



MARKETIQ

The Decision Intelligence Platform for the Indian Film Industry

Every important film decision. One intelligence platform.

A Screen Data & Insights product · screendata.ai

WHY MARKETIQ EXISTS

Every successful film is the outcome of hundreds of interconnected decisions.

Some are creative. Some are commercial. Some are strategic — together they determine whether a project gets made, how it's packaged, marketed, released, and how it performs.

The Indian film industry generates enormous information — box office, releases, genres, languages, talent, studios, campaigns, content and audience response — but most of it sits scattered across spreadsheets, reports and instinct.

MarketIQ brings it together into a single decision-support platform, calibrated on 10,000+ films across 10+ Indian languages, updated daily — organised around the questions decision-makers ask every day, not around dashboard modules.

Its objective is simple — help film professionals make better business and creative decisions through structured market intelligence.

Box Office — Questions MarketIQ Answers

Live theatrical pulse, the full historical record, run shape and footfalls.

- What's the realistic commercial ceiling, and which successful films are the closest benchmarks?
- Is the projected box office realistic, and what's the expected commercial range?
- Does a film justify its acquisition price, and which territories offer the highest potential?
- Which films deserve premium screen allocation, and which are likely to sustain collections?
- Is the Indian theatrical market growing or slowing, and where is it likely to head?

MARKETIQ MODULES USED Box Office · Box Office History · Overseas Box Office · Benchmark Analysis · Legs

Release Strategy — Questions MarketIQ Answers

What's releasing, how crowded each window is, and where the genre gaps are.

- When should we release?
- Is the release window overcrowded, and which competing films target the same audience?
- Would postponing improve performance, and which months favour this genre?
- Which festivals genuinely improve box office, and which languages face the least competition right now?

MARKETIQ MODULES USED Release Calendar · Genre Supply & Demand · Seasonality · Year-on-Year Weeks · Past Releases

Content & Campaign — Questions MarketIQ

Answers

Content Likeability Elements (CLE) and Campaign Driving Elements (CDE).

- Is this script commercially strong enough to greenlight?
- Which story elements are strongest and weakest — and can marketing compensate for weak content?
- Is our campaign strong enough to maximise opening and sustain momentum?
- Is audience awareness converting into intent — and is the campaign stronger than the content, or vice versa?
- Was the opening driven by campaign or content, and did the film sustain because audiences liked it?

MARKETIQ MODULES USED CLE · CDE · Element Strengths · Campaign vs Opening · CLE × CDE Balance

THE FIVE LENSES

Market segments, read in depth

Genre Lens

Is this genre growing, saturated or declining — and which audience segments remain underserved?

Language Lens

Which language offers the biggest opportunity, and is it better suited to theatrical or streaming?

Talent Lens

Which actors have the strongest theatrical pull, and who's building long-term commercial equity?

Music Lens

Song and composer momentum — standing and current draw, across every language market.

Studio Lens

Which studios, producers and distributors consistently outperform the market?

Beyond the Lenses — workspace tools that apply the data

- **Compare** Put films — or talent — side by side, up to 10 at once. The quick-look for a casting or programming call.
- **Benchmarking** Group averages, ranges and who's above the line — box office, content & campaign, legs and profile, together.
- **Opportunity Finder** Confirms a genre-language gap is real before development starts.
- **Franchise & Universe** Franchises, shared universes and pan-India films, read as one connected family, not scattered titles.
- **Insights** The daily written market read — headlines, trends and flags, without needing to build the chart yourself.

WHO USES MARKETIQ

Built for every seat in the room

Production Houses

Agencies

Distributors

Investors

Studios

Marketing Teams

Exhibitors

Actors, Directors & Talent Teams

SUBSCRIPTION TIERS

Founding-member pricing, per login — history depth grows with tenure

Tier	Price	What's included
Audience	Free	Live box office pulse · rank-only Content & Campaign · Compare 2 films
Creator	Contact us	+ 3yr box office history · full CLE/CDE scores · Talent + Music Lens in full · Compare 5
Crew	Contact us	+ 5yr history · Legs · CLE/CDE element diagnostics · Language Lens in full · 3 logins
Production House	Contact us	+ 7yr history · Genre + Film Lens in full · Opportunity Finder · Benchmarking · Forecast
Studio	Contact us	+ Full archive (2015–) · Studio Lens in full · Unlimited Watchlist/Alerts · Quarterly Briefing
Enterprise	Custom	Everything in Studio, institutional scale · 20–40+ logins · dedicated service layer

MarketIQ Streaming launches October 2026, included as part of every founding-member subscription.



Better decisions build better films.

Become a founding member — lock in today's pricing for the life of your subscription.

marketiq.screendata.ai · hello@screendata.ai · screendata.ai