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Favorable socio-economic factors driving the Indian cinema exhibition industry, finds Netscribes

Netscribes (India) Pvt. Ltd., updates its Multiplex and Single Screen Cinemas – India report covering the cinema exhibition industry. It is a part of Netscribes' Media and Entertainment Series reports.

Mumbai, India – May 20, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report - Multiplex and Single Screen Cinemas – India. The Indian film industry is growing and so is the number of screens in major metropolitan cities and tier II and tier III cities.

The report provides a snapshot of the multiplex and single screen cinemas market. Overview section includes the estimated market size of the film industry, growth rate of multiplex screens and segmentation of revenues across multiplexes and single screens in India. Various business models adopted by Indian multiplex operators are presented along with typical revenue streams and cost base. An analysis of drivers reveals that on the supply side - growth in film industry, tax exemptions and increasing availability of organized retail space have helped in growth of this sector while on the demand side favourable demographics, willingness of people to spend on entertainment are increasing footfalls. The key challenges identified include slowdown in economy, alternate modes of entertainment, development delays, increasing competition from DTH operators, piracy and uncertainty over entertainment tax exemptions.

The industry is characterized by variations in ticket prices based on the film and location of the multiplex, seasonality, low screen density, increasing average ticket prices, and reducing shelf life of movies. The key trends identified include PE/VC investments occurring in multiplex segment, new format in single screen theatres, shift to digital and 3D cinema and alternate modes of revenues. The competitive landscape identifies and compares each of the major multiplex operators with respect to their profit and revenues in the market since they dominate an industry where single screen cinemas are highly fragmented.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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