



Liocinema



LOGIN



Jotstar



Jotstar

Subscribers Analysis

Subscription Change

Content Analysis

Content Consumption

Inactivity Analysis

Revenue

☐ Inactive

☒ Active

jotstar

liocinema

Month

All



Logout

Total Users

228K

Paid Users

115.3K

Paid Users %

50.6%

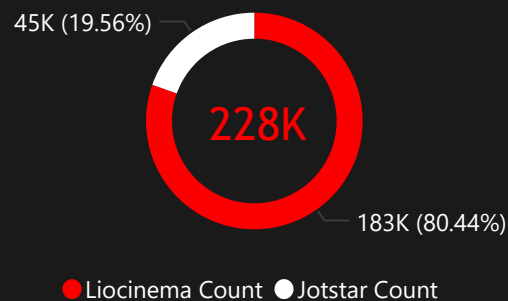
Total Watch hrs

26.7M

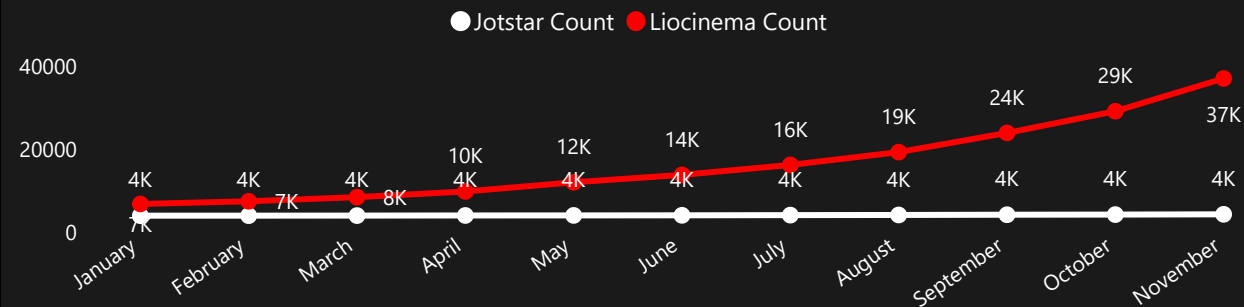
Total Revenue

₹ 60.5M

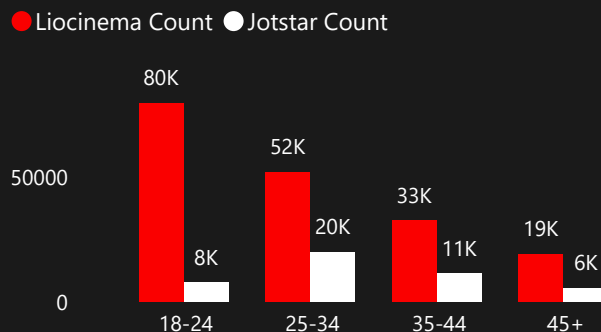
Subscribers Distribution



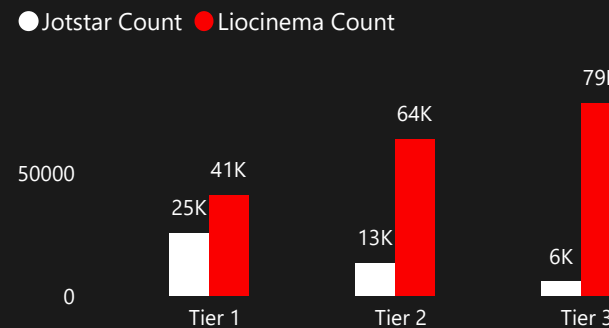
Monthly Users Growth



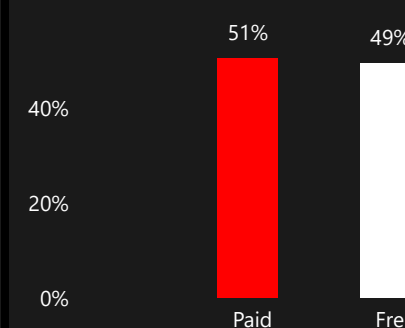
Users by Age Group



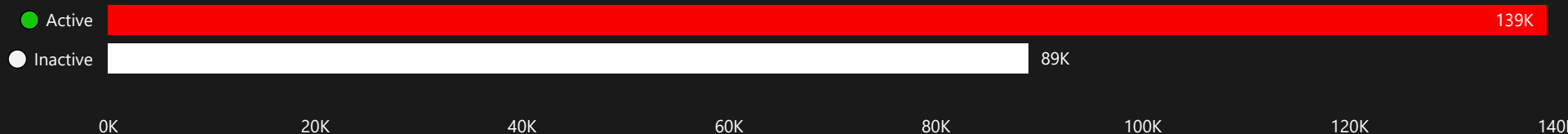
Users by City Tier



Free vs Paid Users



Active vs Inactive Users





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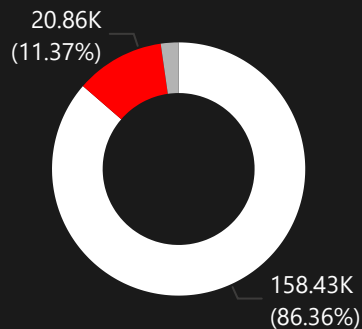
Total Watch hrs

26.7M

Total Revenue

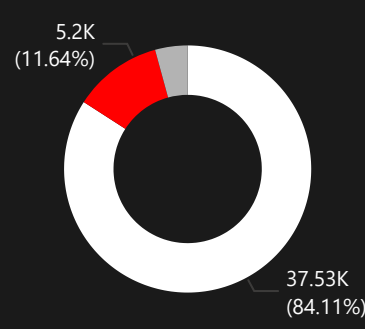
₹ 60.5M

Subscription Change Liocinema



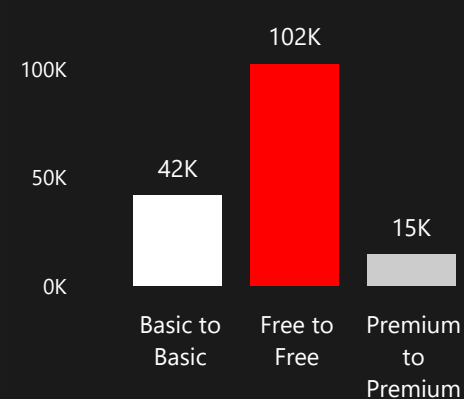
● Retained ● Downgrade ● Upgrade

Subscription Change Jotstar

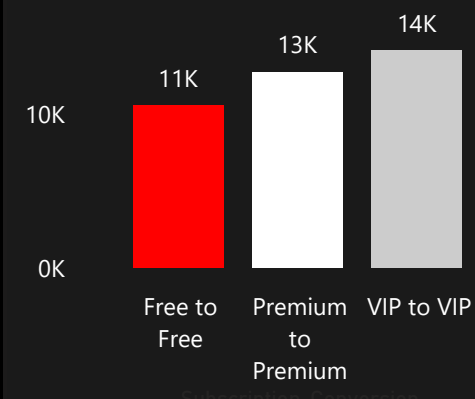


● Retained ● Downgrade ● Upgrade

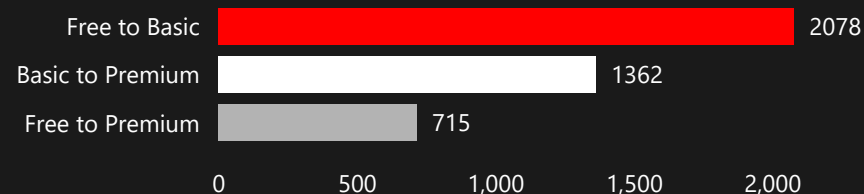
LioCinema Retained Users



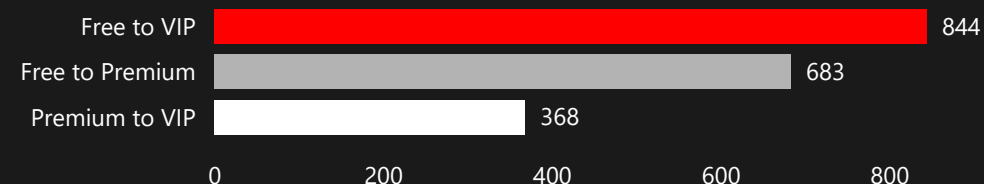
Jotstar Retained Users



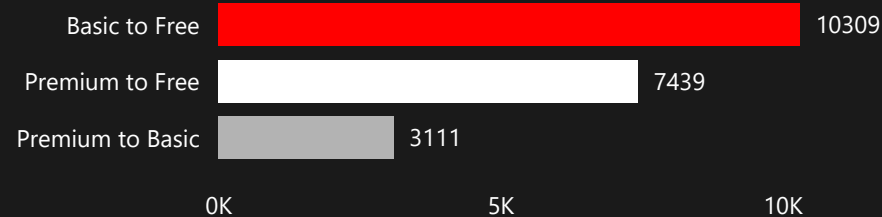
Liocinema Upgrade Users



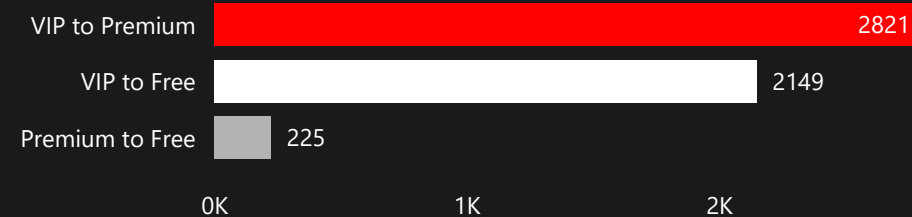
JotStar Upgrade Users



Liocinema Downgrade Users



JotStar Downgrade Users





Jotstar

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Logout

Jotstar

Total Title

2360

Genre

12

Content Type

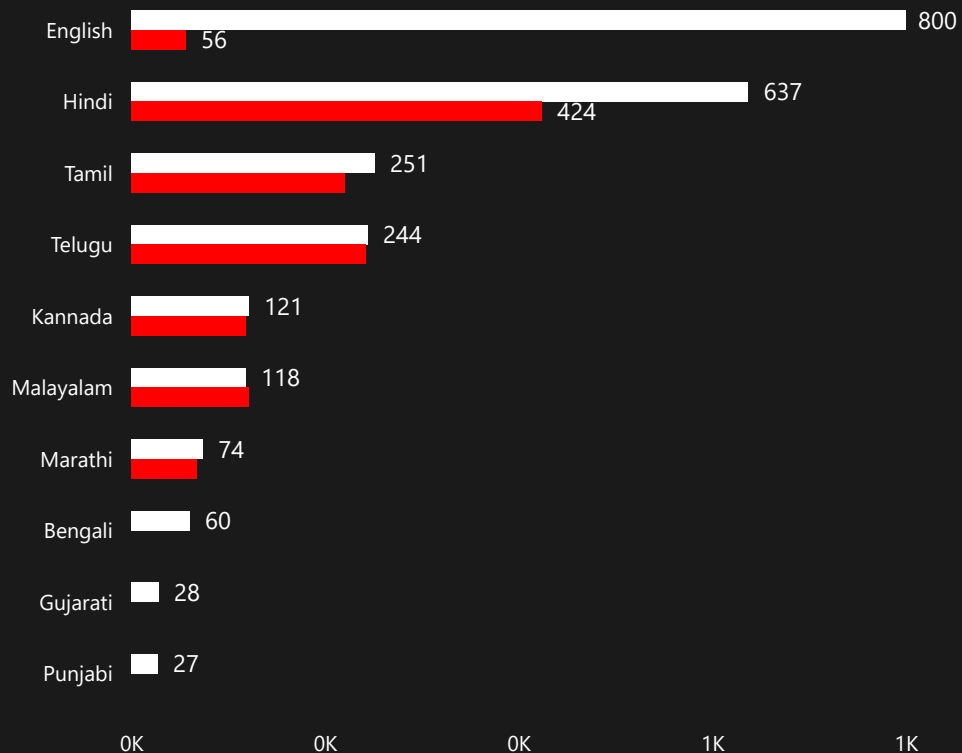
3

Total Title

10

Content Breakdown by Language

● Jotstar Content ● LioCinema Content



Liocinema

Total Title

1250

Genre

11

Content Type

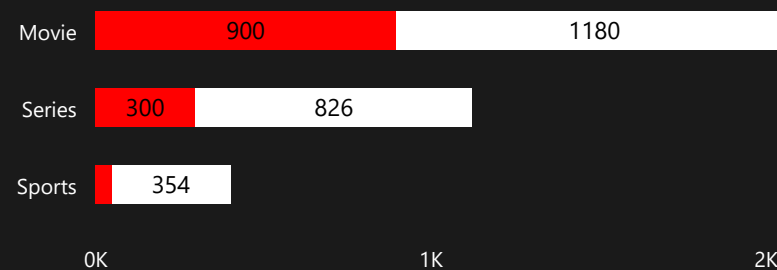
3

Total Title

7

Content Breakdown by Type

● Liocinema Content ● Jotstar Content

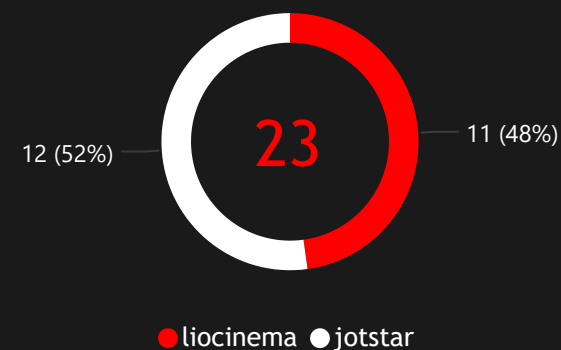


Title

Language

Genre ●

Genre Distribution





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Logout

Total Users

228K

Total Watch hrs

26.7M

Average Watch hrs

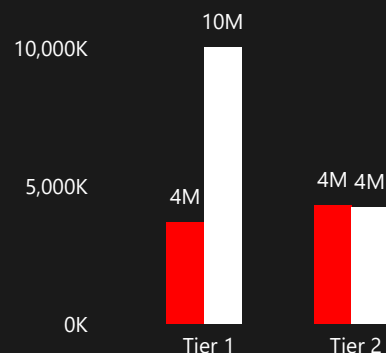
142.9

Total Revenue

₹ 60.5M

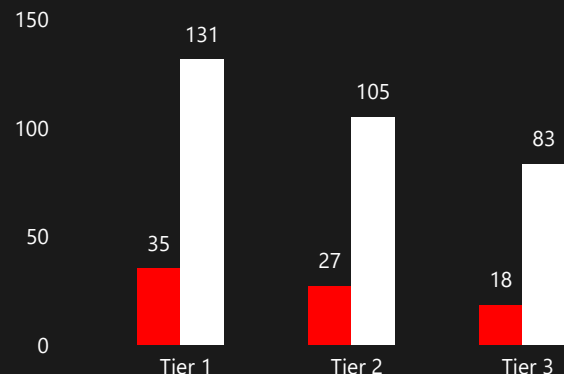
Total Watch Hrs by City Tier

● LioCinema ● Jotstar



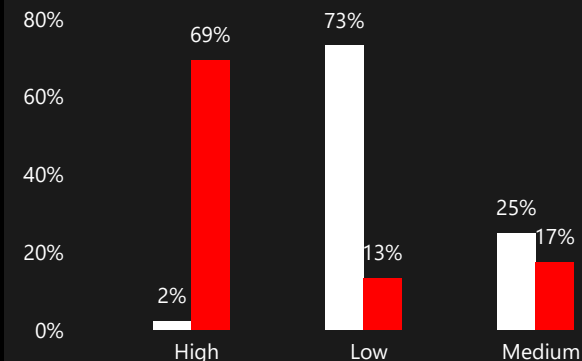
Average Watch Hrs by City Tier

● Liocinema ● Jotstar



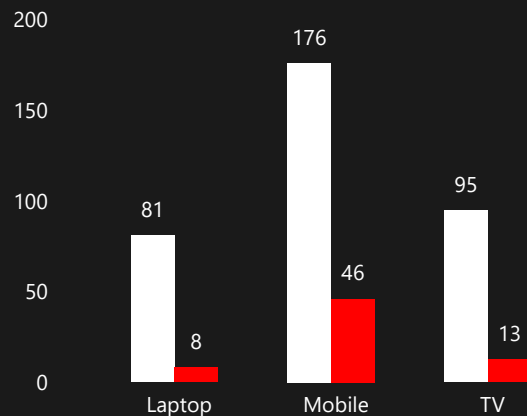
Engagement Level

● jotstar ● Liocinema



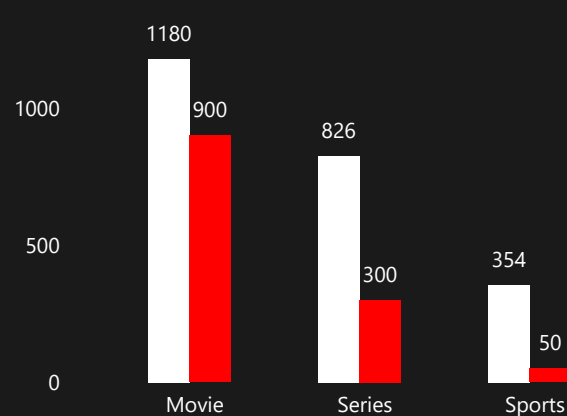
Average Watch Hrs by Device Type

● Jotstar ● LioCinema



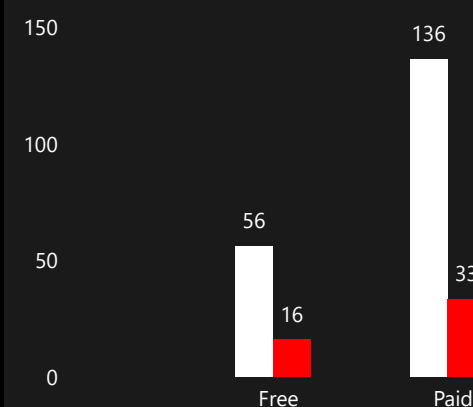
Content Count by Content type

● Jotstar Users ● Liocinema Users



Average Watch Hrs by Plan

● JotStar ● LioCinema





Subscribers Analysis

Subscription Change

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Revenue

☐ Inactive ☒ Active

jotstar

liocinema

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All



Logout

Total Users

228K

Inactive Users

89K

Inactive %

39%

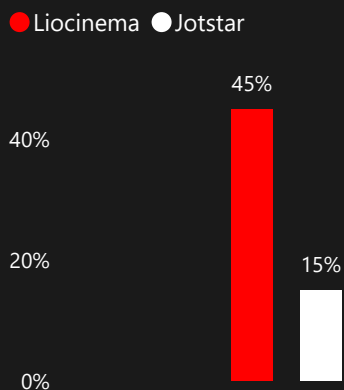
Total Watch hrs

26.7M

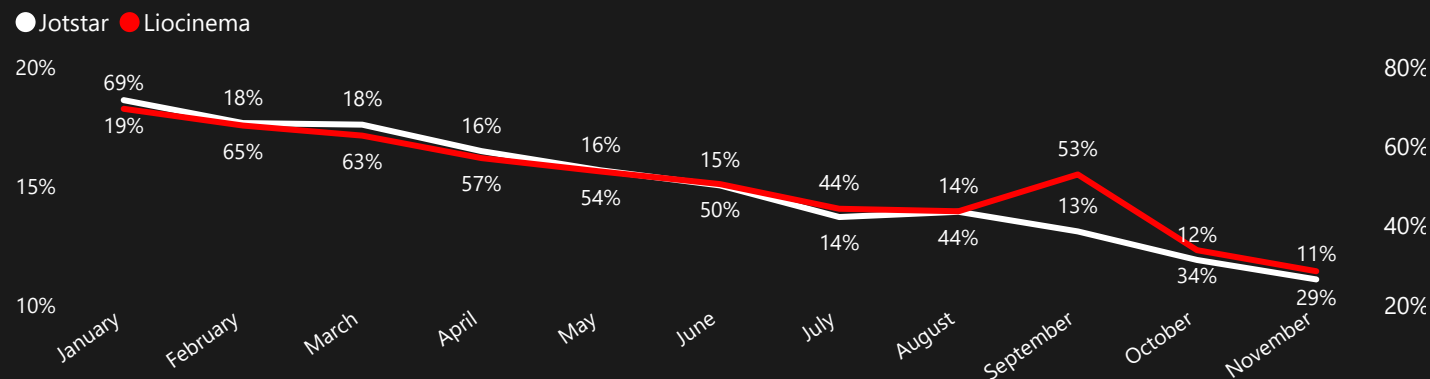
Total Revenue

₹ 60.5M

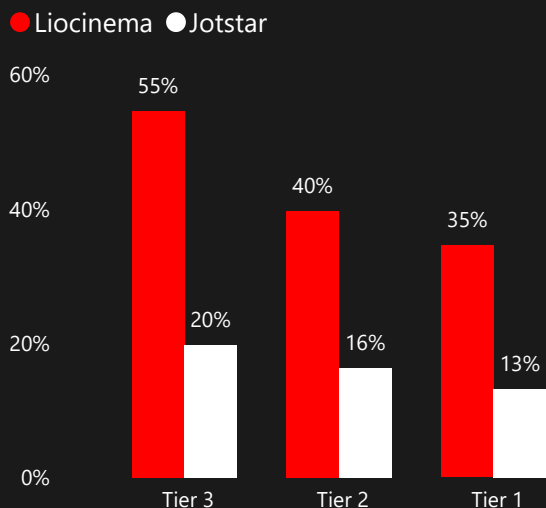
Overall Inactive %



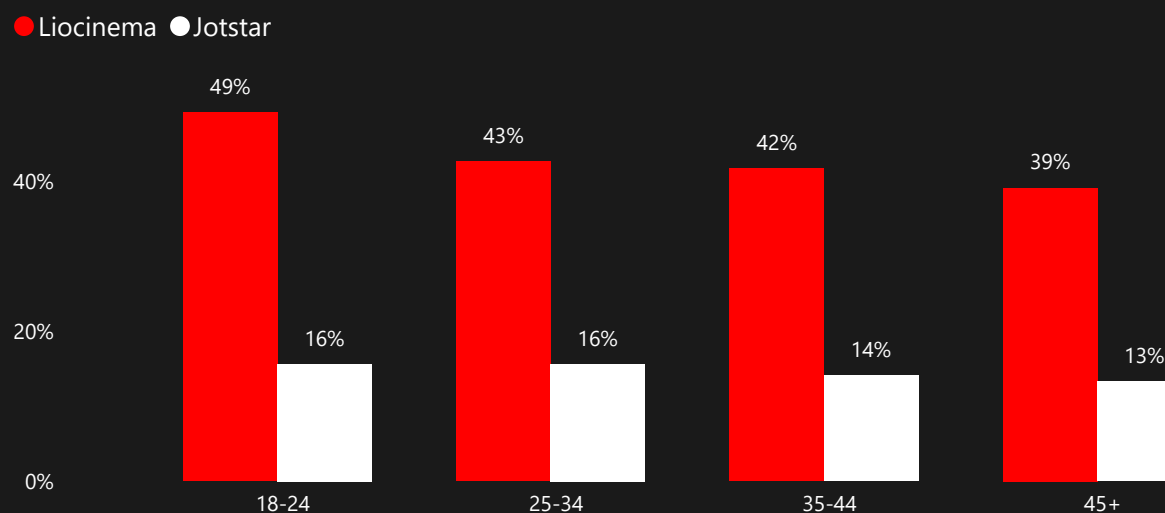
Inactive % Over Time



Inactive % by City Tier



Inactive % by City Tier





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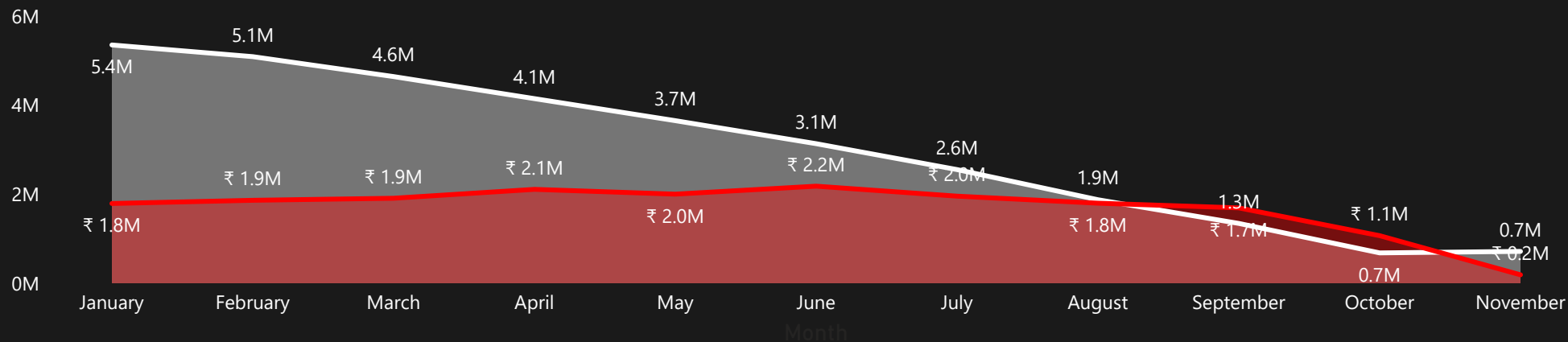
Total Watch hrs

26.7M

Total Revenue

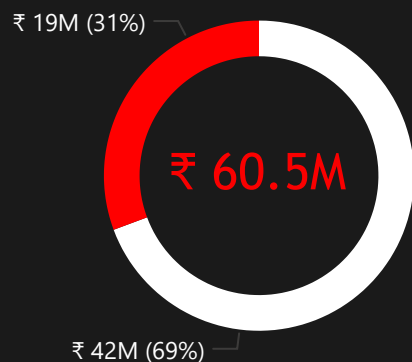
₹ 60.5M

Total Revenue by Month



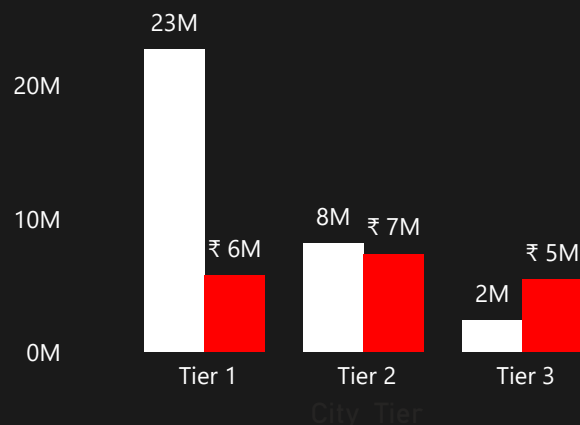
● Jotstar Revenue ● LioCinema Revenue

Total Revenue Distribution



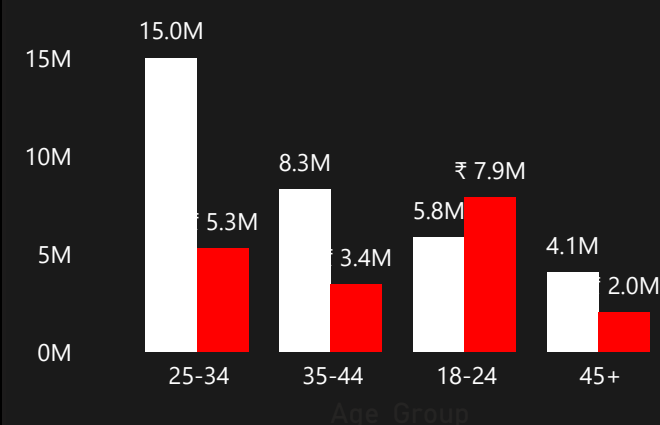
● jotstar ● liocinema

Total Revenue by City Tier



● Jotstar Revenue ● LioCinema Revenue

Total Revenue by Age Group



● Jotstar Revenue ● LioCinema Revenue