

OTT PLATFORMS MERGER ANALYSIS

Two Entertainment Gains, One Amazing Platform

Explore the Analysis

Note : All user activities analyzed reflect data from January to November 2024



Content
Library



Subscribers
Insight



Paid
Users



Inactive
Users



Plan Upgrades

Plan
Upgrades



Plan
Downgrades



Content
Consumption
Behaviour



Revenue



CONTENT LIBRARY OVERVIEW

Filters 0



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Plan Upgrade Overview

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Revenue Overview

JOTSTAR

2360

Total Titles

3

Content Types

12

Genre

10

Languages

LIOCINEMA

1250

Total Titles

3

Content Types

11

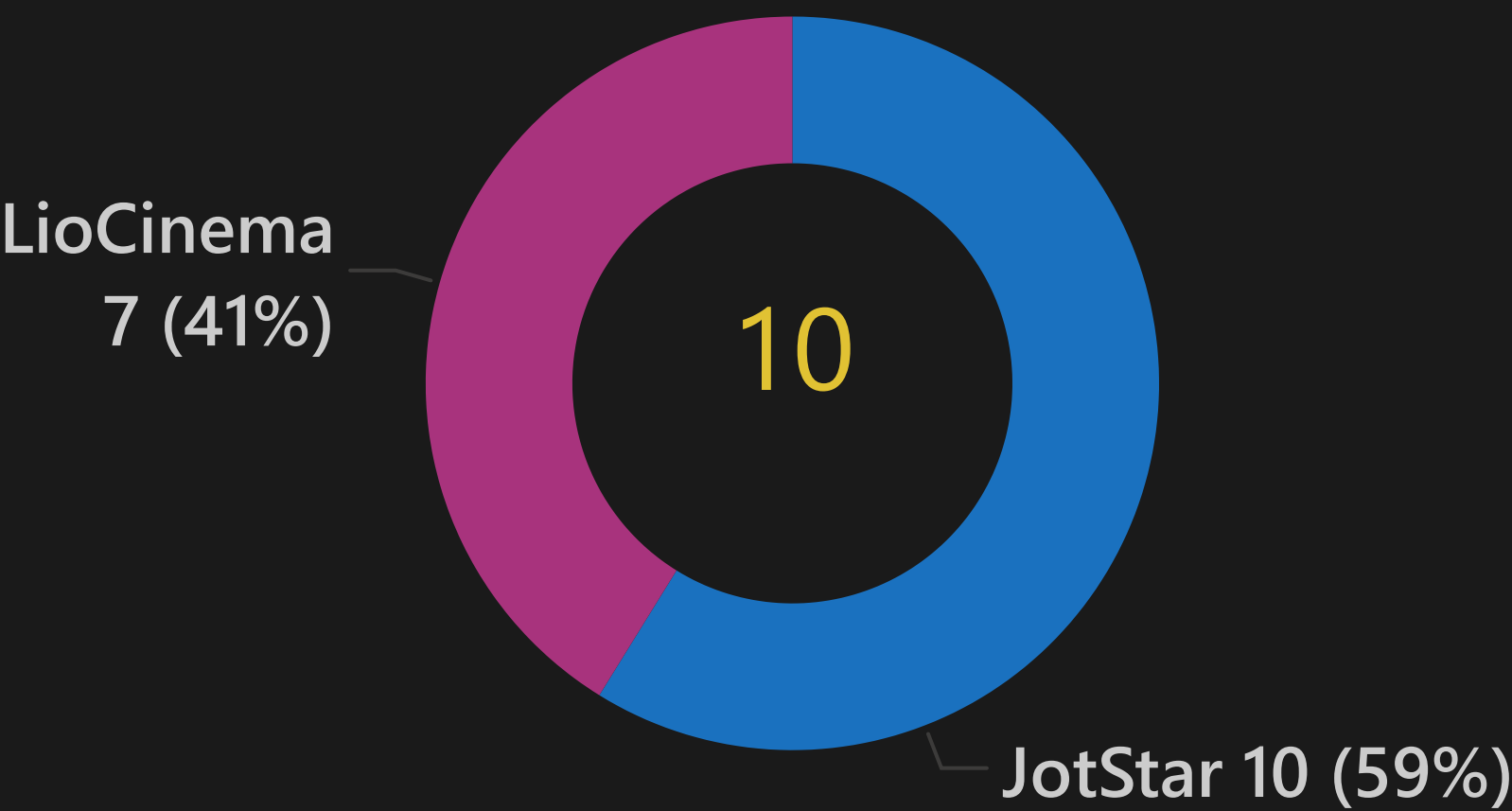
Genre

7

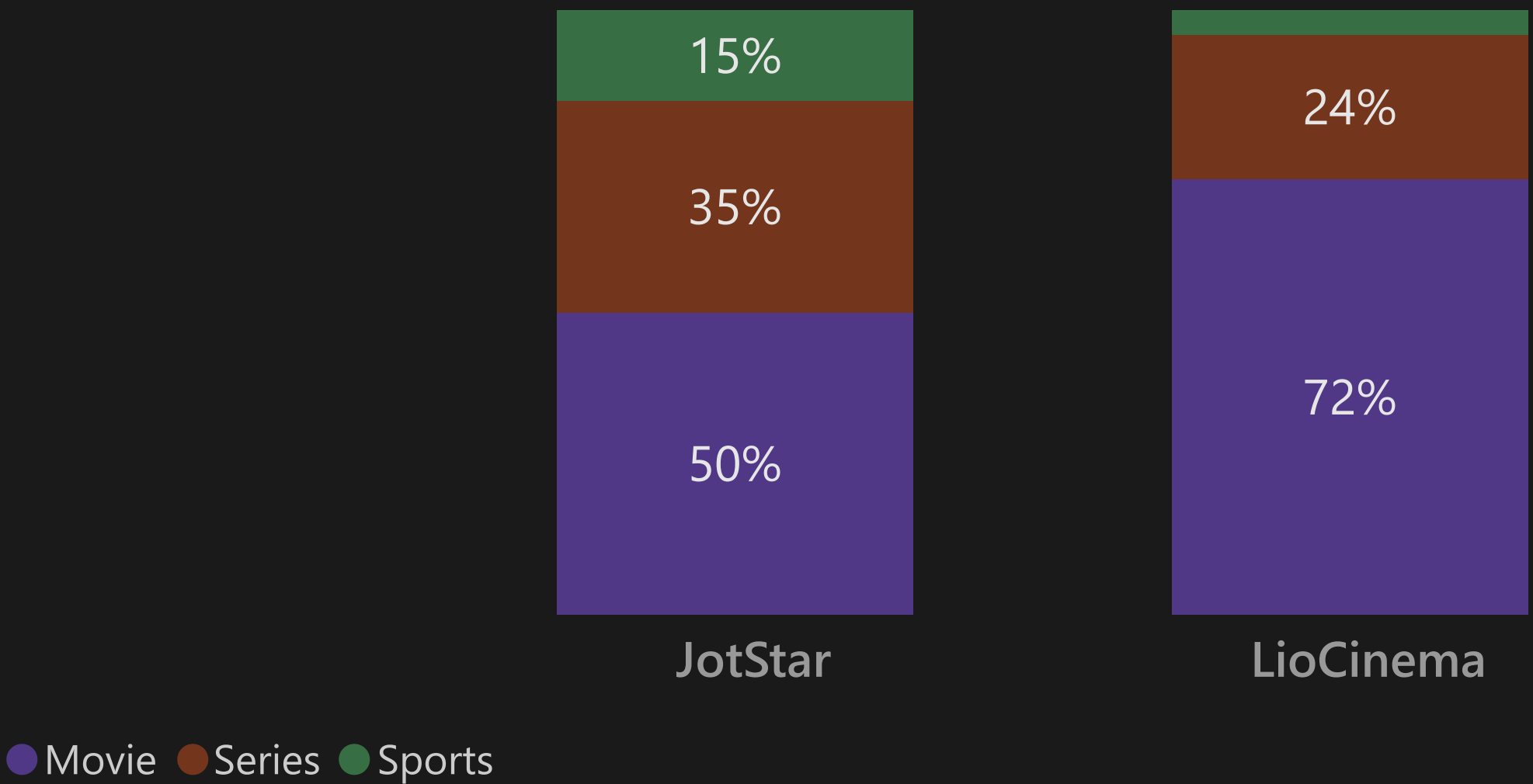
Languages

- ☐ Titles
- ☐ Genre
- ☒ Languages

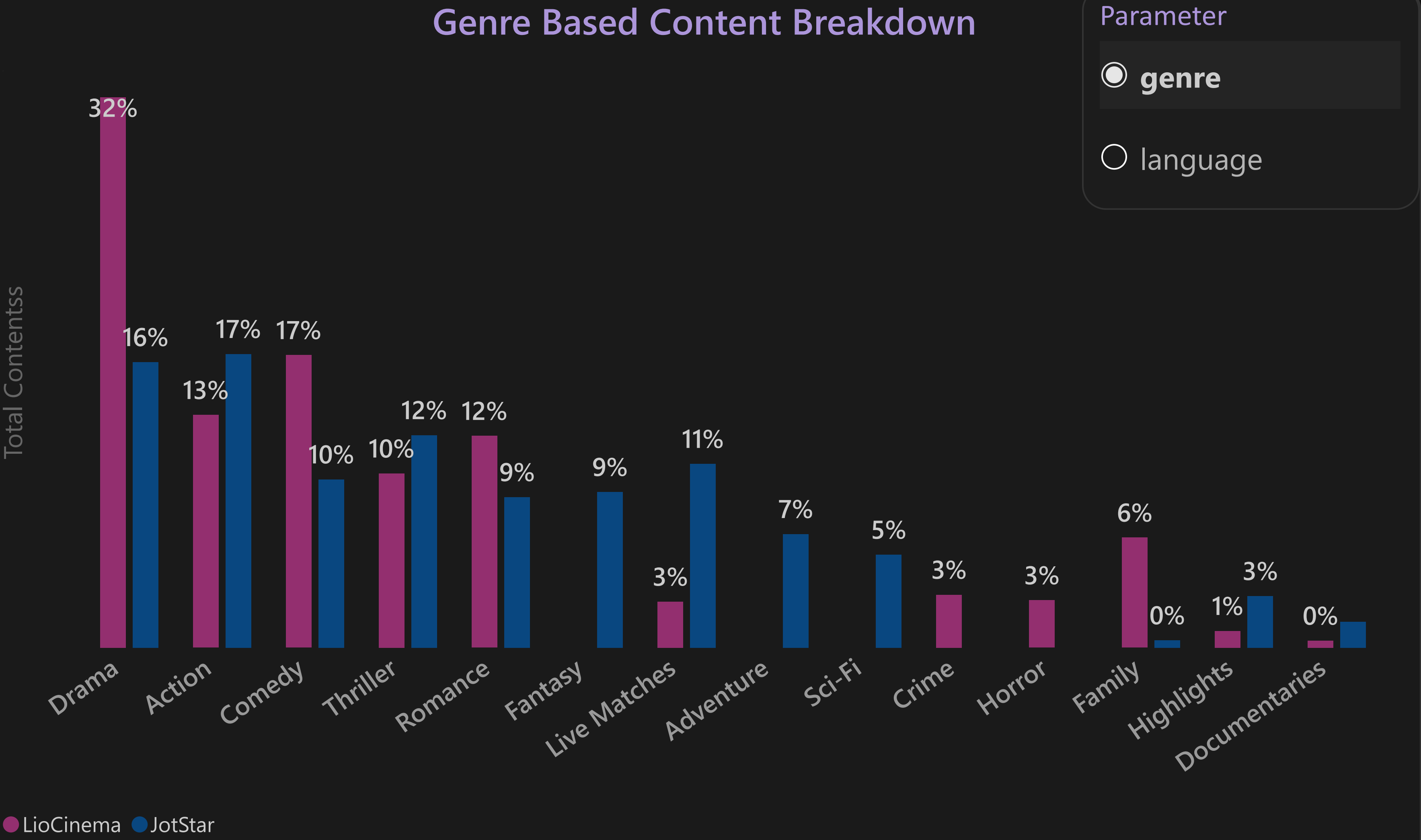
Platform Language Distribution



Content Breakdown by Type



Genre Based Content Breakdown



- Parameter
- ☒ genre
 - ☐ language

Thriller, Action, Drama

Popular content

Action, Comedy, Drama

Popular Content



SUBSCRIBERS OVERVIEW - November 2024

Filters 0



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JOTSTAR

45K

Total Users

27.5%

CMGR

LIOCINEMA

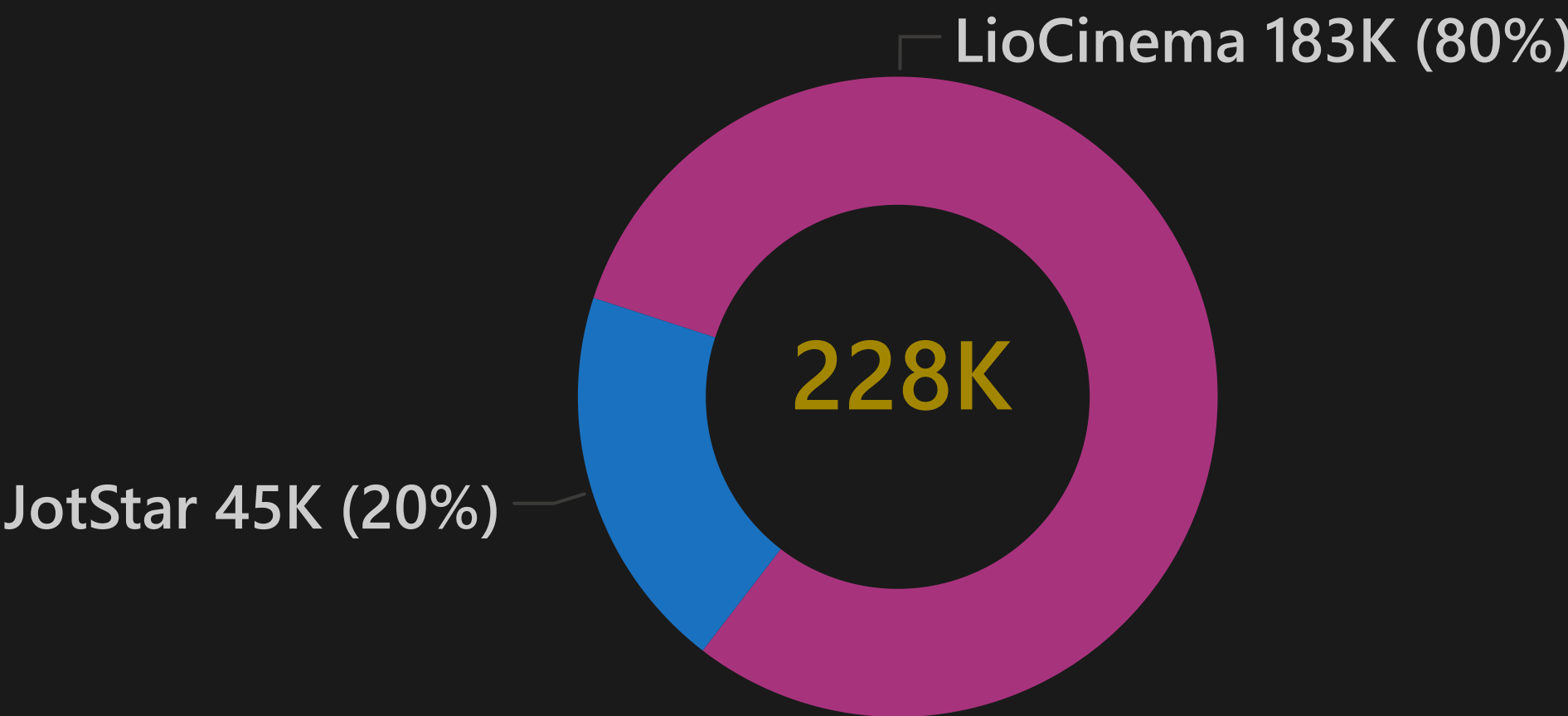
183K

Total Users

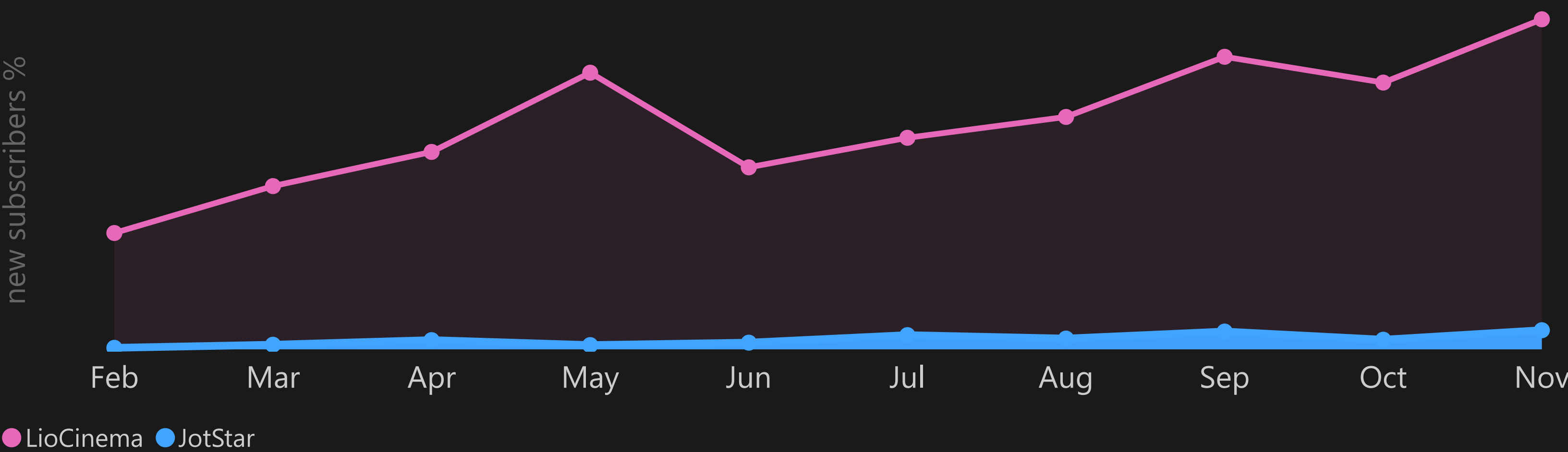
39.1%

CMGR

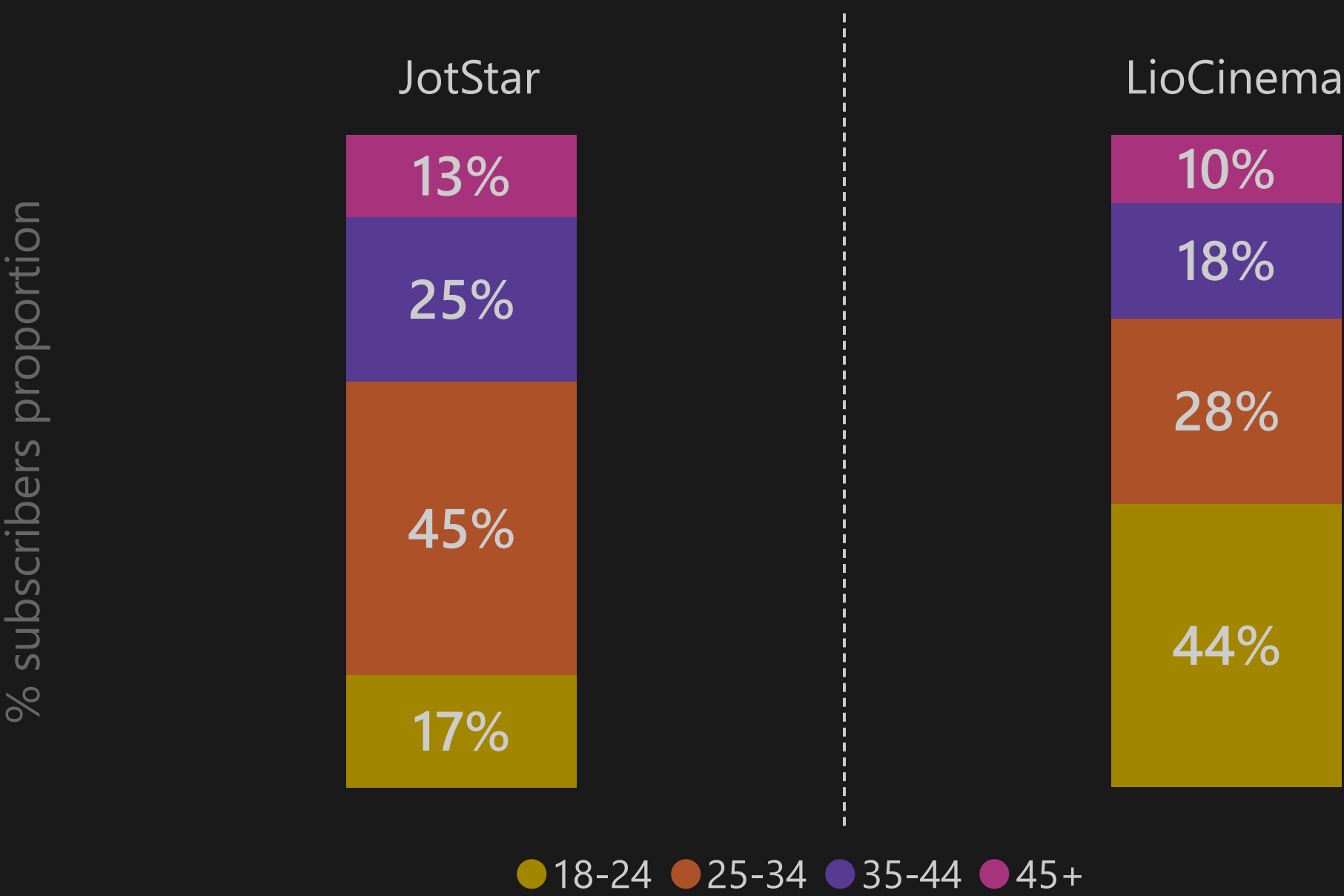
Subscribers Base Distribution



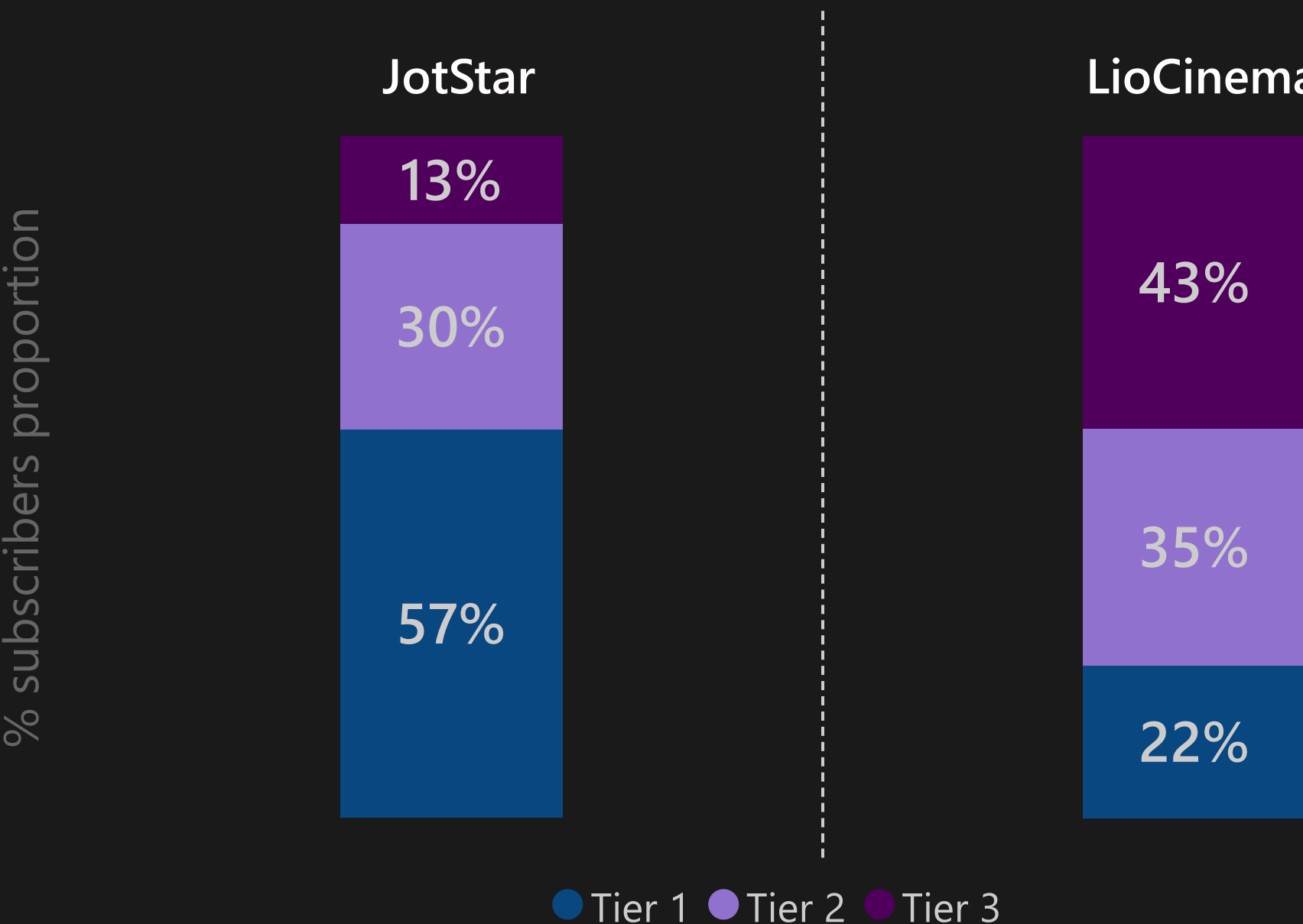
Subscriber Growth Rate (MoM)



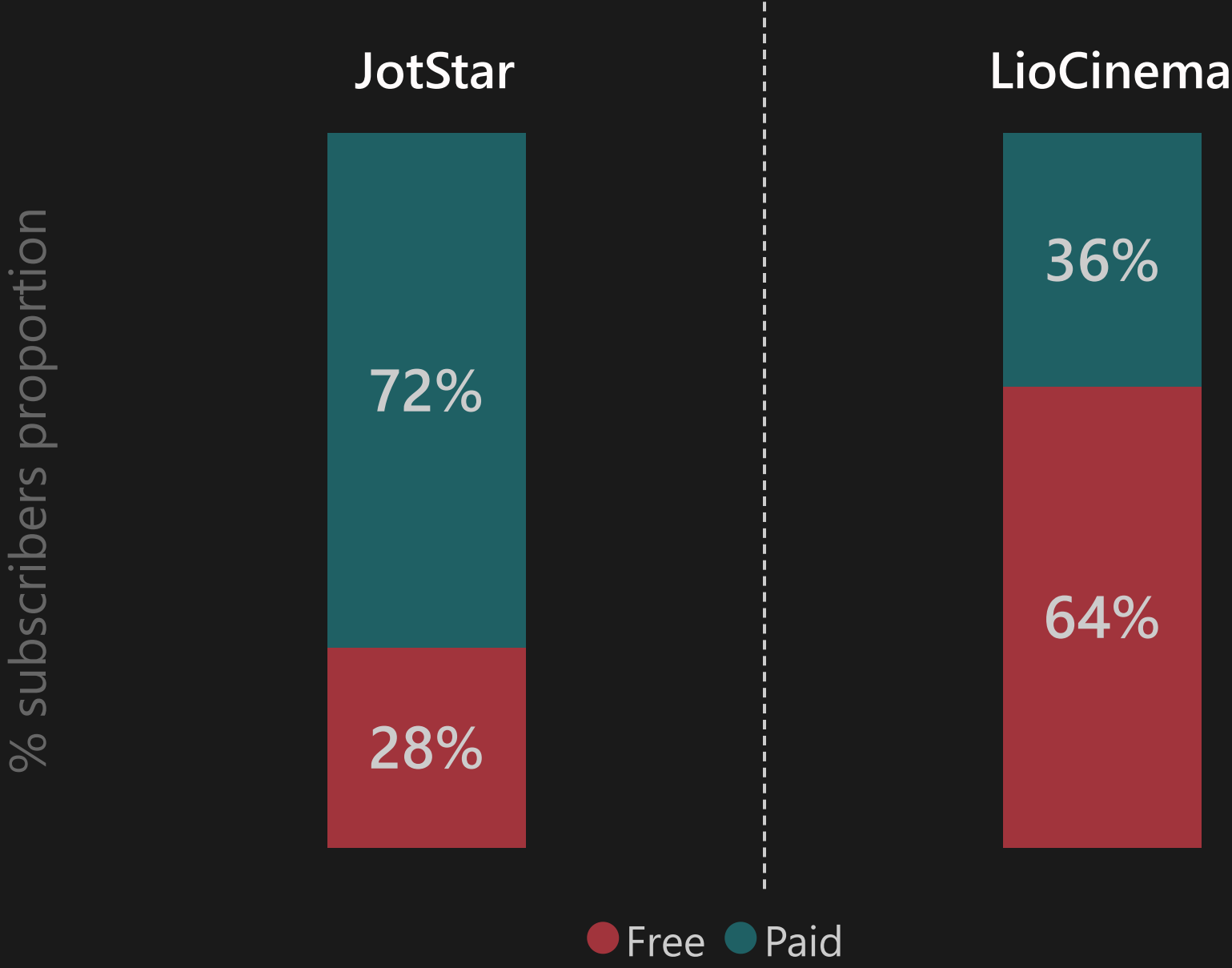
Age-Group Subscribers Distribution



City-Tier Subscribers Distribution



Free vs Paid Plan Adoption





PAID USERS OVERVIEW - November 2024



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JOTSTAR

45K

Total Users

32K

Paid users count

72.0%

Paid User %

LIOCINEMA

183K

Total Users

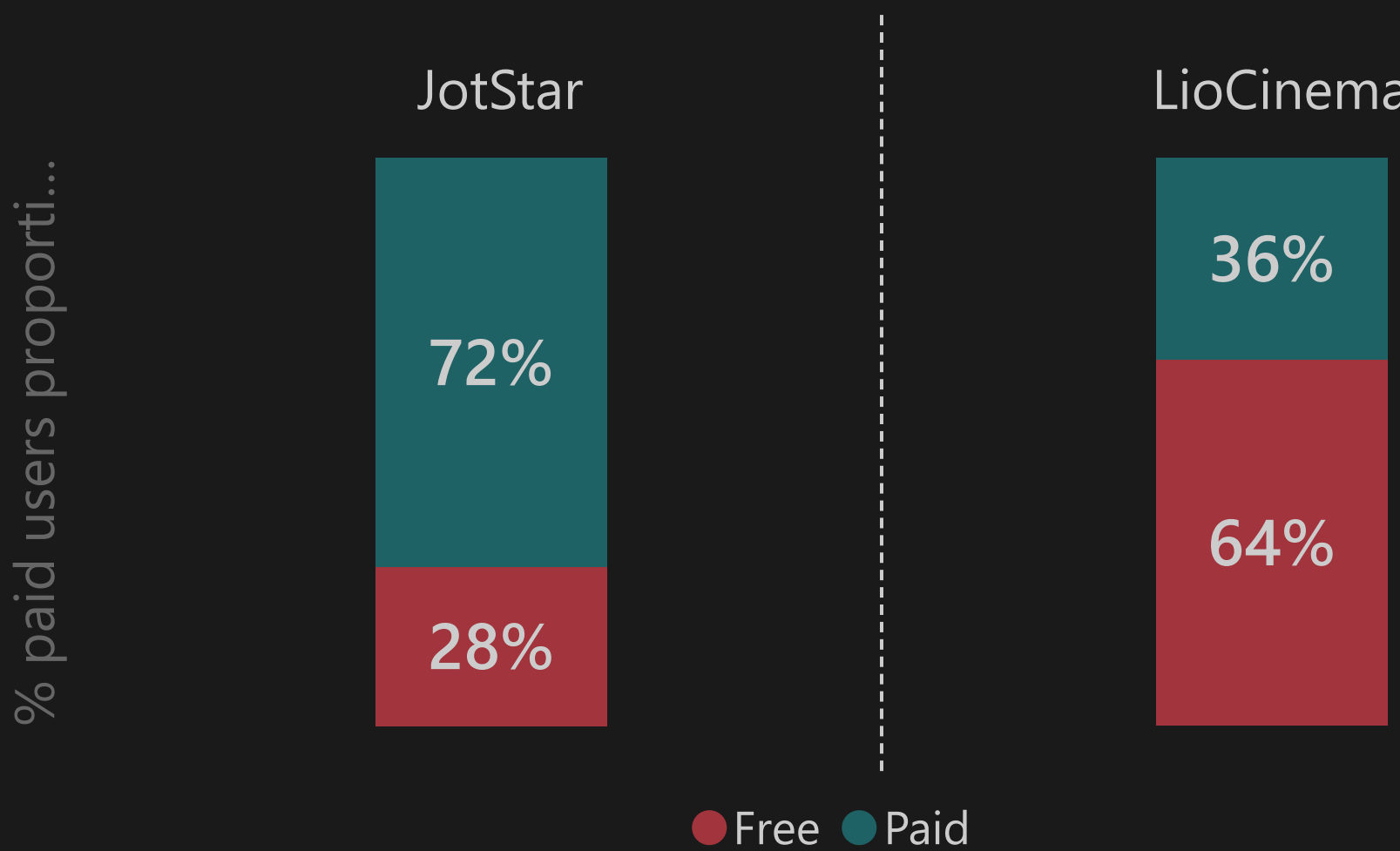
65K

Paid users count

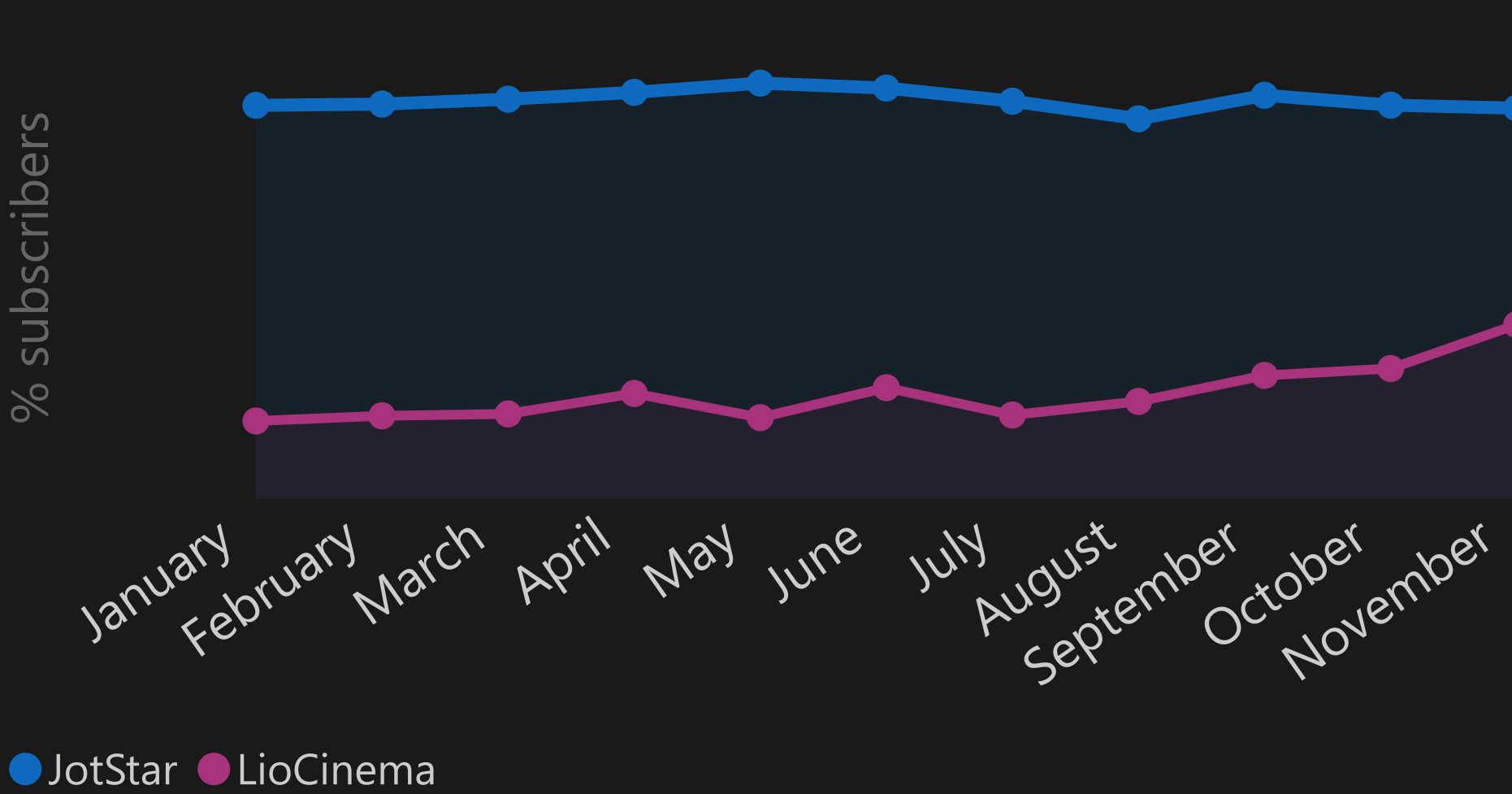
35.5%

Paid User %

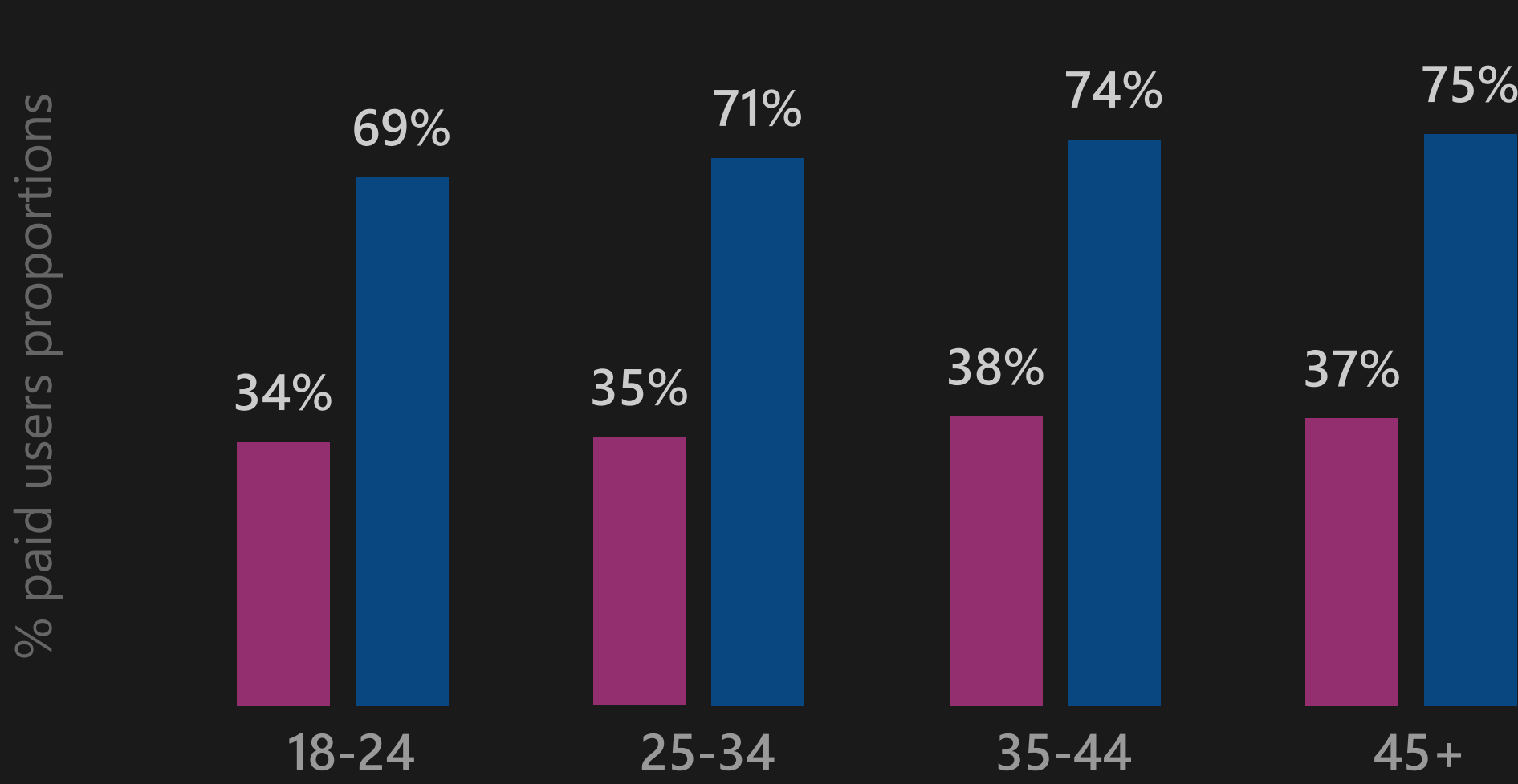
Paid Users Distribution



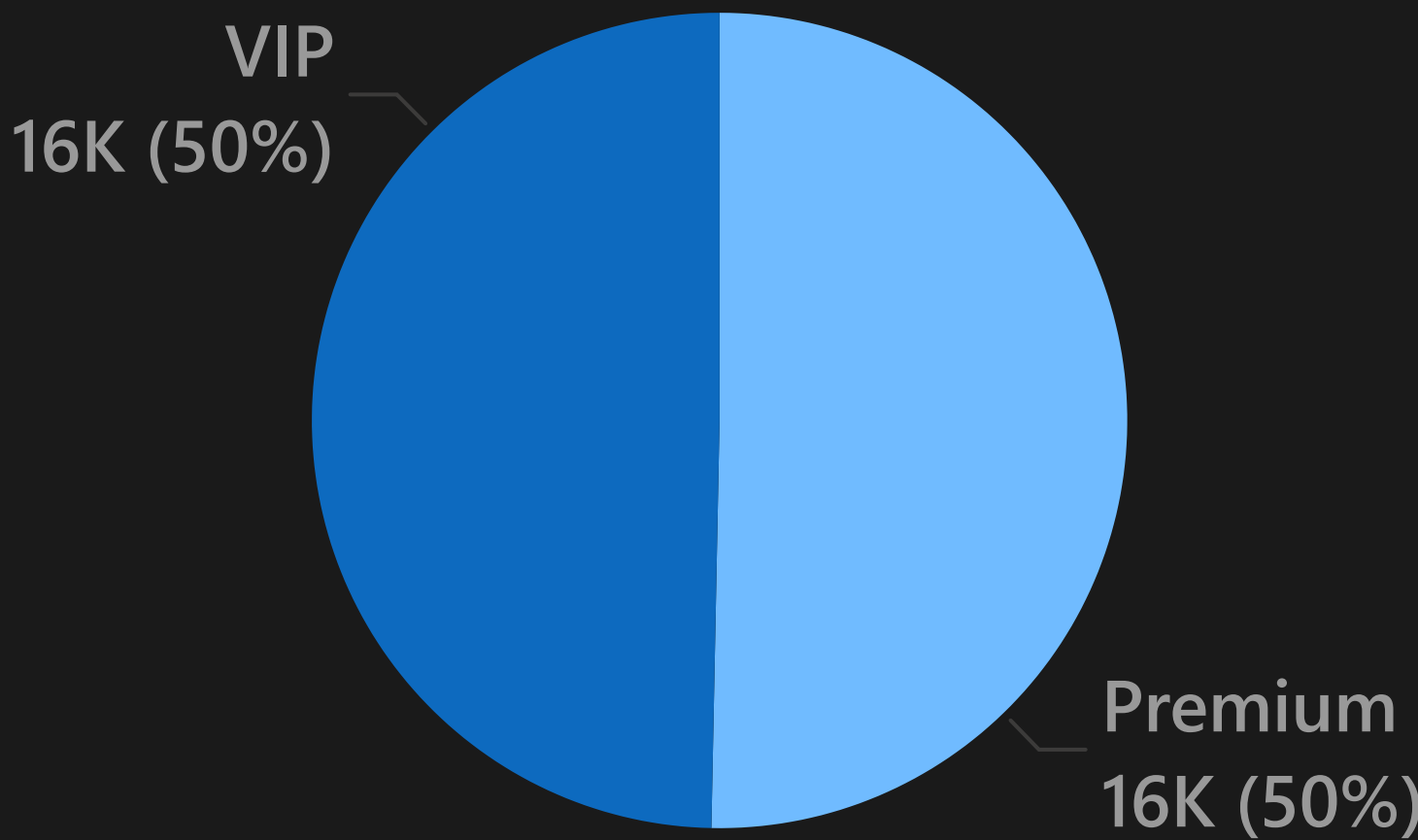
Monthly Paid Users Trend (%)



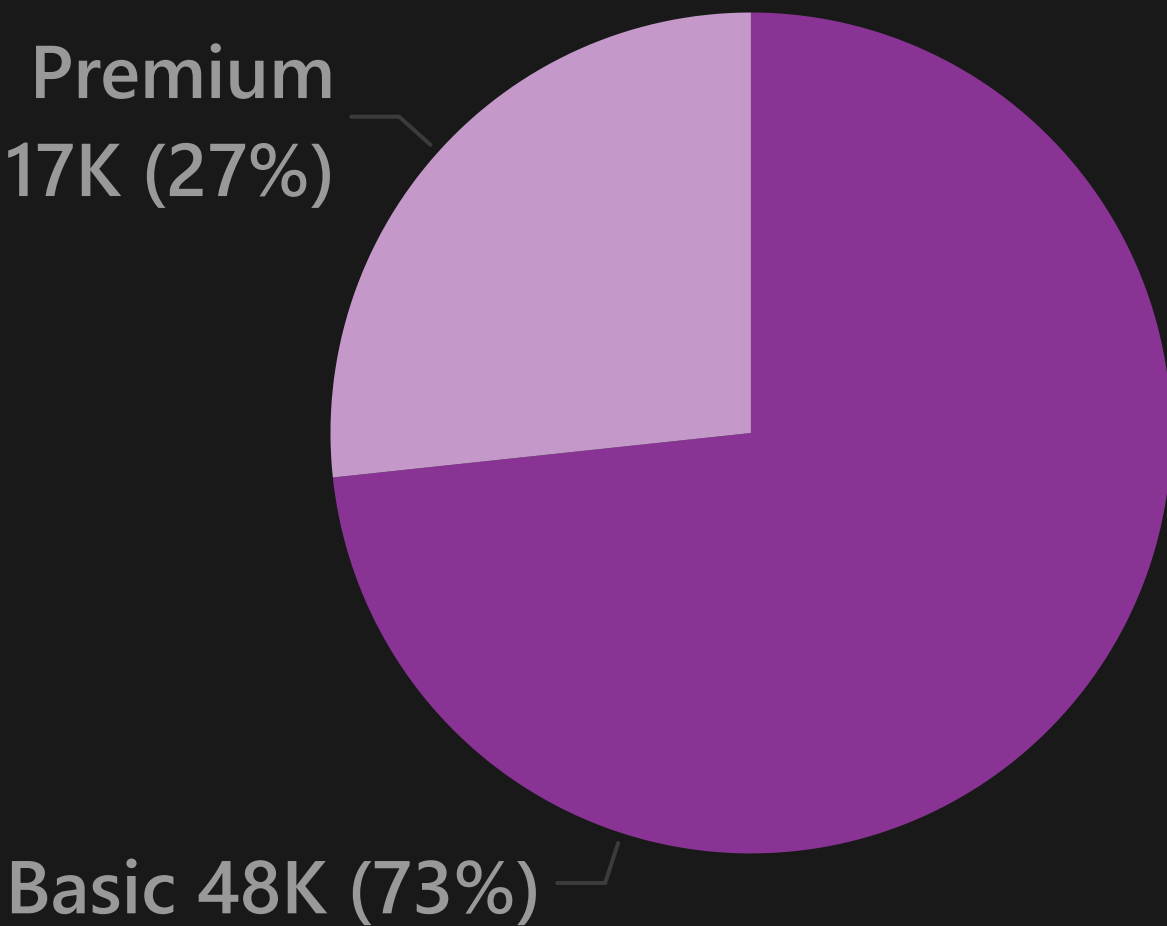
Paid Users by Age Group



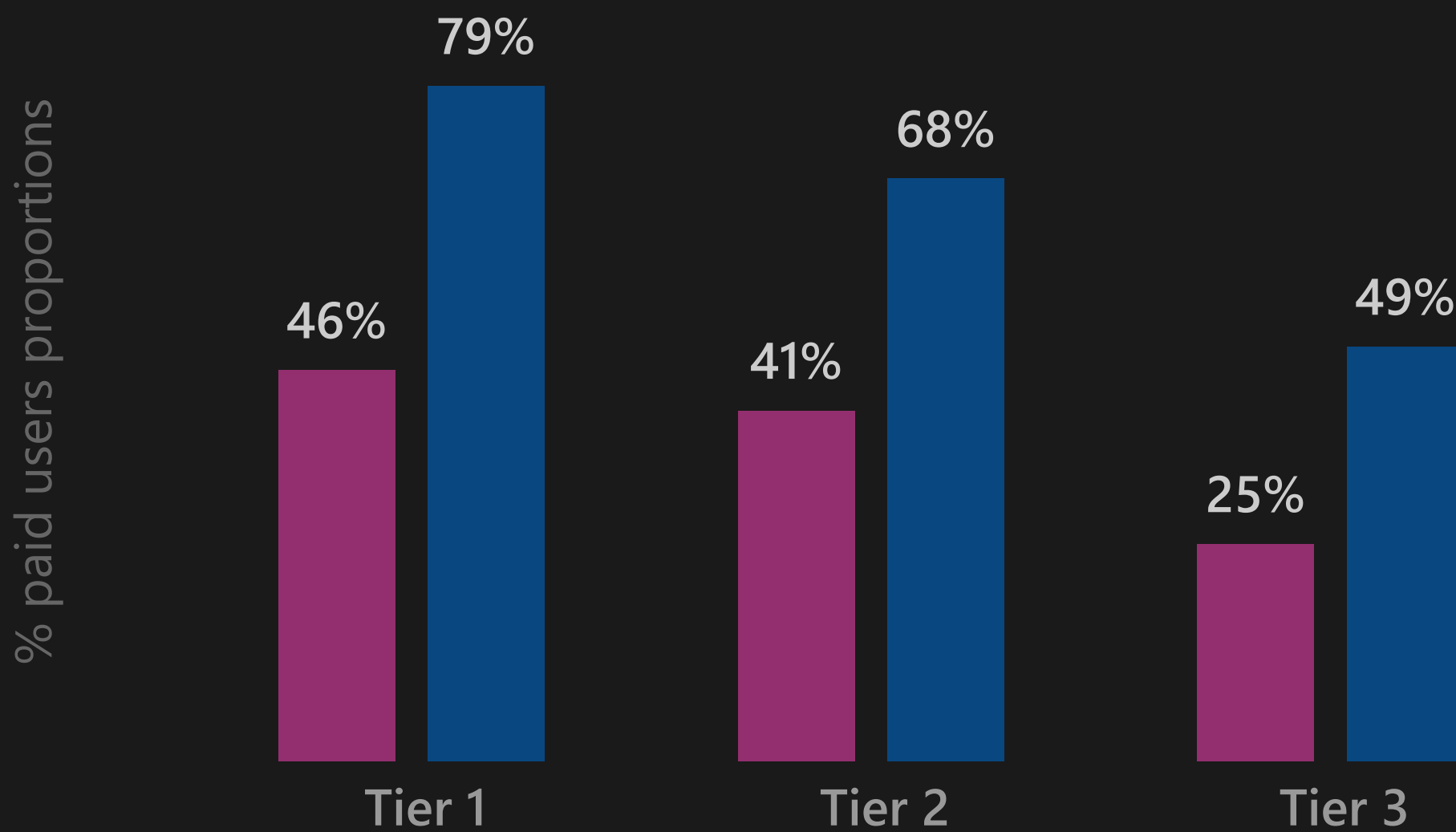
Jotstar Plan Distribution



Liocinema Plan Distribution



Paid Users by City-Tier



LioCinema
JotStar



USERS INACTIVITY OVERVIEW

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LioCinema

JotStar

JOTSTAR

45K

Total Users

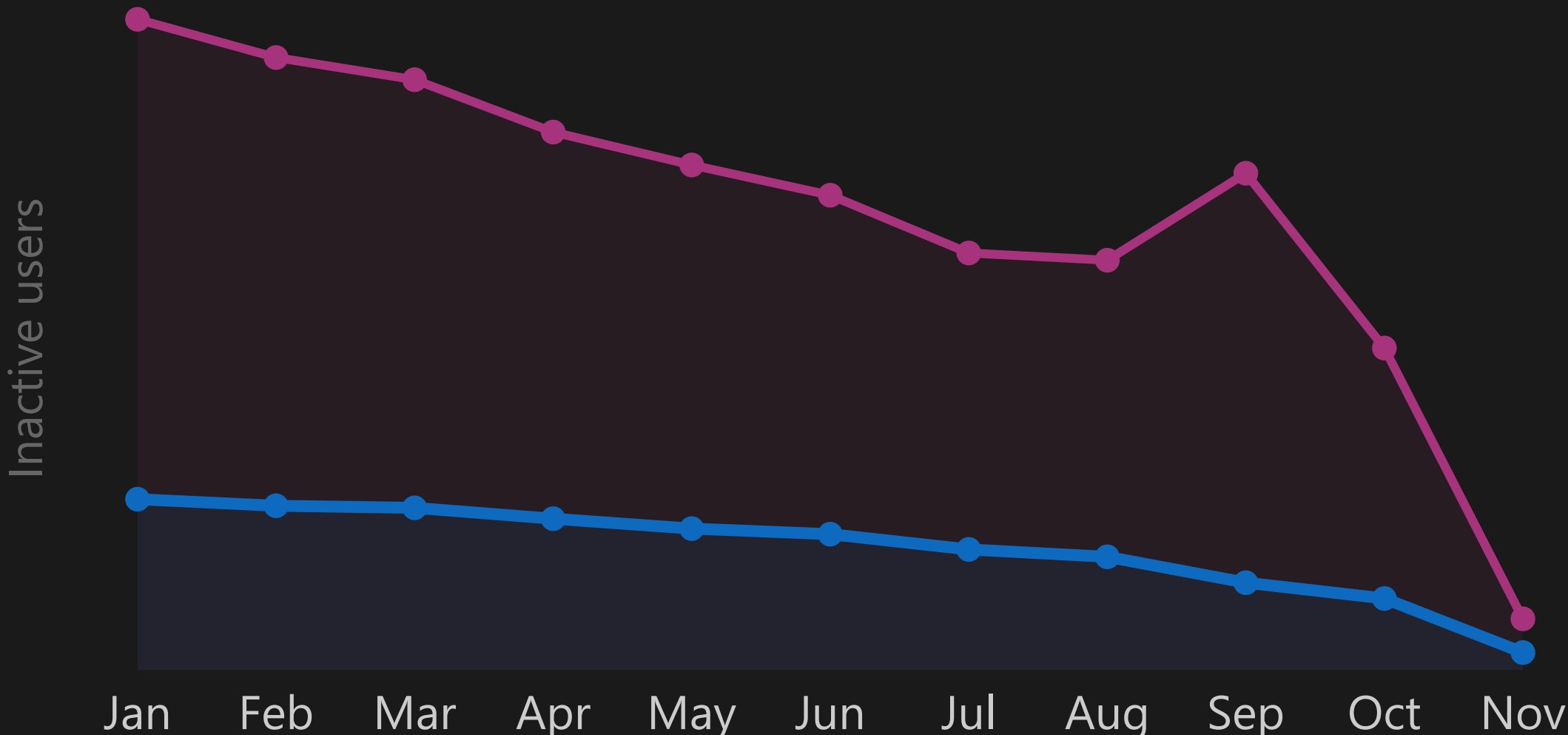
6K

Inactive users

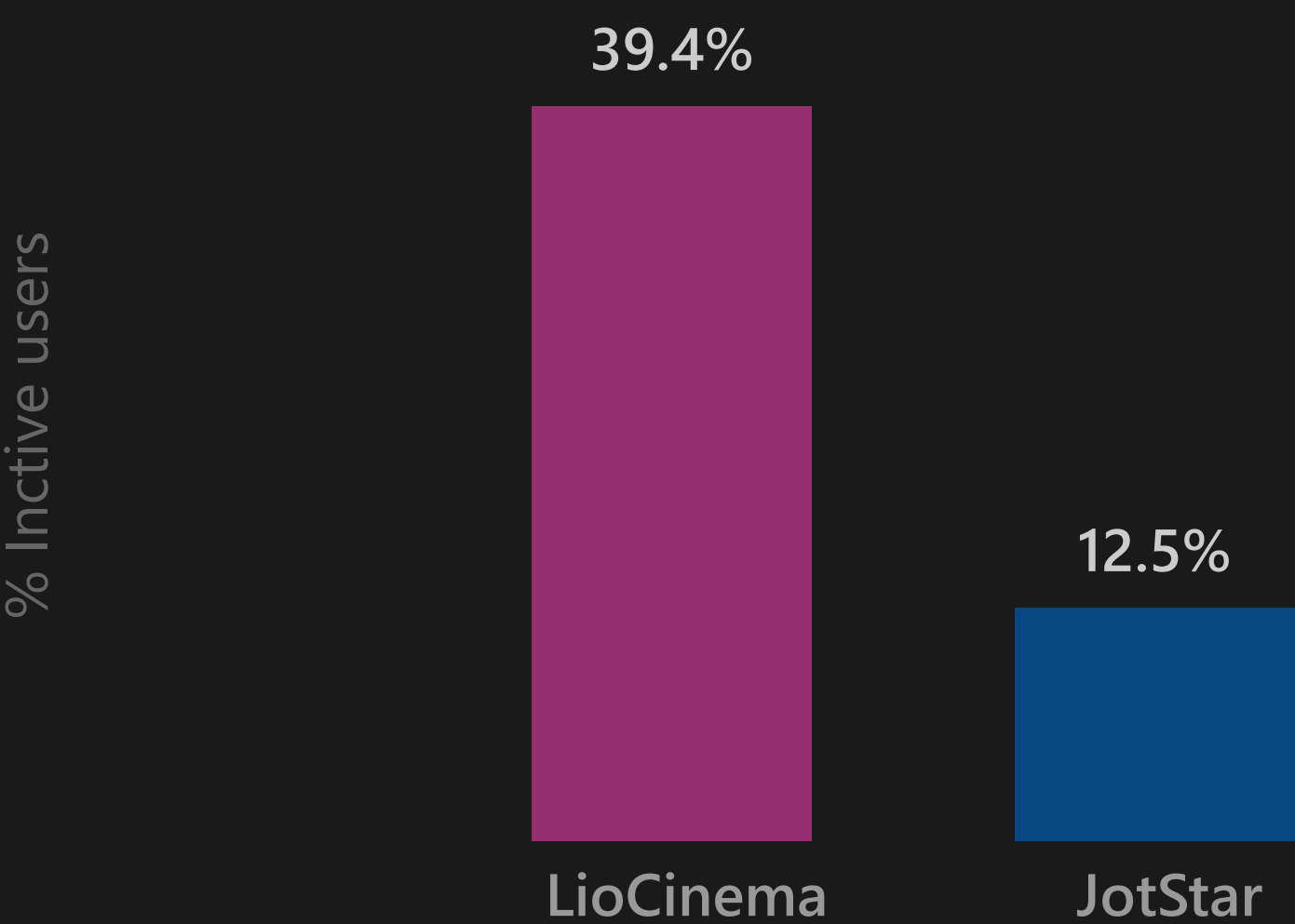
12.5%

% Inactive users

Inactivity Trend Over Months



Overall Inactivity Rate Comparison



LIOCINEMA

183K

Total Users

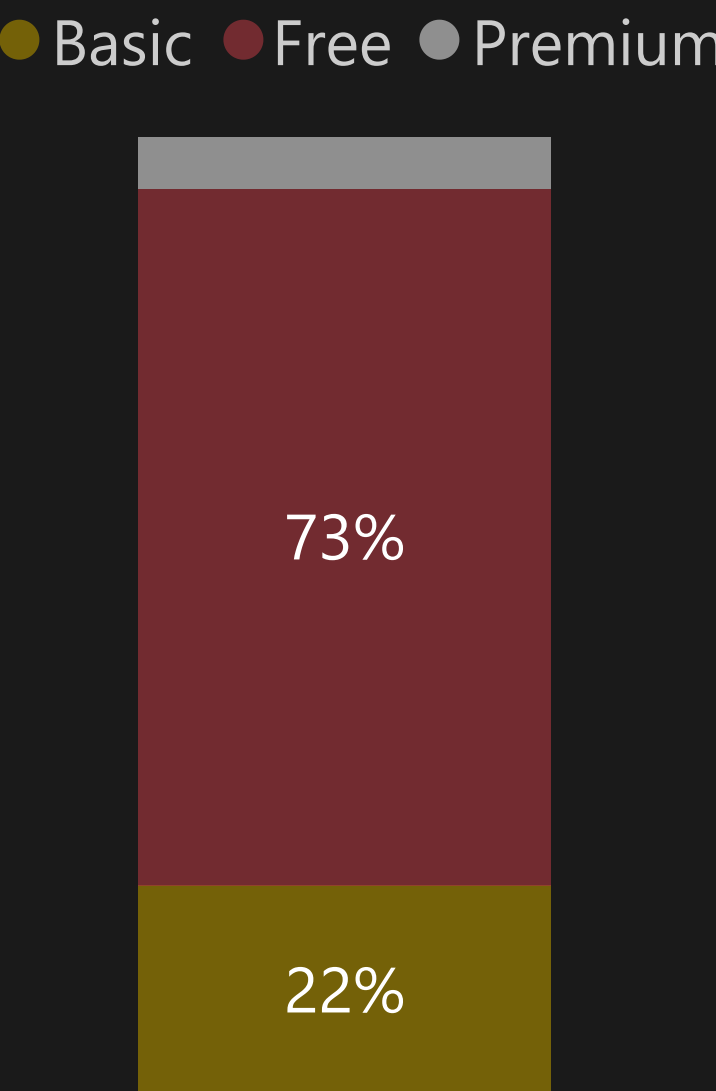
72K

Inactive users

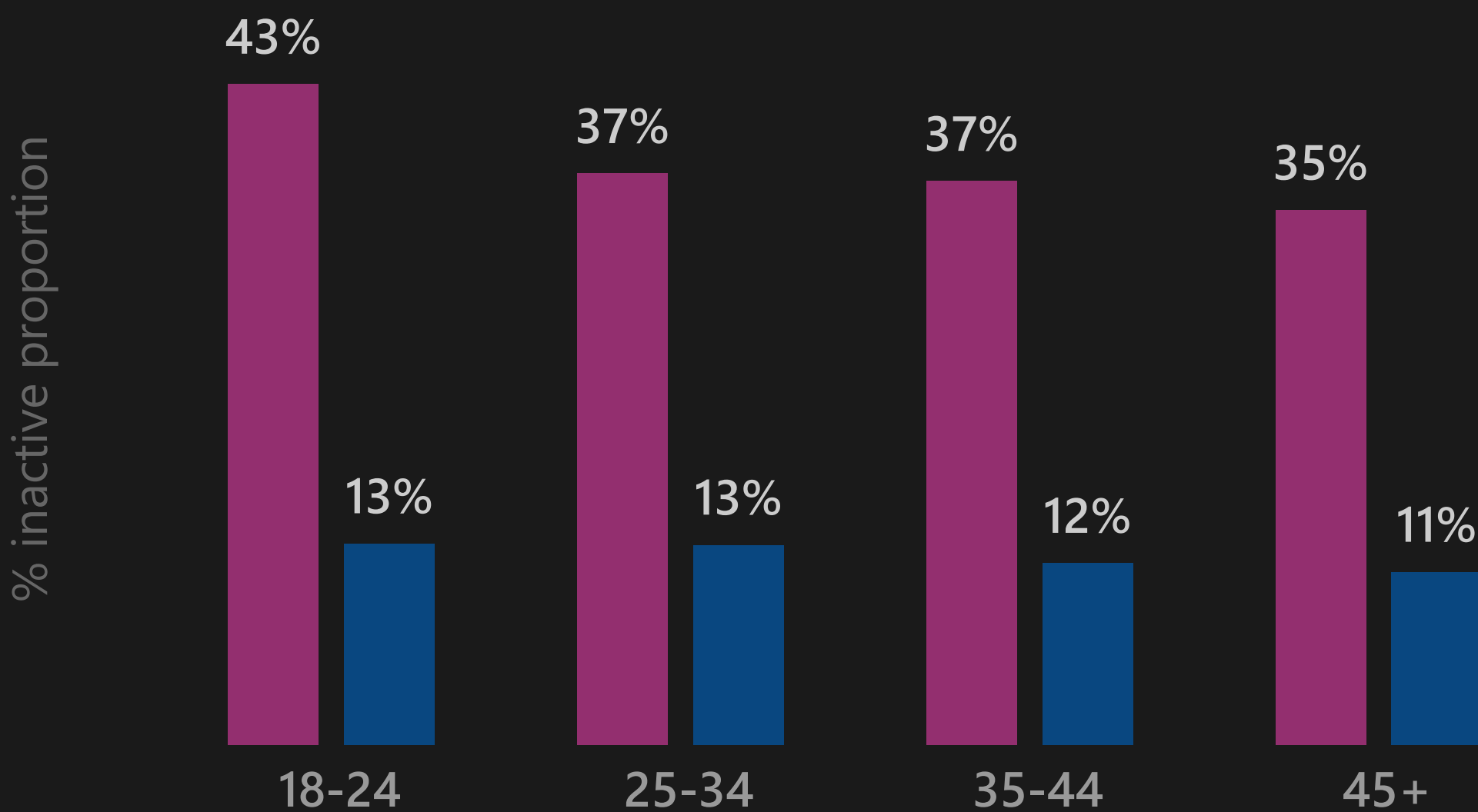
39.4%

% Inctive users

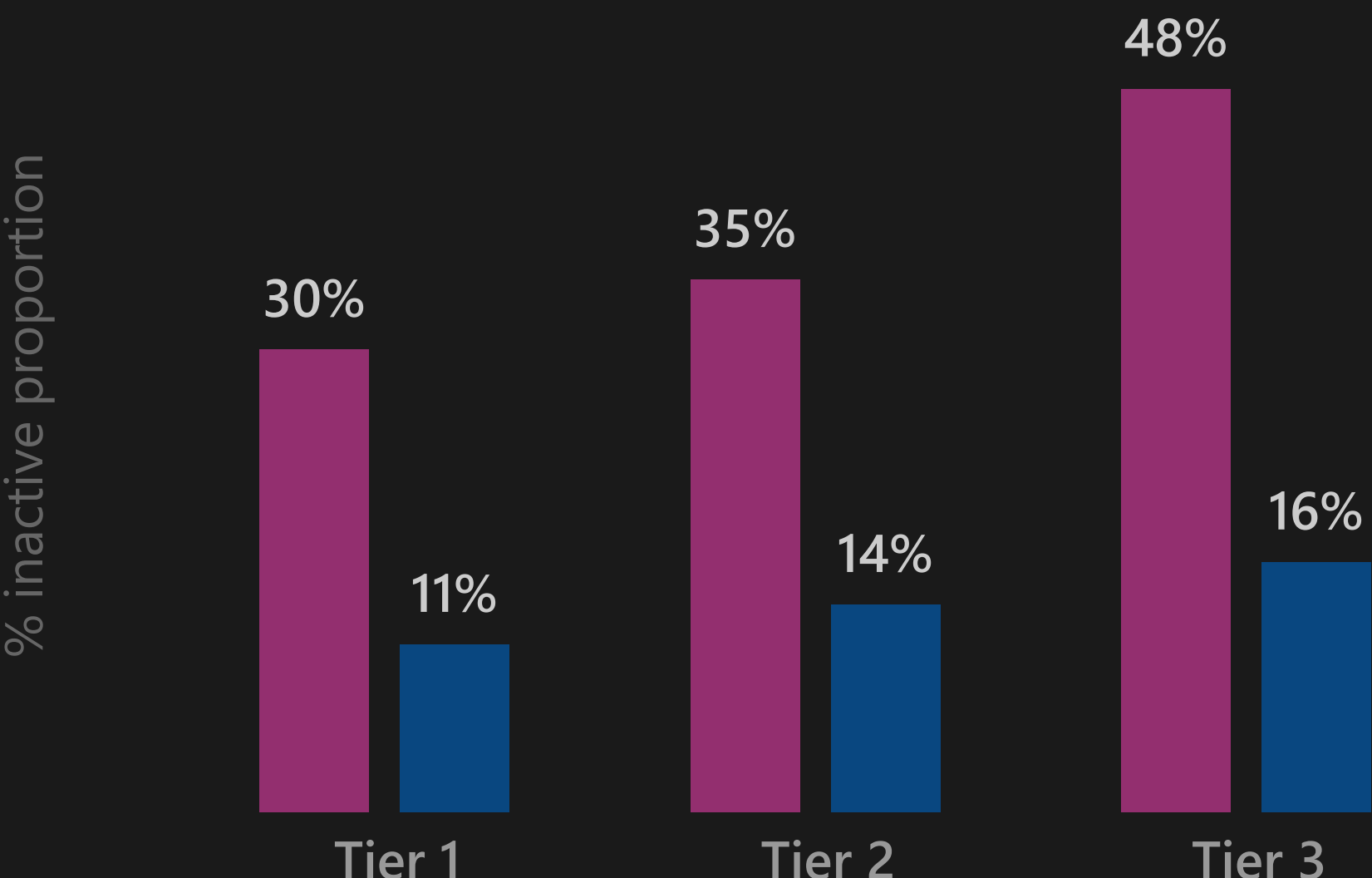
LioCinema - Inactivity by Subscription Plan



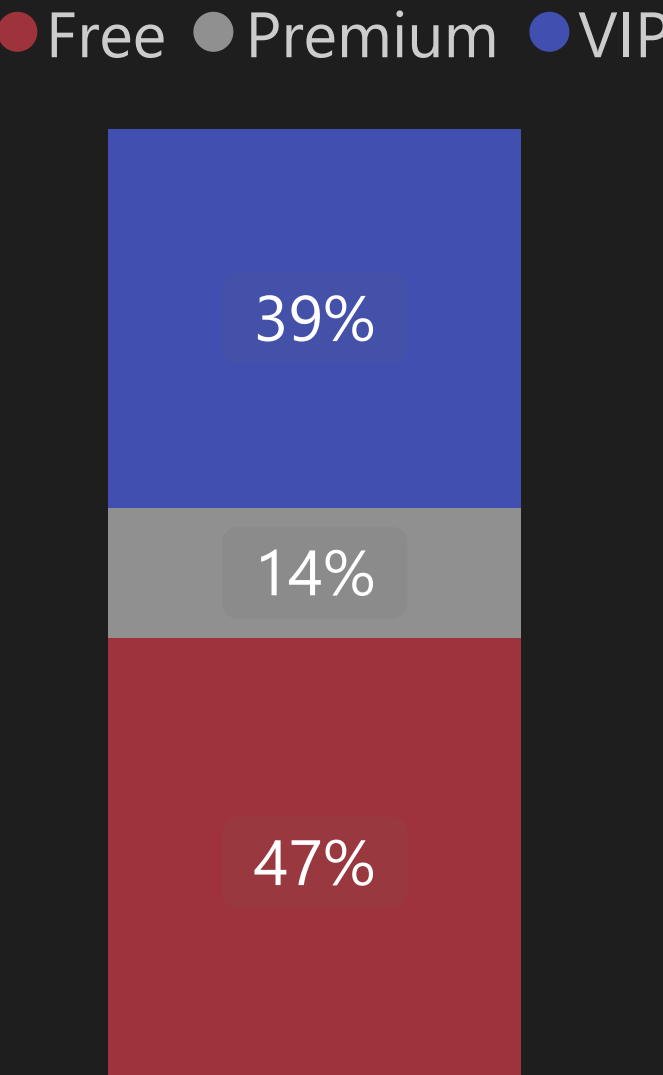
Inactivity Rate by Age Group



Inactivity Rate by City-Tier



JotStar - Inactivity by Subscription Plan





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LioCinema

JotStar

JOTSTAR

45K

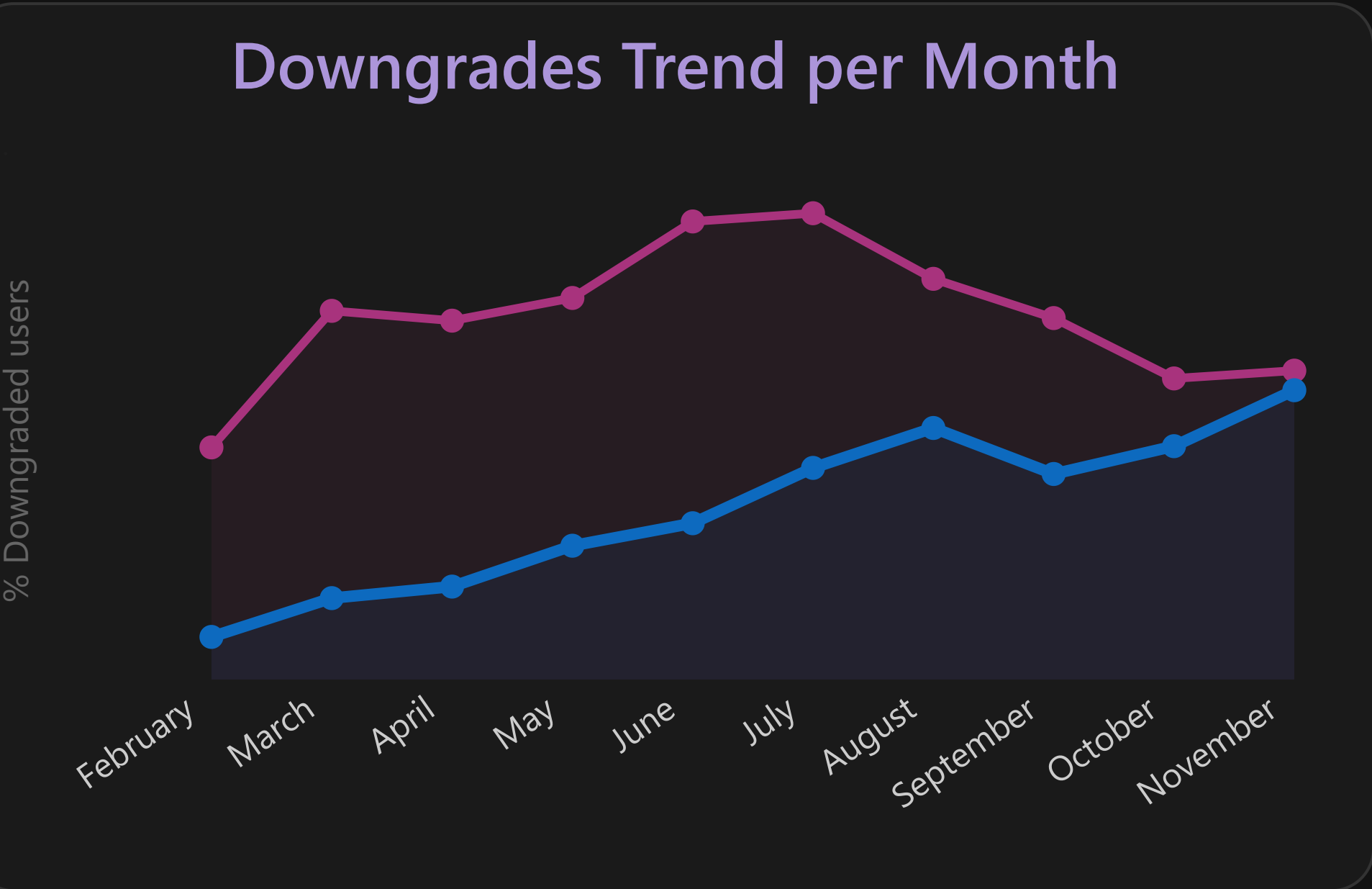
Total Users

2K

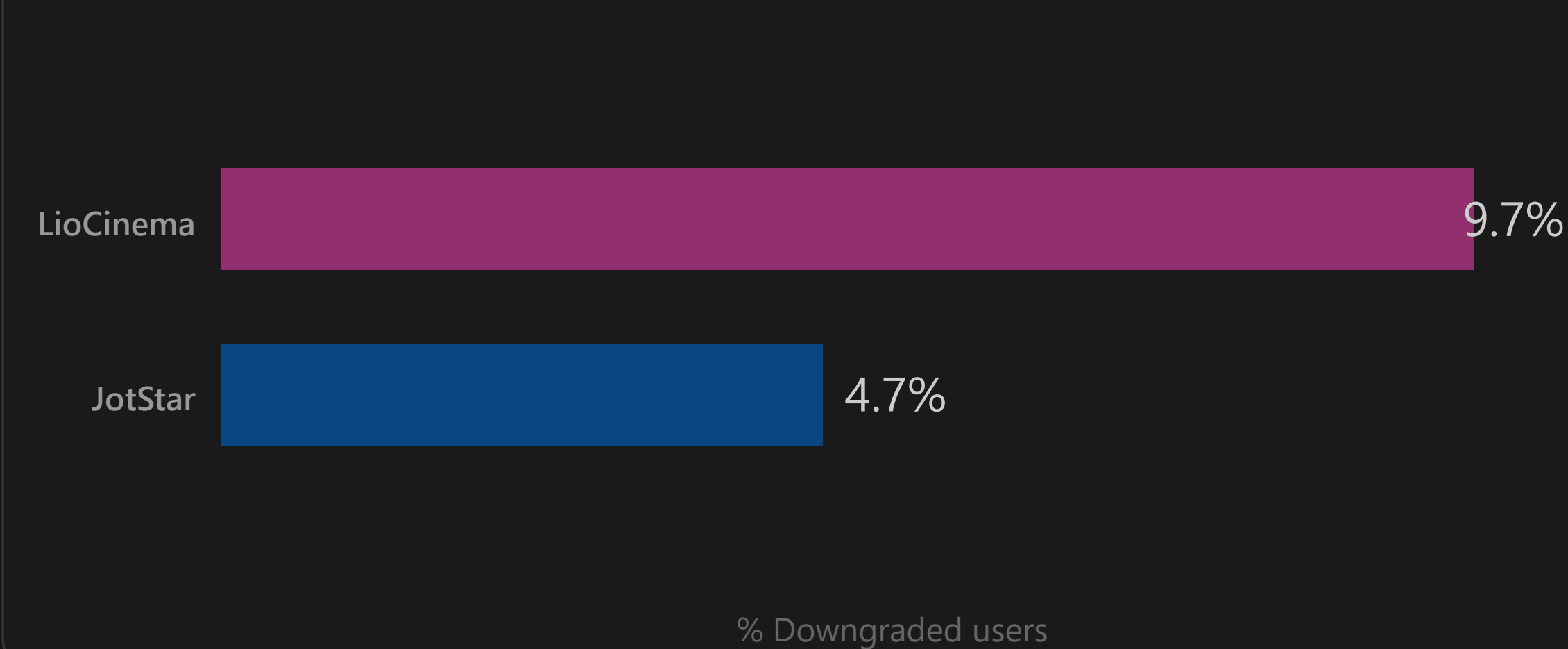
Downgrade users

4.7%

Downgrade Conversion Rate



Overall Downgrade Rate Comparison



LIOCINEMA

183K

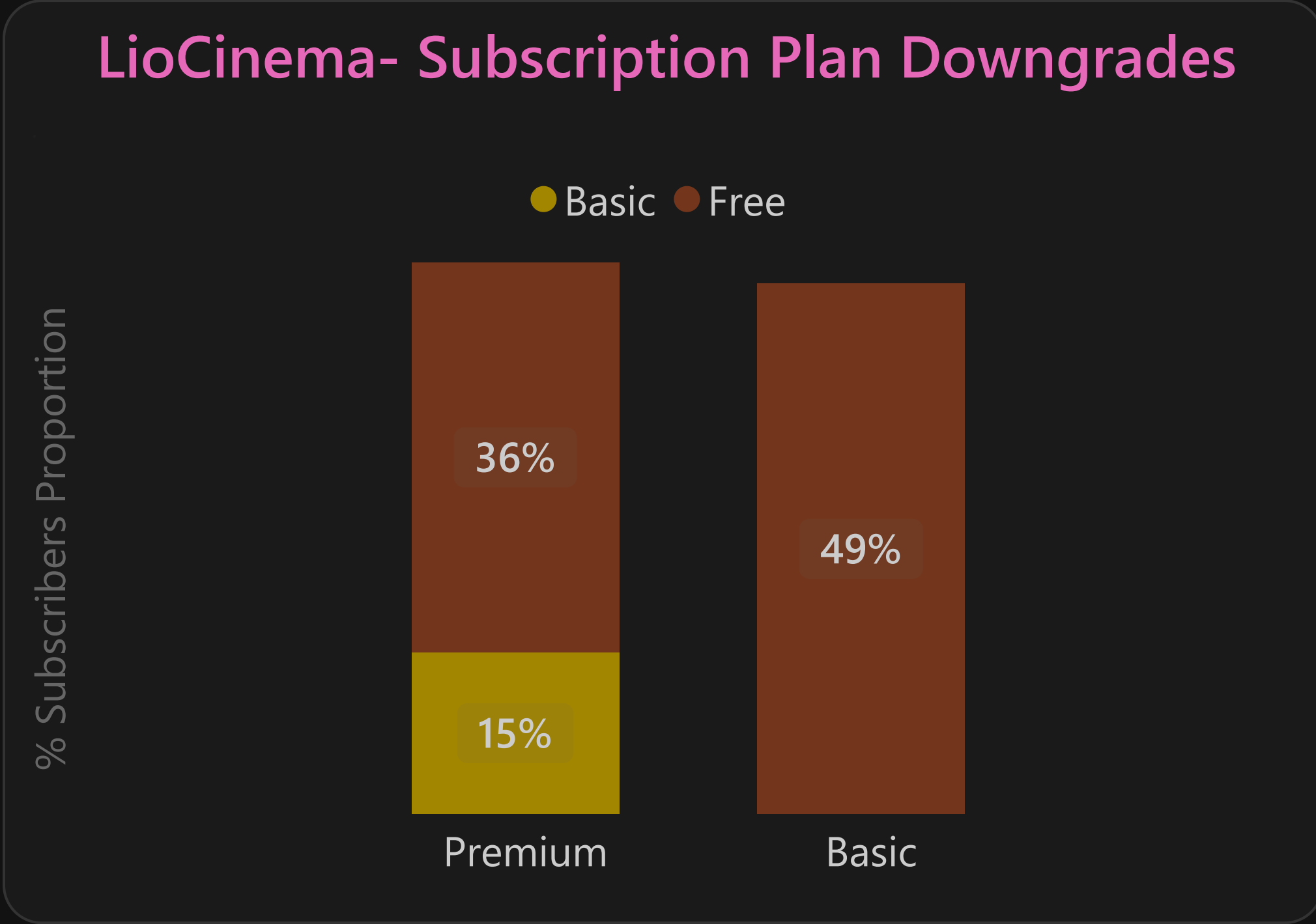
Total Users

18K

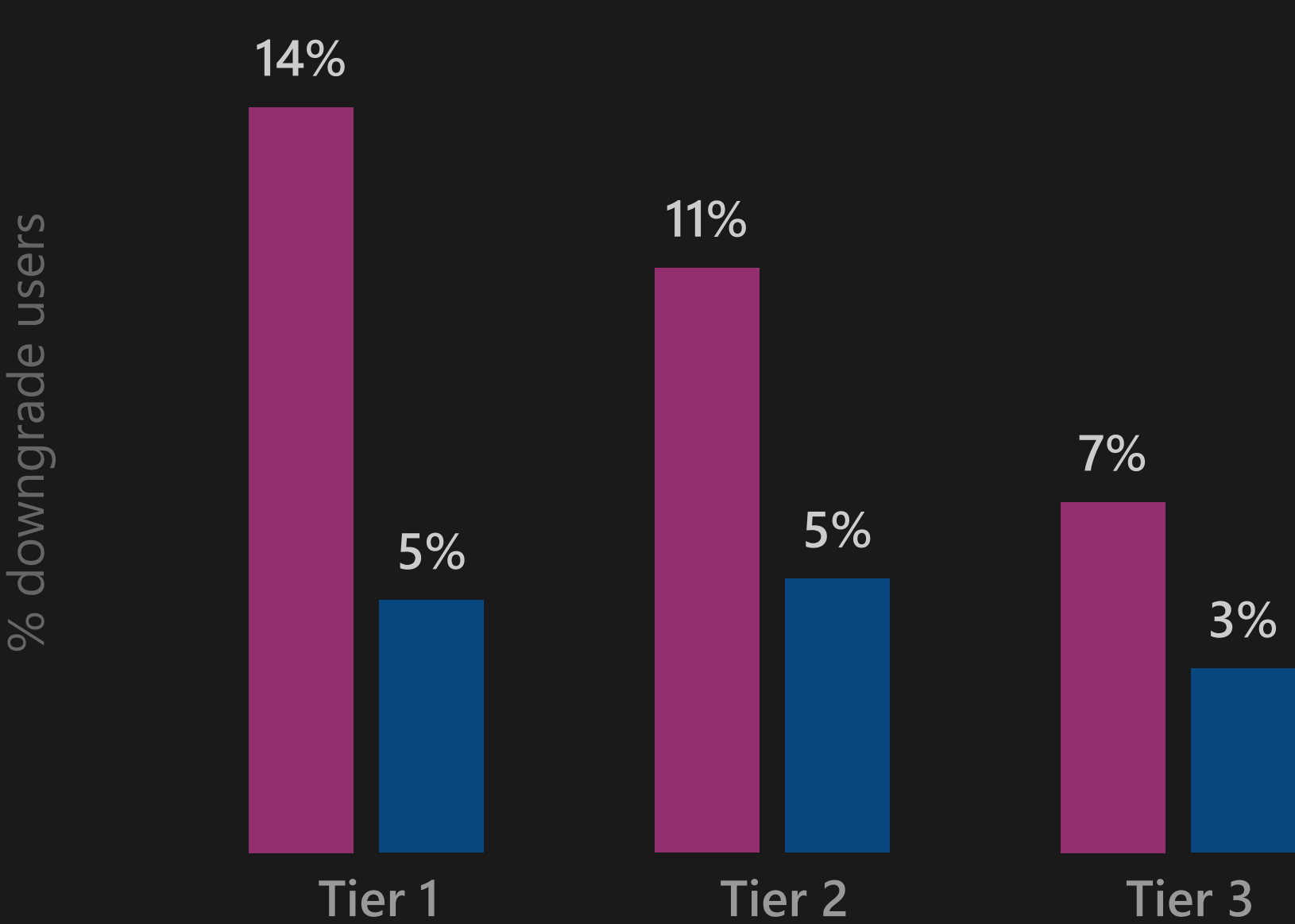
Downgrade users

9.7%

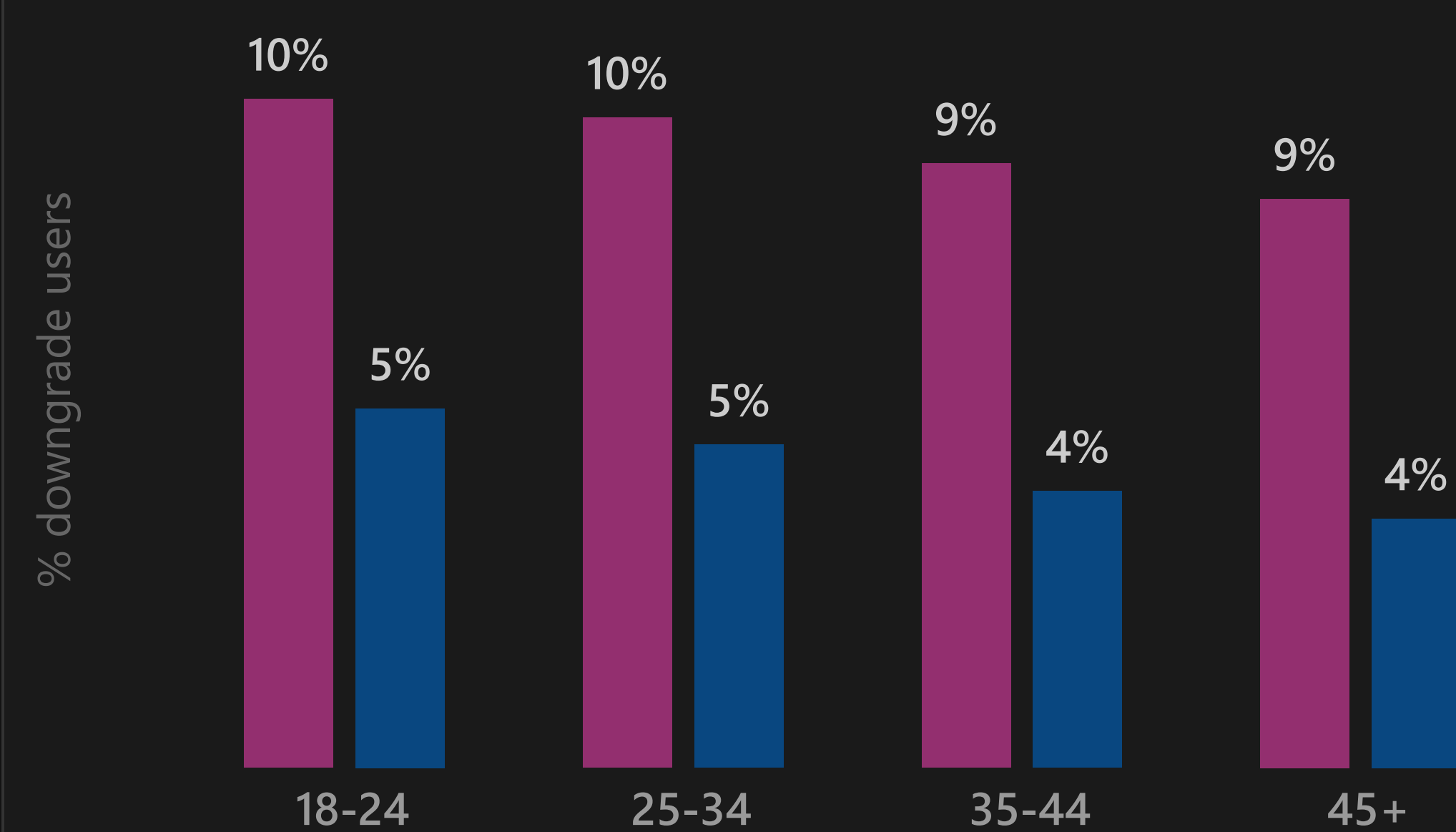
Downgrade Conversion Rate



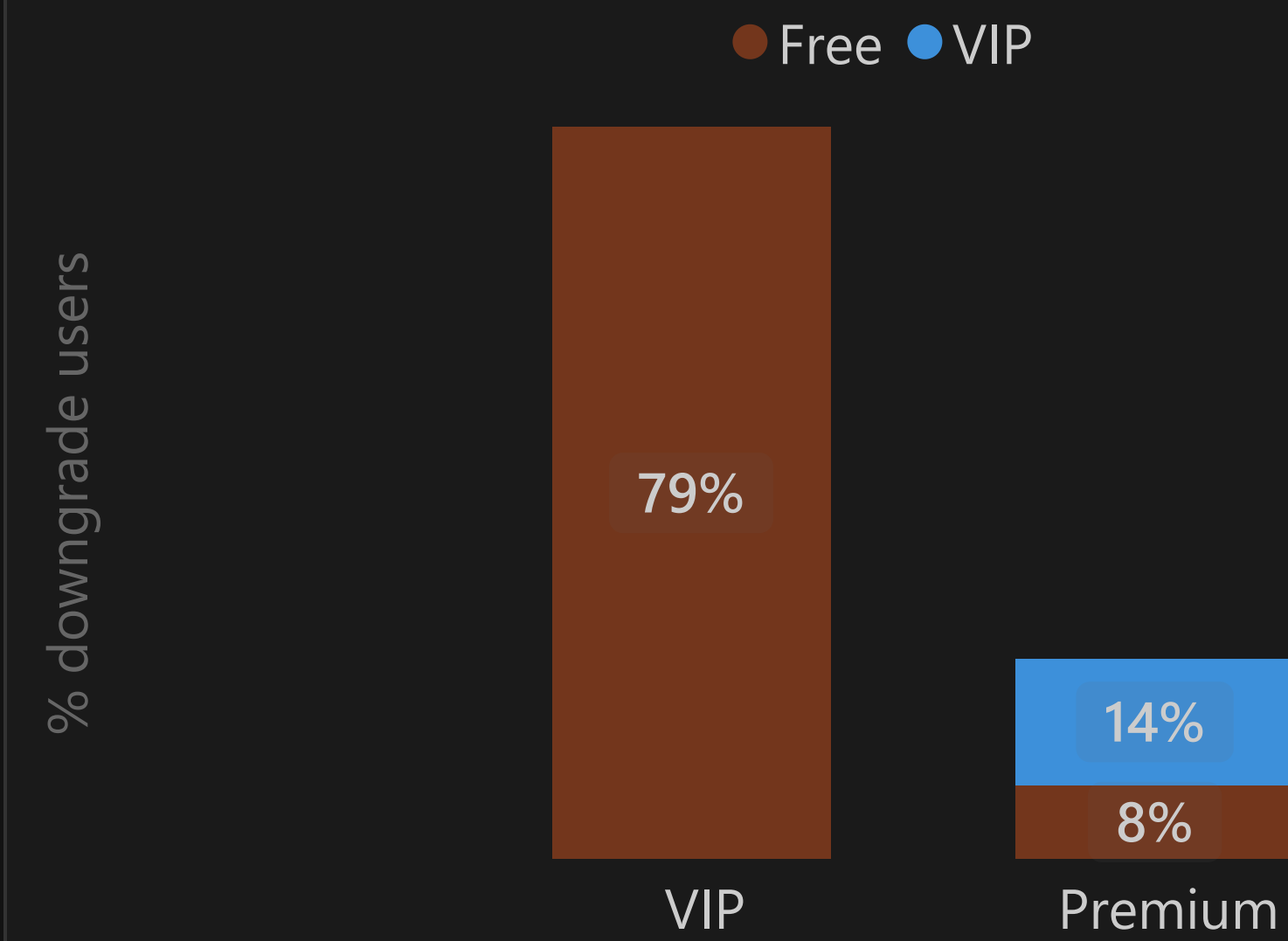
Downgrade Rates across City-Tier



User Downgrade Trends by Age-Group



Jotstar - Subscription Plan Downgrades





PLAN UPGRADE OVERVIEW



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LioCinema

JotStar

JOTSTAR

45K

Total Users

4K

Upgrade users

9.1%

% upgrades

LIOCINEMA

183K

Total Users

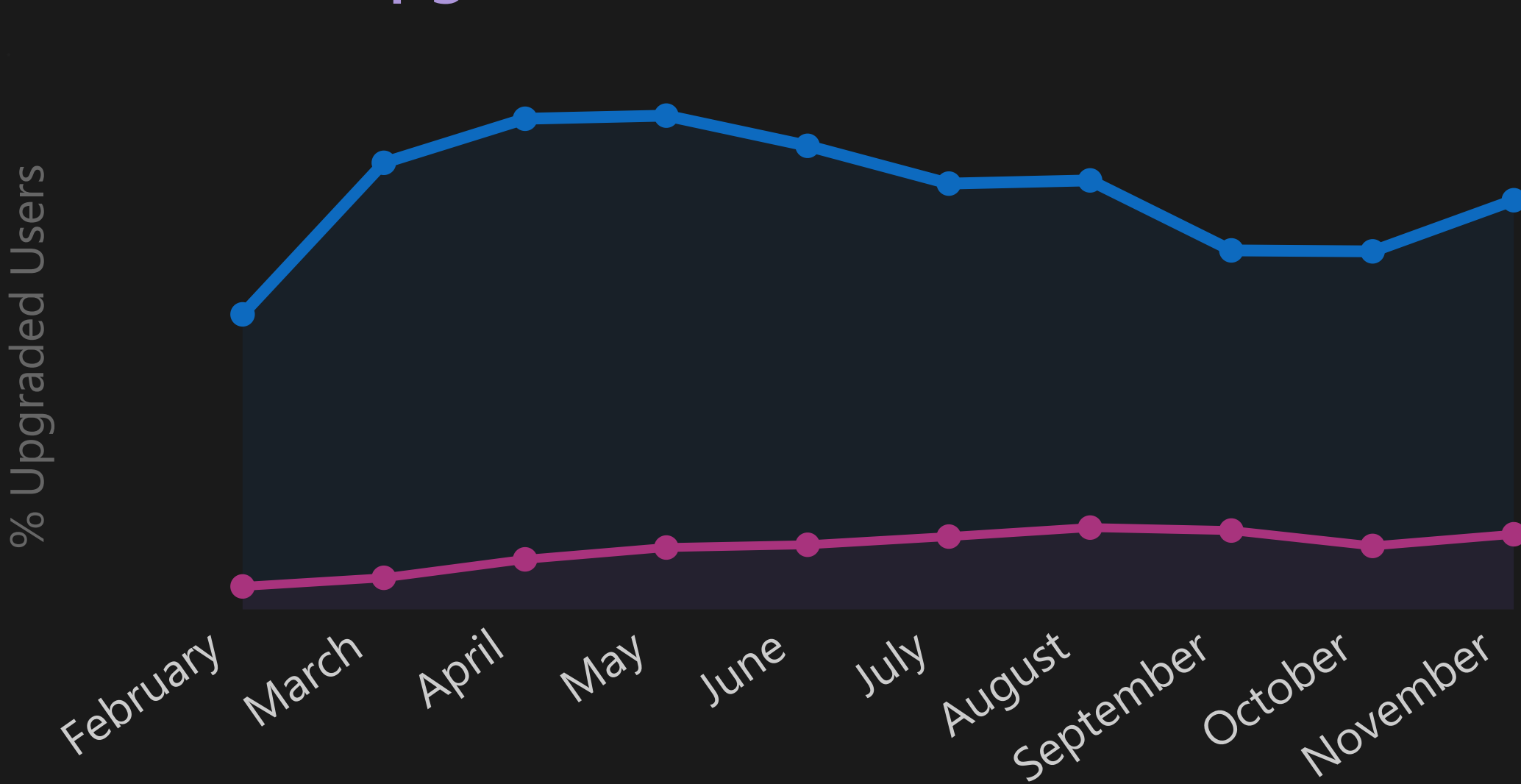
3K

Upgrade users

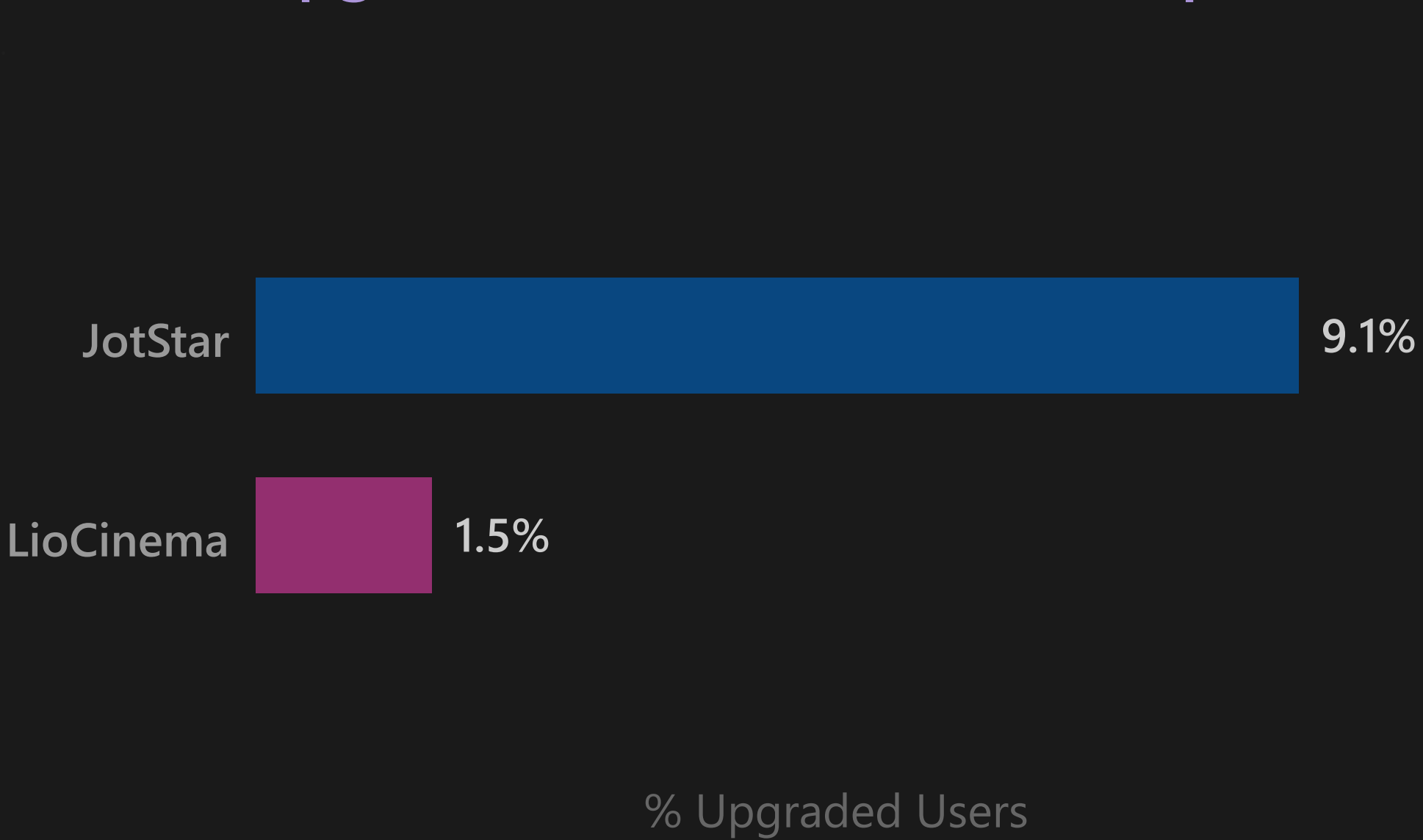
1.5%

% upgrades

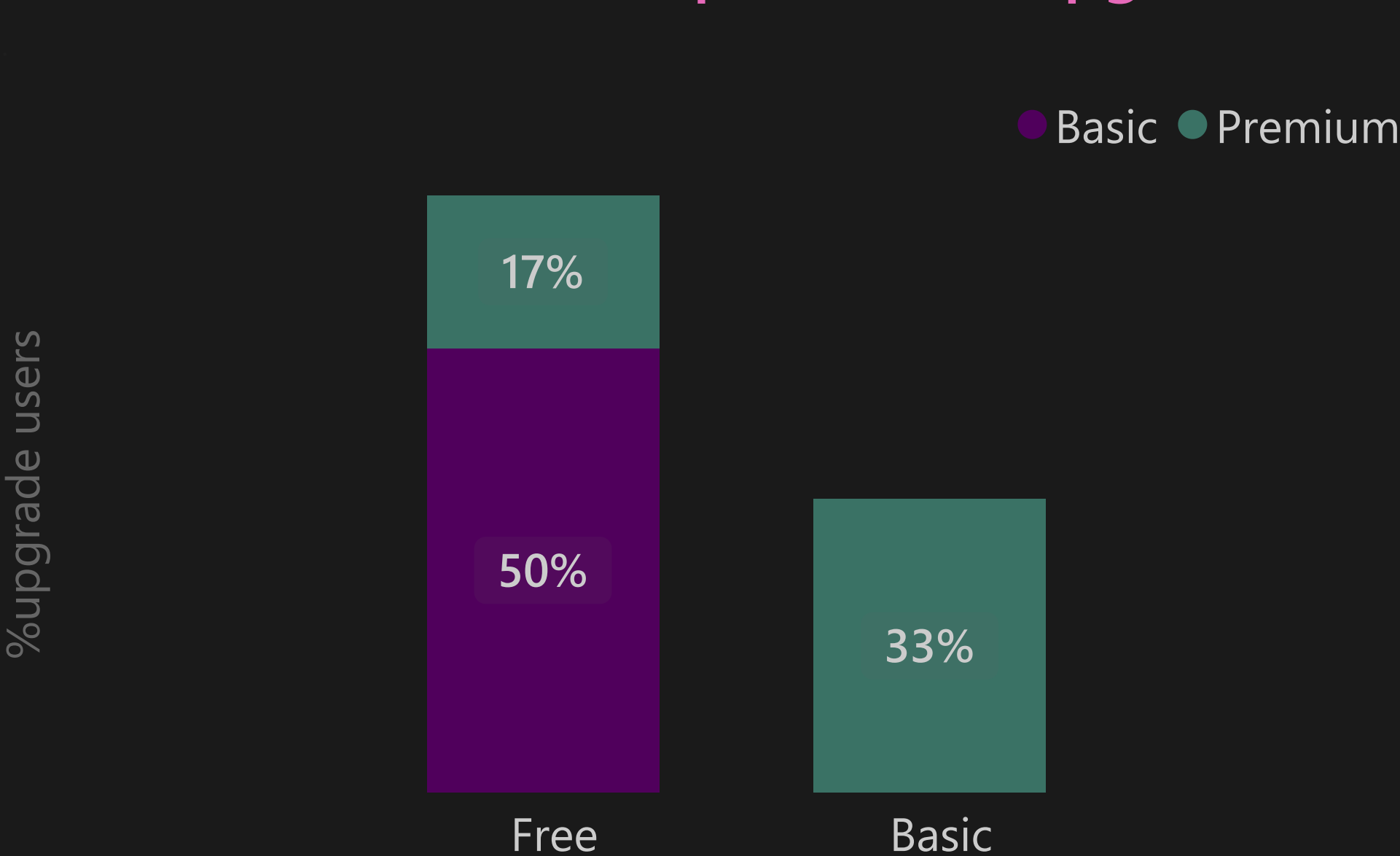
Upgrade Trend Over Time (%)



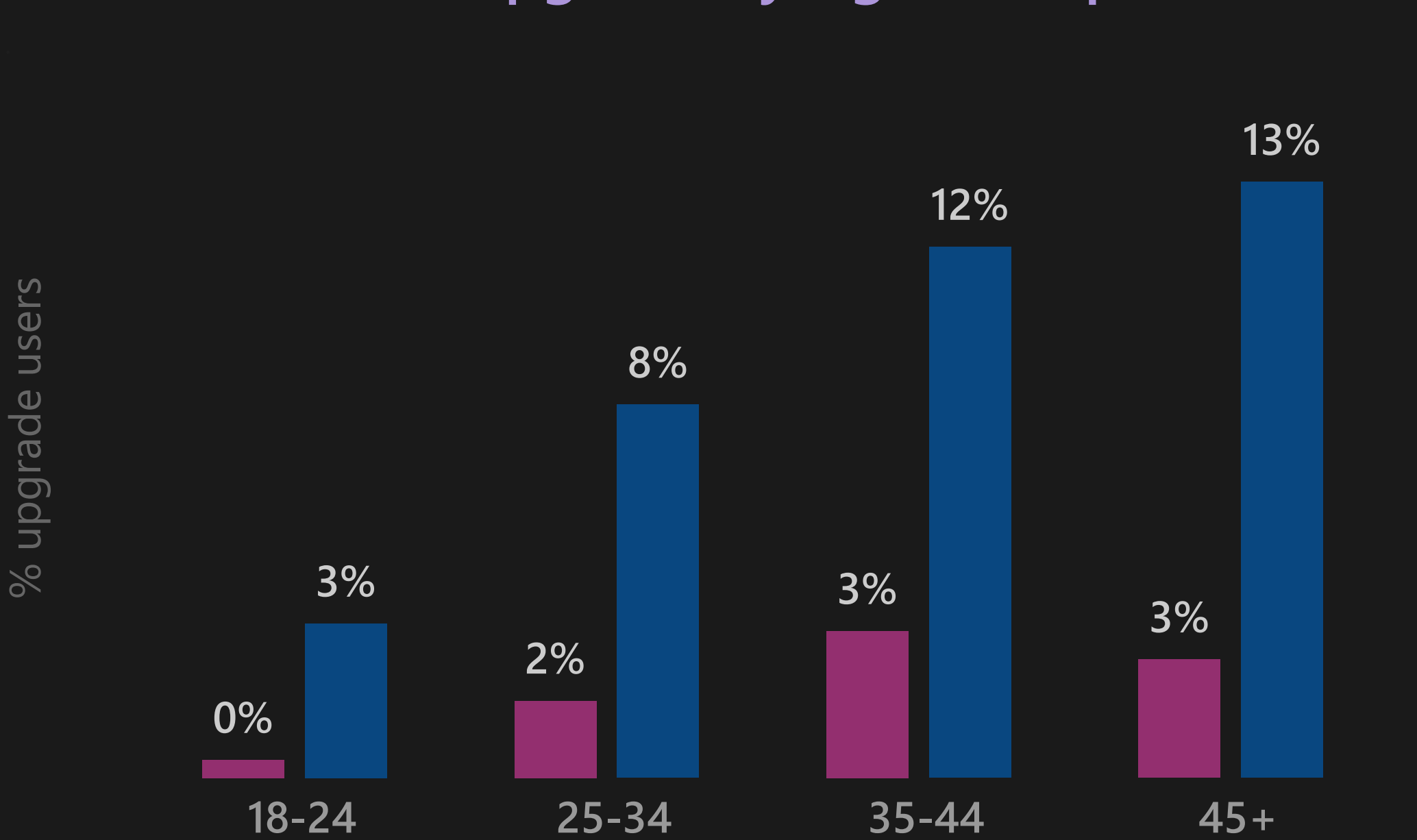
Overall Upgrade Conversion Rate Comparison



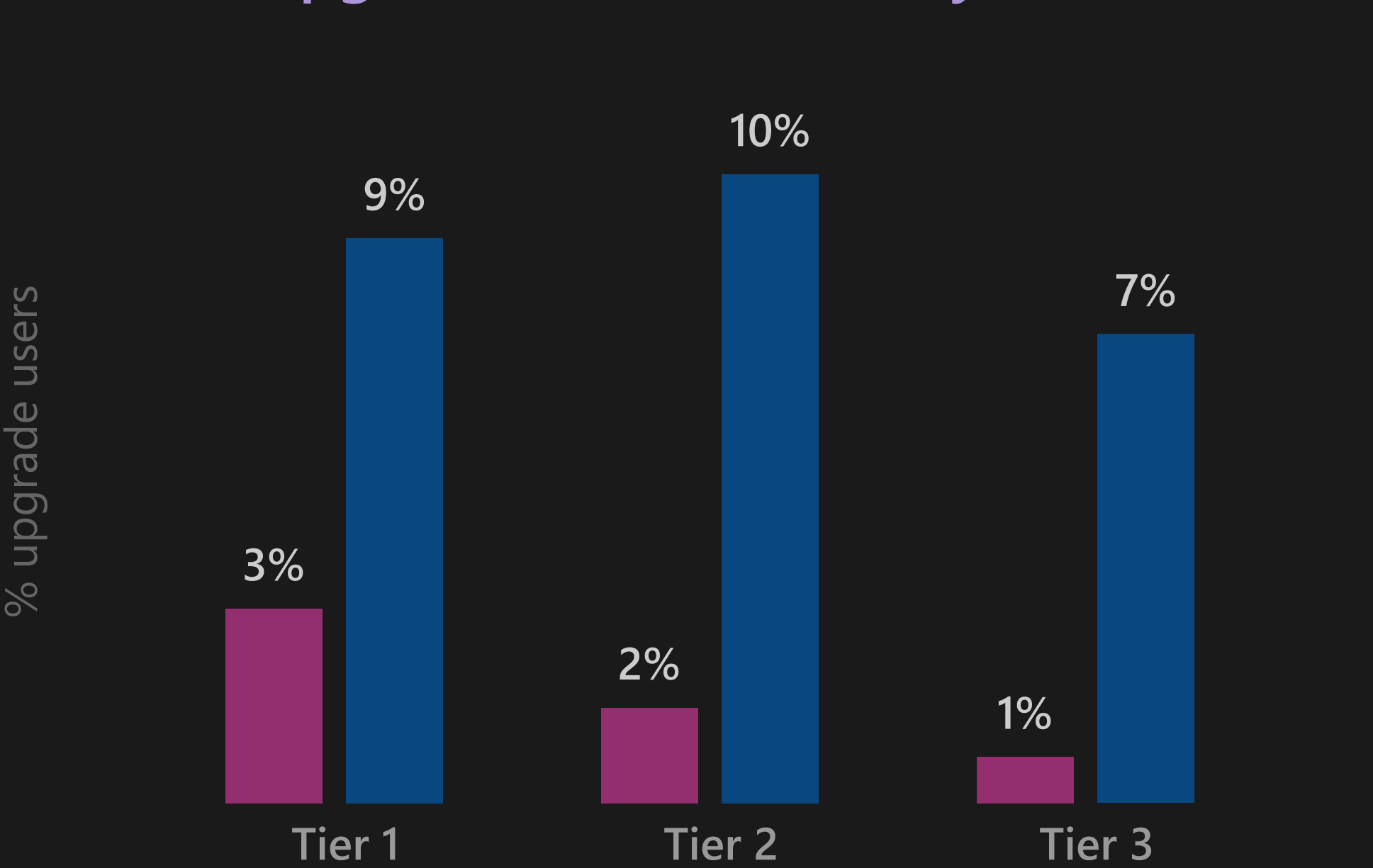
LioCinema- Subscription Plan Upgrades



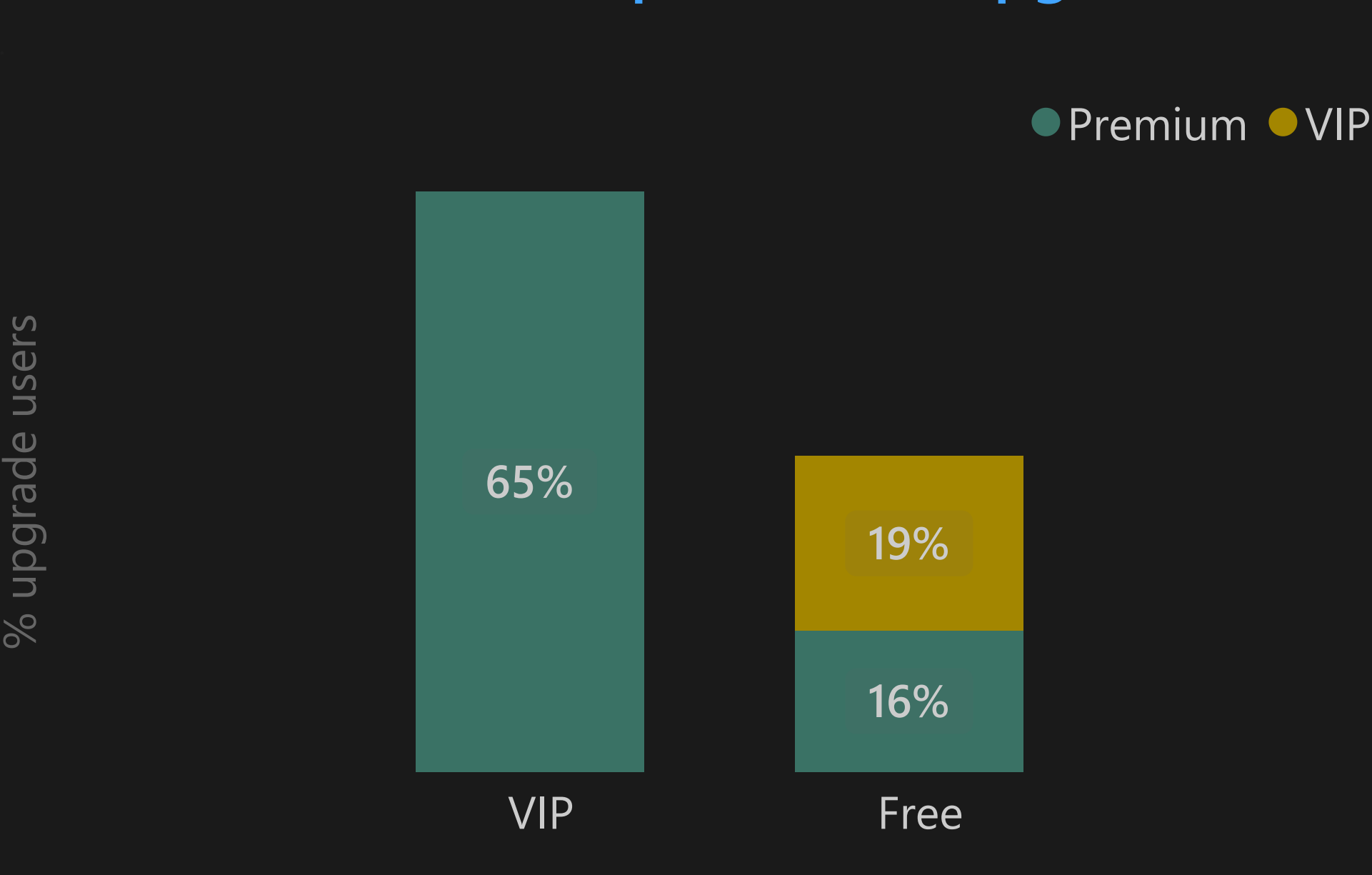
User upgrade by Age-Groups



Upgrade Rate across City-Tier



Jotstar - Subscription Plan Upgrades





CONTENT CONSUMPTION OVERVIEW (values are in hours)

Filters 0



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JOTSTAR

LIOCINEMA

16M hrs

Total Watch Time

352 hrs

Avg Watch Time per User

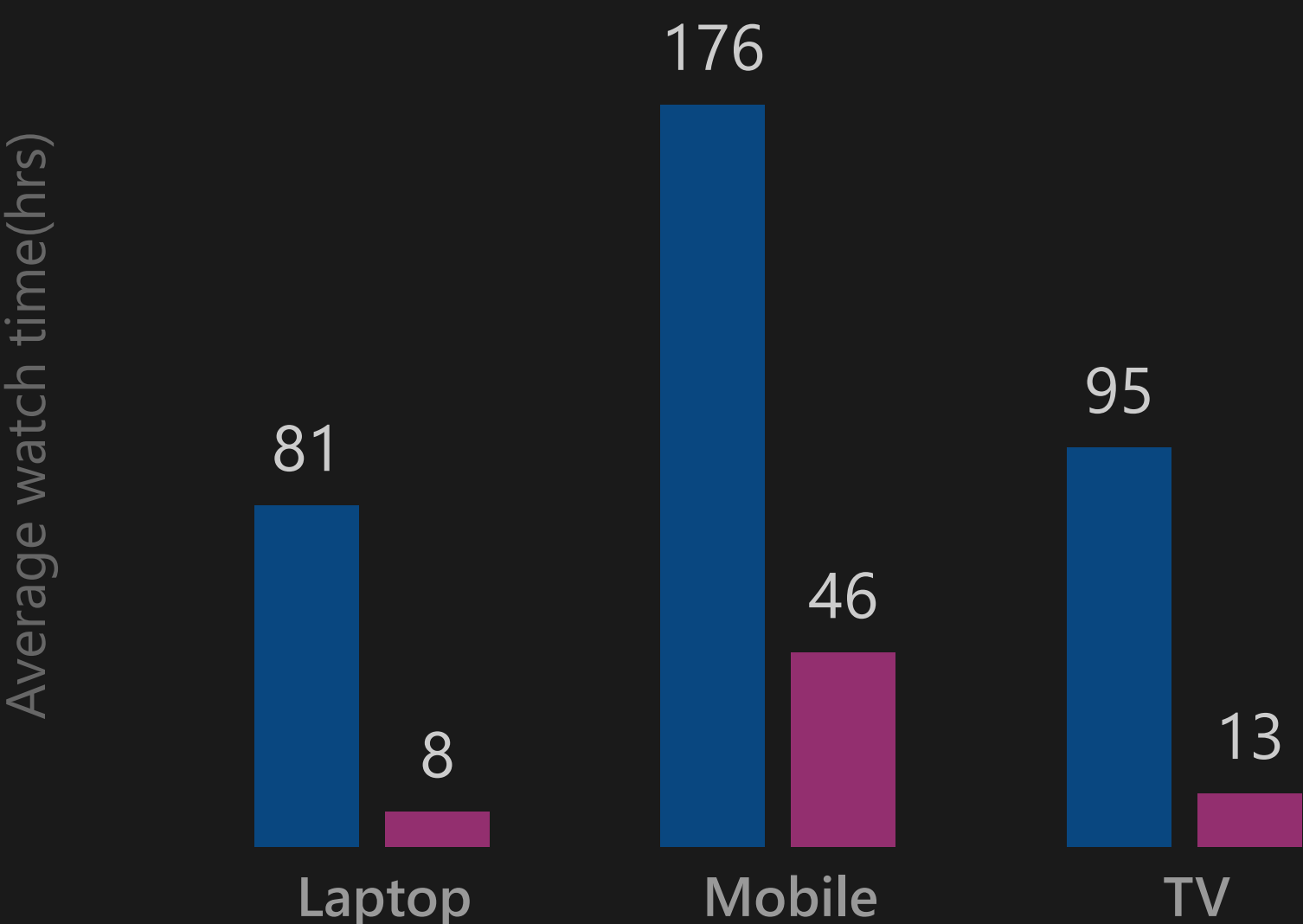
11M hrs

Total Watch Time

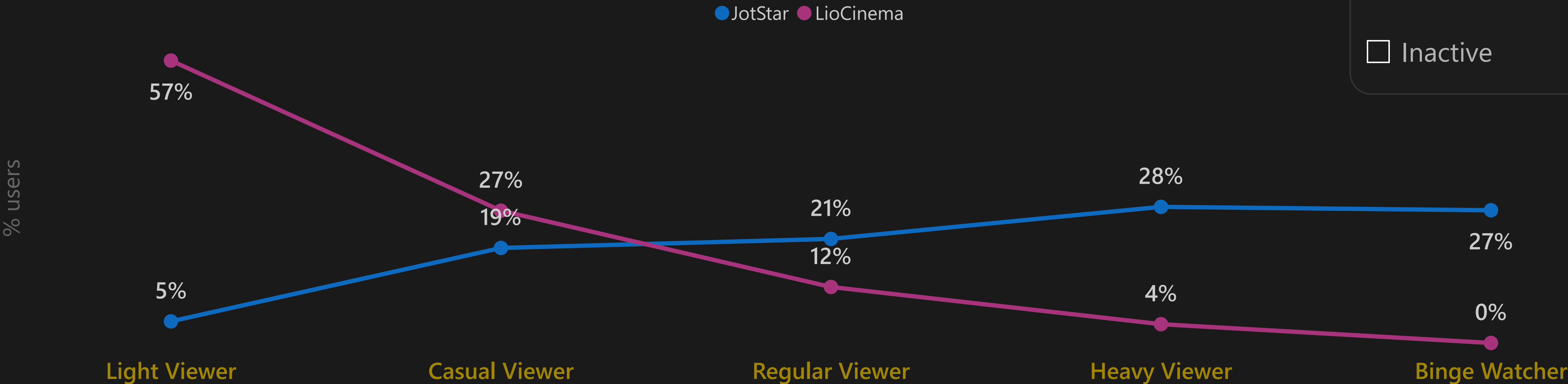
60 hrs

Avg Watch Time hr

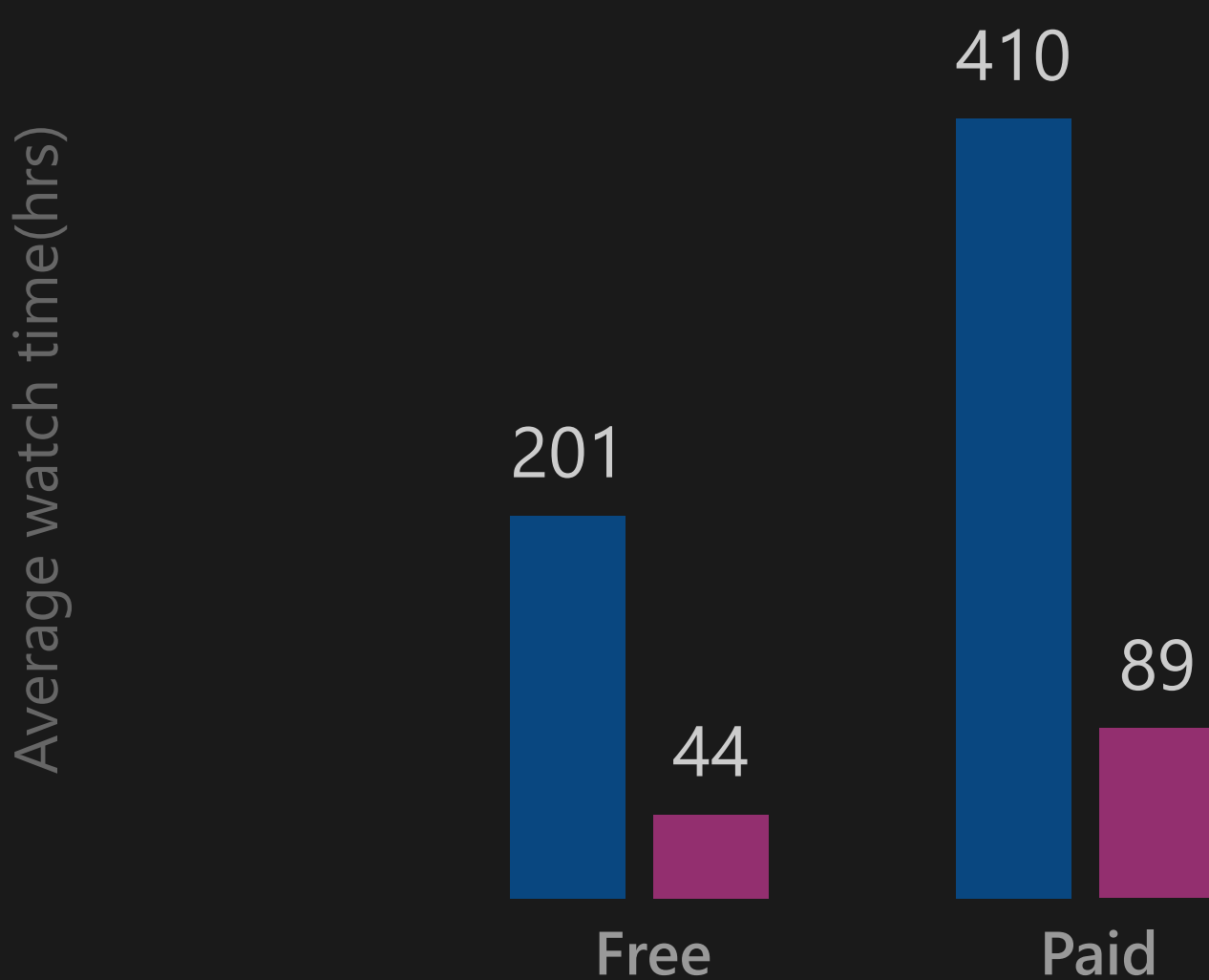
Avg Watch Time on Devices



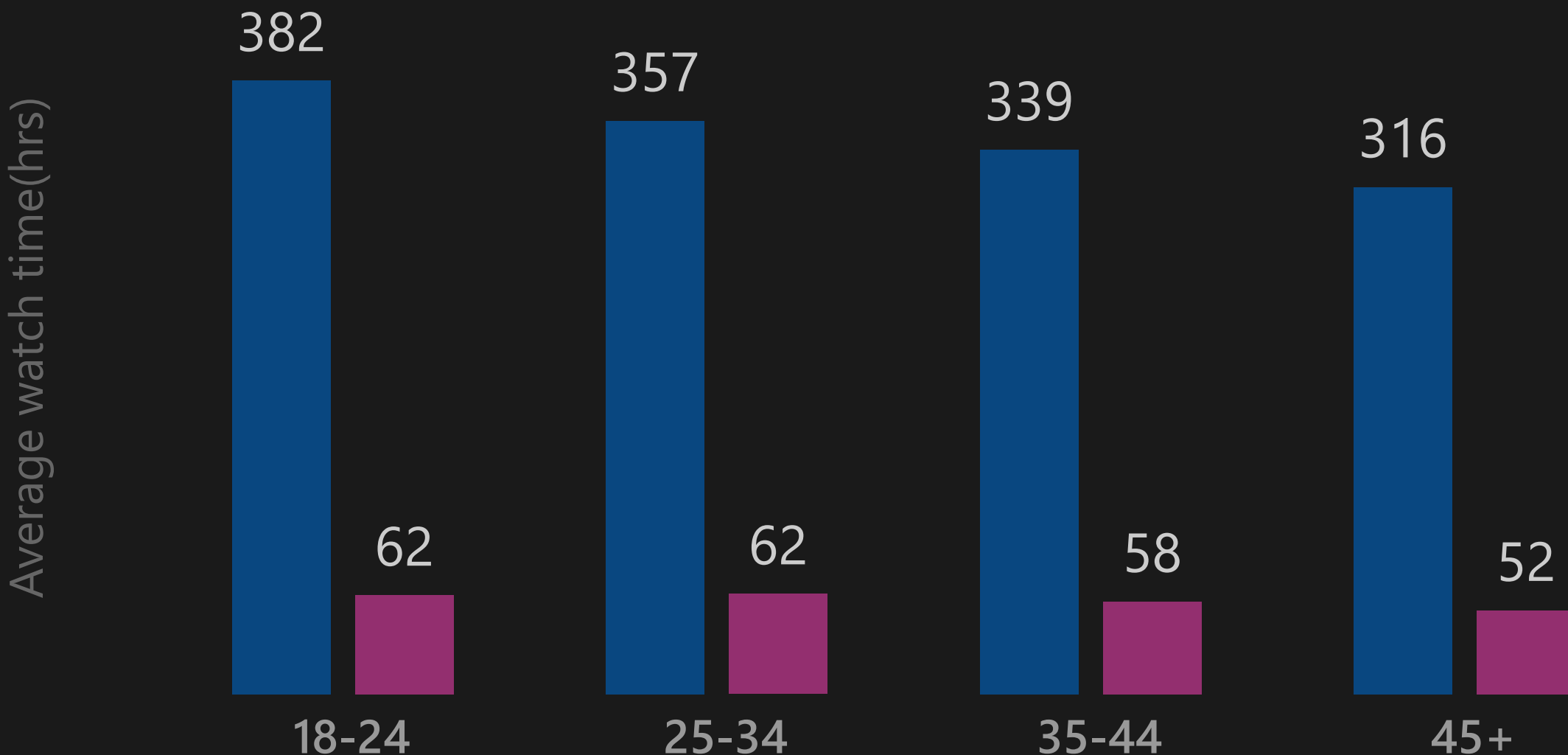
Users Viewing Behavior Across Platforms



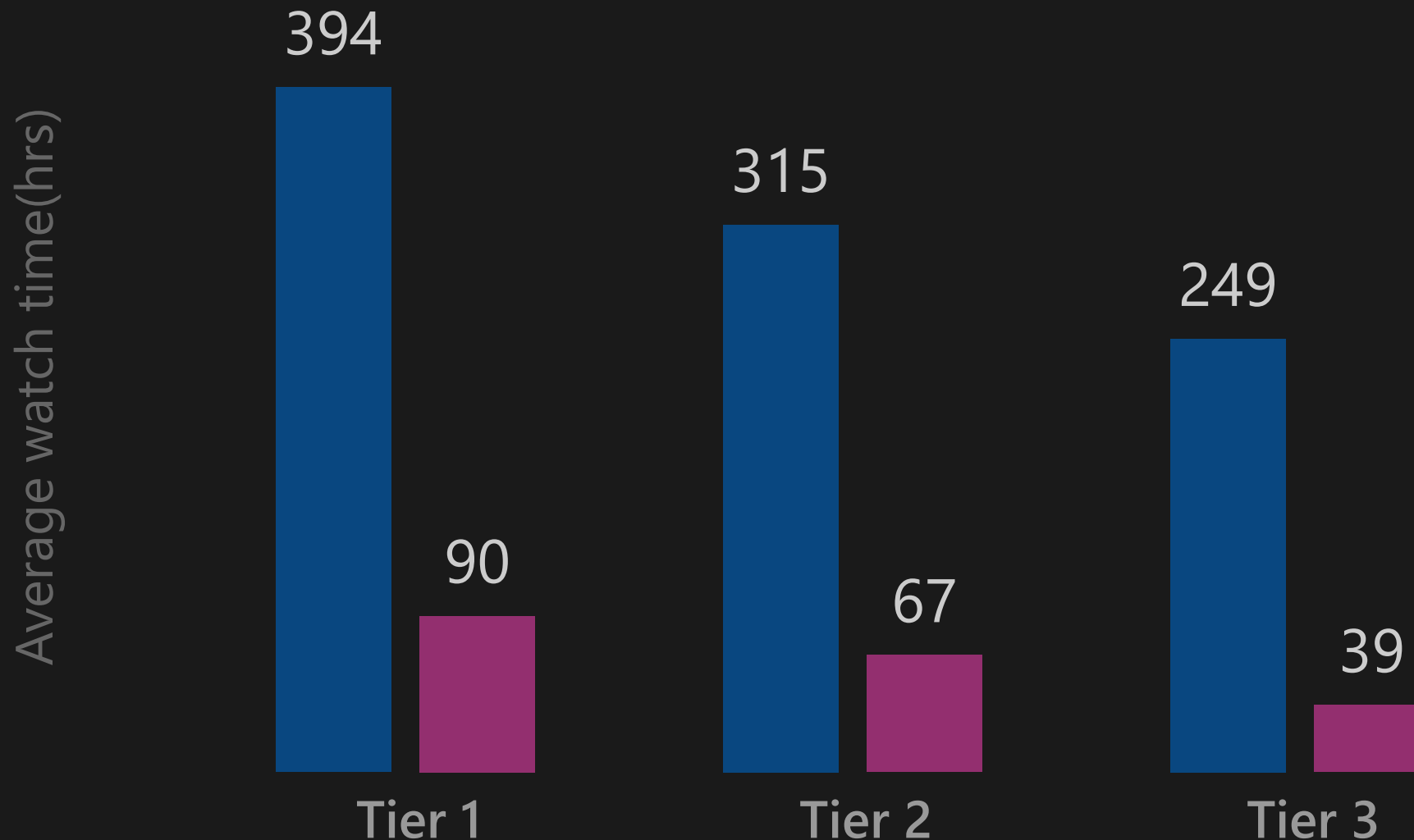
Avg watch time by plan



Avg watch time by Age-Group



Avg Watch Time per City-Tier



LioCinema

JotStar



REVENUE OVERVIEW

JOTSTAR

LIOCINEMA

₹46M

Revenue

₹ 1K

ARPU

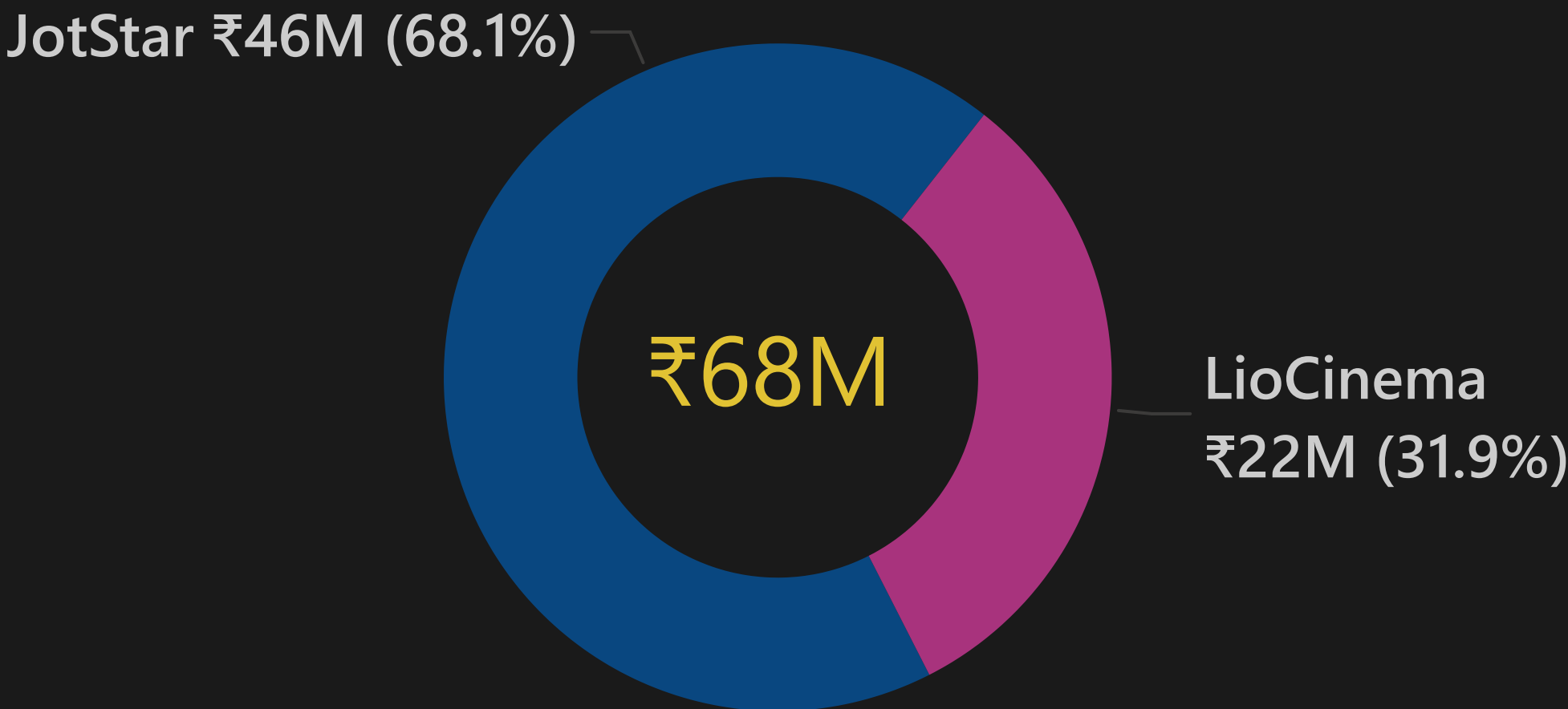
₹22M

Revenue

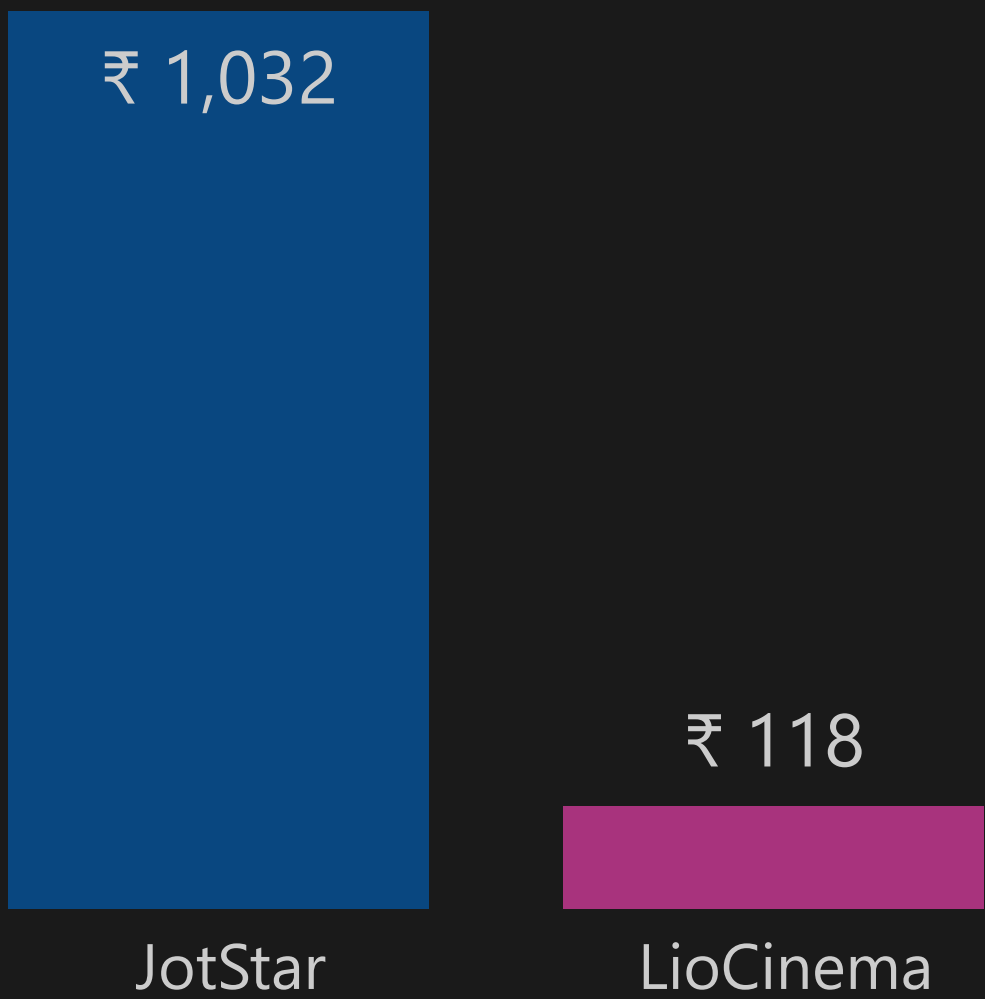
₹ 118

ARPU

Total Revenue Comparsion



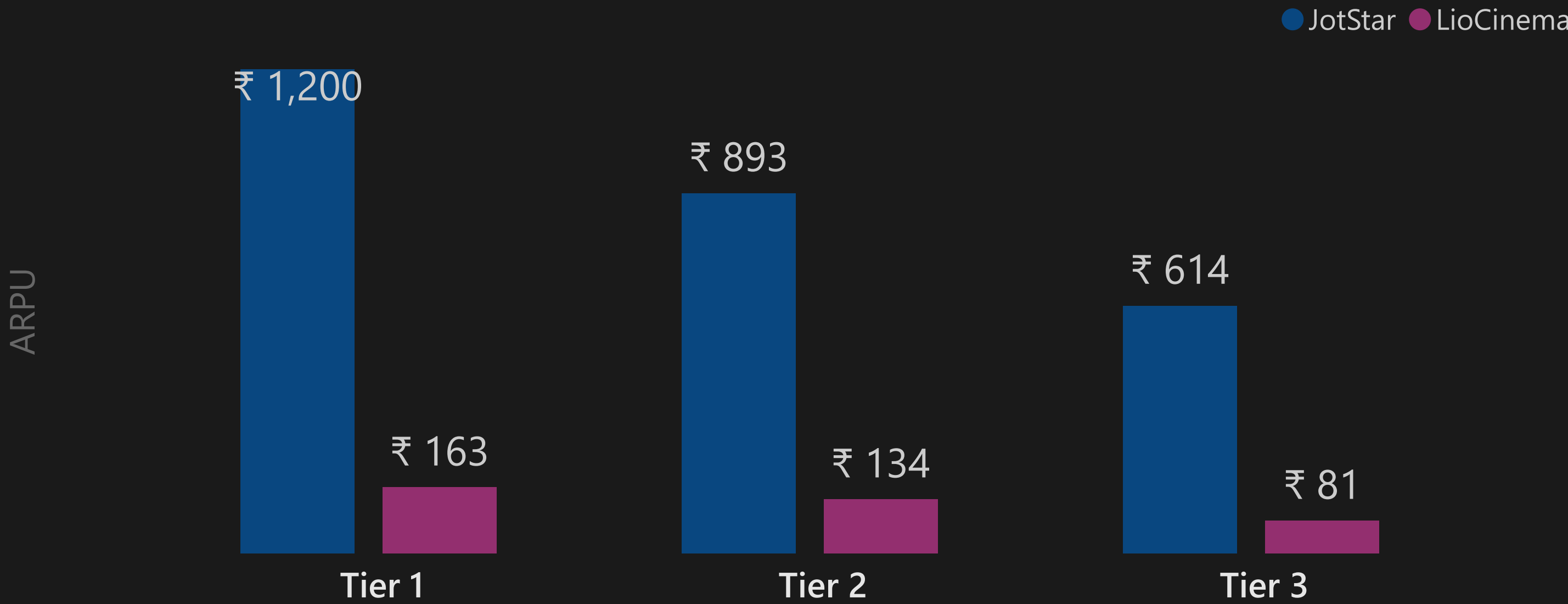
ARPU per platform



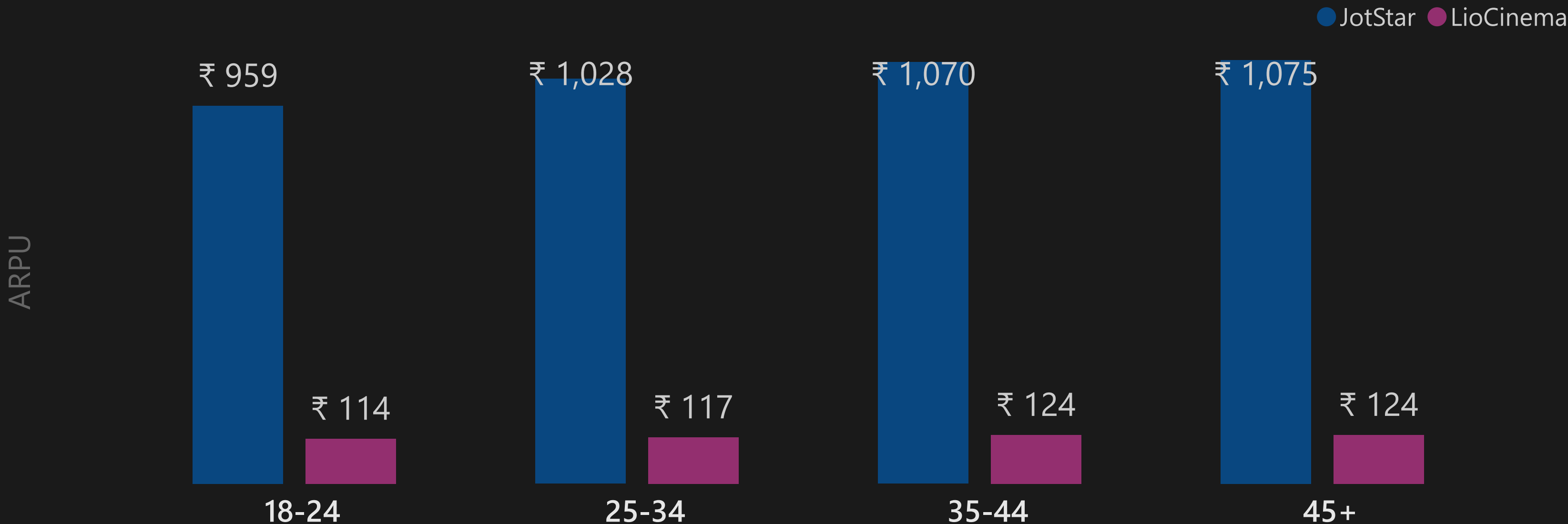
Monthly Subscription Plans

Plan	Jotstar	Liocinema
Premium	₹ 359	₹ 129
VIP	₹ 159	
Basic		₹ 69

ARPU by City-Tier



ARPU by Age-Group



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