



***Zack Snyder's Justice League* creates history on BookMyShow Stream with over 100,000 streams sold in just 3 days of its release!**

~The movie that received an overwhelming response in its pre-booking phase itself, had a simultaneous worldwide release on BookMyShow Stream on March 18th~

~Oscar-nominated and blockbuster titles adorn April with Tom & Jerry now live for pre-booking~

National, March 22, 2021: There's no stopping this league from uniting to create milestones across the world! As the excitement around ***Zack Snyder's Justice League*** by Warner Brothers continues to grow, the film is creating history at every step. The thrilling superhero movie is not looking back as it continues to create and then break new records, with each passing hour. **BookMyShow Stream has crossed over 100,000 streams sold** for the film in just 3 days, including those sold in the pre-booking phase. The film that had a simultaneous global release on *BookMyShow Stream* on 18th March has smashed all records surpassing the streams of all previous movies on the platform, including total streams for *Tenet*. **With this, BookMyShow Stream becomes the fastest Transactional-Video-On-Demand platform in India to cross 100,000 streams sold within just 1 and a half month since its launch.**

The phenomenal demand and reception for *Zack Snyder's Justice League* and previously released titles on *BookMyShow Stream* such as ***Tenet, Wonder Woman 1984, Coma*** and ***Fast & Furious: Hobbs and Shaw***, amongst others, reflects the potential that the TVOD model can garner if supplemented thoughtfully with differentiated content, in a market like India. Till date, **BookMyShow Stream has successfully added 45 premieres and exclusive titles in a short span of less than one and a half months since its launch.**

The upcoming months are going to get even bigger and better. **In April**, movie-buffs in the country are in for a treat as they will be able to watch **Oscar-nominated titles** such as ***A Shaun the Sheep Movie: Farmageddon, Sound of Metal*** and ***Judas and the Black Messiah*** and blockbuster films like ***Tom & Jerry, The Climb, The Kid Detective, Godzilla vs. Kong, Another Round*** and ***Ammonite*** on the platform.

On the success of the film **Ashish Saksena, COO - Cinemas, BookMyShow** said, *"The monumental milestone that Zack Snyder's Justice League has crossed in India, with over 100,000 streams sold on 'BookMyShow Stream' in just under 3 days since its release, is hard to describe in words! The film's success is undoubtedly a definitive answer to the future of the power of content as well as the Transactional-Video-on-Demand's (TVOD) model and its growing adoption in the country. It shows that Indian audiences are becoming truly global with their evolving entertainment consumption habits. In the film's success lies the differentiator that we, at BookMyShow, have kept as our single-point focus in enabling 'BookMyShow Stream' to be the most diverse, richly curated content platform at scale in India. On the back of compelling and long-term partnerships with global, local production houses, independent distributors and the crème-de-la-crème of film festivals globally, we strive to showcase the best of cinema from around the world. In line with this, the coming months are set to get even bigger as movie-buffs will be treated with Oscar-winning, blockbuster, differentiated premium content made for video-on-demand that will be showcased exclusively on 'BookMyShow Stream', as early as April onwards. As our library continues to expand with titles from across the world, we are glad to stimulate the palette of movie buffs here, with the TVOD model finally finding its feet definitively in India. And we have only just started!"*



BookMyShow's incisive data capabilities, customer behaviour insights and preferences have been instrumental in the genesis and creation of *BookMyShow Stream* and the kind of content that can be made available with an extremely personalised experience for millions of users through a world class product. The early success of the platform is a testament to and a reassurance of India's evolving entertainment consumption patterns when given a compelling and curated content library week on week to be willing to try and pay for such content.

All titles on *BookMyShow Stream* are available for viewing after renting or buying on BookMyShow's mobile app and website as also Apple TV, Android TV, Firestick, Chromecast and desktop browsers. *BookMyShow Stream* will also allow users to experience features such as downloads, offline viewing and casting.

Bring out the movie-buff within and get STREAMing on [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

For further details, please contact:

media@bookmyshow.com