

Intel, Eros team on 'Bollywood' portal

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Indian film distributor Eros International is teaming up with Intel on a digital-content portal for movies produced by India's "Bollywood" film industry.

B on Demand will allow delivery on demand of Indian films via broadband to a potential market of 50 million consumers in South Asia starting in the second quarter.

Eros said at the Consumer Electronics Show in Las Vegas this week that the distribution would be handled through Intel's ViiV PC platforms.

Eros Chairman Kishore Lulla said in a news release that the distribution project would open up a new range of markets and revenue streams.

"We've been a market leader in traditional media distribution channels such as cinema, DVD and pay channels with more than 1,500 top titles and new acquisitions and productions every year," Lulla said. "Digital entertainment is the next logical extension and a huge growth area for us."

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