

OTT Merger : Future of Streaming



AGENDA :

1 Overview

2 Problem Statement

3 Objectives

4 PowerBI Dashboard

5 Primary Analysis

6 Key Comparisons

7 Further Analysis & Recommendations



1. Overview : Platforms Key Strengths Before Merger

LioCinema

🏠 Backed by Lio, India's premier telecommunications leader

💬 183,000 Subscribers
as of November 2024

📦 Specializes in exclusive regional language content

💰 ₹22M Annual Revenue

VS

JotStar

🏆 Market-leading streaming platform across India

💬 45,000 Subscribers
as of November 2024

📦 Comprehensive library spanning multiple genres and languages

💰 ₹46M Annual Revenue



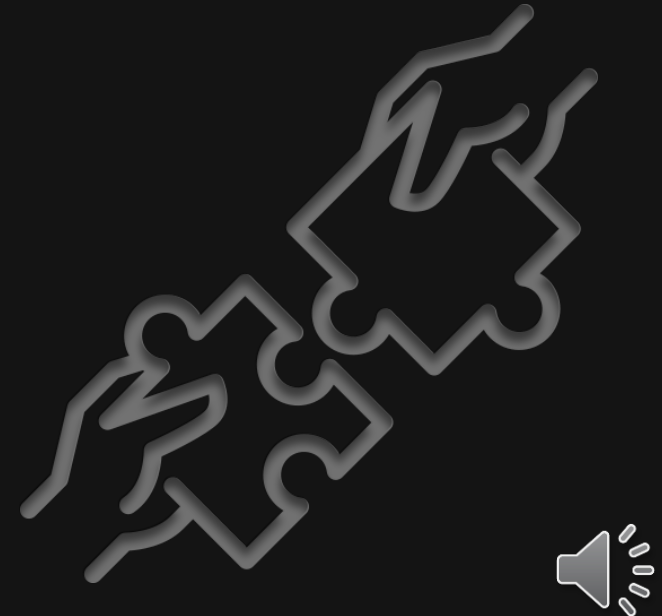
2. Problem Statement:

Lio, a leading telecom provider, and Jotstar, a prominent streaming platform, are merging to revolutionize digital streaming in India.

As part of the merger preparation, Lio management requires a detailed analysis of both platforms (LioCinema and Jotstar) over the past year (Jan-Nov 2024)

Analysis Focus Areas

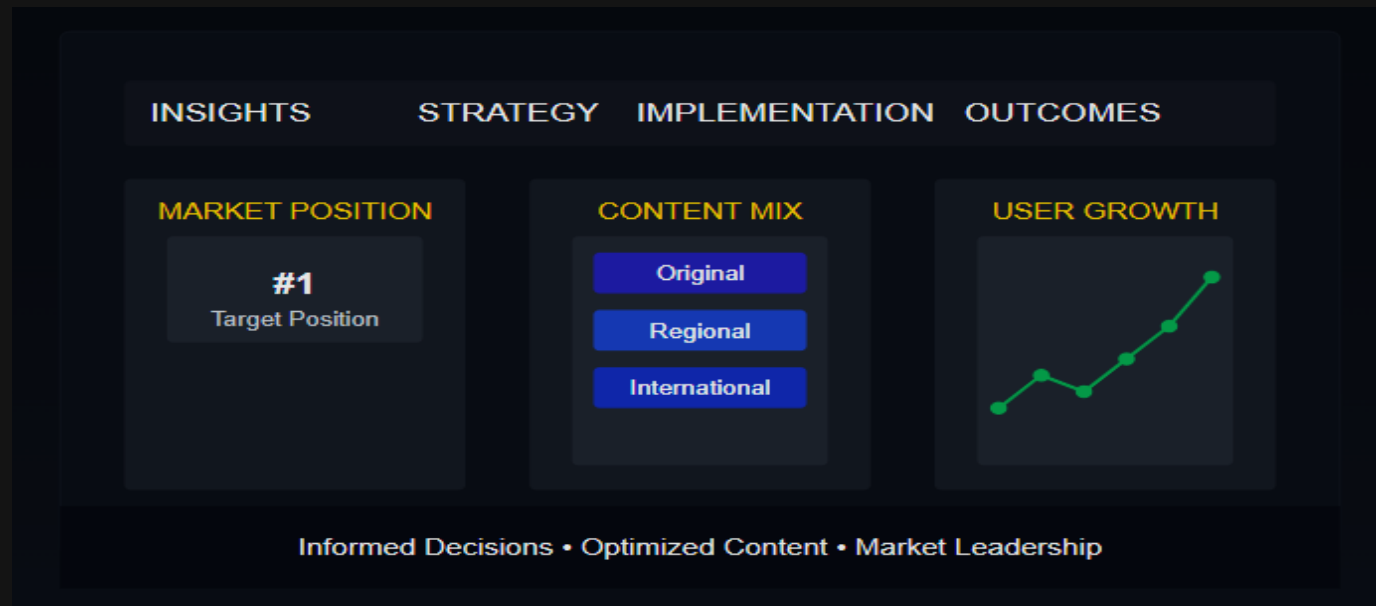
- ✓ Individual Platform Performance
- ✓ Subscriber Insights
- ✓ Inactivity Analysis
- ✓ Upgrade Patterns
- ✓ Downgrade Patterns
- ✓ Content Consumption Behaviour



3. Objective

My role, as a Data Analyst at Lio, is to provide actionable insights to the management team. Specifically, I aim to:

- Conduct a comprehensive Content Library Analysis, detailed subscribers' behavior and revenue analysis.
- The insights derived from this study will help the management make ***informed decisions*** and ***optimize content strategies*** post-merger, with the ultimate goal of establishing Lio-Jotstar as the leading OTT platform in India.



4. POWER BI DASHBOARD:

LIOCINEMA + JOTSTAR

Log InSign Up

Filters

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 Downgrades

Content Consumption Behaviour

Revenue

Live data Data updated on 30/3/25, 11:30 pm

5. PRIMARY ANALYSIS:

Tool Used : Python

Check complete analysis here : [primary analysis](#)

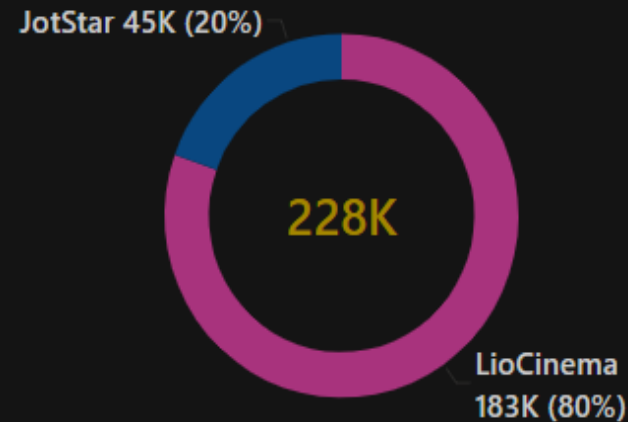


Q1. Total Users & Growth Trends

- What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?

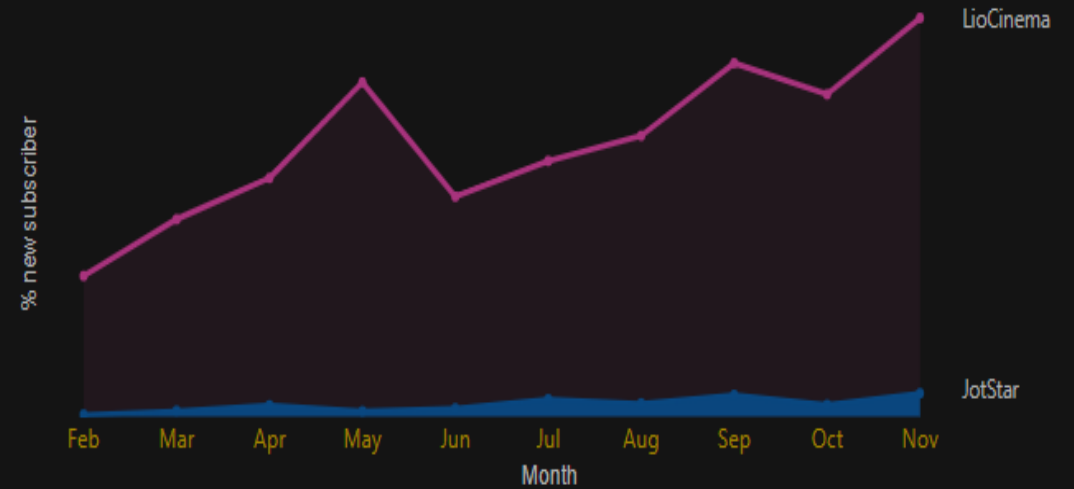


Subscriber's Market Share



- LioCinema has **4x larger** user base than Jotstar

Subscriber's Growth Rate (MOM)

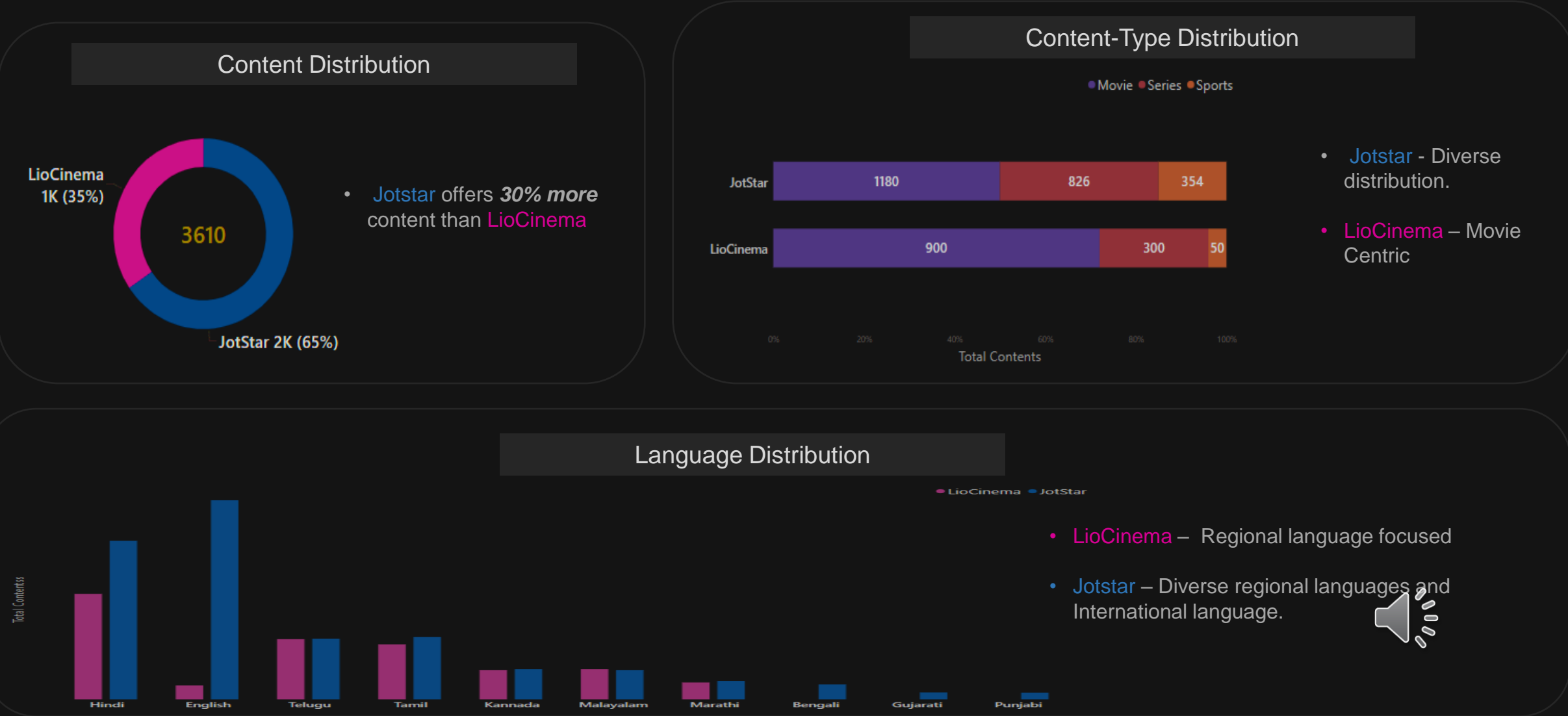


- LioCinema shows **exponential increase** in users, with CMGR of 39%.
- Jotstar shows a **linear growth**, with CMGR of 27.5%



Q2. Total 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?



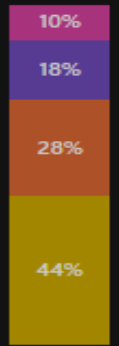
Q3. User Demographics

- What is the distribution of users by age group, city tier, and subscription plan for each platform?

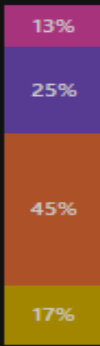


Age-Group

LioCinema



JotStar



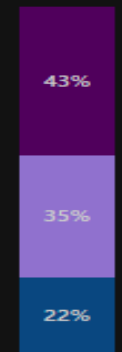
● 18-24 ● 25-34 ● 35-44 ● 45+

- LioCinema popular among **Youth** (18-24)
- Jotstar among **Young Adults** (25-34)



City tier

LioCinema



JotStar

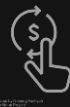
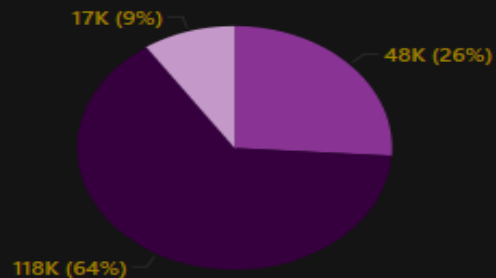


● Tier 1 ● Tier 2 ● Tier 3

- LioCinema popular in **Tier-3**
- Jotstar popular in **Tier-1**.
- Both platforms shows equal distribution in Tier-2.

Liocinema Plan Distribution

● Basic ● Free ● Premium

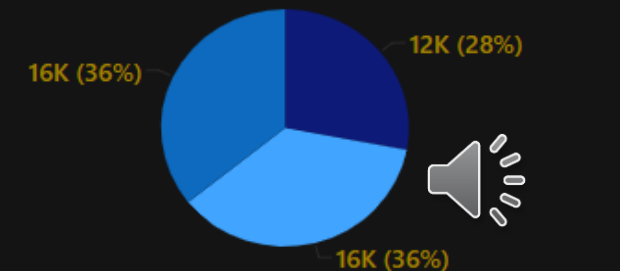


Subscription Plan

- LioCinema have **64%** of **Free users** indicates users less willing to pay.
- Jotstar has **72%** of **paid users** indicates better monetization.
- Jotstar have 27% more Premium users.

Jotstar Plan Distribution

● Free ● Premium ● VIP



Q4. Active vs Inactive Users

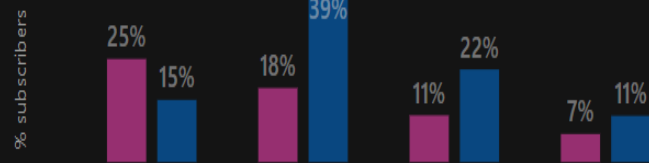
- What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?



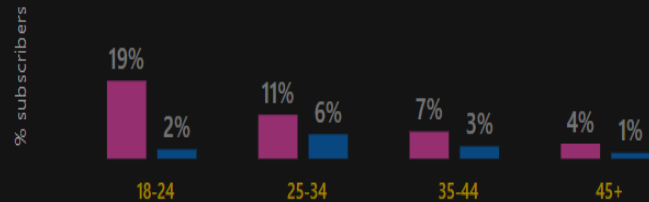
Age-Group

● LioCinema ● JotStar

Active



Inactive

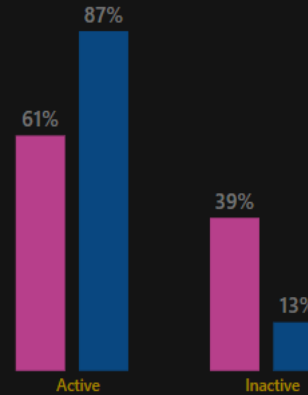


- LioCinema have **highest** amount of **active** and **inactive** users among the *Youth (18-24)*
- Jotstar shows **better retention** in all age-groups not exceeding 6%.

Platform comparison

● LioCinema ● JotStar

% subscribers



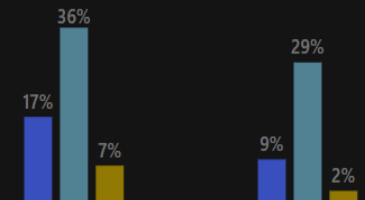
- Jotstar have **26% more active** users than LioCinema.
- LioCinema have **26% more inactive** users.
- Jotstar shows better *retention* of users.



Subscription Plan

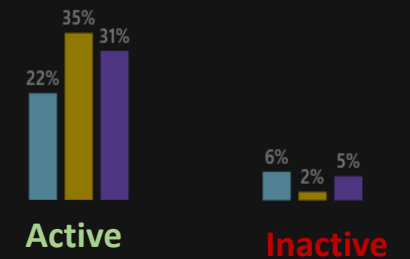
● Basic ● Free ● Premium ● VIP

% subscribers



Jotstar

% subscribers

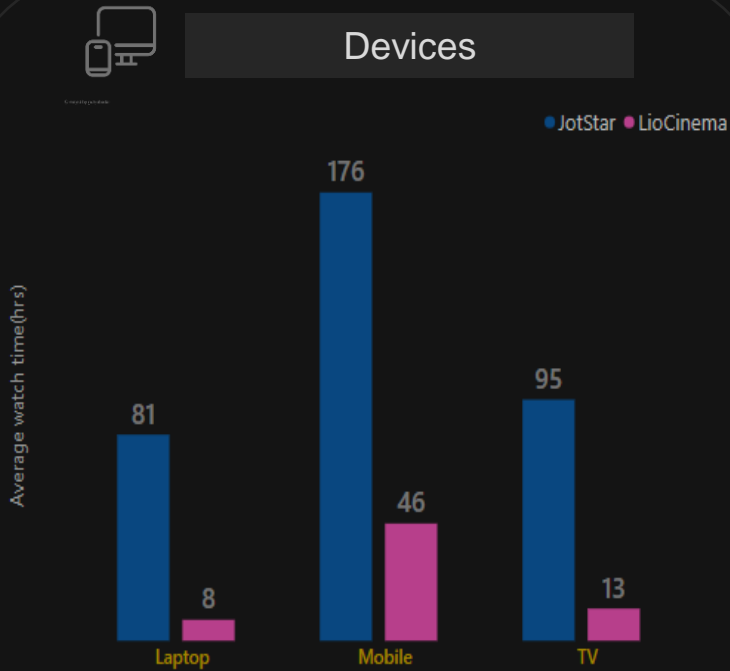


- Both platforms shows **better retention** for **Premium Plan**.
- LioCinema have higher active and inactive for **free plan**.
- Jotstar have **high activity** in all plans.

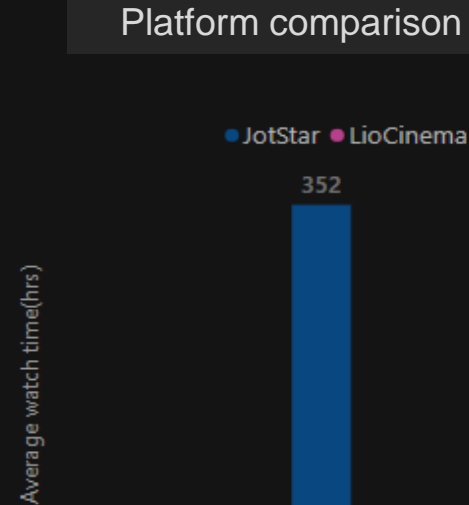


Q5. Watch Time Analysis

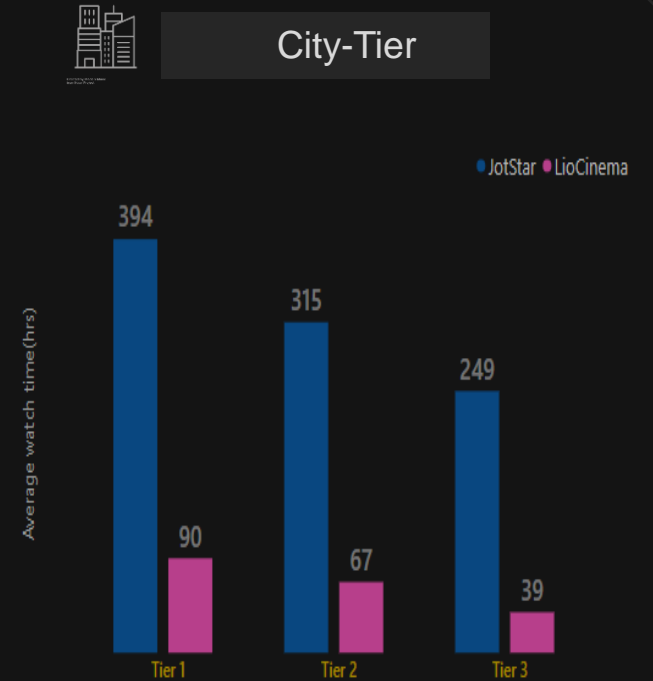
- What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?



- Mobile** is the most popular device.
- Jotstar shows **high engagement in all** the devices
- LioCinema shows high engagement in **Mobile** and then declines sharply.



- Jotstar users watch **~480% more content** than LioCinema users, indicating **higher engagement and a stronger content strategy**.

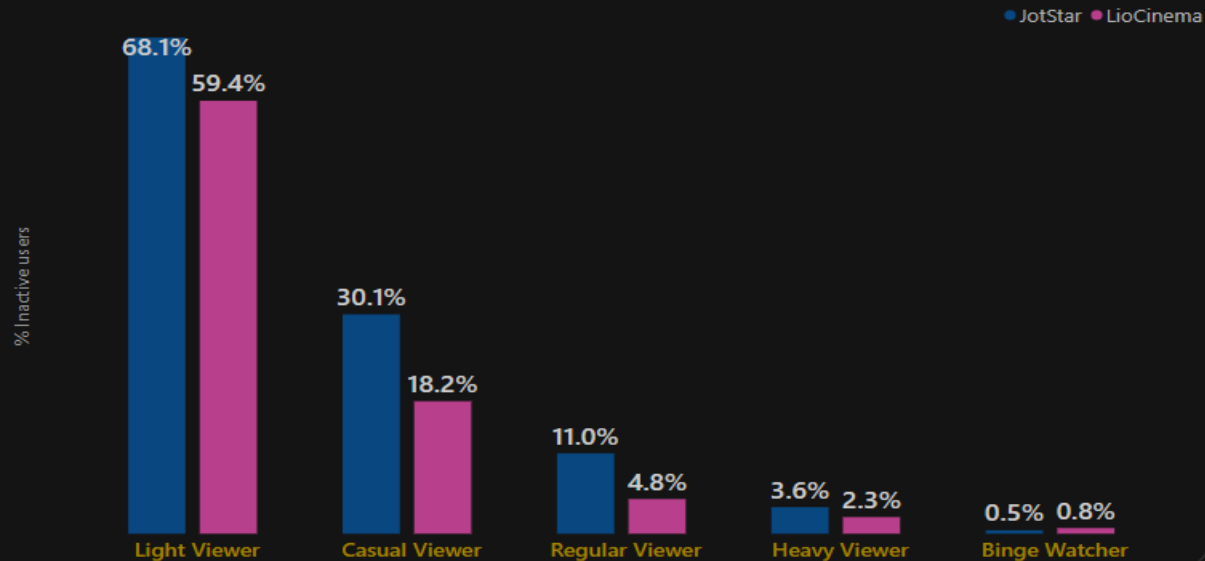


- Jotstar maintained **high engagement in all** cities.
- LioCinema engagement is **weak** in all tiers.

Q6. Inactivity Correlation

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

Inactivity Trends by Watch Category



Statistical Analysis: Watch Time vs. Inactivity

```
import pandas as pd
from scipy.stats import chi2_contingency

def inactivity_correlation(df):
    # Create contingency table with "All" row/column
    contingency_table = pd.crosstab(df['watch_time_category'], df['user_activity'], margins=True)

    # Perform Chi-Square test (excluding the "All" row and column)
    chi2, p, dof, expected = chi2_contingency(contingency_table.iloc[:-1, :-1])

    # Check statistical significance
    significance = "significant" if p < 0.05 else "not significant"
    print(f"There is a {significance} association between watch time category and user activity. (p-value: {p})")

    # Calculate Inactive Percentage per watch_time_category
    contingency_table['Inactive_percentage'] = (
        contingency_table['Inactive'] / contingency_table['All'] * 100
    ).round(0)

    return chi2, p, contingency_table
```

LioCinema Inactive User Stats:

There is a significant association between watch time category and user activity. (p-value: 0.000000)
Statistical Significance (Chi-Square) = 42280.52
P-value = 0.000000

JotStar Inactive User Stats:

There is a significant association between watch time category and user activity. (p-value: 0.000000)
Statistical Significance (Chi-Square) = 10839.09
P-value = 0.000000

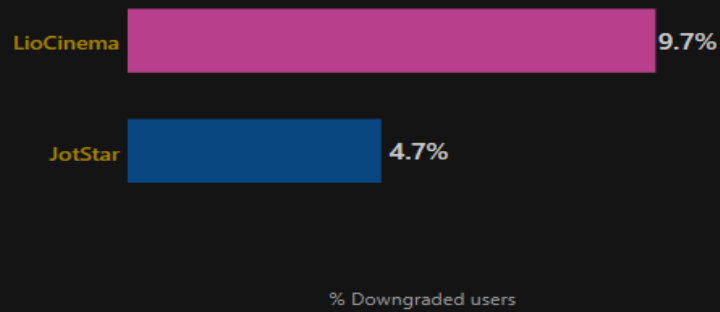
- Light viewers have the **highest inactivity rate (over 60%)**, while binge watchers remain the most engaged.
- There is a **statistically significant correlation** between watch time and inactivity, with **p-value = 0.00000**.
- Casual and regular viewers show **moderate inactivity rates**, suggesting engagement levels impact retention.



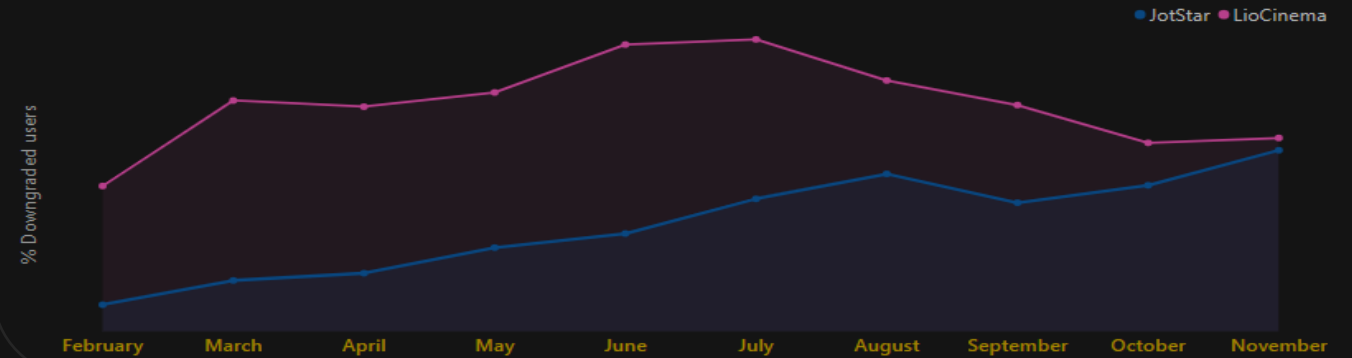
Q7. Plan Downgrade Trends

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

Downgrade rate Comparison

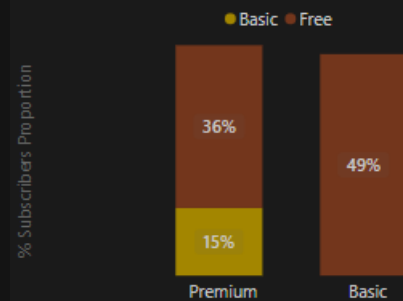


Downgrade Trend

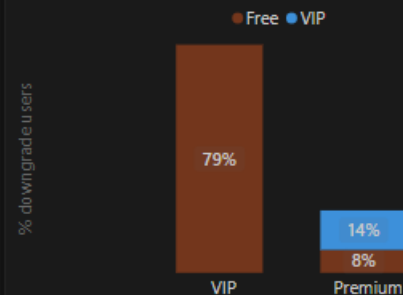


Subscription Plan

LioCinema- Subscription Plan Downgrades



Jotstar - Subscription Plan Downgrades

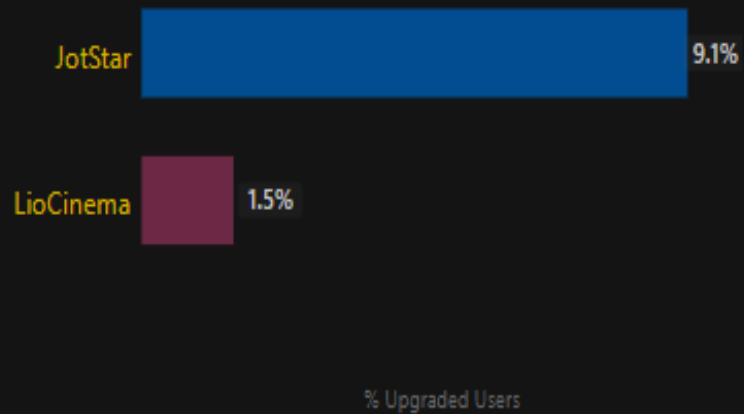


- LioCinema has 2.2 times higher downgrades than Jotstar, shows weak user retention.
- LioCinema 36% of Premium downgrades go directly to Free, leading to a major revenue loss.
- Jotstar only 7.9% of Premium users downgrade to Free—4.5x lower than LioCinema

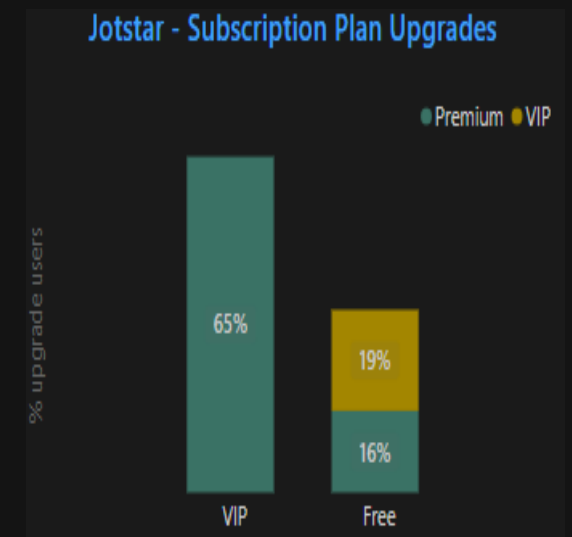
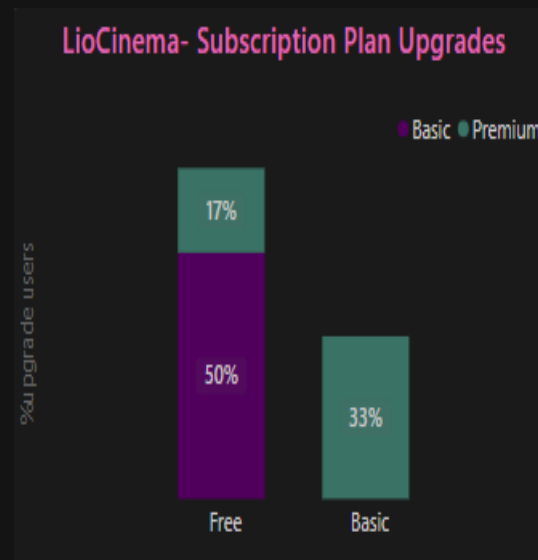
Q8. Plan Upgrade Patterns

- 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?

Upgrade rate Comparison



Subscription Plan



- Jotstar has 6x times higher upgrades than LioCinema.
- JotStar :Strong performance in direct-to-premium conversions
- LioCinema : Multi-step upgrade journey is prevalent.
- 80% of JotStar users upgrade to Premium vs. 50% of LioCinema users

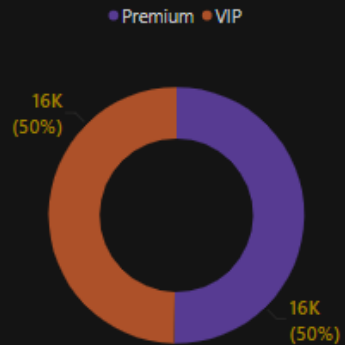


Q9. Paid Users Distribution

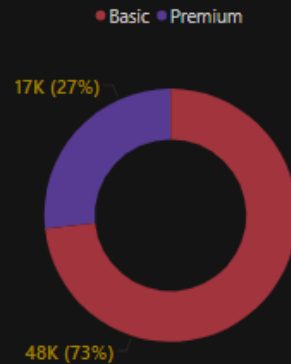
- How does the paid user percentage (e.g., Basic, Premium for LioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyze the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Subscription Plan

Jotstar - Paid Users Distribution

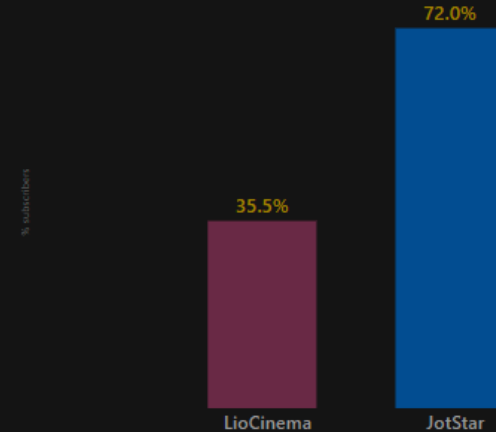


LioCinema - Paid Users Distribution



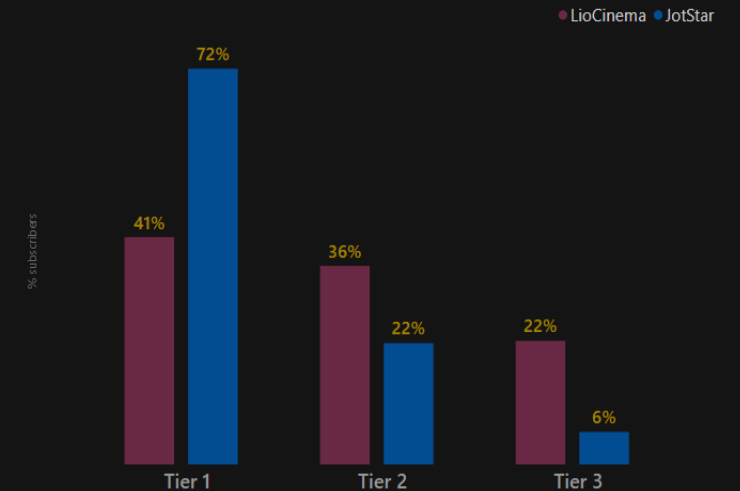
- LioCinema have more basic subscription plan, suggesting lower monetization.
- Jotstar have equal distribution of paid subscription plan.

Paid Users Comparison



- Jotstar have **36%** more paid users than LioCinema, shows users willingness to pay for higher tier.

City Tier

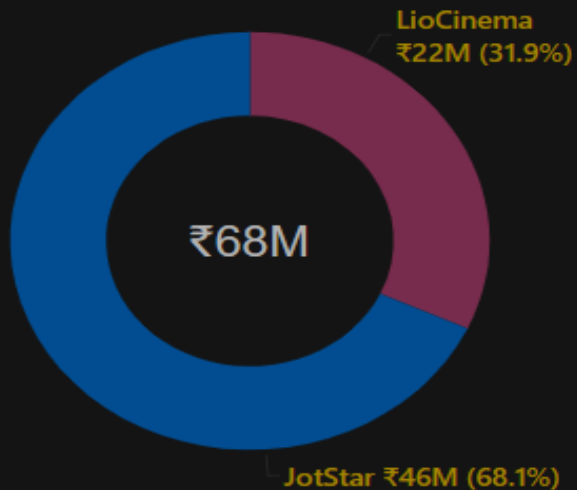


- Premium plan is highest in Tier-1, with more user preference for Jotstar.
- In lower tiers users prefer LioCinema, shows price sensitivity issue with Jotstar.

Q10. Revenue Analysis

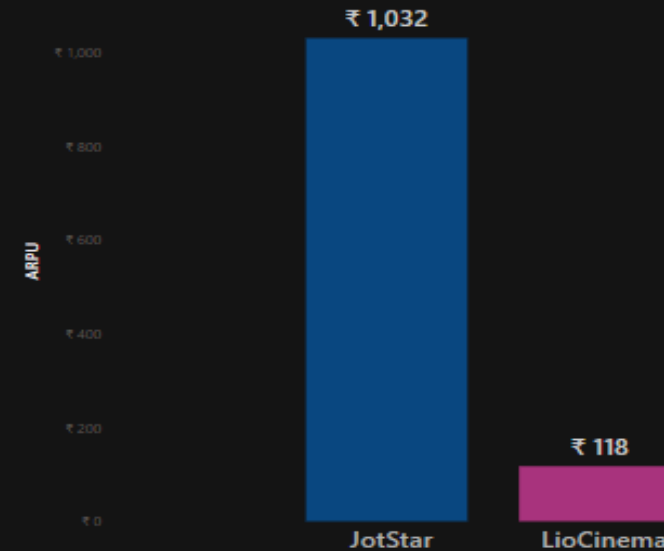
- Calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

Total Revenue comparison



- JotStar has generated **2.3x times higher** revenue than LioCinema.

ARPU comparison



- JotStar users are spending **~9x times higher** amount than LioCinema.



6. Key Comparisons

LioCinema

1,250
titles

183K
subscribers

39.4%

4%
heavy viewers

35%

₹22M
ARPU: ₹118

Content Library

User's Base

Inactive Users

Content Consumption

Paid Users

Revenue

Jotstar

2,360
titles

45K
subscribers

12.5%

55%
heavy viewers

72%

₹46M
ARPU: ₹1,000



7. Further analysis and Recommendations:



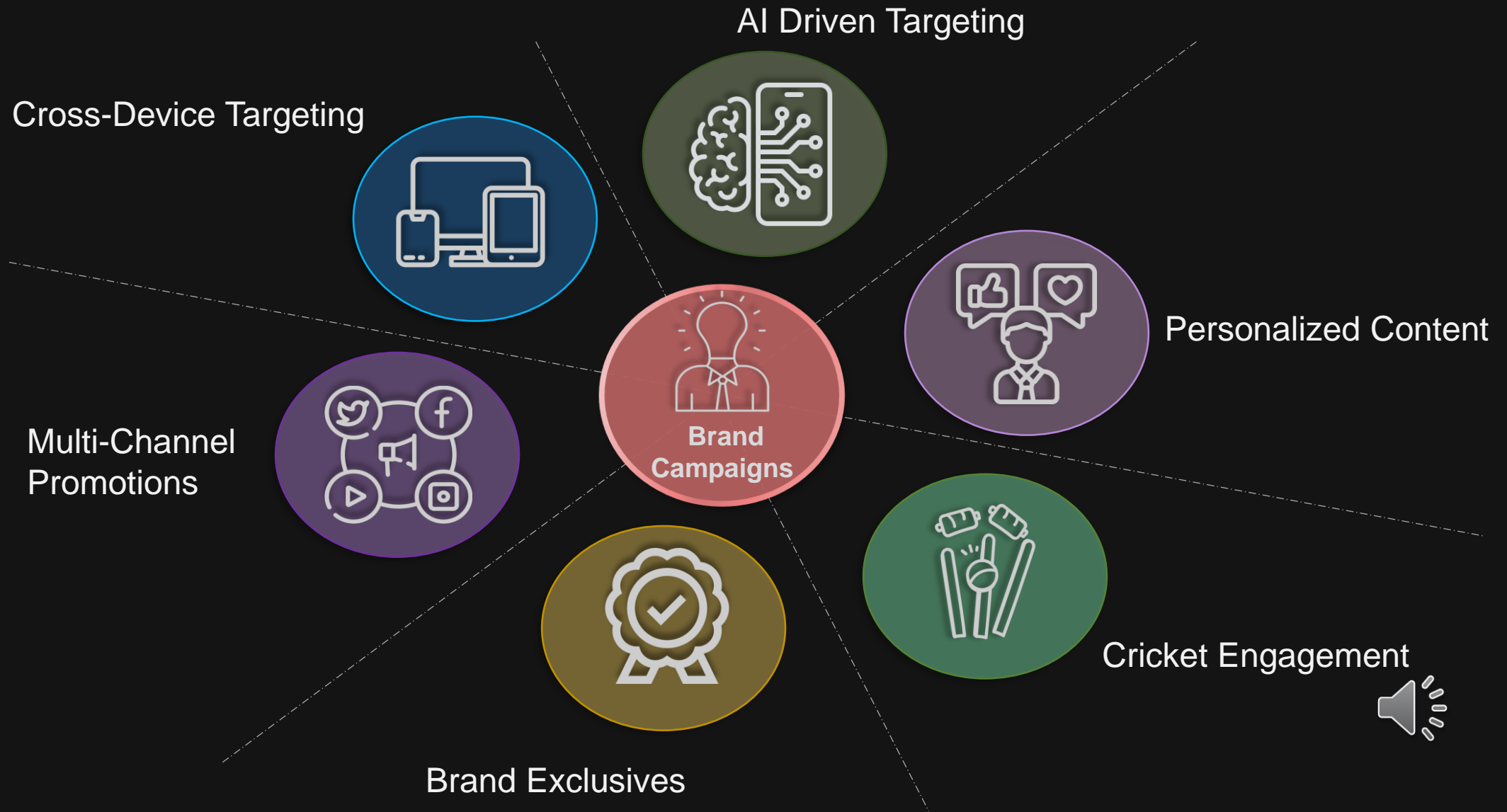
Re-engaging Inactive Users: Key Strategies

Q1. What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?



OTT Platform : Go-To-Brand Campaigns

Q2. What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?



OTT Pricing Strategy : Finding The Right Balance

Q3. How should the merged platform price its subscription plans to compete effectively while maintaining profitability?

- Competitive benchmarking
- Tiered Pricing
- Limited-time Discounts



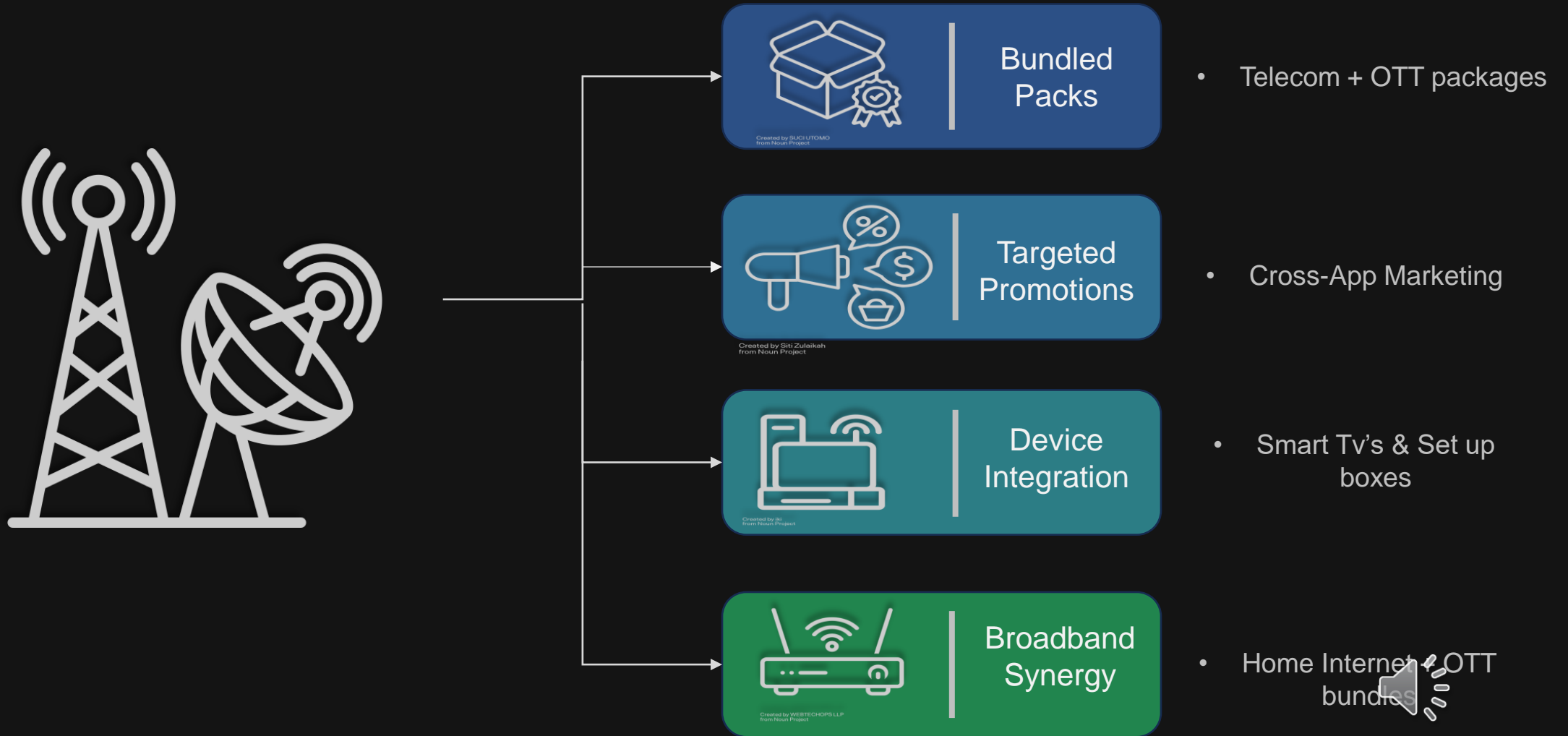
- Freemium Model
- Bundle Discounts
- Flexible Payments

- Content Investment
- Reduce Churn
- Ad-supported plans



Strategic Telecom Partnership

Q4. How can the platform leverage partnerships with telecom companies to expand its subscriber base?



AI For User Experience

Q5. What role can AI and machine learning play in personalizing the user experience and improving content discovery?

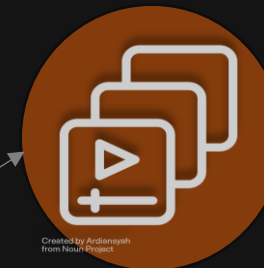
Personalized Recommendations

- Behavior Analysis
- Real Time Trends
- Dynamic User Profiles.



AI Powered Content Curation

- Automated Playlists
- Personalized Homepages
- Tailored Carousels



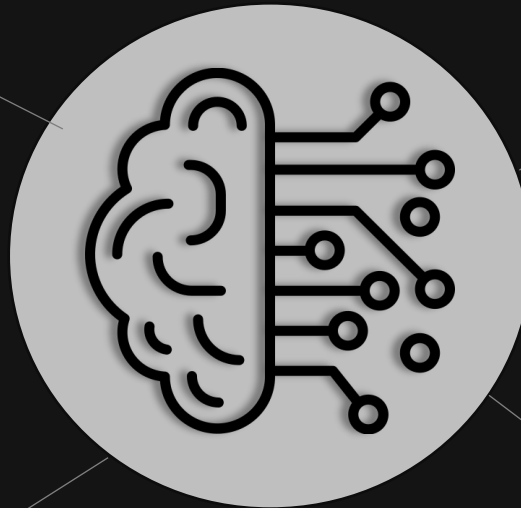
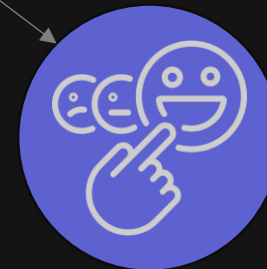
Enhanced Content and Search

- Voice Search
- Contextual Suggestions
- Semantic Understanding



User Experience Optimization

- Churn Prediction
- Personalized Reminders
- Dynamic UI



Brand Ambassador For New Platform

Q6. Who should be the brand ambassador for the newly merged OTT platform (LioCinema - Jotstar) to effectively represent its identity and attract a diverse audience?

Alia Bhatt



- Broad Entertainment Appeal
- Pan-India Reach
- Strong fan base among youth

Virat Kohli



- Most popular sports Icon
- Mass appeal beyond cricket
- High engagement on Social Media

Rana Daggubati



- Massive Regional popularity
- Strong OTT Presence
- Diverse Entertainment Portfolio

