

Press Release

BookMyShow reveals how India saw movies in 2016

#2016withBookMyShow

Mumbai, December 30, 2016: BookMyShow, India's largest online entertainment ticketing brand, today made some interesting revelations with regards to the movie going habits of viewers in India. The Indian film industry entertained millions of movie goers in 2016. This year, not only did Bollywood films do well at the box office, but even Hollywood and regional content managed to strongly capture the attention of viewers. This was also directly mirrored through millions of ratings and reviews that BookMyShow received on its platform this year, making it among the most transparent reflections of viewer sentiments towards movies being watched in India.

Here are some exciting facts:

- Sunday won hands down to be the best day of the week to watch a movie
- Viewers generally preferred a 7:00 pm show on any given day of the week
- The most perfect day and time combination for movie watching was Saturday at 10:00 pm
- While Friday-Sunday remain the preferred movie going days, Thursday followed in terms of preference until last year. However, in 2016, Monday became the fourth most preferred day to go for a film
- Regional content did exceptionally well. Online movie ticketing for Malayalam cinema showed over 80% growth viz-a-viz in 2015
- Rajnikanth starrer Tamil film Kabali was the only regional film that made it to BookMyShow's Top 10 (as per BookMyShow collections). Shahrukh Khan starrer Fan was ranked no. 14th
- While Kabali (Tamil) was the most sold regional film (on BookMyShow), Natsamrat (Marathi) was the top rated
- Regional film ratings were way higher; only 4 Hindi and English films rated in the top 10, rest all spots were grabbed by regional films
- The trailer of Sultan was most rated on BookMyShow, followed by M.S. Dhoni- The Untold Story

This year, BookMyShow also compiled a list of its favourites in four categories:

- **Cult-** Among others, a movie that left a long lasting impression on BookMyShow Editors was Miss Peregrines's Home for Peculiar Children
- **Debutants-** 2016 saw some noteworthy performances by new talent such as Waluscha De Sousa in Fan opposite Shahrukh Khan and Harshvardhan Kapoor in Mirzya
- **Dialogue-** Movie buffs came across quite a few memorable dialogues this year. One of them definitely was Aishwarya Rai's "*Main kisi ki zaroorat nahi, khwaish banna chahti hoon*" from Ae Dil Hai Mushkil
- **Movers and Shakers-** Among the ones who definitely made a huge impact to the films was definitely Dwayne Johnson who made the headlines all year long in 2016 for his act in Moana

Parikshit Dar, Co-founder & Director, BookMyShow said, "As we near the end of 2016, we would like to thank millions of users for choosing BookMyShow. We decided to revisit their truly incredible 2016 journey with us and summarize their year at the movies. Our objective has always been to enrich the user experience by smartly using technology, while enhancing content discovery on BookMyShow. In

this regard, our comprehensive reviews and ratings platform, which has also established itself as an industry yardstick to evaluate a film's popularity, has played an instrumental role in further assisting viewers in making informed decisions while transacting on BookMyShow. The year 2017 already looks promising with some great line content already lined up and we are excited to embark upon the New Year with our users.”

Detailed results:

Top 10 movies (by BookMyShow collections)

S.No.	Movie Name
1.	The Jungle Book
2.	Sultan
3.	Dangal (<i>ticket sales still ongoing</i>)
4.	Airlift
5.	M.S. Dhoni- The Untold Story
6.	Rustom
7.	Ae Dil Hai Mushkil
8.	Kabali
9.	Dear Zindagi
10.	Kapoor & Sons

Top Grossing (by Language)

Language	Movie Name
Tamil	Kabali
Marathi	Sairat
Telugu	A aa
Malayalam	Puli Murugan
Punjabi	Sardaarji 2
Kannada	Godhi Banna Sadharna Mykattu
Bengali	Praktan
Gujarati	Thai Jashe!
Bhojpuri	Bam Bam Bol Raha Hai Kashi

Top Rated Movies

S.No.	Movie Name	Language
1.	Natsamrat	Marathi
2.	Dangal	Hindi
3.	Hacksaw Ridge	English
4.	Zootopia	English
5.	Pink	Hindi

6.	Sairat	Marathi
7.	Ardaas	Punjabi
8.	Chaar Sahibzaade - Rise Of Banda Singh Bahadur	Punjabi
9.	Irudhi Suttru	Tamil
10.	Pellichoopulu	Telugu

Least Rated Movies

S.No.	Movie Name	Language
1.	Kyaa Kool Hain Hum 3	Hindi
2.	Parapancha	Kannada
3.	Nagabharanam	Telugu
4.	Thikka	Telugu
5.	White	Malayalam
6.	Mirzya	Hindi
7.	Kadavul Irukaan Kumaru	Tamil
8.	Brahmotsavam	Telugu
9.	Thirunaal	Tamil
10.	Tere Bin Laden - Dead or Alive	Hindi

For more details on #2016withBookMyShow, please refer- <https://in.bookmyshow.com/iedb/best-movies-2016>

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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