

ENTERTAINMENT SOCIETY OF GOA

PRESS NOTE

The 39th edition of International Film Festival of India came to a successful end on 2nd December 2008. The ESG which partnered with the directorate of Film Festivals' Ministry of Information and Broadcasting, Government of India has prepared and submitted a comprehensive 150 pages Report to Chairman ESG, Chief Secretary, Government of Goa on 2nd January 2009 exactly one month after the festival.

IFFI report prepared for the first time ever by Entertainment Society of Goa is a professional Management Document with a view to create Institutional Memory. The document begins with a background in which the festival was organized, Assignments of ESG, Registration and Ticketing, Marketing, Event, Public Relations, Documentation and Printing. It also covers other areas like Programming, Travel and Hospitality, ID cards issuance, Technical Support, Programme Committee, Accounts and Event Management Agency. The document also lists the observation and recommendations by CEO ESG based on his experiences this year.

This festival this year invited 72% more delegates than IFFI 07 and 36% more than IFFI 06. The ESG'S IFFI website invited as many as 7, 17, 565 hits in the month of November 08 itself. The daily average hits for this website were 23, 918. The peak hits on any single day were 5380. Similarly Short Film Center website invited enormous response. The theater attendance stood at an all time high 80,878. The average occupancy was

72%. The tickets sale was at its peak mostly between 10.30 and 11.30 a.m. every day.

For the first time ever, ESG has released Theater Occupancy Details, Theater wise and Film wise. The data and sales analysis of the distribution of IFFI tickets has also been released.