



BookMyShow.com now launches a movie ticket booking application for BlackBerry Smartphones

- Reinstates its position as India's most technologically innovative [entertainment ticketing portal](#) -

Mumbai, September 23rd, 2010: Bookmyshow.com, India's largest entertainment ticketing website, today announced its latest innovation in the [online ticketing](#) space with the launch of its ticket booking application for BlackBerry smartphones. This first of its kind application will allow BlackBerry smartphone users in India to book tickets conveniently, within few simple clicks while on the move.

The application can be used on all non-touchscreen BlackBerry smartphones handsets with a 4.6v minimum operating system. Compatible handset models include BlackBerry® Bold™ 9000, BlackBerry® Bold™ 9650, BlackBerry® Bold™ 9700, BlackBerry® Curve™ 8350i, BlackBerry® Curve™ 8520, BlackBerry® Curve™ 8530, BlackBerry® Curve™ 8900, BlackBerry® Pearl™3G BlackBerry® Pearl™ 8220, BlackBerry® Pearl™ 8230 and BlackBerry® Tour™ 9630.

Commenting on the new BlackBerry Application, **Ashish Hemrajani, Founder-CEO of Bigtree Entertainment** says, "Bookmyshow.com is constantly introducing technology that revolutionizes the way people [buy movie tickets](#). The Bookmyshow application for BlackBerry smartphones will provide users with an easier option of catching up on the latest in entertainment by booking tickets, anywhere, anytime, on the go! Bookmyshow.com is confident that the new application will receive an overwhelming response from movie buffs - Bookmyshow loyalists and potential users, alike. Keeping a close watch on the pulse of the market has helped us assess and adapt to changing customer requirements. The objective is to empower customers with the benefits of cutting-edge technologies that are at par with global practices."

Commenting on the application Ms. Frenny Bawa, Managing Director, India at Research In Motion said, "We are very pleased that BookMyShow is launching their popular application for BlackBerry smartphone users in India. BookMyShow adds yet another dimension of utility to the limitless possibilities of the BlackBerry platform."

BlackBerry subscribers will be able to download the free app by visiting www.Bookmyshow.com and clicking on the applications page tab. The customer can enter his mobile number in the text box and receive a link to download app via SMS. It can also be downloaded from BlackBerry App World.

According to a study by the market research and consultancy firm on everything mobile, **Research2guidance**, Smartphone owners worldwide downloaded more than 3.8 billion mobile applications in the first six months of 2010, compared to 3.1 billion in all of 2009. The ever increasing

usage of smart phones in the country has the social networking websites such as Facebook & Twitter witnessing a spiral growth in usage through the mobile phones. With the new application launched by Bookmyshow.com, the online movie ticketing industry is on course to witnessing similar growth on the mobile.

Bookmyshow.com recently launched Prebooking on Facebook via an application called 'Ticket Buddy' and also on Bookmyshow.com, which allows customers the option of [advance booking of movie tickets](#), much before the plans open in cinemas. The initiative has been a phenomenal success and has garnered rave reviews from the film industry and movie buffs. Users will soon also be able to pre-book tickets via the Blackberry Application, and also buy tickets for events other than movies – concerts / Sports / Plays, etc.

Bookmyshow.com is the leading entertainment ticketing portal in the country, with a 90% market share. It is also one of the top five transacted websites in the country, with sales peaking over 1 million tickets, and customer spends of over Rs.100 million, on an average every month. Bookmyshow.com has ticketed for over 750 screens across 86 cities and has partnerships with all major Indian production houses and studios with real time ticketing for most major cinema chains.

For more information, log on to www.bookmyshow.com or contact the call center on 39895050

About Bookmyshow.com:

Bigtree Entertainment has been invested by the Network 18 group. Bigtree Entertainment's Bookmyshow.com is India's largest e ticketing website and holds a 90% market share in the online entertainment ticketing space, being the only destination for movie and non-movie options like concerts, plays, events and sports. Today with offices in India, New Zealand and Malaysia, www.bookmyshow.com aims to present their clientele with endless options to purchase [concert tickets](#), [movie tickets](#), [tickets for plays](#), stand up acts, sports and more. The transaction, secure and quick, can be via the web, mobile application, on the WAP or the call center (39895050). www.bookmyshow.com also has social media presence and regularly interact with their customers on both Facebook and Twitter, announcing latest releases, giving away freebies, free screenings, etc. on Twitter and Facebook. Bookmyshow recently also launched its Prebook Application on Bookmyshow and on Facebook - 'Ticket Buddy' - which lets users book tickets for the highly awaited films, even before their plans open in cinemas.

About Network 18:

Network18 [BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has recently expanded into print with Infomedia18, a newly formed entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. TV18 has also announced collaboration with Forbes media for the launch of a business magazine in India. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and has launched 'Colors', a Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18 and its full spectrum events management venture, E18.

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