

PROJECT SUMMARY

Ref No.: MRIC/IBG3-CIEI/02	Title: CinePhare
Local Institution: True Tesla Technologies (Mauritius) LTD	
Project Leader	
Mr Keshav Rajaya	True Tesla Technologies (Mauritius) LTD
Research Collaborator(s)	
Name	Organisation
Mr David Dabeesing	True Tesla Technologies (Mauritius) LTD
TECHNICAL ABSTRACT	
CinePhare is a digital streaming platform dedicated to promoting independent and festival films, bridging mauritian and international filmmakers. Designed as an extension of the Phare International Film Festival (PIFF), the platform will feature a curated selection of films from past and present editions of the festival, alongside other exclusive content not available on mainstream platforms. PIFF, established in 2020, is an annual film festival that celebrates independent cinema by showcasing diverse storytelling from Mauritius and beyond. Through CinePhare, select films from PIFF may be made available via limited-time screenings and digital premieres, expanding the festival's reach beyond its physical event. The platform will operate on both pay-per-view and subscription-based models, ensuring revenue generation for content creators while providing audiences with access to a diverse range of films. This project aligns with Creative Industry and e-Innovation, promoting digital transformation in the film industry and increasing the global reach of Mauritian cinema.	
Key Words: Independent Films, Audience Engagement, Creative Industry, Digital Streaming, Global Reach, E-Innovation, Monetization, Festival Expansion	