



BookMyShow launches global online streaming platform for live entertainment with 'BookMyShow Online'; brings all entertainment under one roof

BookMyShow Online will stream India's first ever virtual music festival – Sunburn Home Festival on July 11th-12th

India, July 1, 2020: Continuing with its efforts to keep consumers entertained within the safety of their homes, BookMyShow, India's leading entertainment destination today announced the launch of its **online video streaming platform for live entertainment - BookMyShow Online**. Having entertained millions of customers with multiple in-home virtual entertainment offerings on its platform, in the shadow of the COVID health crisis, BookMyShow's latest feature is a response to audiences' growing need for entertainment within their homes, for the present times.

This is the latest in BookMyShow's growing range of offerings, as the preferred discovery platform for all things entertainment. *BookMyShow Online* caters to the fast-evolving, ever-changing needs of entertainment lovers in **India as also globally for customers using the platform across USA & North America, UK, Germany, UAE, South East Asia, and West Indies**. BookMyShow's new streaming feature as a virtual platform for viewing live entertainment has successfully **hosted over 30 events at scale**, including the first-ever global virtual tours of Latin musician **Willie Gomez**, Australian pop band **The Buckleys** as also American music artist **Taylor Castro**'s performances amongst others.

BookMyShow Online is all set to host the **first ever Virtual Music Festival** in the country with the **Sunburn Home Festival**, - the virtual edition of Asia's biggest electronic dance music festival. The festival will feature top DJs from across the globe in a never-seen-before avatar with 3D animations and special effects showcasing the virtual live experience of a music concert with end-to-end production of stage, lights, LED, lasers, special effects and more **streamed live only on BookMyShow Online**.

With this, BookMyShow brings together all forms of entertainment, whether out-of-home or delivered at-home under its roof in keeping with its brand mantra - *It All Starts Here!*

A global platform for virtual live entertainment, *BookMyShow Online* will be **home to both paid and free performances across music, comedy, and other performing arts** and will be an extension of the unparalleled live entertainment experiences produced and brought to the country by the entertainment company. **BookMyShow Online aims to give consumers a seamless option to view live on-ground experiences from the comfort of their living room, or any location of their preference.**

BookMyShow Online breaks all geographical barriers when it comes to live entertainment experiences, offering artists all over the world, an opportunity to stream their live performances directly on the platform, helping them reach and engage with millions of their fans in India and globally. The streaming feature will run across BookMyShow's app and web platforms matching global capacity standards to host a smooth experience for scores of concurrent viewers at any given point.

Parikshit Dar, Co-founder & Director, BookMyShow said, *"Innovation has always been at the core of BookMyShow, riding on the strength of our product platform, technological expertise and data analytics to enhance the experience of millions of consumers. Sensing the shift in our users' appetite for entertainment during this lockdown, we were agile enough to change tack by introducing virtual in-home entertainment offerings in India and other global markets. The resultant consumer engagement for such initiatives was phenomenal indicating a latent demand and an opportunity to serve seamless virtual live entertainment. Our latest video streaming platform BookMyShow Online*



was born out of this need to make virtual live entertainment, a friction-less and hassle-free viewing experience. The streaming platform was integrated into our native product within a few weeks and offers customisation, massive scale for concurrent viewing and complete security of content. We have, since, been successful in hosting multiple performances from across the globe on BookMyShow Online and are now thrilled to officially launch the service for our valued customers.”

BookMyShow has partnered with Brightcove, the world’s leading video technology platform, as the underlying video streaming technology that powers the use case for the video platform BookMyShow Online. Brightcove’s underlying technology enables *BookMyShow Online* to deliver a reliable, high-quality streaming experience that is easily scalable as the platform’s audience size continues to increase.

Vinit Mehta, Director of Sales - India, Brightcove said, *“BookMyShow selected Brightcove’s underlying video technology for its streaming platform because we fulfilled four major requirements that were critical to the customer: reliability, scalability, speed, and ease of use. Brightcove has also brought additional advantages, such as the ability to spin up multiple live events with our live streaming capability, enhance the user experience, and provide a lightning-fast video player for streaming content. Combined with the support of a local team, BookMyShow had the first-mover advantage by going live quickly. We are proud to partner with BookMyShow to enable them to achieve their mission of providing a platform for artists, musicians, and comedians to live stream and monetise their content during the ‘new normal’ whereby mass concerts and events are not yet possible.”*

Entertainment lovers can now register and buy tickets to watch their favourite artists perform live via *BookMyShow Online* by visiting www.bookmyshow.com

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

About [Brightcove Inc.](http://www.brightcove.com) (NASDAQ: BCOV)

We are the people behind the world’s leading video technology platform. With our award-winning technology and services, we help organizations in more than 70 countries meet business challenges and create strategic opportunities by inspiring, entertaining, and engaging their audiences through video.

Since Brightcove was established in 2004, we have consistently pushed boundaries to create a platform for people who are serious about video: one that is robust, scalable, and intuitive. Benefiting from a global



infrastructure, unrivalled customer support, an extensive partner ecosystem, and relentless investment in R&D, Brightcove video sets the standard for professional grade video management, distribution, and monetization. To learn more, visit www.brightcove.com.

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