



SpotboyE.com launches Just Binge



The go to show for OTT show reviews, binge recommendations and announcements

SpotboyE.com the popular destination/platform for latest Bollywood news has launched a unique show called Just Binge. The show is a Gen X avatar of the good old reviews in the age of Internet. It focuses on the trending web shows across OTT platforms such as Netflix, Hotstar, Amazon, Alt Balaji, Viu, Zee 5, etc.

With the number of OTT video users in India set to touch 355 million by 2020, the stage is set for OTTs to tap into a 5,600 crore rupee opportunity according to the PwC India's Global Entertainment and Media Outlook 2018-2022 report. Just Binge gives viewers a good insight to the best and worst of OTT content informing the millennial audience if the show is Bingeworthy or Cringeworthy.

Just Binge is hosted by SpotboyE anchors Manish Batavia and Sangya Laxhanpal, published on SpotboyE.com and aired on 9XM, India's favourite Bollywood Music Channel. The Celeb Watchlist segment provides a glimpse of Bollywood celebrities sharing their favourite shows and recommendations. 9XM would be the first television channel to have a show dedicated to OTT platforms.

Speaking of the show **Ms. Vibha Gosher, Senior Vice President – Digital, 9X Media Pvt. Ltd.** said "India has moved from a data starved to a data abundant market. There's lot of fantastic content on the OTT platforms which is trending with the millennial audience and SpotboyE has always kept its users updated with the latest buzz and trends. Just Binge is the 'go to' show which gives a good insight to the best and worst of OTT content. The show features show reviews, Celeb Watchlist, Notifications and Movie Finder. Just Binge has received a great response from viewers for the last few episodes and we are confident that the Show will resonate with our digital audiences."

Just Binge has already reviewed shows such as Sacred Games, Lust Stories, Comicstaan and Kareenjeet Kaur. Bollywood celebs including Tiger Shroff, Disha Pattani, Rajkumar Rao, Ishaan, Janhvi and Kamal Hassan have already been featured on the Celeb Watchlist on Just Binge.

The show is promoted across social media and digital platforms of 9XM and SpotboyE.com.

