



WELCOME TO



IFFI  
2021  
52nd  
International  
Film Festival  
of India, Goa

CASE STUDY

20<sup>th</sup> - 28<sup>th</sup> November, 2021

## **International Film Festival of India (IFFI) VIRTUAL EVENT & AWARD CEREMONY**

How International Film Festival of India (IFFI) gave  
front row seats to every attendee



# About International Film Festival of India (IFFI)

Founded in 1952, the International Film Festival of India (IFFI) is one of the most prominent film festivals in Asia. Establishing a common platform for global cinema, IFFI celebrates excellence of film art, and promotes friendship and cooperation among people of the world.





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## **What International Film Festival of India (IFFI) wanted?**

After entrusting their 51st Edition, IFFI wanted to conduct their exclusive 52nd Edition in virtual mode with MultiTV for the 2nd time. 78 films from across the globe were to be virtually screened under different sections. Movie Premieres were to be set on a 12-hour auto-schedule, publishing, screening, and delisting mode. Live sessions were to be recorded and saved as On-Demand content in Archives for registered users' access. The event was to span over 8 days, making it a challenge to support an event of this scale:

- Live broadcast of performances & sessions
- Live telecast of opening and closing ceremony
- Online screening of films
- Online workshops
- Recordings of Live Sessions saved in Archives
- Registered access for Media, Delegates, & Students



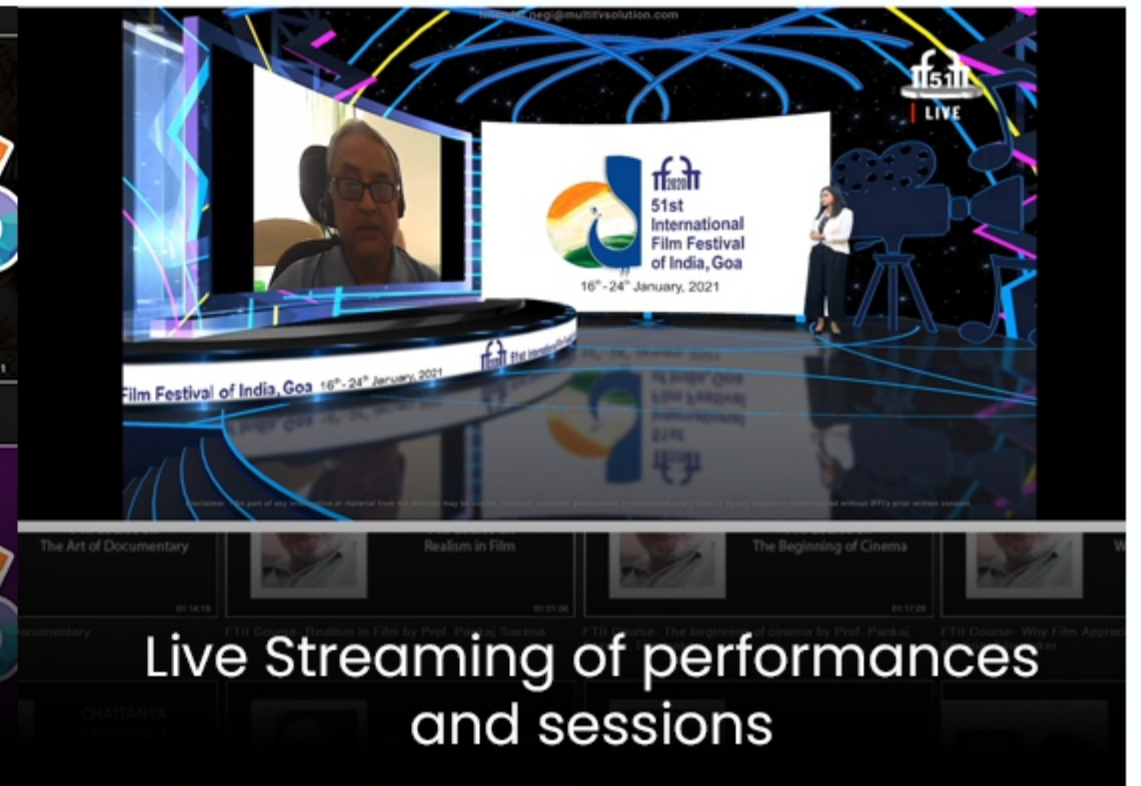
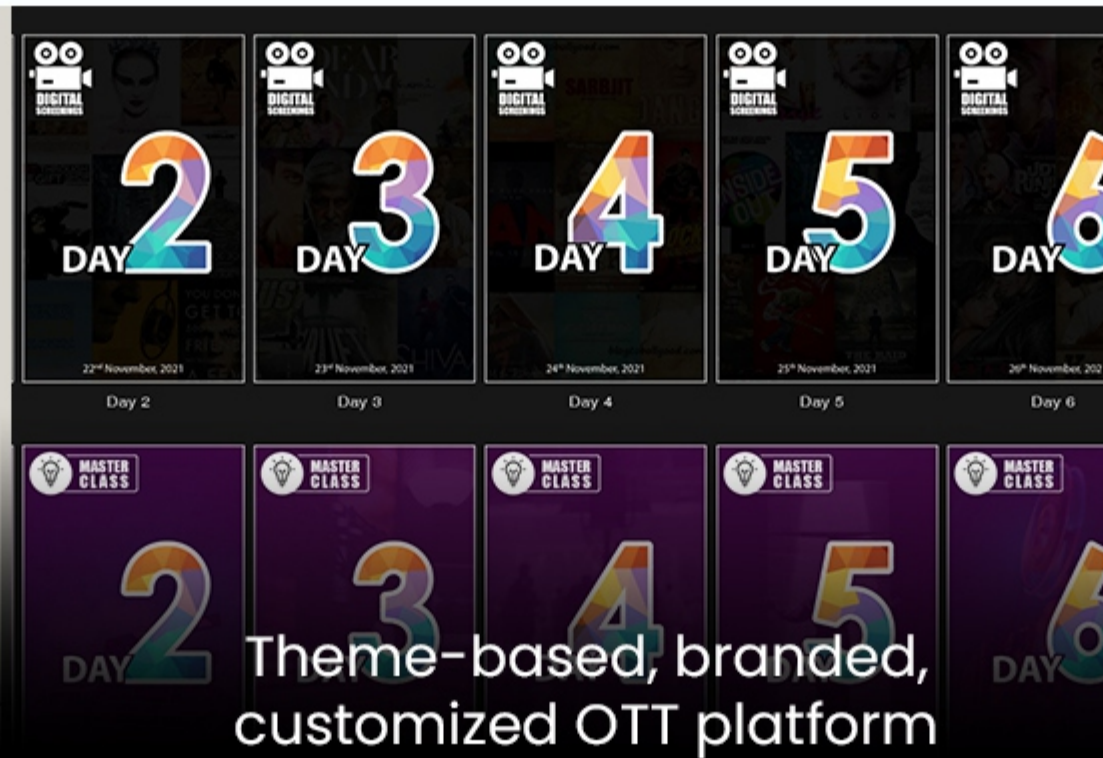
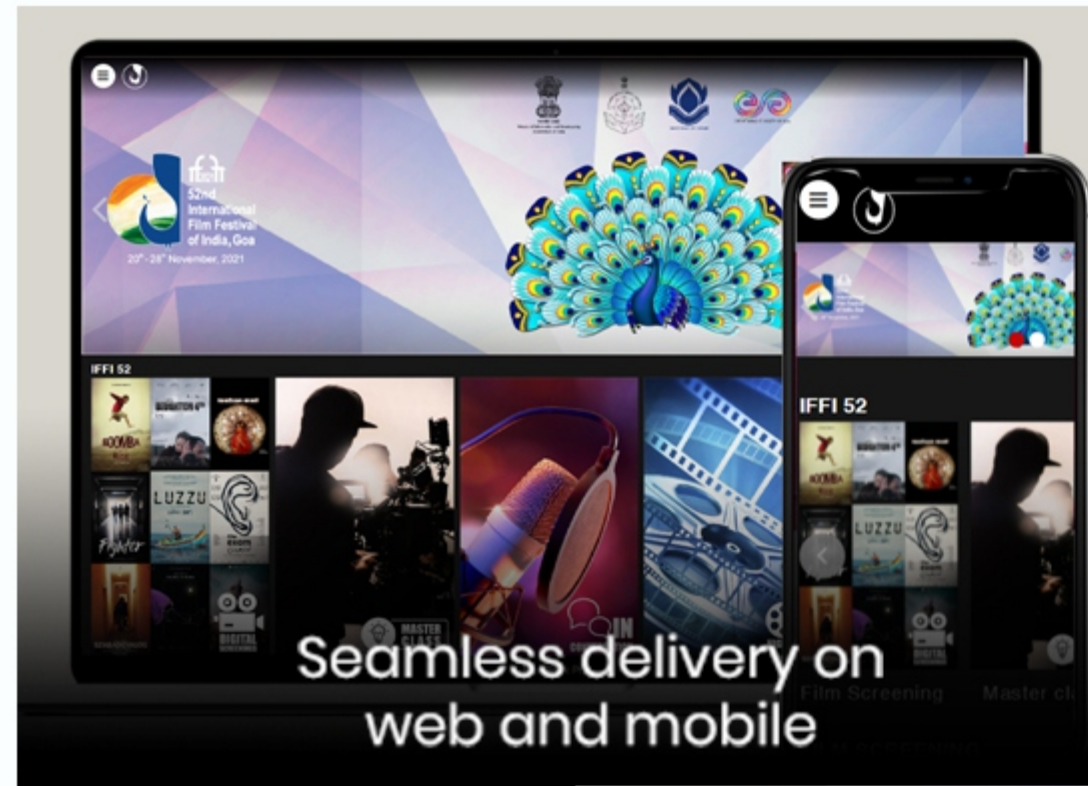


## **International Film Festival of India (IFFI) trusts MultiTV**

for hosting the Event The entire festival event was hosted on MultiTV's OTT platform, Creator, with Live Streaming powered by MultiTV's Virtual platform, BeLIVE. Cine enthusiasts & students, media fraternity, delegates, and the general mass enjoyed front row experience of the premieres and performances from the comfort of their homes.



# HIGHLIGHTS



# TOUCHSTONES

## THE RESULTS

**30557+**

Movie Watch  
Hours

**750+**

Viewers

**36**

Live Sessions

**8**

Days Virtual Event

**78**

Movie Screenings

Email- [connect@multitvsolution.com](mailto:connect@multitvsolution.com)

[www.multitvsolution.com](http://www.multitvsolution.com)