

# Impact of Digital Cinemas and Satellite Rights in Theatre Business

Ameena Febin .T

## ABSTRACT

*This paper analysis the impact of digital cinema and satellite rights in theatre business. The invention of technology is increasing in all areas. Digital cinema invention is one of the main inventions in theatre business. In India where the film business is a major sector in the economy; there are many theatres in our country. There are many advantages to the theatre business in installing digital cinema facility. The satellites rights of movies are also become a trend. Satellite rights means the TV channels acquires the right to show the particular film in their channel. This paper helps to know the probable benefits after installing digital cinema, to know how the theatres are benefited from giving local advertisements. And also this study helps to know whether there is any change in the profits of the theatres after the installation of digital cinema.*

**Keywords:** Digital cinema, satellite rights, theatre business.

## INTRODUCTION

The theatre business is nowadays become an important element in the business field. It is the main source of income for film industry business. It was carried out from the years when the cinema or film business was started. The film business is all about technological changes. Likewise, the theatre business was also relays more on technological up gradations. The arrival of digital cinema had made a revolutionary change in the theatre business. Today all theatres run on the digital cinema facility.

Digital cinema refers to the use of digital technology to distribute or project motion pictures as opposed to the historical use of motion picture film. A movie can be distributed via hard drives, the Internet, dedicated satellite links or optical disks such as Blu-ray Discs. Digital movies are projected using a digital projector instead of a conventional film projector. Digital cinema is distinct from high definition television and is not dependent on using television or high-definition video standards, aspect ratios, or frame rates. In digital cinema, resolutions are represented by the horizontal pixel count, usually 2K (2048×1080 or 2.2 megapixels) or 4K (4096×2160 or 8.8 megapixels). As digital cinema technology improved in the early 2010s, most of the theaters across the world converted to digital.

Digital Cinema Initiatives (DCI), a joint venture of the six major studios, published the first version (V1.0) of a system specification for digital cinema in July 2005. The main declared objectives of the specification was to define a digital cinema system that would "present a theatrical experience that is better than what one could achieve now with a traditional 35mm Answer Print", to provide global standards for interoperability such that any DCI-compliant content could play on any DCI-compliant hardware anywhere in the world and to provide robust protection for the intellectual property of the content providers.

A film is all about the use of technology. It uses the advantage of technological devices right from the beginning. A theatre also runs with help of many technological devices. In the old days the theatre that enjoys the facility of releasing facility has to face many technical issues in releasing new films. But the invention of digital cinema has made solutions to all these problems and many new theatres are now enjoying the facility of releasing new films in their theatre.

Satellite rights means the TV channels acquire the right to show the particular film in their channel. Usually this is an agreement between the producers and the channel. Nowadays it has become the main source of money to produce a movie. Because the satellite rights of some movies are sold before the shooting itself.

## STATEMENT OF THE PROBLEM

The study is stated as a study about the impact of digital cinema and satellite rights in theatre business. The invention of technology is increasing in all areas. Digital cinema invention is one of the main inventions in theatre business. In India where the film business is a major sector in the economy, there are many theatres in our country. Digital cinema facility is provided by many companies like QUBE<sup>1</sup>, UFO<sup>2</sup>, and I MAX<sup>3</sup>. The QUBE and the IMAX are mostly used companies for installing digital cinema. There are many advantages to the theatre business in installing digital cinema facility. The satellite rights of movies are also becoming a trend. Sometimes it affects the theatre business.

## OBJECTIVES OF THE STUDY

Primary objectives

- To know the impact of digital cinema in the theatre business.

Secondary objectives

- To know the probable benefits after installing digital cinema.
- To know how the profits are shared by the theatre and the company.
- To know how the theatres are benefited from giving local advertisements.
- To know theatres' opinion about satellite rights.

## SCOPE OF THE STUDY

This study is based on some of the theatres in selected region. This study is conducted for the purpose of finding the impact of digital cinema in our theatre business. And also this study helps to know whether there is any change in the profits of the theatres after the installation of digital cinema. It also studies about the benefits received by theatres from local advertisements. It also seeks the theatres' opinion about satellite rights.

## RESEARCH METHODOLOGY

The primary method of data collection that is questionnaire technique was used to collect data required. Number of respondents includes some of the selected theatres. Convenience sampling method has been adopted under the non-probability sampling technique and about 30 samples have been collected for the study.

The purpose of research is to find out solutions for a problem, which has not been discovered by anybody. The research methodology will not only consider the research methods but also consider the logic behind the methods.

## SOURCES OF DATA

The sources of information to be tapped depend on the type of study. In general source of data can be classified into two, primary source and secondary source. The important step in the research process is to the source of data to be used. The researcher has to finalize whether to go for both primary data and secondary data.

---

<sup>1</sup> QUBE Cinema Technology is a provider of end to end digital cinema technology and solutions

<sup>2</sup> UFO-M4 is a satellite based E-Cinema movie delivery platform

<sup>3</sup> I MAX is a company that has its own line of high resolution camera, film formats, projectors and theaters

In this project both primary and secondary data are collected for completion of the study.

#### PRIMARY DATA

These are original source from which the researcher directly collects data that have not been previously collected. Various data are collected from 30 respondents in conveniently selected. The entire primary data collected from theatres through direct interview and questionnaire.

#### SECONDARY DATA

The sources contain data, which has already published or compiled for another purpose of the study. It includes not only published records and reports but also unpublished records. In this study secondary data are collected from websites.

#### AREAS OF THE STUDY

The study conducted at selected areas which were convenient to collect data.

#### RESEARCH DESIGN

Descriptive research design was adopted for the study. Descriptive research design includes fact findings, enquiries of different kinds of analysis and interpretation.

#### SAMPLE SIZE SELECTED

Total number of samples selected from entire population known as sample in this study samples of 30 respondents are selected from selected region.

#### LIMITATIONS OF THE STUDY

- The selected sample consisted only 30 respondents.
- There was not much review of literature available.
- There were no previous studies conducted in this area.
- The study was restricted to selected areas.
- The study is based on the information given by the selected respondents, so there is chance of personal bias.

#### ANALYSIS AND INTERPRETATION

**Table 1** showing whether the theater is started before the arrival of digital cinema

Options	Frequency	Percentage
Yes	25	83
No	5	17

#### INTERPRETATION:

The above table can be inferred that out of 30 respondents, 25 theaters started before the arrival of digital cinemas.

**Table 2** showing whether the theater is going on profit or not

Profitable		Non profitable	
No.	percentage	No.	Percentage
27	90	3	10

INTERPRETATION:

The above table shows 100% theaters runs on profit.

**Table 3** showing whether there is a huge cost for installing digital cinema

Option	High cost	Neutral	Low cost
No. of theaters	13	7	10

INTERPRETATION:

The above table shows that theaters have different opinion about the cost of installing digital cinema. Some respondents says that it have a high cost where as some have the opinion that the cost of digital cinema is low others have a neutral opinion.

## FINDINGS

- The above study helped to understand more about digital cinema.
- The above study shows there is a huge impact of digital cinema in theatre business.
- The above study helped to understand the theatres opinion about satellite rights.
- The theatre earns a high profit after installing digital cinema facility.
- Better services are provided by digital cinema companies.
- The theatres are also benefited from giving local advertisements.
- The above study also helped to find that there is a huge cost in installing digital cinema facility.

## SUGGESTIONS

- The digital cinema facility should be installed in all theatres.
- This facility increases the profits of the theatres.
- The cost of digital cinema facility should be affordable to all theatres.
- The services of digital cinema companies is fair.
- There should be a clear agreement about satellite rights to channels.

## CONCLUSION

The arrival of digital cinema has made a big change in the theatre business Satellite rights even though helped the producers, the theatres do not have a choir opinion about that. The digital cinema has increased the profits of the theatres.

This article provides about "A study on the impact of digital cinema and satellite rights in theatre business" understood more information's about digital cinema and satellite rights.

I conducted a survey in convenient places. In this study, I can say, Digital cinema has made a positive impact in theatre business and also satellite rights not at all affects theatres.

**REFERENCE**

- [1] Harris, Tom. "How Digital Cinema Works." (2002, May 16). HowStuffWorks.com. Retrieved March 27, 2008.
- [2] Prof R. Edgell "The impact of digital cinema on the movie industry: Time for a change? (May 5, 2008)
- [3] Research methodology –Dr.Deepak chowla
- [4] Research methodology- Kothari
- [5] <https://www.indiantelevision.com/movies/hindi/will-cbfc-certificate-be-required-for-satellite-release-of-digitally-released-films-200518>
- [6] <http://www.indiatoday.in>
- [7] <http://www.quickkerala.com>
- [8] <http://www.slideshare.net>