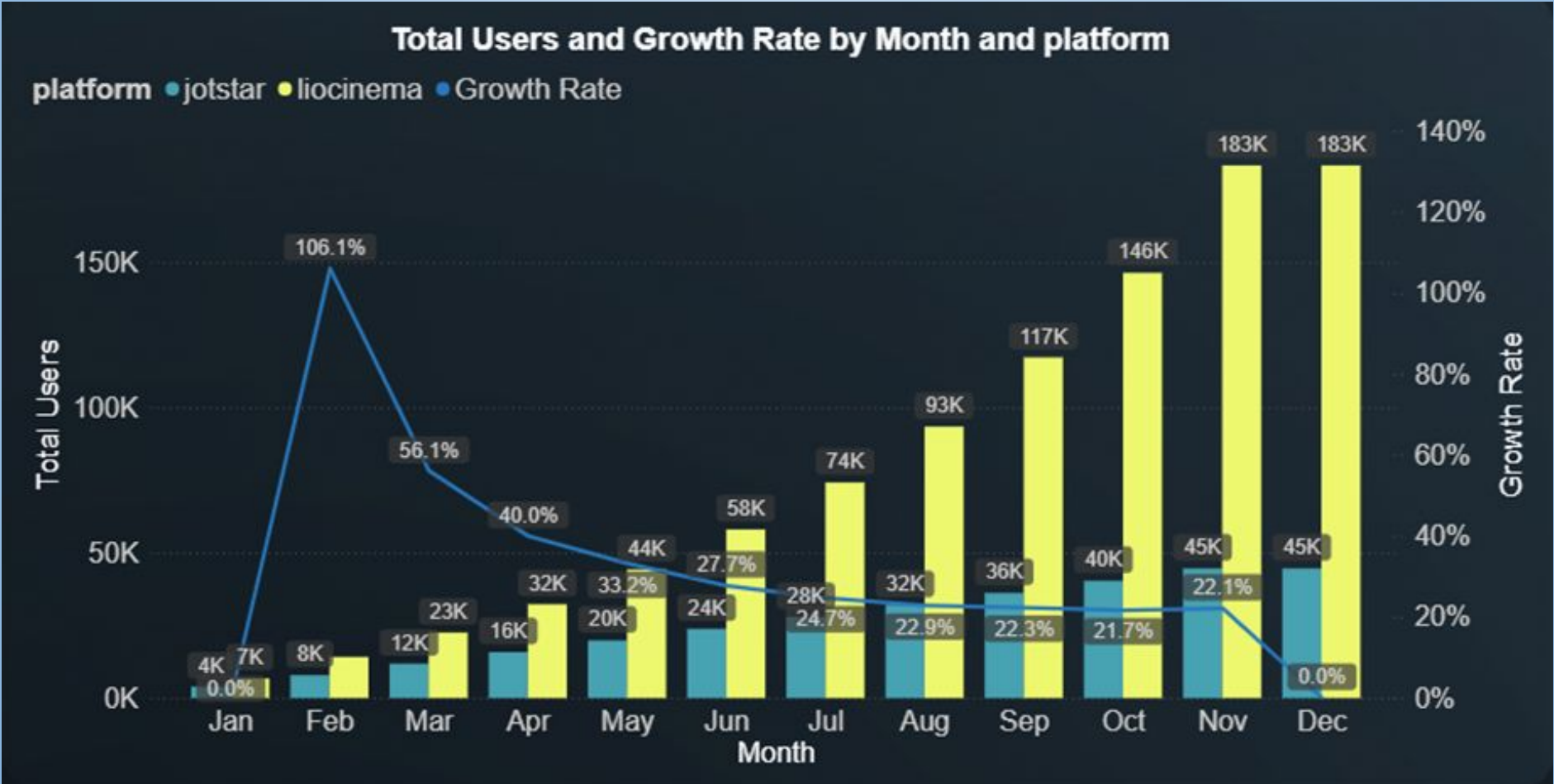


# Presentation of Business Insights in view of the Proposed merger of Jotstar and Liocinema

By: Anto Jerin

# 1. Total Users & Growth Trends

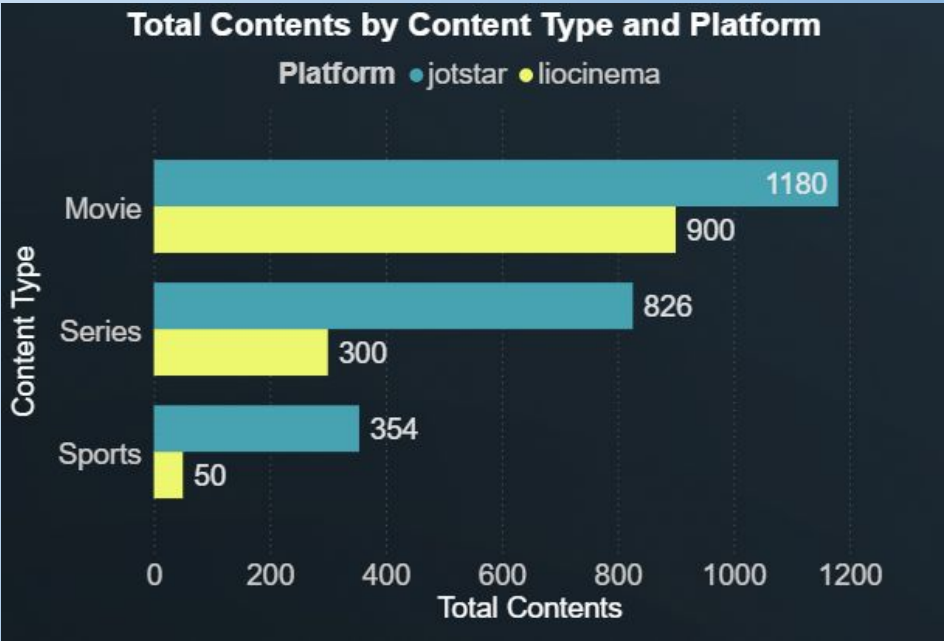
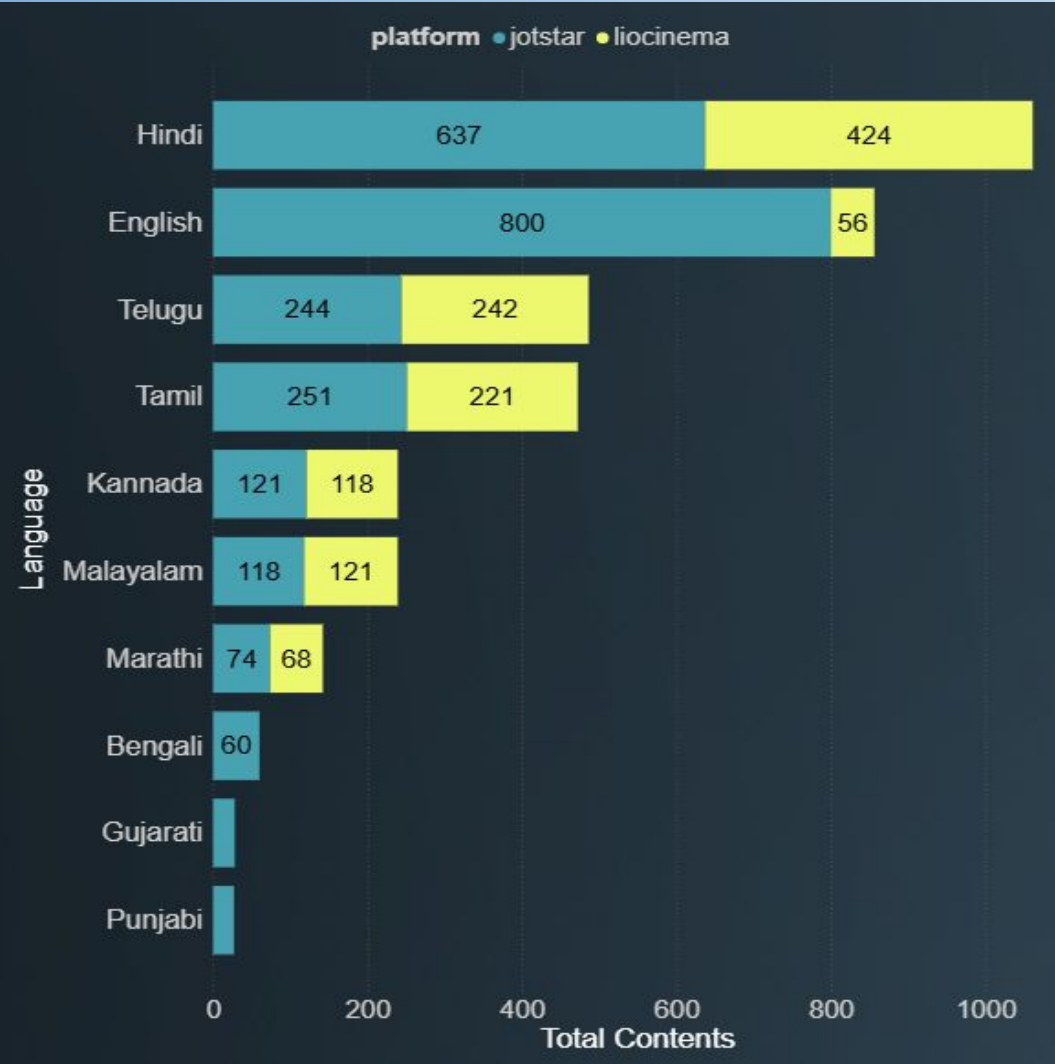
What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?



## 2. Content Library Comparison

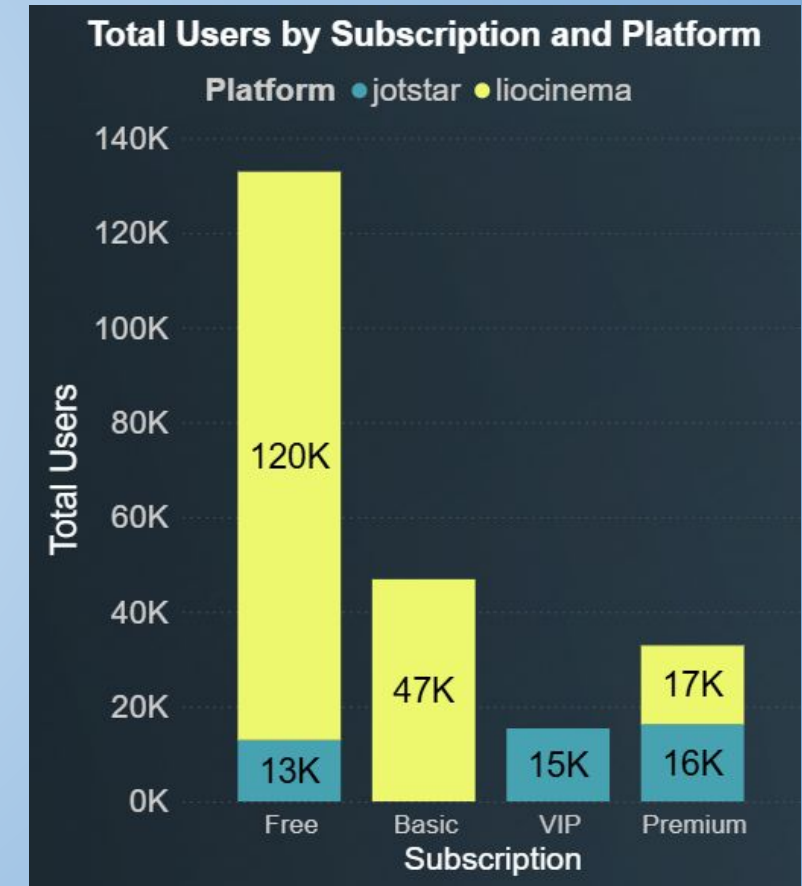
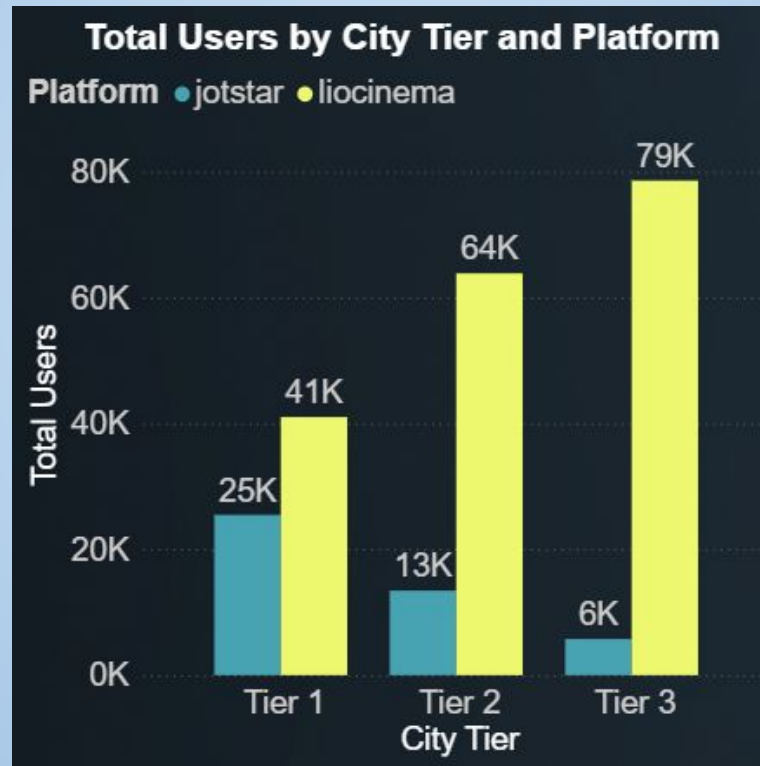
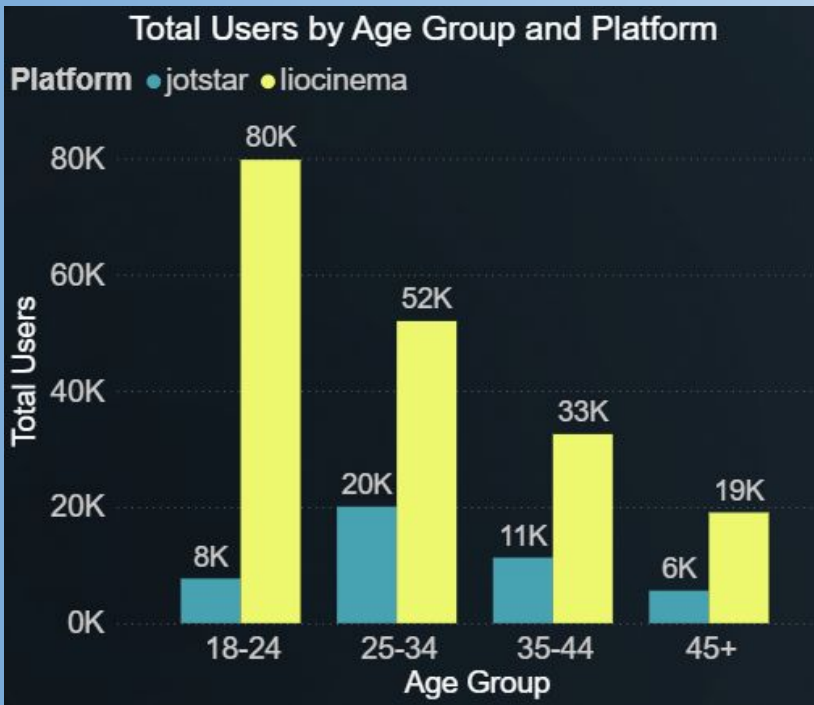
What is the total number of contents available on LioCinema vs. Jotstar?

How do they differ in terms of language and content type?



### 3. User Demographics

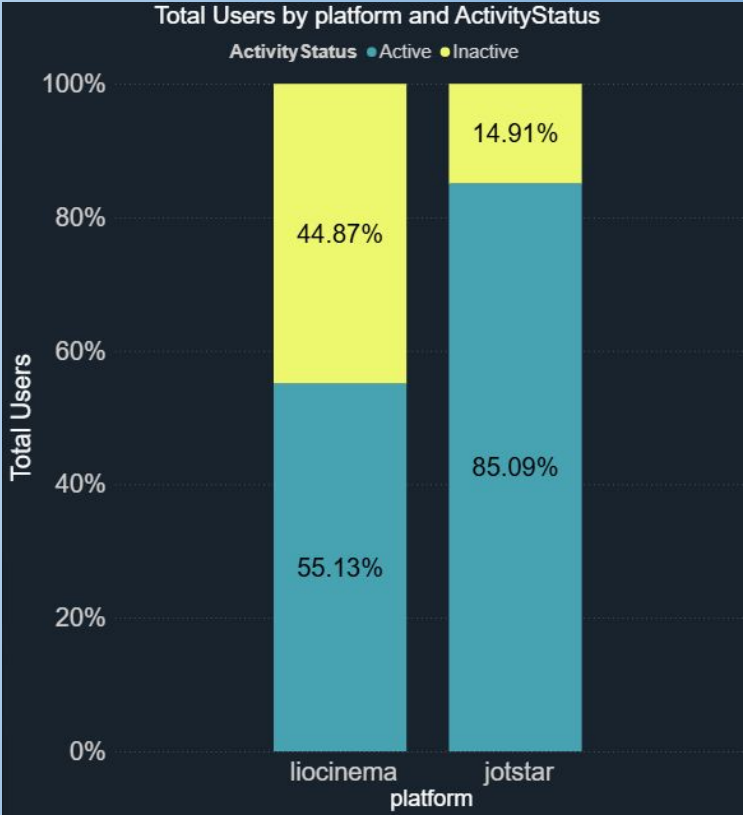
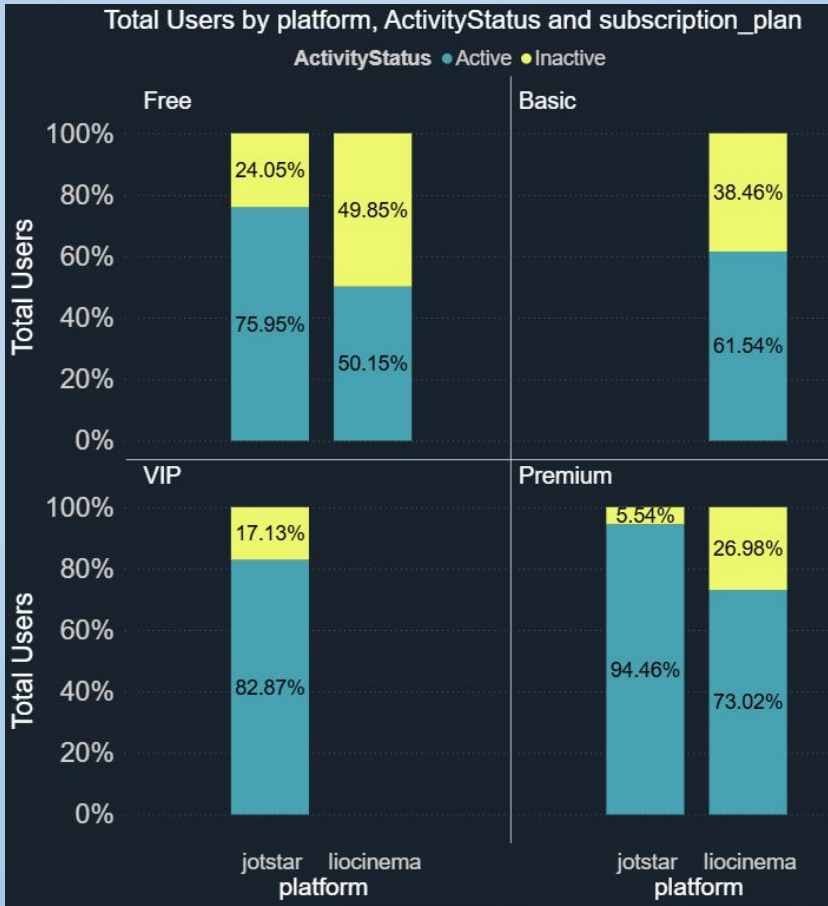
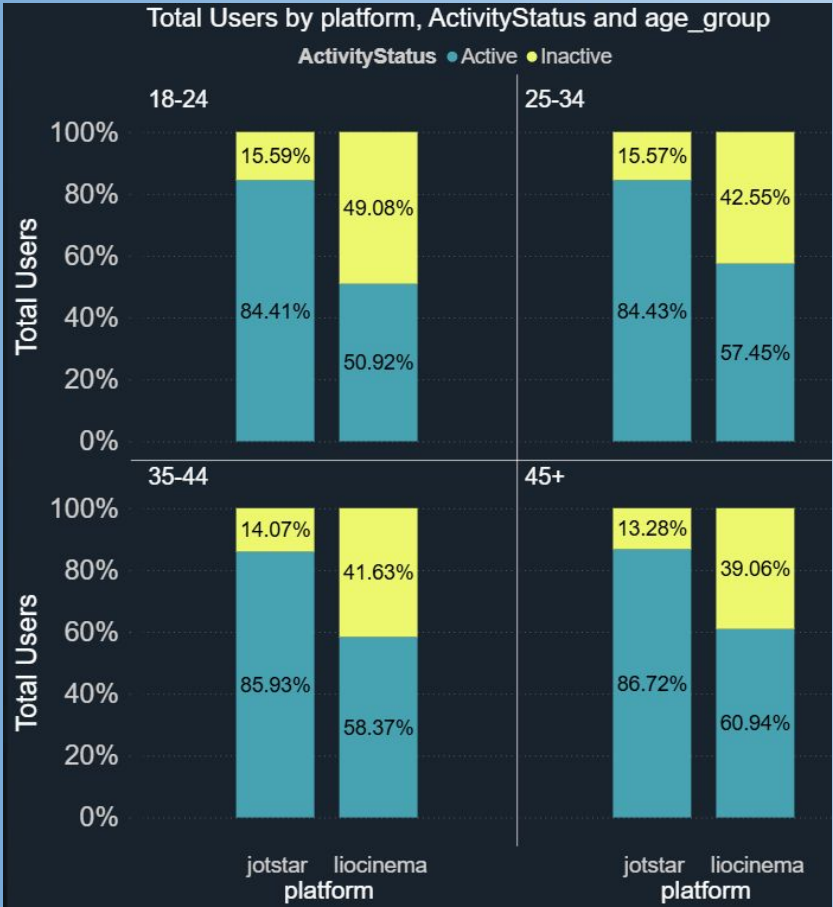
What is the distribution of users by age group, city tier, and subscription plan for each platform?





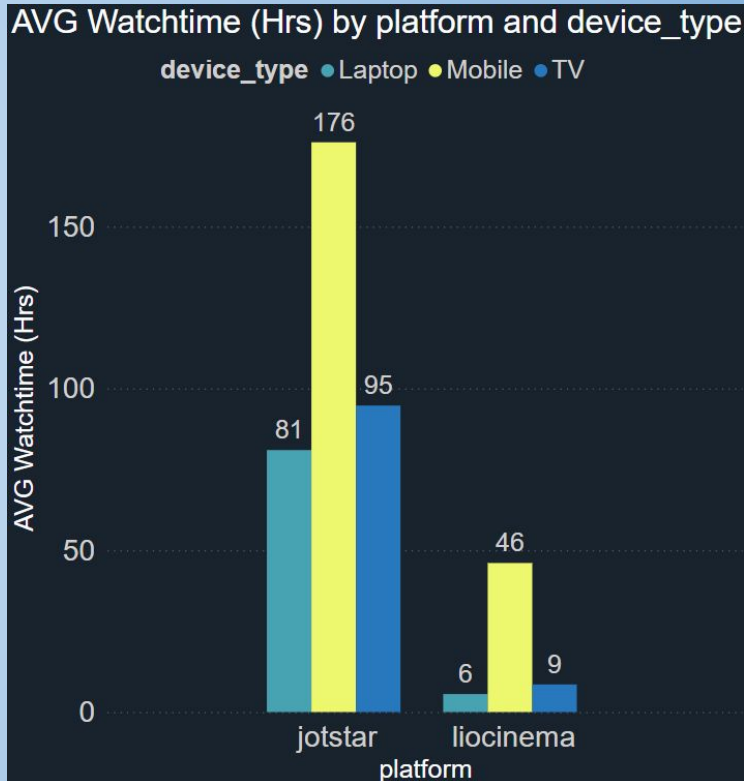
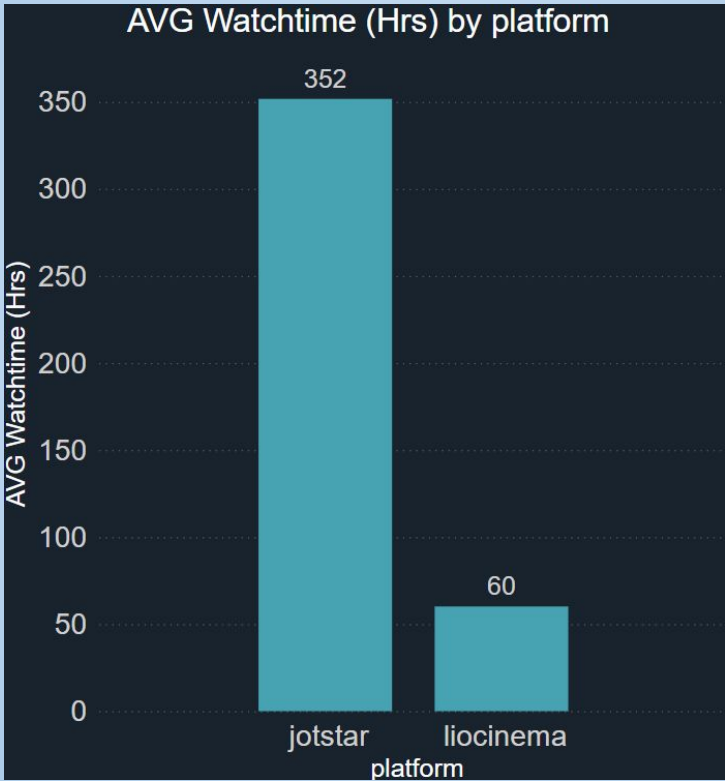
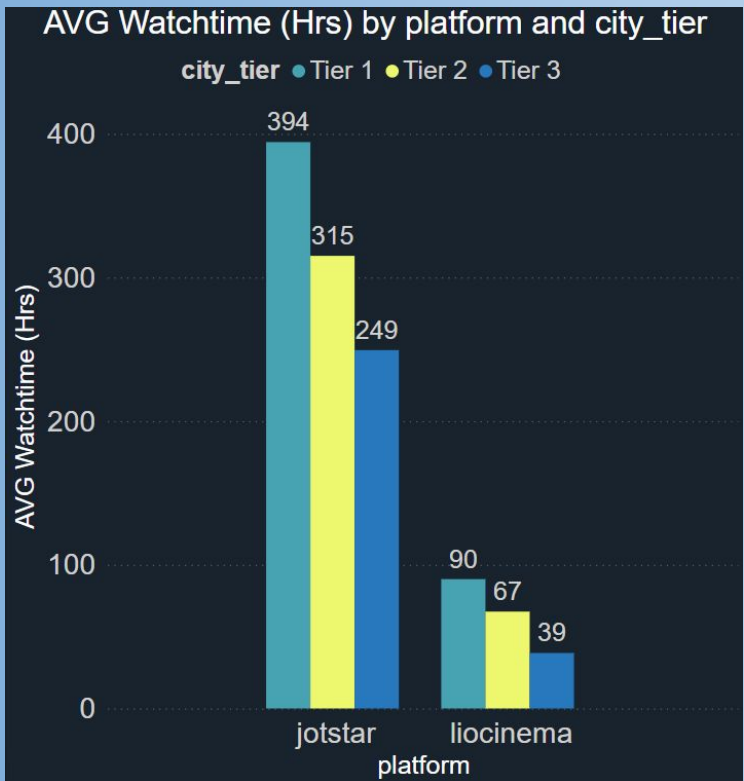
# 4. Active vs. Inactive Users

What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?



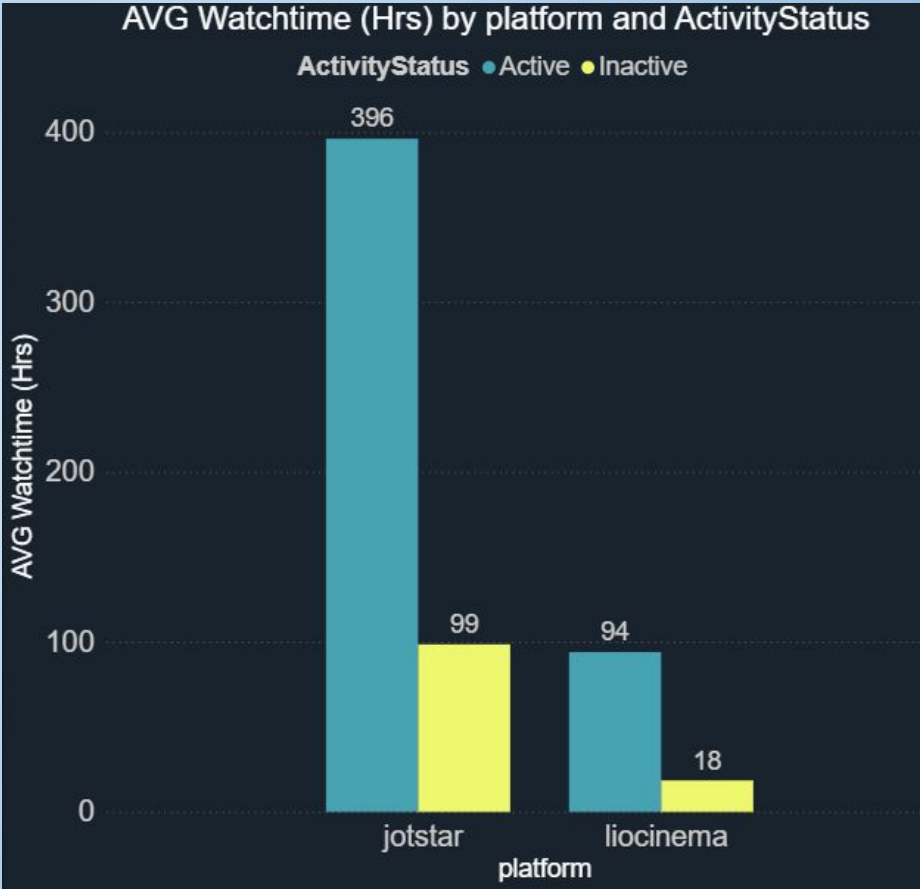
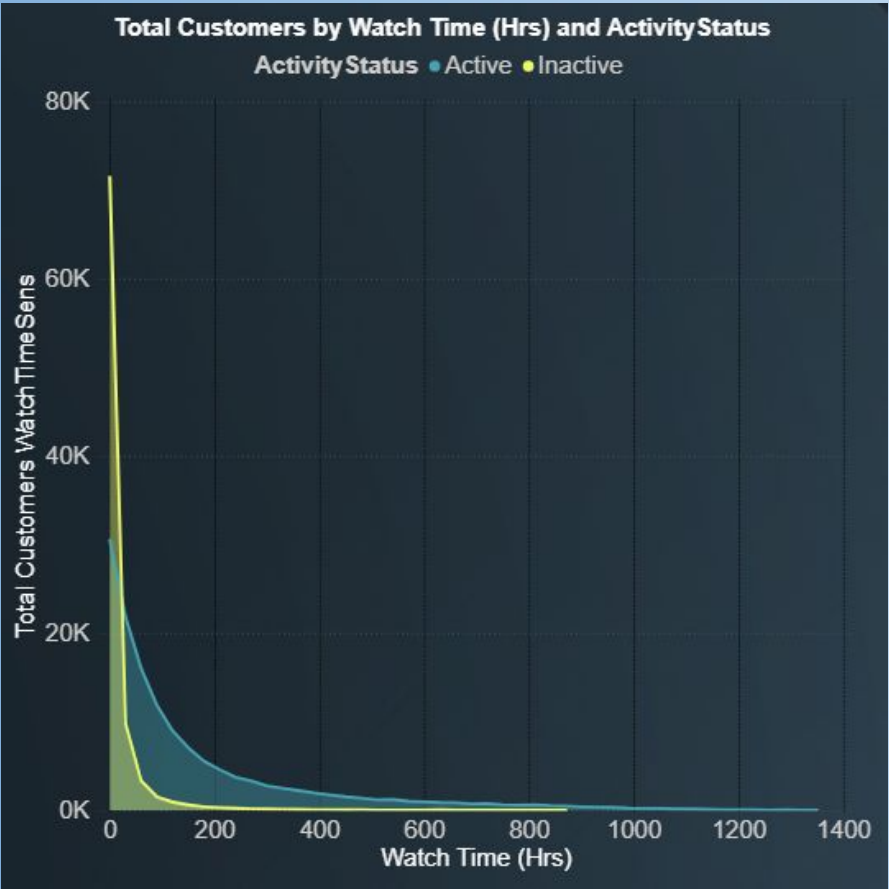
## 5. Watch Time Analysis

What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?



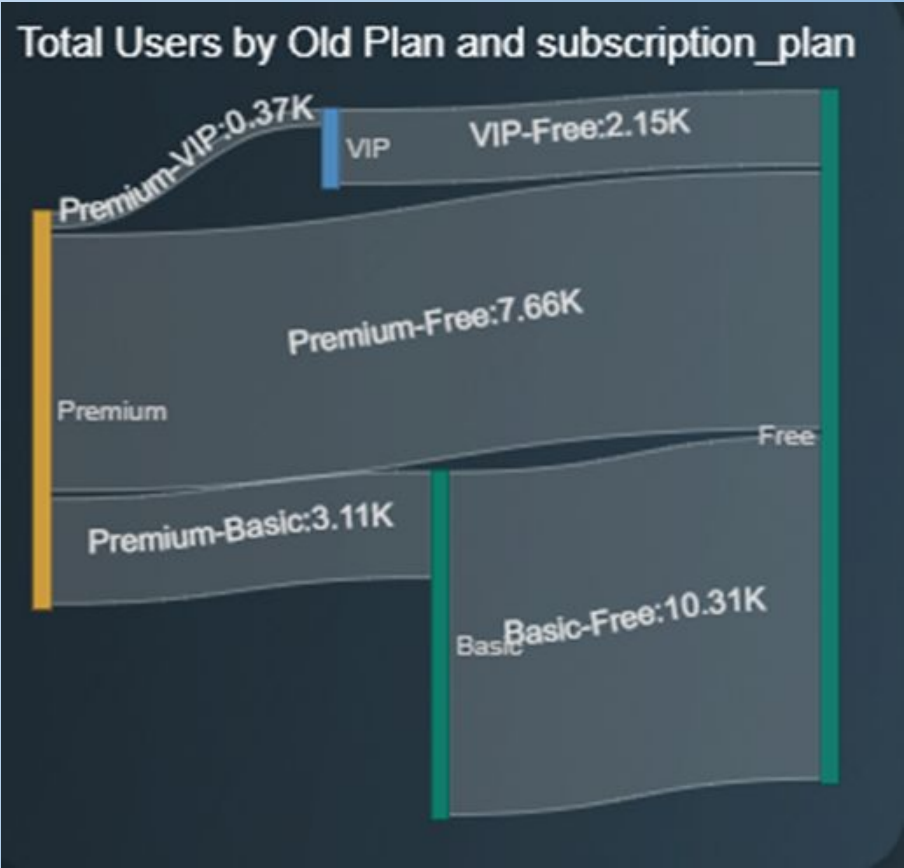
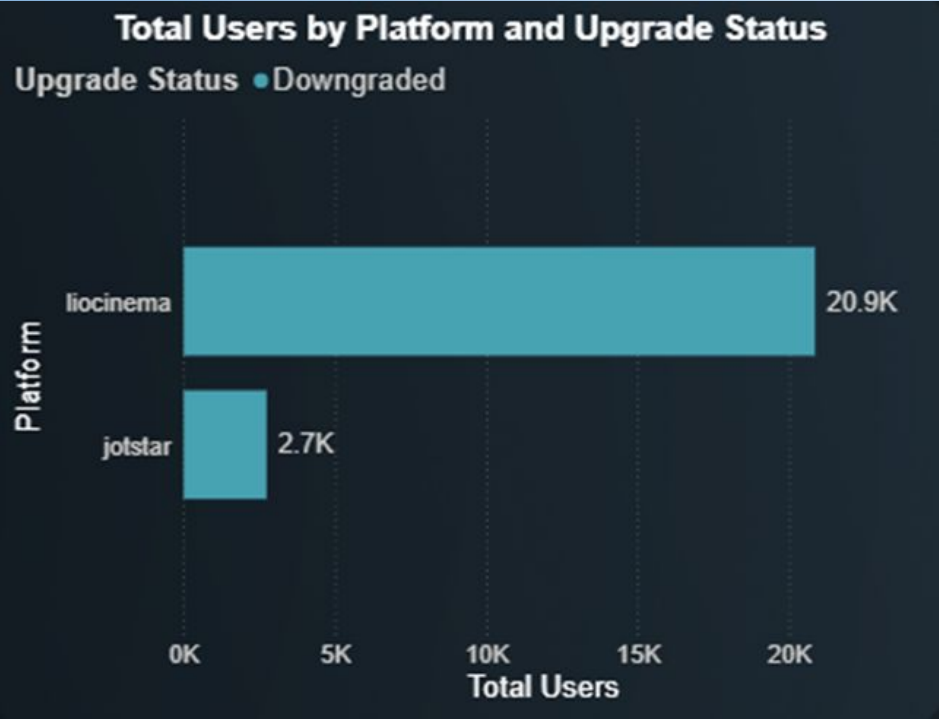
## 6. Inactivity Correlation

How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?



# 7. Downgrade Trends:

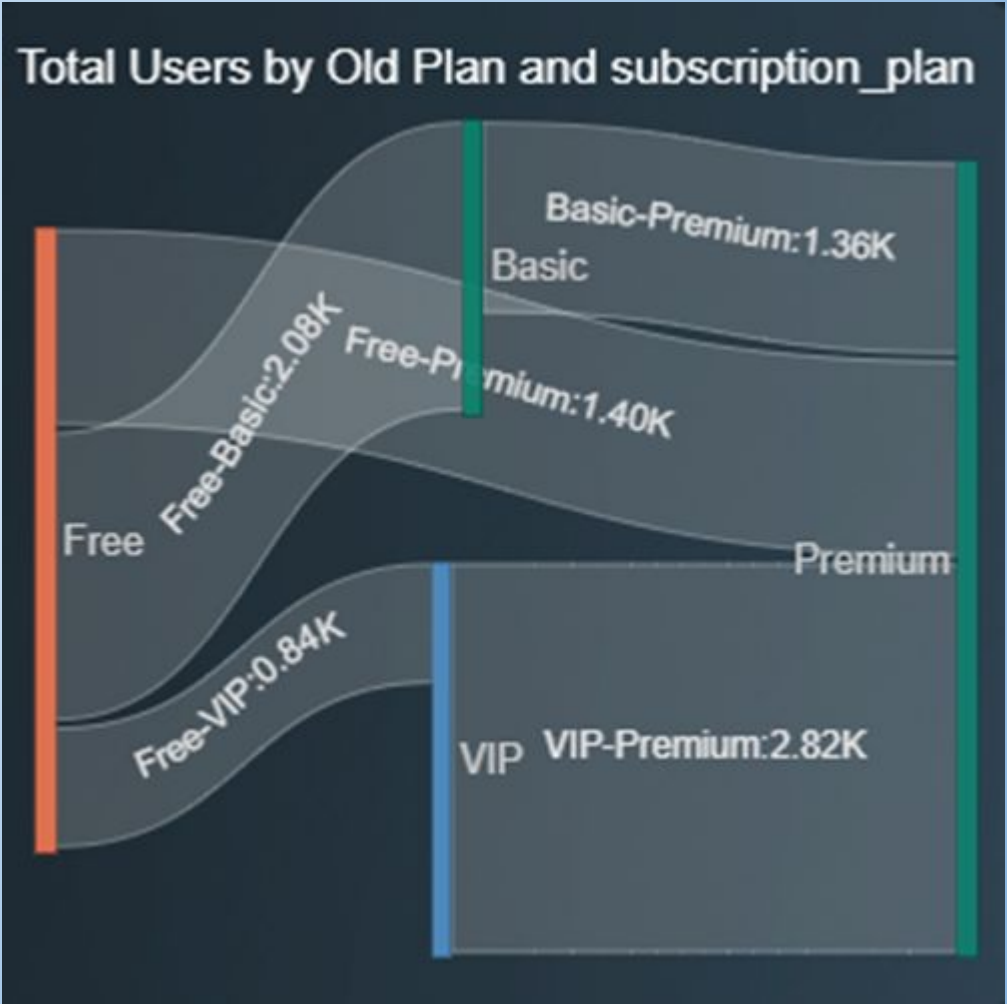
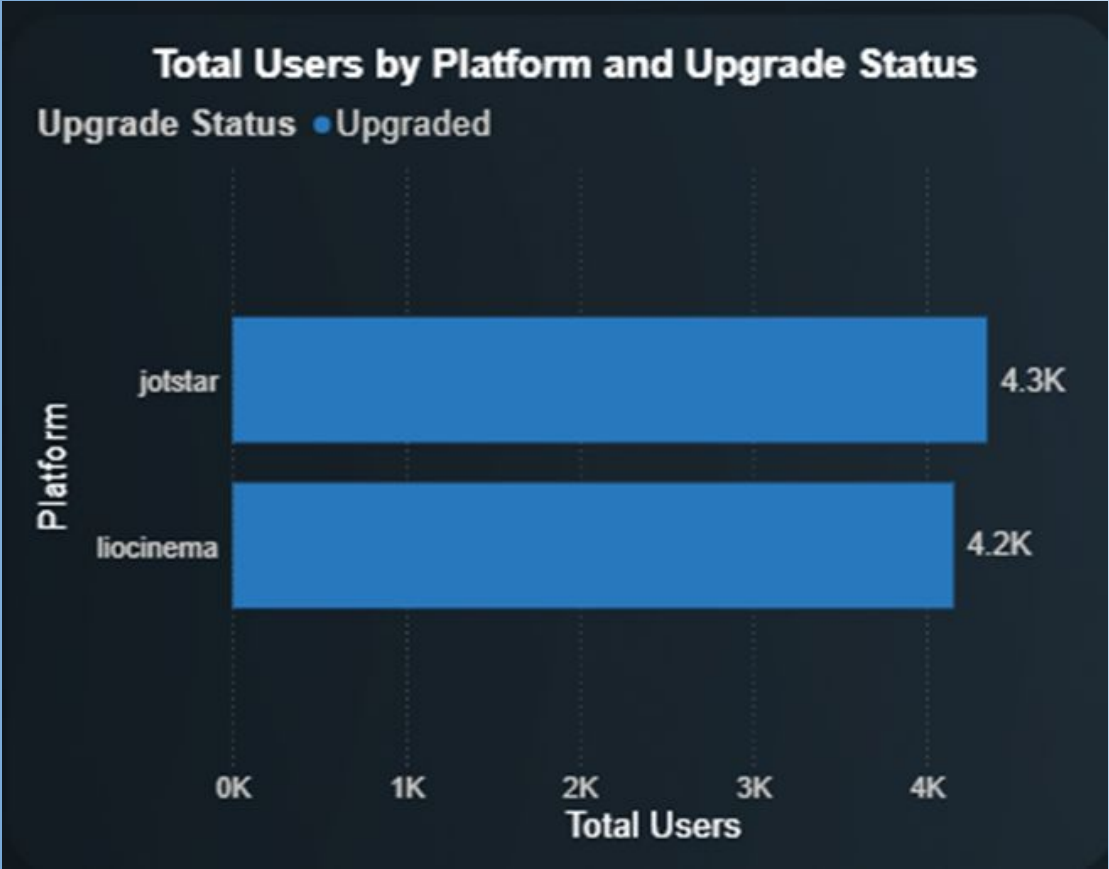
How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?



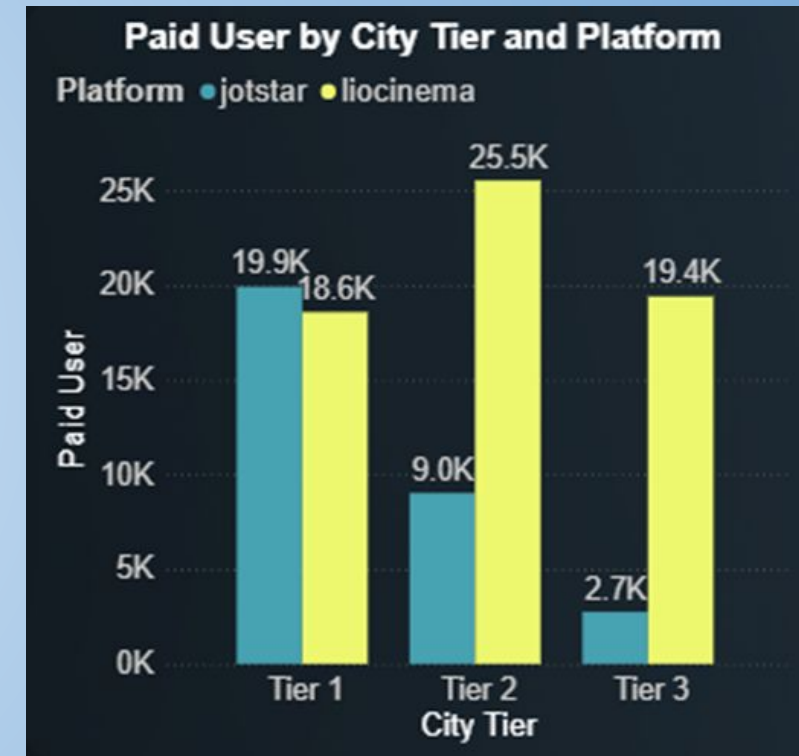
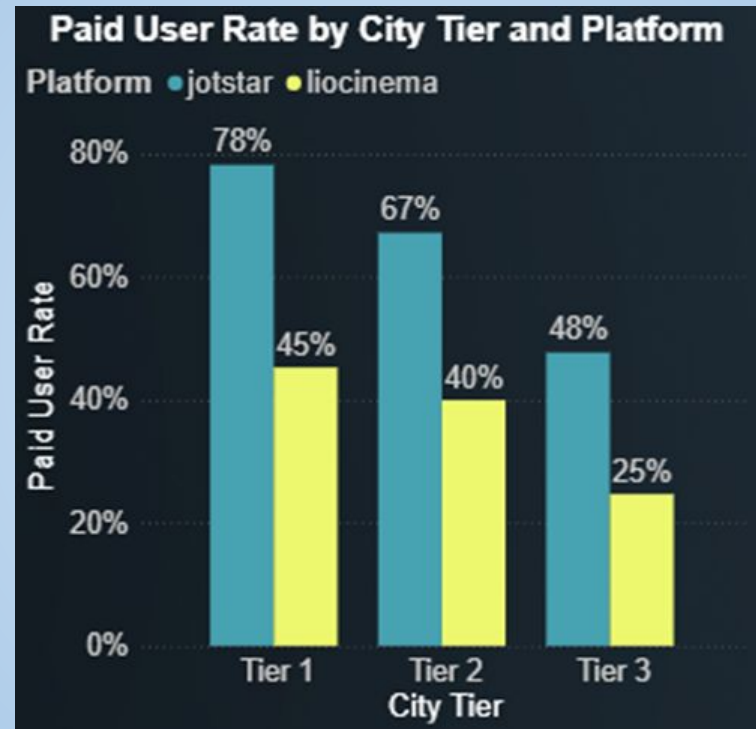
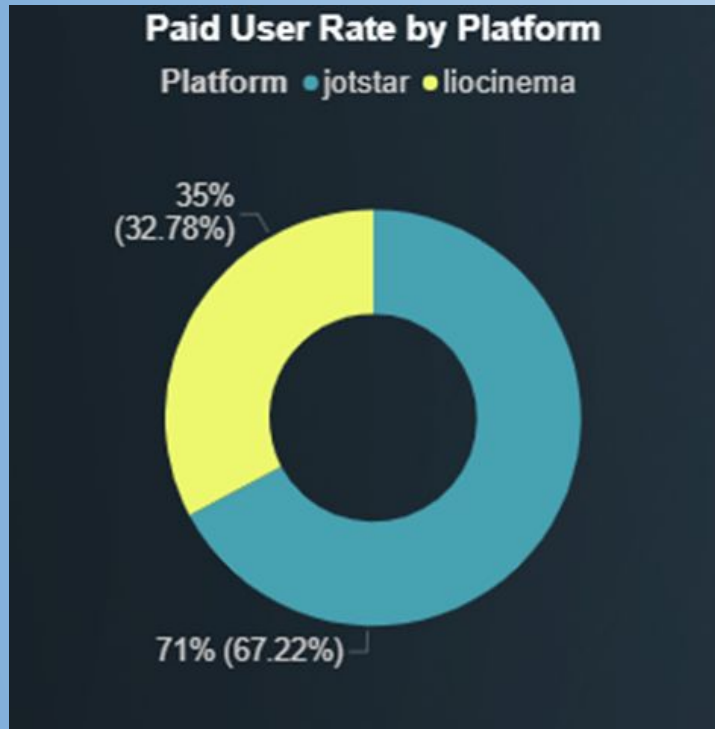


## 8. Upgrade Patterns

What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?



9. Paid Users Distribution: How does the paid user percentage (e.g., Basic, Premium for LioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyse the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.



10. Revenue Analysis: Assume the following monthly subscription prices, calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

