

Sign in:

LIO & JOTSTAR

The Deal Dynamics



Explore Analysis

USER TRENDS

CONTENT

REVENUE

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PLATFORM

Jotstar

Lio Cinema

NAVIGATION



Subscribers Insights

Content Insights

Revenue Insights



SUBSCRIBERS INSIGHTS

Total Users

228K

Active Users

139K

Paid Users %

49

Upgraded Users

9K

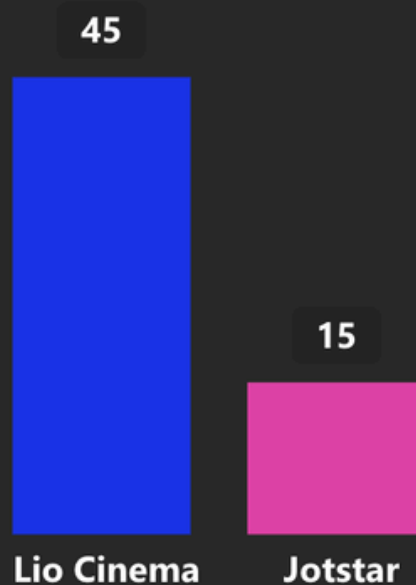
Downgraded_Users

24K

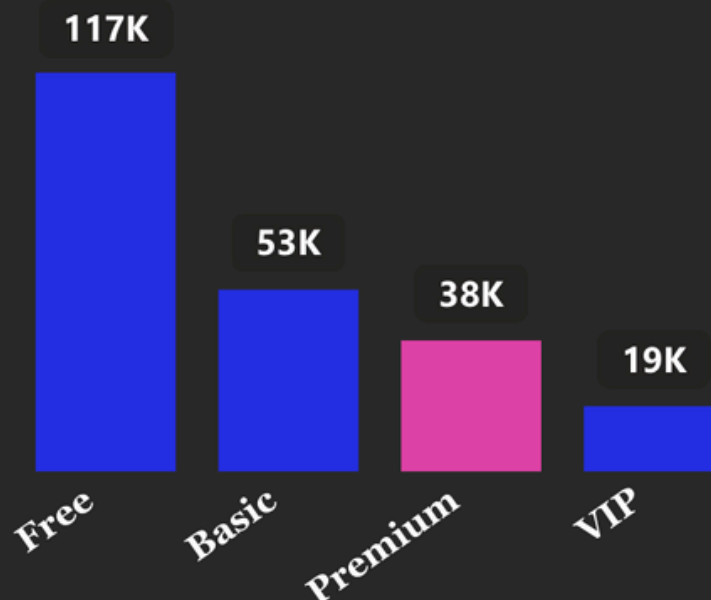
Avg Watchtime(hrs)

47.34

Inactivity % Comparison



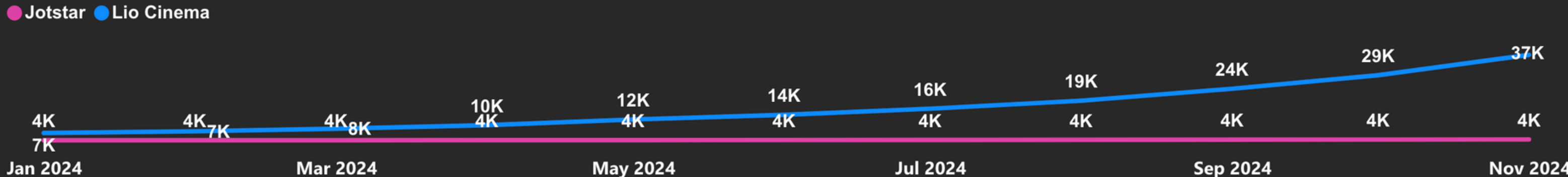
Paid Plan Adoption



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)





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CONTENT LIBRARY ANALYSIS

Total Contents

3610

Genre

14

Total Watch Time (hrs)

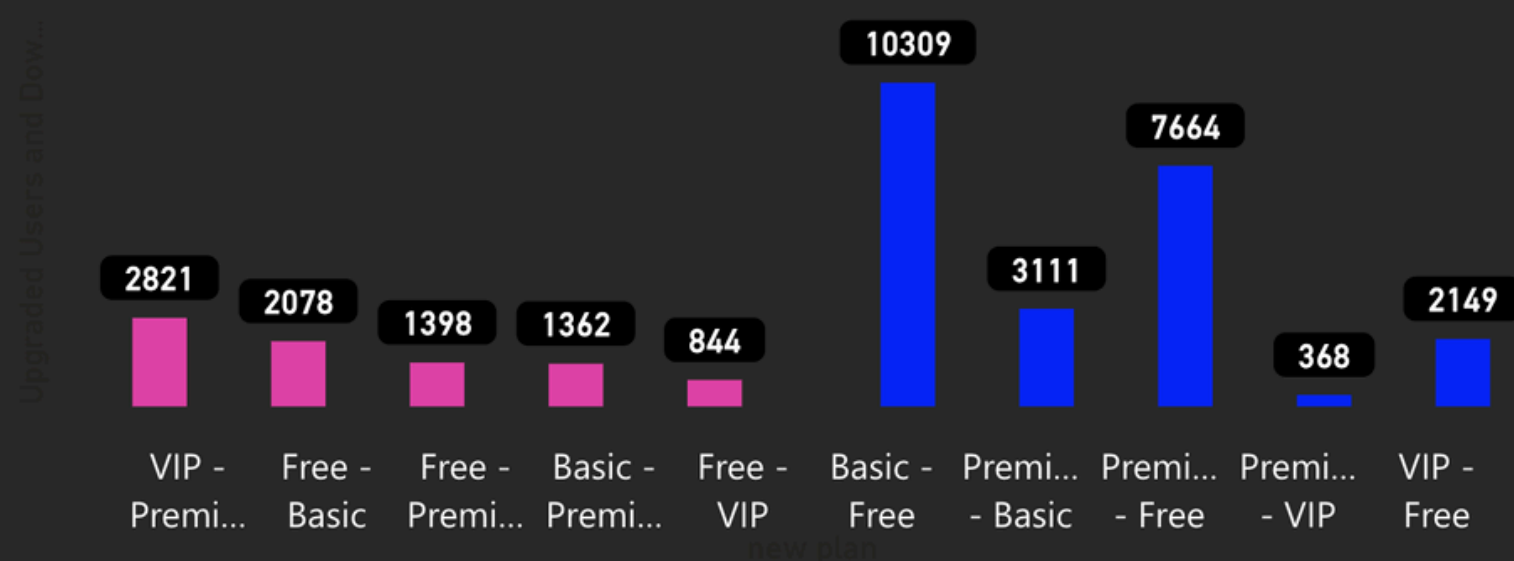
26.73M

Avg Watchtime(hrs)

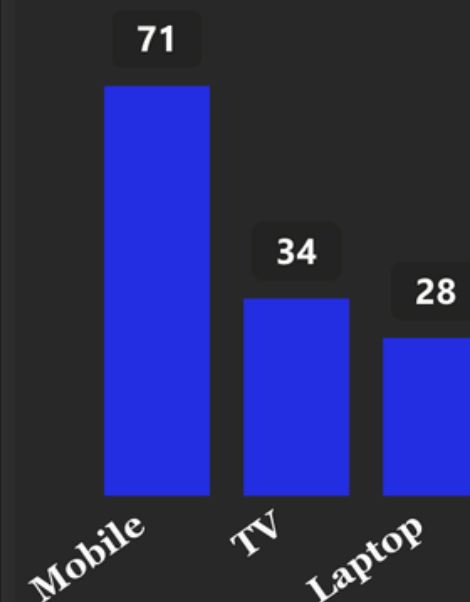
47.34

Plan Transition Analysis

● Upgraded Users ● Downgraded_Users

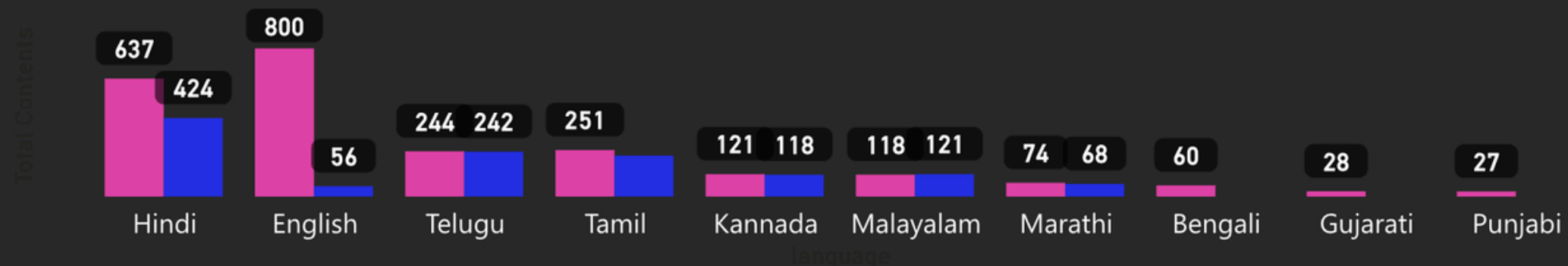


Avg Watch Time



Content Distribution by Language

● Jotstar ● Lio Cinema



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

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Lio Cinema

NAVIGATION



Subscribers Insights

Content Insights

Revenue Insights

Total Revenue

₹ 14.76M

ARPU

64.73

Paid Users

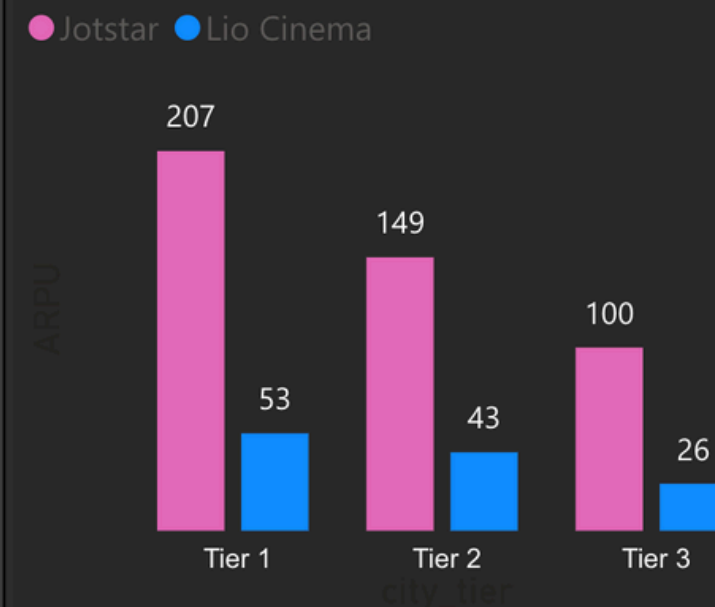
111K

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

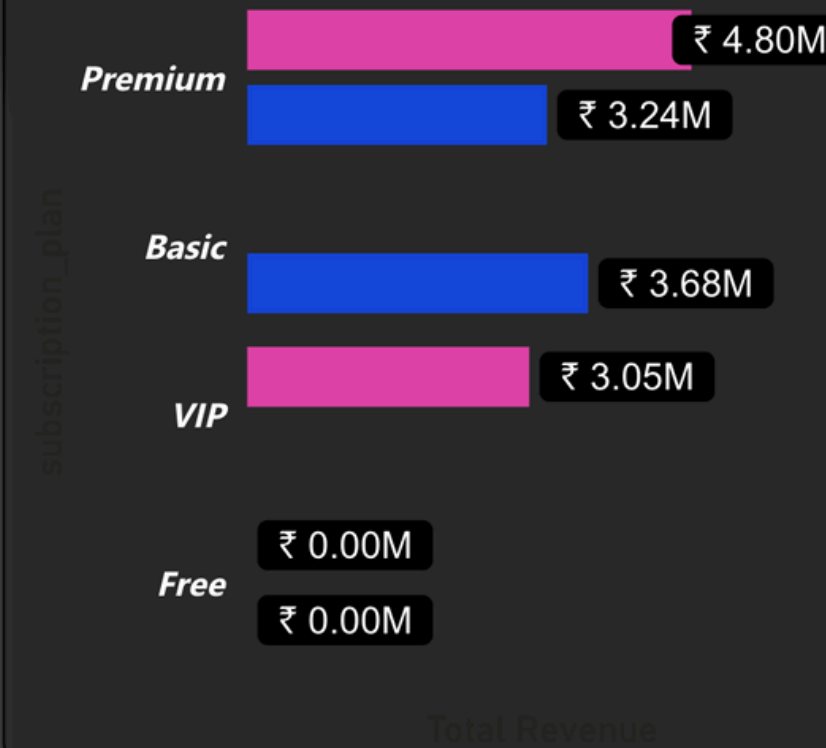
APRU by city tier

ARPU: Avg Revenue per user



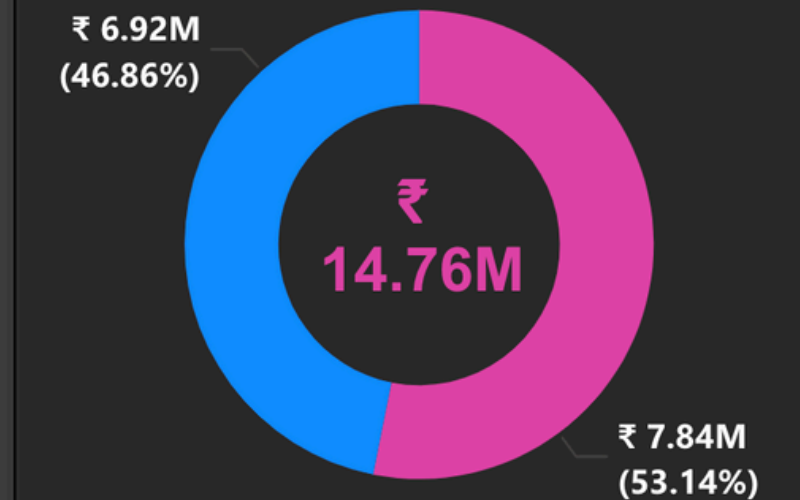
Total Revenue based on Plan

● Jotstar ● Lio Cinema



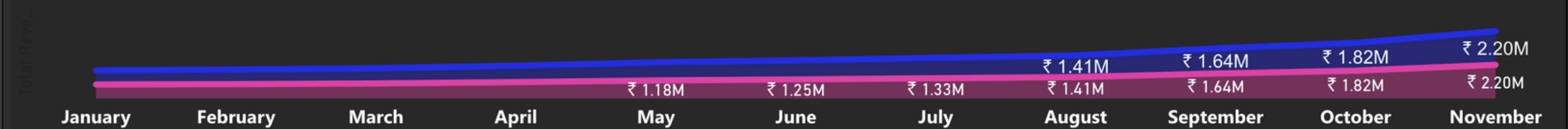
Revenue Distribution

● Jotstar ● Lio Cinema



Revenue Trends

● Jotstar ● Lio Cinema





KEY COMPARISON

LioCinema

183K

101K

78K

25H

1250

7M



USER BASE



ACTIVE USERS



PAID USERS



AWTH



CONTENTS



REVENUE

Jotstar

45K

38K

33K

117H

2360

8M

AWTH: Average watch time in hours.