



India's Entertainment Quotient is back in 2019 with 'Show Off The Year'

Throwback alert! BookMyShow reveals how Indians entertained themselves in the year gone by

Mumbai, December 27, 2019: As we brace ourselves to bid adieu to 2019, BookMyShow, India's leading entertainment destination takes entertainment enthusiasts on a throwback ride. 2019 saw Indians satiate their out-of-home entertainment appetite with options ranging from movies to theatricals and live events including sports, comedy, music concerts and more. 2019 witnessed an evolution in entertainment choices with BookMyShow introducing millions of its users to newer out-of-home experiences.

Presenting to you, [#ShowOffTheYear](#)

**Date range: December 1, 2018 – November 30, 2019*

Movies

In 2019, BookMyShow hosted over 1880 films across languages on its platform. The Marvel craze took over India as *Avengers: Endgame* broke all records to sell over 8.6 million tickets to become the highest-selling Hollywood movie on our platform. This was followed by *URI - The Surgical Strike*, with over 5.7 million tickets to the film sold on BookMyShow alone.

Movie trends released in 2019

- Demand for Hindi movies grew 12% from last year
- Movie buffs booked an average of 2.6 tickets per transaction
- Films in Telugu, Tamil, Malayalam, Kannada and Marathi were amongst the top rated regional language films
- Demand for Malayalam movies rose 108% followed by English at 45% and Hindi at 25%
- 2019 saw an 89% jump in the number of screens occupied by the widest circulated movies as compared to 2018
- Advance ticket sales grew by 11% on BookMyShow in 2019, just shy of 20 million tickets with 11% of the movie tickets being booked before release
- Over 45 films crossed the 1 million ticket sales mark on BookMyShow
- 30% of the top 10 movies (*number of tickets sold on BookMyShow*) were all based on real-life stories and incidents
- Interest in Assamese films grew 5x to match the increase in the number of users who chose BookMyShow to watch these films and rated these films on the platform
- At 97.6, Korean film '*BTS World Tour Love Yourself In Seoul*' was the film with the highest user rating for a movie on BookMyShow, while *URI – The Surgical Strike* got the most number of users at over 5.6 lakh to rate the film. *URI – The Surgical Strike* sold over 5.7 million tickets on BookMyShow
- Hrithik Roshan and Ranveer Singh ruled the top 10 Hindi film bucket with 2 films each to their credit
- Akshay Kumar with 9.2 million tickets and Ayushmann Khurrana with 6.3 million tickets overall, have had a great year with 3 films each
- Hindi versions of regional films like *Saaho*, *Syeraa Narasimha Reddy* and *KGF* have matched up to the primary language's success at the box office
- Sunday evening was the most preferred show time for movie-goers
- 3% of the total tickets are booked in the last 30 minutes before a movie's the show time

- Hyderabad was home to maximum number of movie lovers, followed by Mumbai and Bengaluru. Hyderabad moved from fourth position in 2018 to outnumber its peers and lead the charts in 2019
- Kochi witnessed a 56% increase in the number of people using BookMyShow to watch films as compared to 2018
- Actions films witnessed a growth of 45%, becoming the most preferred genre followed by drama and comedy
- The uptake for English language films increased significantly by 56% vis-à-vis last year
- The Avengers series retained the top spot *amongst English language films*. While *Avengers: Infinity War* led the race in 2018, *Avengers: Endgame* shattered all ceilings in 2019
- Difference between the tickets sold for the top 2 English films was 4x

Top 10 Movies (basis number of tickets sold on BookMyShow)

Sr. No	Movie
1	Avengers: Endgame
2	URI - The Surgical Strike
3	Kabir Singh
4	Saaho
5	War
6	The Lion King
7	Mission Mangal
8	Simmba
9	Gully Boy
10	Chhichhore

Top International movies on-demand (via Vkaao)

Sr. No	Movie
1	Jurassic World: Fallen Kingdom
2	Wonder
3	Weathering With You
4	Paddington 2 (2D English)
5	Blue Planet II (English)
6	Hustlers
7	Village Rockstars
8	Mile 22
9	Hare Krishna
10	A Private War

Movies with the Longest Shelf Life

Title	Language	Shelf Life (days)
Aladdin	English	179
Ayogya	Tamil	125
Kabir Singh	Hindi	102
Maharshi	Telugu	99

The Regional Cut – Top 5 films (by number of tickets sold on BookMyShow)

Bengali

Sr. No	Movie
1	Durgeshgorer Guptodhon
2	Gumnaami
3	Konttho
4	Mitin Mashi
5	Gotro

Gujarati

Sr. No	Movie
1	Chaal Jeevi Laiye
2	Hellaro
3	Chasani - Mithash Zindagi Ni
4	Bau Na Vichaar
5	Midnights With Menka

Marathi

Sr. No	Movie
1	Mumbai Pune Mumbai 3
2	Thackeray
3	Hirkani
4	Anandi Gopal
5	Bhaai - Vyakti Ki Valli

Malayalam

Sr. No	Movie
1	Lucifer
2	Njan Prakashan
3	Thanneer Mathan Dhinangal
4	Odiyan
5	Kumbalangi Nights

Punjabi

Sr. No	Movie
1	Shadaa
2	Ardaas Karaan
3	Muklawa
4	Chal Mera Putt
5	Kala Shah Kala

Tamil

Sr. No	Movie
1	Bigil
2	Petta

3	Viswasam
4	Nerkonda Paarvai
5	Kaithi

Telugu

Sr. No	Movie
1	Syeraa Narasimha Reddy
2	Saaho
3	Maharshi
4	F2
5	Majili

Live Entertainment (music concerts, live performances, theatricals, sports and more)

In 2019, India welcomed live entertainment experiences with open arms. Be it international artists like legendary Irish music band U2, global comedy sensation Aziz Ansari and Michael Firestone at '*I Am King: The Michael Jackson Experience*' or global formats like Marvel Avengers S.T.A.T.I.O.N., the NBA India Games, elrow – the world's craziest party and Peppa Pig musical, audiences lapped up these out-of-home experiences like never before.

Over 17,500 events were listed on BookMyShow, a 23% growth as compared to 2018. This year, the country witnessed two of the biggest international events for the first time ever - NBA India Games 2019 and U2: The Joshua Tree Tour 2019. The tremendous audience response to these marquee events reflected a visible demand for premium international experiences in the country.

Home-grown events like *The Grub Fest* and theatrical performances such as Amol Palekar's *Kusur (The Mistake)*, *Raunaq & Jassi*, *Mahabharat - The Epic Tale* and *Maharathi* ran to packed houses and were completely sold out.

Live Entertainment Trends in 2019

- Number of international live events listed on BookMyShow grew 62% in 2019
- The appetite for international live events grew significantly at 119%
- Number of live events wholly executed by BookMyShow grew 156% since last year
- Mumbaikars held pole position when it came to live entertainment experiences followed by NCR and Chennai
- Jaipur dethroned Kochi as the city with most number of customers buying tickets for live entertainment offerings. Jaipur was followed by Kochi and Guwahati
- India's fascination for cricket continued as the live entertainment genre which saw most ticket sales, followed closely by music concerts and theatricals
- Home-grown music festival Sunburn grew significantly this year with over 3,00,000 fans attending the festival across shows

Marquee international events of 2019

- U2: The Joshua Tree Tour 2019
- NBA India Games 2019
- Aziz Ansari - Road to Nowhere
- Marvel Avengers S.T.A.T.I.O.N.
- The Grub Fest



U2 : The Joshua Tree Tour 2019

- 26% of attendees travelled from NCR, Bengaluru, Pune, Hyderabad, Kolkata, Chennai and Ahmedabad for the Mumbai concert
- 24% of the customers who bought tickets to the concert were first time transactors for a live event in Mumbai

NBA India Games 2019

- Top three categories of premium tickets were sold out within 7 days of tickets going live
- The games saw 100% occupancy with the average ticket price for the event at Rs 12,000/-

Aziz Ansari – Road To Nowhere

- A sold-out show followed by soaring audience demand led to a new show addition for Aziz Ansari's debut India performance

The curtains may have closed on an entertainingly memorable 2019, but hold on to your horses as we enter 2020...because #TheShowNeverEnds.

You can view #ShowOffTheYear here - <https://in.bookmyshow.com/best-of-the-year/2019/>

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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