RESUME CHALLENGE #14

Analysis For Lio-Jotstar Merger

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LioCinema and JotStar—
Insights for a Strategic Merger in the OTT Domain

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Lio & Jotstar: Revolutionizing Digital Streaming in India

Company Overview:
- Lio, a leading telecommunications provider in India, is planning a strategic merger with Jotstar, one of the country's most prominent streaming platforms.
- This potential partnership aims to combine LioCinema's expansive subscriber base and Jotstar's diverse content library, thereby transforming the digital streaming landscape in India.

Merger Preparation & Analysis:
- Over the past year (January to November 2024), the management team at Lio has focused on examining the performance and user behavior of both LioCinema and Jotstar. Key areas of analysis include:
- Platform performance
- Content consumption patterns
- Subscriber growth
- Inactivity behavior
- Upgrade and downgrade trends

Strategic Objectives:
- Ultimately, the combined platform—Lio-Jotstar—aims to become India's leading OTT service, offering unparalleled reach and a diverse content catalog.

Strategic Analysis for the Lio-Jotstar Merger

Purpose:

- To unite LioCinema's expansive subscriber base with Jotstar's diverse content library, creating a single, market-leading OTT platform that delivers a seamless, personalized, and engaging streaming experience for users across India.
- Through data-driven insights and strategic decision-making, the newly merged entity aims to maximize subscriber growth, enhance content offerings, and redefine digital entertainment in the region.

Problem Statement:

- Lio aims to merge with Jotstar to create India's leading OTT platform, yet each service has distinct subscriber bases, content offerings, and engagement patterns.
- To ensure a successful post-merger strategy, Lio's management needs a comprehensive, data-driven understanding of both platforms
- Identifying where and why inactivity occurs will help address churn risks.

Total users (Jotstar)

45K

Distribution of users by Subscription Plan

Plan	Percentage
VIP	43%
Premium	30%
Free	27%
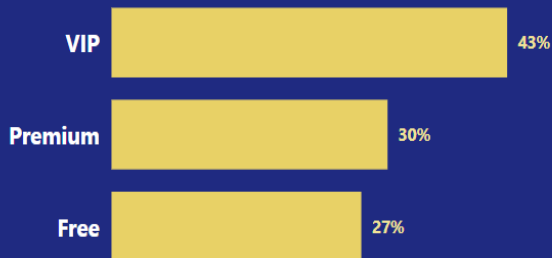
Platform ● JotStar

Activity Status
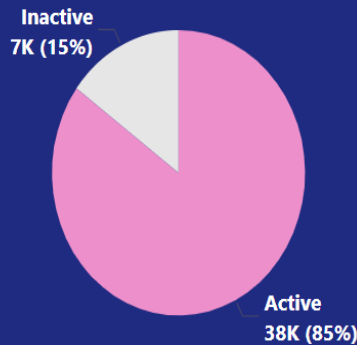
Inactive 7K (15%)

Active 38K (85%)

Distribution of users by Age Group

Age Group	Percentage
25-34	45%
35-44	25%
18-24	17%
45+	13%

Platform ● JotStar

Active Rate (Jotstar)

85%

Inactive Rate (Jotstar)

15%

Monthly New Subscribers
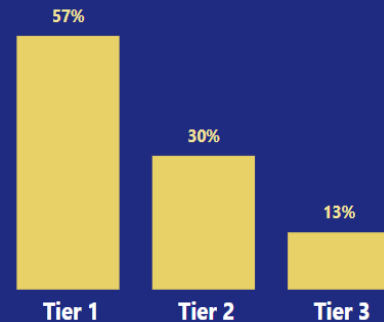
Month	Subscribers
January	3934
February	3939
March	3954
April	3984
May	3998
June	4020
July	4067
August	4103
September	4163
October	4196
November	4262

Distribution of users by City Tier

City Tier	Percentage
Tier 1	57%
Tier 2	30%
Tier 3	13%

Platform ● JotStar

Total Revenue (Jotstar)

44.0M

Total Content (Jotstar)

2360

- ☐ Movie
- ☐ Series
- ☐ Sports

Top 5 Content by Genre

Platform ● JotStar

Genre	Count
Action	398
Drama	387
Thriller	288
Live Matches	249
Comedy	228
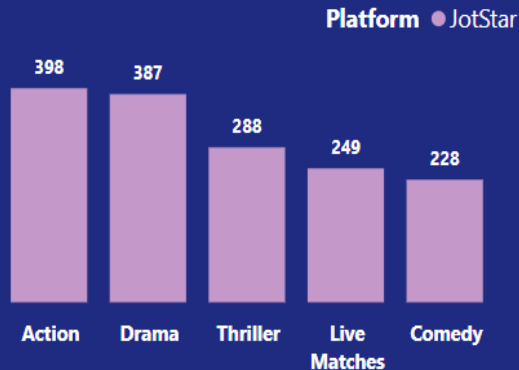
Language	Content count
English	800
Hindi	637
Tamil	251
Telugu	244
Kannada	121
Malayalam	118
Marathi	74
Bengali	60
Gujarati	28
Punjabi	27

Content Type	genre	Run time
Sports	Live Matches	34200
Movie	Drama	29025
Movie	Action	28350
Movie	Thriller	20715
Movie	Comedy	17355
Movie	Romance	15885
Movie	Fantasy	14760
Movie	Adventure	10590
Movie	Sci-Fi	9240
Series	Action	5370
Series	Drama	5040
Series	Thriller	3760
Series	Fantasy	2985
Series	Comedy	2885
Series	Romance	2600
Series	Adventure	2325
Sports	Documentaries	2280
Series	Sci-Fi	1790
Sports	Highlights	1115
Movie	Family	990
Series	Family	80

Top 5 Content by Language

Platform ● JotStar

Language	Count
English	800
Hindi	637
Tamil	251
Telugu	244
Kannada	121
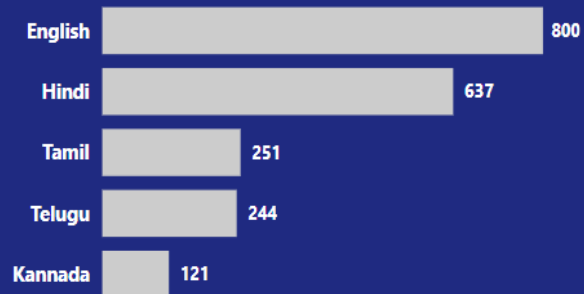
Jotstar Content Distribution by Content Type

- Series 826 (35%)
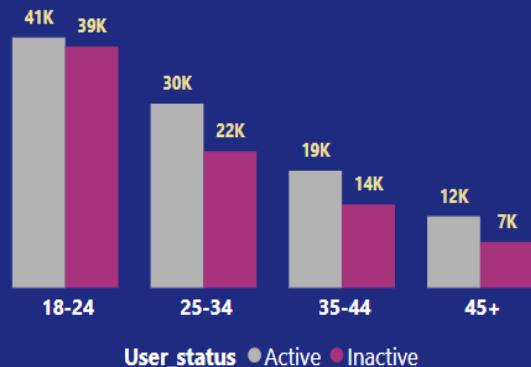- Sports 354 (15%)
- Movie 1180 (50%)
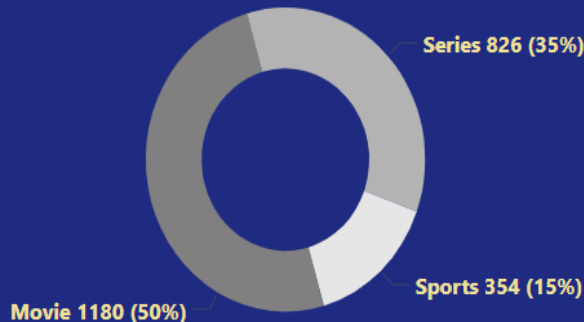
Avg. Watch Time min (LioCinema)

3609

Paid Users (LioCinema)

78K

User Status by Age group

- 18-24: Active 41K, Inactive 39K
- 25-34: Active 30K, Inactive 22K
- 35-44: Active 19K, Inactive 14K
- 45+: Active 12K, Inactive 7K

User_status ● Active ● Inactive

Upgrade Rate (%) by Month

- January: 3.7%
- February: 4.0%
- March: 4.6%
- April: 5.3%
- May: 6.5%
- June: 7.5%
- July: 8.8%
- August: 10.5%
- September: 13.0%
- October: 15.9%
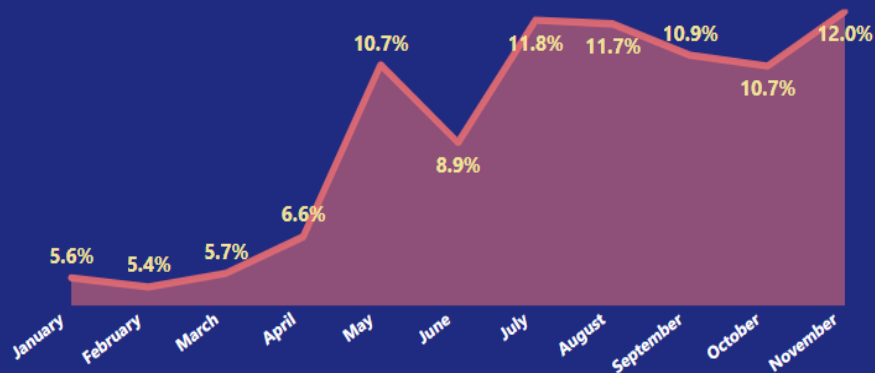- November: 20.2%
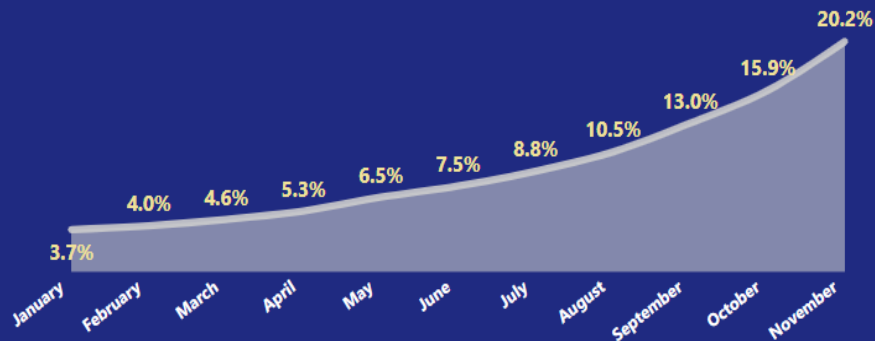
Subscription Trend Over Time

- Basic: January 2K, February 4K, March 5K, April 6K, May 7K, June 8K, July 9K, August 11K, September 14K, October 17K, November 21K
- Free: January 2K, February 2K, March 2K, April 3K, May 4K, June 4K, July 4K, August 5K, September 7K, October 8K, November 11K
- Premium: January 4K, February 1K, March 1K, April 1K, May 2K, June 2K, July 2K, August 2K, September 3K, October 4K, November 5K

subscription_plan ● Basic ● Free ● Premium

Downgrade Rate (%) by Month

- January: 5.6%
- February: 5.4%
- March: 5.7%
- April: 6.6%
- May: 10.7%
- June: 8.9%
- July: 11.8%
- August: 11.7%
- September: 10.9%
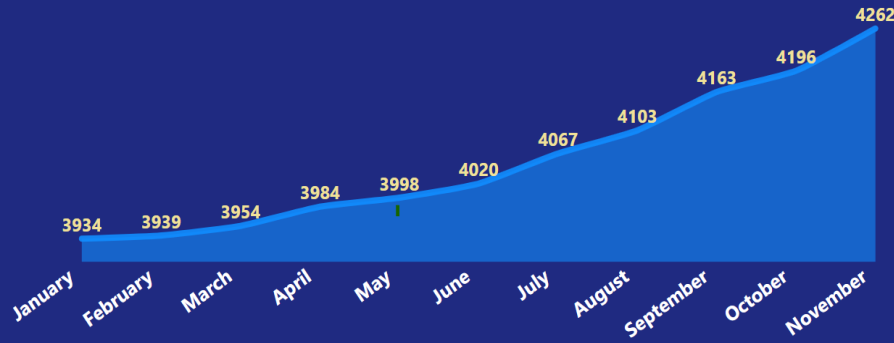- October: 10.7%
- November: 12.0%

Questions from the available data (Primary)

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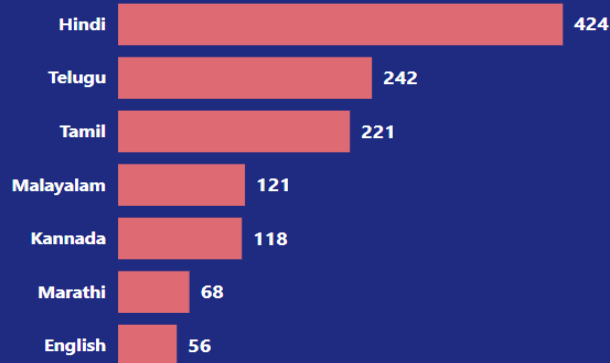

Monthly New User (JotStar)

3934, 3939, 3954, 3984, 3998, 4020, 4067, 4103, 4163, 4196, 4262

Monthly New User (LioCinema)

7K, 7K, 8K, 10K, 12K, 14K, 16K, 19K, 24K, 29K, 37K

Month	LioCinema Growth	Jotstar Growth
Jan	6,758	3,934
Feb	7,404	3,939
Mar	8,397	3,954
Apr	9,759	3,984
May	11,977	3,998
Jun	13,768	4,020
Jul	16,161	4,067
Aug	19,247	4,103
Sep	23,873	4,163
Oct	29,105	4,196
Nov	36,997	4,262
Total User	**1,83,446**	**44,620**

2. What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?
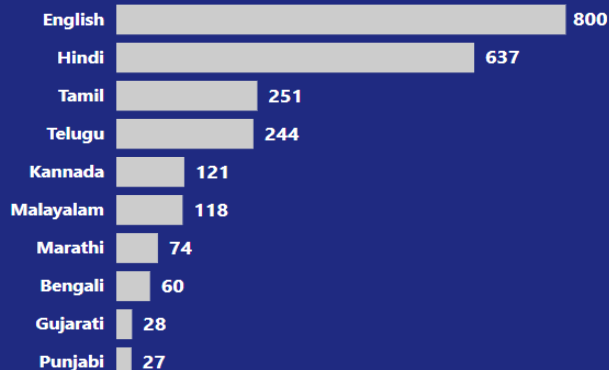
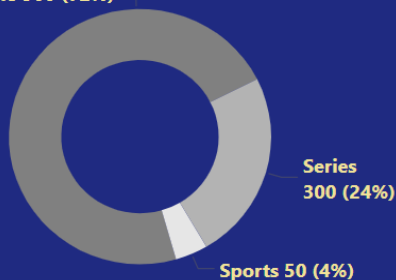## LioCinema Content by Language

Platform ● LioCinema

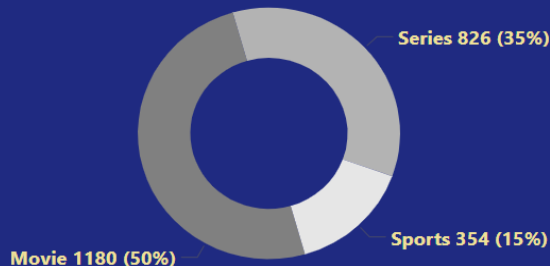| Language	Count
Hindi	424
Telugu	242
Tamil	221
Malayalam	121
Kannada	118
Marathi	68
English	56

JotStar Content by Language

Platform ● JotStar

Language	Count
English	800
Hindi	637
Tamil	251
Telugu	244
Kannada	121
Malayalam	118
Marathi	74
Bengali	60
Gujarati	28
Punjabi	27

Platform	Total Content
Jotstar	2360
LioCinema	1250

Content Distribution by Content Type (LioCinema)

Movie 900 (72%)

Series 300 (24%)

Sports 50 (4%)

Content Distribution by Content Type (JotStar)
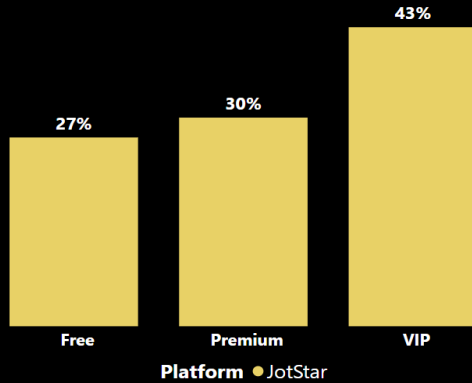
Series 826 (35%)

Sports 354 (15%)

Movie 1180 (50%)

Final Analysis

✅ Jotstar is leading in total content, language diversity, and content type variety.

✅ LioCinema has a stronger focus on Hindi and South Indian content but is smaller in size.

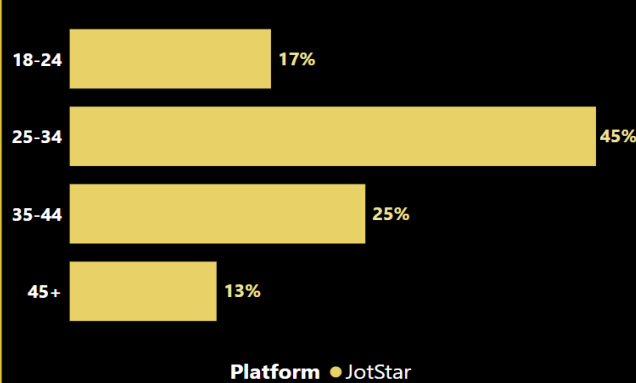✅ Jotstar is more balanced with a mix of English, Hindi, regional languages, and sports.

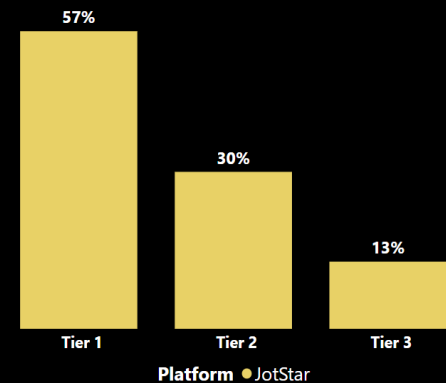# 3. What is the distribution of users by age group, city tier, and subscription plan for each platform?
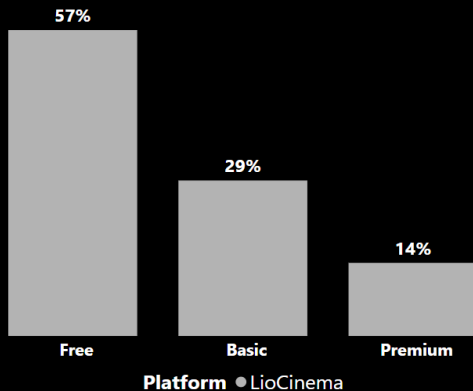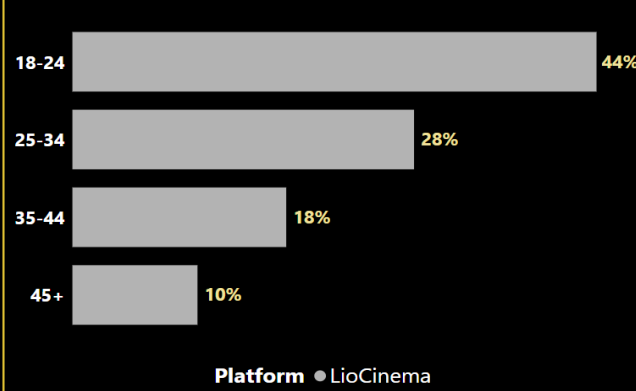
Distribution of users by Subscription Plan

- Free: 27%
- Premium: 30%
- VIP: 43%

Platform ● JotStar

Distribution of users by Age Group

- 18-24: 17%
- 25-34: 45%
- 35-44: 25%
- 45+: 13%

Platform ● JotStar

Distribution of users by City Tier

- Tier 1: 57%
- Tier 2: 30%
- Tier 3: 13%

Platform ● JotStar

Distribution of users by Subscription Plan

- Free: 57%
- Basic: 29%
- Premium: 14%

Platform ● LioCinema

Distribution of users by Age Group

- 18-24: 44%
- 25-34: 28%
- 35-44: 18%
- 45+: 10%

Platform ● LioCinema

Distribution of users by City Tier

- Tier 3: 43%
- Tier 2: 35%
- Tier 1: 22%

Platform ● LioCinema
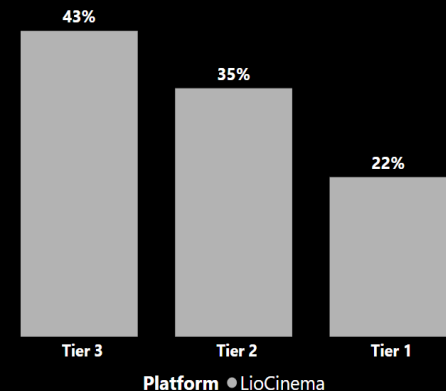
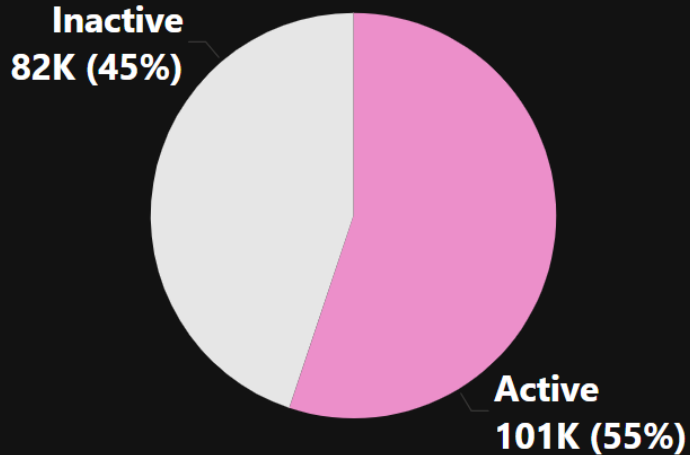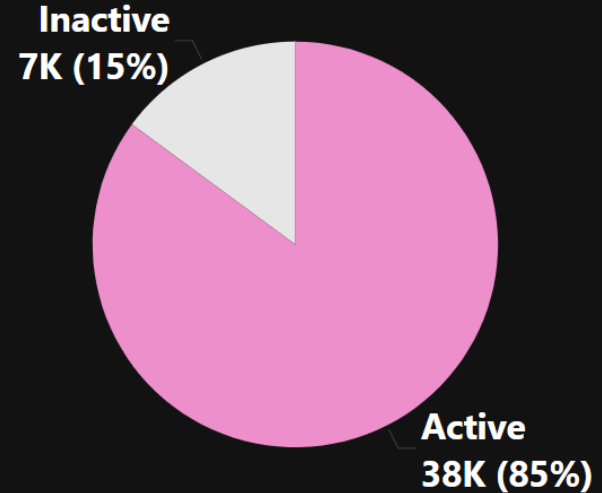# 4. What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?
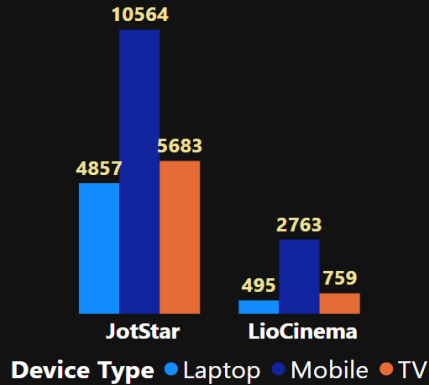
Activity Status (LioCinema)

Inactive
82K (45%)

Active
101K (55%)

Activity Status (JotStar)

Inactive
7K (15%)

Active
38K (85%)

Activity Status by Age Group

platform	Age group	Total users	Active users	Inactive users	Active percentage	Inactive percentage
Jotstar	45+	5601	4857	744	86.72%	13.28%
Jotstar	35-44	11274	9688	1586	85.93%	14.07%
Jotstar	25-34	20069	16944	3125	84.43%	15.57%
Jotstar	18-24	7676	6479	1197	84.41%	15.59%
LioCinema	45+	19046	11606	7440	60.94%	39.06%
LioCinema	35-44	32560	19004	13556	58.37%	41.63%
LioCinema	25-34	52027	29891	22136	57.45%	42.55%
LioCinema	18-24	79813	40640	39173	50.92%	49.08%

Activity Status by Subscription Plan

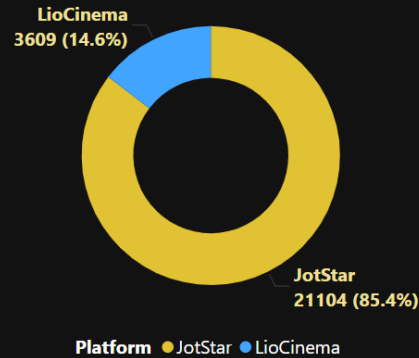| platform	Subscription Plan	Total users	Active users	Inactive users	Active percentage	Inactive percentage
Jotstar	Premium	13367	12466	901	93.26%	6.74%
Jotstar	VIP	19157	16519	2638	86.23%	13.77%
Jotstar	Free	12096	8983	3113	74.26%	25.74%
LioCinema	Premium	25092	20609	4483	82.13%	17.87%
LioCinema	Basic	53362	35333	18029	66.21%	33.79%
LioCinema	Free	104992	45199	59793	43.05%	56.95%

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

Average Watch Time (Min) by Device Type

Device Type	JotStar	LioCinema
Laptop	4857	495
Mobile	10564	2763
TV	5683	759

Device Type: Laptop, Mobile, TV

Average Watch Time (mins) by Platform

LioCinema 3609 (14.6%)
JotStar 21104 (85.4%)

Platform: JotStar, LioCinema

Average Watch Time (mins) by city tier

	JotStar	LioCinema
Tier 1	23651	5402
Tier 2	18901	4046
Tier 3	14965	2318

Platform: JotStar, LioCinema
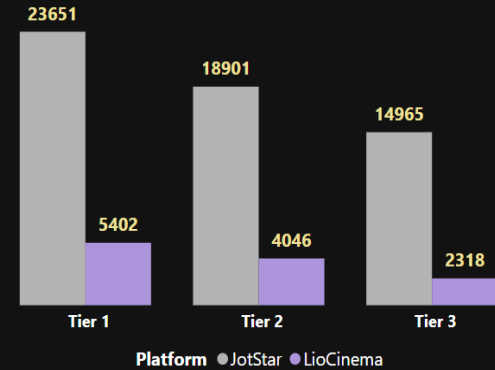
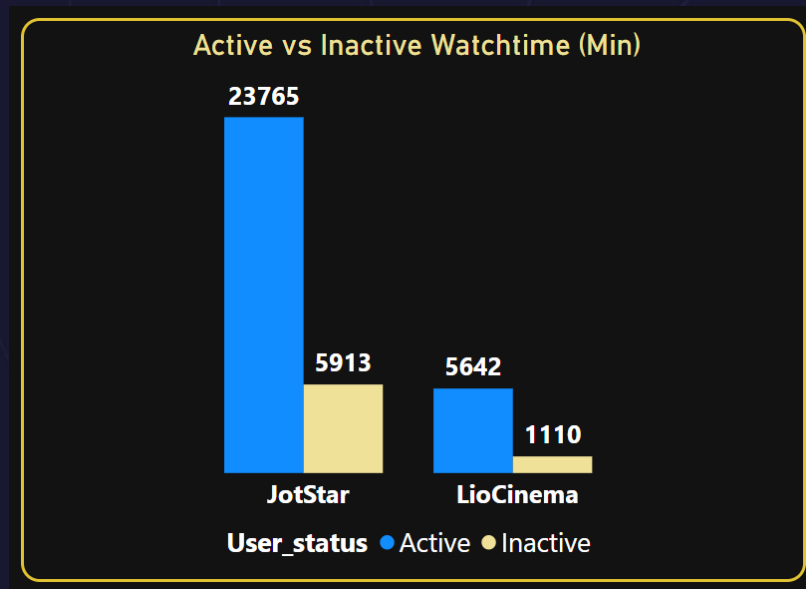6. How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?

Platform	Total Users	Active Users	Inactive Users	Inactivity Rate
Jotstar	44,620	37,968 (85.1%)	6,652 (14.9%)	**14.9%**
LioCinema	183,446	101,141 (55.1%)	82,305 (44.9%)	**44.9%**

Active vs Inactive Watchtime (Min)

23765
5913
5642
1110

JotStar   LioCinema

User_status ●Active ●Inactive

Are Less Engaged Users More Likely to Become Inactive?

Yes. The data confirms that **lower watch time = higher inactivity risk**
•**Jotstar**: Users with <6,000 mins watch time (inactive) are **3x more likely** to churn than active users.

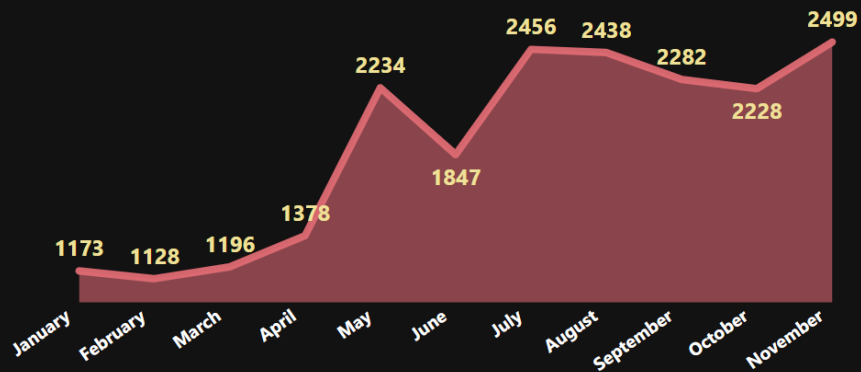•**LioCinema**: Users with <1,500 mins watch time (inactive) are **4x more likely** to churn.

Lower engagement correlates with higher inactivity rates. Users with **below-average watch time** are significantly more likely to churn.

7. How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?
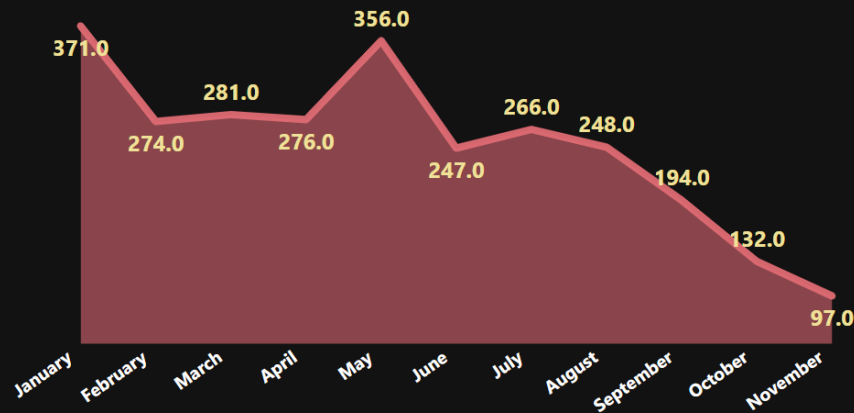
Platform	Downgrades	Total Users	Downgrade Rate (Per Platform)
JotStar	2,742	44,620	6.15%
LioCinema	20,859	183,446	11.37%

LioCinema Downgrade Count by Month

January 1173, February 1128, March 1196, April 1378, May 2234, June 1847, July 2456, August 2438, September 2282, October 2228, November 2499

Jotstar Downgrade Count by Month

January 371.0, February 274.0, March 281.0, April 276.0, May 356.0, June 247.0, July 266.0, August 248.0, September 194.0, October 132.0, November 97.0
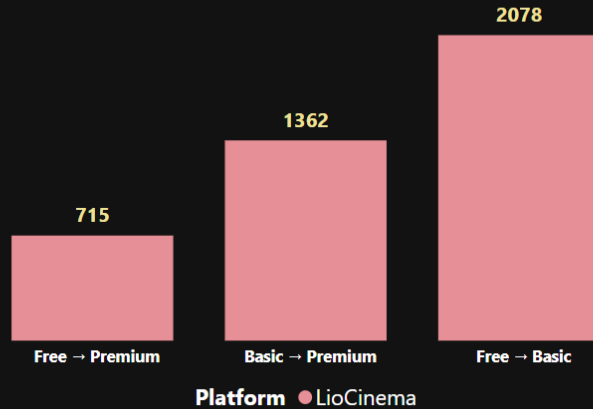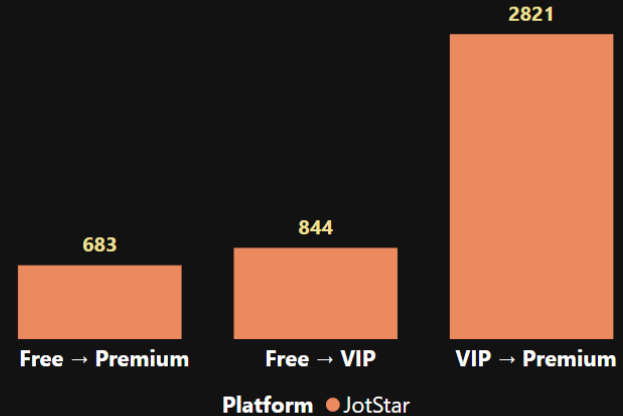
8. What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?

LioCinema Upgrade Transition

Transition	Value
Free → Premium	715
Basic → Premium	1362
Free → Basic	2078

Platform ● LioCinema

JotStar Upgrade Transition

Transition	Value
Free → Premium	683
Free → VIP	844
VIP → Premium	2821

Platform ● JotStar

Jotstar: The VIP tier likely offers exclusive perks (e.g., early access to content), encouraging users to upgrade stepwise.

LioCinema: Basic tier appeals to budget-conscious users, who later upgrade to Premium after testing the platform.

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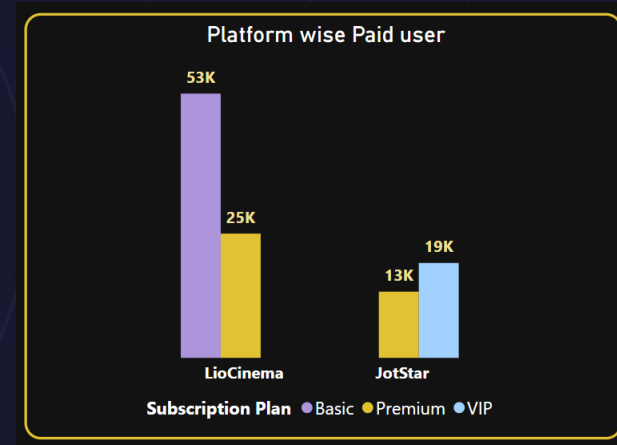
LioCinema

City Tier	Basic	Premium	Total User	(Basic + Premium)
Tier 1	12,293 (29.97%)	10,306 (25.13%)	41,011	**22,599 (55.10%)**
Tier 2	22,570 (35.35%)	9,090 (14.24%)	63,848	**31,660 (49.59%)**
Tier 3	18,499 (23.54%)	5,696 (7.25%)	78,587	**24,195 (30.79%)**

JotStar

City Tier	VIP	Premium	Total User	(VIP + Premium)
Tier 1	10,162 (39.93%)	10,178 (39.99%)	25,451	**20,340 (79.92%)**
Tier 2	6,794 (50.61%)	2,566 (19.12%)	13,424	**9,360 (69.73%)**
Tier 3	2,201 (38.31%)	623 (10.84%)	5,745	**2,824 (49.15%)**

Platform wise Paid user

LioCinema: 53K, 25K
JotStar: 13K, 19K

Subscription Plan ● Basic ● Premium ● VIP

10. 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).

Platform	Plan	Price
LioCinema	Basic	₹ 69
	Premium	₹ 129
Jotstar	VIP	₹ 159
	Premium	₹ 359

The calculation should consider:

❖ Subscribers count under each plan.

❖ Active duration of subscribers on their respective plans.

❖ Upgrades and downgrades during the period, ensuring revenue reflects the time spent under each plan.

Platform	Total_Revenue
LioCinema	₹ 16,675,418 (16 M)
Jotstar	₹ 43,952,487 (43 M)

📌 *First, let's talk numbers!*
- LioCinema has **183K users**, while Jotstar has only **44K**. That's a huge difference!
- But when we look at revenue, **Jotstar dominates with ₹43.95M**, while LioCinema is far behind at **₹16.67M**.

📌 *What's the takeaway?*
- LioCinema needs to **reduce churn**! They should focus on keeping users engaged and upgrading them to higher plans.
- Jotstar is winning in revenue per user, but if they want long-term success, they need to increase their subscriber base.

LioCinema and JotStar—
Further analysis & recommendations:

1. What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?

a) Content Relevance & Personalization
- Example: Inactive users who last watched Hindi Action movies.
- Push notifications for new releases in their preferred genres.
- Create Watchlist Recovery campaigns: Your next episode is live!

b) Behavioural Triggers for Reactivation
- For users showing a **gradual decline in engagement**, curate content playlists (Top 10 Action Movies in Your City) to encourage continued viewing.
- For users with **sudden drop-offs**, trigger win-back offers such as a 7-day free trial or limited-time discount to re-engage them.

C) Subscription Plan Optimization
- Offer a "Premium Lite" plan at 50% discount for 3 months.
- **Free users**: Promote ad-free Basic plans during peak content seasons.
- For **free-tier users in lower city tiers**, offer tailored promotions such as ₹10/day Basic passes via SMS.

2. What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?

1. **Campaign Theme: Ek Platform, Sabke Liye (One Platform for All)**

    - Create a flagship ad series featuring relatable characters from Tier 1 to Tier 3 cities enjoying content in their native languages.
    - Example: A Tamil father bonds with his Hindi-speaking granddaughter over a dubbed version of Jotstar's premium series.
    - **Tagline**: *From Mumbai to Madurai, Your Stories, Your Platform.*

2. **Campaign: Apni Bhasha, Apni Kahani (Your Language, Your Story)**

    - Collaborate with regional stars (Allu Arjun for Telugu, Vijay Sethupathi for Tamil) to endorse localized content.
    - National influencers (e.g. Virat Kohli) to highlight Jotstar's sports exclusives.
    - *Vote for Your Favorite Classic*: Users choose which retro film/series to remake or dub. Winners get VIP access.

3. **Affordable Accessibility for Mass Markets**
    - **Campaign**: *Chhota Recharge, Bada Mazaa (Small Recharge, Big Fun)*
    - **Objective**: Convert LioCinema's Free users and Tier 2/3 audiences into paid subscribers.
    - Partner with Lio's telecom arm: *Get 1GB Data + 7-Day VIP Access for ₹49.*

3. How should the merged platform price its subscription plans to compete effectively while maintaining profitability?

a) Tiered Subscription Model
- Basic Plan: Ad-supported or limited screen access.
- Standard Plan: Ad-free, HD streaming, moderate device limits.
- Premium Plan: Ad-free, 4K streaming, multiple device access.

b) Bundling, Partnerships & Promotional Offers
- Integrate the OTT subscription with mobile data plans.
- Co-market via the telecom's customer base, reducing acquisition costs.
- Partner with e-commerce or food-delivery platforms (offer subscription discounts for loyalty program members).

c) Flexible Trials & Discounted Promotions
- Offer 7-day free trials to new users in competitive markets.
- Use email/SMS campaigns to invite lapsed or inactive users to try new features.
- Diwali/Eid/New Year promotions with reduced monthly fees or added months at no extra cost.
- Combine promotional pricing with big content releases to drive higher adoption.

4. How can the platform leverage partnerships with telecom companies to expand its subscriber base?

A) Bundled Subscription Plans
- Partner with telecom providers (e.g. Jio, Airtel) to offer OTT subscriptions as part of prepaid recharge packs.
- Example: *Recharge with ₹249 and get 1.5GB/day + 3 months of OTT Basic Plan.*
- Integrate OTT subscriptions into postpaid plans (*Unlimited 5G + OTT Premium Plan at ₹599/month*).

B) Co-Branded Marketing Campaign
- Feature telecom and OTT branding in ads (*Airtel users! Stream Sacred Games free for 3 months*).
- Use telecom SMS/IVR channels to push targeted offers (Dial *121# to activate OTT Basic*).

C) Regional Partnerships
- Collaborate with regionally dominant telecoms (like BSNL in Tier 3) to promote local-language content.
- Ex- *BSNL users in Bihar: Stream Bhojpuri hits for ₹10/day!*
- Partner with regional stars (e.g. Allu Arjun for Telugu, Dhanush for Tamil) for localized campaigns.

5. What role can AI and machine learning play in personalizing the user experience and improving content discovery?

i). Personalized Content Recommendations

- Analyzes viewing patterns across users to recommend content enjoyed by similar audiences (Users who watched *Movie A* also liked *Movie B*).
- Suggests content based on attributes like genre, actors, or directors aligned with a user's historical preferences (prioritizing comedies for a user who frequently watches them).
- Combines collaborative and content-based approaches for more accurate recommendations, addressing the "cold start" problem for new users by using demographic or initial preference data.

ii) Adaptive Streaming and Accessibility

- Recommends dubbed or subtitled content based on language preferences or geographic location.
- Allows users to adjust recommendation settings (Why am I seeing this?) to build trust.
- Ensures recommendations avoid over-representing specific genres or demographics (balancing regional and mainstream content).
- Tailors the homepage to highlight genres, trending shows, or formats (mobile-friendly short videos for users on smartphones).

6. Who should be the brand ambassador for the newly merged OTT platform (LioCinema-Jotstar) to effectively represent its identity and attract a diverse audience?

Allu Arjun

Virat Kohli

Top 3 Recommendations for the Lio-Jotstar Merger

1. **Integrate Content Libraries & Regionalize Premium Offerings**
   - Redub Jotstar's premium series/movies into regional languages (Tamil, Telugu, etc.) for LioCinema's Tier 2/3 users.
   - Offer a **Premium+Regional plan** (e.g., ₹199/month) combining Jotstar's sports/originals with LioCinema's regional hits.
   - Streamline Jotstar's live sports (e.g., cricket) on LioCinema's app to attract Tier 1 users.

2. **Launch Tiered Pricing & Retention Campaigns**
   - **Tier 1**: Premium plans with 4K/family packs (₹359/month).
   - **Tier 2/3**: VIP Lite plans (₹99/month) for ad-free regional content.
   - Target inactive users with **free trials** of Jotstar's exclusives .

3. **Leverage Unified Data Insights for Hyper-Personalized Experiences:**
   - **Unified User Profiles:** Merge telecom (Lio) and streaming data for personalized offers (Watch on Mobile, Continue on TV).
   - **Inactivity Alerts:** Trigger push notifications with tailored content for users with <1,000 mins/month watch time.

Conclusion

The merger of **LioCinema** and **Jotstar** presents a transformative opportunity to redefine India's digital streaming landscape by combining **mass-market reach** with **premium content excellence**. By strategically integrating their strengths, the unified platform can achieve unparalleled growth and user retention through three core pillars:

1. **Regional Localization + Premium Exclusives**: Merging LioCinema's regional dominance (Tamil, Telugu) with Jotstar's premium English/Hindi content will cater to Tier 1–3 audiences, driving engagement across demographics.

2. **Live Sports & Hybrid Bundles**: Leveraging Jotstar's sports catalog and LioCinema's telecom infrastructure will attract urban users while retaining regional loyalty.

3. **Pricing & Premium Lite Plans**: Affordable daily/weekly packs (e.g., ₹10/day) for Tier 2/3 users and discounted annual subscriptions will convert free users and reduce inactivity.

4. **City-Specific Offers**: Tailored plans like "Tier 2 Premium Lite" (₹99/month) will bridge affordability and premium access.

5. **Unified User Insights**: Combining Lio's telecom data with Jotstar's engagement metrics will enable hyper-personalized recommendations, reducing churn and boosting watch time.

6. **AI-Powered Retention**: Targeted campaigns for inactive users (e.g., free trials of exclusives) will revive engagement.