



BookMyShow rolls out India's largest homegrown Transactional Video-On-Demand platform – 'BookMyShow Stream'

~The platform uses over two decades of BookMyShow's rich user understanding and data insights to focus on personalised content discovery with access to a finely curated selection of world cinema~

~Warner Bros' Wonder Woman 1984, Tenet and Sony Pictures' The Craft: Legacy to be available on BookMyShow Stream starting February 5th~

National, February 5, 2021: After entertaining millions of Indian cine-goers as their de-facto platform of choice for all things movies, India's leading entertainment destination **BookMyShow** is all set to usher in a whole **new movie-watching experience**. Contributing to the Make-In-India story, BookMyShow has rolled out '**BookMyShow Stream**' - India's largest homegrown **Transaction Video-on-Demand (TVOD)** streaming platform.

With over **600 movie titles** and **72,000+ hours of content**, *BookMyShow Stream* will feature a **handpicked, specially curated library** of some of the best, celebrated and award-winning films and content from around the world along with India that **users can Rent or Buy** and watch. With over **22,000 hours** of content being **Exclusive** to the platform at launch, *BookMyShow Stream* will feature **multiple marquee Premieres every Friday**.

BookMyShow Stream is a **highly data-rich offering** that **focuses on relevant and targeted content for consumers** across **specific film categories** such as **Premieres, Exclusives, World Cinema, Missed in Theatres, Festival Favourites** and dedicated **Bundles** and has been built on the back of over 21 years of **rich consumer understanding** and **data insights on user behaviour** and preferences garnered on the platform.

Starting today, *BookMyShow Stream* will be home to Christopher Nolan's **Tenet**, Gal Gadot starrer **Wonder Woman 1984** and Horror fantasy **The Craft: Legacy**, giving Indian cinephiles an opportunity to catch these blockbusters that they missed in theatres. Besides these, films like **Alone, Yes God Yes, The Peanut Butter Falcon, The Guilty, Les Miserables, Unhinged** and acclaimed Russian Sci-fi thriller **Coma**, from premium Independent studios will **premiere exclusively** on *BookMyShow Stream*.

BookMyShow Stream will feature marquee Hollywood content through **partnerships with leading Global production giants** including **Sony Pictures, Warner Brothers** and **Universal Pictures** amongst others. The platform will also bring compelling films from the library of **major Indian production houses** such as **Viacom18, Shemaroo** and **Rajshri Productions** as also **Regional content providers** like **Divo** and **Sillymonks**, amongst several others.

BookMyShow Stream will be one of the first Indian streaming platforms to host acquired content from **Independent Film distributors** like **PictureWorks, Superfine Films, Impact Films, Kahwa Entertainment** and **VR films**.

Bringing the magic of world cinema to Indian audiences, the movie streaming platform will be the go-to destination for some of the best and most popular **World Cinema** spanning countries such as **Spain, France, Denmark, Sweden, Norway, Germany, Slovakia** and **Netherlands**. The content available on *BookMyShow Stream* is amongst the most celebrated films across key **International Film Festivals** including award-winning showcases at the **Cannes Film Festival, Venice Film Festival, Berlin International Film Festival** and **Sundance Film Festival**, to name a few.

Commenting on the launch of *BookMyShow Stream*, **Ashish Saxena, COO - Cinemas, BookMyShow** said, "*With 'BookMyShow Stream' – the largest Made-in-India Transaction Video-On-Demand platform yet, we are moving a step forward towards nurturing India's movie consumption habit by*



providing users the best of global cinema right to their personal screens. 'BookMyShow Stream' is an innovation that is a result of over two decades of deep consumer understanding and robust data insights on user behaviour and preferences. It will give entertainment lovers access to highly curated cinema offerings from around the world, thanks to some long-term, marquee and exclusive partnerships with global & Indian content powerhouses. 'BookMyShow Stream' is a natural extension of our cinemas business and respects the existing theatrical windows for content. It empowers users to pay only for the content that they watch - a prevalent trend in other global cinema markets, as yet untapped at scale in India. 'BookMyShow Stream' aims to inculcate global consumption trends by providing a highly curated avenue for handpicked cinema from across the world. With flexible purchase options and a seamless user interface, this new offering furthers BookMyShow's journey from being a gateway to an evolved curator of tent pole content experiences."

BookMyShow Stream will offer users the option to **rent a movie** for a finite duration or **buy it for unlimited access** with prices that suit all pockets. The streaming platform will offer an **extremely personalised** and seamless experience based on a user's preferences, transaction and behaviour on BookMyShow, thus enhancing the discovery and streaming process significantly.

Developed in-house and compatible with multiple devices, *BookMyShow Stream* enables an extremely personalized experience for content discovery including a seamless streaming flow and checkout experience across all formats of viewing. *BookMyShow Stream* will be available for viewing on BookMyShow's mobile app and website as also Apple TV, Android TV, Firestick, Chromecast and desktop browsers. *BookMyShow Stream* will allow users to experience features such as downloads, offline viewing and casting.

So, come explore the world of [**BookMyShow Stream**](#)

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd (founded in 1999), is India's leading entertainment destination with global operations and the one-stop shop for every 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 plus 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. Some of the key properties that BookMyShow has brought to its markets over the past few years include U2's The Joshua Tree Tour, NBA's debut games in India, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Coldplay, Ed Sheeran, Justin Bieber to name a few.

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, Elevation Capital (Formerly 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 UAE, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Masti Tickets and Townscript 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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