



BOLLYWOOD  
hungama



# Hungama Digital touches a billion lives globally

Across Mobile, Internet & IPTV,  
With innovative Content & Services

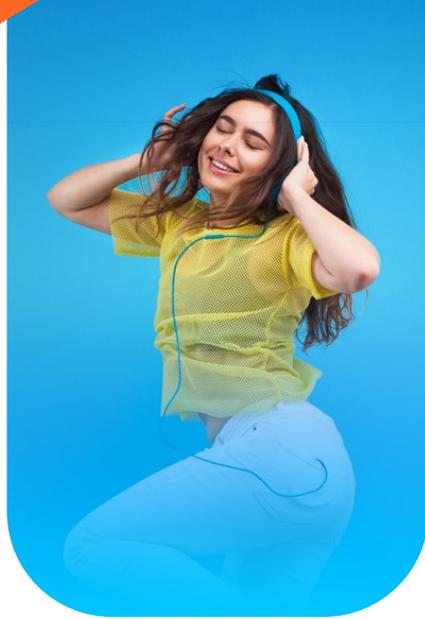
**75+**  
Countries

**150+**  
Platforms

**450 Mn+**  
Users

**45 Mn+**  
Assets

# Our Brands



With over **400 MN** users and **50MN+** downloads, Hungama OTT offers the latest and hottest content available on the entertainment circuit. You can find all your favourite Movies, Podcasts, Web Series, and Audio Stories all in one place.



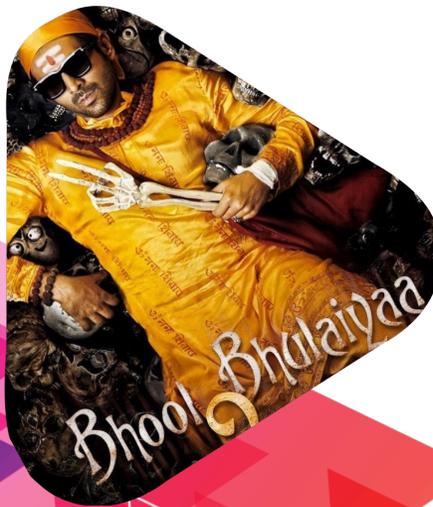
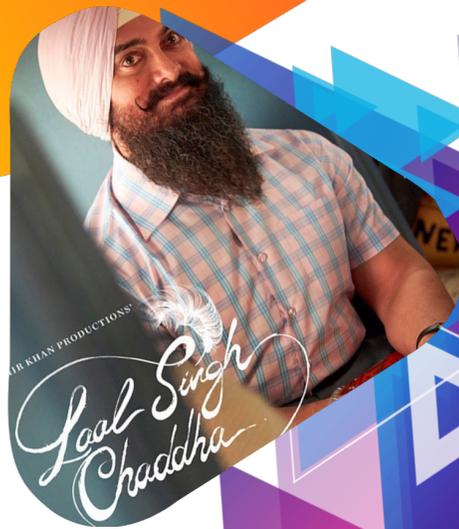
Bollywood Hungama is the world's most widely read Bollywood online daily with 25 MN+ MAU's.



Artist Aloud is a digital media, Distribution & talent management platform for independent artists across the Globe.



A leading game publisher focused on developing games for the South Asian market



**BOLLYWOOD**  
**hungama**

**Touching million lives globally**

**25 Mn+**

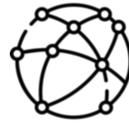
Unique users per month on Website & Mobile

**2.8 MN+**

Daily Active Users on Website & Mobile

**1Mn+**

Bollywood Hungama App Downloads



## Social Media Community



5.5 Mn



1.2 Mn



2 Mn



4.75 Mn

**13.5 Million+ Reach**



# Content & Specials



## Daily Videos

Get the best entertainment content daily



## Talking Films

Celeb Journalist Rohit and RJ Urmin's exclusive interviews with Bollywood Stars



## Real Time Bollywood News

Read about all the latest happenings in Bollywood



## Movie Reviews

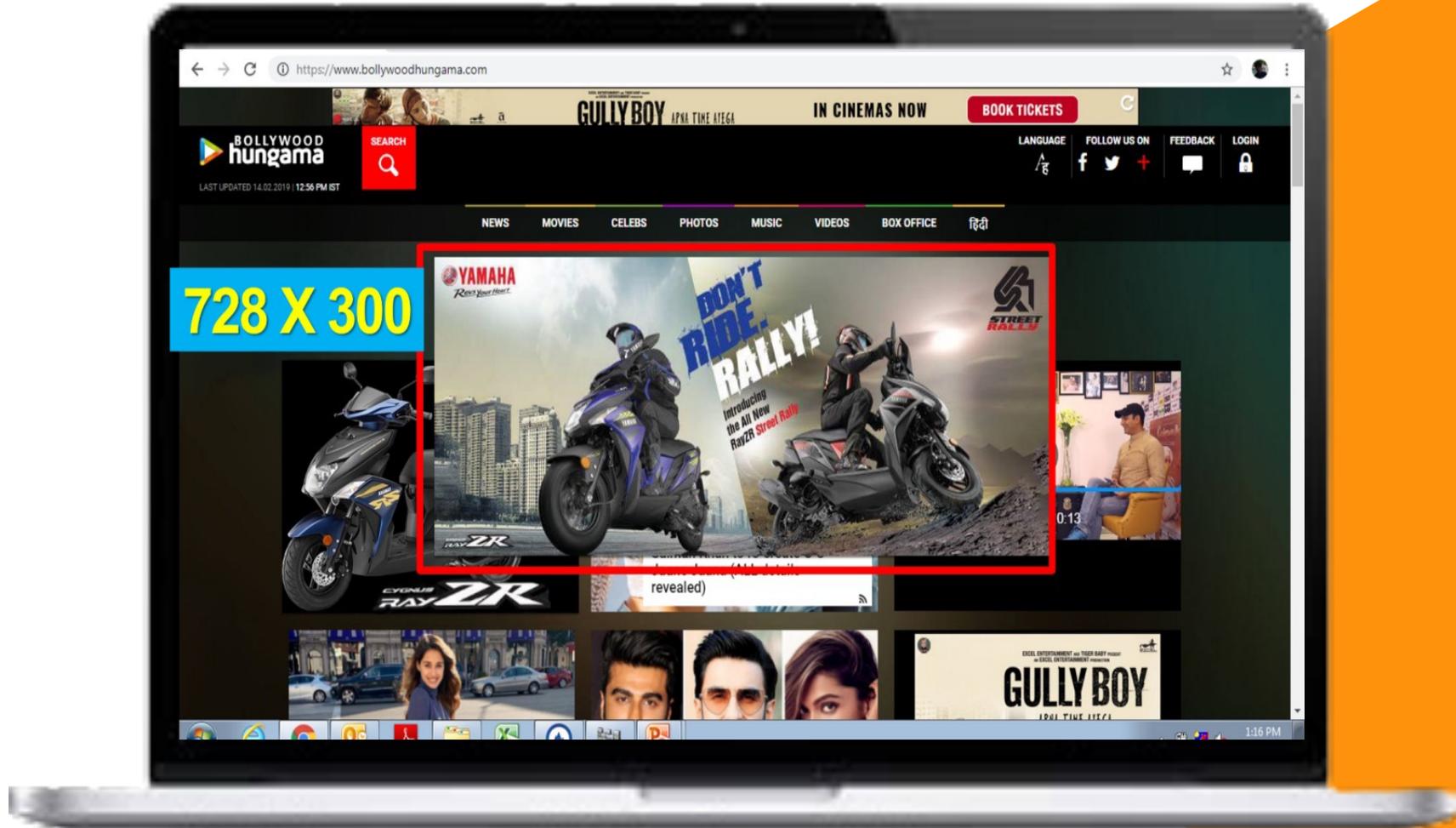
Read before you decide to watch any movie



BOLLYWOOD  
**hungama**

INVENTORY

# Bollywood Hungama WEB Banners

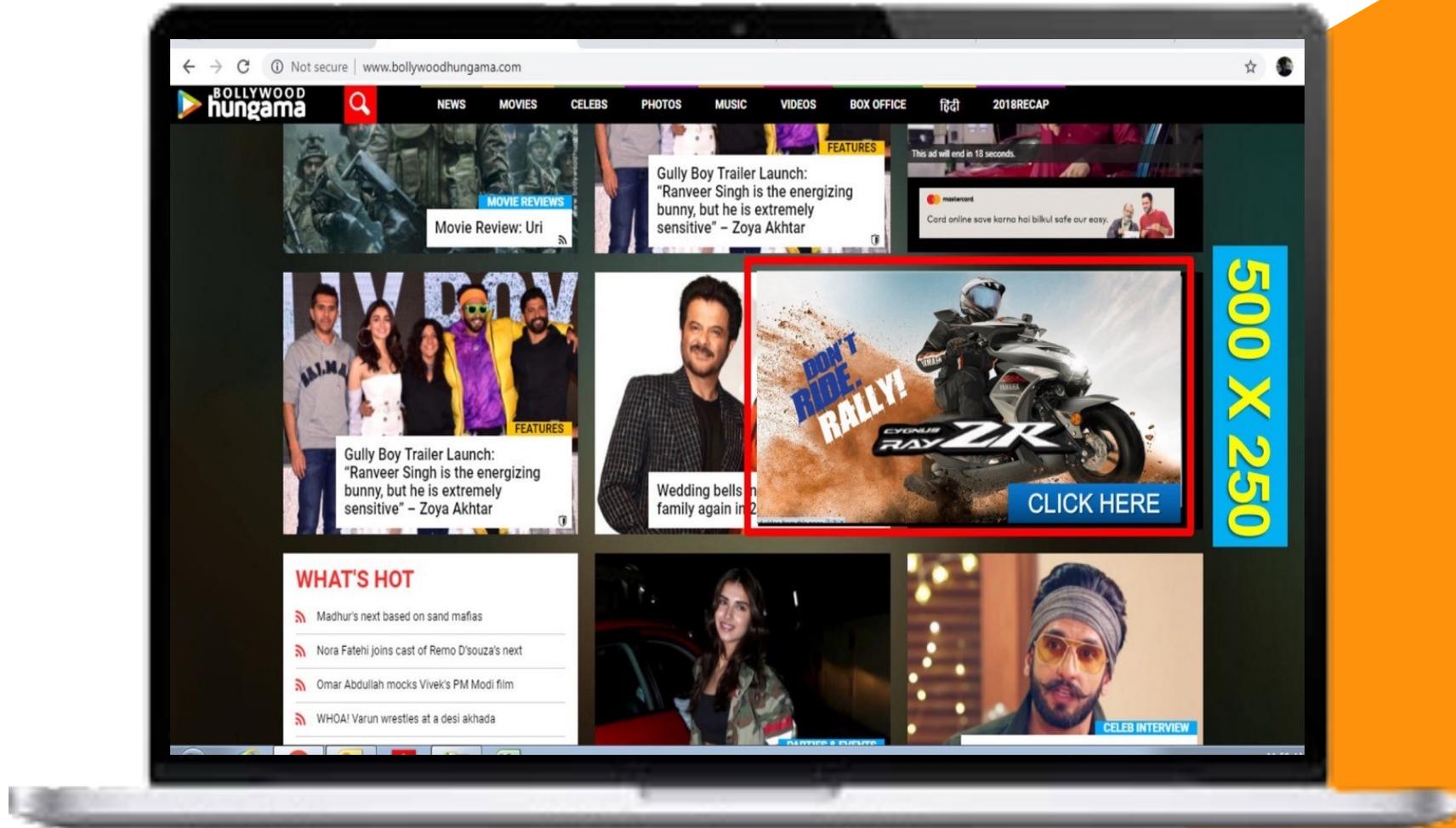


## Standard / Expandable Banner

### Creative Specs

728 X 90 >> 728 X 300  
Format: JPG Size: 50 KB  
Rate : INR 120 CPM

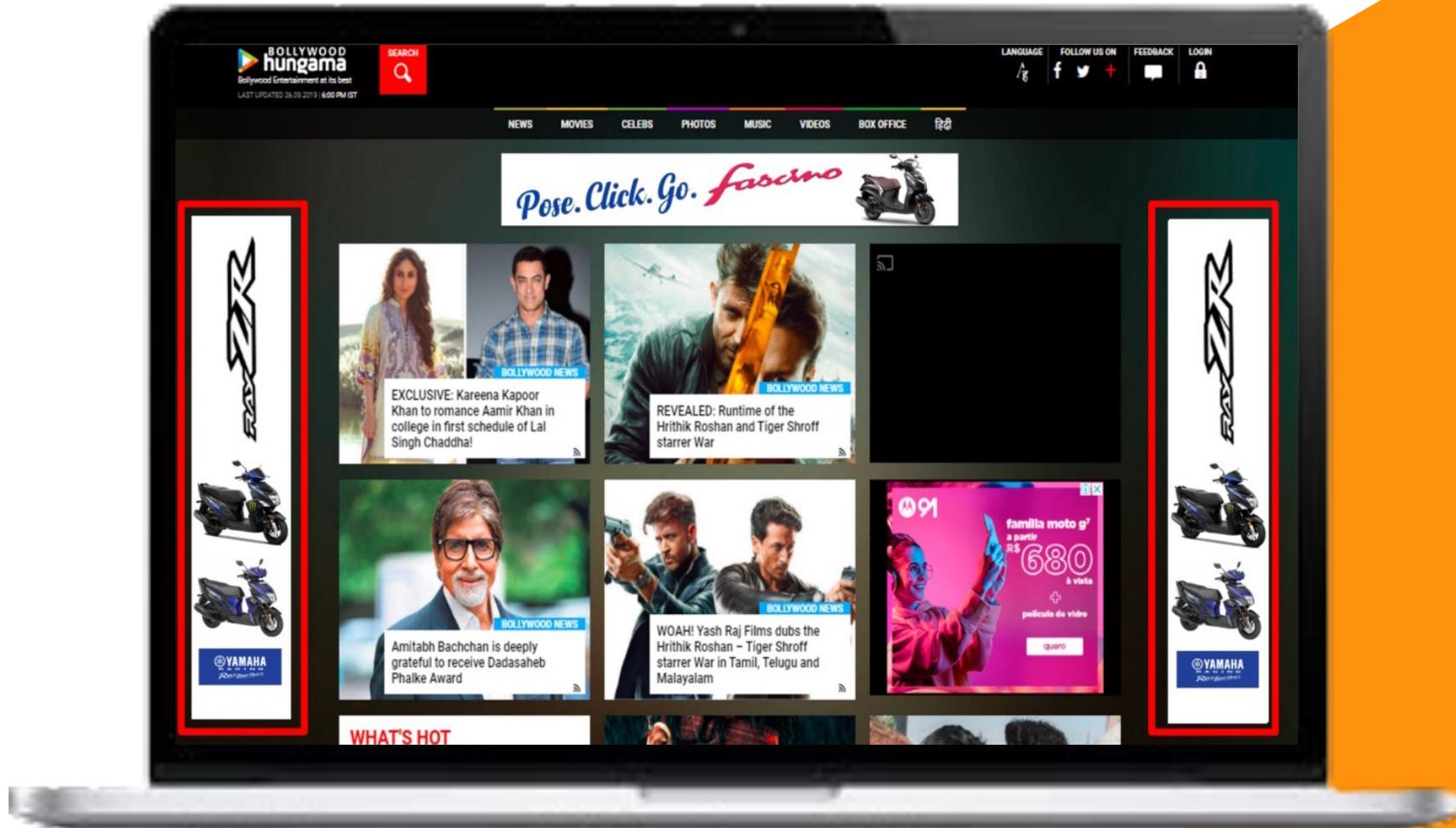
# Bollywood Hungama WEB Banners



Homepage LREC Standard / Expandable

300 X 250 >> 500 X 250  
Format: JPG Size: 50 KB  
Rate: INR 120 CPM

# Bollywood Hungama WEB Banners



## Side Panel

120 X 600  
Format: JPG Size: 30 KB  
Rate: INR 120 CPM

# Bollywood Hungama WAP/APP Banners



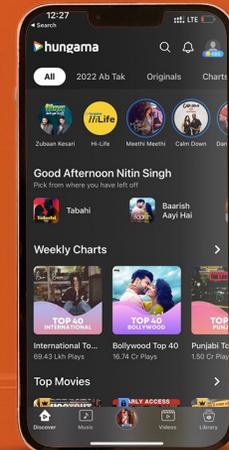
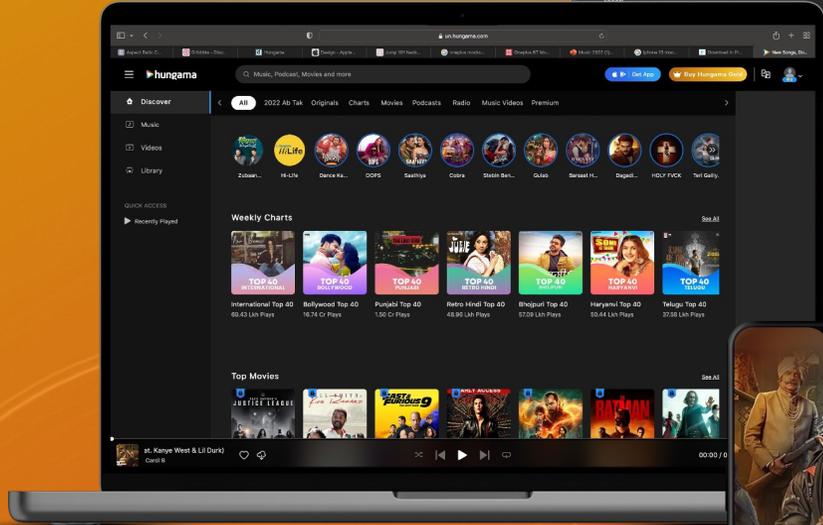
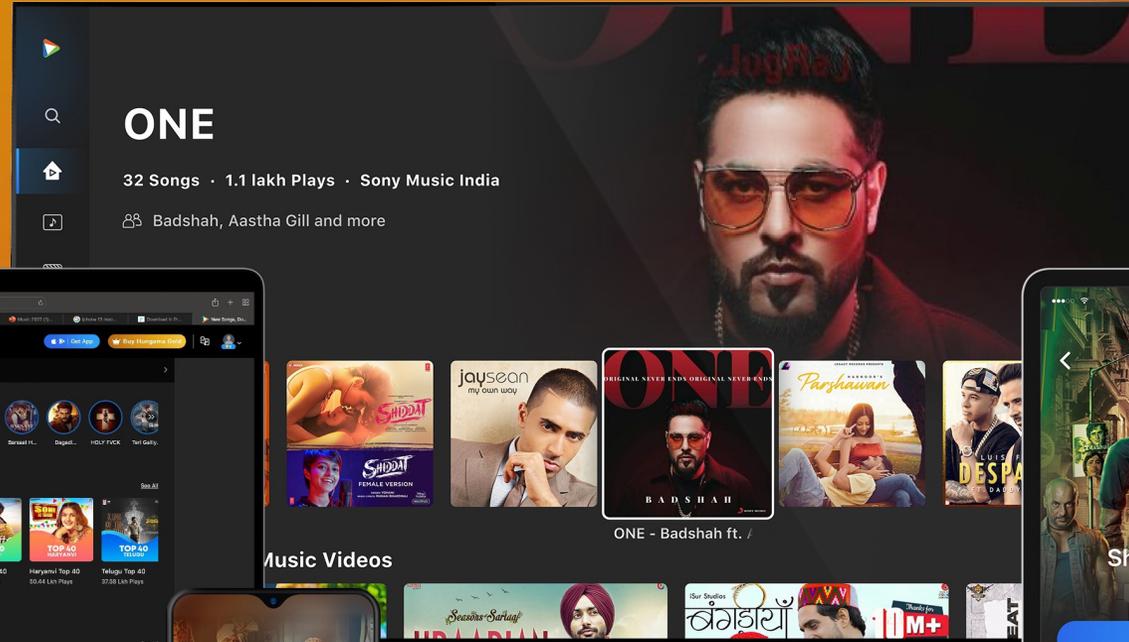
## Mobile Banner

320 X 50 | 300 X 50  
Image Format:  
JPG Size: 150 KB  
Rate: INR 80CPM



## Mobile Banner

300 X 250  
Format: JPG Size: 50 KB  
INR: 120 CPM



To advertise on  
• Hungama OTT  
• Bollywood Hungama



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