studios, gaming and software companies. Radio Frequency Identification (RFID) is step towards preventing the unauthorized use and copying of movie DVDs. The technology would provide a secure way to distribute movies so that copyright owners would be able to feel confident about distributing DVDs of movies as they're released in theaters.

Embedding of RFID tag on to a DVD is presently on the drawing board stage. The tagged DVD would have to be played in a DVD player with hardware for reading the information in the tag. DVDs will soon be embedded with radio

transmitter chips which will allow the major movie studios to remotely track individual discs as they travel from factories to retail shelves and to consumers' homes. The chipped DVDs will then be examined by home DVD player to make sure pirated movies are not being played and the movie is being played in the correct geographical region. The studios hope this technology, which can be used for Blu-Ray and HD DVD discs as well as normal DVDs, will prevent unlawful copying and pirating of their films.

Induction of RFID technology is still far away and making it affordable to the com-

mon man is still further away. The impact it will have on markets like India is that to be able to play these high quality DVDs one would have to purchase compatible DVD players and probably even compatible TV and computers which the radio chips would be able to identify. The conversion to this format would have major cost implications.

The studios hope that using RFID tags will prevent unlawful copying and piracy of their movies

Protagonists of technology feel that it is the key to bringing piracy down to manageable levels where as the antagonist tend to dismiss it as an expensive experiment which will be cracked by pirates before it is full inducted into the market.

Anil Nayar

Market Indicators

Overview

The global entertainment industry is projected to touch a whopping \$1.8 trillion by 2015. Around \$800 billion would be in the Asian region and India could possibly account for \$200 billion. If this happens, the entertainment sector would be larger than the IT services industry. Media and Entertainment stocks are the most loved among the investors. The overall industry is growing at 18%. Profit margins are set to go up at many of the largest producers of movies and TV shows. Media Analysts believe that many of the entertainment stocks traded at the BSE are cheaper and enrich your portfolio in the coming months.

Media & Entertainment Companies traded in the Bonbay Stock Exchange (value in Rs)

Company name	Sept 27, 2006	Oct 27, 2006
Adlabs Films	345.35	362.40
Balaji Telefilm	137.00	140.20
Cinevista Ltd	23.00	22.20
Crest Animation	115.70	129.35
Cyber Media	80.00	111.85
Deccan Chronicle	481.30	638.15
ETC Networks	43.15	45.20
ENT Network India	244.70	245.65
Galaxy Entertainment	202.40	221.60
HT Media	581.90	665.40
Inox Leisure	153.65	148.95
JagranPrakashan	292.05	316.25
K Sera Sera	29.50	31.50
Mukta Arts	55.95	57.30
NDTV	214.25	224.40
PVR	255.10	241.95
Sahara One	317.00	334.65
Saregama India	185.85	184.00
Shringar Cinema	46.90	58.55
Sun TV	1244.10	1203.55
TV 18	602.00	705.60
TV Today Network	75.85	74.45
TIPS Industrie	28.20	23.00
UTV Software	179.25	178.20
Zee Telefilms	302.25	303.00

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PICKLE DIGEST



Karan Charm Germans

After *Kabhi Khushi Kabhie Gham* and *Kal Ho Naa Ho*'s success in all parts of Germany, the filmmaker Karan Johar is an indisputable star among Germans. The Germans showered him with applause, appreciation and even a few handmade mementos before the screening of *Kabhie Alvida Na Kehna* at Hamburg. He was undoubtedly the star at the Frankfurt book fair where he caused a virtual stampede when he arrived for a signing session. Karan made a warm speech before *KANK*'s screening and had the audiences eating out of his palms when he promised to bring their favourite stars Shah Rukh Khan and Kajol to Germany on his next trip.

30,000files removed

US-based video-sharing Web site YouTube has recently deleted over 30,000 files over copyright concerns after being asked by the Japan Society for Rights of Authors, Composers and Publishers. This group found the files posted by users without permission from copyright holders. The Copyright activists in India could use similar strategy to remove unauthorised Indian film content in websites.

Play Don Online

Hungama Mobile and Excel Entertainment, the producers of DON, have launched Mobile Games on the Sharukh Khan starring movie -- the first ever multiplayer online Game for any Hindi movie on the gaming portal, www.gaminghungama.com. This is the first time a game will be launched on the Internet and in a multiplayer gaming environment. Hungama Mobile is the largest aggregator of Indian Entertainment content globally. It has exclusive worldwide rights to India's largest music label T-Series and in addition has over 100 content alliances with companies as diverse as Warner Bros, Sony Pictures among others. Hungama Mobile distributes content across networks such as Apple, iTunes, MSN Music, amazon.com among others. Hungama has relationships with over 50 operators in 20 countries such as US, UK, Canada, South Africa, Middle East and South East Asia.

BY THE NUMBERS

Hrithik Roshan has bagged a Rs 35 crore deal and signed a three-film contract with Adlabs. With this, the Dhoom star has become the highest paid actor in Hindi films (around Rs 12 crore). But, Rajnikant is reportedly the highest paid actor in India at Rs 19 crore a movie today.