

UTV Interactive renews worldwide exclusive digital rights with Speed/Moviebox Records

BUSINESSOFCINEMA.COM TEAM 11 APRIL, 2011

MUMBAI: UTV Interactive, has renewed digital rights with Speed/Moviebox Records. In addition, labels like Spine Records, Silver Streaks and Kizmet Records are now licensed with UTV Interactive. The move raises UTV's music market share in Punjab to over 60%.

The rights include mobile content services, including CRBT, WAP, SMS, Mobile Radio, Videos on 2G and 3G services as well as all rights for content embedding, internet streaming and even downloads. Moviebox Records has on board with them artists like Jazzy B, Gurdaas Mann, Satinder Sartaaj, Shazia Manzoor, Bally Jagpal, Nachhattar Gill, Master Saleem and many more with a catalogue size of over 400 albums.

UTV business head - Voice Products Interactive Lavina Tauro said, "Punjabi music listeners have an immensely diverse taste in music, ranging from folk to pop there a partnership with Speed/Moviebox records which has a wide range of artists was a natural fit. We at UTV have always believed in the power of a regional digital catalogue and over the years created a strong hold in the Market. Punjab is a strong market and this continued partnership with Moviebox will help us further strengthen our position here."

Moviebox Records director Dinesh Auluck said, "We are extremely delighted to continue our partnership with UTV Interactive. Over the last three years we have worked closely with UTV to expand our presence in new mediums that have arisen. UTV's knowledge of this market is immense and we are sure this partnership will ensure immense growth for both companies."

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