



**CodeBasics Resume Project Challenge #14**

# JotStar & LioCinema

Business Insights for strategic merger

Report Date: 12/03/2025  
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# India OTT Market Research:



## ❖ Growth Drivers:

- **800M+ broadband users** and **600M+ smartphones** fuel accessibility
- Tier 2/3 cities now binge as much as metros.
- Viewers ditch cable for **movies, originals, and short videos** in **10+ regional languages**.

## ❖ Market Projections:

- In 2024 India's OTT market size is ~131 billion INR
- By 2030 it is projected to double to ~280 billion INR
- Broader video OTT sector could hit **₹1,131 billion**—thanks to tech innovation and localized content.

## ❖ Challenges:

- 40+ platforms are competing for attention
- Piracy & regulations hurdles persist as market is growing
- But upside is, India remains the world's fastest-growing OTT market

## ❖ Why OTT matters to India:

- Consumers win by having unlimited choices, anytime access
- Creators win as demand for regional stories is exploding
- Investor wins as huge ROI potential in a market still in its growth phase

## Problem Statement:



**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 to revolutionize digital streaming in India.

As part of the merger preparation, the management team at Lio wants to analyze the performance and user behavior of both platforms—**LioCinema** and **Jotstar**—over the past one year (January to November 2024). The goal is to gain insights into individual platform performance, content consumption patterns, subscriber growth, Inactivity behavior, upgrade and downgrade trends. The insights derived from this study will help the management make informed decisions and optimize content strategies post-merger, with the ultimate goal of establishing Lio-Jotstar as the leading OTT platform in India. Consider yourself as a data analyst at Lio, and tasked to analyze the data and provide insights.

The management expects detailed insights into the following:

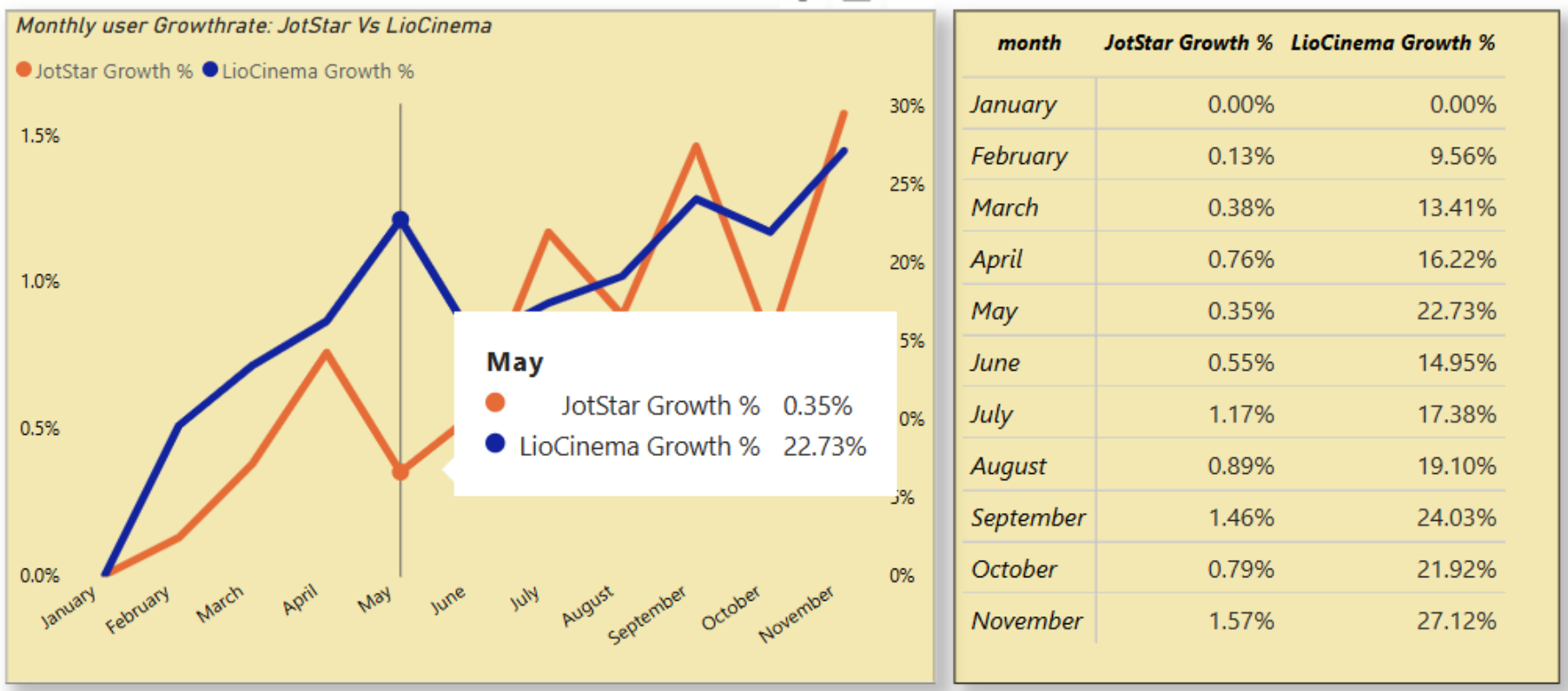
1. **Content Library Analysis:** A detailed comparison of content types across both platforms.
2. **Subscriber Insights:** Analyze trends in subscriber acquisition and demographic variations.
3. **Inactivity Analysis:** Patterns of inactivity across age groups, city tiers, and subscription plans.
4. **Upgrade Patterns:** Insights into subscription upgrades and their influencing factors.
5. **Downgrade Patterns:** Analysis of subscription downgrades and associated trends.
6. **Content Consumption Behavior:** Patterns in total watch time, device preferences, and variations by user demographics.

Primary Question from available data:



Q1) 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)?



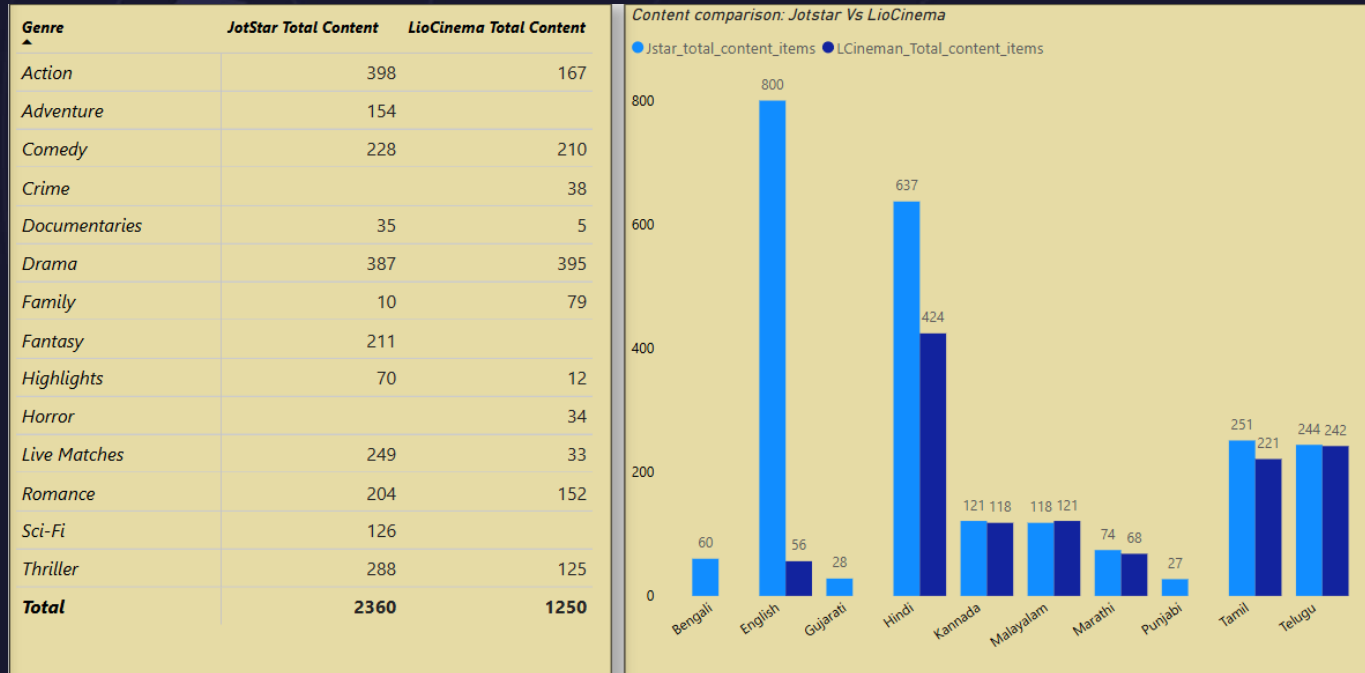
**Answer:** The Chart & Matrix show that LioCinema is Rapidly expanding its user base each month, whereas Jotstar experiences positive but relatively modest growth

# Primary Question from available data:



## Q2) 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?



**Answer:** Total Number of Content Available :

1) LioCinema: 1250 Nos

2) JotStar: 2360 Nos

From above matrix & Charts we can conclude that JotStar Almost 2 times the total number of contents in comparison with LioCinema. Also, on JotStar content available are offered in 2 additional language(i.e. Bangali & Panjabi)

Primary Question from available data:



### Q3) User Demographics:

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

Age Group	JotStar Total User	LioCinema Total User
18-24	7676	79813
25-34	20069	52027
35-44	11274	32560
45+	5601	19046
Total	44620	183446

Answer:

#### User Distribution as per Age:

- As per Analysis, there are significantly higher number of users on LioCinema
- JotStar have highest number of user in Age group of 25-34
- Whereas LioCinema have highest number of user in Age group of 18-24

city_tier	Jstar_total_users	Lcinema_total_user
Tier 1	25451	41011
Tier 2	13424	63848
Tier 3	5745	78587
Total	44620	183446

#### User Distribution as City Tier:

- JotStar have highest number of user in Tier-1 Cities
- Whereas LioCinema have highest number of user in Tier-3 Cities



Primary Question from available data:



### Q3) User Demographics:

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

<i>plan</i>	<i>Jstar_total_users</i>	<i>Lcinema_total_user</i>
<i>Free</i>	12943	119947
<i>Basic</i>		46880
<i>Premium</i>	16278	16619
<i>VIP</i>	15399	
<b>Total</b>	<b>44620</b>	<b>183446</b>

Answer:

User Distribution as subscription plan:

- JotStar have highest number of user with Premium Subscription
- Whereas LioCinema have highest number of user with free Subscription

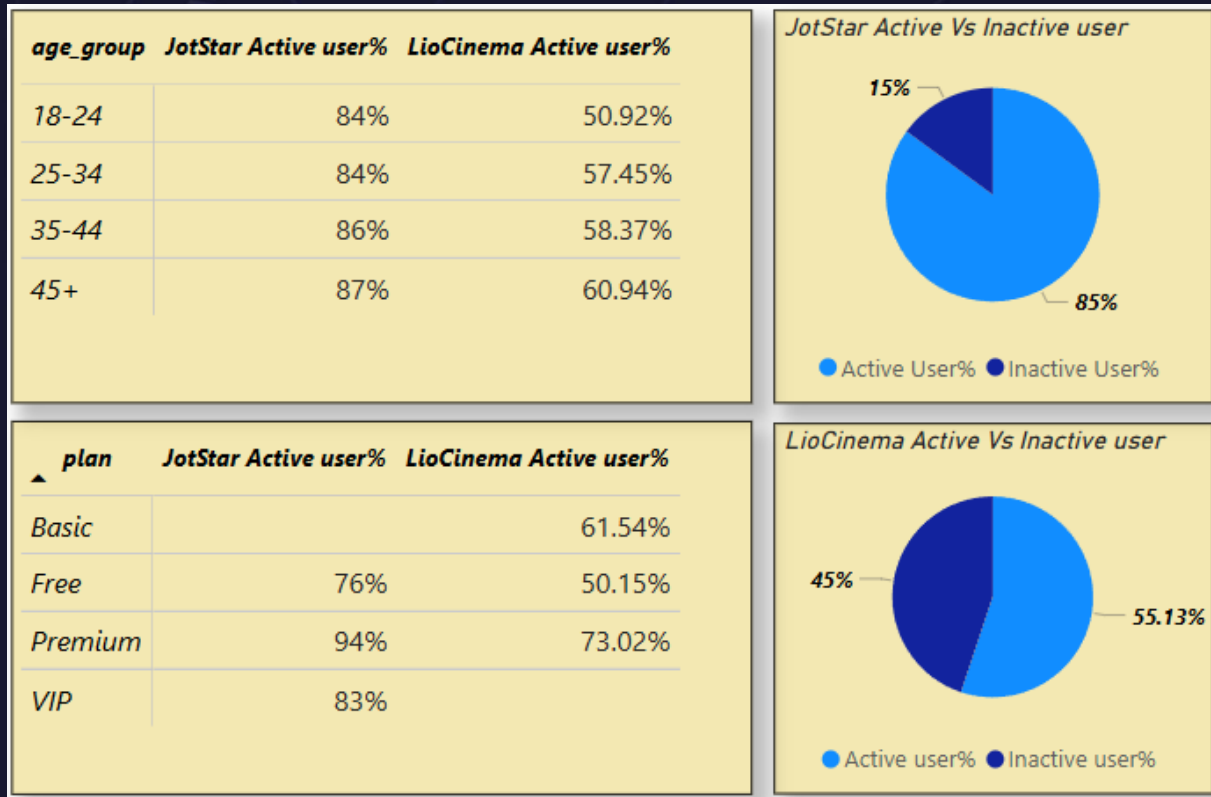


## Primary Question from available data:



### Q4) 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?



### Answer:

**User Distribution as per Age:** From Shown matrices & pie chart we can conclude below points:

- 1) Overall JotStar user are 85% active, whereas LioCinema overall activity is ~55%
- 2) Both JotStar & LioCinema have highest activity % in age group of 45+
- 3) Activity % Based on subscription plan, below insights can be taken:
  - JotStar: Free<VIP<Premium
  - LioCinema: Free<Basic<Premium

To understand detailed analysis please access power BI interactive dashboard

## Primary Question from available data:



### Q5) 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?

city_tier	JotStar Average WatchTime(Hrs)	LioCinema Average Watch Time(Hrs)
Tier 1	131	35
Tier 2	105	27
Tier 3	83	18
<b>Total</b>	<b>117</b>	<b>26</b>

device_type	JotStar Average WatchTime(Hrs)	LioCinema Average Watch Time(Hrs)
Mobile	176	46
TV	95	13
Laptop	81	8
<b>Total</b>	<b>117</b>	<b>26</b>

### Answer:

From shown insights, it is clear that more user engagement is in tier-1 cities & on mobile platform for both the OTT platforms

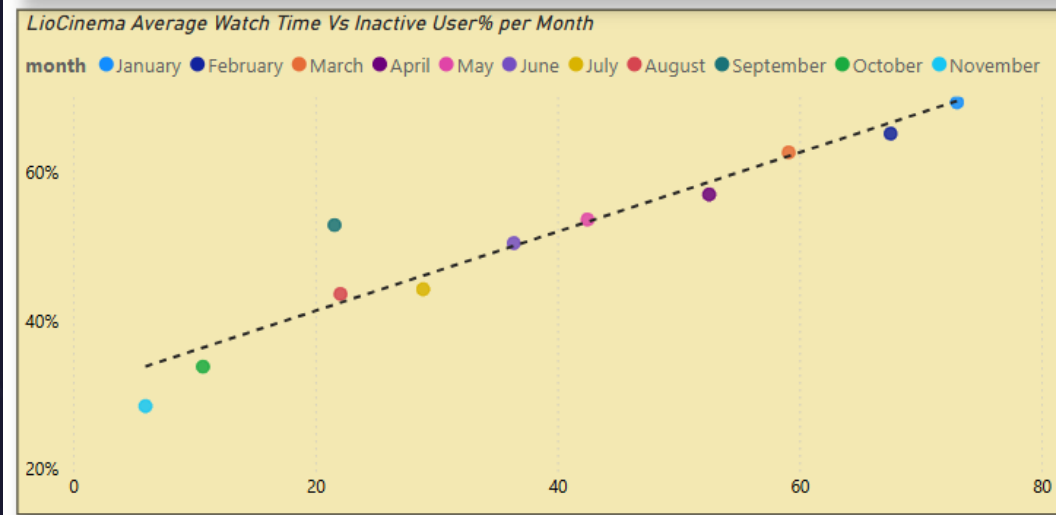
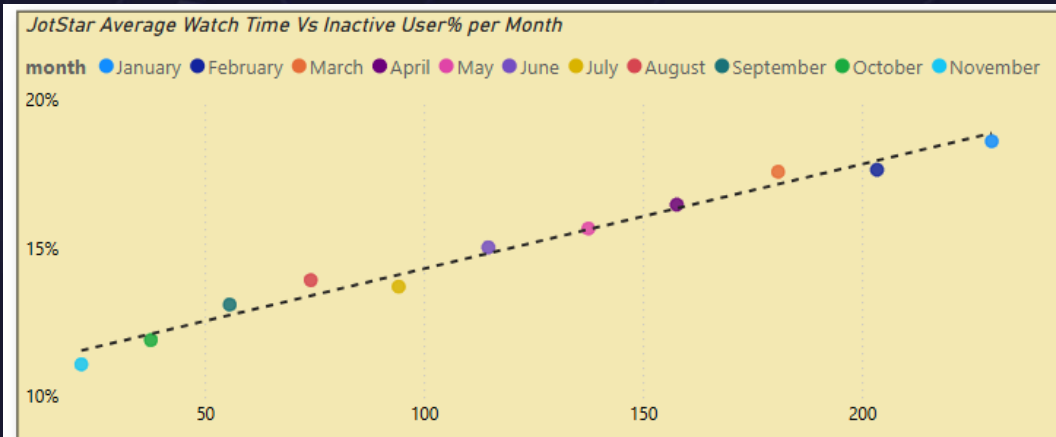
To understand detailed analysis please access power BI interactive dashboard

# Primary Question from available data:



## Q6) Inactivity Correlation:

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



**Answer:** As per shown visual we can conclude that as user base increasing & watch time increasing, inactivity % is also increasing. Below could be the possible causes of this interesting pattern:

**Segmented User Behavior:** A core group of highly engaged users drives the average watch time up. Meanwhile, many new or casual sign-ups remain inactive, increasing overall inactivity.

**Binge-Watching Patterns:** Users engage in intensive binge-watching sessions that boost average daily watch time. Extended breaks between these sessions lead to a higher percentage of inactive periods.

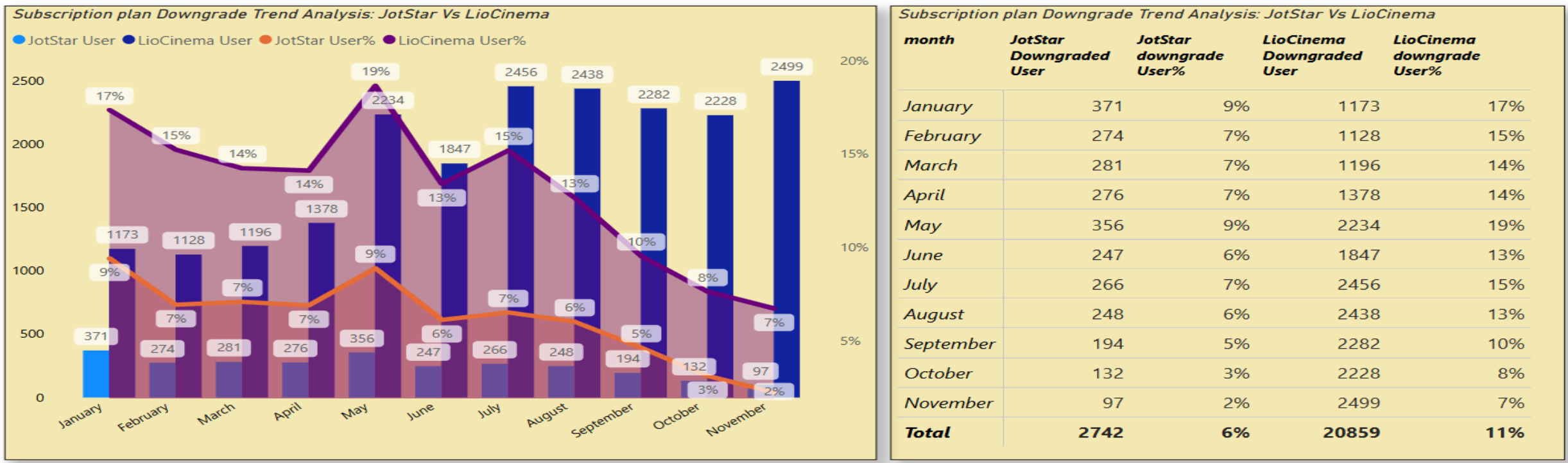
**Onboarding and Retention Challenges:** Strong marketing efforts attract many users, but not all convert into regular viewers. Ineffective onboarding and unmet expectations result in a significant portion remaining inactive.

Primary Question from available data:



Q7) Downgrade Trends:

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



Answer: Both OTT platform is seeing reduction in downgrade % over analysis time.

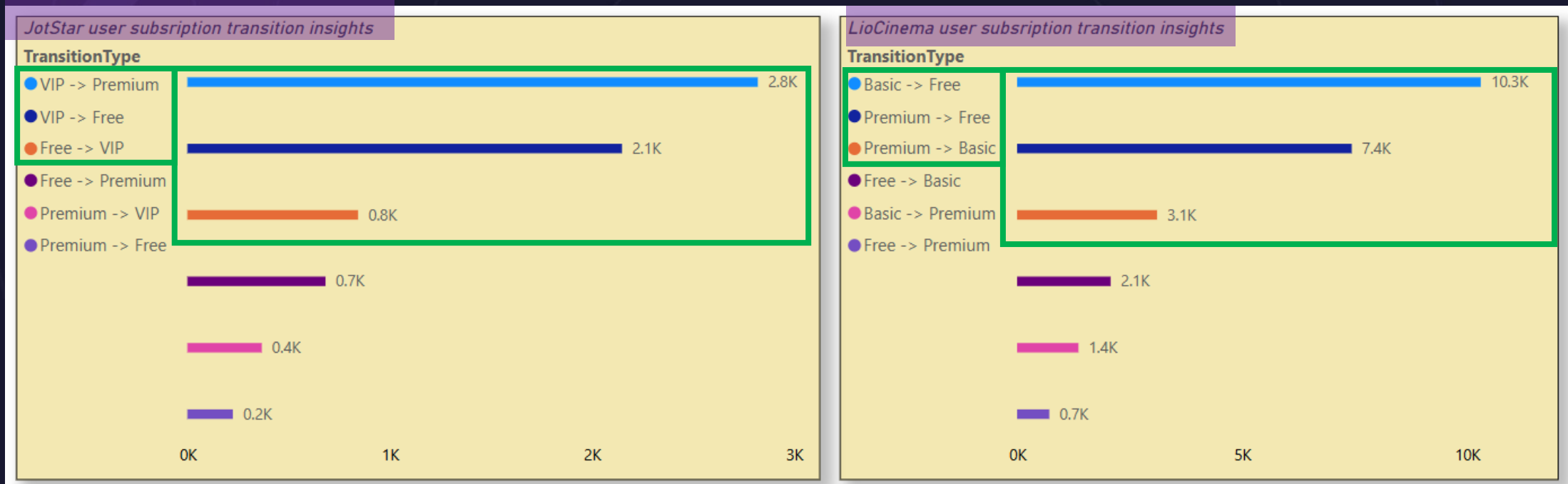
But JotStar downgrade% is lower compared to LioCinema.

## Primary Question from available data:



### Q8) 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?



**Answer:** Above Highlighted transition are top 3 most common in both the OTT platform as per provided data.

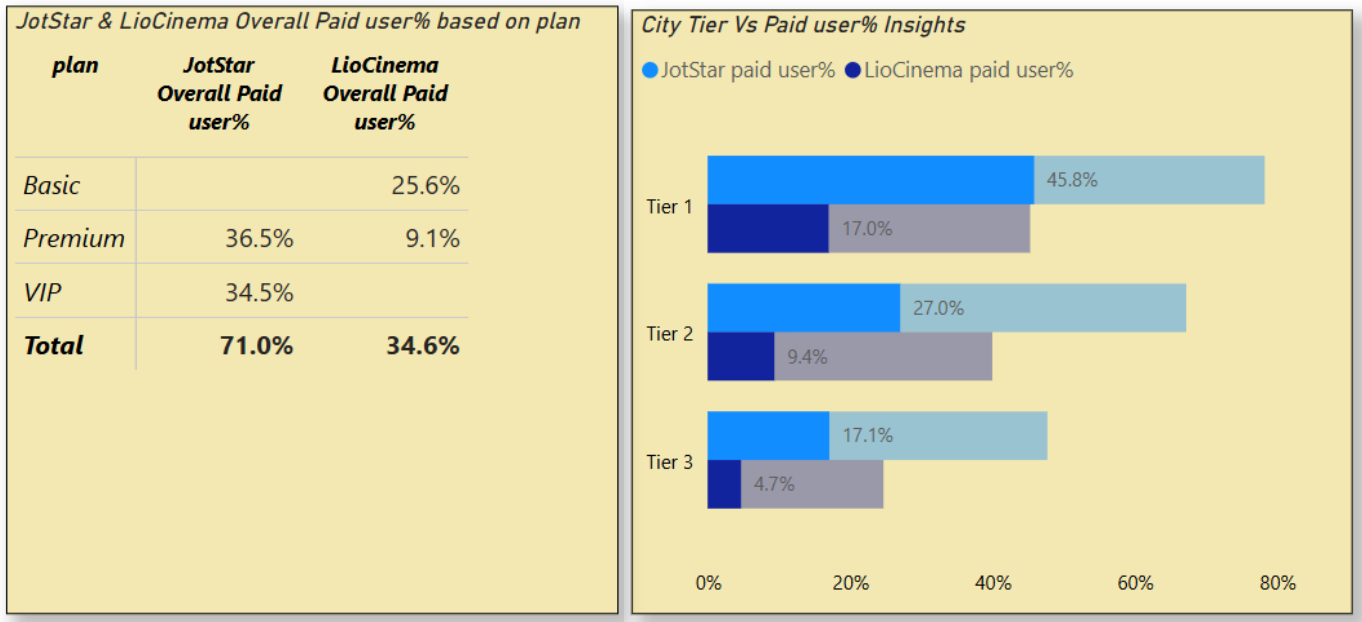
- For JotStar:
  1. VIP → Premium
  2. VIP → Free
  3. Free → VIP
- For LioCinema:
  1. Basic → Free
  2. Premium → Free
  3. Premium → Basic

# Primary Question from available data:



## Q9) 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.



**Answer:** Overall JotStar have more paid user% than LioCinema.

Both JotStar & LioCinema have more premium users in Tier-1 Cities. Although JotStar user% is significantly higher.



*Primary Question from available data:*



### *Q10) 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).

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.

**Answer:** Please refer next slides for detailed answers



# Primary Question from available data:

**Answer:** Below Consideration done to prepare below dashboard for analyzing Total revenue:

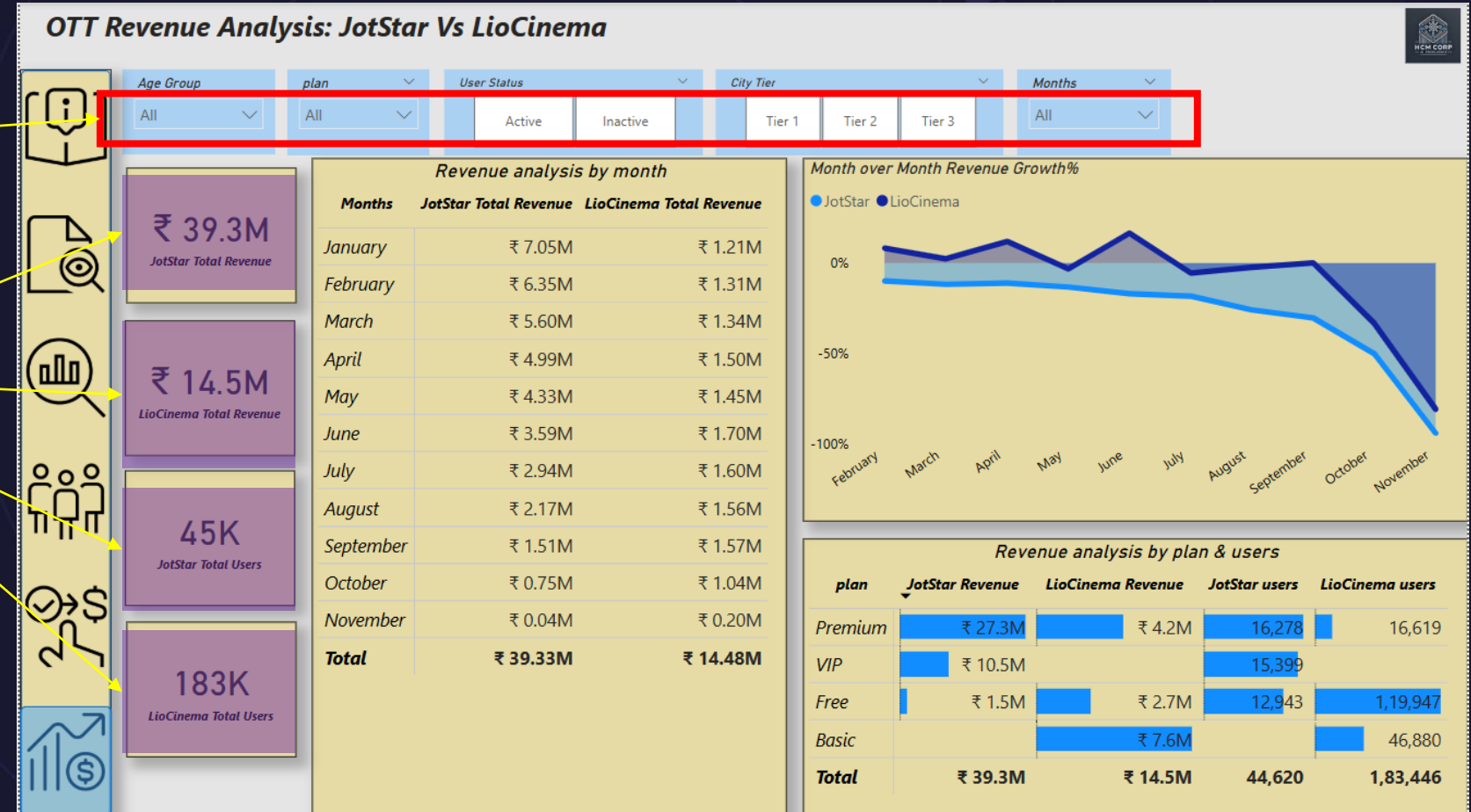
- Subscribers count under each plan.
- Active duration of subscribers on their respective plans.
- Upgrades and downgrades during the period, ensuring revenue reflects the time spent under each plan.

From this drop-down list user can select Age group, subscription plan, Active-Inactive users, city tier & months

Based on user selection matrices and KPI card highlighted values will change to get required insights

From analysis I found that **JotStar Total Revenue is 39.33M INR** whereas **LioCinema total revenue is 14.48M INR** from Jan24 to Nov24 considering plan upgrade/downgrade/No change during this period.

To see detailed analysis, please check dynamic Power BI report



*Strategic recommendation based on Analysis:*



*Q1) What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?*

**Answer:**

**Strategies to Increase Engagement Among Inactive Users:**

- **Personalized Content Recommendations:** Use AI-driven insights to suggest content based on inactive users' past behavior and preferences.
- **Incentivize Upgrades:** Offer limited-time discounts or exclusive content access to free-tier users (common in LioCinema) to encourage plan upgrades.
- **Re-engagement Campaigns:** Send targeted notifications or emails highlighting new releases in regional languages (e.g., Bengali, Punjabi) or genres they previously watched.
- **Binge-Watch Rewards:** Introduce loyalty programs where consistent watch time earns rewards (e.g., free premium access for a week).



## *Secondary Questions & Answers based on Analysis:*

*Q2) What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?*

**Answer:**

### **Brand Campaign Recommendations:**

**Regional Content Focus:** Highlight JotStar's multilingual library (e.g., "Watch in Your Language") to appeal to Tier-2/Tier-3 cities (LioCinema's stronghold).

**Exclusive Originals:** Promote JotStar's premium content and LioCinema's mass appeal with campaigns like "One Platform, Endless Stories." OR Ads with Cross-over of JotStar's top Content actors with LioCinema's Top Content Actors

**City-Tier-Specific Ads:** Use Tier-1 influencers for urban audiences and regional stars for Tier-3 markets to bridge demographic gaps.



## *Secondary Questions & Answers based on Analysis:*

*Q3) How should the merged platform price its subscription plans to compete effectively while maintaining profitability?*

**Answer:**

### **Subscription Pricing Strategy:**

#### **Tiered Plans:**

- **Basic:** Affordable (~₹99/month) for Tier-2/Tier-3 users (LioCinema's audience).
- **VIP:** Mid-tier (~₹299/month) with HD/regional content.
- **Premium :** High-end (~₹499/month) with 4K, exclusive originals, and multi-device access (JotStar's strength).

**Bundle Offers:** Partner with Lio Telecom to include OTT subscriptions in mobile/data plans at discounted rates.



## *Secondary Questions & Answers based on Analysis:*

*Q4) How can the platform leverage partnerships with telecom companies to expand its subscriber base?*

**Answer:**

### **Telecom Partnerships for Subscriber Expansion:**

**Bundled Subscriptions:** Offer free/discounted OTT access with Lio's prepaid/postpaid plans, especially in Tier-3 cities where LioCinema already dominates.

**Data Incentives:** Provide extra data rewards for users who subscribes paid plans.

**Co-Branded Marketing:** Use Lio's telecom network to promote the OTT platform via SMS/IVR campaigns targeting inactive users.

## Secondary Questions & Answers based on Analysis:



*Q5) What role can AI and machine learning play in personalizing the user experience and improving content discovery?*

**Answer:**

### **Role of AI/ML in Personalization:**

- Dynamic Recommendations:** Analyze watch time, device type (e.g., mobile vs. TV), and city-tier preferences to curate content feeds.
- Churn Prediction:** Identify users at risk of inactivity using behavioral patterns (e.g., declining watch time) and trigger retention offers.
- Regional Language Optimization:** Use AI to dub/subtitle content in real-time for non-native speakers, enhancing accessibility.





## *Secondary Questions & Answers based on Analysis:*

*Q6) Who should be the brand ambassador for the newly merged OTT platform (LioCinema-Jotstar) to effectively represent its identity and attract a diverse audience?*

**Answer:**

**Brand Ambassador Choice:**

- **Amitabh Bachchan or Alia Bhatt:** Both have pan-India appeal, credibility in diverse genres, and resonate across age groups.
- **Regional Representation:** Add regional stars (e.g., Naveen Kumar Gowda(Yash) for South India, Ranbir Kapoor for North India) in supplementary campaigns to emphasize linguistic inclusivity.





Thank You!

