



It All
Starts
Here!

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INDIA'S



OUT OF HOME ENTERTAINMENT
DESTINATION



MOVIES



EVENTS



PLAYS



SPORTS

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**WE ARE INDIA'S
BIGGEST BOX OFFICE**

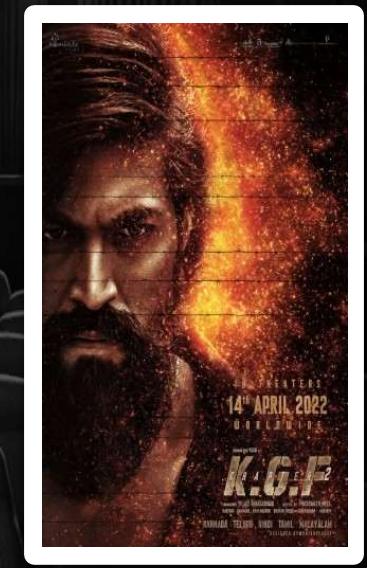
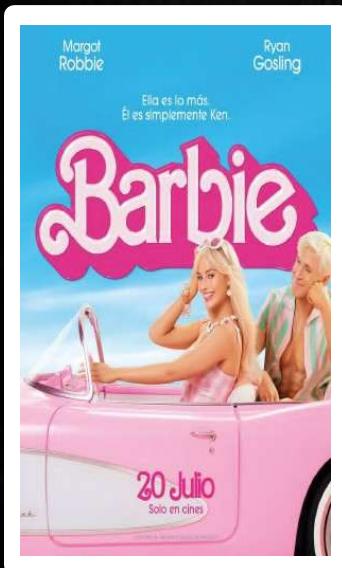
**Reaching out to 8,000+
Screens all across the country**



Highest level of customer satisfaction amongst global internet / technology brands

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OUR SHARE OF THE OVERALL (ONLINE+OFFLINE) BOX OFFICE COLLECTIONS



77%

62%

55%

(*OPENING WEEKEND)

46%

42%

Over the past decade we've evolved from a purely online ticketing platform for movies to one that covers **LIVE EVENTS**, major sporting leagues, plays, musicals and even hyper-local activities like music gigs, stand-up comedy, & movie screenings.



Disney
Aladdin



CIRQUE DU SOLEIL



Arijit Singh
The Way That Leaves Do You



Lollapalooza
INDIA



AP DHILLON



U2
THE JOSHUA TREE
TOUR 2019



Ed Sheeran



sunburn

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OUR KEY STRENGTHS



5 BN+

MONTHLY PAGE
VIEWS



70 MN+

MAU



4.5 MN+

DAU



200 MN+

MONTHLY
VISITS



18 MN+

MONTHLY
TICKETS SALES



7.5 MN+

MONTHLY
TRANSACTIONS



700+

CITIES PRESENCE

TOP 10 MARKETS



Mumbai



Hyderabad



Bengaluru



Chennai



Delhi



Pune



Kochi



Kolkata



Ahmedabad



Coimbatore

3rd PARTY ACCREDITATION- **#1 IN ARTS & ENTERTAINMENT (IN INDIA)**

similarweb.com/website/bookmyshow.com/#overview

similarweb Products Customers Our Data Pricing Resources Contact sales Get started Login

bookmyshow.com VS. + Compare this site to April 2024 All traffic

Home > Website Traffic Checker > bookmyshow.com

bookmyshow.com Domain Analysis for April 2024

bookmyshow offers showtimes, movie tickets, reviews, trailers, concert tickets and events near [Show more](#)

Arts & Entertainment > Arts and Entertainment - Other

Company BookMyShow	Year Founded 2007	Employees 1001 - 5000	Annual Revenue \$200M - \$500M
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See bookmyshow.com traffic over time
See 3 month of traffic history [Start now](#)

Global Rank #829 - 213

Country Rank #69 - 21
India

Category Rank #1
Arts & Entertainment > Arts and Entertainment - Other (In India)

Showing Similarweb estimated data.
Publicly validate your site's metrics by connecting your GA4 [Connect your Google Analytics](#)

Total Visits	Bounce Rate	Pages per Visit	Avg Visit Duration
59.9M	50.43%	3.84	00:05:02

(*As of April'24)

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ADVERTISING OPPORTUNITIES

(KEY FEATURES & AUDIENCES)

KEY FEATURES

- 1. PREMIUM AUDIENCES FOR OPTIMISED TARGETING**
- 2. CLUTTER FREE DIGITAL REAL ESTATE**
- 3. VIDEO COMPATIBLE FORMAT**
- 4. LONG PRESS HOLD**
- 5. VIEWPORT BASED IMPRESSIONS CALCULATION**

AUDIENCE TARGETING

GENERAL AUDIENCES

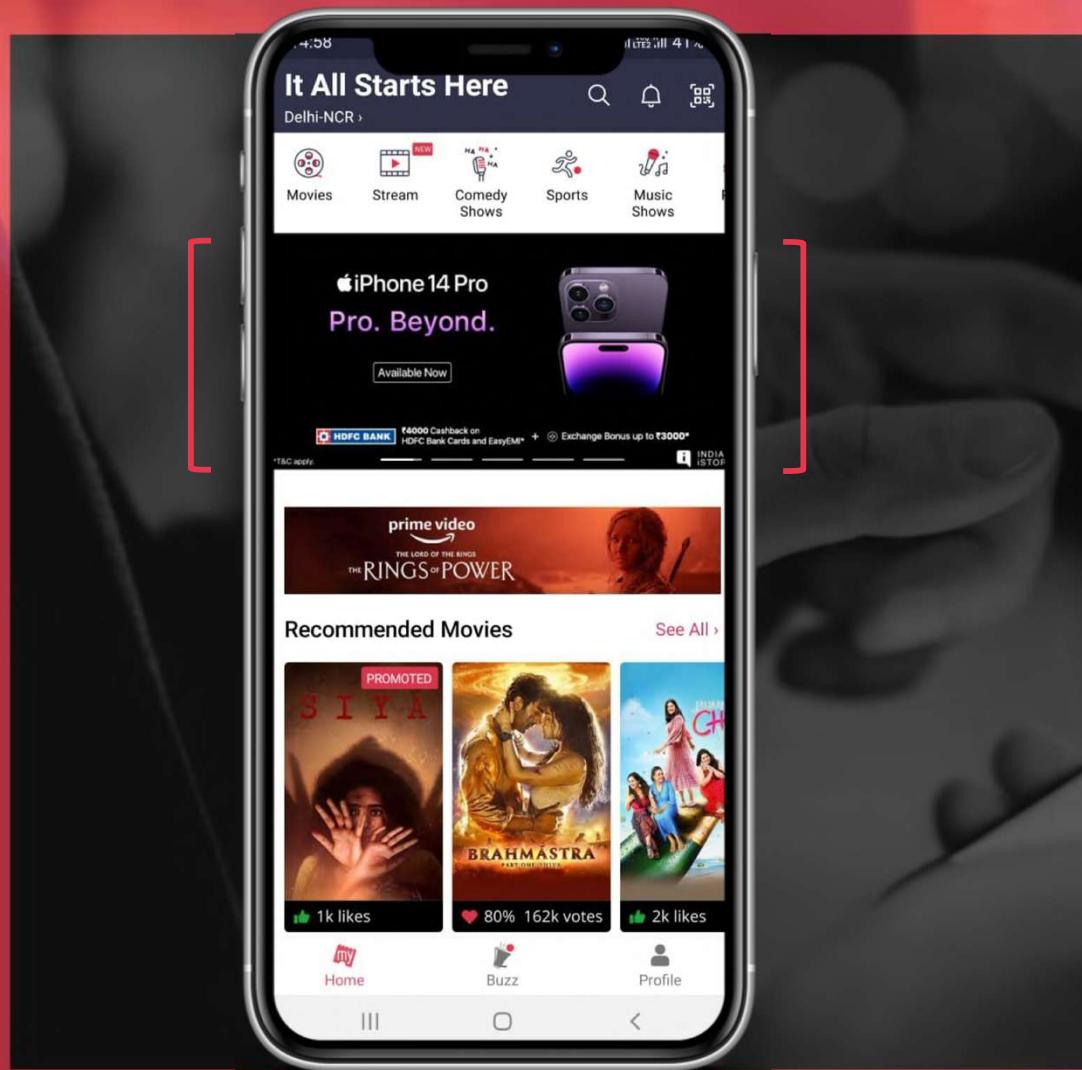
1. GEOGRAPHY
2. DEMOGRAPHY

PREMIUM AUDIENCES (1ST PARTY ON BMS)

1. ■ TRANSACTOR/BROWSER -
(MOVIES, EVENTS, PLAYS, SPORTS, CONCERTS, ETC)
2. PSYCHOGRAPHIC -
(SPENDING HABITS, LIFESTYLE, PAYMENT METHODS, ETC)
3. INTEREST GROUP -
(GENRE, FORMAT, LANGUAGE, ARTIST/ACTORS, VENUE, ETC)



MOBILE APP --- (DIGITAL REAL ESTATE)

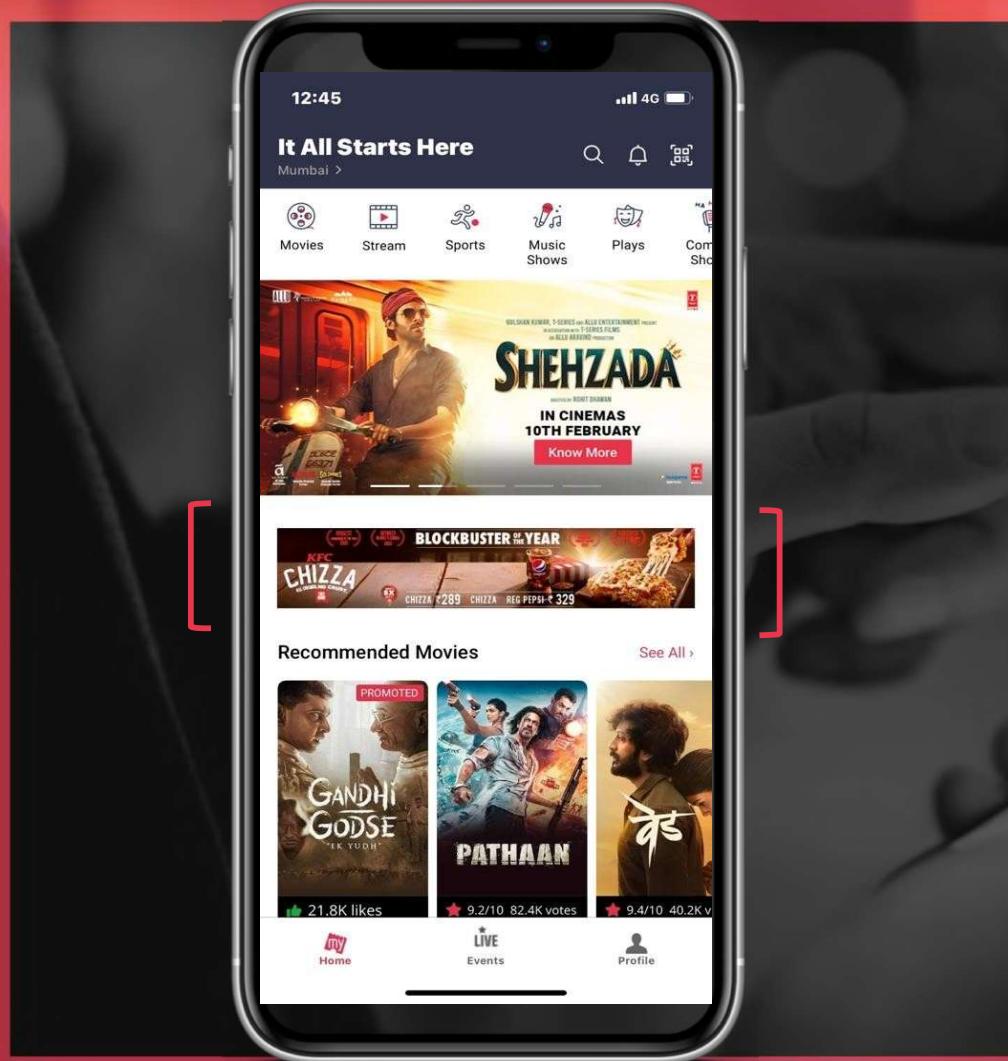


HOME PAGE CAROUSEL

Dimension:	630 (W) X 315 (H)
Format:	Image (Jpeg)
Size:	<=60 KB
Average CTR:	0.40-0.60%
Clickability:	Click out
Buy:	CPM

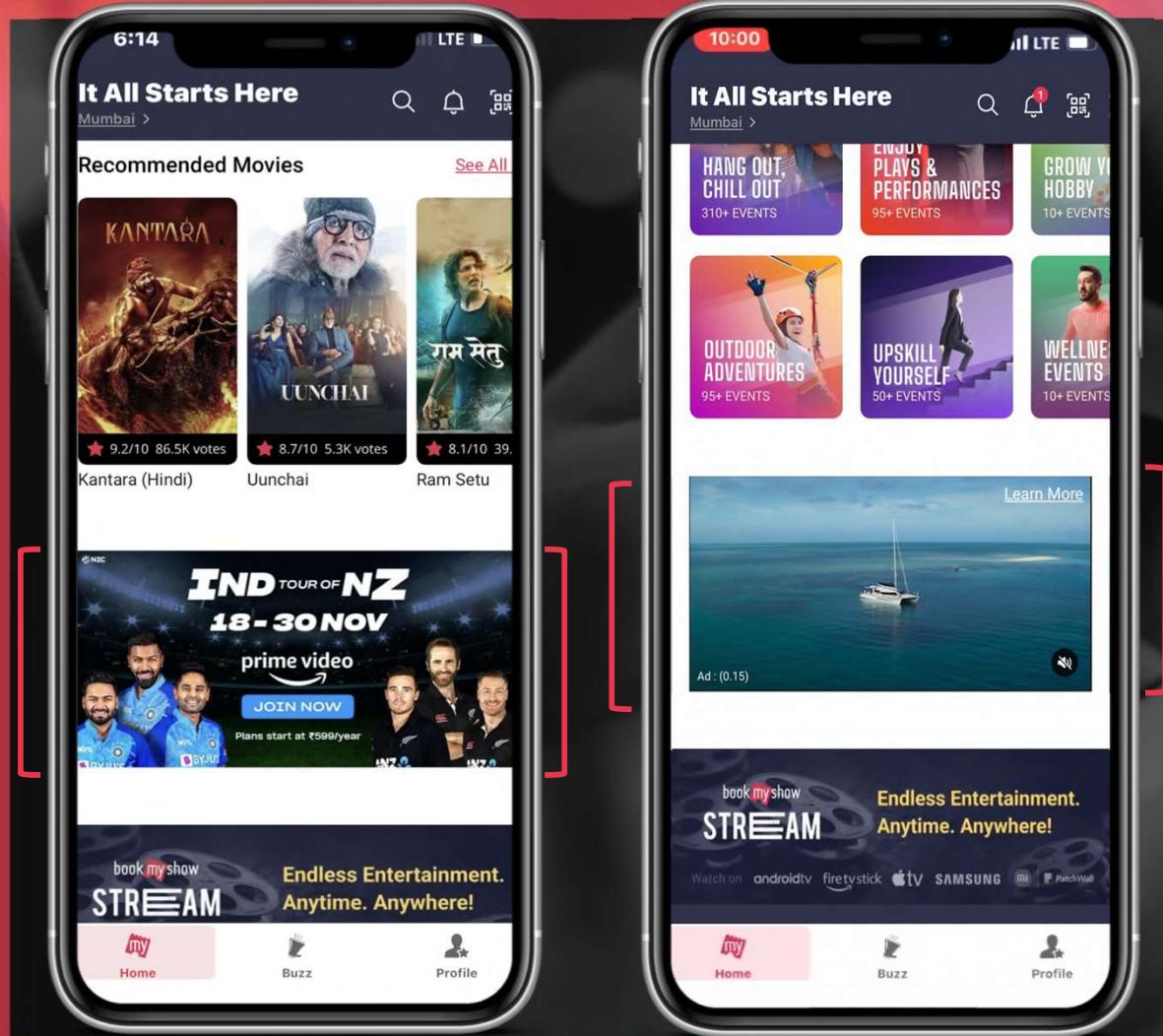
----- SPECIAL FEATURES -----

Audience Targeting | Long Press Hold | Viewport Based Impressions | Clutter Free



HOME PAGE SLUG

Dimension:	656 (W) X 130 (H)
Format:	Image (JPEG)
Size:	<=90 KB
Av Imp (Weekend/NH)	6 – 6.5 Mn+ Per Day
Av Imp (Weekday)	4 – 4.5 Mn+ Per Day
Average CTR:	NA
Clickability:	Non- Click out
Buy:	CPD
Note:	
1) Weekend:	Fri/Sat/Sun
2) Weekday:	Mon/Tue/Wed/Thu
3) NH:	National Holiday

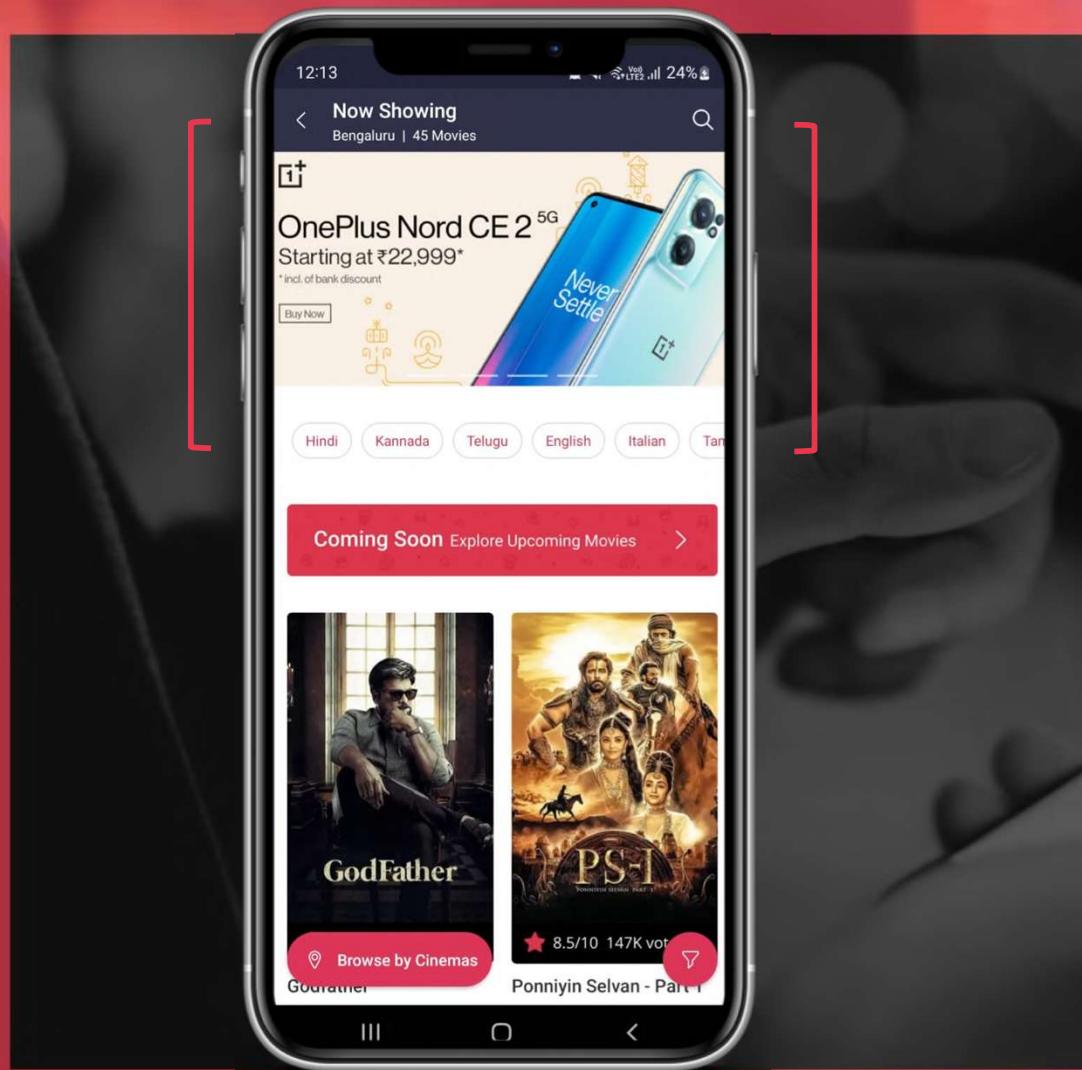


HOME PAGE HERO WIDGET

Dimension:	630 (W) X 315 (H)
Format:	Image & Video
Video Duration:	15-20 Sec
Size:	<60 KB (I) <20 MB (V)
Average CTR:	0.20-0.40%
Average VTR:	10-15% (1 st Quartile)
Clickability:	Click out
Buy:	CPM

----- SPECIAL FEATURES -----

Audience Targeting | Video Compatible | Viewport based Impressions



MOVIE LISTING PAGE CAROUSEL

Dimension:	630 (W) X 315 (H)
Format:	Image (Jpeg)
Size:	<=60 KB
Average CTR:	0.30-0.50%
Click ability:	Click out
Buy:	CPM

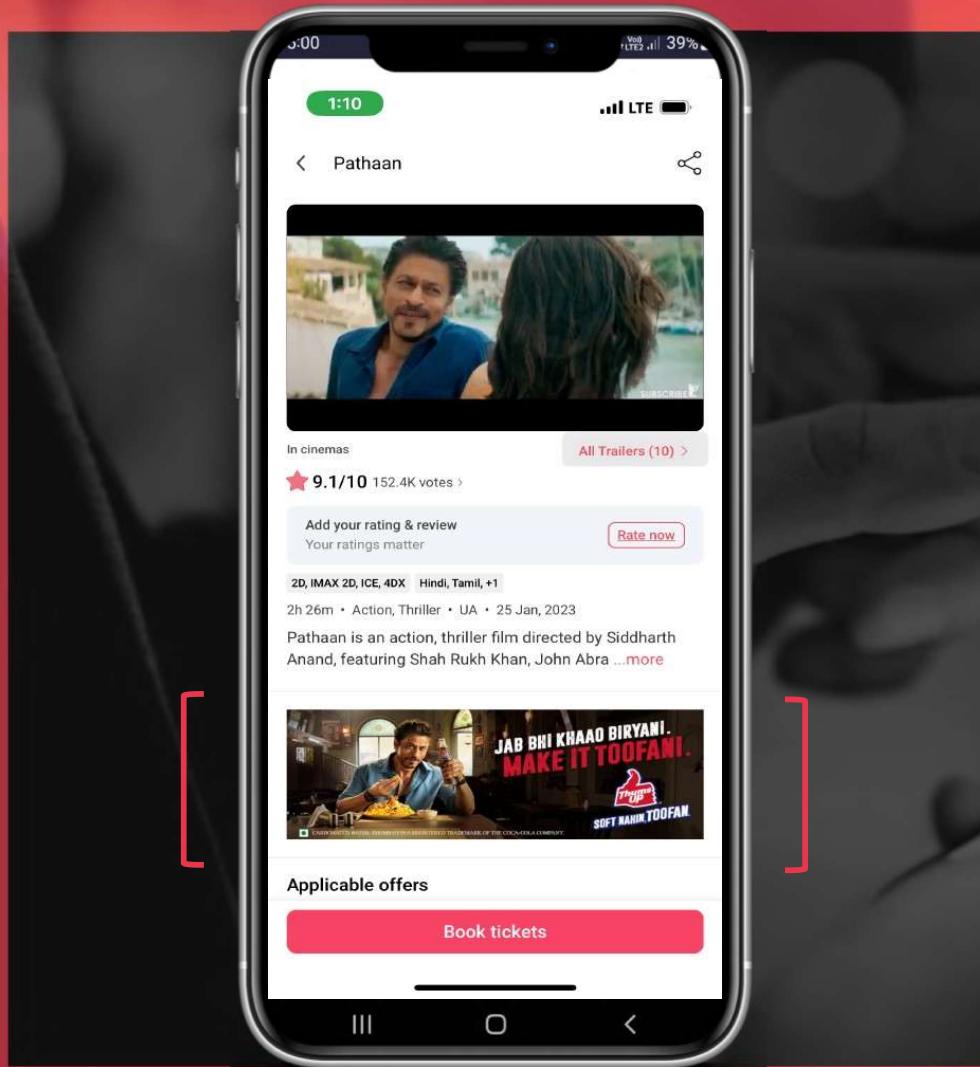
----- SPECIAL FEATURES -----

Audience
Targeting

Long Press
Hold

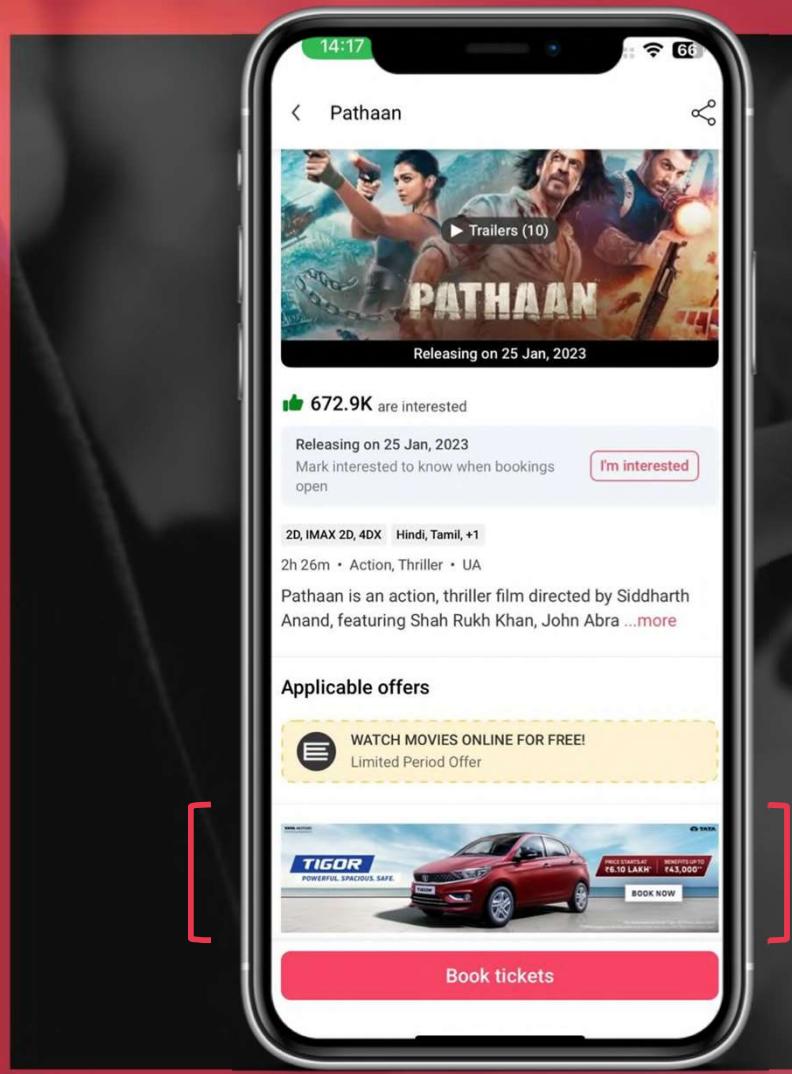
Viewport based
Impressions

Clutter
Free



MOVIE SYNOPSIS PAGE

Dimension:	656 (W) X 240 (H)
Format:	Image (JPEG)
Size:	<=90 KB
Av Imp (Weekend/NH)	6.5 – 7 Mn + Per Day
Av Imp (Weekday)	4.5 – 5 Mn + Per Day
Average CTR:	NA
Clickability:	Non- Click out
Buy:	CPD
Note:	
1) Weekend:	Fri/Sat/Sun
2) Weekday:	Mon/Tue/Wed/Thu
3) NH:	National Holiday



MOVIE SYNOPSIS PAGE

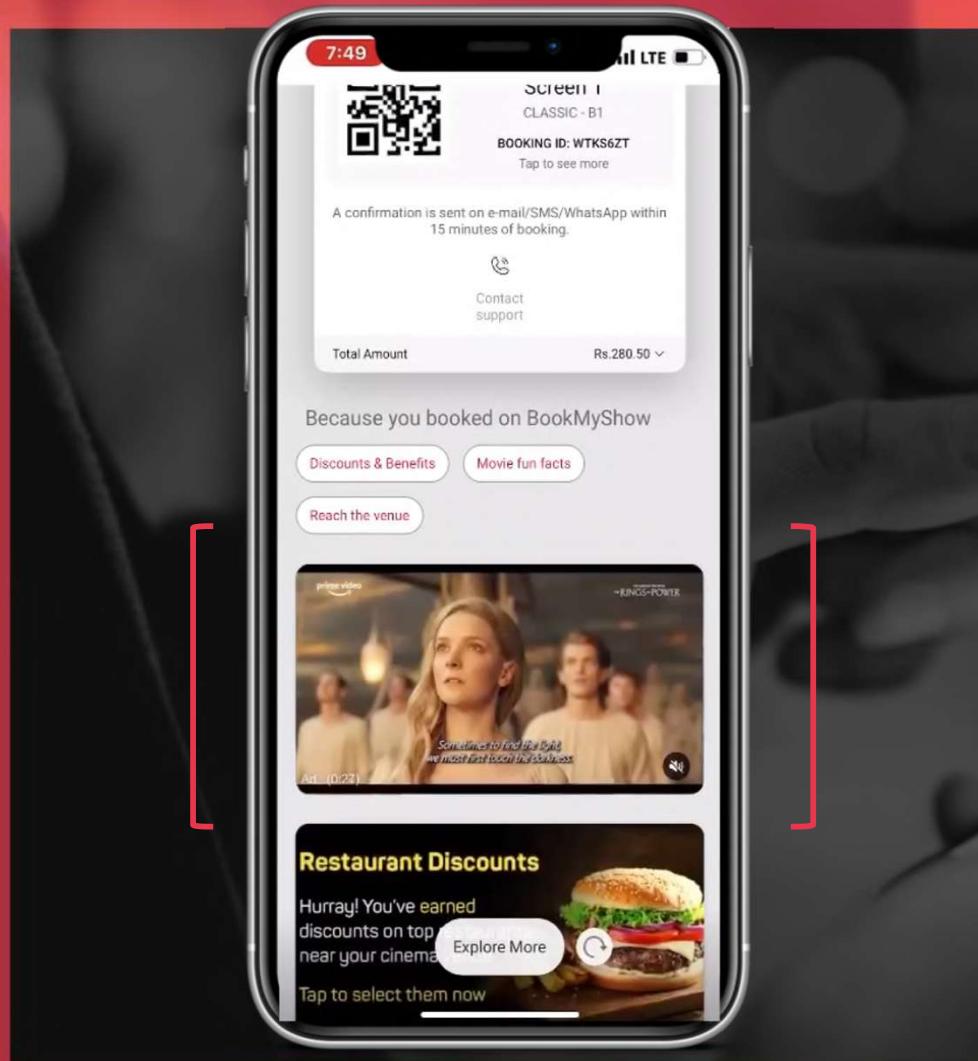
Dimension:	640 (W) X 160 (H)
Format:	Image (Jpeg)
Size:	<=80 KB
Average CTR:	0.20-0.30%
Click ability:	Click out
Buy:	CPM

----- SPECIAL FEATURES -----

Audience Targeting

Viewport based Impressions

Clutter Free



POST TRANSACTION MODE

Dimension:	630 (W) X 315 (H)
Format:	Video (MP4), <=20 MB
Av Imp (Weekend/NH)	4.5 – 5 lac+ Per Day
Av Imp (Weekday)	2 – 2.5 lac+ Per Day
Average CTR:	0.20-0.40%
Average VTR:	10-15% (1st Quartile)
Clickability:	Click out
Buy:	CPD

Note:

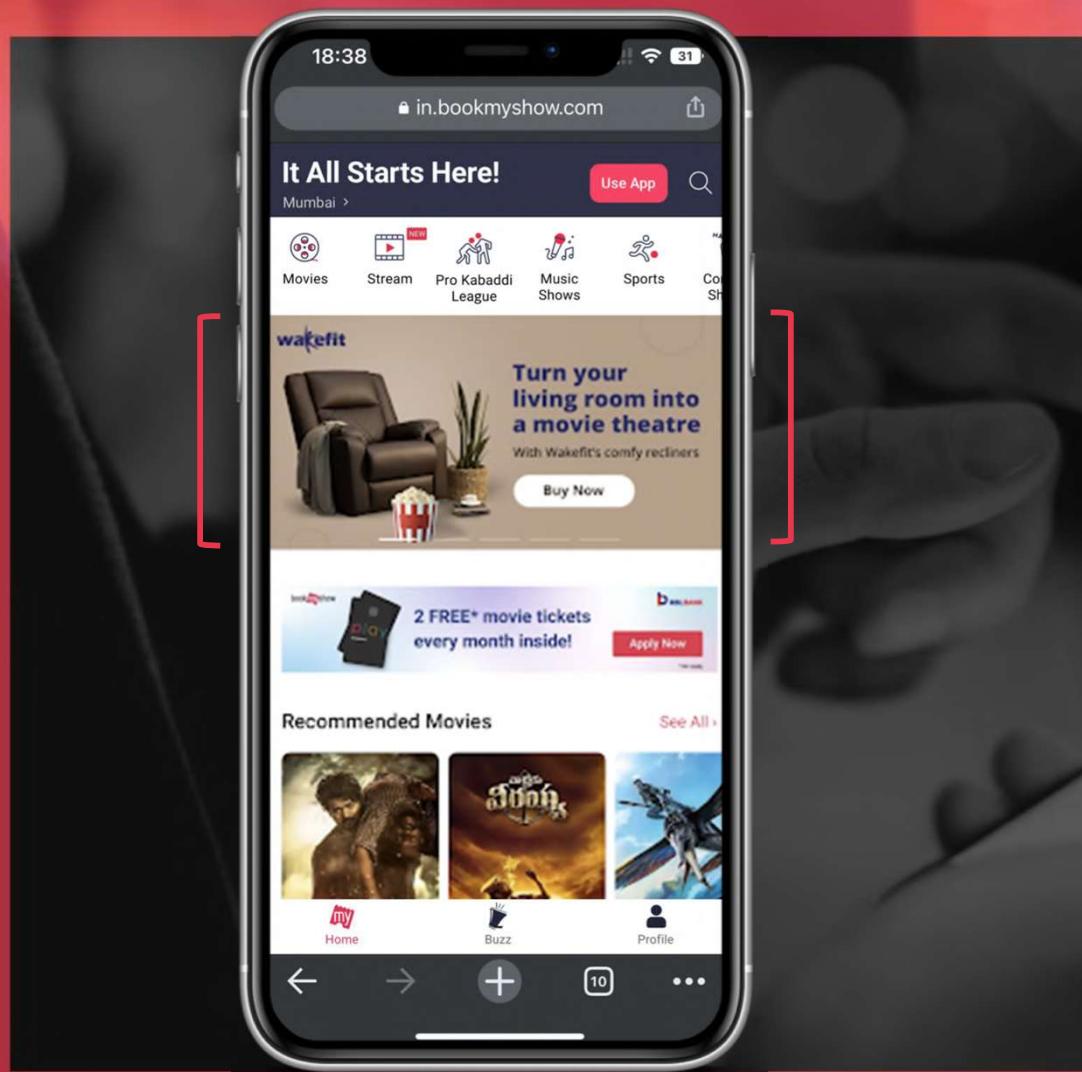
- 1) Weekend:**
- 2) Weekday:**
- 3) NH:**

Fri/Sat/Sun
Mon/Tue/Wed/Thu
National Holiday



MOBILE WEB (M-WEB)

(DIGITAL REAL ESTATE)



HOME PAGE CAROUSEL

Dimension:	630 (W) X 315 (H)
Format:	Image (Jpeg)
Size:	<=60 KB
Average CTR:	0.10 - 0.20 %
Clickability:	Click Out
Buy:	CPM

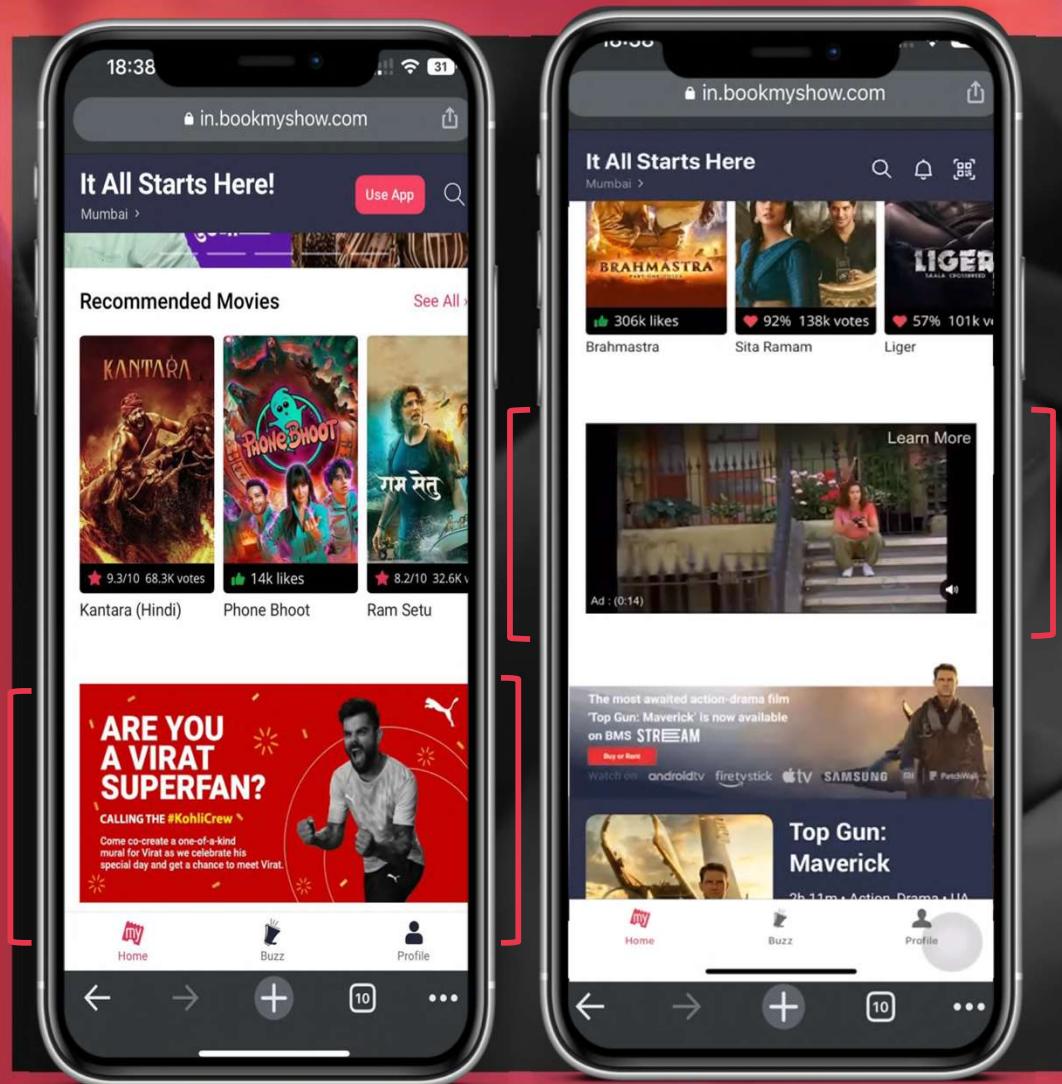
----- SPECIAL FEATURES -----

Audience Targeting

Long Press Hold

Viewport based Impressions

Clutter Free



HOME PAGE HERO WIDGET

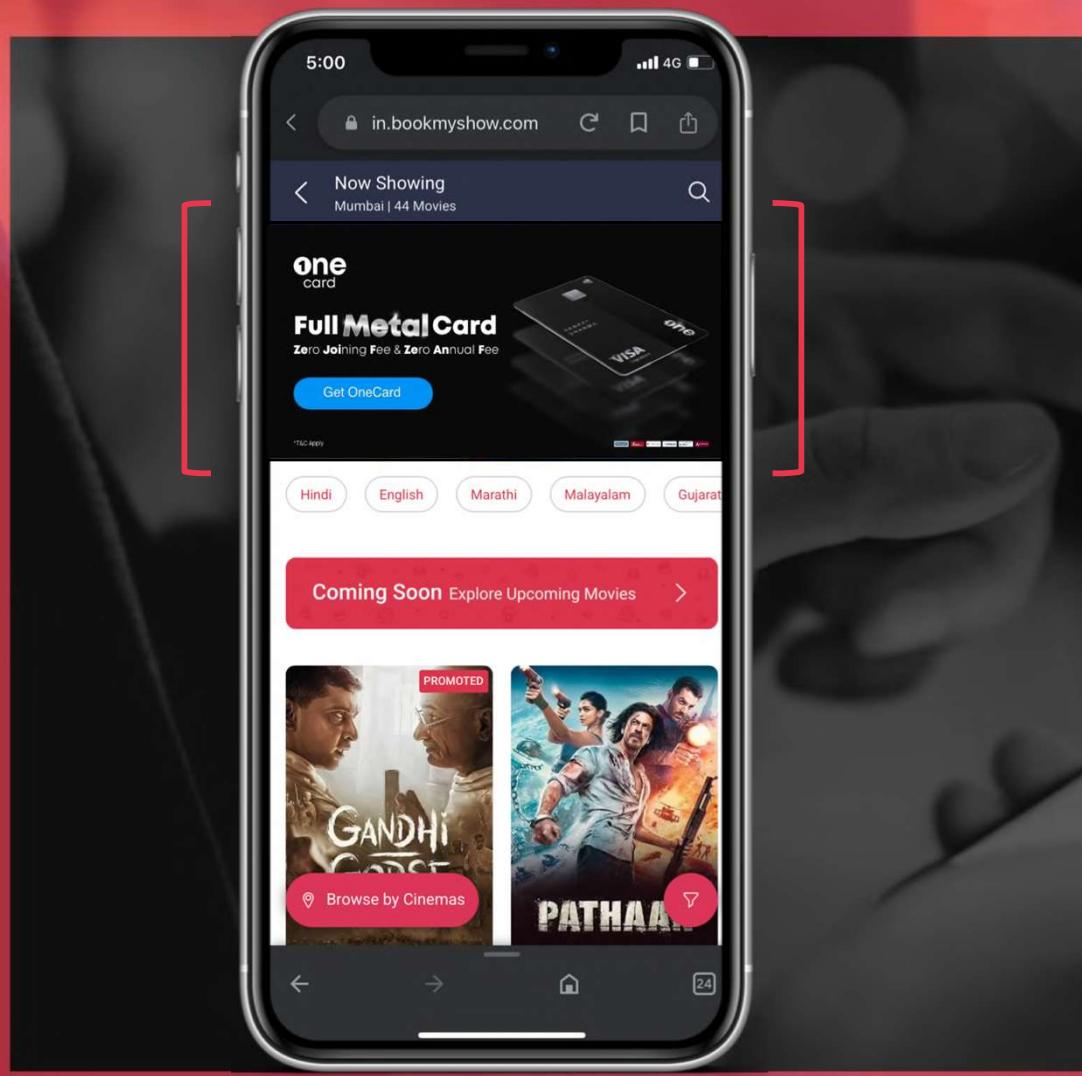
Dimension:	630 (W) X 315 (H)
Format:	Image & Video
Video Duration:	15-20 Sec
Size:	<60 KB (I) <20 MB (V)
Average CTR:	0.10 - 0.20%
Clickability:	Click Out
Buy:	CPM

SPECIAL FEATURES

New
Property

Audience
Targeting

Viewport based
Impressions

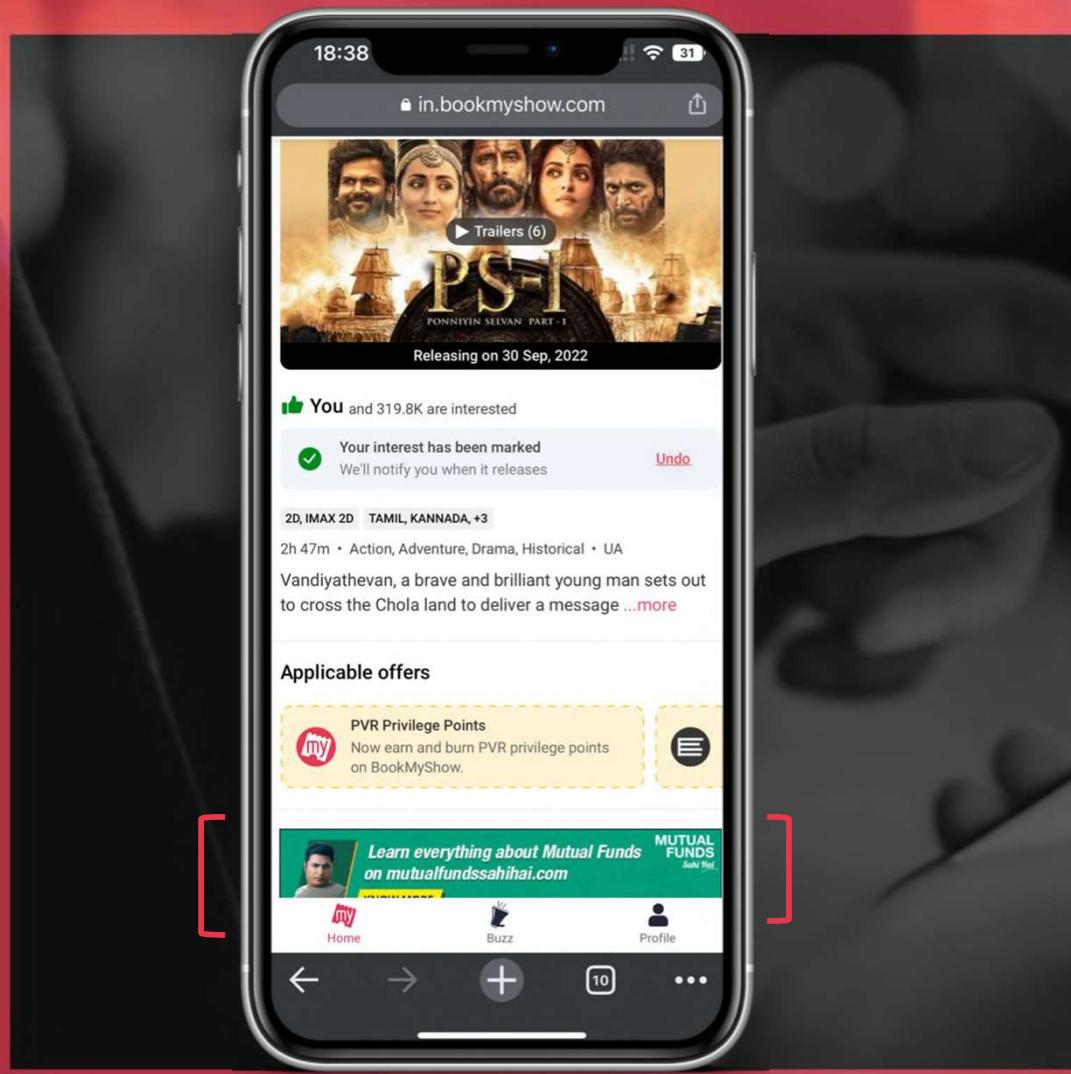


MOVIE LISTING PAGE CAROUSEL

Dimension:	630 (W) X 315 (H)
Format:	Image (Jpeg)
Size:	<=60
Average CTR:	0.10 - 0.20 %
Click ability:	Click Out
Buy:	CPM

----- SPECIAL FEATURES -----

Audience Targeting | Long Press Hold | Viewport based Impressions | Clutter Free



MOVIE SYNOPSIS PAGE

Dimension:	640 (W) X 160 (H)
Format:	Image (Jpeg)
Size:	<=80 KB
Average CTR:	0.10 - 0.20 %
Click ability:	Click out
Buy:	CPM

----- NEW CAROUSEL SPECIAL FEATURES -----

Audience
Targeting

Viewport based
Impressions

Clutter
Free

KEY CLIENTELE

AUTOMOBILE



BFSI



STREAMING APPS



RETAIL & FASHION



MOBILE

oppo

SAMSUNG



1+ ONEPLUS

TRAVEL & TOURISM

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 HYATT®

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 **kerala**
God's Own Country

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