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My Name Is Khan, Striker, 3 Idiots – Bollywood going the internet way!

Posted by contributor001 in **Bollywood, Celebrities, Movies, Other News, Specials, gossip**
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Internet has been a big part of our lives and the same is the case with Bollywood world too. It seems all of a sudden the Bollywood is depending too much on internet these days.

Just a call to mind to all...3 Idiots was the first movie to release on screens as well as on YouTube both on 25th December 2009. It was there initiative to launch the movie legally on the internet to avoid piracy and illegal download and also to earn some extra moolah in yet another way! <http://www.youtube.com/user/3idiots?blend=7&ob=4&rclk=cti>

Then we heard that My Name Is Khan was on the row with their music released on iTunes before they had an official music release. It is the first movie ever to have an internet release of its music before having an official release. http://www.apple.com/trailers/fox_searchlight/mynameiskhan/. MNIK also has offered an option to get your tickets booked online via <http://www.kyazoonga.com/>.

Now Striker, another yet to release Bollywood film has joined 3 Idiots and MNIK to go the internet way!

Striker is all set to hit the theatres on 5th February 2010 along with a simultaneous release on YouTube on the same day! There has been a deal between Google India and producers Indian Film Co and Studio 18 for an online streaming of the film on 5th February 2010.

However, Striker will not be available for the Indian viewers on YouTube due to the clash of its theatrical release. US viewers will have to pay a minimum charge to watch it. And for the rest of the world, it is free.

It is really applausive that Bollywood is getting more techie with time. Hope to have some more such steps from all the movies in the future!

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