



Contactless Movie Experience preferred option to experience entertainment in post-covid India, finds BookMyShow's consumer survey report

~The report titled 'Back To Out-of-Home Entertainment' reveals 54% of Indians are keen to step out for their favourite movies within 15-90 days of the lockdown lifting~

~Respondents chose seat sanitisation and disinfectant tunnels as top 2 measures for a safe entertainment experience~

National, 15 June 2020: How will the face of entertainment look like in the post-covid era? With masks, disinfectant tunnels, sanitised seats, F&B delivered to seats, intimate concerts of 50-100 music lovers and more.

But here's the good news - India is gearing up to step out and get back to its favourite entertainment experience once the lockdown lifts, reveals BookMyShow's Covid survey report titled '**Back To Out-of-Home Entertainment**'.

The report is the outcome of a survey conducted by India's leading entertainment destination, of over 4000 respondents who are active BookMyShow transactors. The survey conducted in May 2020 spans respondents aged between 18-65 years from across 235 cities and towns in India.

Some of the key findings from the report show that **54% of Indian entertainment lovers are eager to get to theatres within 15-90 days of the lockdown lifting** while the rest would prefer to step out after 90 days. **98% of Indians expect cinemas to implement strict safety and hygiene measures** to ensure a safe movie-watching experience.

South India misses its entertainment the most, with 56% of respondents from the region eager to catch their favourite movie and/or concert post the lockdown.

For live entertainment experiences, **40% of Indians would prefer attending a music concert in smaller groups of 50-100. Drive-in concerts, intimate tables for 2-4 people** are some of the factors that consumers would prefer the most, while attending their favourite events.

A **contactless entertainment experience** is what Indians want all the way! **85% of consumers surveyed prefer purchasing their tickets online with the M-ticket & e-ticket option being preferred** for a contactless entertainment experience.

70% of the responses came from consumers in Hyderabad, Mumbai, Bengaluru, NCR, Chennai, Pune, Kolkata, Ahmedabad, Vijayawada and Kochi. 49% of consumers who responded were aged between 25-34 years.

For more detailed findings on how India's love for entertainment will resurface in the post-covid era, refer to BookMyShow's 'Back to Out-of-Home Entertainment' report