



CodeBasics Resume Project Challenge #14

JotStar & LioCinema

Business Insights for strategic merger

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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.



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!

