TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 7/2024 September 2024




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Tamil Film Active Producers Association

Regd. No. SRG/Chennai South/250/2020 under Tamil Nadu Societies Registration Act 1975

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Tamil Cinema Trade Guide – a ready reckoner for Tamil film trade information

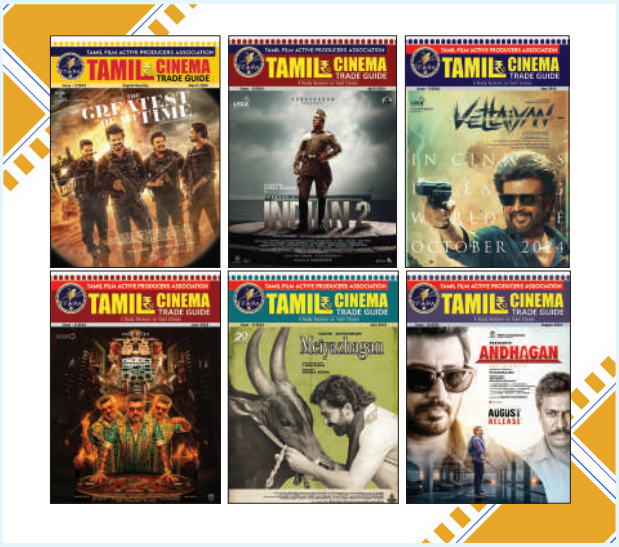
Tamil Cinema Trade Guide from Tamil Film Active Producers Association (TFAPA) is a first-ever attempt by a Film Industry Association in India to bring out a trade guide to support the Producer members to reach out to potential buyers and the industry at large to know the happenings in Tamil Cinema.

Tamil Cinema Trade Guide has been brought out every month since March 2024. Each of the six issues released on the 1st of the month has received widespread appreciation from everyone and has set a benchmark for presenting a trade guide for the benefit of everyone associated with the film industry.

The Trade Guide for each month presents various details about the industry including New Tamil Film releases for the month, important happenings, numerous articles to present the developments during the month, Ormax Media report on most expected Tamil films and the trends, All-India Box Office reports, New Tamil films expected to release in the next three months, details of Lead Actors with their forthcoming film details for Producer members to know the film commitment of each actor.

Tamil Cinema Trade Guide was sent to everyone connected to Tamil Cinema, including all TFAPA members, prominent Producers, Filmmakers, Film Studios, buyers of various rights like music, Hindi dubbing, satellite, digital, overseas, Tamil Nadu theatrical rights, PROs and media persons. All those who received a copy were appreciative of the effort put into presenting the details and are looking forward to future issues.

Team TFAPA is continuously working towards making the Tamil Cinema Trade Guide a ready reckoner for Producers to refer to and do their best, enabling them to reach out to the right buyers to sell their films and at the same time help the buyers of various rights of films to know the happenings in Tamil cinema and consider for acquiring rights for the films up for release.



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We welcome any suggestions or feedback to improve the content of the Trade Guide. We also invite you to place your advertisements in the magazine for wider reach of your film or business related to film production. You can write to us at tfapa2020@gmail.com for any support required. We look forward to your valuable suggestions and contributions.

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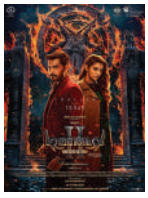

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An Article By G. DHANANJEYAN

Rush of New Releases in August 2024

After witnessing fewer releases during June and July (11 to 13 films), August has witnessed a big rush of new films in Tamil cinema. 26 new films were released in August, which is too high for the audience to absorb. Out of them, actor Prashanth made a strong comeback in *Andhagan,* which became a box office success and four films received widespread appreciation from critics namely *MinMini, Thangalaan, Vaazhai* and *Kottukkaali*. Along with *Thangalaan*, *Demonte Colony II* and *Vaazhai* also became winners at the box office during the month. Overall, though there was a rush of new films, the release of many heartwarming films made the audience welcome them.

The list of new Tamil films released during August 2024 is given below.






S. No.	Date	Film Title	Production Banner	Producer Name	Theatre / OTT	Lead Actor	Satellite Right	OTT Right	Genre
1	02-Aug	Mazhai Pidikkatha Manithan	Infiniti Film Ventures	Infiniti Film Ventures	Theatre	Vijay Antony		Amazon Prime	Action
2	02-Aug	Boat	Prabha Premkumar	Prabha Premkumar	Theatre	Yogi Babu		Amazon Prime	Satire
3	02-Aug	Pechi	Veilon Pictures	Gokul Benoy / Shaik Mujeeb	Theatre	Bala Saravanan			Thriller
4	02-Aug	VasCodaGama	5656 Productions	Dato Subaskaran	Theatre	Nakkul		Amazon Prime	Comedy
5	02-Aug	Jamaa	Learn and Teach Production	Sai Devanand	Theatre	Pari Elavazhagan		Amazon Prime	Realistic
6	02-Aug	Nanban Oruvan Vandha Piragu	Masala Popcorn	Aishwarya M & Sudha R	Theatre	Ananth		Amazon Prime	Friendship
7	09-Aug	MinMini	Stage Unreal	Manoj Paramahamsa	Theatre	Praveen Kishore			Travel
8	09-Aug	Andhagan	Staar Movies	Shanti Thiagarajan	Theatre	Prashanth			Thriller
9	09-Aug	Veerayi Makkal	White Screen Films	N. Suresh Nanda	Theatre	Suresh Nandha			Family
10	09-Aug	Sooriyanum Sooriyakandhiyum	Cinema Studio	AL.Raja	Theatre	Appu Kutty			Family
11	09-Aug	Park	Akshaya Movie Makers	E. Nataraj	Theatre	Taman Kumar			Thriller
12	09-Aug	Light House	Pheonix Productions	B. Ananthalakshmi	Theatre	Thalaivasal Vijay			Thriller
13	09-Aug	P2	Aram Production	P. Ramalingam	Theatre	Manoj			Thriller
14	15-Aug	Thangalaan	Studio Green Films	K.E. Gnanavelraja	Theatre	Vikram		Netflix	Historical
15	15-Aug	D'monte Colony II	Gnanamuthu Pattarai	Bobby Balachandran	Theatre	Arulnidhi	Zee TV	Zee 5	Thriller
16	15-Aug	Raghu Thatha	Hombale Films	Vijay Kiragandur	Theatre	Keerthi Suresh	Zee TV	Zee 5	Comedy
17	23-Aug	Saala	People Media Factory	T.G. Vishwa Prasad	Theatre	Dheeran			Action
18	23-Aug	Kottukkaali	SK Productions	Sivakarthikeyan	Theatre	Soori			Realistic
19	23-Aug	Pogumidam Vegu Thooramillai	Shark 9 Pictures	Siva Kilari	Theatre	Vemal			Emotional
20	23-Aug	Vaazhai	Navvi Studios	Divya Mari Selvaraj - Mari Selvaraj	Theatre	Kalaiyarasan	Vijay TV	Hotstar	Emotional
21	23-Aug	Adharma Kadhaigal	Big Bang Movies	Kamaraj Vel	Theatre	Vetri			Anthology
22	23-Aug	Kadamai	KSNS Film International	K. Seeralan	Theatre	Seeralan			Action
23	30-Aug	Uzhaippalar Dhinam	Nambirajan International Cinema	Santhosh Nambirajan	Theatre	Santosh Nambirajan			Social drama
24	30-Aug	Sembian Mahadevi	B Studios	Padmanabhan Loganathan	Theatre	Veera			Love
25	30-Aug	Virundhu	Neyyar Films	Gireesh Neyyar	Theatre	Arjun			Action
26	30-Aug	Kataana	JPS Cinemax	Jayapal Swaminathan	Theatre	Sathish Ramakrishnan			Action












As of 31st August, 163 new Tamil films were released (including 137 released from January to July 2024) against 162 new films released during the same period in 2023, which is almost same number.

Tamil Cinema has lined up several big-budget films like *The GOAT, Meiyazhagan, Brother, Kanguva, Vettaiyan, Vida Muyarchi, Viduthalai -2* and *Amaran* in next three months (September - November), and most are expecting the industry to see a strong period in terms of box office collections.


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IN THEATRES FROM SEPTEMBER

IMPORTANT HAPPENINGS DURING AUGUST 2024

Amidst the inauspicious 'Aadi' month that was until 16th August, no new film poojas were held in Tamil cinema. From 16th August, the Tamil film industry went on a self-regulation of not commencing new films based on the new proposal put to the Actors Association and other important technicians' associations to bring down the cost and regulate the working of the industry. As they are all under discussion with the Associations concerned, new films have not begun since 16th August 2024.

NO NEW FILMS TO COMMENCE FROM 16th AUGUST 2024 - IMPLEMENTED BY TAMIL CINEMA

In a way, this is a good development as it will pave the way for many films ready for release finding the opportunity to release in theatres thus reducing the backlog of films waiting for release. Hence, we have seen a large number of new releases (25 new films) during August 2024.

Tamil film industry and all the Associations associated with it are firmly of the view that this is the time to bring in the much-needed correction and hence are determined to achieve it through discussions with all important associations. We will keep you updated on the developments.

During the month, the National Film Awards for the year 2022 were announced. Unlike the earlier times, when National Film Awards were announced every year in April and distributed on 3rd May, for the last three years, National Film Awards have been delayed and hence the awards were announced for the year 2022 now. They are yet to call for entries for 2023 and looks like the awards for last year will be presented by the end of this year or next year. We hope the Information & Broadcasting Ministry will clear the 2023 backlog soon and as it was in the past, they call for entries in January 2025 for the National Film Awards for 2024 and not 2023.

Tamil Cinema was the proud winner of 6 National Awards for 2022. Mani Ratnam's magnum Opus *Ponniyin Selvan 1*' has earned four National Film Awards and Dhanush's *Thiruchitrambalam* has won two National Film Awards. From TFAPA, we congratulate each of the winners and we hope Tamil cinema wins more such awards for the year 2023.

National Film Award for 2022: Winners from Tamil Cinema

A.R. Rahman for Best Background Score for *Ponniyin Selvan – 1*

Ravi Varman for Best Cinematography for *Ponniyin Selvan – 1*

Anand Krishnamoorthi for Best Sound Designer for *Ponniyin Selvan – 1*

Mani Ratnam of Madras Talkies for Best Fim in Tamil for *Ponniyin Selvan – 1*

Jani Master and Sathish Krishnan for Best Choreography for *Thiruchitrambalam*

Nithya Menen for Best Actress for *Thiruchitrambalam.*















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ORMAX CINEMATIX TAMIL REPORT FOR AUGUST 2024

Ormax Cinematix is a daily **campaign tracking and first-day box office forecasting tool** for theatrical releases in nine languages (Hindi, Tamil, Telugu, Kannada, Malayalam, Hollywood, Marathi, Bengali & Punjabi). It is based on **consumer research** amongst **regular theatre-goers** (those who watch at least 3 films in the theatre) through an online survey. The product tracks and forecasts over 750 films annually with an accuracy rate of 75%+.

Ormax Cinematix: Tamil

August 24, 2024

Film	Release	Weeks To Release	Buzz	Reach	Appeal	FBO* (₹ Cr Gross)
The Greatest Of All Time	05-Sep-24	2	81	95	84	
Meiyazhagan	27-Sep-24	5	3	31	12	
Devara Part - 1 (Tamil)	27-Sep-24	5	4	57	40	
Kanguva	10-Oct-24	7	53	93	60	
Vettaiyan	10-Oct-24	7	23	75	60	
Amaran	31-Oct-24	10	26	85	37	
Vanangaan	TBA	TBA	4	69	22	
Vidaamuyarchi	TBA	TBA	35	84	73	

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Buzz

A score from 0 to 100 that measures **unaided recall** for a film i.e., percentage of audience that recalled the film without being prompted. It is a strong indicator of the talk value of the film.

Reach

A score from 0 to 100 that measures **aided recall** for a film i.e., percentage of audience who were aware of the film. It captures how wide the campaign has managed to penetrate among theatre-goers.

Appeal

A score from 0 to 100 that measures the % audience who are **definitely interested in watching** the film in theatre, among those aware of it. It is a strong indicator of the creative strength of the campaign.

FBO*

First-day Box Office Forecast (Available only as a Subscribed service)

About Ormax

Ormax Media, established in 2008, is India's premier consulting firm specializing in media and entertainment. It is widely acknowledged as the pioneer of film research and analytics in India.

Ormax Media has also collaborated with renowned Production houses from South including Hombale Films, Arka Media Works, and DVV Entertainment, among others.

For any inquiries about the Ormax Cinematix report, First-Day Box Office Forecast for specific upcoming films, or any film business potential requirements, please contact:

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HORROR GENRE:
A SURE SHOT FORMULA FOR BOX OFFICE SUCCESS

An Article By G. DHANANJEYAN

What is common among these films released this year: *Shaaitan, Munjya, Stree 2* (all three are Hindi films), *Aranmanai 4, Pechi* and *DeMonte Colony II*? All of them were in the horror or horror comedy genre, which worked well at the box office. The success of these films indicates that a well-made horror film with a new theme works well with the audience and brings in hundreds of crores at the box office. Time and again it is proven that horror is a sure-shot genre for success and a clear winner.







Shaaitan starring Ajay Devgn, Madhavan and Jyotika, released in March 2024, a supernatural horror thriller was a huge winner and collected over Rs.200 crore at the box office. *Munjya* made with upcoming actors, another supernatural horror comedy film became a big success and earned over Rs.130 crore at the box office and emerged as the sixth highest-grossing film of 2024. *Stree 2*, released in August starring Rajkumar Rao and Shraddha Kapoor, a sequel to *Stree* released in 2018 became the highest-grossing Hindi film so far of 2024 with a gross collection of over Rs.500 crore. Three horror films setting the benchmark for collections in Hindi cinema clearly indicate that audiences are expecting films in genres that lead to suspension of their disbelief and enjoyment in theatres with family.

Tamil cinema is no exception. The horror genre, which began in 1948 with the film S. Balachander's *Idhu Nijama* was revived as *Kalyanaraman* by Scriptwriter and Producer Panju Arunachalam in 1979, as a supernatural comedy film starring Kamal Haasan. This genre picked up momentum in 2005 with the Blockbuster film *Chandramukhi* by Director P. Vasu with Rajinikanth, followed by Raghava Lawrence in 2007 with the *Muni* series. It then became the Kanchana series and all three installments (Kanchana 1, Kanchana 2, and Kanchana 3) were huge hits for Raghava Lawrence.

Sundar C's tryst with horror comedy started with *Aranmanai* in 2014 and the success of this film led to *Aranmanai 2, Aranmanai 3* and *Aranmanai 4* in 2024, which ended up collecting over Rs.100 crore.

Santhanam began his journey in horror comedy with the film *Dhillukku Thuttu* in 2016. The success of the film led to *Dhilluku Thuttu 2* and *DD Returns* in 2023 and its sequel is expected in 2024.

DeMonte Colony, a horror film by Ajay Gnanamuthu with Arulnidhi became a success in 2015. Its sequel *DeMonte Colony II,* released in August 2024 became a blockbuster and is now set for its third installment next year.



In Tamil cinema, *Muni/ Kanchana, Aranmanai, Dhillukku Thuttu/DD* and *DeMonte Colony* have become sure-shot horror/ horror comedy series, trade and audiences are willing to lap up their next installments even if they are average. Such is the success of horror or horror comedy films.



The recent success of *Pechi* in the horror genre will certainly lead to a sequel to this film as it has the potential to extend the story. However, the success of these films does not guarantee that every horror or horror comedy movie will become a success. In Tamil cinema during 2024 (first 8 months), 10 horror/horror comedy movies have come and out of them only three have succeeded is an indication that only a well-made horror or horror comedy film has a high success potential.



Horror-comedy is the choice of people who like to experience the thrill of horror movies as well as have fun with the horror scenes presented comically. However, horror-comedy films demand the right packaging of the two genres, horror and comedy, to work well with the audience. Hence it is not easy and everyone cannot attempt it since it worked well for others. Only those filmmakers who can ensure the right balance of comedy and horror elements that entertain the audience as well as keep them terrified can be sure of the success of their films. However, a well-made horror or horror-comedy film offers you guaranteed success at box office.

Pa. Ranjith – the most raw and original Tamil voice, creates a revolution in Indian cinema with *Thangalaan*

Comparing Ambedkar and Pa. Ranjith could be an exaggeration for many who are reading this piece but before the advent of the *Attakathi* filmmaker, how many filmmakers voiced out for the oppressed? Forget voicing out for the oppressed, how many filmmakers celebrated BR Ambedkar? How many of us even know about the politics behind our food? The great Ambedkar used his political presence to talk about all these conflicts on big stages. After that, Thol. Thirumalavan talked about the same in Tamil Nadu politics but in cinema, Pa.Ranjith and his Neelam Productions have started a new revolutionary movement in Tamil and Indian cinema with his uncompromised filmmaking style and craftsmanship.

Though Tamil cinema still produces content about privileged communities and their pride, many filmmakers have changed their approach. The neighbouring Telugu film industry made two films— *Rangasthalam* and *Love Story* subtly talking about the injustice that happened to the oppressed community. We had Balaji Sakthivel's *Kaadhal* and Nagaraj Manjule's *Sairaat* in Tamil and Marathi speaking loudly about the cruel oppression. But after Ranjith's *Madras, Kabali,* and *Kaala*, we could see many films in Tamil and Indian cinema talking strongly about the injustice happening to minorities and oppressed communities.

Ranjith's idea of introducing many filmmakers who speak about untouched topics via films like *Pariyerum Perumal* (Mari Selvaraj), *Writer* (Franklin Jacob), *J Baby* (Suresh Mari), *Bluestar* (S Jayakumar), *Seththumaan* (Thamizh), *Irandam Ulagaporin Kadaisi Gundu* (Athiyan Athirai) etc., has actually shifted the Tamil film industry and the mindset of common audiences.

Even Hindi cinema which rarely talks about caste oppression, recently made a film called *Vedaa* that exposes the cruel minds of a section of community in Northern India. Though we are not sure whether these filmmakers had taken inspiration out of Ranjith's body of work we can definitely say after he arrived in the Indian cinema, things have certainly changed.

When Kalaignar Karunanidhi talked about Dravidian ideology in films, it made a big impact on politics. Similarly, one could see the changes happening in society through Ranjith's films.

Earlier, Ranjith's production venture *Kuthirai Vaal* touched upon other magical realism but it wasn't that effective. Now, with *Thangalaan*, Ranjith has almost achieved adapting the magical realism to the big screen.

Ranjith has used the magical realism concept to convey the pain of the men of the soil who have been undergoing the pain for thousands of years. He has brilliantly incorporated all the facts like how Buddhism was eradicated in India, and how the working class was denied land ownership for centuries by Kings, and Zamindars in the name of tax and schemes like Bramadeya.

Mostly, people think Ranjith only voices out for the oppressed. By saying oppressed, many think it stands for the oppressed community



but they didn't know that women in India and other parts of the world are oppressed for centuries. If you look at Ranjith's filmography, the women in his films are stronger and most of the time they are more powerful than the male protagonist.

There is a beautiful scene in *Thangalaan*, where the women in the village bloom in happiness when they get a chance to wear a blouse for the first time as Vikram buys it with the money he earned from the British! You get to know the privilege that oppressed women get from such simple things that were once a luxury! This scene clearly says Ranjith doesn't stand just for the oppressed caste but for the oppressed gender as well.

Ranjith could easily make films like *Sarpatta Parambarai* (that also talked about the oppressed underdog hero) without hurting the sentiments of the many but he prefers to create a debate among the filmmakers, audiences, and people. Though commerce is involved in art, many artists have used their art form to bring revolutionary changes in our society in the past. In our times, Ranjith is an artist who is making films not just to earn money and fame but to bring change to our society and the way people see things around them.

- An article by Popular Reviewer and Industry Analyst Rajasekar

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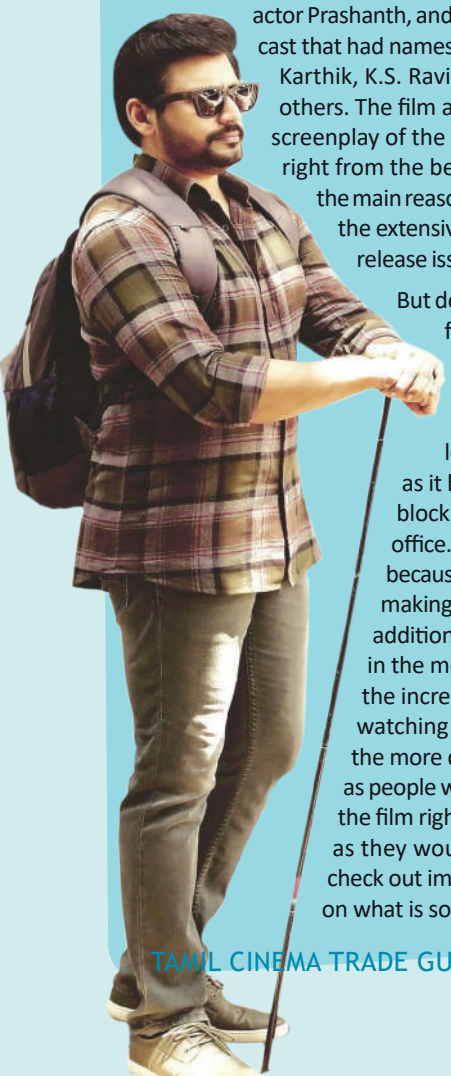
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Andhagan wins, will remakes still win in Kollywood?

After more than a decade, 'Top Star' Prashanth staged and sealed a very good comeback with his *Andhagan*, a remake of Hindi blockbuster *Andhadun. Andhagan* did well in theatres in its opening weekend and is now termed one of the Box Office Hits of the year. *Andhagan* release on 9th August was sandwiched between the August 2nd weekend where six films were released together, and the big Independence Day weekend which had *Thangalaan, Demonte Colony 2* and *Raghu Thatha* released. But the film still managed to pull in a good number of audiences all around for two weeks with positive opinions from both critics and audience.

In Tamil cinema post Covid-19, remakes have been stale juice. There were several remakes including *Pathu Thala, Nenjukku Needhi, Google Kuttappan, The Great Indian Kitchen,* and more. However the success rate of these films has been low to average, as they have failed to create excitement from the audiences to draw them to theatres as the audiences have seen these films in OTT streaming and had limited interest in their remade versions.

But *Andhagan* was different. Yes, it was a remake. But it was a remake of an unbelievably brilliant film in the form of *Andhadhun*, which was too good a thriller to come out from Bollywood. In addition to that, the Tamil version *Andhagan* did a unique job with the cast, bringing back a much-loved actor Prashanth, and packing it with a terrific support cast that had names such as Simran, Samuthirakani, Karthik, K.S. Ravikumar, Urvashi, Yogi Babu and others. The film also did not toy around with the screenplay of the original and stuck to the basics right from the beginning to the end. And that is the main reason why it worked out well despite the extensive delay and production and the release issues around it.



But does this give confidence to other filmmakers and producers to go for remakes again? Not really. *Andhagan* feels like a bee missed by a bullet when we look at it from the larger picture, as it hasn't turned out to be a mega-blockbuster or a big shake at the box office. It is a film that has worked strictly because it has been treated well without making too many changes to the tally, in addition to how old *Andhadhun* has got in the memories of the audiences. With the increasing attention towards people watching films on OTT, it will become all the more difficult to bring about remakes, as people will develop the laziness to watch the film right from the announcement itself as they would have seen it already or will check out immediately upon announcement on what is so great for the film to be remade



in Tamil. Thus, the novelty value of the remake is lost with most audiences having seen the original already especially with many other language films being offered by OTTs with Tamil dubbing as an option.

At best, it is safe to stay away from remakes at this point and proceed towards finding interesting new stories or similar stories of best hits of other languages that will echo with audiences in a similar way, while being different.

If you ever wish to remake a film from another language, keep it confidential from the unit and do not announce the film as a remake until its release to hold the attention of the audience and media to the film. The other option is to remake films from other languages, which are not easily available on OTTs like Bengali, Marathi, Korean, or Indonesian films and the chances of being seen by the audience are remote. Remaking Southern language films (Telugu, Malayalam and Kannada) and Hindi films with most of them being made available on OTTs with Tamil dubbing creates no excitement to the audience, which Producers must keep in mind in the present times, while deciding to remake films from other languages.

- An article by Popular Reviewer and Marketing Consultant Siddharth Srinivas


HASHTAG FDFS PRODUCTIONS
COMING SOON
Kalakari OFFICIAL SELECTION
DOPAMINE
@2.22
WRITTEN AND DIRECTED BY DHIRAV
MUSIC DIRECTOR ALAN SHOJI CINEMATOGRAPHER PRITHIVI RAJENDRAN EDITING DHIRAV COLORIST SRIKANTH RAGHU DI FIREFOX STUDIOS VFX I-MATTE MEDIA
PRO SURESH CHANDRA | ABDUL A NASSER PUBLICITY DESIGN DINESH ASHOK SOUND MIXING ANAND RAMACHANDRAN SOUND DESIGN KISHORE KAMARAJ (JUNKNOISE STUDIOS)
CAST NIKHILA SANKAR | VIBITHA THEKKEPAT | VIJAY DUKE | SATISH | RAGHAV | SATHYA | SAMSON | MASTER SAKTHI | DHIRAV
DIRECTION TEAM SATHISH | NAVEEN ARULMURUGAN | KHASIMA YASAR | DHIRAV
PRODUCED BY DHIRAV
FireFOx STUDIOS
MATTE MEDIA
Oli
Junk Base
mass audios



A rise in AVOD audience fuels India's OTT growth

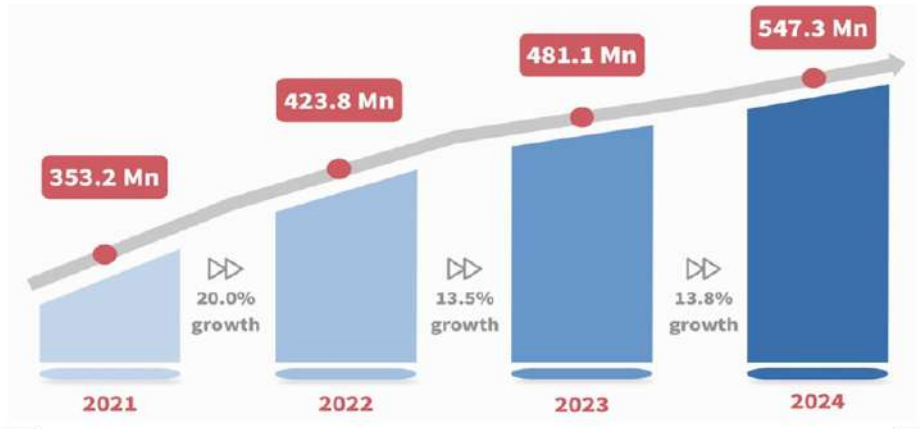
ORMAX MEDIA

The latest edition of The Ormax OTT Audience Report sizes India's digital video universe at 547.3 Million users, i.e., 13.8% growth vis -à-vis 2023

Summary of the Report:

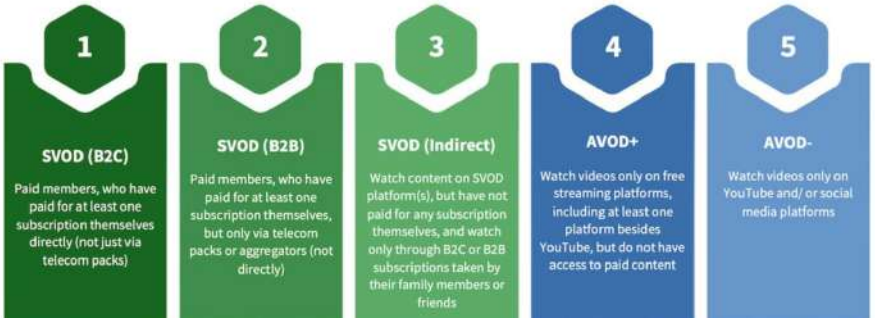
- India's OTT audience universe (defined as number of people who have watched online videos at least once in the last month) is estimated at 547.3 Million in 2024, i.e., a growth of 13.8% vis-à-vis 2023
- The growth rate of 2024 (13.8%) is at par with the previous year's growth (13.5%), indicating a stabilisation of the category post the pandemic. 38% of India's estimated 2024 population is consuming online video content, up from 34% last year
- The growth is entirely driven by the AVOD audience segment, which has grown at 21%, even as the SVOD segment remains stagnant at around the 150 Million mark
- The SVOD (B2C) segment averages at 2.5 subscriptions per user, leading to a total of 99.6 Million direct-to-consumer paid subscriptions in India
- Audience who use Connected TV to consume online video content stands at 69.7 Mn, constitution 13% of the OTT universe

The fourth edition, titled **The Ormax OTT Audience Report: 2024**, based on data collected from 12,000 respondents across India in Jun-Jul 2024, is now out, and available for subscription. As per the report, India's OTT audience universe, defined as those who have watched digital videos at least once in the last one month, is now at **547.3 Million** (or 54.73 Crore) people. The growth from 2023 to 2024 stands at 13.8%, which is comparable to the growth from 2022 to 2023 (13.5%). India's OTT penetration now stands at 38% of the country's population, up from 34% last year. Year-on- year growth of India's OTT (digital video) universe can be seen in the chart below.



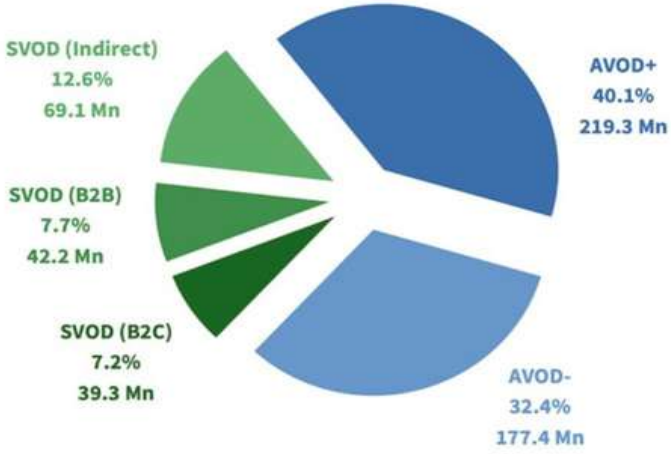


The report divides the 547.3 Million OTT universe into five segments, defined in the chart below, based on free vs. paid usage.





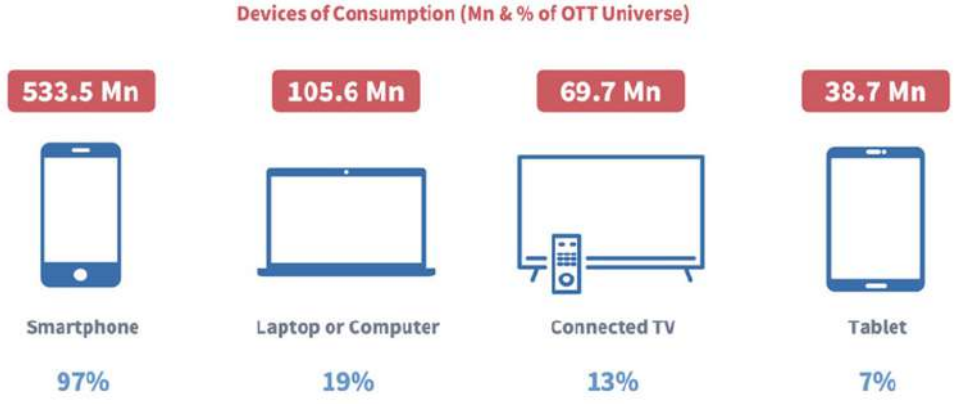
The size of the five segments can be seen in the chart below. SVOD (Subscription Video on Demand) audiences, who have access to paid content, comprise of 150.6 Million people, i.e., 27.5% of India's OTT universe. The remaining 72.5% (396.6 Mn) are accessing only free content, and a sizeable section out of these are watching videos only on YouTube and social media apps. The SVOD audience segment has witnessed a decline this year, and the growth of the OTT universe has been solely driven by the AVOD audience segment, which has grown by 21%.





The SVOD (B2C) segment averages at 2.5 subscriptions per user, leading to a total of 99.6 Million active direct-to-consumer paid subscriptions in India.

The report also provides an understanding into the various devices used by the OTT universe in India, to consume online videos, as seen in this chart:





The smartphone is the preferred device for online video consumption, with 97% of the OTT universe using it. In contrast, all other devices are used by less than 20% of the OTT audience. 81% Indian OTT audience use only the smartphone to watch online videos. Audience that use Connected TV to consume online videos stands at 69.7 Mn, constituting 13% of the OTT universe.

BOX OFFICE

THE INDIA BOX OFFICE REPORT: JAN-JULY 2024

ORMAX MEDIA

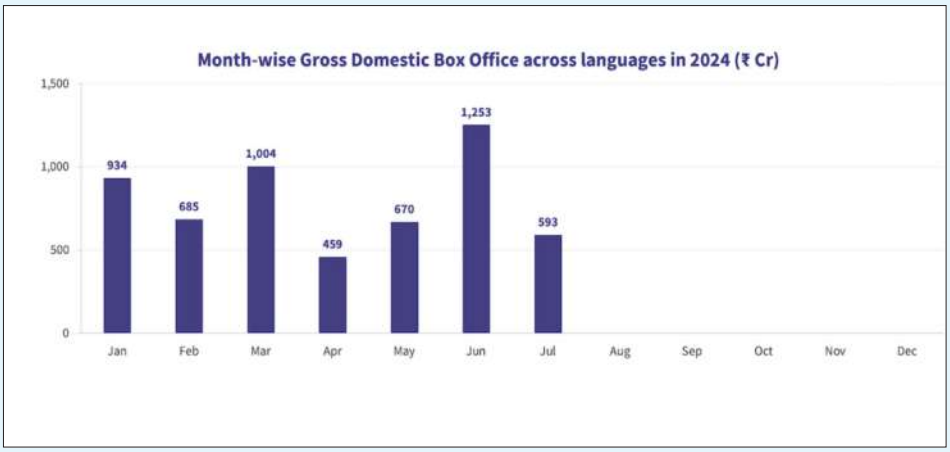
July 2024 was a modest grosser for the Indian film industry, with collections of only ₹593 Cr. Only four films released in the month managed to gross more than ₹50 Cr

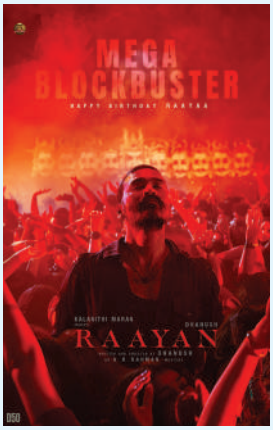
Summary of the Report:

* Films released in July 2024 grossed a modest ₹593 Cr at the domestic box office.
* The cumulative box office for Jan-Jul releases stands at ₹5,598 Cr, which is 4% below the same period in 2023.
* Deadpool & Wolverine emerged as the top film of the month and also became the highest-grossing Hollywood film in India in 2024.
* Dhanush-starrer Raayan became the top-grossing Tamil film of 2024 so far.

Cumulative Box Office: Jan – July 2024:

Films that were released in July 2024 grossed ₹593 Cr at the domestic box office, reflecting a sub-par month at the Indian box office. Notably, 65% of the month's box office came from just three films, i.e., Deadpool & Wolverine, Raayan, & Indian 2.

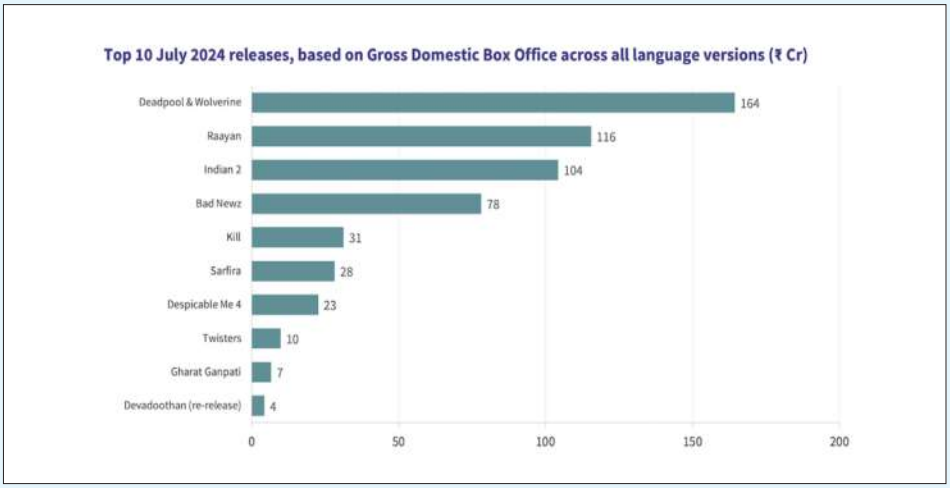




The cumulative box office for Jan-July releases stands at ₹5,598 Cr, which is 4% below the same period in 2023.

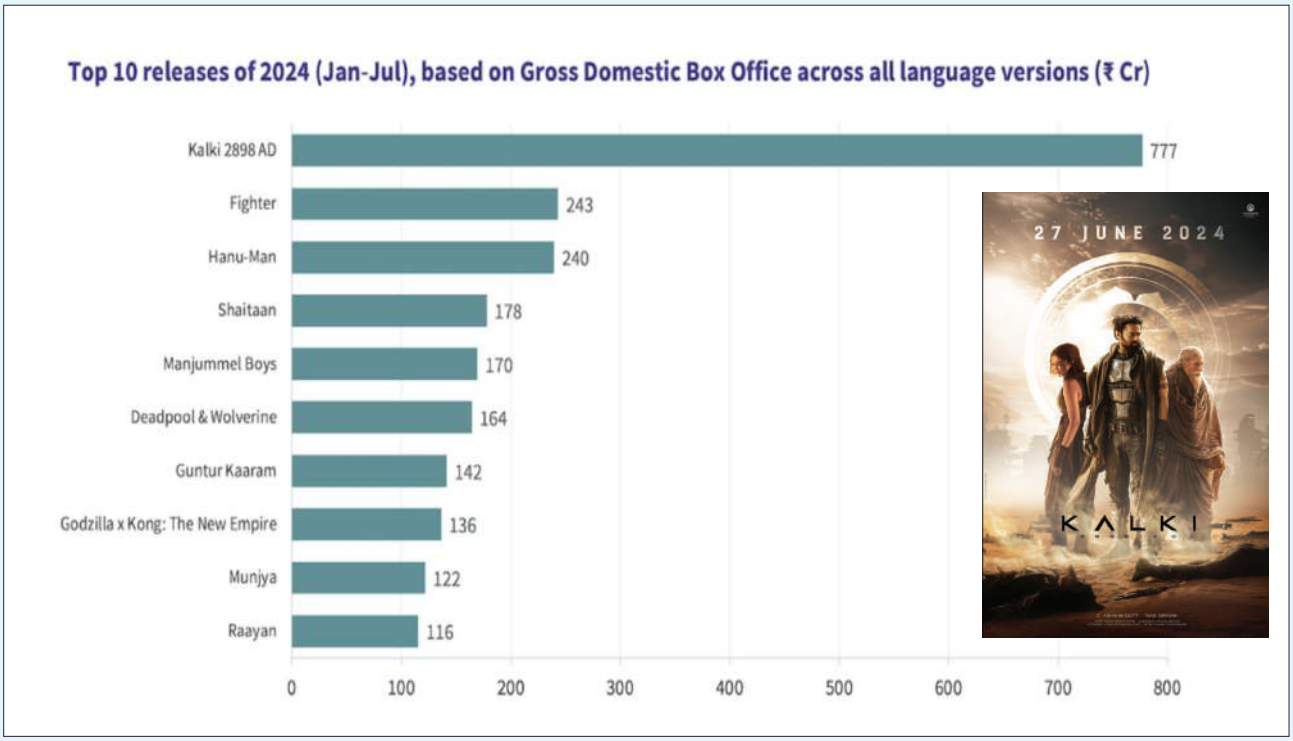
Top 10 Films (Jan-July 2024) at All-India Level:

The chart below lists the top 10 films released in July 2024, based on their box office performance in India.





Deadpool & Wolverine emerges as the top-grossing film of the month, and also the highest grossing Hollywood film in India in 2024, surpassing Godzilla x Kong: The New Empire. Only four films have been able to gross more than ₹50 Cr in July 2024, highlighting the overall underperformance of the box office in the month.

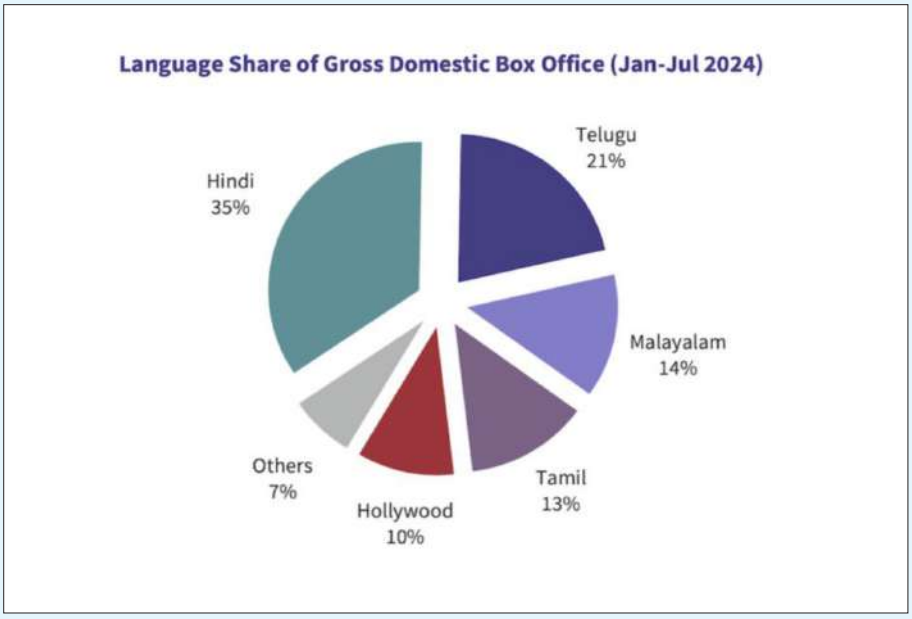


Deadpool & Wolverine and Raayan, two releases from July 2024, are a part of the top 10 list of the year so far. Raayan has also emerged as the highest-grossing Tamil film of the year so far, with estimated gross box office of ₹116 Cr.



Language-wise Box Office Share:

For language share calculation, language-wise box office of films releasing in multiple languages is assigned to the corresponding language. However, for Hollywood, the data for all languages is reported under the language head 'Hollywood'.





After a few back-to-back months that witnessed strong box office performance, the share of the Malayalam film industry has seen a steady decline from 19% in May to 14% in July.

Malayalam cinema grossed only ₹9 Cr in July 2024, with the highest-grosser being the rerelease of the 2000 film *Devadoothan*.



Four Gems in a Month

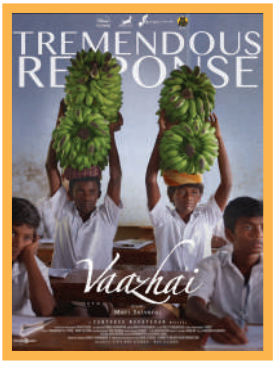
August has witnessed amazing four gems, the four most talked about films in Tamil cinema, namely *Thangalaan, Vaazhai, Kottukkaali and MinMini*. These four films received widespread appreciation from critics and audiences and re-established that Tamil cinema is at the forefront of bringing out new-age content that will generate talk across the globe for being praiseworthy in their efforts.

Thangalaan:



Produced by Studio Green Films, a film written and directed by new age director Pa. Ranjith starring Vikram, Parvathy, Malavika Mohanan and Pasupathy is a period drama, story happening in 18th century, in the backdrop of Kolar Gold Fields (KGF). The film which presented the people of that era authentically with their dialect and looks received unanimous appreciation from critics and audiences as well for presenting the story authentically with no commercial compromises. Vikram's performance as Thangalaan came in for huge praise from everyone and he made the film a must-watch for everyone, through his hard work, dedication, and commitment to the role. If the *KGF* series made in Kannada is an exaggerated version in the backdrop of *KGF*, *Thangalaan* is an authentic version of what really would have taken place in that period.

Vaazhai:



The film began as an OTT Original film by Disney-Hotstar with Director Mari Selvaraj. However, post viewing the final film, the OTT Platform decided to release it in theatres. Mari Selvaraj himself bought the theatrical rights along with Action Choreographer Dilip Subbarayan, and released on 23rd August. The film turned out to be a huge success at the box office. The film based on real-life incidents, a slice of life from Mari Selvaraj was so authentic, beautiful, heart-warming and heart-wrenching that every audience who watched the film emotionally felt for the characters and the incidents, and the word of mouth on the film became so high to make it a box office success. The film is one of the highly appreciated films of the year and may end up winning several awards.

Kottukkaali:



Produced by Sivakarthikeyan Productions, starring Soori and Anna Ben, written and Directed by P.S. Vinod Raj was already getting appreciation at several reputed international film festivals. The film was released in theatres on 23rd August and while a section of critics praised the film for being international and new age cinema, many critics also panned the film as being an extended version of a short film. With no background music, the film did not offer the real cinematic experience most were looking for and instead gave them a feel of watching an art film. Hence, at the box office, the film did not receive a big response as expected but still, the film is praiseworthy and will be remembered for long for taking Tamil cinema to the international arena and bringing in respect.

MinMini:

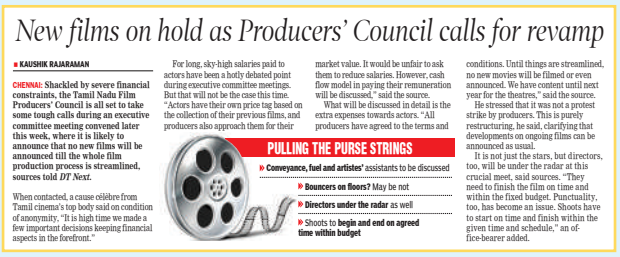


The film produced by popular cinematographer Manoj Paramahamsa and Murali Krishnan and directed by critically acclaimed Filmmaker Halitha Shameem was released in theatres on 9th August. The film went on floors in 2015. Director Halitha decided to wait for the child actors featured in the film to grow up and play their parts as young adults and resumed the shoot in 2022, and completed it in 2023. The film is a beautiful travelogue capturing several never-seen locations in our country and an emotional love story. It is a deeply moving film that beautifully captures the complexities of time, growth, and human relationships between two individuals. Its narrative structure, divided into two halves, with a significant eight-year gap in between isn't just a narrative device but a deliberate choice by the director to allow the characters to mature in real-time, giving the audience an authentic portrayal of the passage of time and its effects on people.

All four films will be remembered for a long as they are certain to bring in several noteworthy awards to Tamil cinema and it is time to celebrate these Producers and Filmmakers for their genuine effort.

TAMIL FILM INDUSTRY IS FIRMLY RESOLVED TO BRING IN THE CHANGES – LATEST UPDATE





New films on hold as Producers' Council calls for revamp

KAUSHIK RAJARAMAN

CHENNAI: Shackled by severe financial constraints, the Tamil Nadu Film Producers' Council is all set to take some tough calls during an executive committee meeting convened later this week, where it is likely to announce that no new films will be announced till the whole film production process is streamlined, sources told *DT Next*.

When contacted, a cause célèbre from Tamil cinema's top body said on condition of anonymity, "It is high time we made a few important decisions keeping financial aspects in the forefront."

For long, sky-high salaries paid to actors have been a hotly debated point during executive committee meetings. But that will not be the case this time. "Actors have their own price tag based on the collection of their previous films, and producers also approach them for their market value. It would be unfair to ask them to reduce salaries. However, cash flow model in paying their remuneration will be discussed," said the source.

What will be discussed in detail is the extra expenses towards actors. "All producers have agreed to the terms and conditions. Until things are streamlined, no new movies will be filmed or even announced. We have content until next year for the theatres," said the source.

He stressed that it was not a protest strike by producers. This is purely restructuring, he said, clarifying that developments on ongoing films can be announced as usual.

It is not just the stars, but directors, too, will be under the radar at this crucial meet, said sources. "They need to finish the film on time and within the fixed budget. Punctuality, too, has become an issue. Shoots have to start on time and finish within the given time and schedule," an office-bearer added.

PULLING THE PURSE STRINGS

- **Conveyance, fuel and artistes'** assistants to be discussed
- **Bouncers on floors?** May be not
- **Directors under the radar** as well
- Shoots to **begin and end on agreed time within budget**

DT Next - 25/06/2024

Tamil Film Producer Council (TFPC), Tamil Film Active Producers Association (TFAPA), Tamil Film Active Distributors Association (TFADA) and Tamil Nadu Multiplex and Single Screen Theatre Owners Association have joined hands and formed a Joint Action Committee (JAC) with the backing of FEFSI (Film Employees Federation of South India), to bring in certain important changes, in the way Tamil film industry is operating currently.

Based on the decision of JAC, new films are not allowed to commence their shooting from 16th August 2024 and only films that have already commenced are continuing their shoot. The following are the changes proposed by JAC for the betterment of the industry with actors and technicians:

1. Rationalize the salaries of Leading Actors, Leading Character Actors and Main Technicians (Directors, Cinematographers, Music Directors, Editors, Art Directors, Action Chorographers and Production Managers), keeping in mind the current reality of substantial reduction in the revenues for films, with both OTT platforms and Satellite channels buying very few films and most films going for either low prices or not selling at all and at theatres only selected films doing well and rest not earning even their print and publicity cost.
2. Restructure the payment schedule to actors and technicians to reduce the cost of capital (interest) to Producers.
3. Controlling the cost of production (number of shooting days, cost of hiring of camera, equipment, set work cost etc.) and reducing the duration of completing a film to reduce the interest cost to Producers.
4. Reduce the other costs associated with employing actors and technicians (assistants salary, staff salary, cost of caravan, travel, stay, bodyguards at shooting spot) etc.
5. Prioritization of giving dates by actors and technicians to Producers based on the earlier commitments, than taking up new commitments or delaying the old commitments.
6. Standard Agreements incorporating the new understandings between the Associations, to be signed by everyone associated with a film, which will be issued by JAC once finalized.
7. Other changes required in the working of actors and technicians along with support in business and promotions to Producers.



The JAC had a meeting with South Indian Artistes' Association (SIAA) and the changes proposed were discussed. SIAA is deliberating on the proposals and JAC is expecting favorable response soon.

The JAC has also sent proposals to seven key Associations of film industry namely Directors Union, Cinematographers Union, Editors Union, Art Directors Union, Music Directors Union, Stunt Artistes Union and Production Managers Association and their responses are expected soon.

Once JAC and these eight key associations come to an agreement on the proposals mooted by JAC, Tamil film industry will move forward on its next steps. Until then, no new films can be commenced and JAC is firmly committed to bring in the changes, which is the need of the hour to revive.

We will keep you updated on the developments in our coming issues. Until then, we advise all our Producer members to only work on the scripts, evaluate the changing business atmosphere and focus on pre-production, if already these were done and do not plan to start the shooting of any new film.

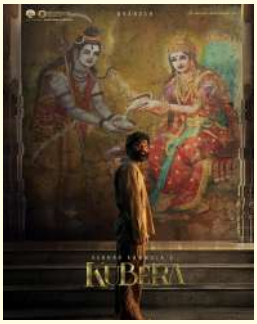
We at TFAPA are confident of better times ahead for Tamil Cinema with greater control on costs and working conditions, which will lead to reduction in the failure rate, which currently touched an alarming 95% of the new films produced.

TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2024 - 25













Leading Actors (Select List in random order)	Films expected	Producer (s)
Rajinikanth	Vettaiyan / Coolie	Lyca Productions / Sun Pictures
Kamal Haasan	Thug Life	Red Giant Movies - Raaj Kamal Films
Vijay	The GOAT	AGS Entertainment
Ajith Kumar	Good Bad Ugly / Vida Muyarchi	Mythri Movie Makers / Lyca Productions
Suriya	Kanguva / Suriya 44	Studio Green Films / 2D Entertainment
Vikram	Dhruva Natchathiram & Veera Dheera Sooran - 2	Ondraga Entertainment & HR Pictures
Dhanush	Kubera	Sree Venkateswara Cinemas LLP- Amigos Creations Pvt Ltd
Sivakarthikeyan	Amaran / SK 23	Raaj Kamal Films / Sri Lakshmi Movies
Karthi	Vaa Vaathiyaar, Meiyazhagan & Sardar 2	Studio Green Films, 2D Entertainment & Prince Pictures
Silambarasan TR	STR 48 / Thugs Life	Raaj Kamal Films International
Jayam Ravi	Brother, Kadhalikka Neramillai & Genie	Screen Scene Media, Red Giant Movies & Vels Film International
Vishal	Thupparivalan - 2	Vishal Film Factory
Raghava Lawrence	Benz & Hunter	Passion Studios- G Squad & Goldmines Telefilms
Arya	Mr.X	Prince Pictures
Vijay Sethupathi	Viduthalai Part 2, Ace & Train	RS Infotainment, 7Cs Entertainment & V Creations
Vijay Antony	Hitler	Chendur Film International
Vishnu Vishal	Mohan Das, Aaaryan & Dir. Ramkumar film	Vishnu Vishal Productions & Sathya Jyothi Films
Arun Vijay	Vanangaan, Agni Siragugal & Retta Thala	V House Productions, Amma Creations & BTG Universal
Jiiva	Black	Potential Studios
Santhanam	DD Returns Sequel	The Show People
RJ Balaji	Sorgavaasal	Swipe Right Studio
M. Sasikumar	Naa Naa, Pagaivanukku Arulvai, Freedom & Nandhan	Multiple Producers
Prabhudeva	Flashback, Musasi, Jolly O Gymkhana, Moon Walk & Petta Rap	Abhishek Films, Joy Film Box Entertainment, Transindia Media, Behindwoods & Blue Hill Films
Siddharth	Test / Untitled film / Siddharth 40	Y Not Studios / Passion Studios / Shanthi Talkies
Kavin	Kiss / Bloody Begger / Untitled	Romeo Pictures / Filament Pictures / Grass Root Films















TAMIL FILMS OF LEAD ACTORS EXPECTED IN 2024 - 25































Lead Actors (Select List in alphabetical order)	Films expected	Producer (s)
Aadhi	Sabdham	7G Films - Aalpha Frames
Aari Arjunan	Release / Untitled film	Mano Creation / Madras Deck Entertainment
Arjun Das	Untitled Film	Million Dollar Studios
Arulnidhi	Yet to be announced	-
Ashok Selvan	Emakku Thozhil Romance	T Creations - Thirumalai
Atharvaa	Address / Thanal / Nirangal Moondru / DNA	Ajey Krishna / Annai Film Production / Ayngaran International / Olympia Movies
Bharath	Munnarivaan / Once Upon a Time in Madras / Kalidas 2	Libra Productions / Friday Film Factory / Sky Pictures
Dhruv Vikram	Bison	Applause Entertainment / Neelam Productions
Dinesh	Thandakaaranyam	Neelam Productions
G.V. Prakash Kumar	Idi Muzhakkam / Kingston / Untitled film	Skyman Films International / Parallel Universe / Neelam Productions
Gautham Karthik	Criminal / Mr.X (with Arya)	Parsa Pictures-Big Print Pictures / Prince Pictures
Harish Kalyan	Nooru Kodi Vanavil / Diesel / Lubber Pandhu	Balaji Kapa / SP Cinemas / Prince Pictures
Hip Hop Adhi	Kadaisi Ulaga Por	HipHop Tamizha Entertainment
Jai	Karuppar Nagaram / Jai 32	R. Ramesh / Mithun Mithra Productions
Kalaiyarasan	Yet to be announced	-
Kalidas Jayaram	Yet to be announced	Yet to be announced
Kathir	Aasai / Maanavan	Eagle's Eye Entertainment / Fortune Studios
Kreshna	Untitled Film	EVEG Entertainment
Mahat Raghavendra	Kadhale Kadhale	Sri Vaari Films
(Master) Mahendran	Arindam	Raw 1 Media
Mirchi Shiva	Saloon / Sumo	Inder Kumar / Isari K. Ganesh
Nakkul	The Dark Heaven	Team B Productions
Pradeep Ranganathan	LiK / Dragon	Seven Screen Studio / AGS Entertainment
Rio Raj	Sweetheart / Untitled Film	YSR Films / Drumstick Productions
Samuthirakani	Thiru Manickam	GPRK Movies
Sathish	Sattam En Kaiyil	Krish International Film Creation
S.J. Suryah	Many films in Key roles	Yet to be announced as the Lead Hero
Shantanu Bhagyaraj	Yet to be announced	Yet to be announced
Soori	Viduthalai - Part 2	RS Infortainment
Srikanth	Theenkirai / Operaton Laila	TWD Media / Selrin Production
Taman Kumar	Jenma Natchathiram	Amoham Studios
Vaibhav	Aalambana / Chennai City Gangsters	KJR Studios / BTG Universal
Vasanth Ravi	Indira	JSM Pictures & Emperor Entertainment
Vemal	Desingu Raja 2 / Sir	Infinity Creations / SSS Pictures
Vetri	Iravu	M.S. Murugaraj
Vidaarth	Kaagangal / Untitled	Mayavaram Pictures / Cuviyam Films
Vikram Prabhu	Rathamum Sathaiyum / Pagaiye Kaththiru	Karthik Advaith / Kandhan Arts
Vikranth	Will	Footsteps Productions
Yogi Babu	Medical Miracle / Constable Nandhan	A1 Productions / Shankar Productions

TAMIL FILMS OF LEAD HEROINES, EXPECTED TO RELEASE IN 2024-25











Lead Actress (Select List in random order)	Films expected	Producer (s)
Nayanthara	The Test / Mannangatti	Y Not Studios / Prince Pictures
Trisha	Vida Muyarchi / Thug Life	Lyca Productions / RaajKamal Films
Keerthi Suresh	Revolver Reeta / Kanni Vedi	Passion Studios / Dream Warrior Pictures
Rashmika Mandana	Rainbow / Girl Friend / Pushpa 2 / Kubera	Dream Warrior Pictures / Geetha Arts / Mythiri Movie Makers / Shree Venkateswara Cinemas
Sai Pallavi	Amaran	RaajKamal Films
Jyotika	Yet to be announced	-
Shruti Haasan	Coolie / Chennai Story	Sun Pictures / Guru Films
Samantha Prabhu	Yet to be announced	-
Parvathy	Yet to be announced	-
Aishwarya Rajesh	Karuppar Nagaram / Theeyavar Kulaigal Nadunga / Valaiyam	RR Filmmakers / GS Arts / Axcess Film Factory
Aditi Shankar	Nesippaya	Million Dollar Studios
Andrea Jeremiah	Pisasu 2 / Manushi	Rockfort Entertainment / Grassroot Films
Krithi Shetty	Vaa Vaathiyaar / LiK / Genie	Studio Green Films / 7 Screen Studios / Vels Film International
Hansika Motwani	Gandhari / Man	Masala Pix / Madras Studios
Priya Bhavani Shankar	Zebra	Insideus Media
Tamannaah Bhatia	Yet to be announced	
Nithya Menen	Kadhalikka Neramillai	Red Giant Movies
Dushara Vijayan	Vettaiyan / Veera Dheera Sooran 2	Lyca Productions / HR Pictures
Priyanka Mohan	Brother	Screen Scene Media
Aishwarya Lekshmi	Thug Life	RaajKamal Films International
Malavika Mohanan	Yet to be announced	-
Raashi Khanna	Methavi	Vels Film International
Varalakshmi Sarathkumar	Untitled film	Studio Green Films
Kajal Agarwal	Yet to be announced	-
Vani Bhojan	Pagaivanukku Arulvai / Untitled film	4 Monkeys Studios / Studio Green Films
Ivana	Yet to be announced	-
Kayal Anandhi	Mangai	JSM Pictures
Sai Dhanshika	The Proof	Golden Studios











New Members of Tamil Film Active Producers Association (TFAPA)

Joined in August 2024

TFAPA as an Association has been growing from strength to strength over the months, being an Active Producer Association taking up several new initiatives to benefit its members. TFAPA has been closely working with Tamil Film Producers Council (TFPC), to usher in the much-needed changes in Tamil film industry. We are thankful to TFPC for involving us in every aspect of the changes required, which is enabling TFAPA to contribute our best in terms of new thoughts and processes for the benefit of the industry.

In this section, we feature the new Producer members who joined during the month to our Association, to introduce them to the entire community of TFAPA members and also to the film trade. At TFAPA, we are delighted to welcome 4 new members, who joined us in August 2024, whose details are presented below. We wish all the new members a big success in their film production journey and assure the support of our Association to each one of them.

S.No.	MEMBERSHIP TYPE	COMPANY NAME	PRODUCER'S NAME
1	NEW PRODUCER MEMBER	M/s ZONWAY PRODUCTIONS	Mr. SELVADURAI
2	NEW PRODUCER MEMBER	M/s SKY PICTURES	Mr.K. SENTHIL
3	NEW PRODUCER MEMBER	M/s PEACOCK INDIAN CINEMA	Ms. DOMMARAJU HEMALATHA
4	NEW PRODUCER MEMBER	M/s DIGITALLY STUDIOS	MR. N S JEGADEESAN

With their addition, TFAPA's family has grown further and become stronger each month. Our current strength of members is as given below:

Summary of TFAPA Members as of August 2024:

Type of Members	Number of Members as of 31.8.2024
New Producer Members	212
Associate Members	20
Primary Members	48
Corporate Members	2
Total Active Members	282

TFAPA provides several services to its members efficiently and a few of them are listed below:

1. Title registration if no objection is received within 72 hours of receipt of application.
2. Publicity clearance for Censor purposes within 48 hours of receipt of application.
3. In addition, TFAPA helps the members to get the Censor certification in the other three South Indian languages by coordinating with other language associations and using that issue letter.
4. Dispute resolution within 48 hours of receipt of complaints/disputes from members relating to trade, FEFSI, or any Technician or Actor.
5. Recommendation to FEFSI for shoot commencement on the same day of receipt of the request.
6. Regular information on the happenings in the industry and guidance wherever required.
7. Tariff/cost negotiation for various activities to benefit the members.
8. Tamil Cinema Trade Guide to all its members to know more about the happenings in the industry.
9. Regular meetings to brief the members on the changes happening in the industry.

Many other services as required from time to time.

NEW TAMIL FILMS EXPECTED TO RELEASE DURING SEPTEMBER TO NOVEMBER 2024

The following is the selected list of films that are expected to be released from September to November 2024, the peak festival period (Vinayagar Chaturthi, Dussera, Diwali), which is expected to bring in huge box office collections to Tamil Cinema. This is only a tentative list and will be updated every month based on releases and announcements.



















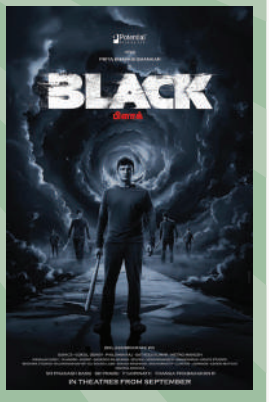












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To Advertise in this monthly Trade Guide, please contact: Ms. **Prasanna Lakshmi** at **9566064204**.

Designer: **Govi. Senthil** Editor & Publisher: **G. Dhananjeyan**

For INTERNAL CIRCULATION AMONG TFAPA MEMBERS AND TRADE. MAGAZINE IS UNDER REGISTRATION


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VIJAY SETHUPATHI
AS THE MENTOR
IN
VIDUTHALAI
PART-II
VETRI MAARAN
ILAIYARAAJA
R VELRAJ | JAYAMOHAN | R RAMAR | JACKI I PETER HEIN, STUN SIVA, PRABHU JACKY | YUGABHARATHI | SP CHOKKALINGAM
G MAGESH | V MANIKANDAN | T UDAYKUMAR | R HARIHARASUDHAN | UTHARA MENON | B RAJA | M BASKAR PRASANTH | SURESH CHANDRA, REKHA | SASI & SASI
SONY MUSIC
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TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 7/2024

September 2024

