# Biggest ever Ott Merge

Lio-Jotstar

nayan hore

Introduction

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
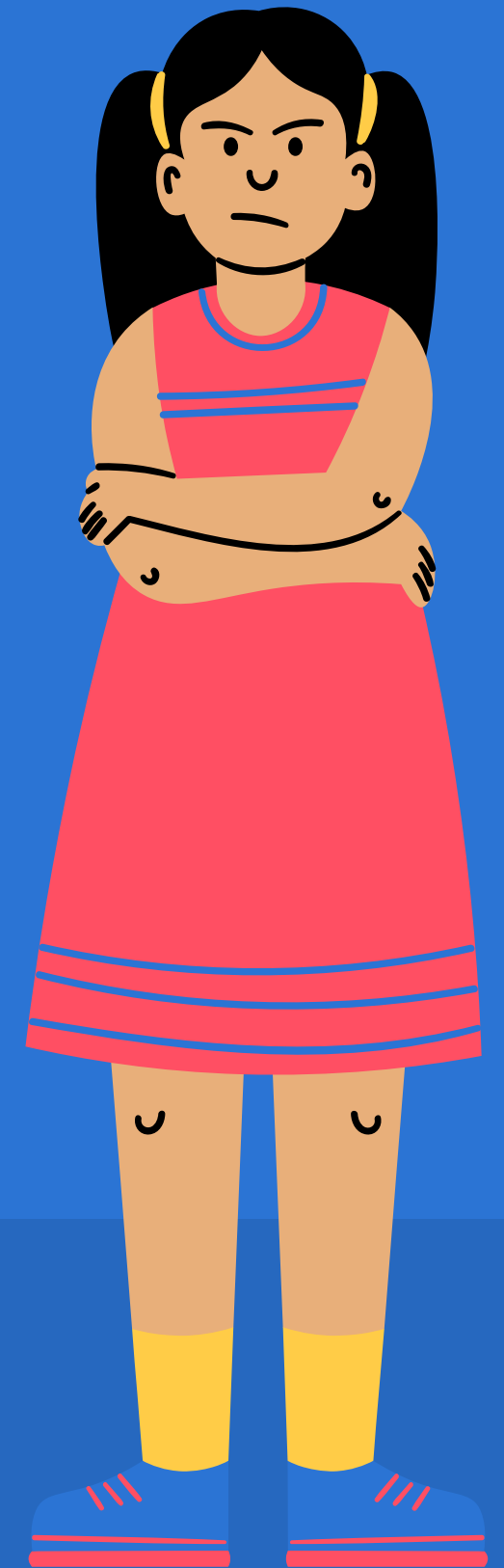
Problem statement

As part of the merger preparation, the management team at Lio wants to analyse 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.
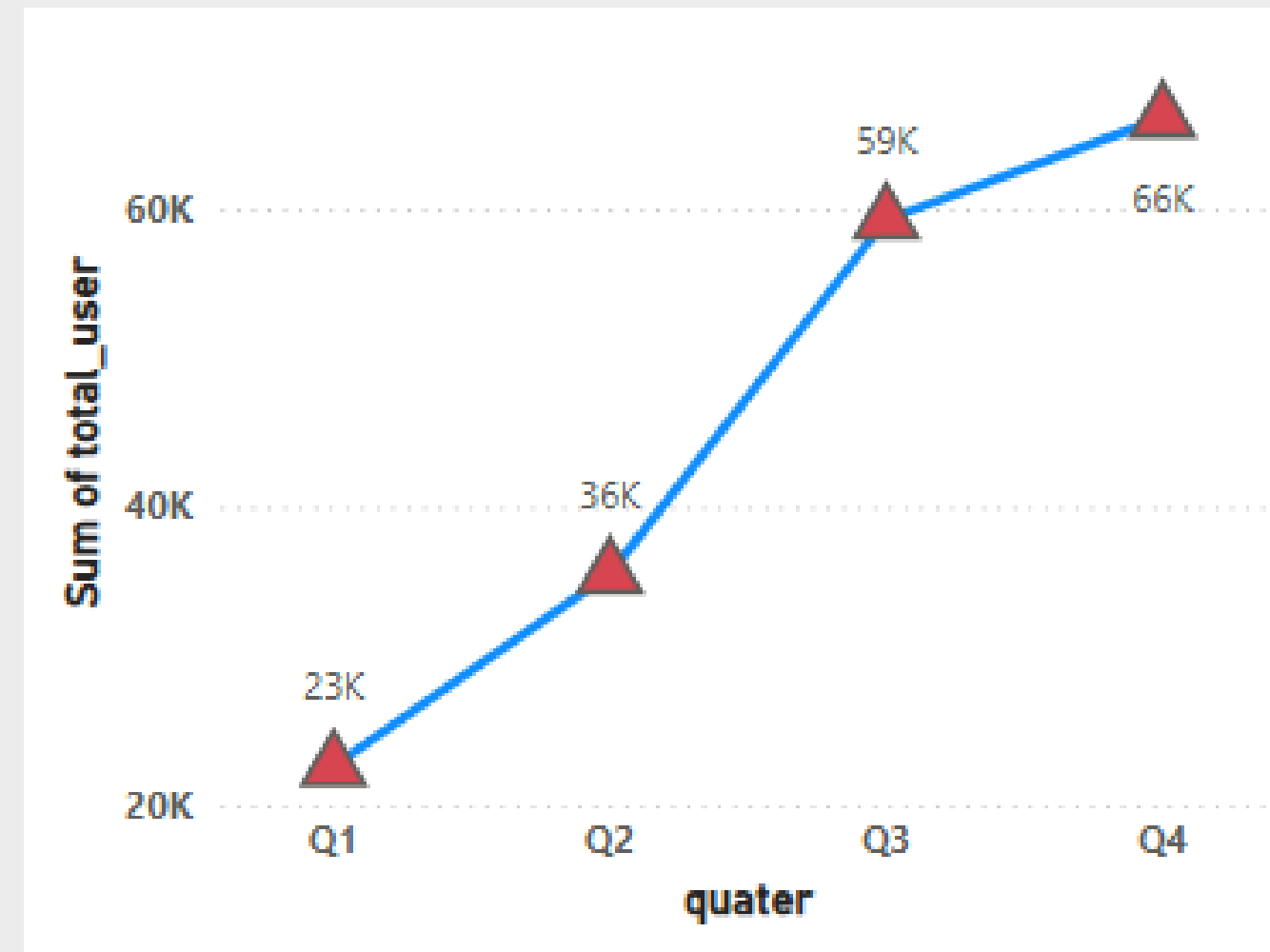
Primary Analysis

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)?
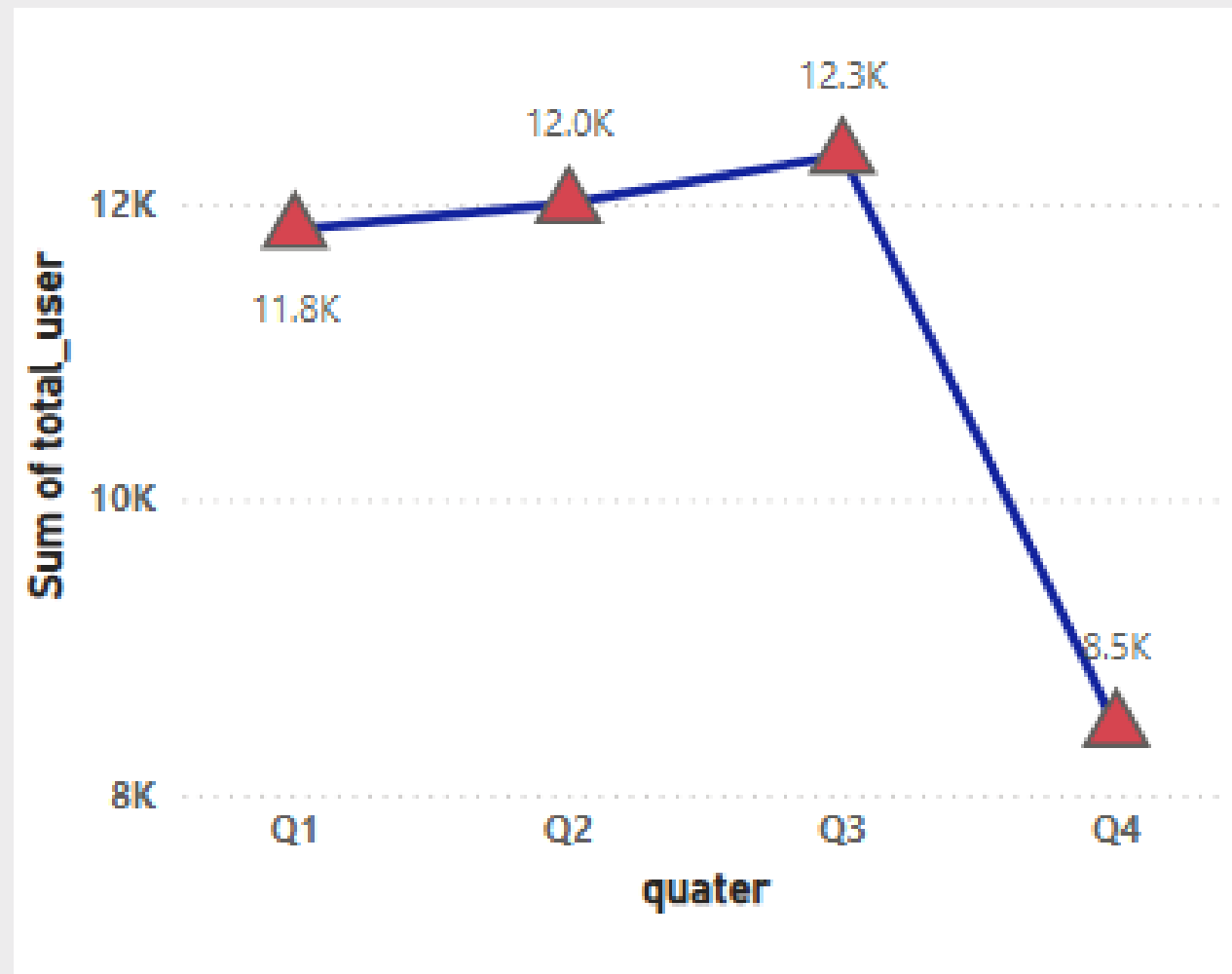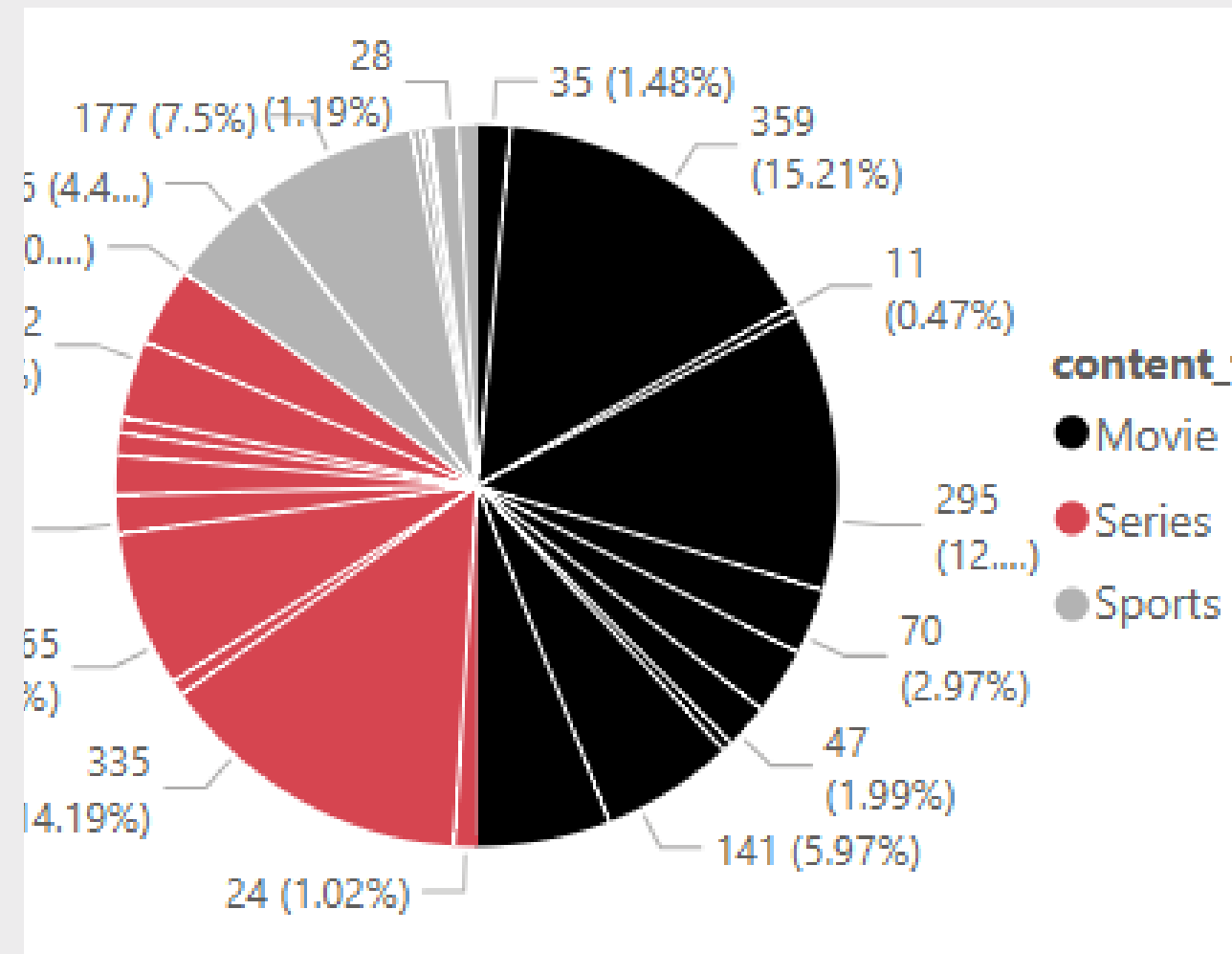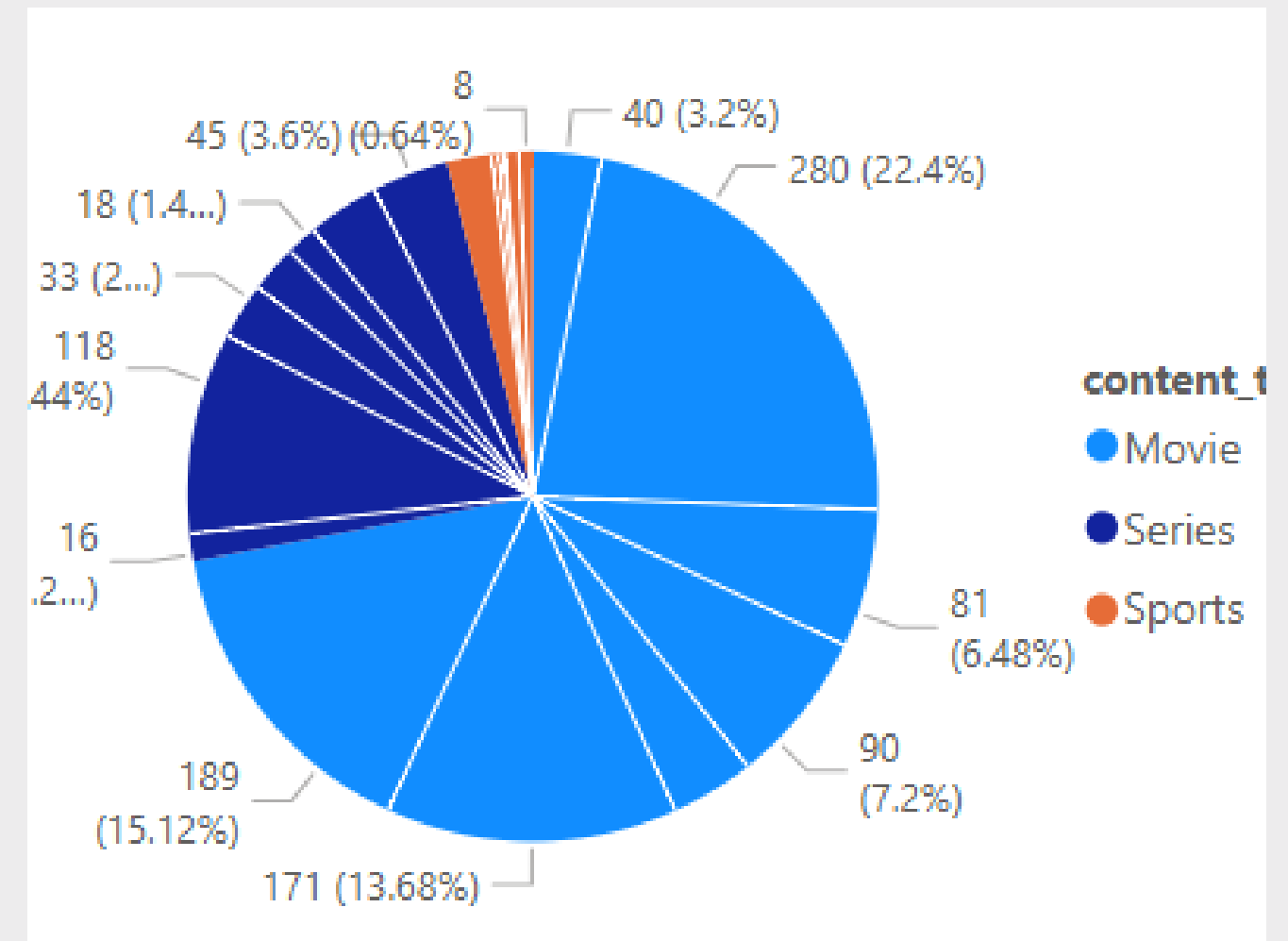
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Content Library Comparison
● What is the total number of contents available on LioCinema vs. Jotstar?
How do they differ in terms of language and content type?

Jotstar

Pie chart labels:
- 359 (15.21%)
- 11 (0.47%)
- 295 (12....)
- 70 (2.97%)
- 47 (1.99%)
- 141 (5.97%)
- 24 (1.02%)
- 335 (14.19%)
- 65 (...%)
- 2 (...)
- 0 (....)
- 5 (4.4...)
- 177 (7.5%)
- (1.19%)
- 28
- 35 (1.48%)

content_t
- ● Movie
- ● Series
- ● Sports

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Pie chart labels:
- 8
- 45 (3.6%) (0.64%)
- 40 (3.2%)
- 280 (22.4%)
- 18 (1.4...)
- 33 (2...)
- 118 (44%)
- 16 (.2...)
- 189 (15.12%)
- 171 (13.68%)
- 90 (7.2%)
- 81 (6.48%)

content_t
- ● Movie
- ● Series
- ● Sports
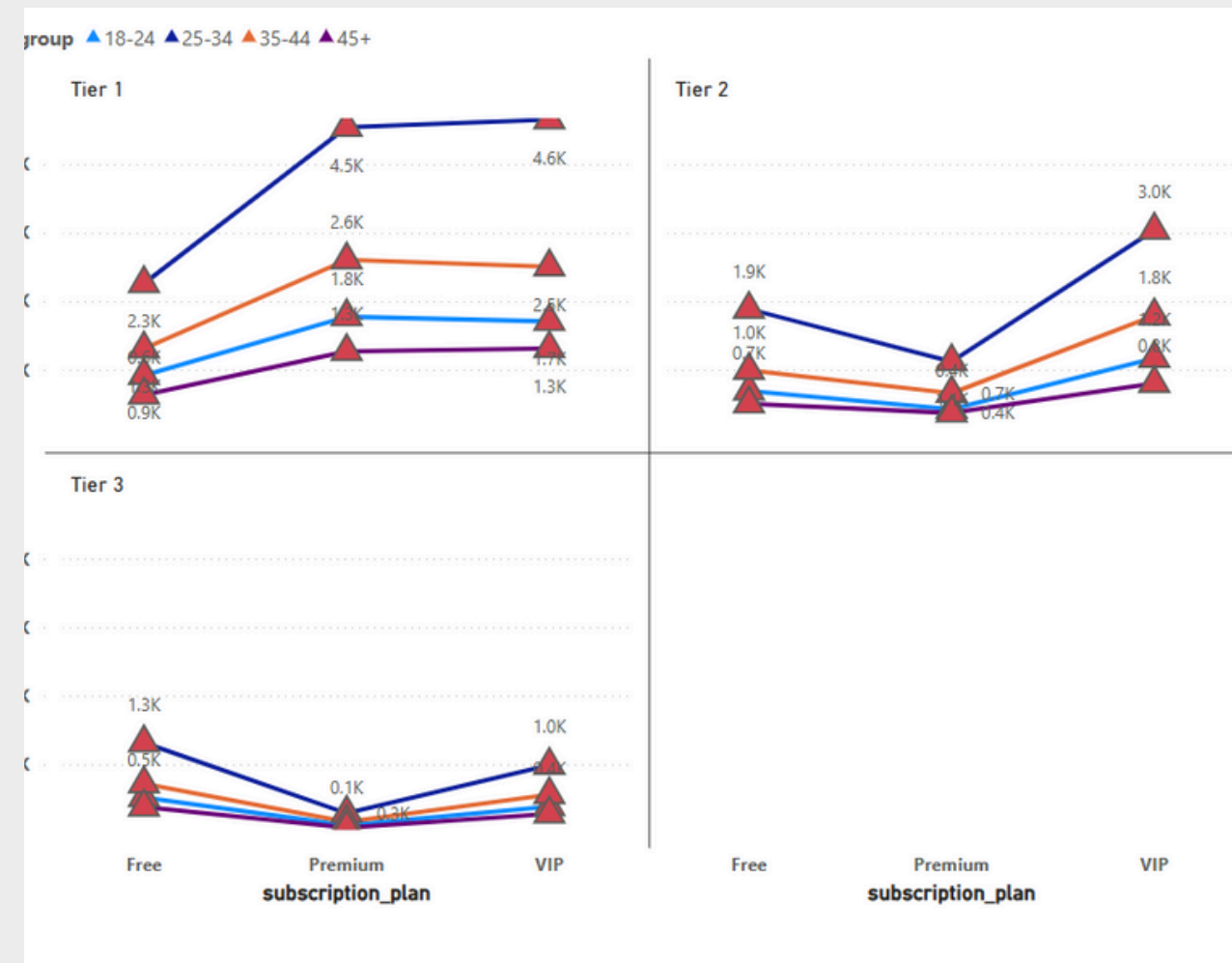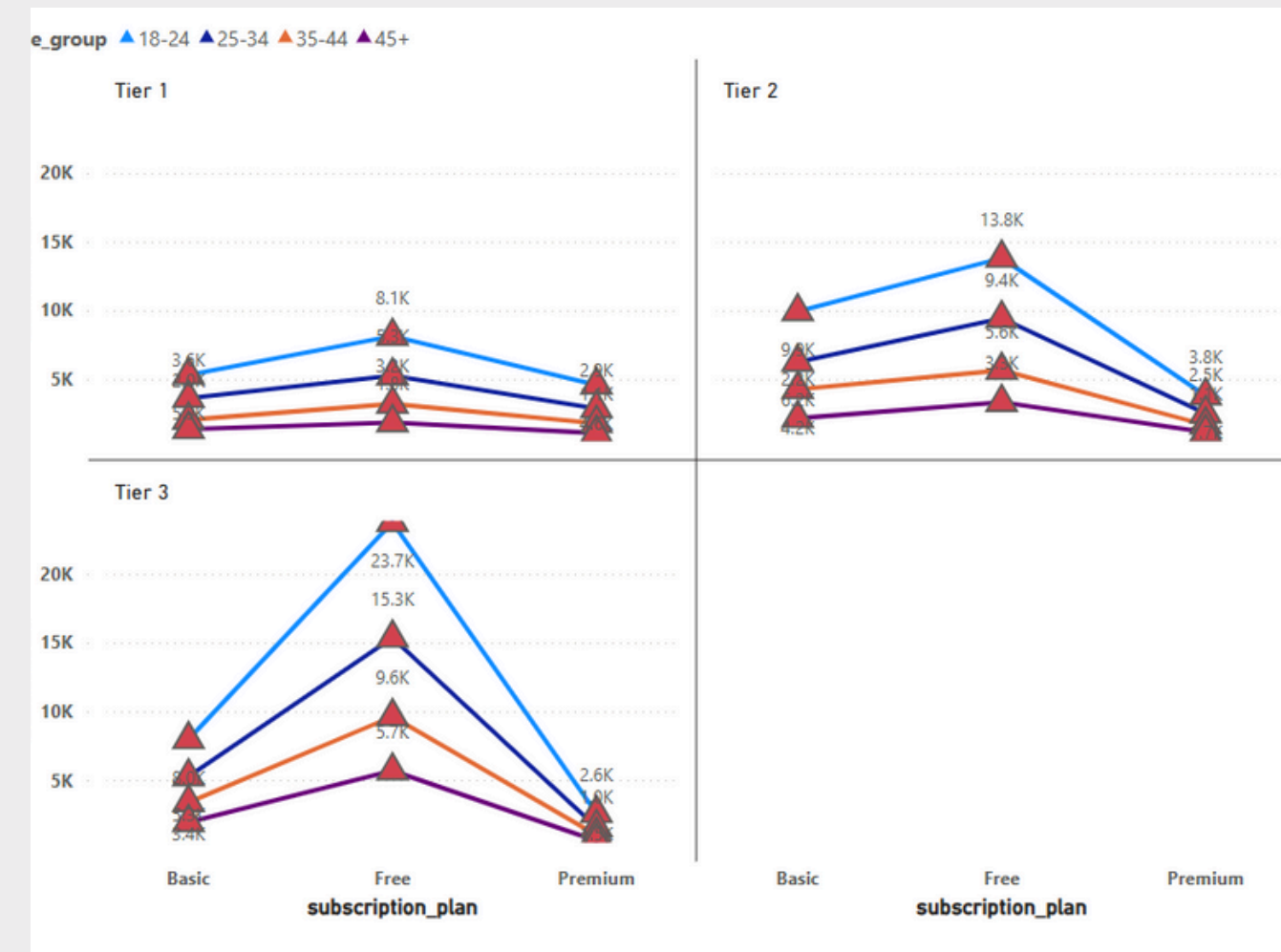
User Demographics
● What is the distribution of users by age group, city tier, and subscription plan for each platform?

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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?

0.3K (0.66%)
19K (41.98%)
12K (26.5%)
subscription_pla
● VIP
● Premium
● Free
0.37K (0.82%)
13K (29.29%)
0.35K (0.76%)

Jotstar

0.22K (0.12%)
25K (13.59%)
7K (0.04%)
subscription_plan
● Free
● Basic
● Premium
K (28.9%)
0.13K (0.07%)
105K (56.86%)
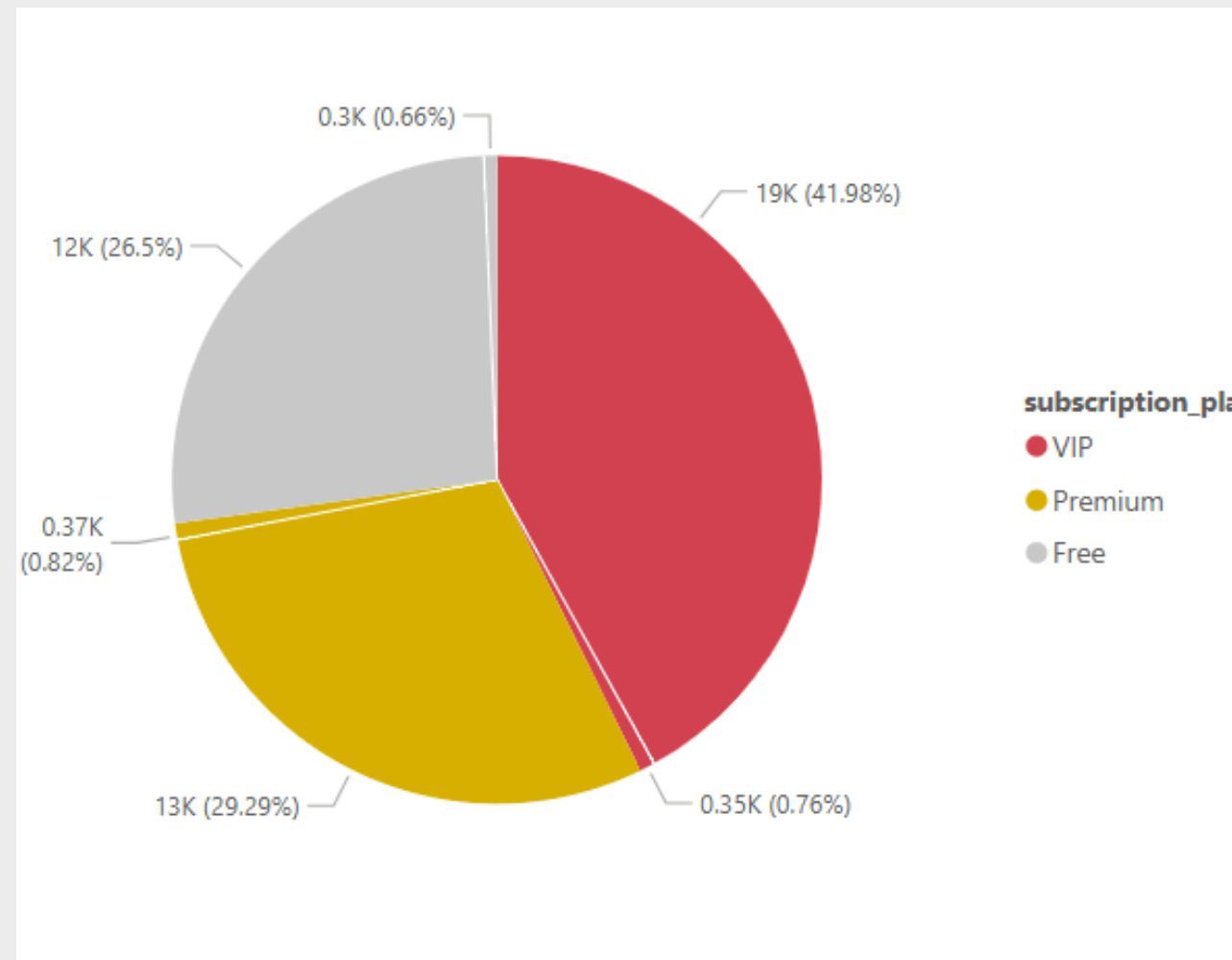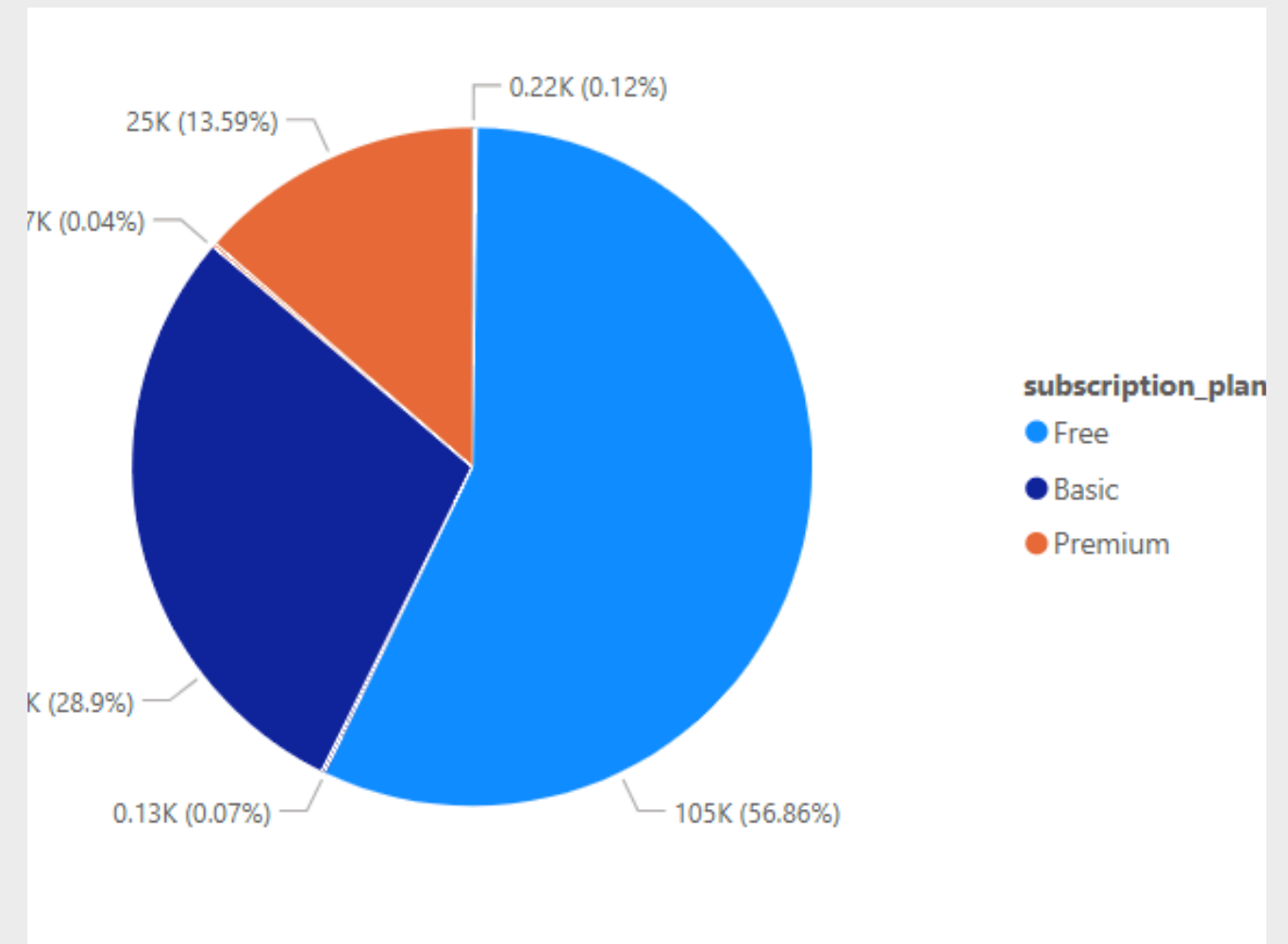
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Watch Time Analysis
● What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

device_type	Sum of jotstar_watch_time	city_tier ▲	Sum of liocinema_watch_time
Laptop	5,553.39	Tier 1	694.67
Mobile	11,571.50	Tier 1	4,016.63
TV	6,526.07	Tier 1	1,075.56
Laptop	4,234.78	Tier 2	506.31
Mobile	9,711.13	Tier 2	3,086.91
TV	4,955.10	Tier 2	780.50
Laptop	3,227.85	Tier 3	337.79
Mobile	8,090.74	Tier 3	1,845.73
TV	3,646.02	Tier 3	505.78
Total	**57,516.58**		**12,849.88**

Inactivity Correlation

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

inactive_date	avg_watch_time	inactive_users	pct_change
2	942.87	180	523.82
3	1,167.80	444	263.02
4	1,359.85	1107	122.84
5	1,396.43	1437	97.18
6	1,728.05	1512	114.29
7	1,758.64	1728	101.77
8	2,091.18	1929	108.41
9	2,438.42	1890	129.02
10	2,676.42	2523	106.08
11	2,188.95	3996	54.78
12	1,662.94	3210	51.80

Jotstar

inactive_date	Sum of avg_watch_time	Sum of inactive_users	Sum of pct_change
2	650.83	1069	60.88
3	815.92	3234	25.23
4	866.04	6350	13.64
5	809.56	7904	10.24
6	763.82	8143	9.38
7	794.88	10225	7.77
8	834.66	11787	7.08
9	831.74	12834	6.48
10	726.43	22467	3.23
11	644.44	27734	2.32
12	452.57	15582	2.90
Total	**8,190.90**	**127329**	**149.15**

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Downgrade Trends

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

upgrade_type	Q1	Q2	Q3	Q4	Total
Free	9951	10427	11093	7954	39425
Premium_to_free	79	68	61	17	225
VIP_to_free	1797	1507	1179	487	4970
Total	11827	12002	12333	8458	44620

| upgrade_type	Q1	Q2	Q3	Q4	Total
Basic_to_free	1672	2617	3523	2497	10309
Free	19600	30888	53148	62062	165698
Premium_to_free	1287	1999	2610	1543	7439
Total	22559	35504	59281	66102	183446

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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?
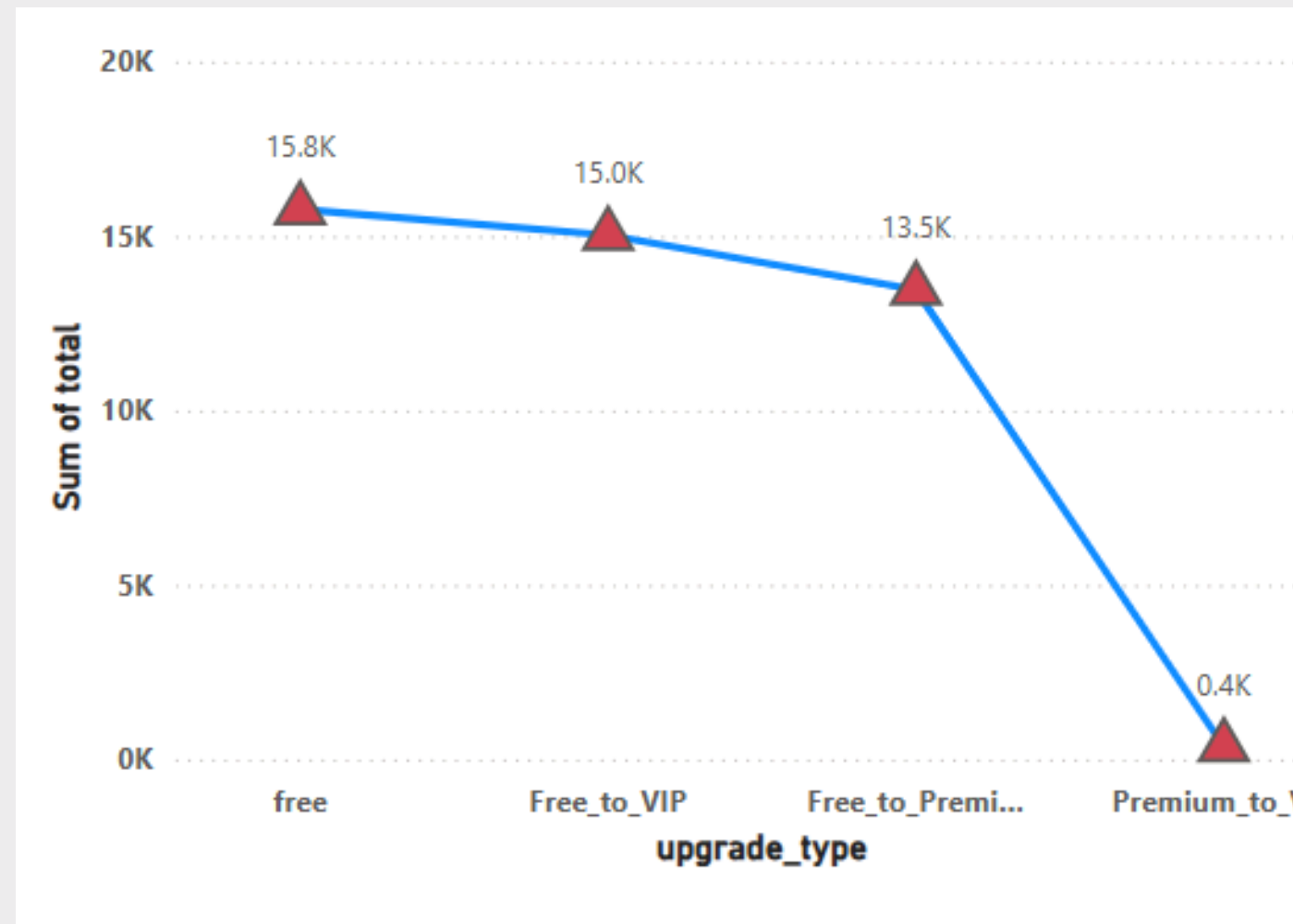
Jotstar
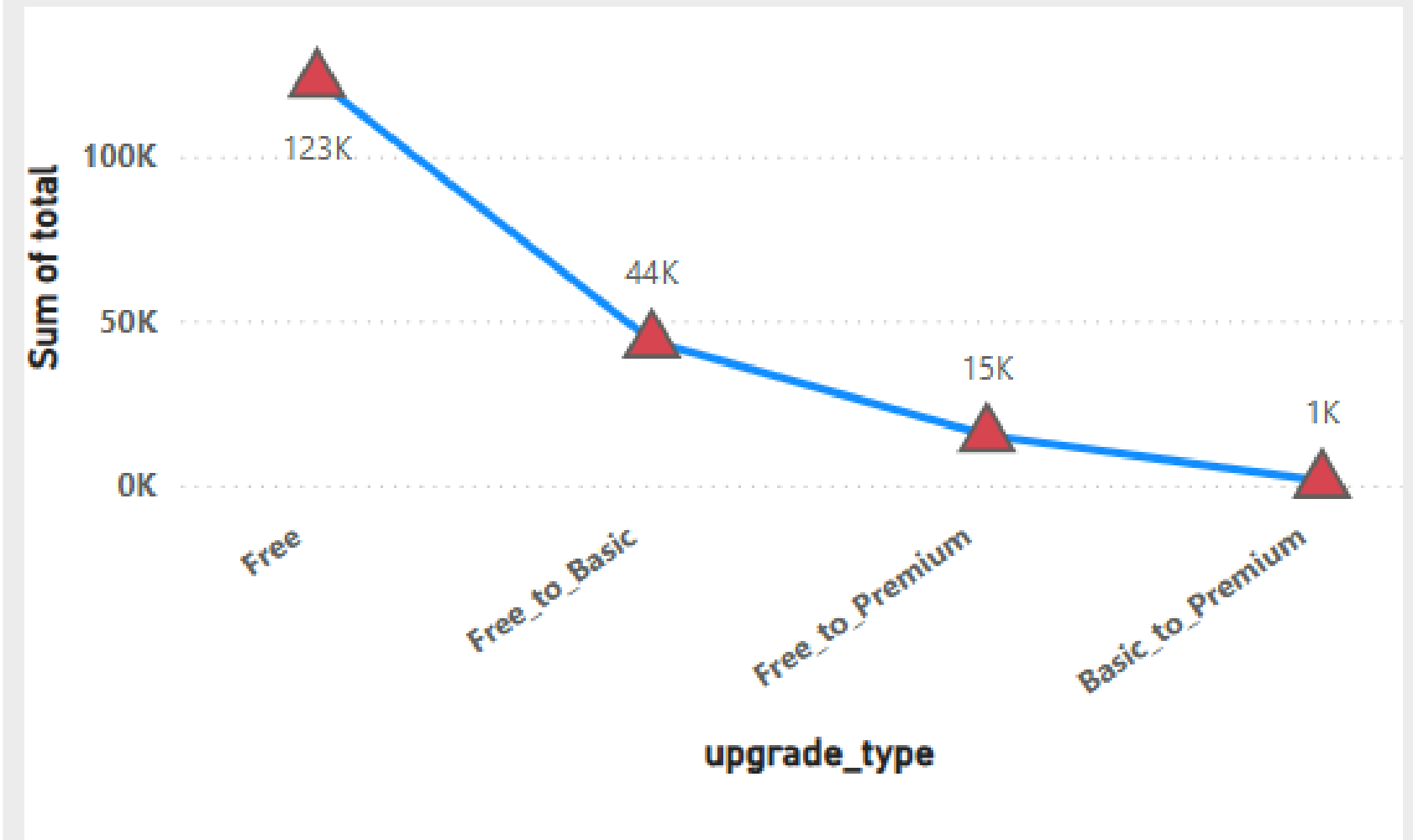
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Paid Users Distribution

● 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.

Tier 1	Premium	39.99%	10178
Tier 1	VIP	39.93%	10162
Tier 1	Free	20.08%	5111
Tier 2	VIP	50.61%	6794
Tier 2	Free	30.27%	4064
Tier 2	Premium	19.12%	2566
Tier 3	Free	50.84%	2921
Tier 3	VIP	38.31%	2201
Tier 3	Premium	10.84%	623

Tier 1	Free	44.90%	18412
Tier 1	Basic	29.97%	12293
Tier 1	Premium	25.13%	10306
Tier 2	Free	50.41%	32188
Tier 2	Basic	35.35%	22570
Tier 2	Premium	14.24%	9090
Tier 3	Free	69.21%	54392
Tier 3	Basic	23.54%	18499

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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

subscription	total_revenue	total_users
VIP	2122308	19157
Premium	255300	13367
Free	0	12096

jotstar

subscription	total_revenue	total_users
Premium	2784465	25092
Basic	3535767	53362
Free	0	104992

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Secondary Analysis

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

AI Driven decisions

Reward

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

Regional

Sports

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

5g Plans For Super Quality

Free Subscriptions

Free Access For specific Content

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

Personalised Content

Smart Search and Voice assitance

Video Compression

Brand Ambassador?

Ranbir Kapoor

Best Actor 2024

Thank you!

Have a great day ahead.