Appendix 4

GLOSSARY OF TERMS USED IN THE FILM BUSINESS

1. BICYCLING: The practice under which the prints of a film rented to a cinema theatre are unofficially despatched to another theatre, without the consent of the distributor.

2. BLACK MARKETING: The practice of unofficial and illegal sale of cinema tickets at a price higher than the admission rate printed on the cinema ticket.

3. BLIND BOOKING: A term used to describe the practice of exhibitors booking a film before it has been trade-shown or even before it has been made, on the strength of its star-value, or possibly because it is one of a series of which the exhibitor has seen and played the first.

4. BLOCK BOOKING: A term used to describe the practice of a distributor requiring an exhibitor to book films other than the one he wants in order to secure the latter.
5. **BLOCK BUSTER**: A high budget film which is super-hit in terms of box office collection.

6. **BLOW UP TECHNIQUE**: The technique of converting a 16 m.m. exposed and developed negative into 35 m.m. positive print.

7. **CINEMATOGRAFHE**: A machine invented by Lumiere Brothers in France, which not only took pictures but could also print and project them as well.

8. **CHAIN**: The practice of one firm or one individual controlling the exhibition of films in many cinema theatres. It represents horizontal integration in the exhibition sector.

9. **CINEMA**: The term originally used to mean a cinema theatre, but in India, the term is generally used to mean a film or a movie exhibited in the theatres.

10. **COMPOUNDING TAX SYSTEM**: The system of entertainment tax liability of a cinema theatre determined as a fixed percentage of the gross house-full capacity of the theatre, regardless of the actual occupancy.
11. **D.C.R. (DAILY COLLECTION REPORT)**: A daily report submitted by the exhibitor to the distributor giving details of the seats occupied, tickets sold as well as gross and net box office receipts per show.

12. **FILMOTSAV**: In India, every alternate year, a non-competitive International Film Festival is arranged. It is called Filmotsav.

13. **FILM SOCIETY**: Privately organised society formed to show films, by holding private performances to its members usually in a cinema hired specially for the purpose.

14. **FIXED HIRE**: A practice of the distributor renting his film to a particular theatre on the fixed amount as the distributor's share per week.

15. **FLY BY NIGHT PRODUCER**: A term used to describe an adventurist film producer who enters into business without any experience and expertise of film making, mainly to make speculative profits.
16. **FREE LANCING SYSTEM**: It is a system of production under which, the production unit including director, artistes and technicians enter into contract with the producer only for a specific film rather than being regularly employed by the particular producer.

17. **HOLDOVER AMOUNT**: The minimum amount of net box-office collection needed to continue the screening of a film at a particular cinema theatre. The exhibitor has contractual right to discontinue the screening of the film, in the event of actual box-office receipt falling below the holdover amount.

18. **I.N.R. RENTAL**: (Indian News Review Rental) - In India it is compulsory for every licenced cinema theatre to screen the short films of documentary or news magazine type for which it has to pay rent to the Films Division, 1% of the net box-office receipts.

19. **INTERNATIONAL FILM FESTIVAL OF INDIA**: In India, the Directorate of Film Festivals organises such festival every alternate year at New Delhi. The Films participating in the competitive section of the festival are eligible for
various awards instituted by The Government of India.

20. **KINETOSCOPE**: A peep box invented by Edison which could run a 50 feet loop of film for an individual viewing.

21. **LOCATION SHOOTING**: It is outdoor shooting at certain locations selected by the producer or director.

22. **MINIMUM GUARANTEE SYSTEM**: A distribution system under which the distributor assures a minimum guarantee amount of money to the producer, regardless of the actual box-office collection of the film.

23. **MOTION PICTURE**: Essentially, it is a series of still pictures printed on a long ribbon of celluloid - generally either 35 or 16 millimeters (written "mm") wide. Each picture halts momentarily, is projected on a white screen, then removed in a flash and another picture substituted. Whether run at 16 frames per second as in silent days or at 24 frames per second as required for sound films, enough phases of an action appear on the screen for
the eye to make the connection between one picture and the next and to create the illusion of continuous motion.

24. NON-THEATRICAL EXHIBITION: A term widely applied to all forms of film exhibition other than those in public cinemas for which admission has been paid, including sub-standard performances in schools, clubs, village halls, etc. It is also applied to production when the intention of the film is to appeal to specialised audiences not seeking entertainment.

25. OCCUPANCY: It expresses the actual tickets sold and seats occupied for a particular film show at a particular theatre.

26. OVERFLOW: The net receipts of the film producer after deducting all marketing expenses.

27. PATRON: Trade term for people who go to the cinema.

28. PRE-RELEASE PUBLICITY: The publicity made by the producer for his ensuing film before its actual release.
29. PRODUCER’S SHARE: Distributor Gross minus the distributor’s share in the form of his commission and the publicity expenses incurred by the distributor.

30. PRODUCTION UNIT: A group of technicians, artistes and other workers who together form a team for the production of a particular film shooting. Once the film is complete, production unit is disbanded.

31. RATIO: Film wastage inevitably occurs during shooting. The ratio of exposed raw film to final length of the film is also called wastage ratio.

32. RAW FILM: (Raw Stock) - A general term to indicate unexposed negative, sound negative and positive film used in the film production.

33. REEL: The term reel is not an exact measure. It means a roll of film which can be contained in a normal ‘2,000 ft.’ tin.

34. RE-ISSUE: A film made available again by distributor for bookings after it has had a general release to cinemas.
35. SATURATION RELEASE: The simultaneous release of a film at many theatres to get maximum audience in the first week of its release.

36. SHORT FILM: In Britain, The Cinematograph Films Act, 1938, defines A Short Film as, a film the length of which is less than 3,000 feet (33 minutes). Therefore, it includes newsreels, cartoons and most documentary, instructional and general interest films.

37. STUDIO SYSTEM: It is a system of production under which the producer who is also a studio owner, employs production unit including artistes and technicians on a salary basis and they have obligation to work only for that producer.

38. TAX-REFUND CONSULTANT: In case of Marathi Film Industry, a person appointed by the film producer to complete various formalities and to make necessary arrangements for getting the refund of entertainment duty from the State Government. For this function, the consultant may charge a fixed amount of fee or get commission at a fixed percentage of the amount of tax-refund available to the producer.
39. TERRITORY: A particular region for which the distribution rights of a film are sold by the producer to a particular distributor.

40. THEATRE PROTECTION: (T.P.) - When a film is released in a theatre under the arrangement of sharing net box-office collection between distributor and exhibitor on a percentage basis, the exhibitor may stipulate the minimum amount of rent he must get. This minimum amount is known as the Theatre Protection Amount.