LIO & JOTSTAR

STRATEGIC INSIGHTS FOR OTT GROWTH & MARKET EXPANSION

Presented by: Pakhi Singh Tak

LioJotstar

PROBLEM STATEMENT

Lio, a leading telecom provider in India, is merging with Jotstar, a leading streaming platform.

The goal is to leverage Lio's subscriber base and Jotstar's diverse content to dominate the OTT market.

Business Objective:

- Analyze performance and user behavior to inform merger decisions.
- Establish LioJotstar as India's leading OTT platform

LioJotstar

PROJECT OVERVIEW

Scope of Analysis:

- **Content Library Analysis**
- **Subscriber Growth & Insights**
- **Inactivity Trends**
- **Subscription Upgrade & Downgrade Trends**
- **Revenue & Market Insights**

Datasets:
Below data for both Lio & Jotstar

- **Subscribers data**
- **Content consumption data**
- **Content data**

LIO & JOTSTAR

The Deal Dynamics

LioJotstar

Explore Analysis

Sign in:

Developed by:

Pakhi Singh Tak

USER TRENDS CONTENT REVENUE

SUBSCRIBERS INSIGHTS

Total Users	Active Users	Paid Users %	Upgraded Users	Downgraded_Users	Avg Watchtime(hrs)
228K	139K	49	9K	24K	47.34

Inactivity % Comparison

- Lio Cinema: 45
- Jotstar: 15

Platform

Paid Plan Adoption

- Free: 117K
- Basic: 53K
- Premium: 38K
- VIP: 19K
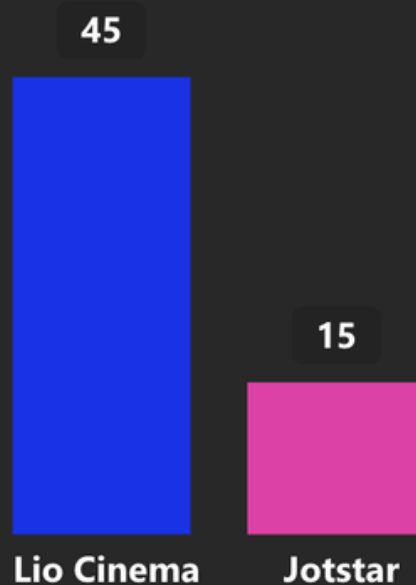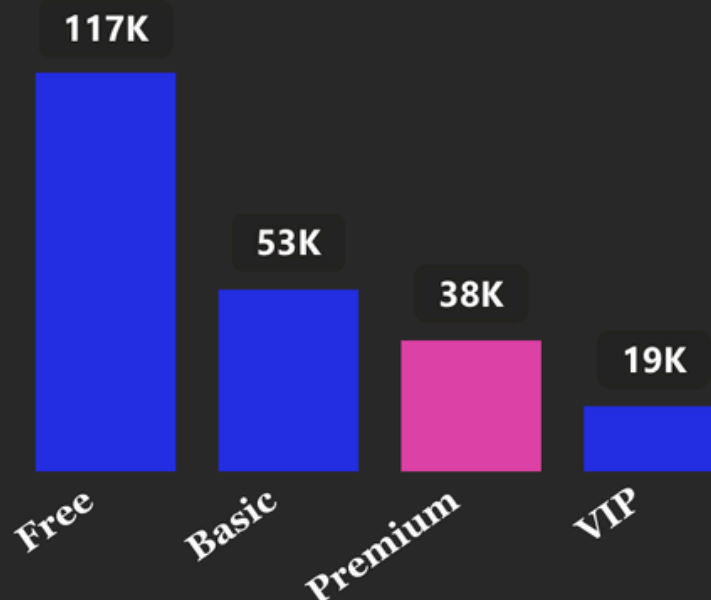
Users Distribution by Age & Plan

age_group	Basic	Free	Premium	VIP	Total
18-24	23172	47799	13266	3252	87489
25-34	15112	35467	12844	8673	72096
35-44	9657	21469	7862	4846	43834
45+	5421	12353	4487	2386	24647
Total	53362	117088	38459	19157	228066

Subscriber Growth Rate (MoM)

● Jotstar ● Lio Cinema

Lio Cinema: 4K, 4K, 4K, 10K, 12K, 14K, 16K, 19K, 24K, 29K, 37K

Jotstar: 7K, 7K, 8K, 4K, 4K, 4K, 4K, 4K, 4K, 4K, 4K

Jan 2024 — Mar 2024 — May 2024 — Jul 2024 — Sep 2024 — Nov 2024

CONTENT LIBRARY ANALYSIS

Total Contents	Genre	Total Watch Time (hrs)	Avg Watchtime(hrs)
3610	14	26.73M	47.34

Plan Transition Analysis

● Upgraded Users ● Downgraded_Users

Transition	Value
VIP - Premi...	2821
Free - Basic	2078
Free - Premi...	1398
Basic - Premi...	1362
Free - VIP	844
Basic - Free	10309
Premi... - Basic	3111
Premi... - Free	7664
Premi... - VIP	368
VIP - Free	2149

Upgraded Users and Dow...

new plan

Avg Watch Time

Device	Value
Mobile	71
TV	34
Laptop	28
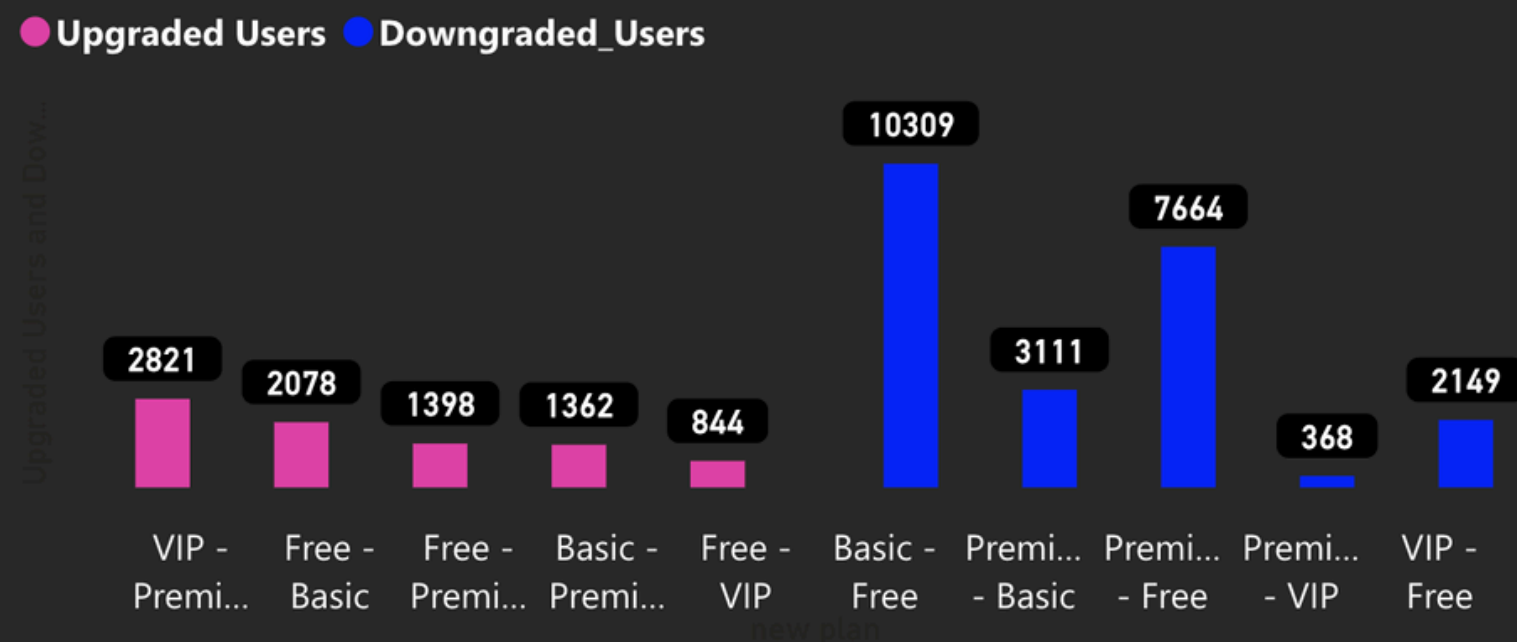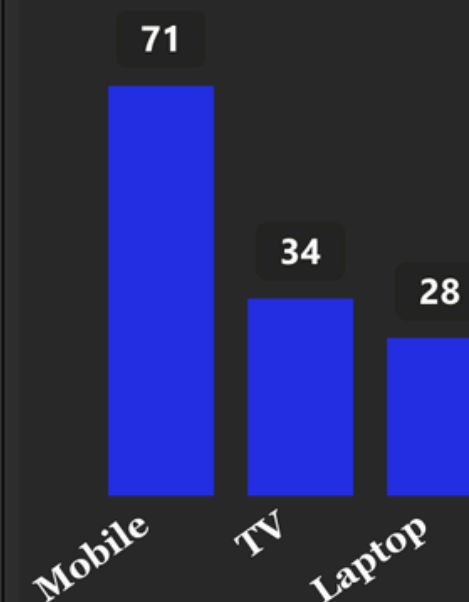
Content Distribution by Language

● Jotstar ● Lio Cinema

Language	Jotstar	Lio Cinema
Hindi	637	424
English	800	56
Telugu	244	242
Tamil	251	
Kannada	121	118
Malayalam	118	121
Marathi	74	68
Bengali	60	
Gujarati	28	
Punjabi	27	

Total Contents

language
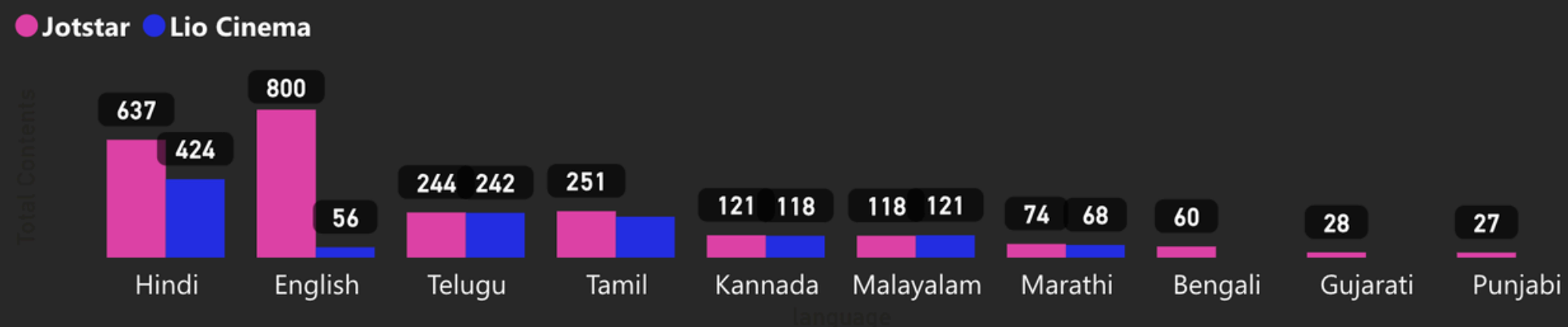
Distribution by Type & Genre

content_type	Total Contents
⊟ Movie	2080
Action	359
Adventure	85
Comedy	300
Crime	30
Drama	512
Family	68
Fantasy	122
Horror	27
Romance	242
Sci-Fi	72
Thriller	263
⊟ Series	1126
Action	206
Total	**3610**
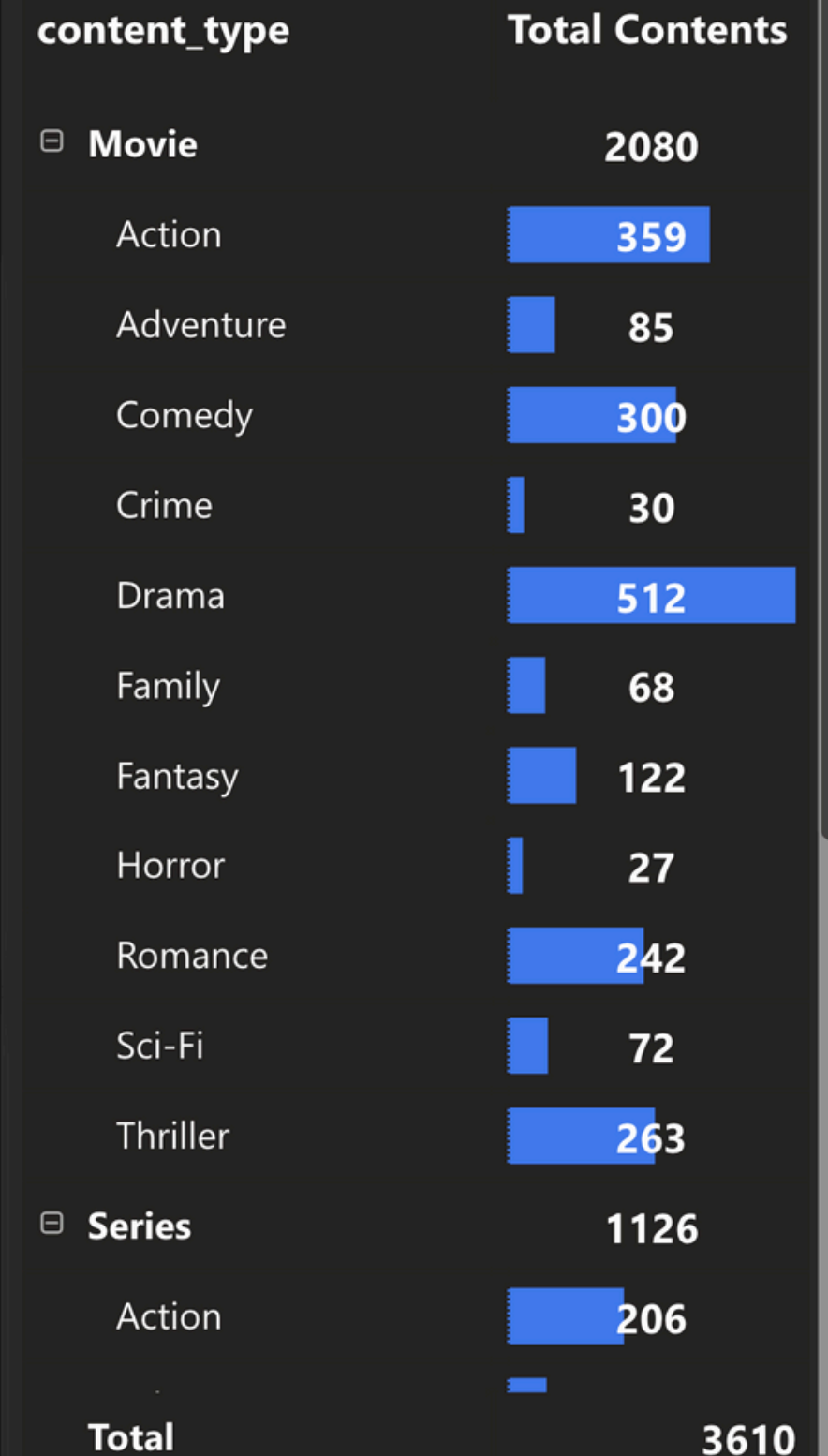
REVENUE ANALYSIS

PLATFORM

Jotstar

Lio Cinema

NAVIGATION

Subscribers Insights

Content Insights

Revenue Insights

Total Revenue
₹ 14.76M

ARPU
64.73

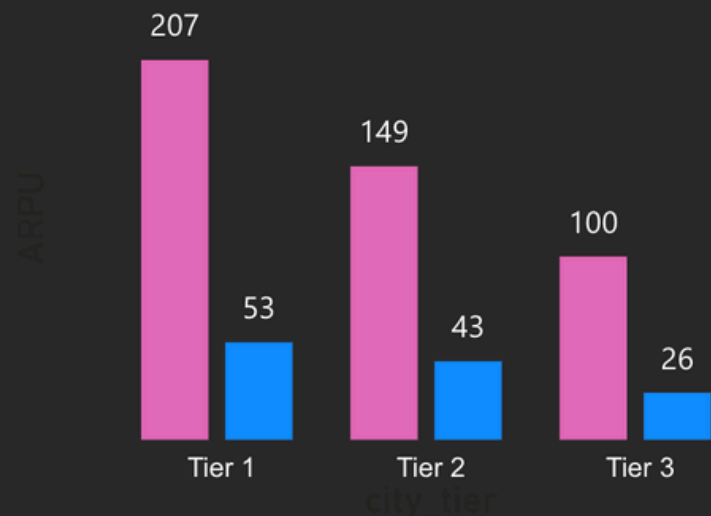**Paid Users**
111K

Total Revenue based on Plan

● Jotstar ● Lio Cinema

Plan	Value
Premium (Jotstar)	₹ 4.80M
Premium (Lio Cinema)	₹ 3.24M
Basic (Lio Cinema)	₹ 3.68M
VIP (Jotstar)	₹ 3.05M
Free	₹ 0.00M
Free	₹ 0.00M
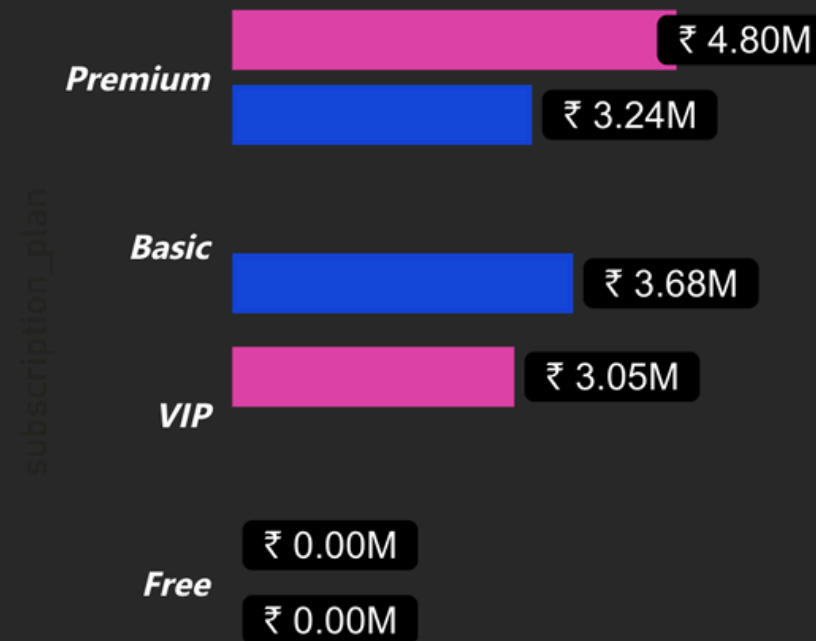
Revenue Distribution

● Jotstar ● Lio Cinema

₹ 6.92M (46.86%)

₹ 14.76M

₹ 7.84M (53.14%)

Monthly Revenue

Month	Total Revenue
January	₹ 0.92M
February	₹ 0.95M
March	₹ 0.99M
April	₹ 1.07M
May	₹ 1.18M
June	₹ 1.25M
July	₹ 1.33M
August	₹ 1.41M
September	₹ 1.64M
October	₹ 1.82M
Total	**₹ 14.76M**

APRU by city tier

ARPU: Avg Revenue per user

● Jotstar ● Lio Cinema

City tier	Jotstar	Lio Cinema
Tier 1	207	53
Tier 2	149	43
Tier 3	100	26
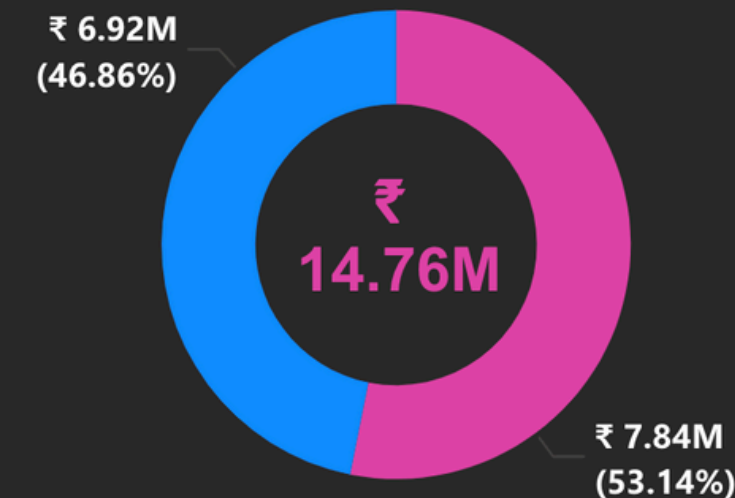
Revenue Trends

● Jotstar ● Lio Cinema

Month	Lio Cinema	Jotstar
January		
February		
March		
April		
May		₹ 1.18M
June		₹ 1.25M
July		₹ 1.33M
August	₹ 1.41M	₹ 1.41M
September	₹ 1.64M	₹ 1.64M
October	₹ 1.82M	₹ 1.82M
November	₹ 2.20M	₹ 2.20M
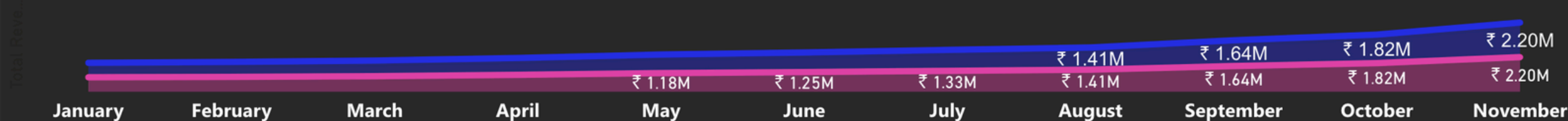
FURTHER ANALYSIS & RECOMMENDATIONS

KEY COMPARISON

LioCinema

Jotstar

| LioCinema		Jotstar
183K	USER BASE	45K
101K	ACTIVE USERS	38K
78K	PAID USERS	33K
25H	AWTH	117H
1250	CONTENTS	2360
7M	REVENUE	8M

AWTH: Average watch time in hours.

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

- **Personalised recommendations**

- **Push Notifications**

- **Exclusive Limited time access**

- **Cross Platform Experience**

- **Loyalty Incentives**

- **Flexible Subscription Options**

- **Gamification & Rewards**
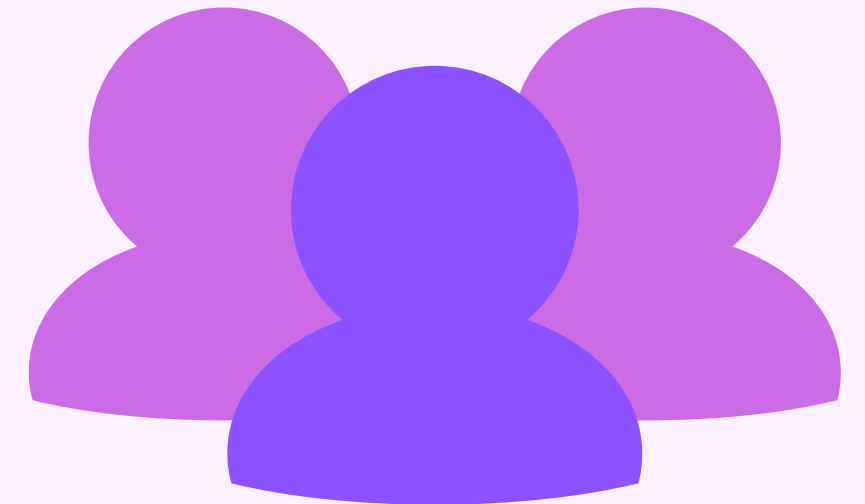
Q. How can the platform leverage partnerships with telecom companies to expand its subscriber base ?

- **Bundled Packs**

  Telecom + OTT packages

- **Cashbacks & Discounted Data Plans**

  Provide discounted mobile recharges

- **Device Integration**

  Smart Tv & Set up boxes

- **5G Optimised Streaming plans**

  Market 5G exclusive streaming plans thru telecom companies

Q. What role can AI & machine learning play in personalising user experience and improving content discovery ?

- **AI Powered Content Curation**

  suggests shows based on watch history, time, trending preferences.
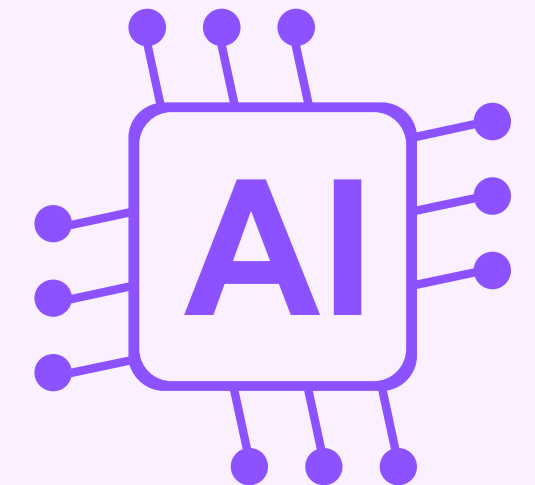
- **Voice & Visual Search**

  Implement voice & AI driven search recommendations.

- **User Experience Optimization**

  churn prediction, personalized offers.

- **Personalisation**

  automated playlist, personalised homepage.

Q. Why LioJotstar will be the strongest OTT Platform in India ?

Liocinema has a rapidly growing user base

Jotstar leads in Content Library

💥 **LioJotstar –** The ultimate OTT powerhouse