



PROVIDE INSIGHT FOR A STRATEGIE MERGER IN THE OTT DOMAIN



169K

LioCinema Total Users



45K

Jotstar Total Users



LIOCINEMA



JOTSTAR

Analysis Peri...

01-01-2024

18-11-2024

Analysis Perio...

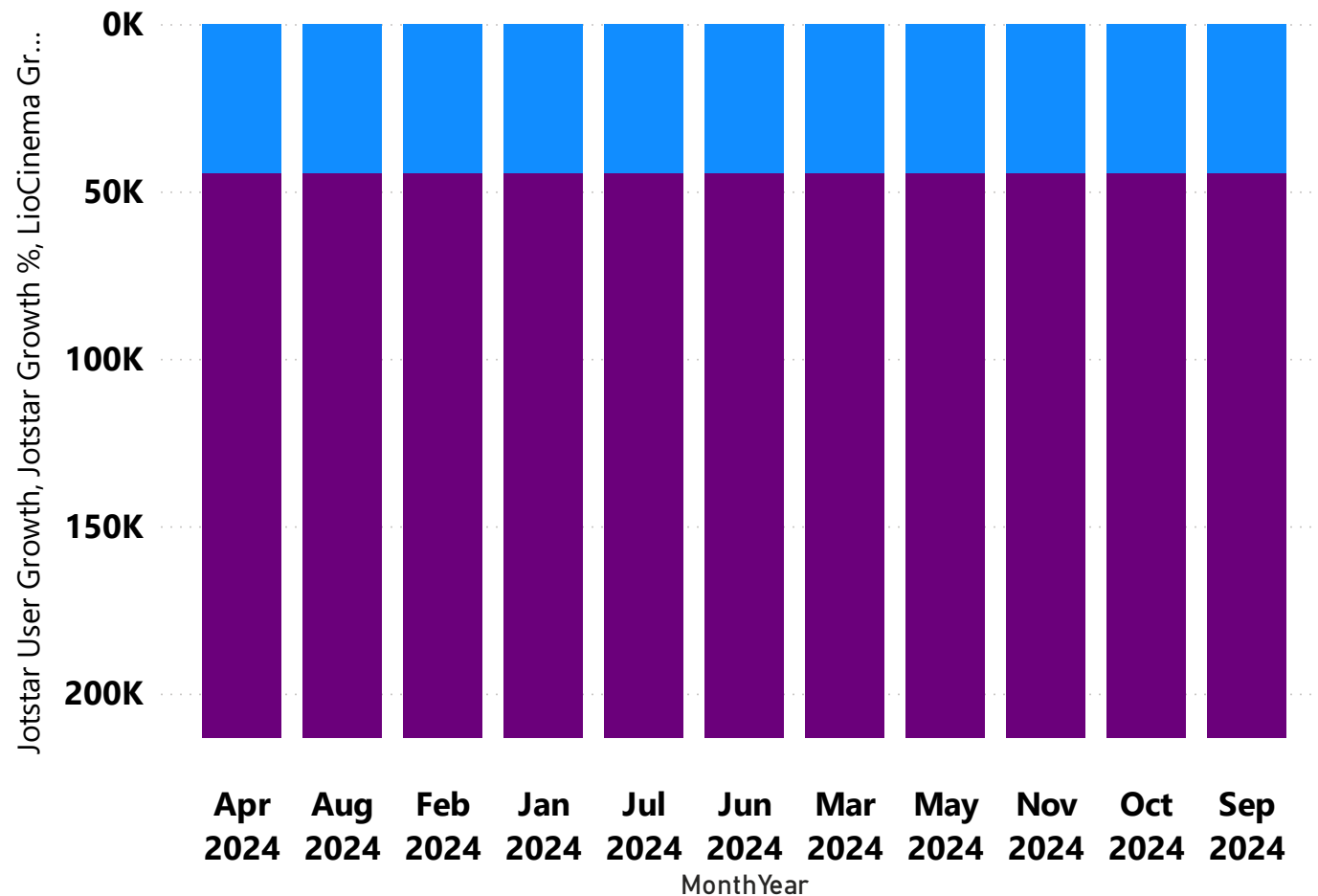
01-01-2024

30-11-2024

Jotstar User Growth, Jotstar Growth %, LioCinema Growth % and LioCinema User Growth

by MonthYear

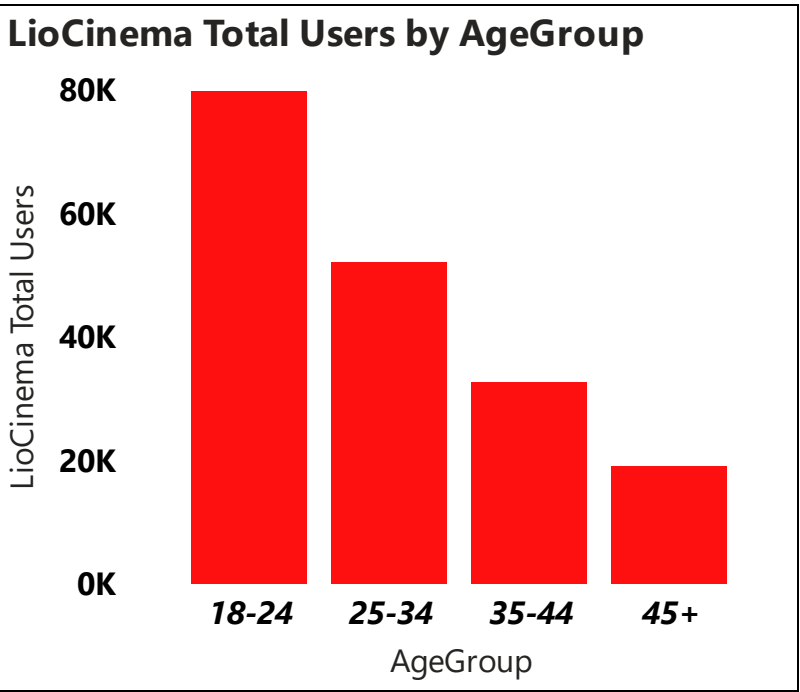
Jotstar User Growth Jotstar Growth % LioCinema Growth % LioCinema Use...



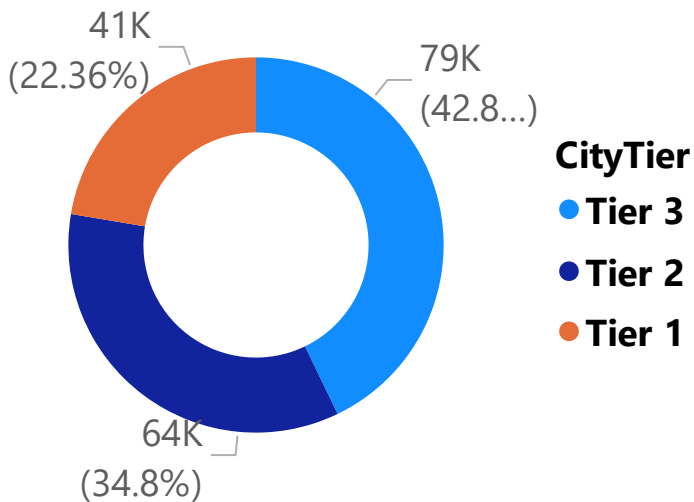
⌂ Jotstar Total Users  
by AgeGroup

AgeGroup

Jotstar Total Users by CityTier



LioCinema Total Users by CityTier



Platform

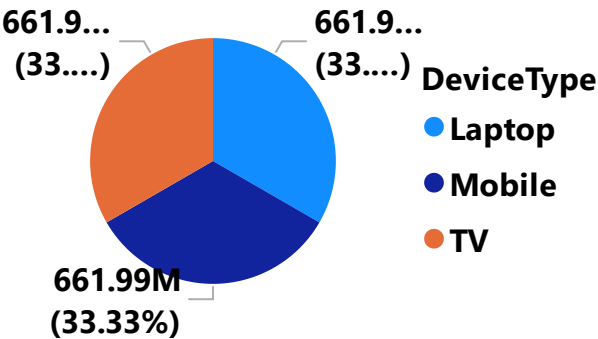
Platform

(Blank)

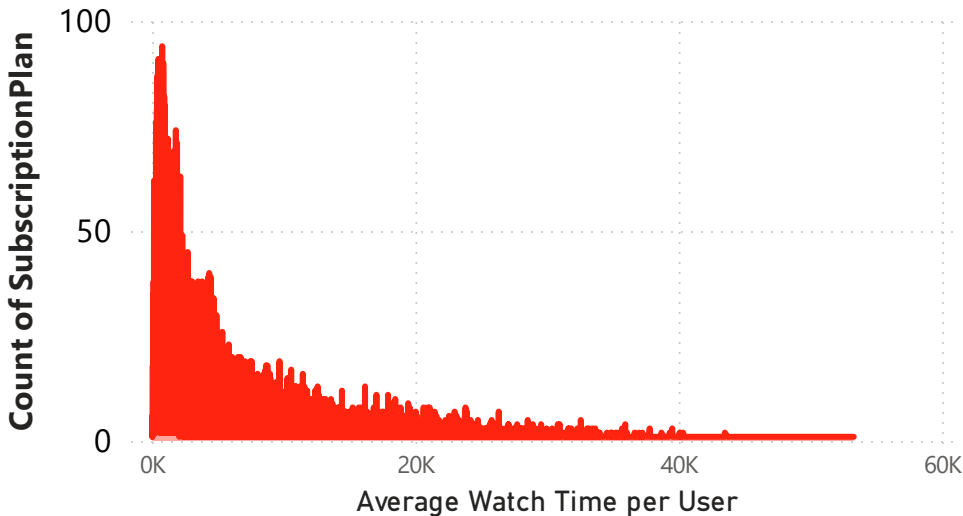
Jotstar

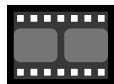
Liocinema

Sum of Average Watch Time per User by DeviceType



Count of SubscriptionPlan  
by Average Watch Time per User





# Content Diversity & Language Insights

2360

Jotstar Contents

1250

Liocinema Contents

## Platform

(Blank)

Jotstar

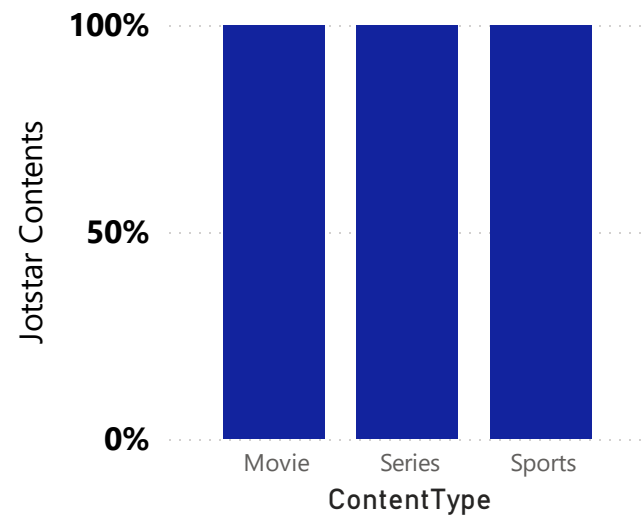
Liocinema

## Total Active And InActive User

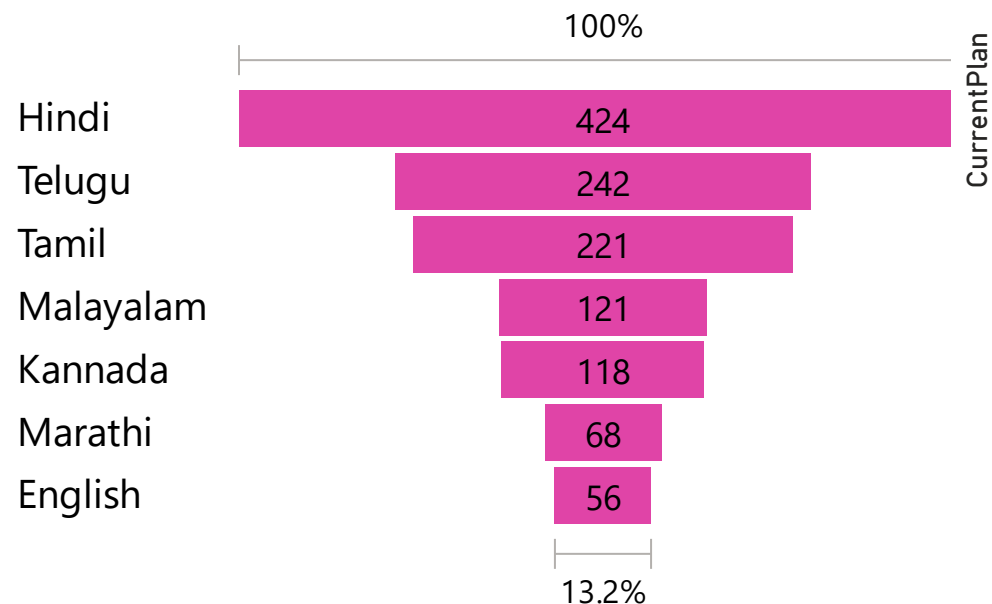
Jot\_%Active Lio\_%Active Jot\_%INActive Lio\_%INAc...

## Total User On Genre

Platfo... ● Jotstar



## Total User Content In Language



## Premium

## VIP

## Free

0% 50% 100%

Jot\_%Active, Lio\_%Active, Jot\_%INActive an...



# User Engagement & Watch Behavior

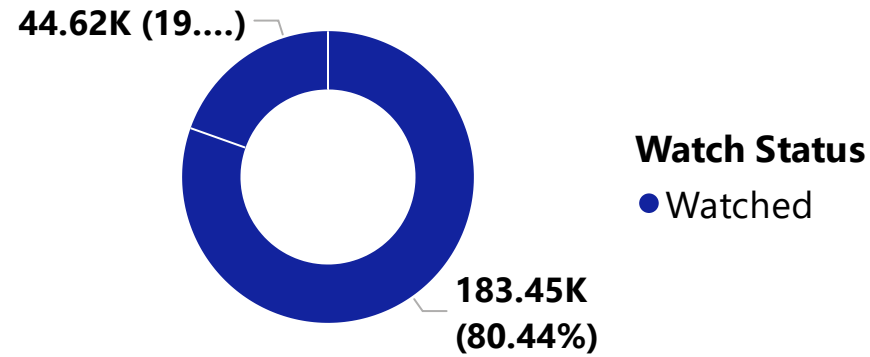
662M

Sum of TotalWatchTim...

(Blank)

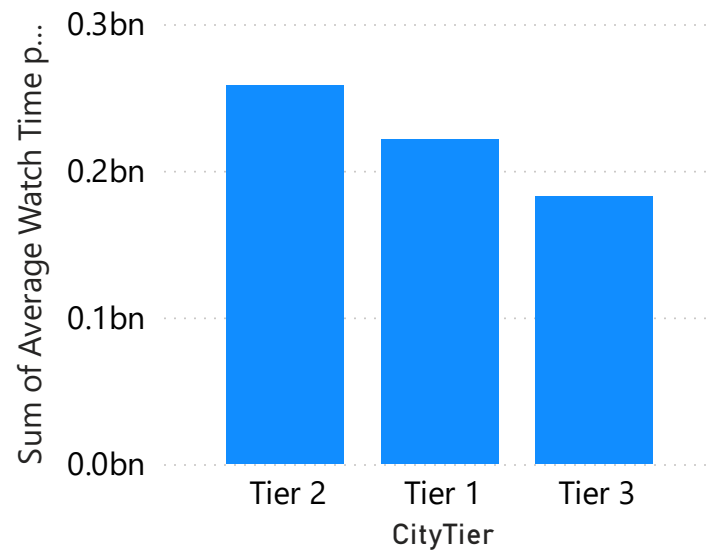
Sum of TotalWatchTim...

Count Of Watch Status And Users



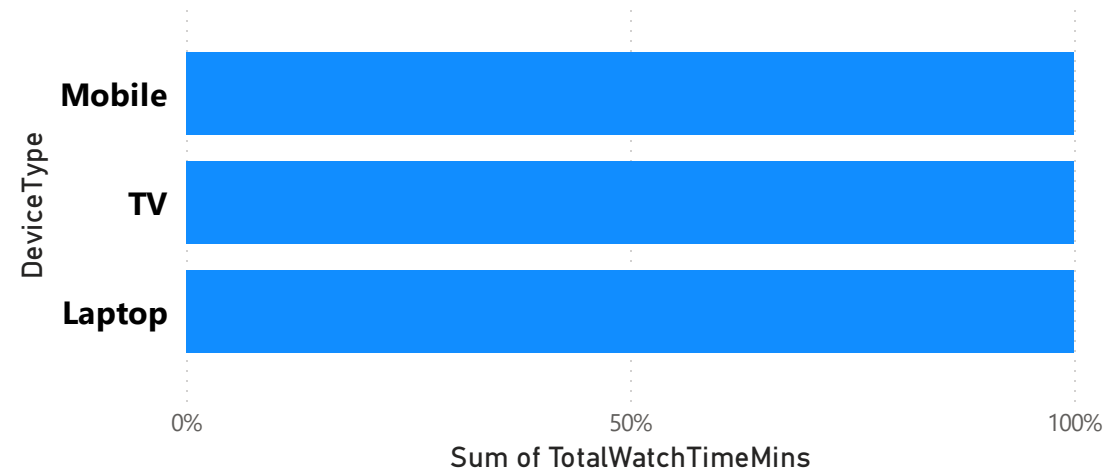
Average Watch Time By Users

Platform ● Liocinema



Sum of TotalWatchTimeMins by DeviceType and Platform

Platform ● Liocinema





# Subscription Trends & Revenue Analysis

7M

Revenue\_Lio

8M

Revenue\_Jot

