



It All
Starts
Here!

book my show

book **my** show

INDIA'S



OUT OF HOME ENTERTAINMENT
DESTINATION



MOVIES



EVENTS



PLAYS



SPORTS



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

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

**NPS
75%**

Highest level of customer satisfaction amongst global internet / technology brands

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



77%



62%



55%



46%



42%

(*OPENING WEEKEND)

Over the past decade we've evolved from a purely online ticketing platform for movies to one that covers marque **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



Dr. Bhaaskar Kohli
The Way That Loves Do Sing



Lollapalooza
INDIA



AP DHILLON



U2
THE JOSHUA TREE
TOUR 2019



Ed Sheeran



sunburn

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 ACCREDATION- #1 IN ARTS & ENTERTAINMENT (IN INDIA)

The screenshot displays the Similarweb interface for a domain analysis of bookmyshow.com. The browser address bar shows the URL: similarweb.com/website/bookmyshow.com/#overview. The Similarweb logo is in the top left, with navigation links for Products, Customers, Our Data, Pricing, and Resources. Action buttons for Contact sales, Get started, and Login are in the top right. A search bar contains 'bookmyshow.com' with a 'Compare this site to' button. The date is set to April 2024 and traffic is set to All traffic. The breadcrumb trail is Home > Website Traffic Checker > bookmyshow.com. The main section is titled 'bookmyshow.com Domain Analysis for April 2024'. It includes a description: 'bookmyshow offers showtimes, movie tickets, reviews, trailers, concert tickets and events near Show more'. Below this is a table with company details: Company (BookMyShow), Year Founded (2007), Employees (1001 - 5000), and Annual Revenue (\$200M - \$500M). To the right is a preview of the bookmyshow.com website. Below the table are three ranking sections: 'See bookmyshow.com traffic over time' with a 'Start now' button, 'Global Rank' at #829 (down 213), 'Country Rank' at #69 (down 21) for India, and 'Category Rank' at #1 for Arts & Entertainment > Arts and Entertainment - Other (in India). At the bottom, a disclaimer states 'Showing Similarweb estimated data. Publicly validate your site's metrics by connecting your GA4' with a 'Connect your Google Analytics' button. A row of key metrics is shown: Total Visits (59.9M), Bounce Rate (50.43%), Pages per Visit (3.84), and Avg Visit Duration (00:05:02).

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	Year Founded	Employees	Annual Revenue
BookMyShow	2007	1001 - 5000	\$200M - \$500M

See bookmyshow.com traffic over time
See 3 month of traffic history
[Start now](#)

Global Rank ¹
#829 ▼ 213

Country Rank ¹
#69 ▼ 21
India

Category Rank ¹
#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 ¹	Bounce Rate ¹	Pages per Visit ¹	Avg Visit Duration ¹
59.9M	50.43%	3.84	00:05:02

(*As of April'24)

book my show



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

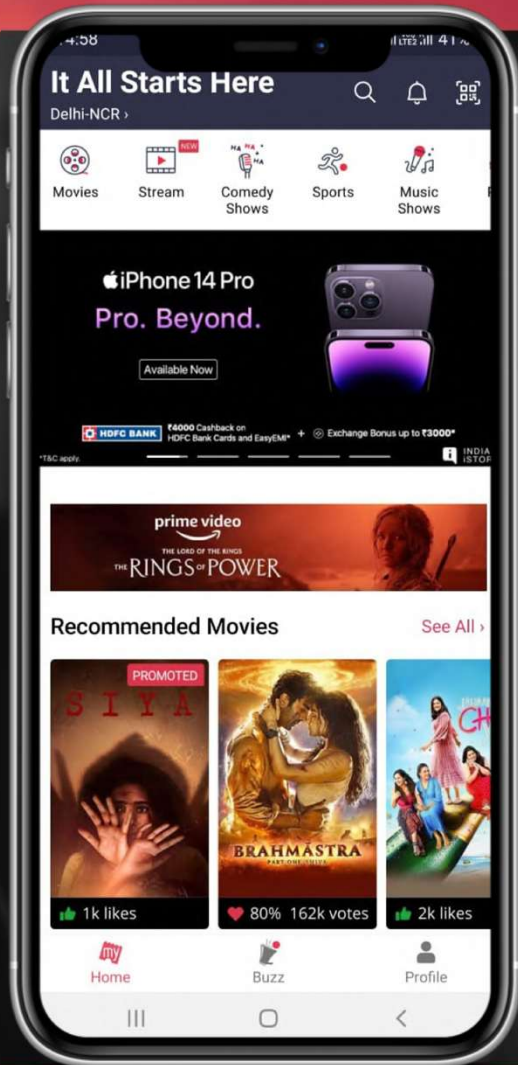
(1ST PARTY ON BMS)

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

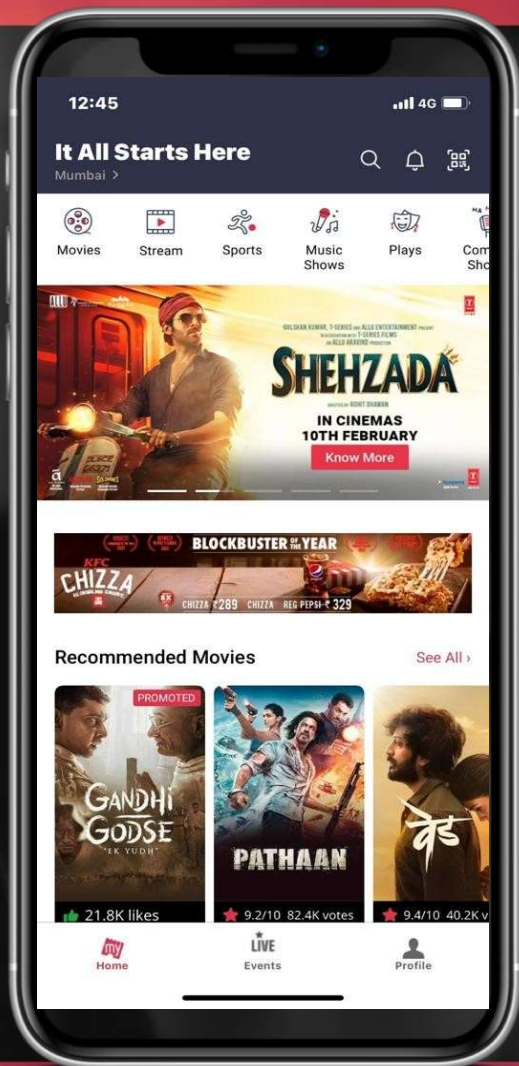
SPECIAL FEATURES

**Audience
Targeting**

**Long Press
Hold**

**Viewport Based
Impressions**

**Clutter
Free**

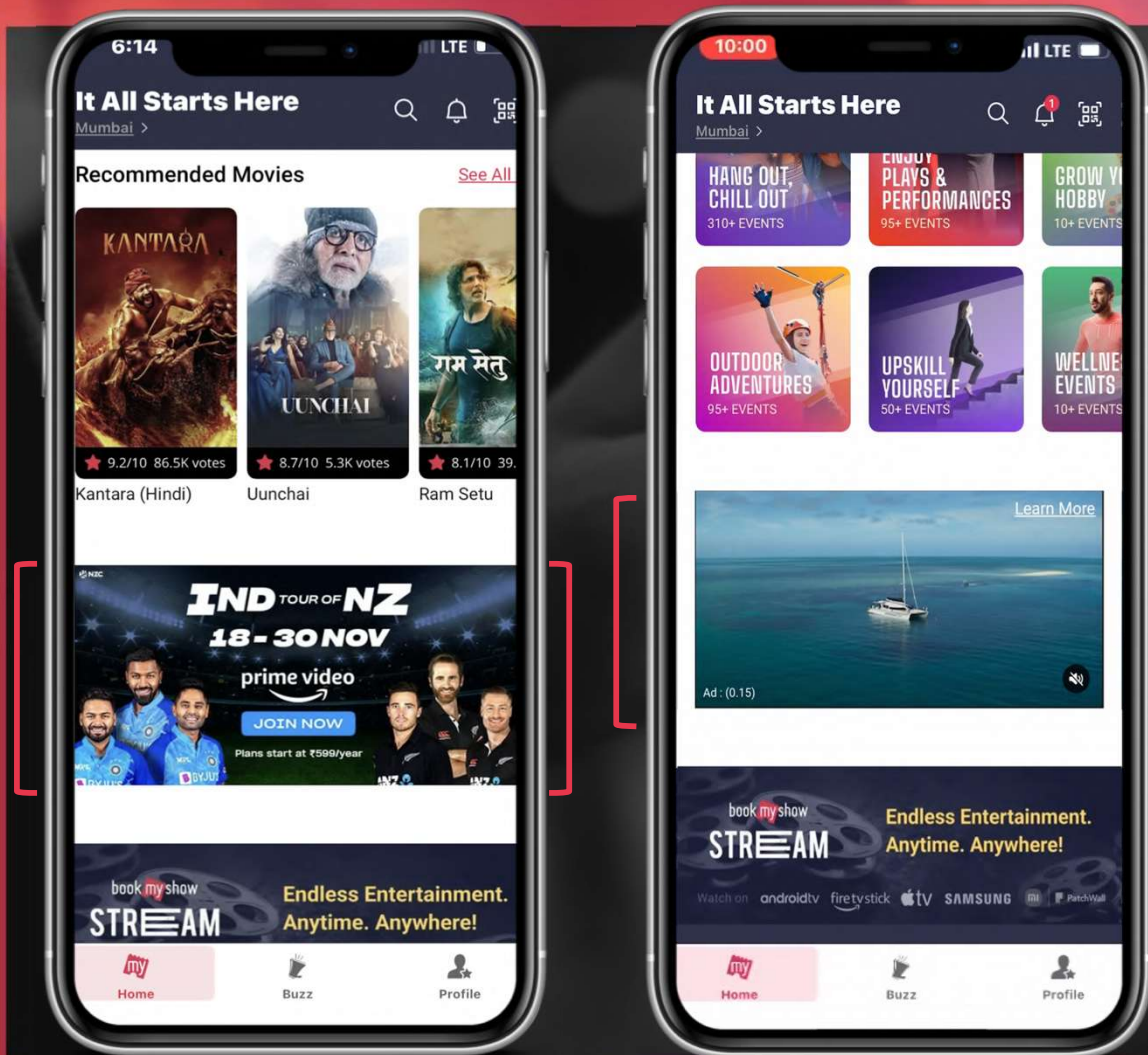


HOME PAGE SLUG

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

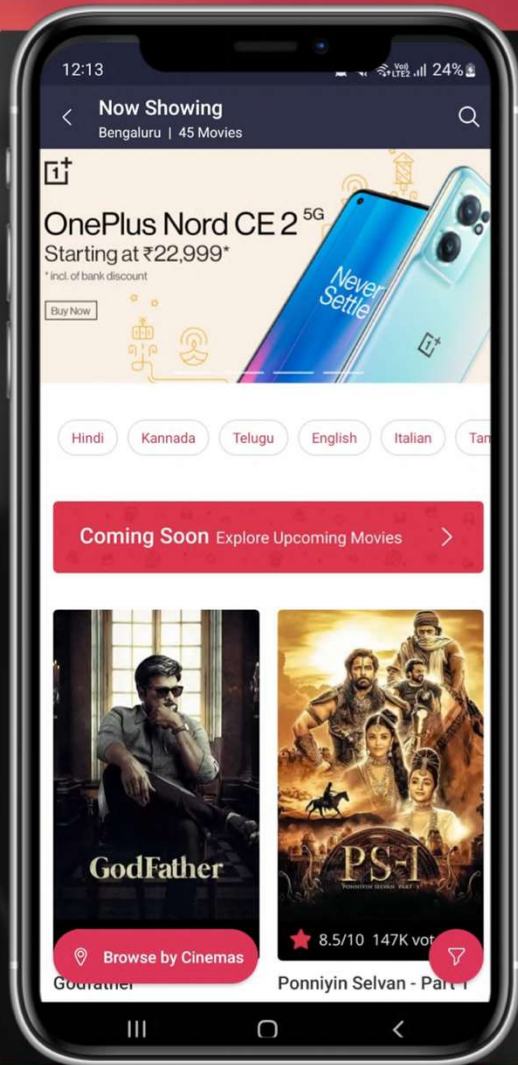
Dimension:	630 (W) X 315 (H)
Format:	Image & Video
Video Duration:	15-20 Sec
Size:	<60 KB (I) <20 MB (V)
Average CTR:	0.20-0.40%
Average VTR:	10-15% (1 st Quartile)
Clickability:	Click out
Buy:	CPM

----- 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

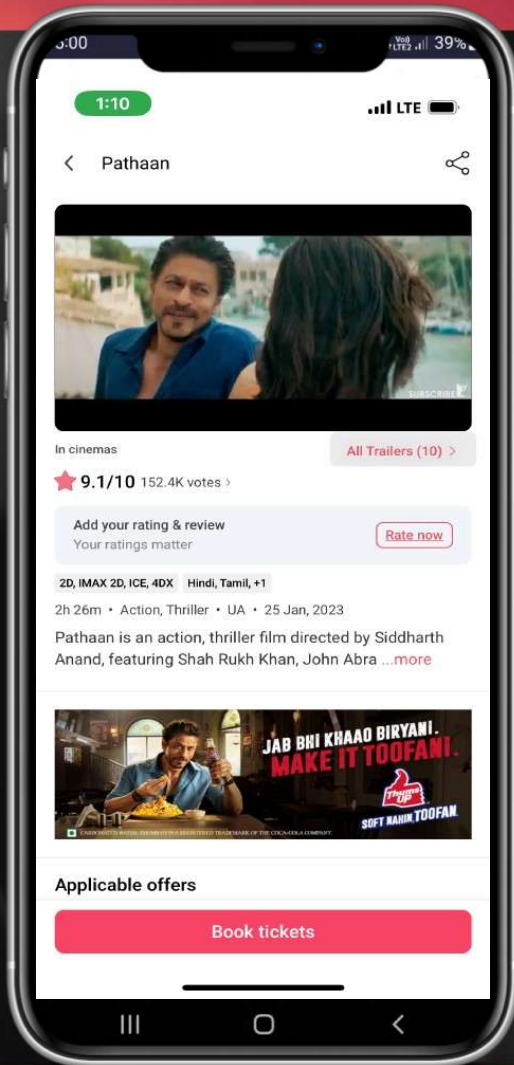
----- SPECIAL FEATURES -----

**Audience
Targeting**

**Long Press
Hold**

**Viewport based
Impressions**

**Clutter
Free**

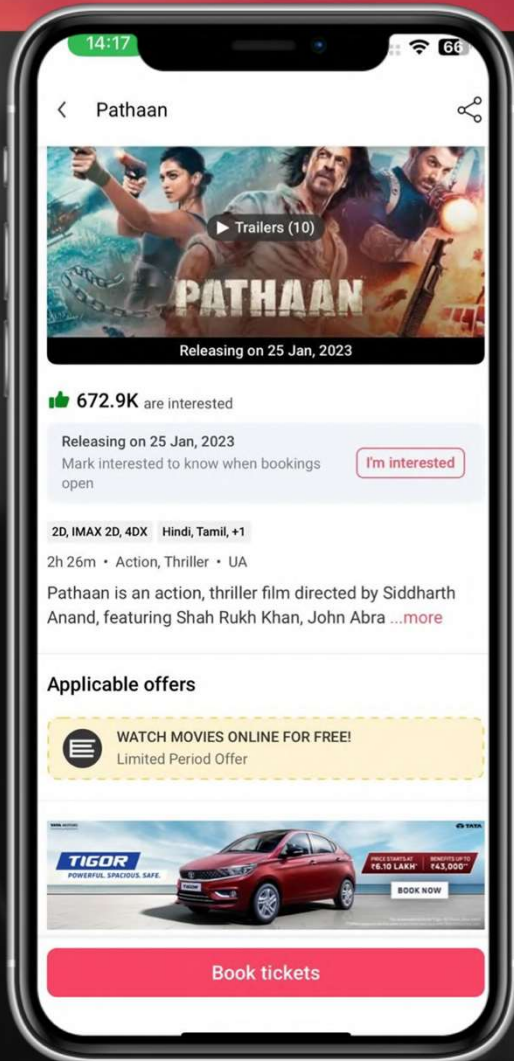


MOVIE SYNOPSIS PAGE

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

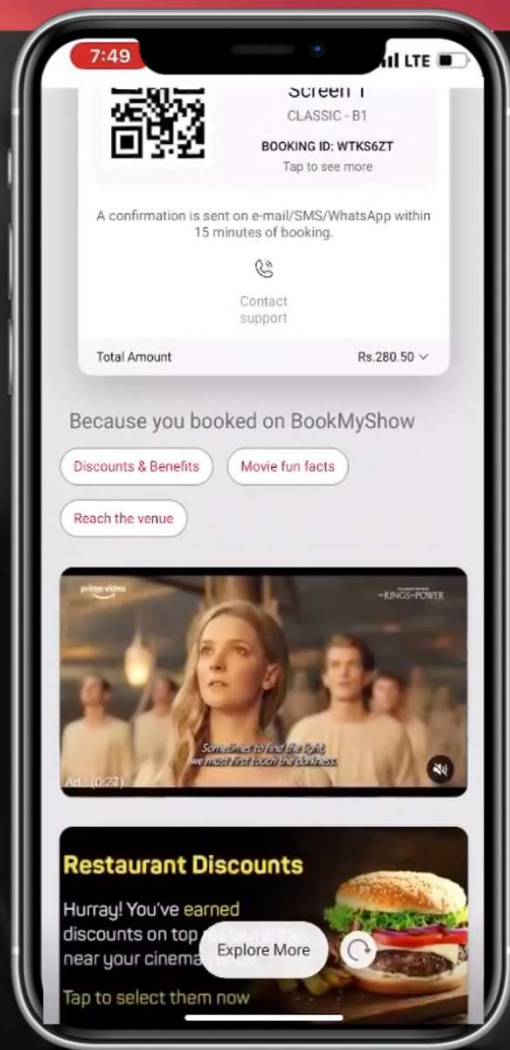
Dimension:	640 (W) X 160 (H)
Format:	Image (Jpeg)
Size:	<=80 KB
Average CTR:	0.20-0.30%
Click ability:	Click out
Buy:	CPM

----- 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

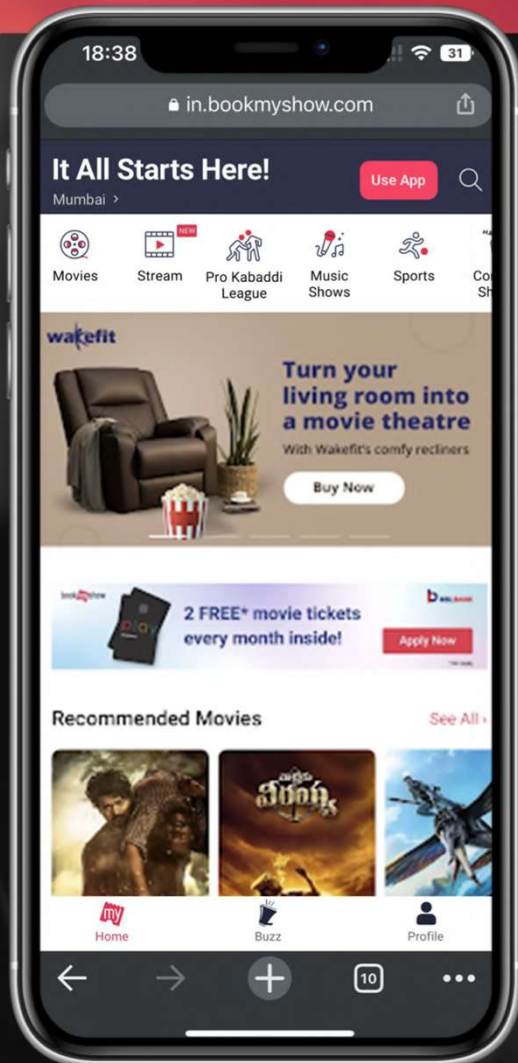
Note:

1) Weekend:	Fri/Sat/Sun
2) Weekday:	Mon/Tue/Wed/Thu
3) NH:	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

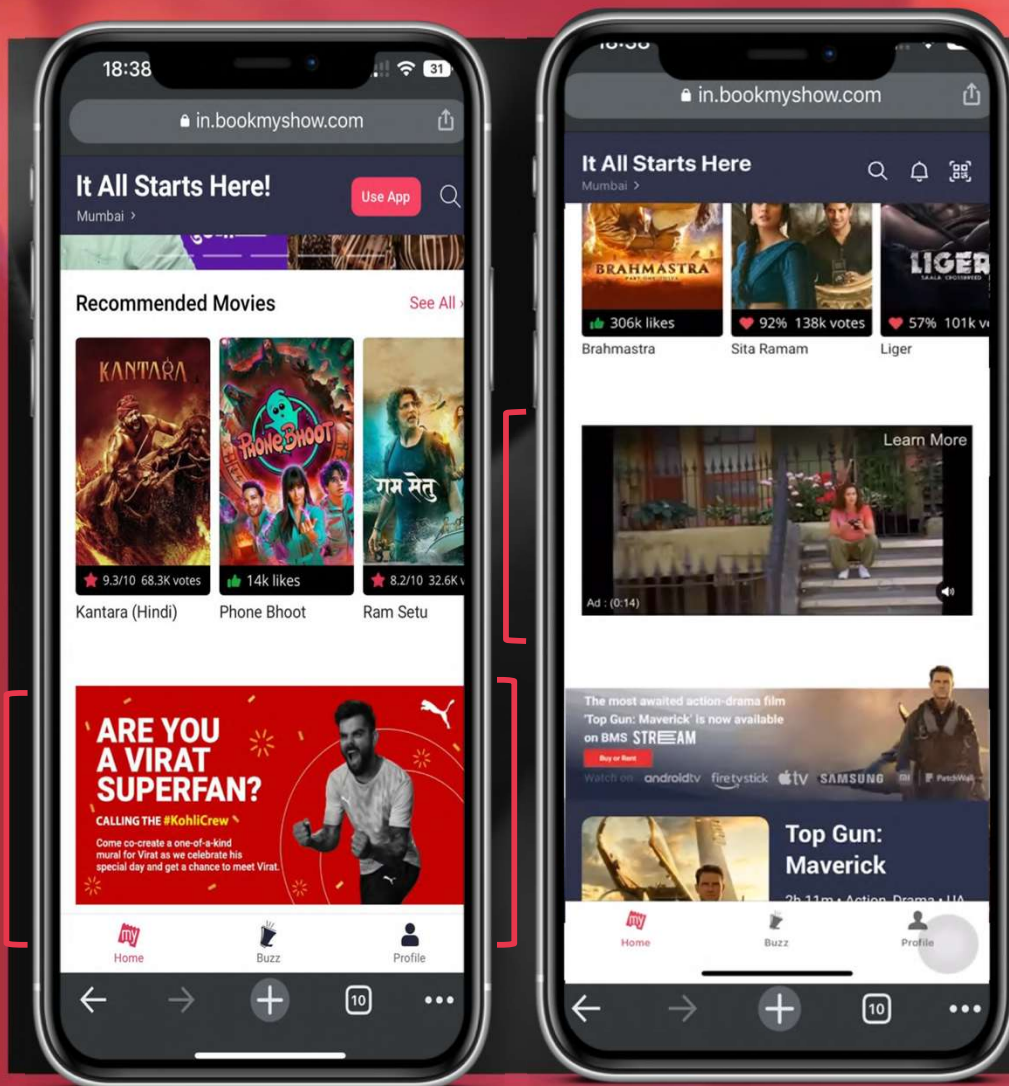
----- SPECIAL FEATURES -----

**Audience
Targeting**

**Long Press
Hold**

**Viewport based
Impressions**

**Clutter
Free**



HOME PAGE HERO WIDGET

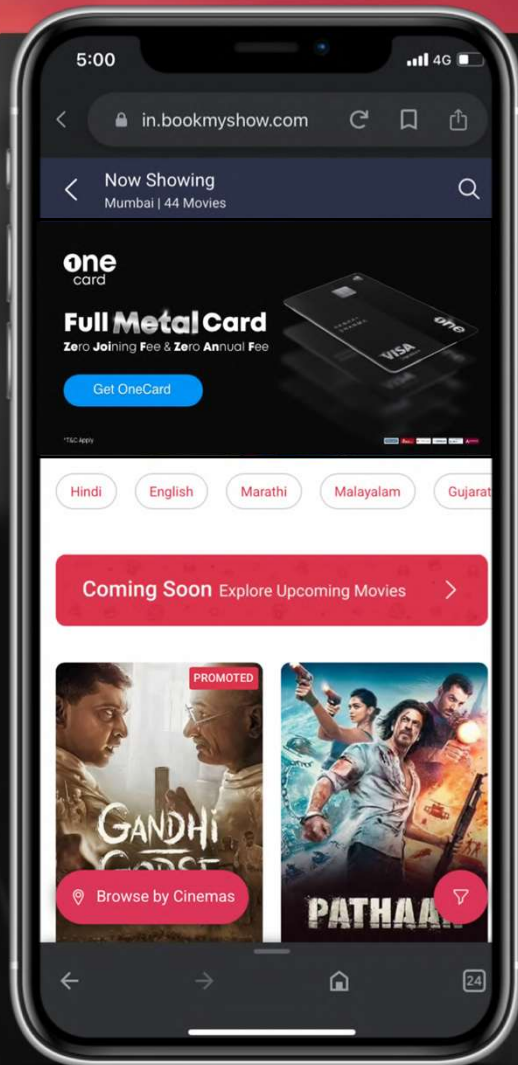
Dimension:	630 (W) X 315 (H)
Format:	Image & Video
Video Duration:	15-20 Sec
Size:	<60 KB (I) <20 MB (V)
Average CTR:	0.10 - 0.20%
Clickability:	Click Out
Buy:	CPM

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

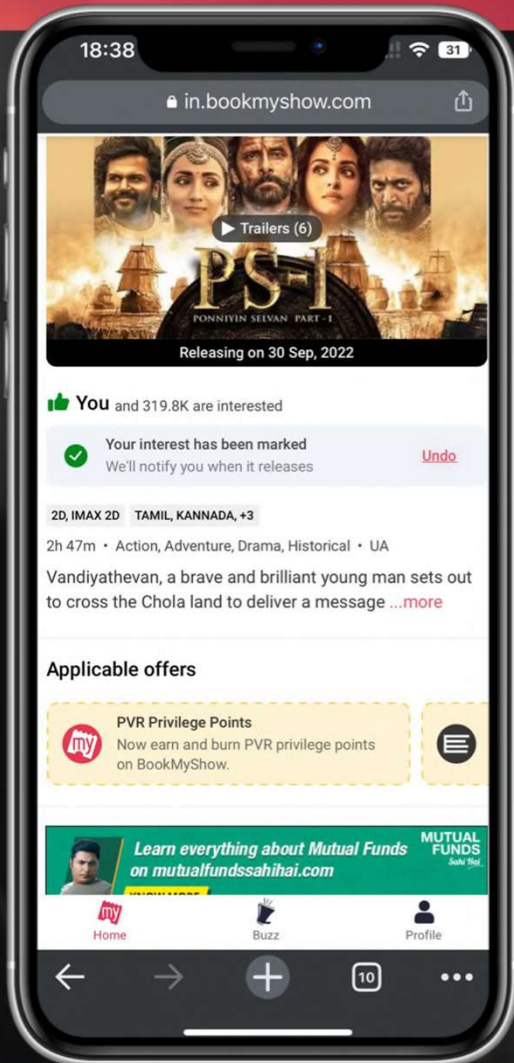
----- SPECIAL FEATURES -----

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



1⁺ ONEPLUS

TRAVEL & TOURISM



HYATT®



FOOD & BEVERAGES



Cadbury



E-COM &



Flipkart



amazon



AJO



LG



PhonePe

boAt