



BookMyShow launches music streaming and digital radio with Jukebox
- **Over 2000 hours of FREE on-demand original and curated content available in multiple languages**

Mumbai, September 7, 2017: BookMyShow's recently launched audio entertainment offering Jukebox has now introduced a wide variety of digital audio shows on its platform. In addition to downloading their favourite songs, Jukebox – a unique digital radio service will now enable its listeners to easily discover and listen to specially curated BookMyShow original audio shows and licenced content.

This marks BookMyShow's entry into non-music entertainment providing listeners comprehensive audio entertainment options across categories including Horror, Sports, Bollywood, News and Business, Kids, Comedy, Music, Entertainment (story-telling, drama, mystery etc.), History, and Mythology & Devotion. Together this will offer over 2000 hours of on-demand content to Jukebox listeners, free! Moreover, Jukebox is the only service allowing its users to download the content and listen to it offline, without any fee.

The 'JustPressPlay' proposition, will give Jukebox users the best curated entertainment options on their fingertips. For easy discoverability, Jukebox has been designed to show trending content first, followed by recently added and then delving into different categories of content. In addition to English, "talk content" will also be available through over 60 shows in multiple regional languages including Hindi, Marathi, Punjabi, Tamil, Oriya to name a few. Jukebox will add new shows every 15 days, and release new episodes of existing shows on a daily or weekly basis.

The Jukebox listeners will also have the liberty to choose from four different streaming speed options- Data Saver, Normal, Good and HD.

Aditya Kuber, Associate Vice President-Audio Entertainment, BookMyShow said, "As BookMyShow is moving toward becoming a 360 degree entertainment destination, we are excited to explore the potential of audio entertainment with Jukebox. To make the experience unique for each listener, we will use a mix of machine and deep learning to understand user preferences and offer content suggestions in line with them."

"Through BookMyShow Jukebox, we also want to identify and promote new talent and work towards building the complete ecosystem around talk radio. It's a category that we believe has tremendous potential and we look forward to working with audio enthusiasts to create the most engaging content", added Aditya.

Jukebox will now be offering curated playlists by experts including Nikhil Chinappa, Rohit Barker, Brian Tellis among others. BookMyShow has also roped in major music labels such as Universal, Sony Music, Warner, T-Series, Zee, Saregama, Times Music, and Think Music. Some of the original "talk content" shows to look forward to include The Suresh & Jose show by Suresh Menon and Jose Covaco, and Hrishi K to name a few.

The service is currently available on Android and will be available for iOS users soon.

BookMyShow had earlier acquired Nfusion for its robust tech platform and an experienced team, which provided a fillip to BookMyShow's audio entertainment offerings.

**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 650 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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