

## Press Clipping

Publication : Business Standard  
Date : 05/09/2008  
Edition : Mumbai  
Page No. : 07

# BIGFlix.com eyes Rs 10 crore from ad revenues

BS REPORTER  
Mumbai, 4 September

**B**IGFlix.com, Reliance Big Entertainment's movie download portal, has set a target of raking in Rs 10 crore from advertising revenues in the current financial year.

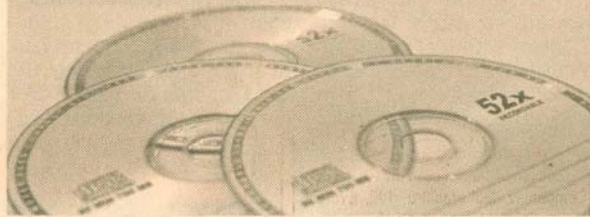
According to BIGFlix.com Chief Operating Officer Kamal Gianchandani, "The Indian movies download market is on the threshold of a vast expansion and BIGFlix.com aspires to optimally capture the untapped domain by providing flexible and customer-oriented plans and options from time-

to-time." BIGFlix.com garners revenue from three sources - banner displays, pre- and mid-roll and sponsors. In the pre-roll model, brands advertise before the streaming of a film/show begins, while in mid-roll the ads will be shown in the middle of the film.

The rates for pre- and mid-roll advertising is in the range of Rs 600-850 per 1,000 views. While the banner display rates are priced around Rs 200-300 per 1,000 views, the pricing for sponsors can vary on a case-to-case basis. The portal, which has completed a year in operations, has witnessed 50 million

### BIG PIE

- The rates for pre- and mid-roll advertising is in the range of Rs 600-850 per 1,000 views
- The portal has witnessed 50 million page views and 3 million unique visitors per month
- BIGFlix.com plans to exclusively premiere movies on its website by March 2009



page views and 3 million unique visitors per month. By March 2009, the company plans to achieve 100 million page views and plans to increase its catalogue to 5,000 titles. BIGFlicks.com currently has around 1,200 movie titles in addition to other content such as 100 television shows.

Murtuza Kagalwala, business head, BIGFlix.com, said, "We are constantly adding content, catering to both international and domestic audiences to achieve a significant market share in this space. Our motto is to provide entertainment content anytime anywhere."