

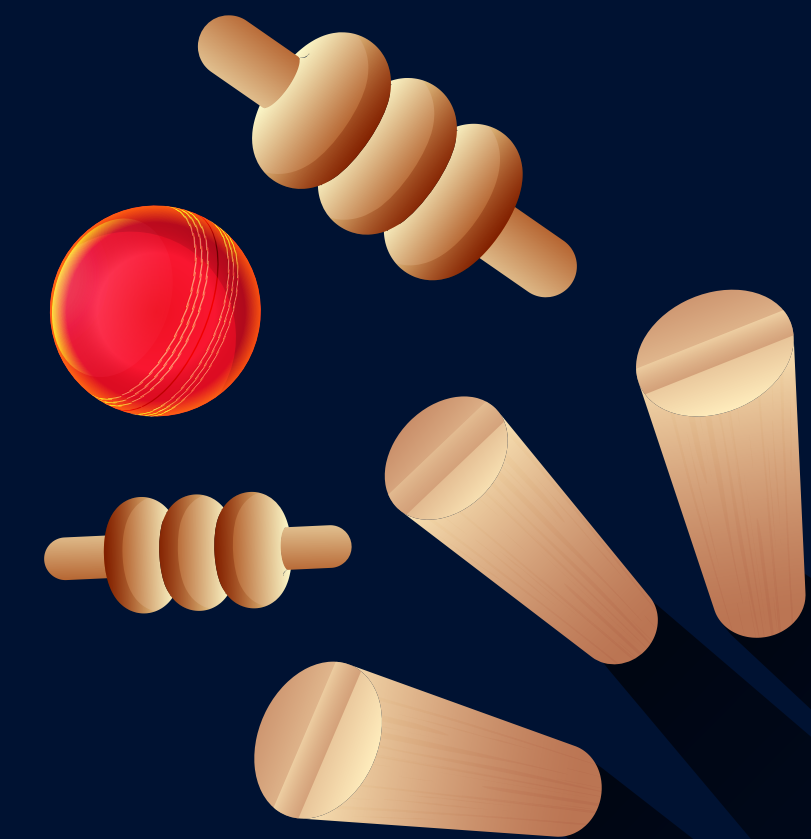
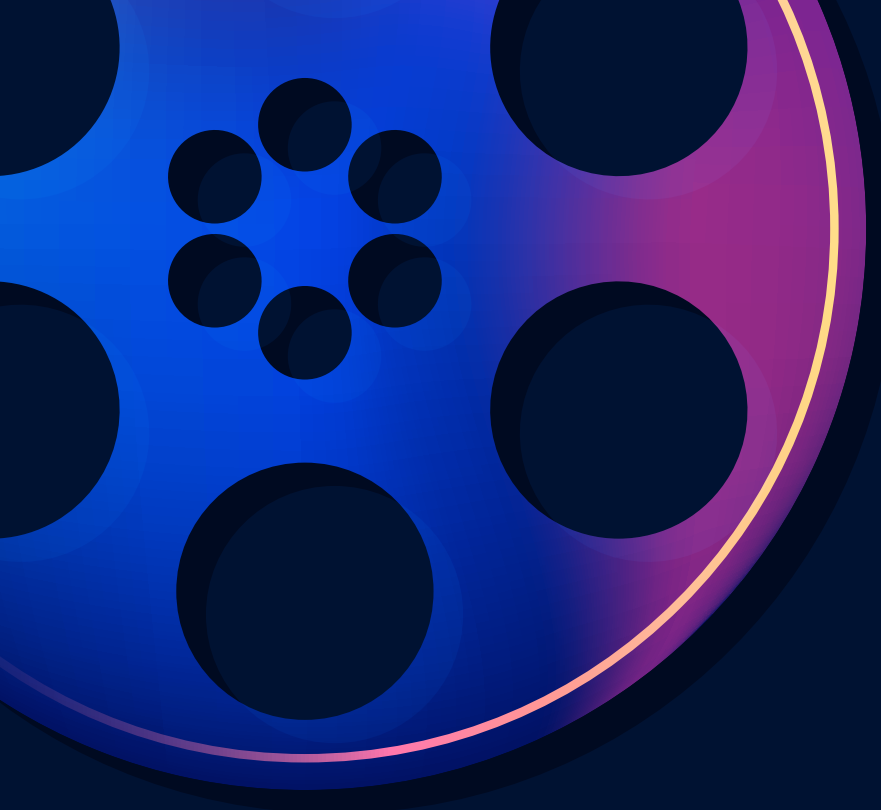
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Unveils

THE BEST OF

2022

#TheShowThundersON



# 2022

Fittingly, the year of the tiger!

And indeed it was a roaring one, what with new trends emerging and raging along with a thunderous response to cinemas, LIVE events, on-demand online content viewing and SO MUCH MORE for entertainment lovers!

So it is safe to say that 2022 has been the year when...

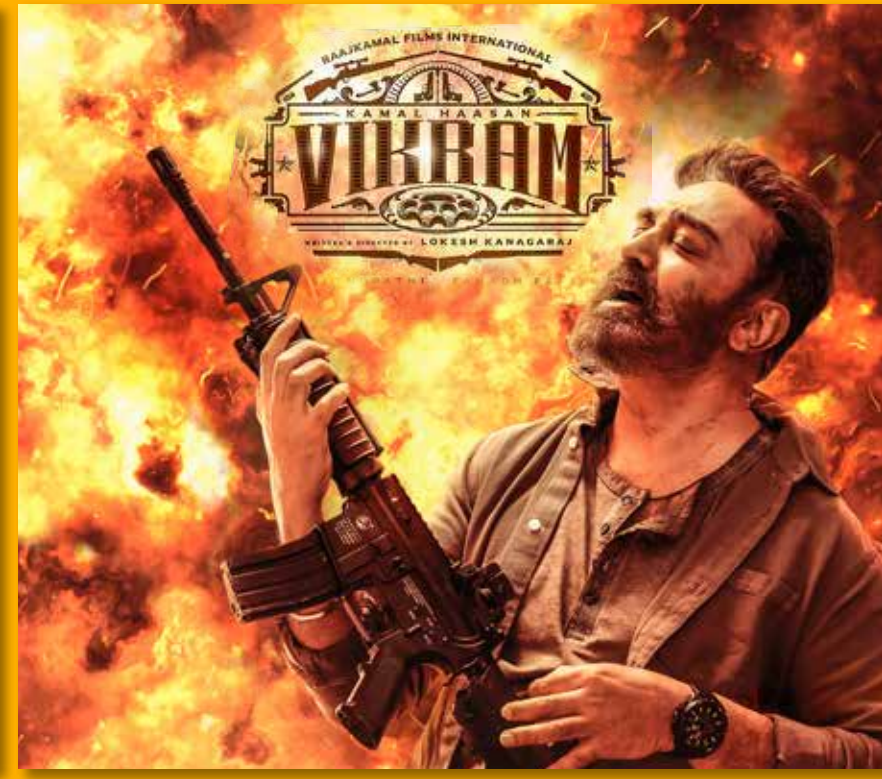
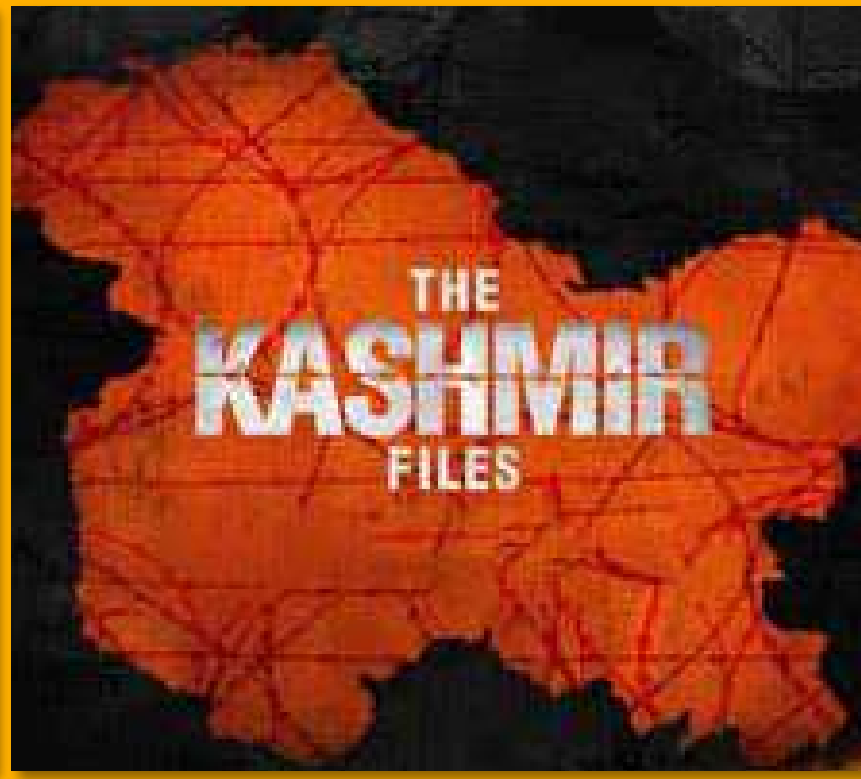
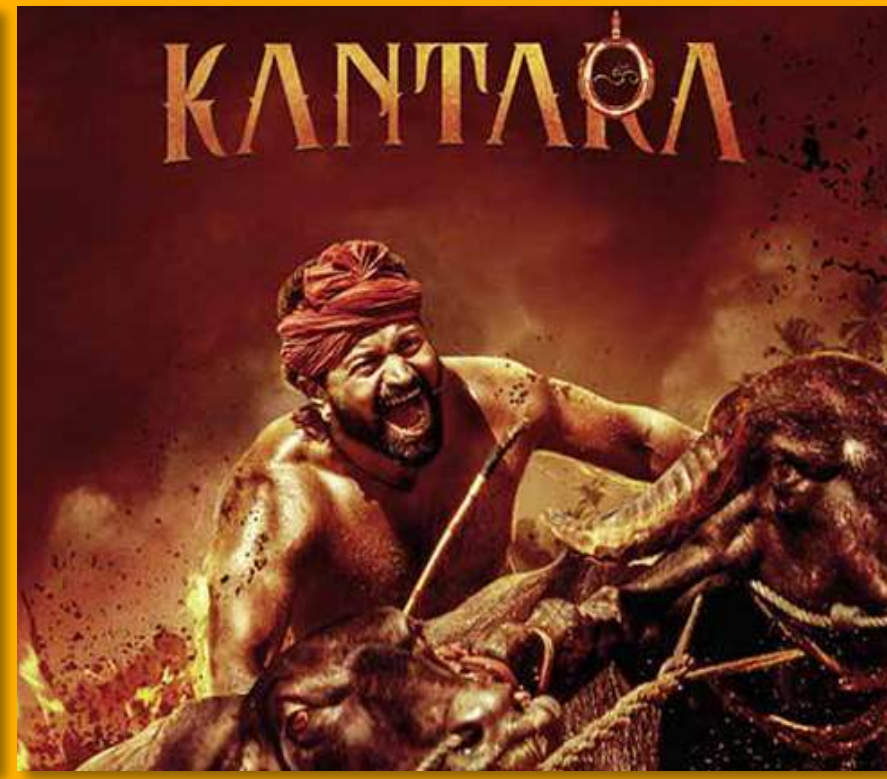
# #TheShowThundersON

Let's take a look at how entertainment "struck"  
the right chord this year, shall we?

**\*DATA FROM JAN 1<sup>ST</sup> – DEC 5<sup>TH</sup> 2022**

# THE BLOCKBUSTERS

that kept you ON your seat's edge



**Y'ALL PUT THE ON IN ON-GROUND EVENTS!**

**WITH 19,000 EVENTS  
AND COUNTING**





When we mean endless entertainment, we mean over

**1,11,000 HOURS**

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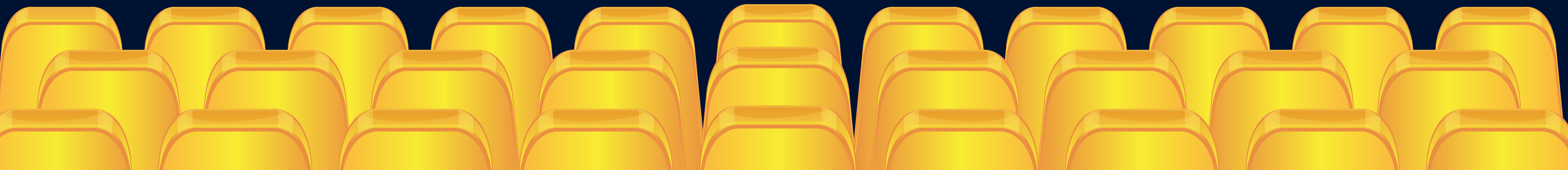
spent on **STREAM** alone!

The day you kept us ON our feet **APRIL 14<sup>TH</sup>!**

We sold

**2.14 MILLION**

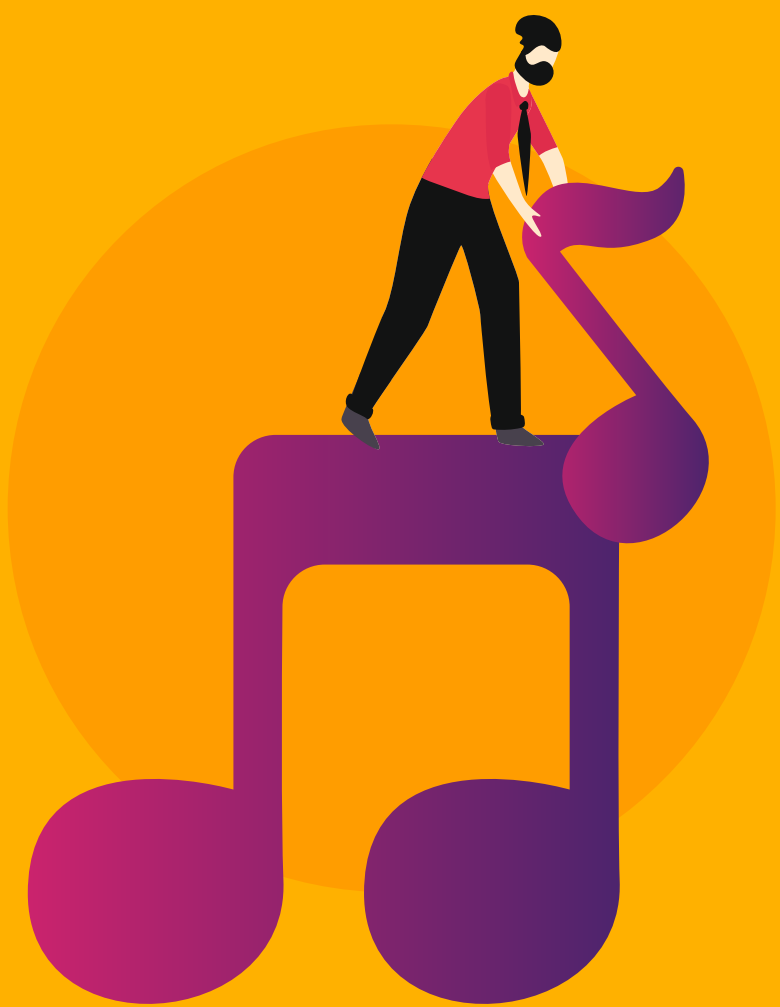
tickets for one single day!



Approximately

**8 MILLION**

people had an “eventful” year,  
stepping out for live entertainment experiences!







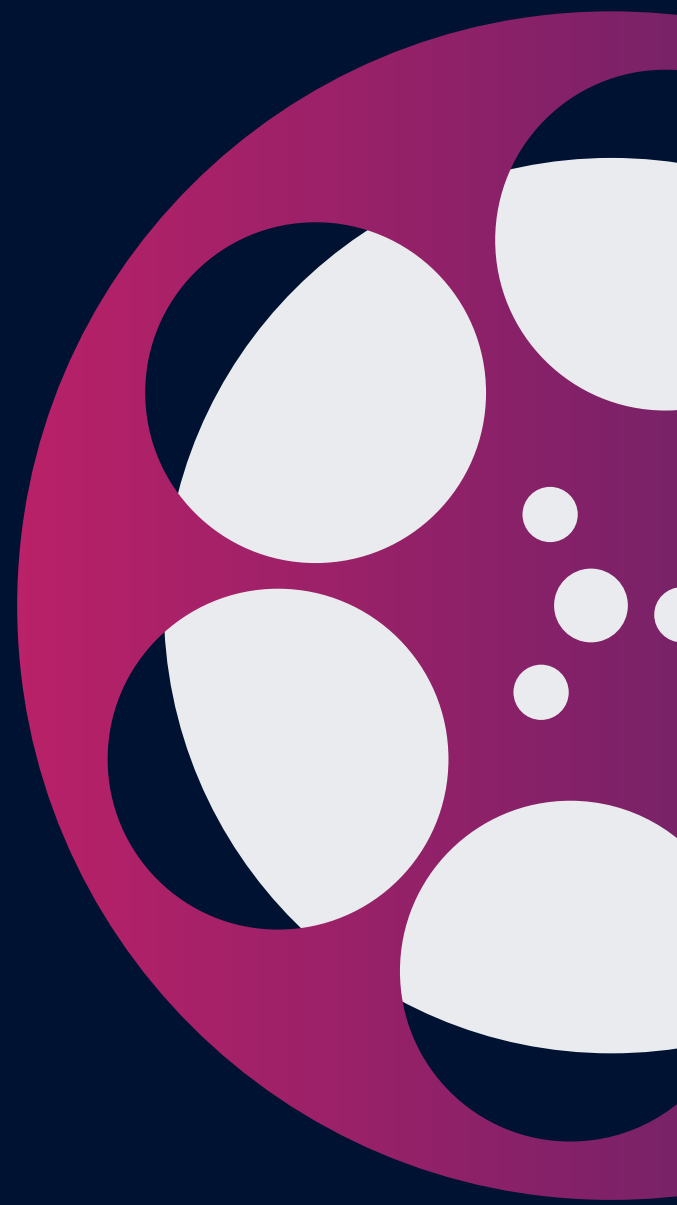
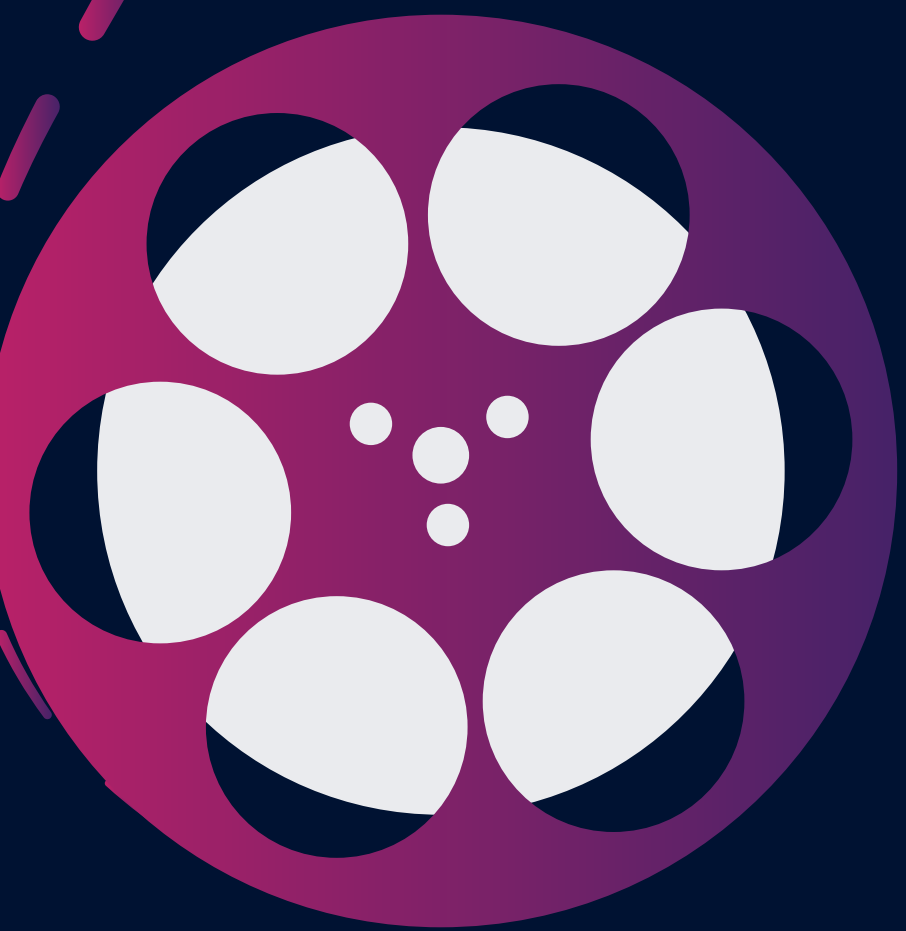
**ONWARDS AND UPWARDS IS OUR MOTTO,**

so we launched over **200 films** on

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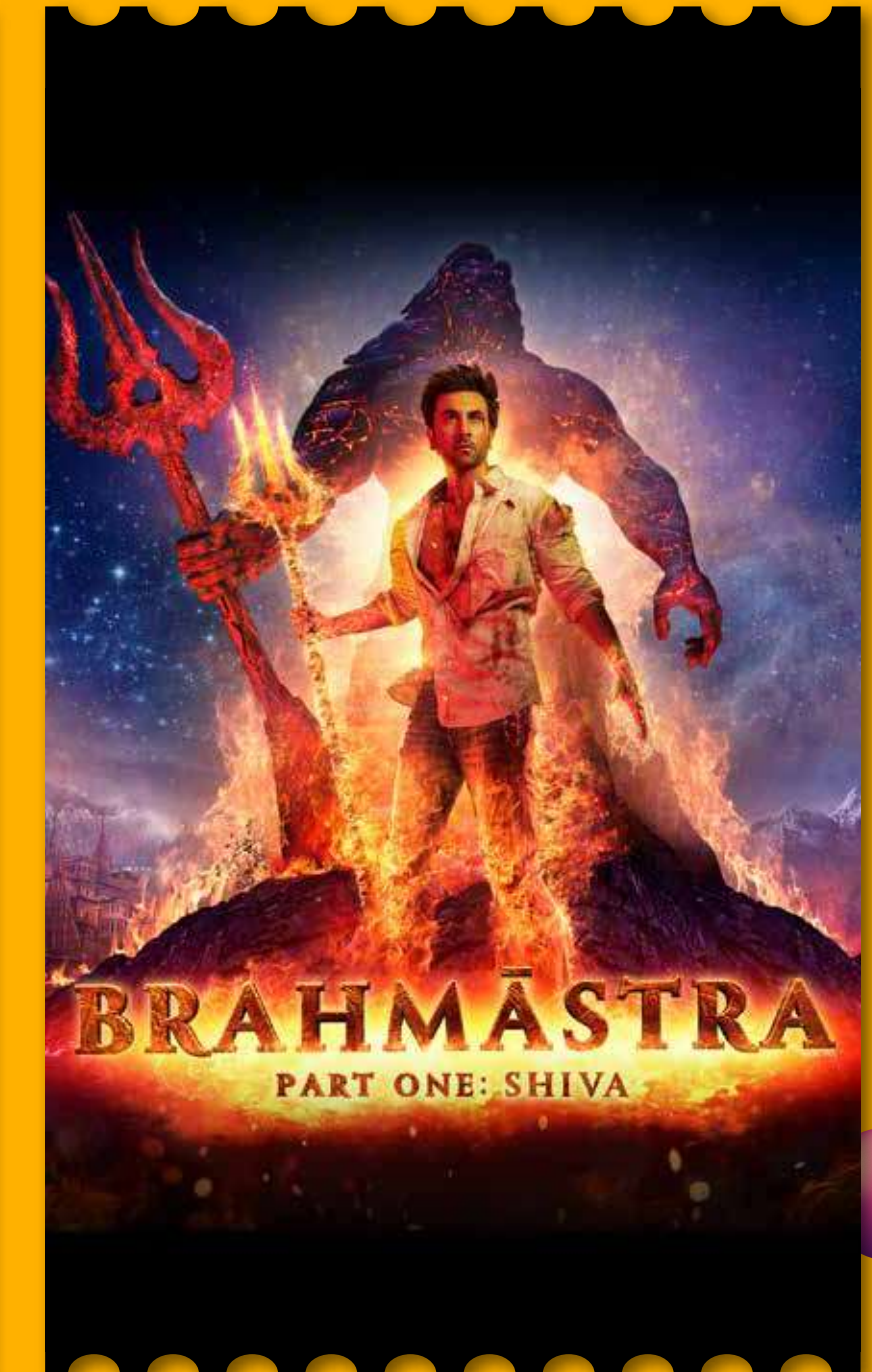
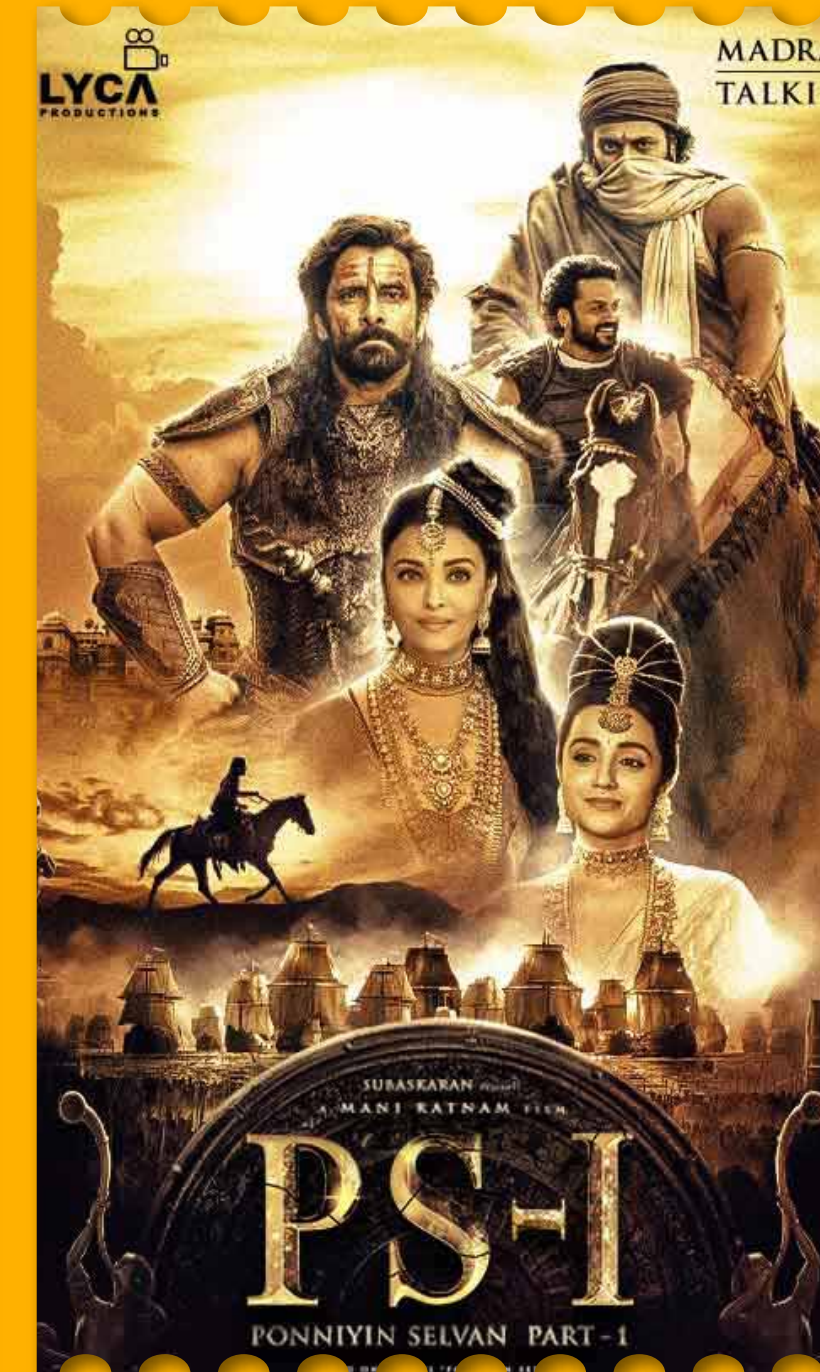
**STREAM**

this year!



# BIG BUDGET, BIGGER IMPACT!

These were the highest sold, most watched films



# THE RISE AND RISE OF ON-GROUND EXPERIENCES!

India saw a growth of  
**59% transactions in tier 2**  
and beyond markets



ON-BOARDING  
54 EXCLUSIVE FILMS ON

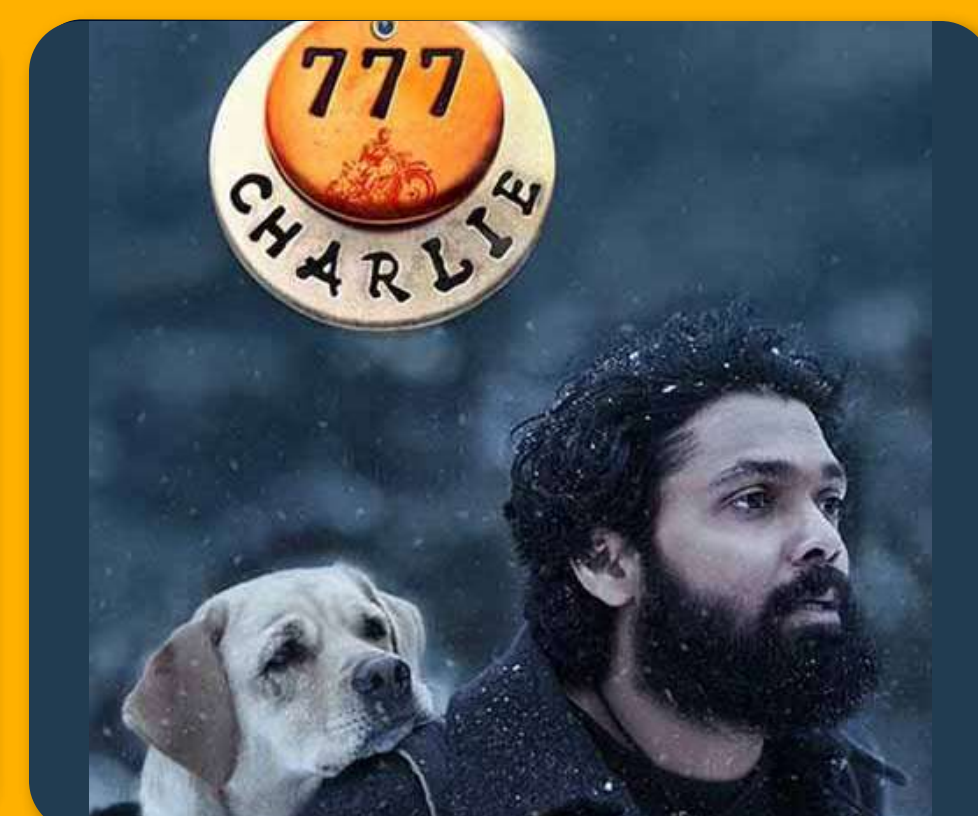
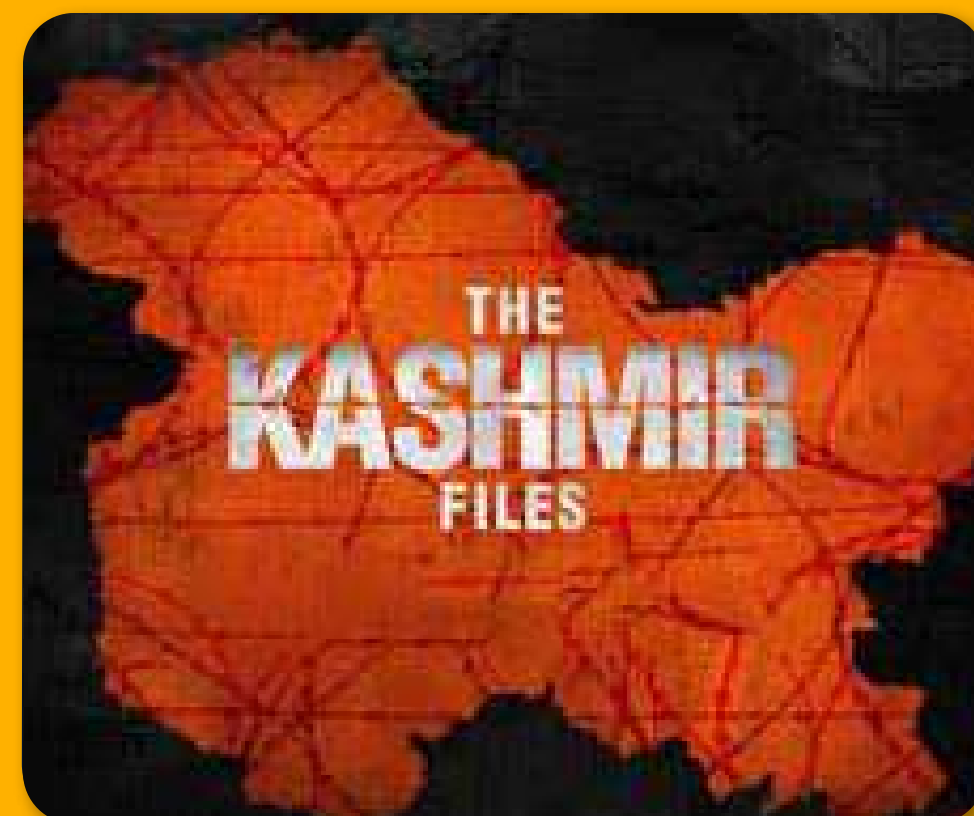
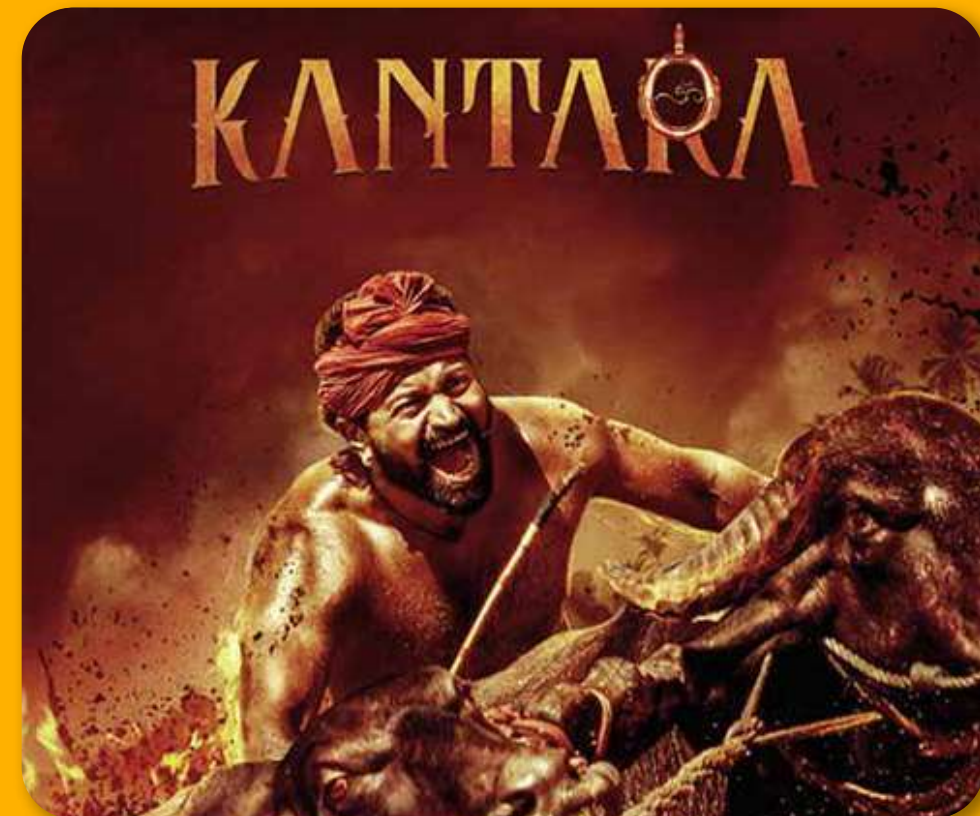
book  show

STREAM

SO FAR?  
CHECK! 

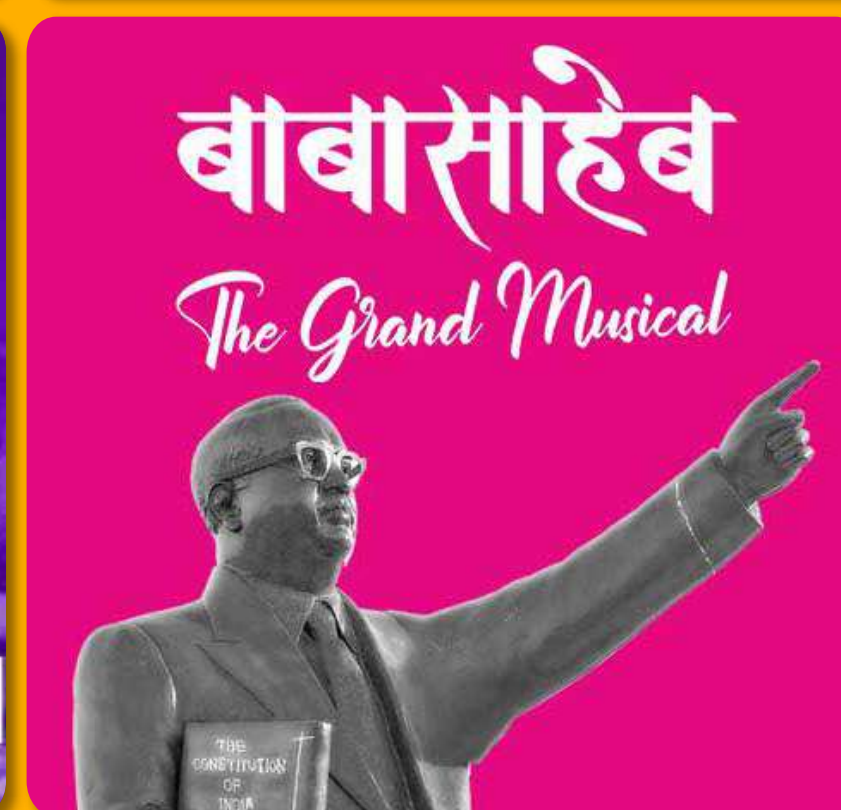
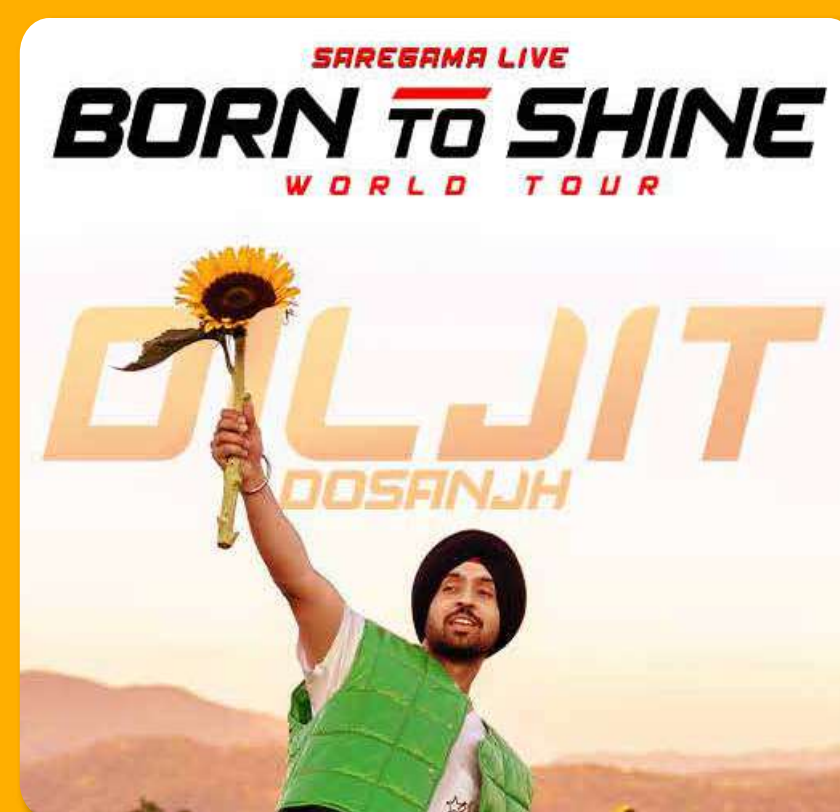
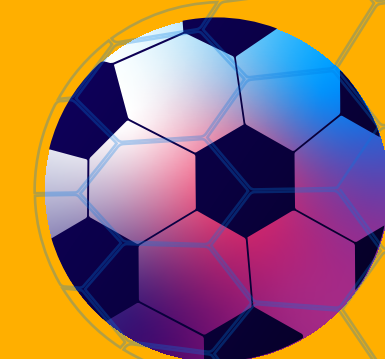
# CHOTE PACKET, BADE DHAMAKE WALE MOVIES!

- A.K.A. the movies that exceeded everyone's expectations



# A BIT OF THIS, A BIT OF THAT AND A WHOLE LOT OF GENRES ON-GROUND!

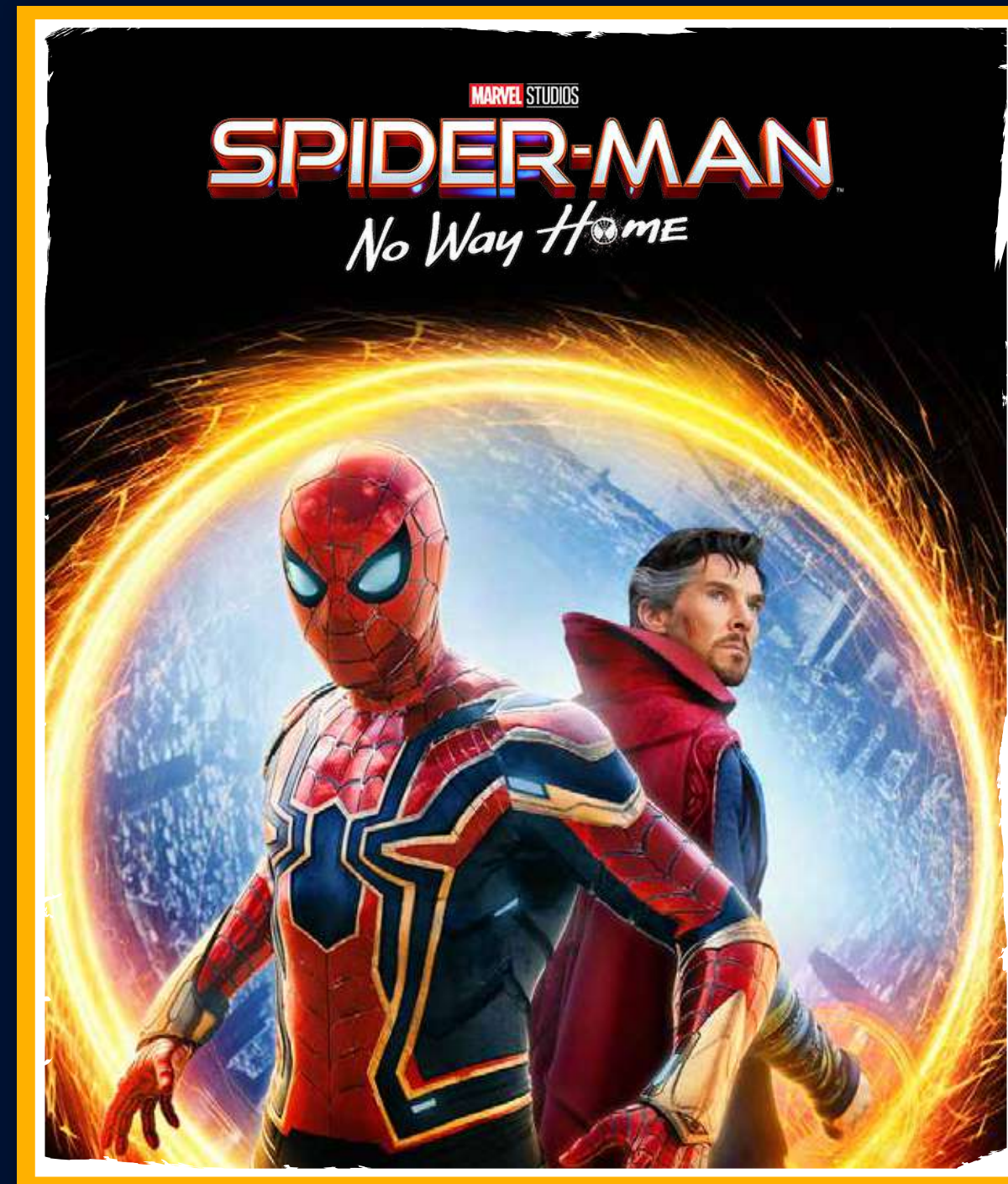
Check out the events that set the Indian stage on fire, genre no bar!



The 'Stream-come-true' films A.K.A. the highest viewed movies on

book  show

**STREAM**



# WEEKDAY BLUES? WE DON'T KNOW THOSE!

Approximately **40%** of movie-lovers  
picked **evening shows** during **weekdays**







*madness*  
**SUMMERTIME SADNESS** ^

April saw maximum  
transactions  
and engagement on

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**STREAM**

Entertainment **ON** repeat;  
All-day, every day!

book *my* show

**STREAM**

garnered **27%**  
repeat viewership  
through the year!

Go solo to feel so high!

6,000,000

entertainment enthusiasts chose to go for events  
all by themselves!

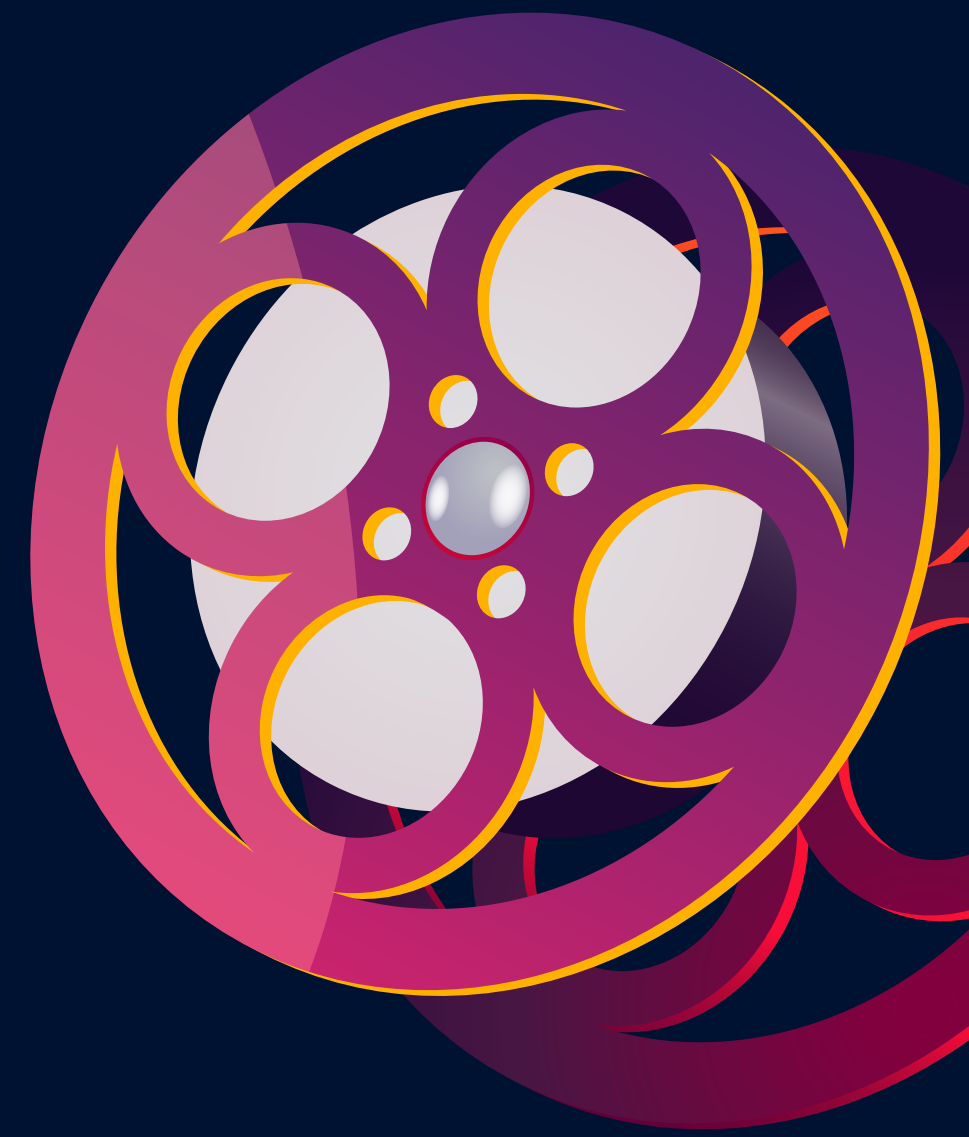


# THE SHAHENSHAH OF FANS!

One absolute movie-crazy fan  
watched a whopping

**77 FILMS**

this year!



# THE CITIES THAT SAID 'MERE PAAS CINE-MA HAIN'!

Cities that transacted the most for movies



# CITIES THAT WENT ALL OUT FOR ENTERTAINMENT!

Here's the list of top cities for LIVE events





Mumbai **no-buy**, Mumbai **rents!**  
The city of dreams surely Streams strong

**93%** INDIANS STREAMED ON **RENT**  
**7%** CINEPHILES OPTED TO **BUY** MOVIES ON

book **my** show

**STREAM**

# LIFE IN A NON-METRO? SUPER ENTERTAINING!

Here are the top non-metro cities that thrived high ON movies



# NON-METROS THAT LIVE-D IT UP!

Here are the top transacting non-metro cities for LIVE events







All eyes, on these tongues!

**ENGLISH, SPANISH, NORWEGIAN, HINDI, ITALIAN**

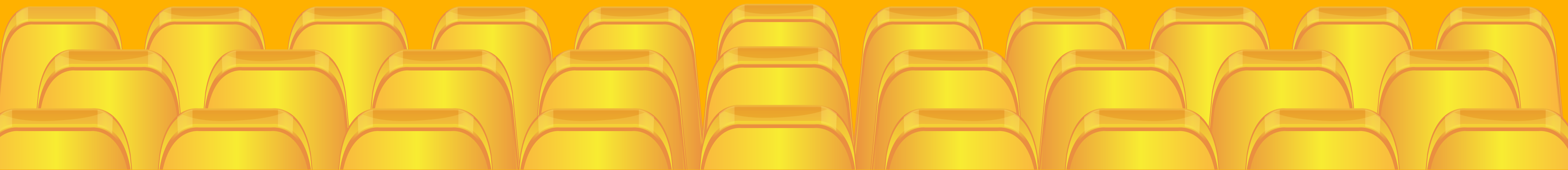
That's the list of the most watched languages on

book  show

**STREAM**

**Immersive movie experience  
was always ON point!**

With a **116%** increase in movie-lovers opting for  
**3D, IMAX 2D, IMAX 3D, 4DX viewing**  
over regular cinema screens



# WHEN THEY'RE ON STAGE, THE SHOW'S LIT!

Check out the top artists who performed LIVE

## DANCE MUSIC

Alan Walker  
DJ Snake

## STAND-UP COMEDY

Harsh Gujaral  
Anubhav Singh Bassi  
Vir Das

## MUSIC

Diljit Dosanjh

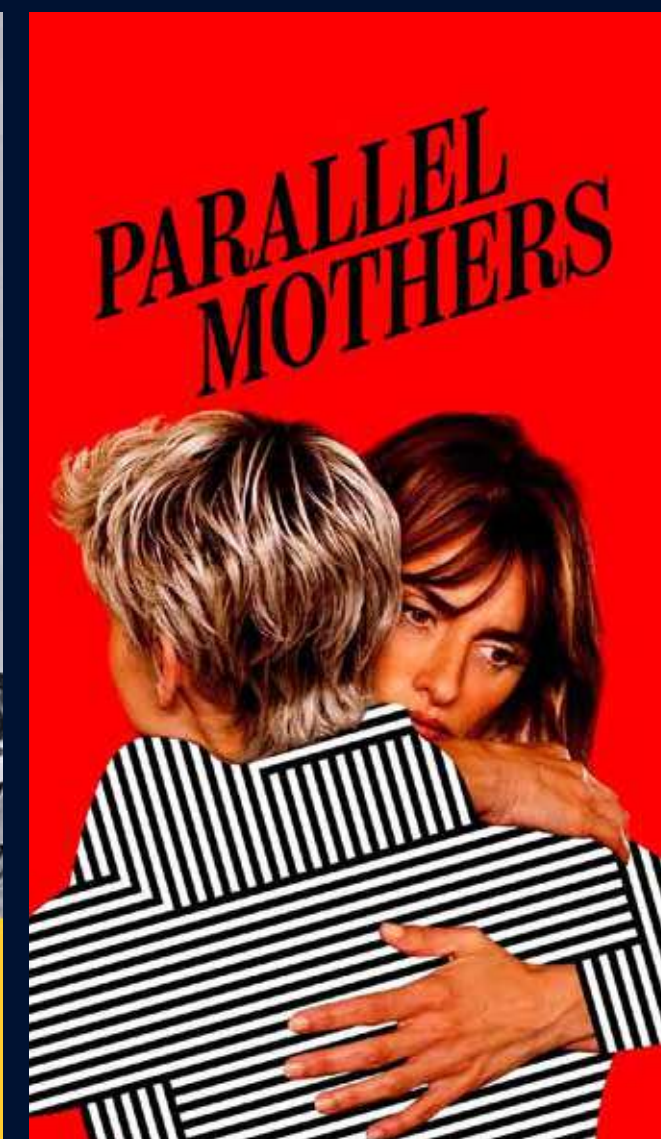
## ACTOR

Rohit Roy

Movie-lovers rolled out the red carpet  
for these **OSCAR-NOMINATED** titles on

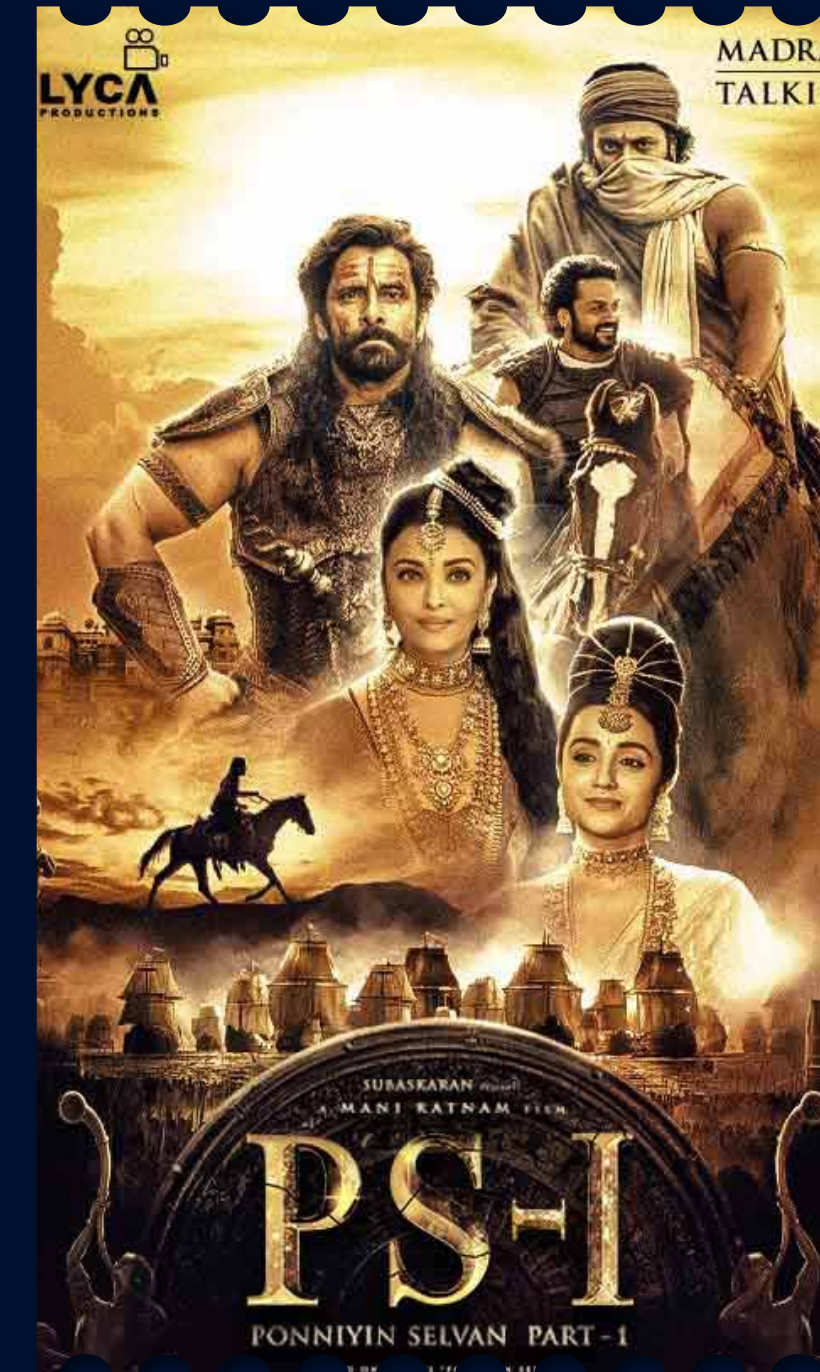
book  show

**STREAM**

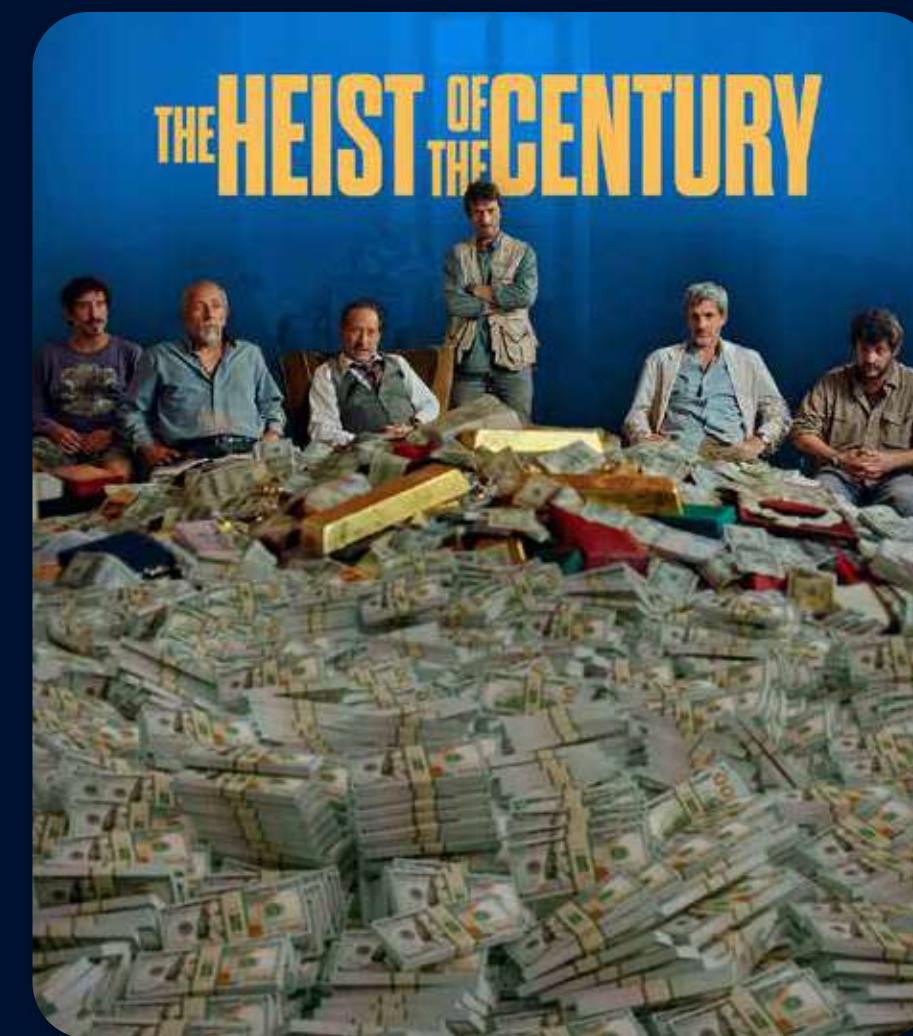


# Super fans don't wait to book ON the date of the release!

## Here are the top films that peaked in advance bookings



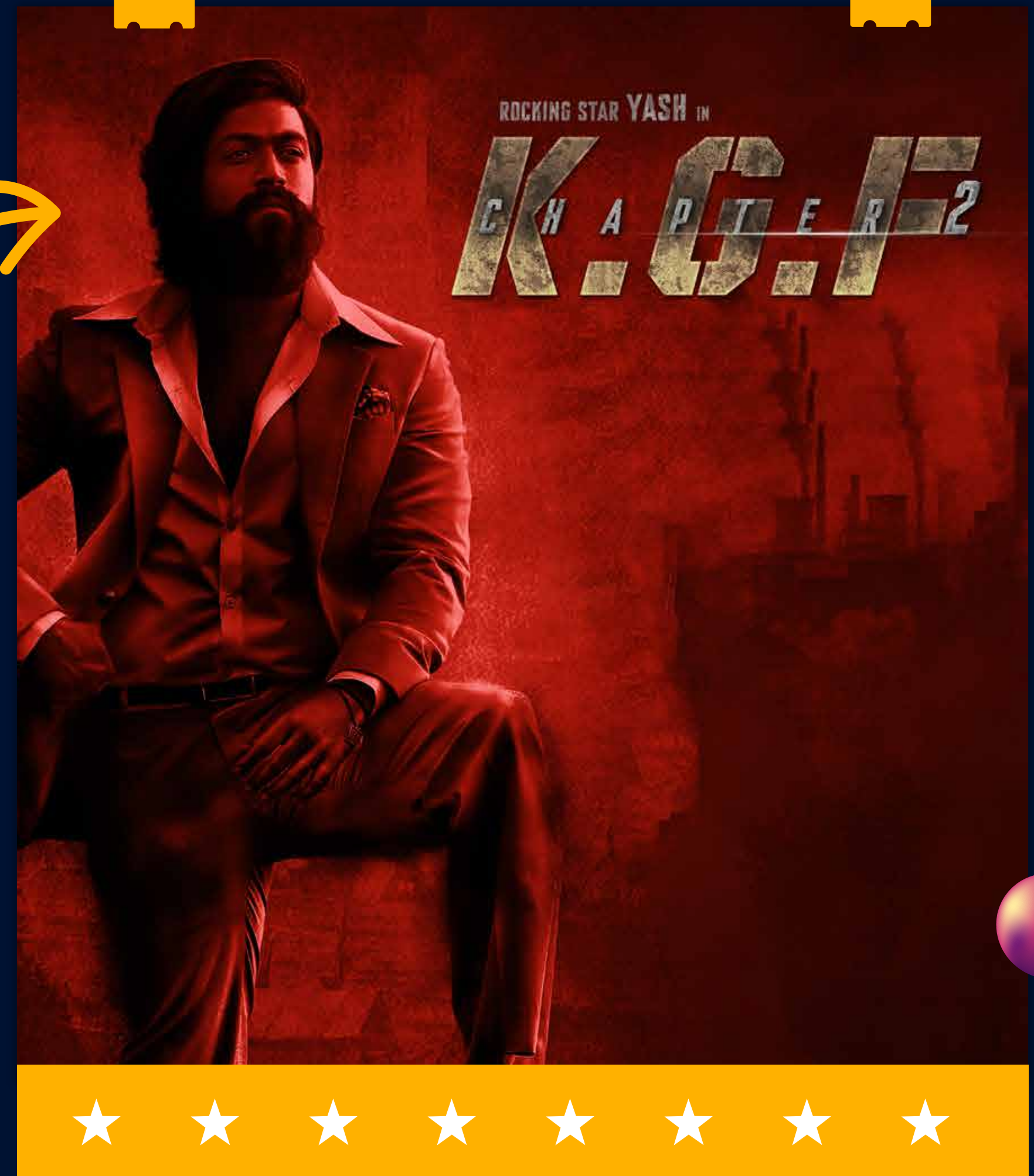
You couldn't wait to **STREAM** these films...



So you **pre-booked** them and got first dibs!

And the award for the  
**‘BAAP OF ALL MOVIES’**  
watched on a weekend goes to

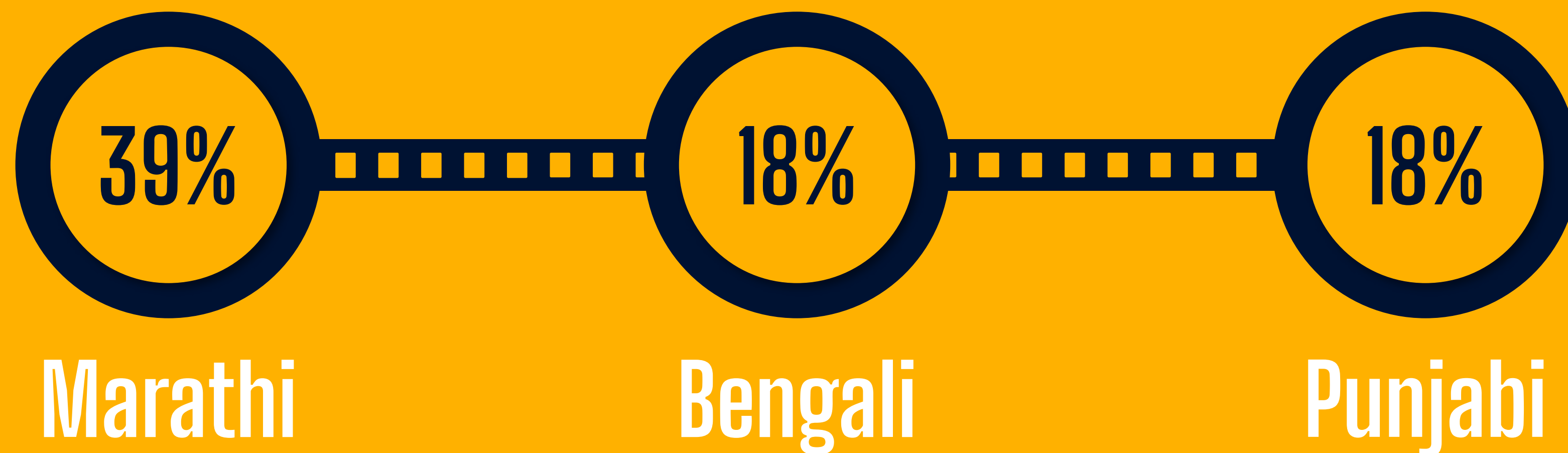
Sold **34%**  
of overall tickets  
for weekends alone!



One 'killer' documentary – **'ASSASSINS'** had you all glued.

So much so that one binge-watcher from Mumbai rented the movie 12 times this year!!

The onset of the vernacular movie-scape!  
Regional languages that shone

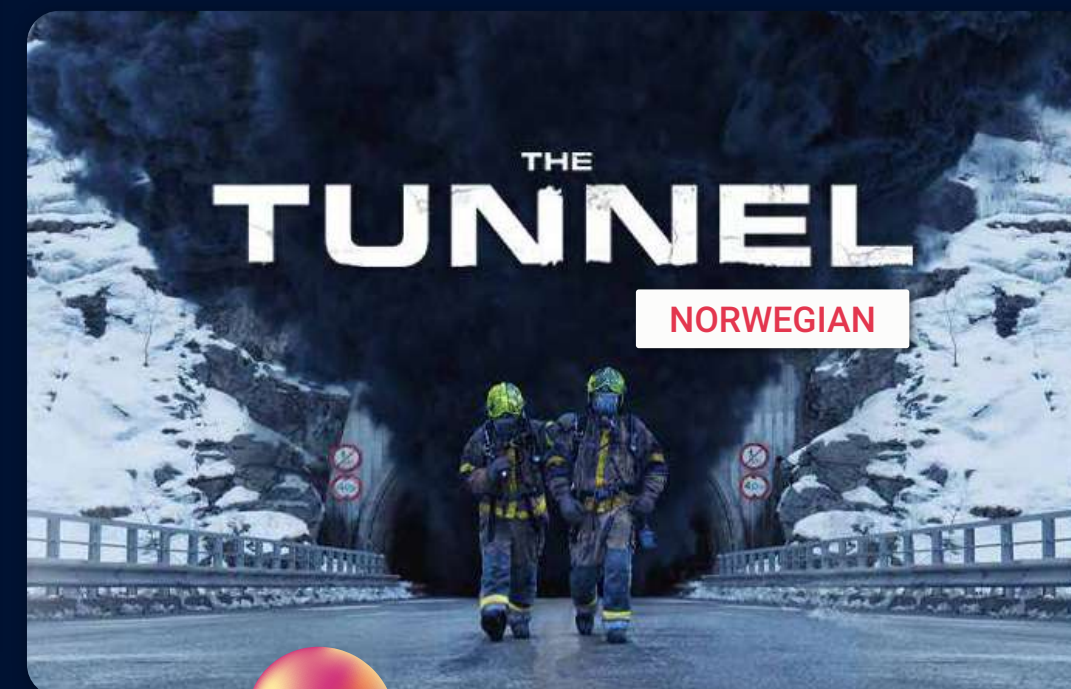




You opened the window to the world...

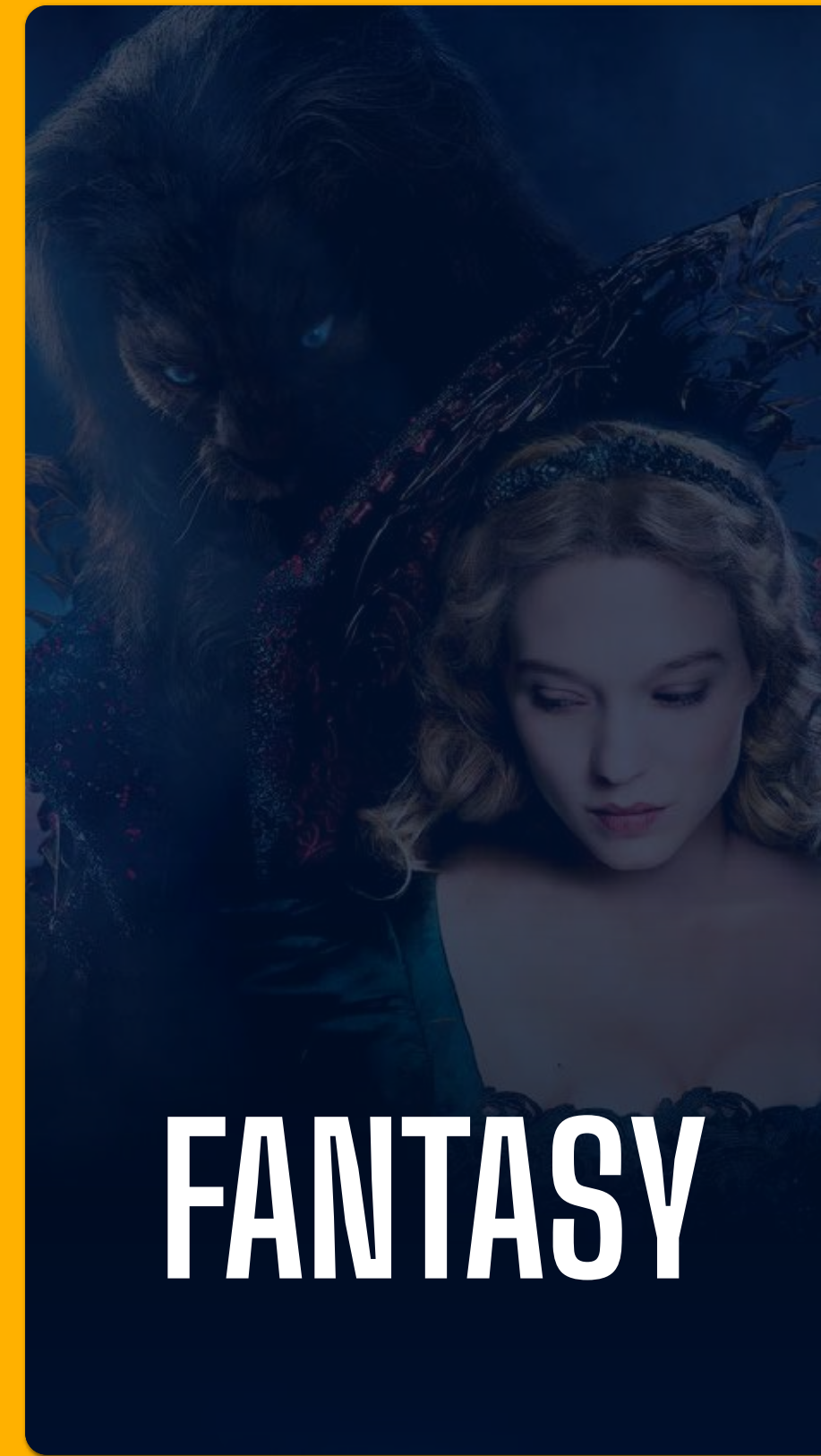
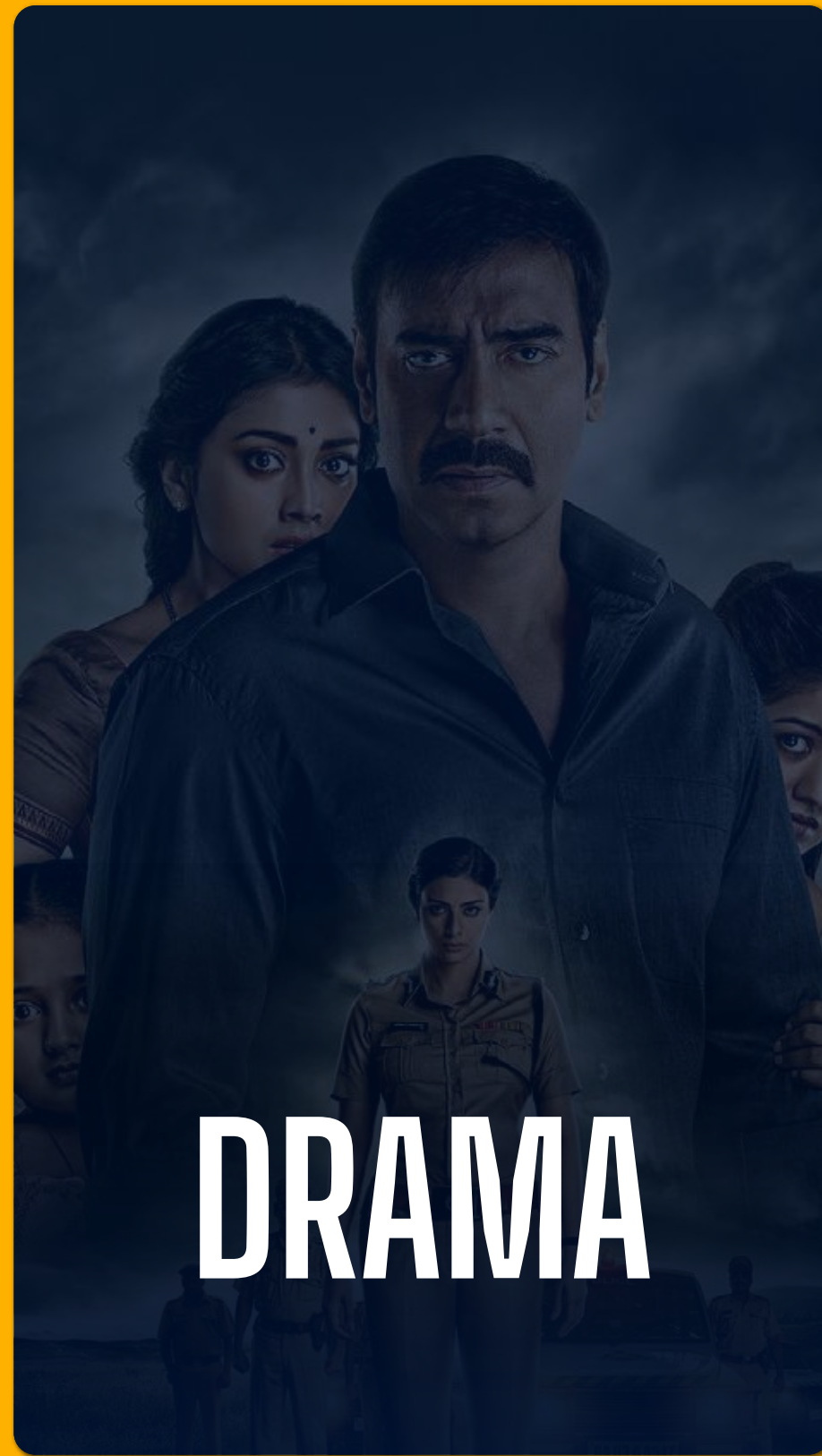
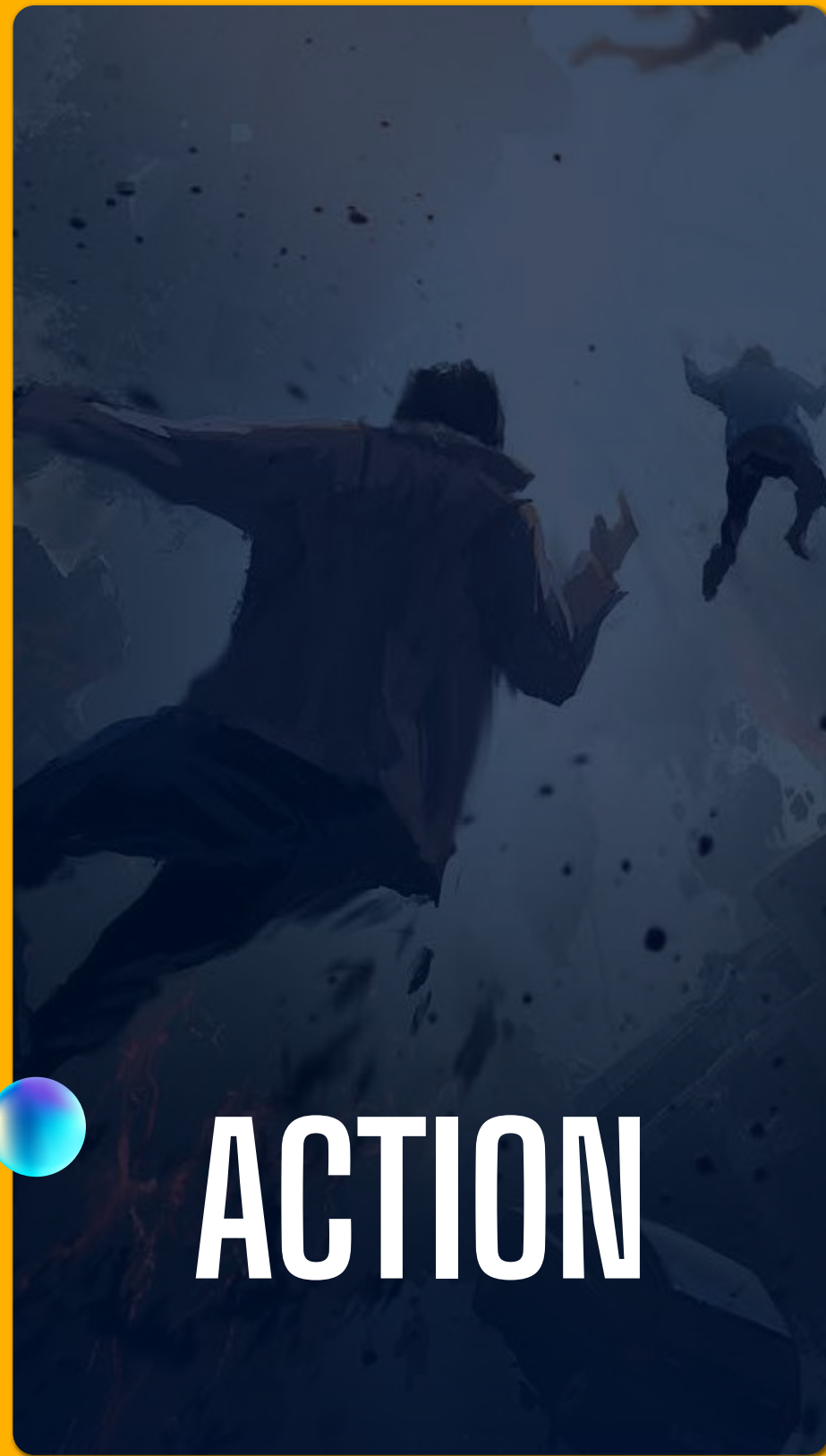
book show

From your home, thanks to **STREAM** with these films



Boom, Pow, and a whole lotta Wow!

● These movie genres really “hit” it hard, huh?





The genres that people pressed play ON

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**STREAM**

**DOCUMENTARY**

**DRAMA**

**ADVENTURE**

**ACTION**

**THRILLER**