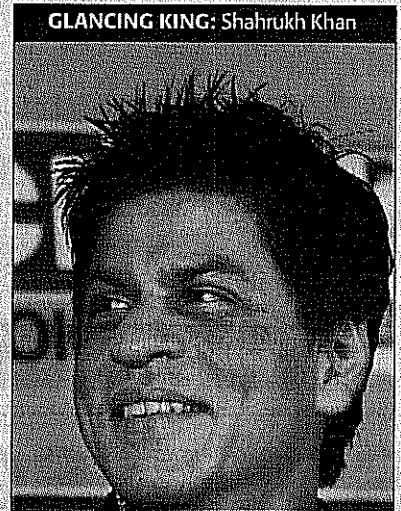


Media, entertainment to touch \$24b mark by 2014



SHOW TIME: Maharashtra CM Ashok Chavan with Shahrukh Khan, Katrina Kaif, producer director Yash Chopra and Karan Johar at the Ficci Frames 2010 inauguration ceremony

Pic: Bharat Chandra



GLANCING KING: Shahrukh Khan

Learn The Science Of Marketing From Hollywood, Says SRK

Nandini Raghavendra
MUMBAI

SHAHRUKH Khan, perhaps the most popular salesman in the world representing some 20 brands, believes that the Indian film industry needs to learn the science of marketing from Hollywood.

"The most essential aspect that we need to learn (from Hollywood) is the science of marketing of films," the Bollywood superstar, who is touted as the most popular movie star on earth by director Karan Johar, said at the inauguration of Ficci Frames 2010, a three-day media and entertainment industry conference.

Indian filmmakers should also learn screenplay-writing techniques, visual effects know-how and the discipline in doing film business from Hollywood, he said. "The time has come to have a symbiotic relationship where we can both feed off the knowledge that we have instead of just the money."

The inauguration was attended by Maharashtra chief minister Ashok Chavan, Fox Filmed Entertainment chairman & CEO Jim Gianopulus, Turner Broadcast International president Louis Sams, Marico chairman Harsh Mariwala, veteran filmmaker and producer Yash Chopra and Karan Johar who is a co-chairman of Ficci Frames, among others.

Referring to the troubles super hit 'My Name Is Khan' had in Maharashtra due to opposition from Shiv Sena, the chief minister said there was no need for a second censor board. "We would strive to ensure that there was only one censor, the Censor Board," and not succumb to any external opposition to the release of a film, he said.

Meanwhile, the Indian media and entertainment (M&E) industry is eyeing a major rebound after a flat 2009 when it grew just 1.4% to Rs 587 billion, according to a Ficci & KPMG report released at the event.

Over the next five years, the industry is projected to grow at a compound annual growth rate of 13% to reach the size of Rs 1,091 billion by 2014, it said.

While films, radio and out-of-home advertising saw negative growth last calendar, sectors that did well in-



SMILES APART: Dutch actress Victoria Koblenko

clude television, Internet, gaming, animation and music. Print media reported a very moderate growth even as the subscription revenues of TV and print grew by 8.5% to reach Rs 241 billion.

Advertising spends that grew at CAGR of 10% in the past three years reported almost flat growth in 2009.

However, with the economy firmly on the growth path, consumer sentiment once again buoyant and increasing media penetration, most media and entertainment sectors are expected to record robust growth in the coming years. After all, as King Khan put it, after the three basic needs of 'roti, kapda and makaan' the fourth requirement for the people is entertainment.

IPL here to stay, says Ficci report

IT'S the filmy quotient that helped the Indian Premier League, otherwise a domestic club T20 tournament, to become perhaps the most popular sporting event in the country - rivaling international cricket, not to mention domestic Ranji Trophy. **Aminah Sheikh** reports from Mumbai.

"Involving Bollywood celebrities has helped the sport expand viewership like the female audience that is now tuned into IPL," former cricketer Ajay Jadeja said on the sidelines of Ficci Frames. According to the Ficci-KPMG report on media and entertainment industry, IPL in just three years has achieved what more mature leagues have managed to do only after many years of existence. Going forward, IPL has the potential to reach to a global destinations thereby increasing popularity of the format and franchises.

"The IPL has created an impact across the industry, be it films, movie exhibition business, television channels or public venues, said Rajesh Jain, head — media & entertainment at KPMG. "IPL is getting bigger each year and its here to stay."