

# OTT PLATFORMS MERGER ANALYSIS

Two Entertainment Gains, One Amazing Platform

Explore the Analysis



Content  
Library



Subscribers  
Insight



Paid  
Users

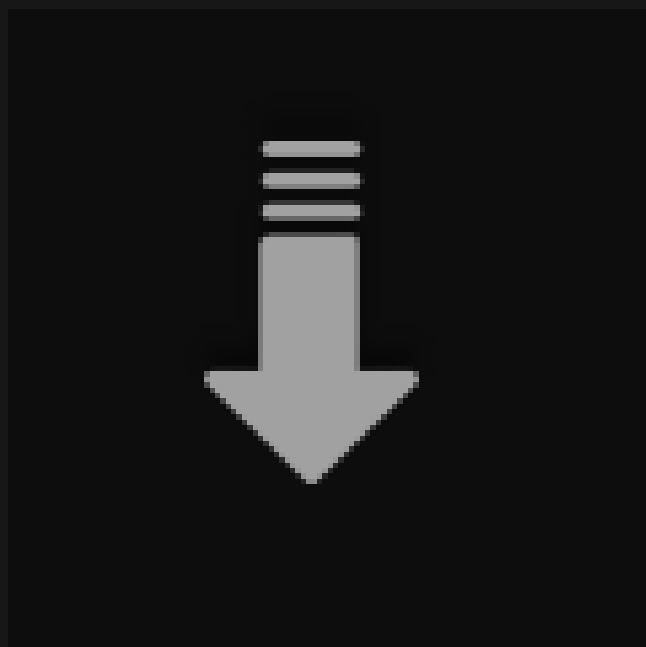


Inactive  
Users



Plan Upgrades

Plan  
Upgrades



Plan  
Downgrades



Content  
Consumption  
Behaviour



Revenue



CONTENT LIBRARY OVERVIEW

Filters 0



Navigation

Content Library Overview

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Plan Downgrade Overview

Plan Upgrade Overview

Content Consumption...

Revenue Overview

LioCinema

JotStar

JOTSTAR

2360

Total Titles

3

Content Types

12

Genre

10

Languages

LIOCINEMA

1250

Total Titles

3

Content Types

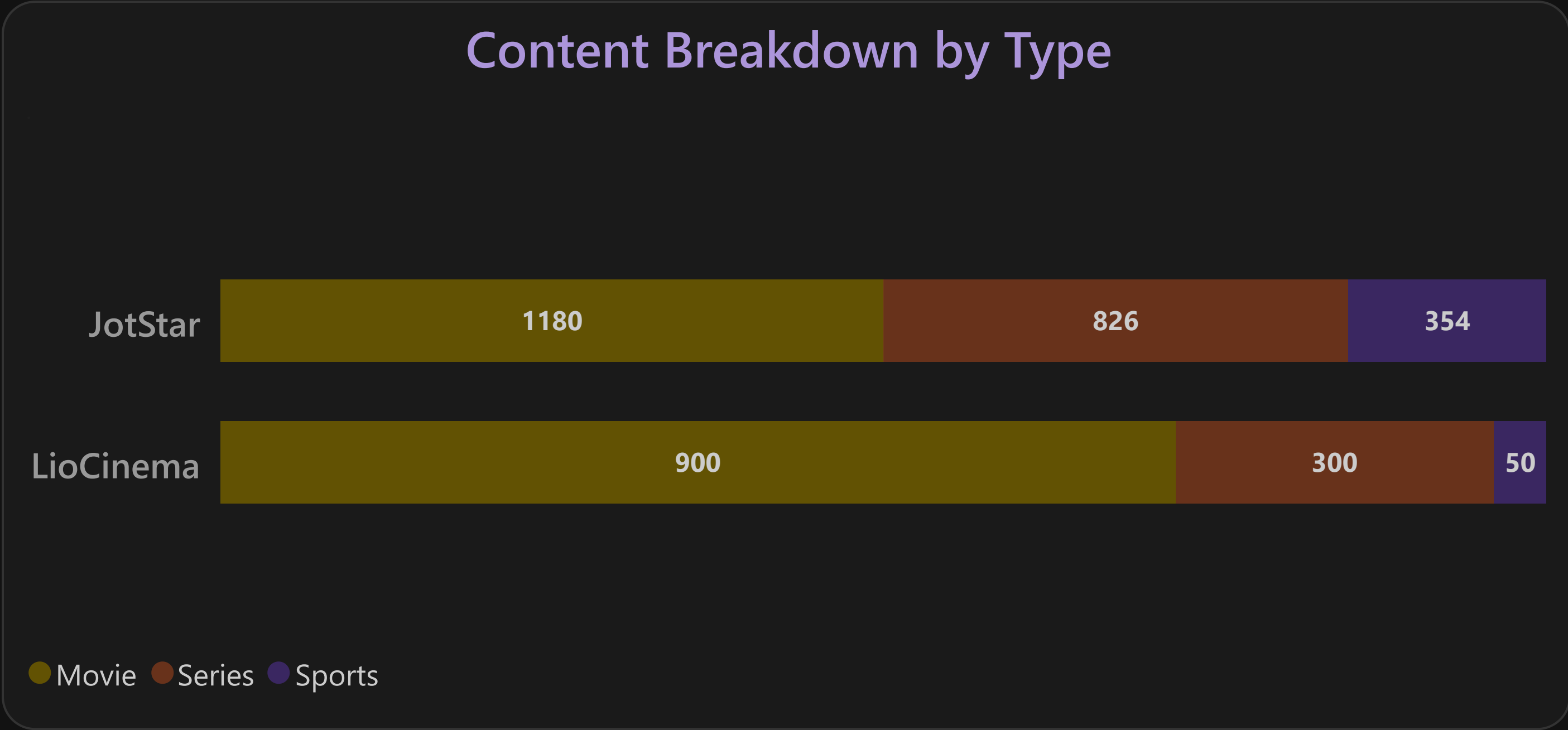
11

Genre

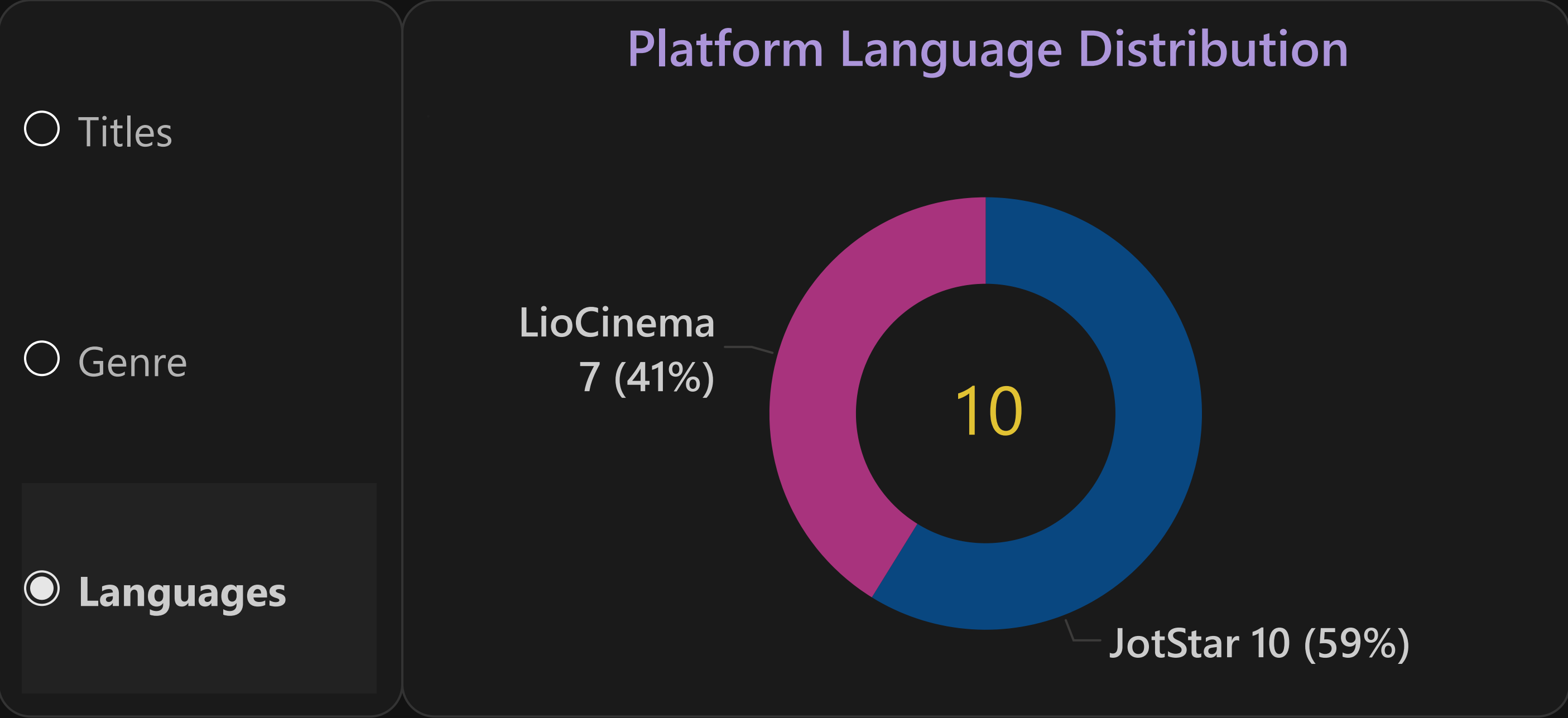
7

Languages

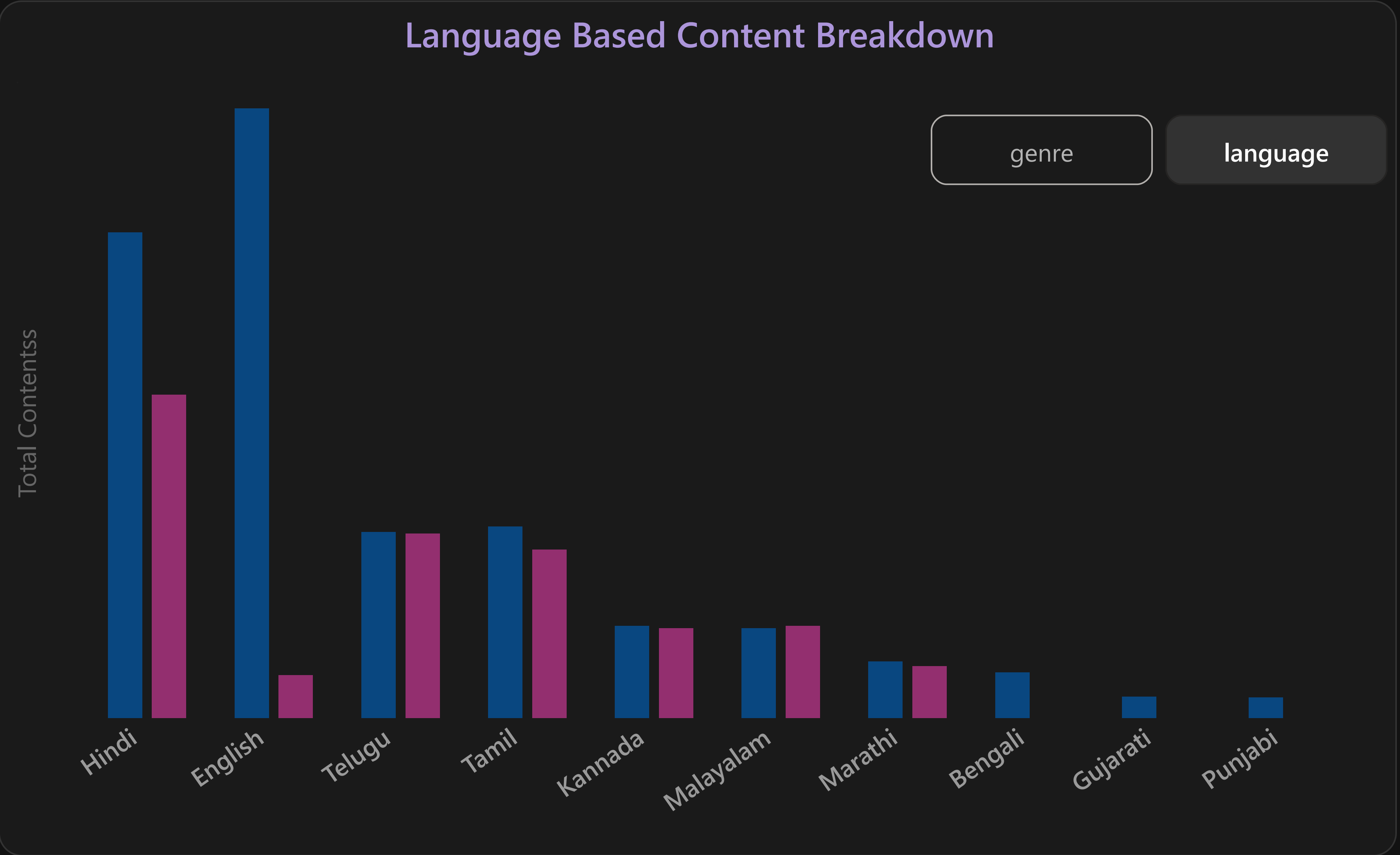
Content Breakdown by Type



Platform Language Distribution



Language Based Content Breakdown



Tamil, English, Hindi

Popular content

Tamil, Hindi, Telugu

Popular Content



SUBSCRIBERS OVERVIEW

Filters 0



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LioCinema  
JotStar

JOTSTAR

45K

Total Users

27.5%

CMGR

LIOCINEMA

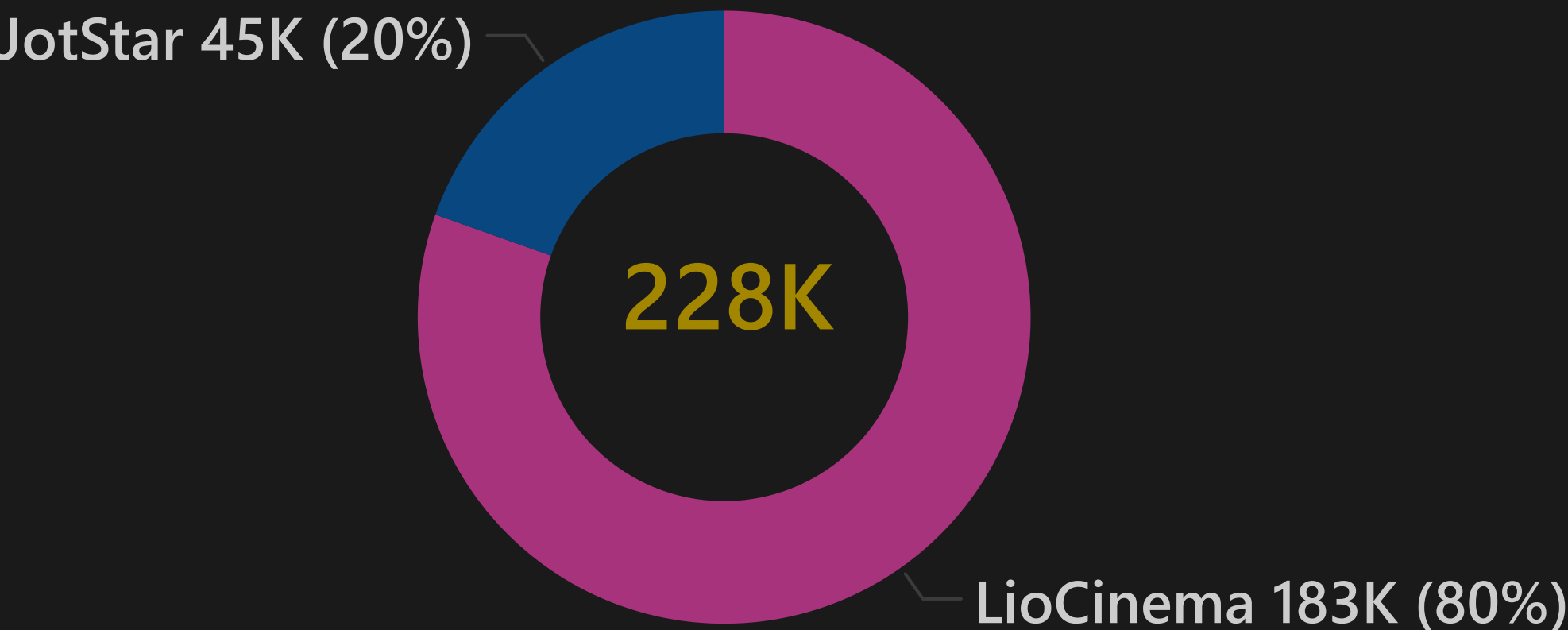
183K

Total Users

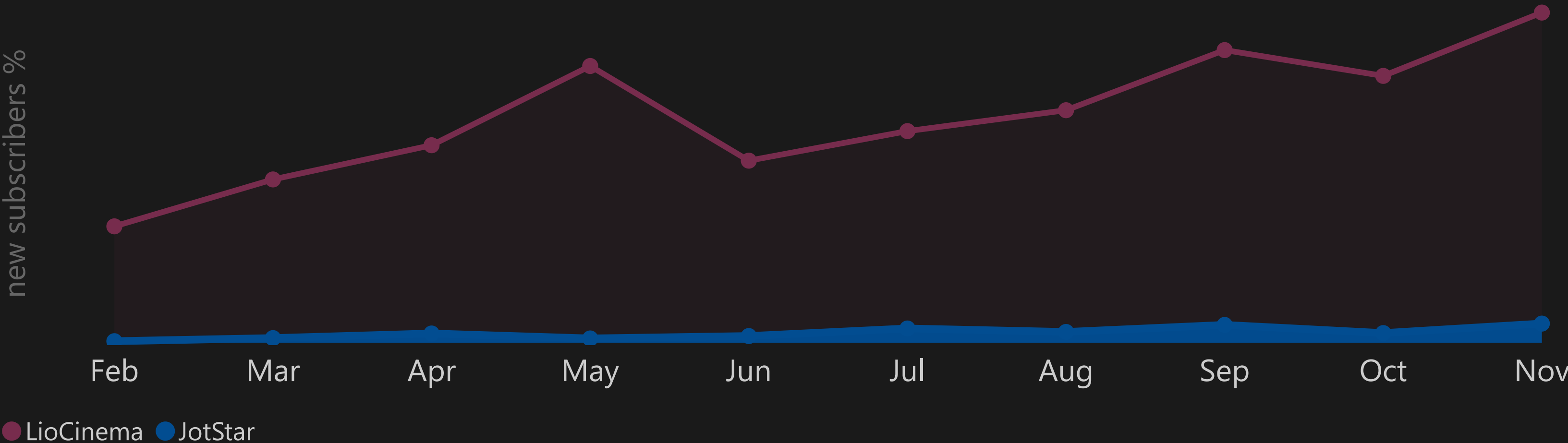
39.1%

CMGR

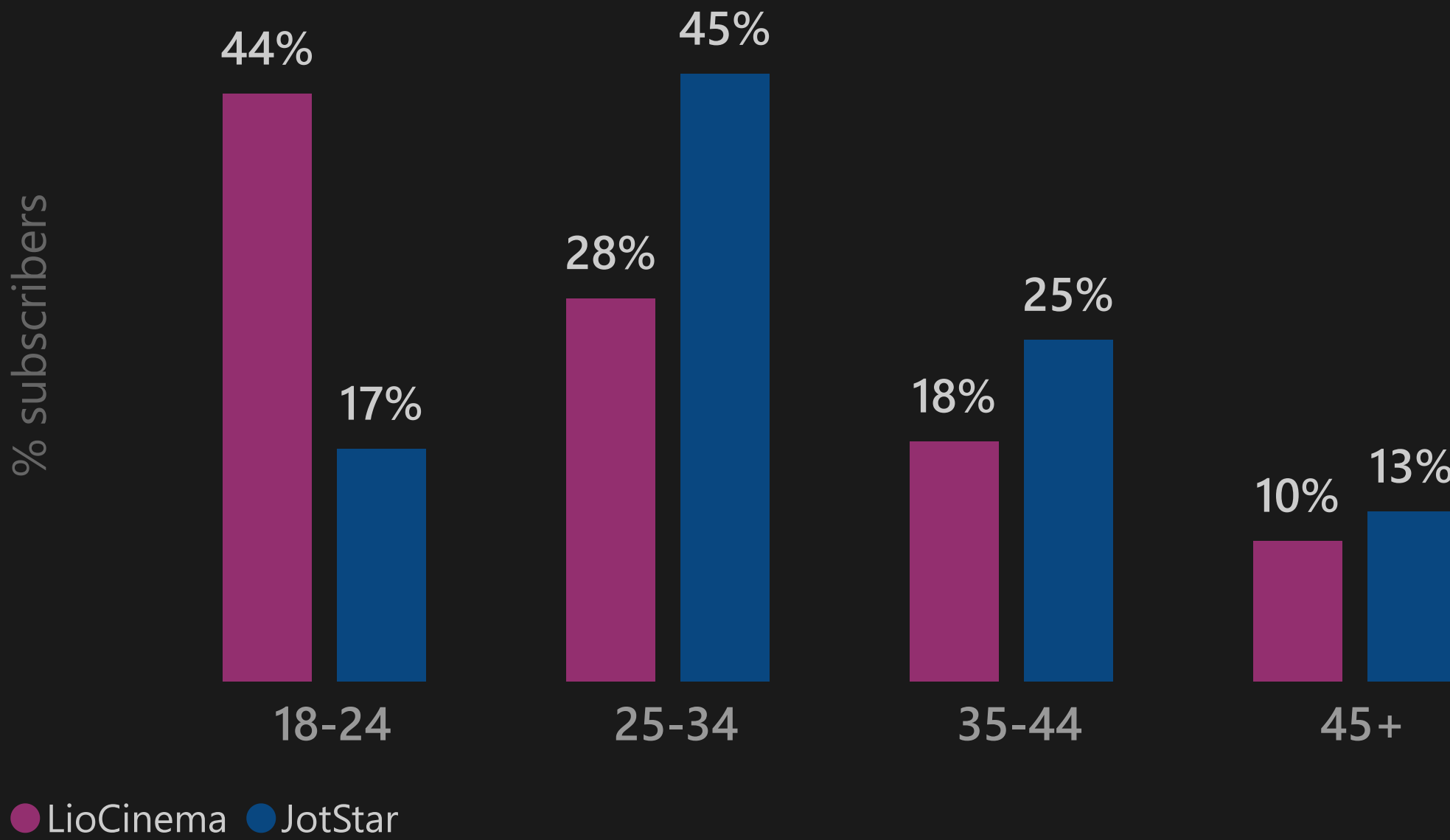
Subscribers Base Distribution



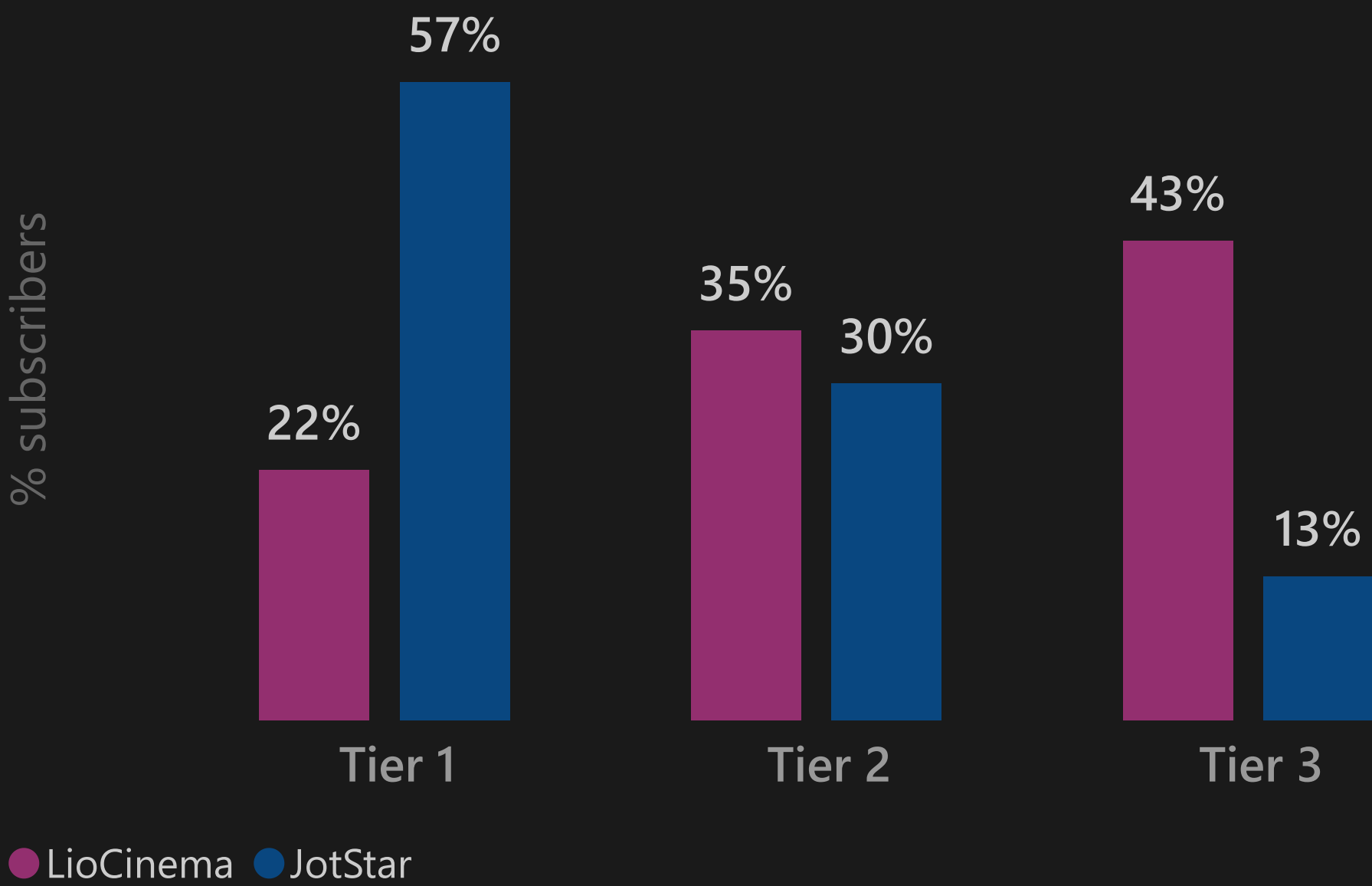
Subscriber Growth Rate (MoM)



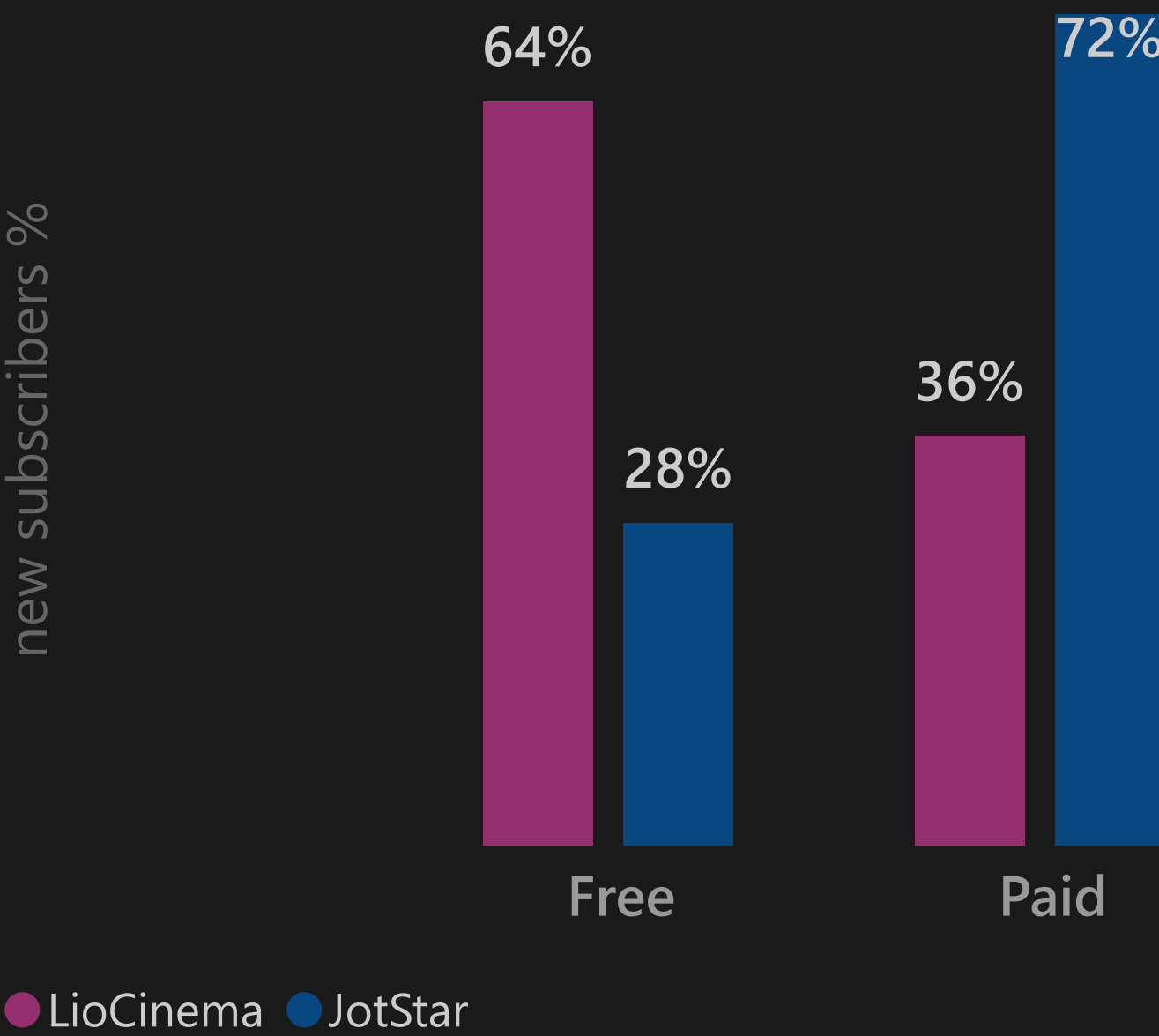
Age-Group Subscribers Distribution



City-Tier Subscribers Distribution



Free vs Paid Plan Adoption





PAID USERS OVERVIEW



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JOTSTAR

45K

Total Users

32K

Paid users count

72.0%

Paid User %

LIOCINEMA

183K

Total Users

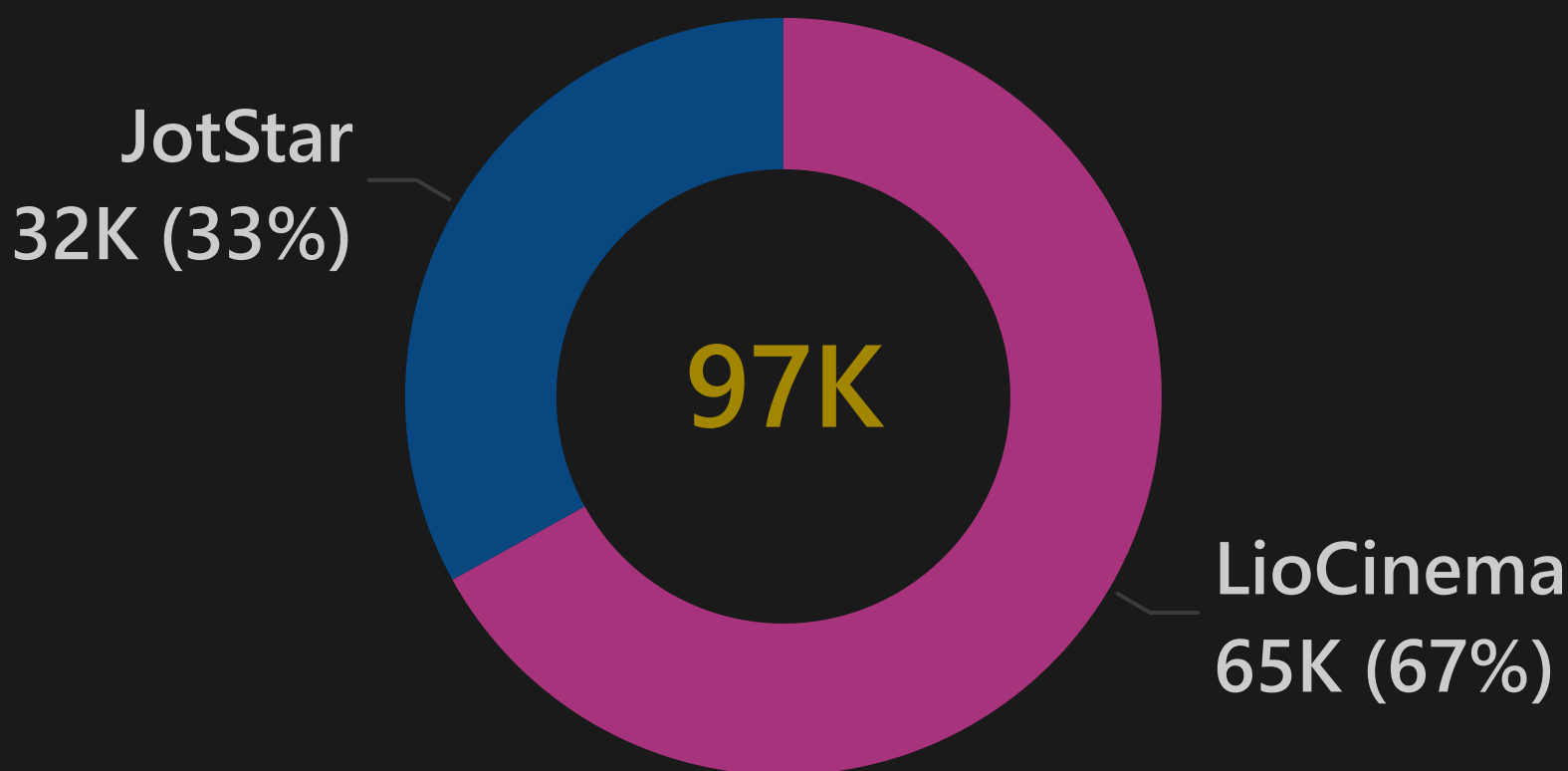
65K

Paid users count

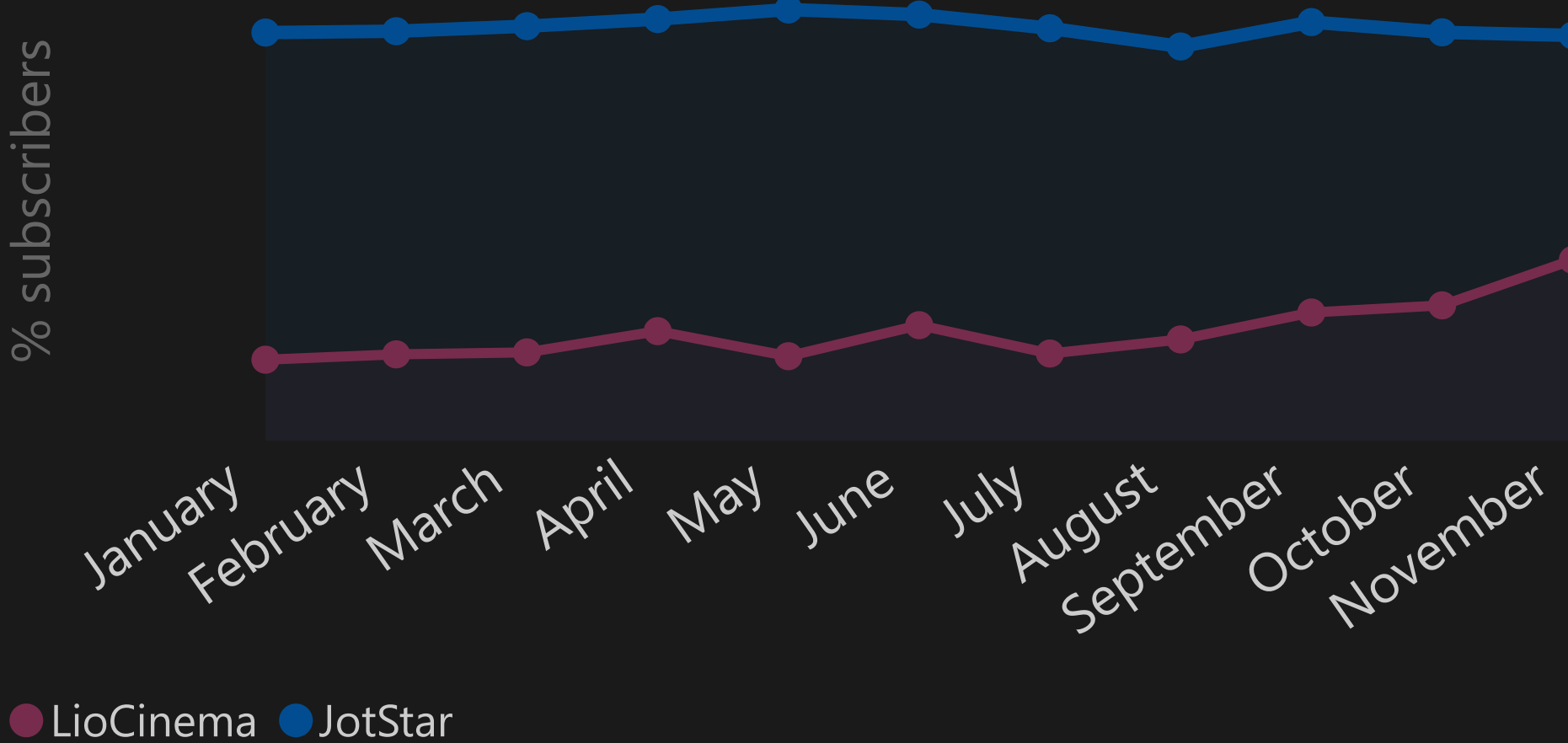
35.5%

Paid User %

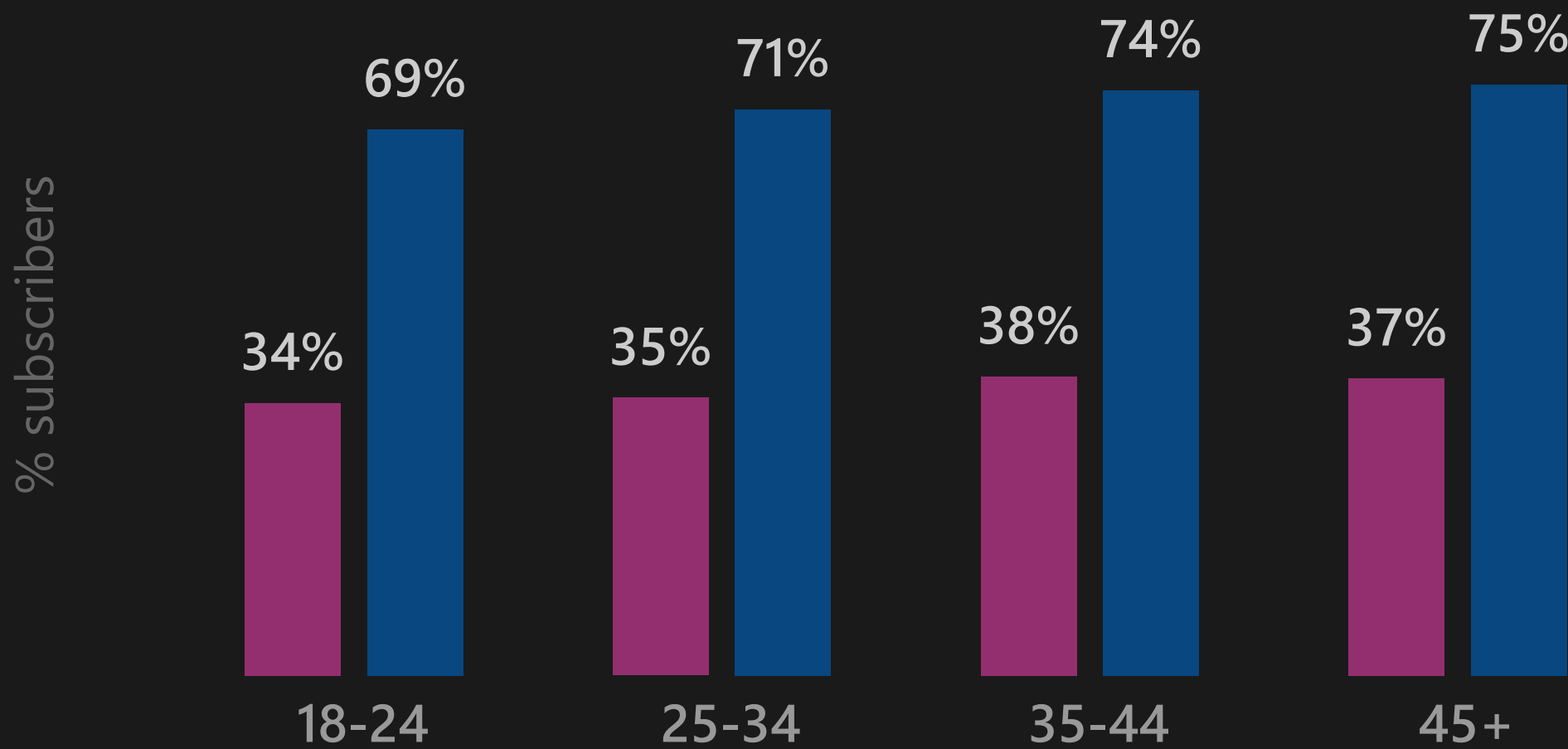
Paid Users Distribution



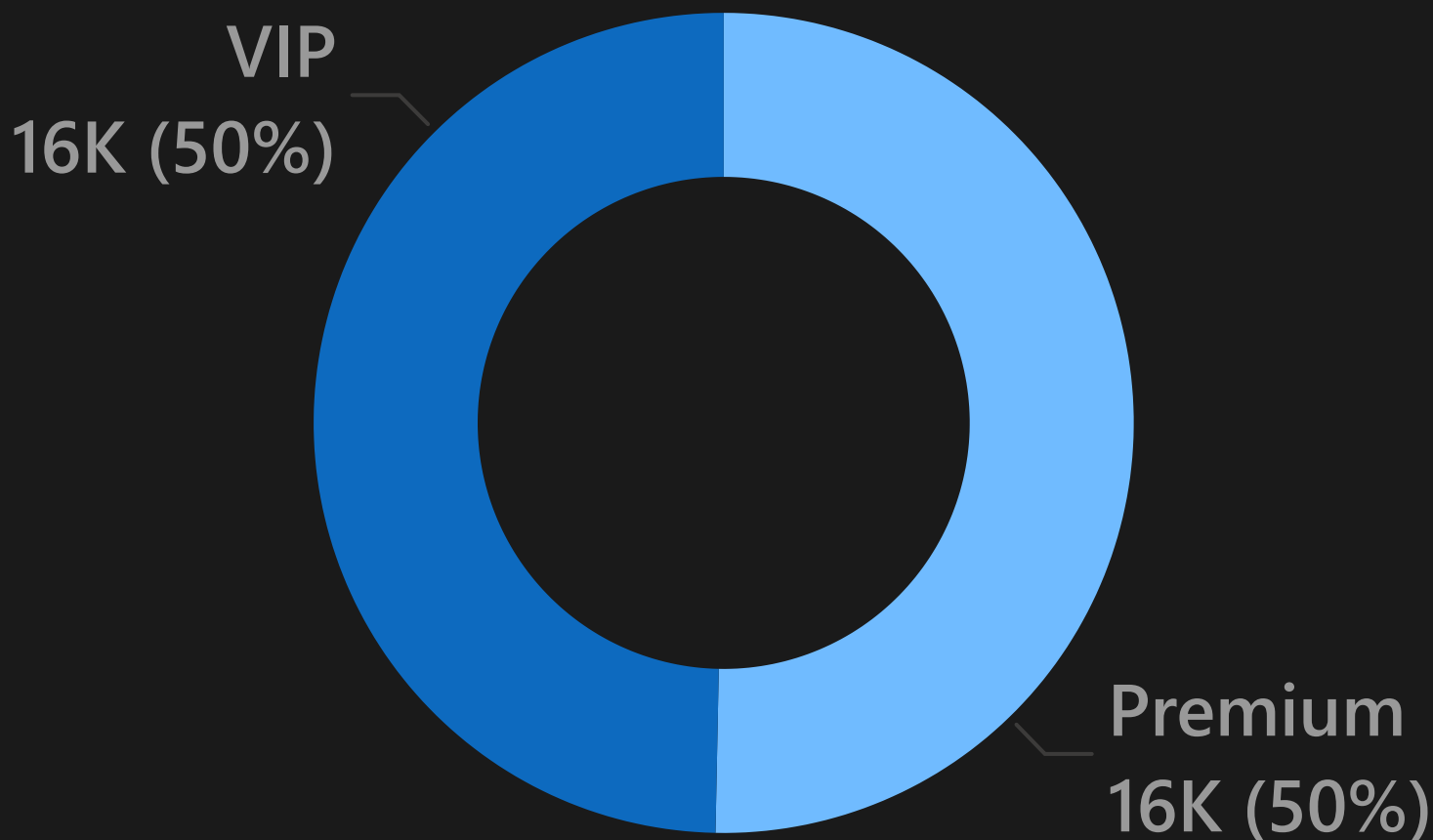
Monthly Paid Users Trend (%)



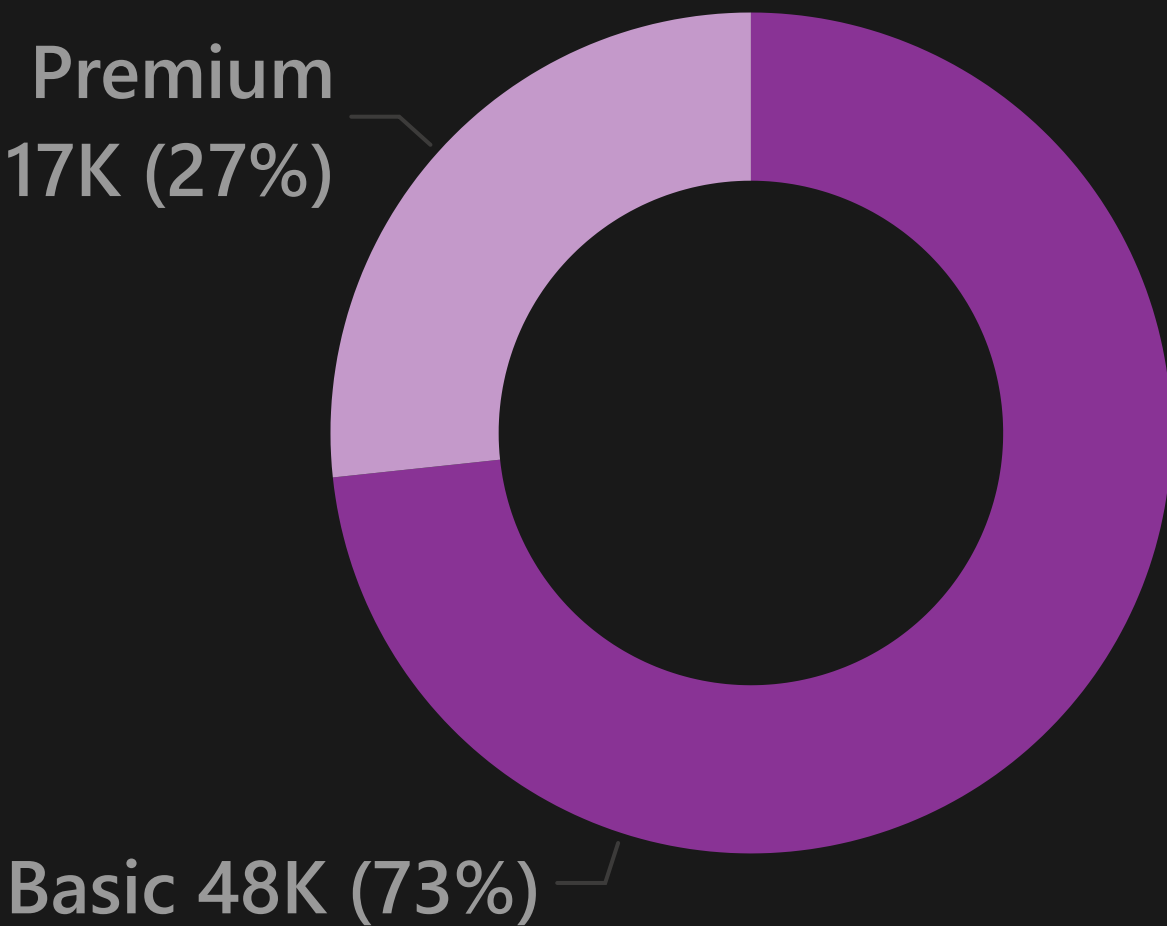
Paid Users by Age Group



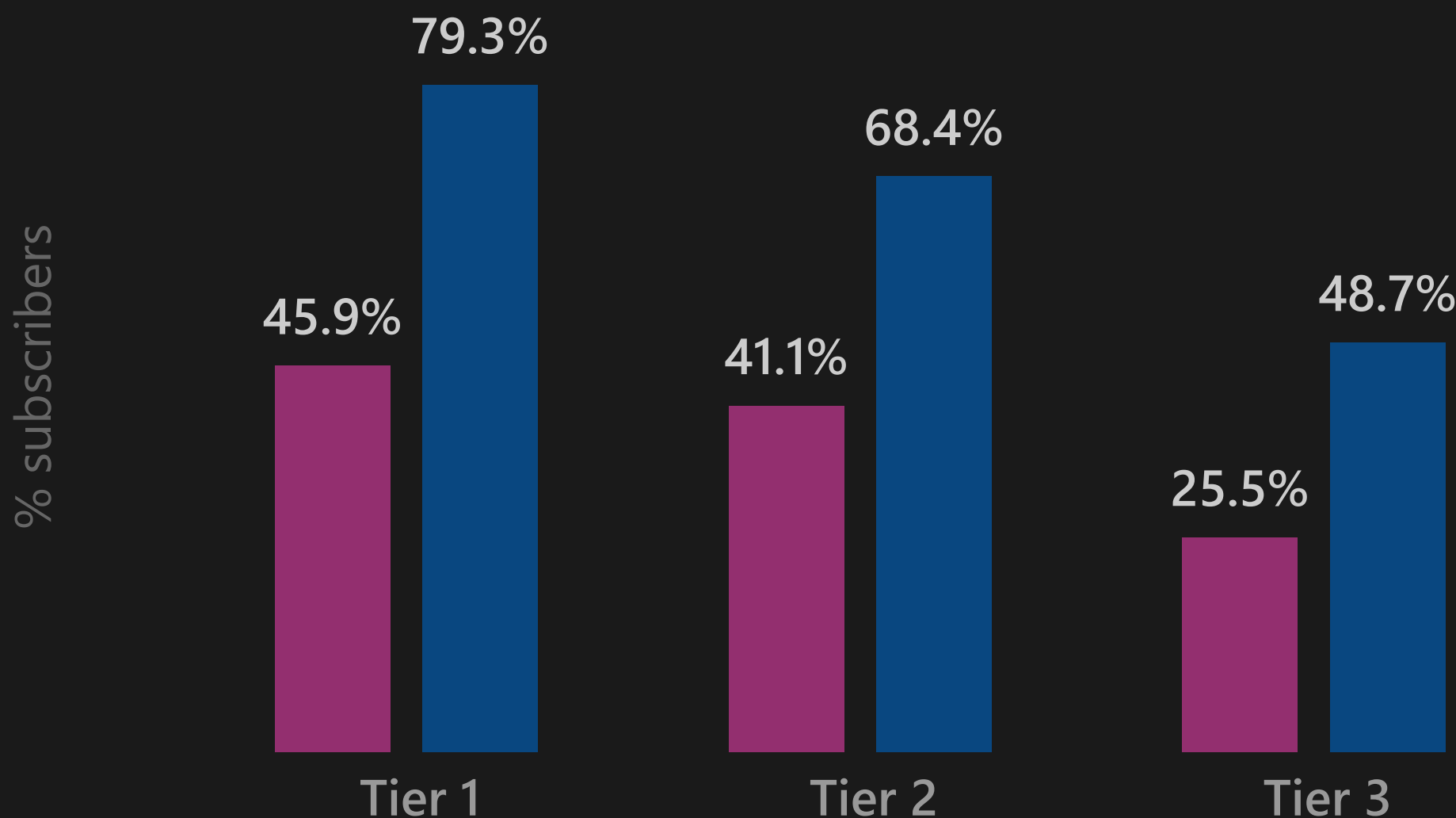
Jotstar Plan Distribution



Liocinema Plan Distribution



Paid Users by City-Tier



● LioCinema  
● JotStar





USERS INACTIVITY OVERVIEW

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JOTSTAR

45K

Total Users

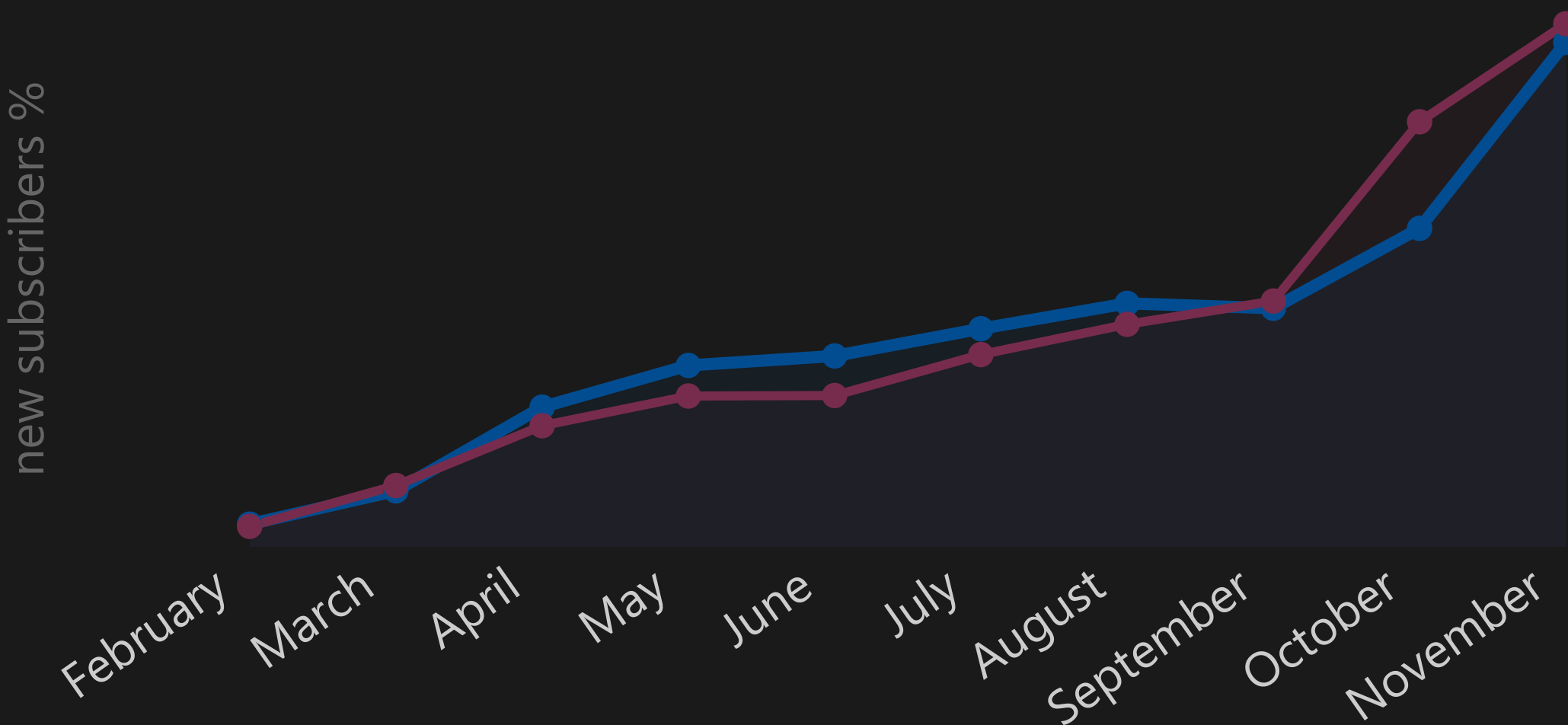
6K

Inactive users

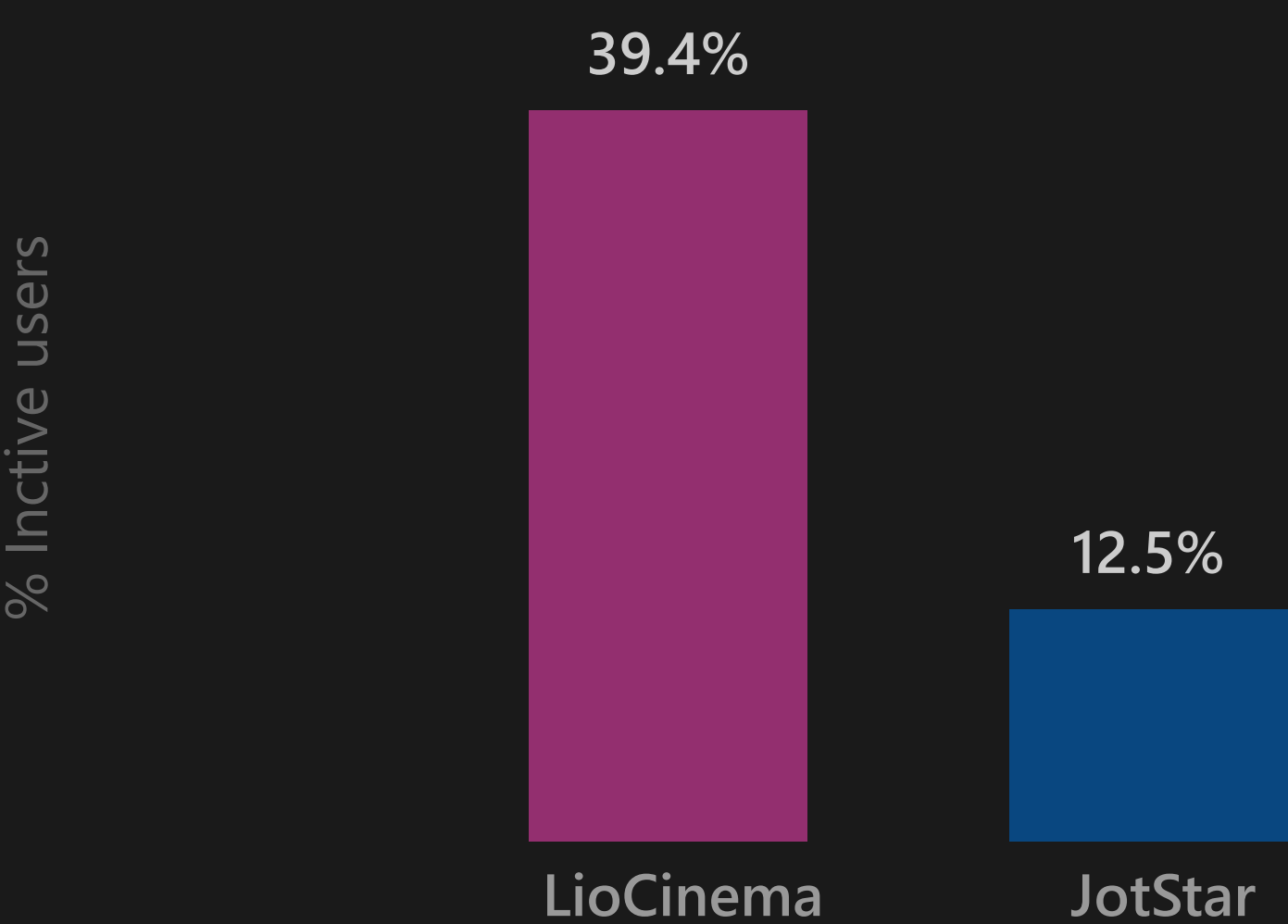
12.5%

% Inactive users

Inactivity Trends Over Time



Overall Inactivity Rate Comparison



LIOCINEMA

183K

Total Users

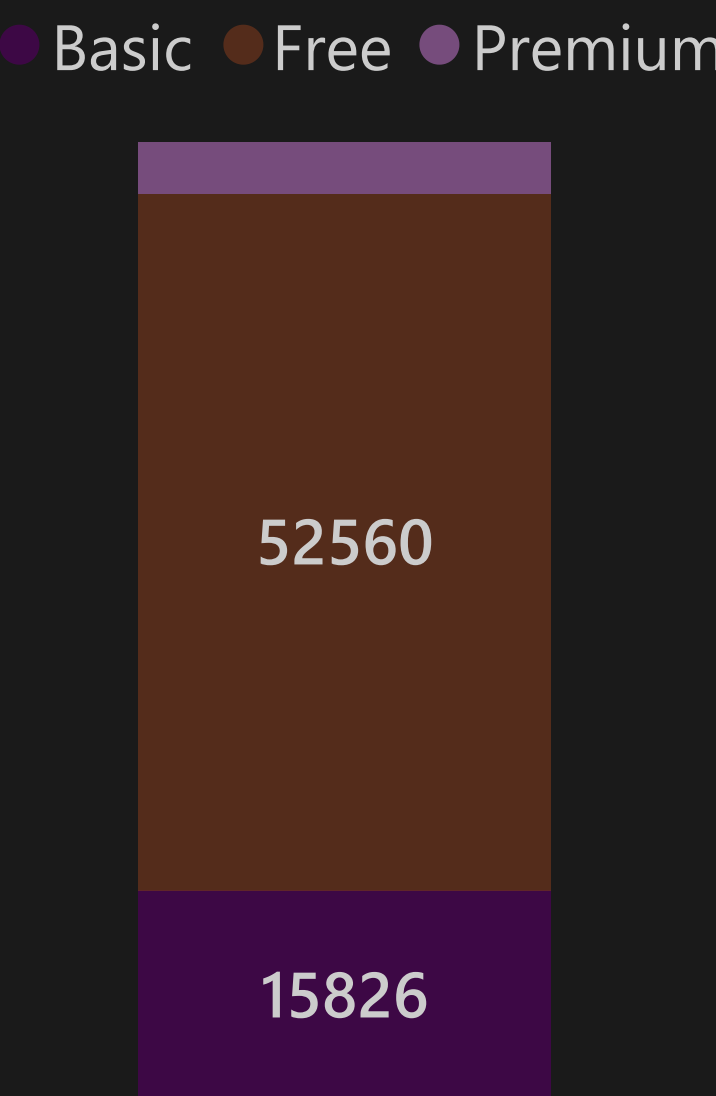
72K

Inactive users

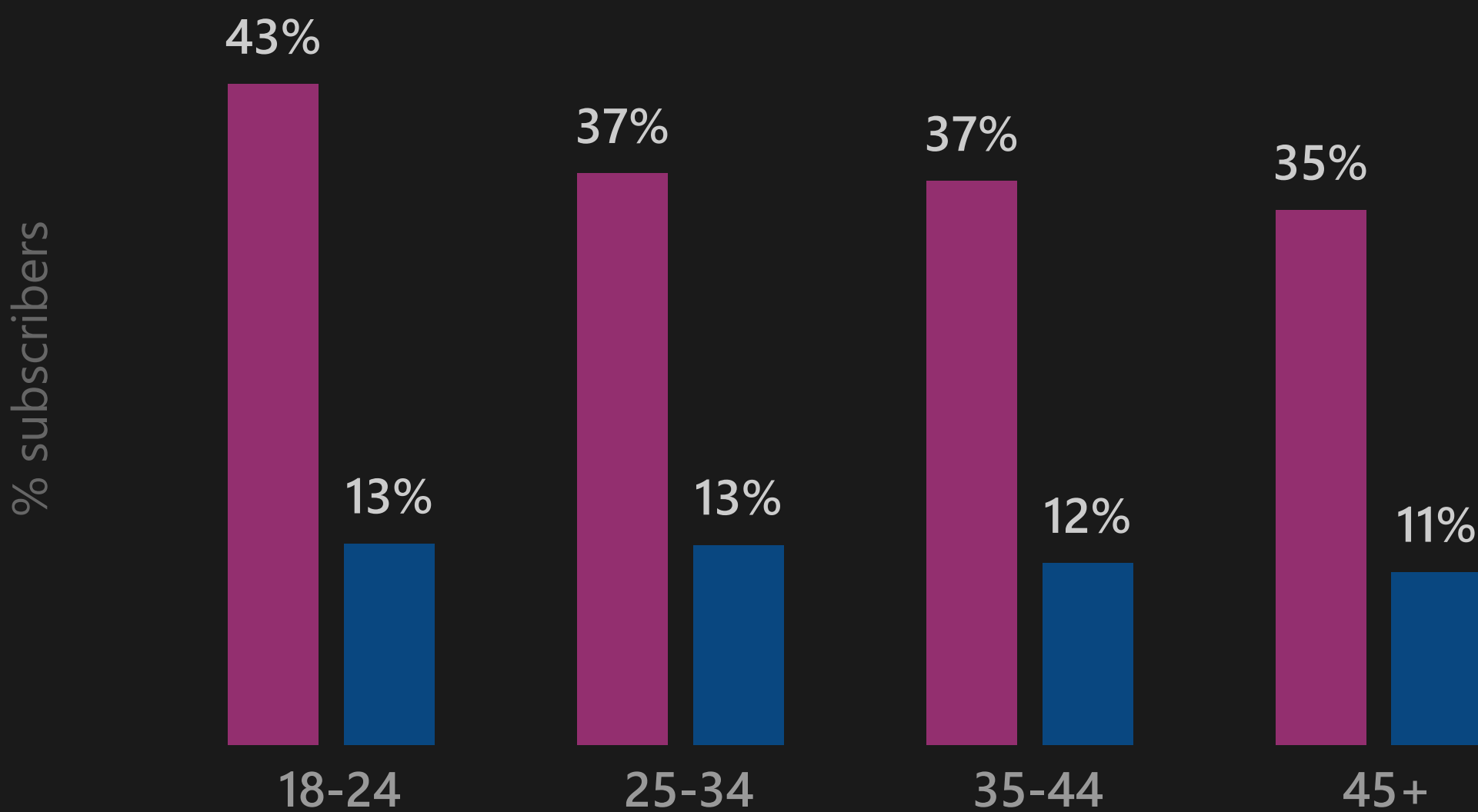
39.4%

% Inctive users

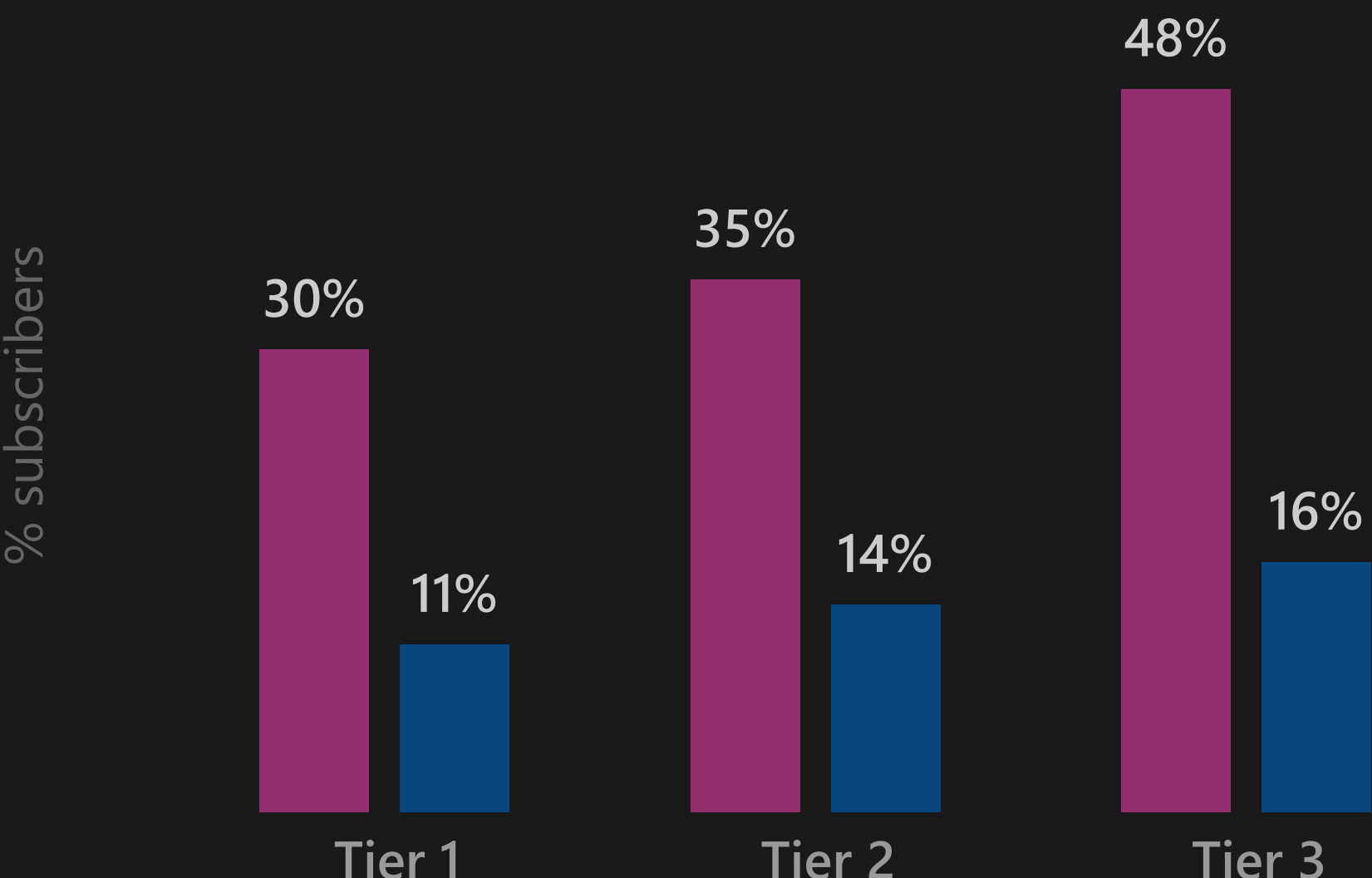
LioCinema - Inactivity by Subscription Plan



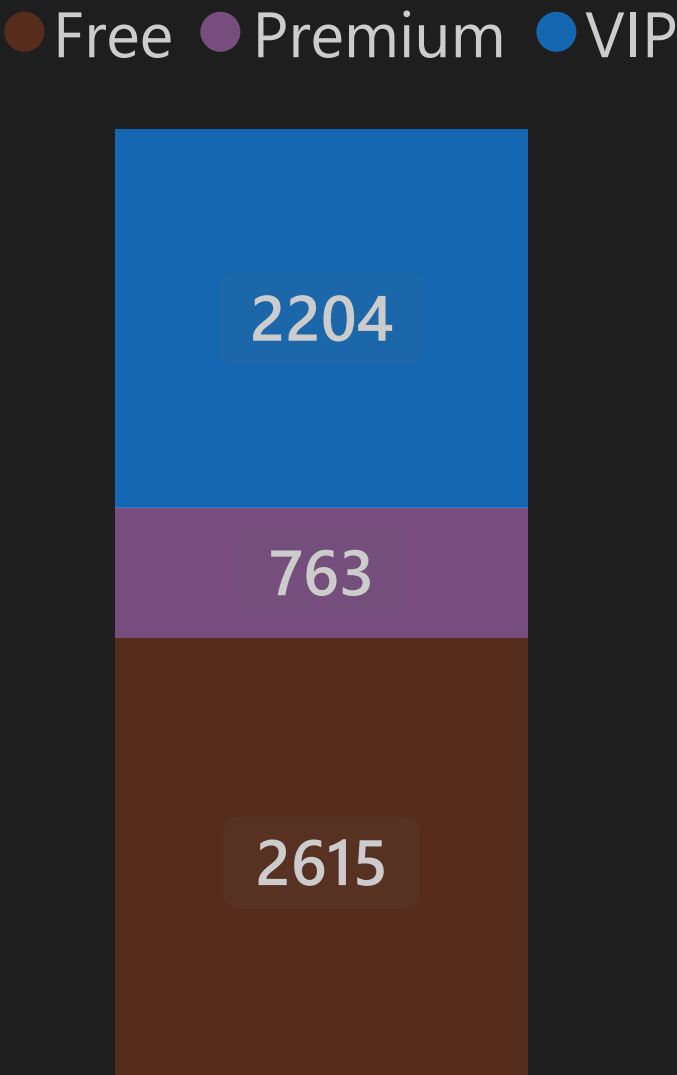
Inactivity Rate by Age Group



Inactivity Rate by City-Tier



JotStar - Inactivity by Subscription Plan



LioCinema  
JotStar



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LioCinema

JotStar

JOTSTAR

45K

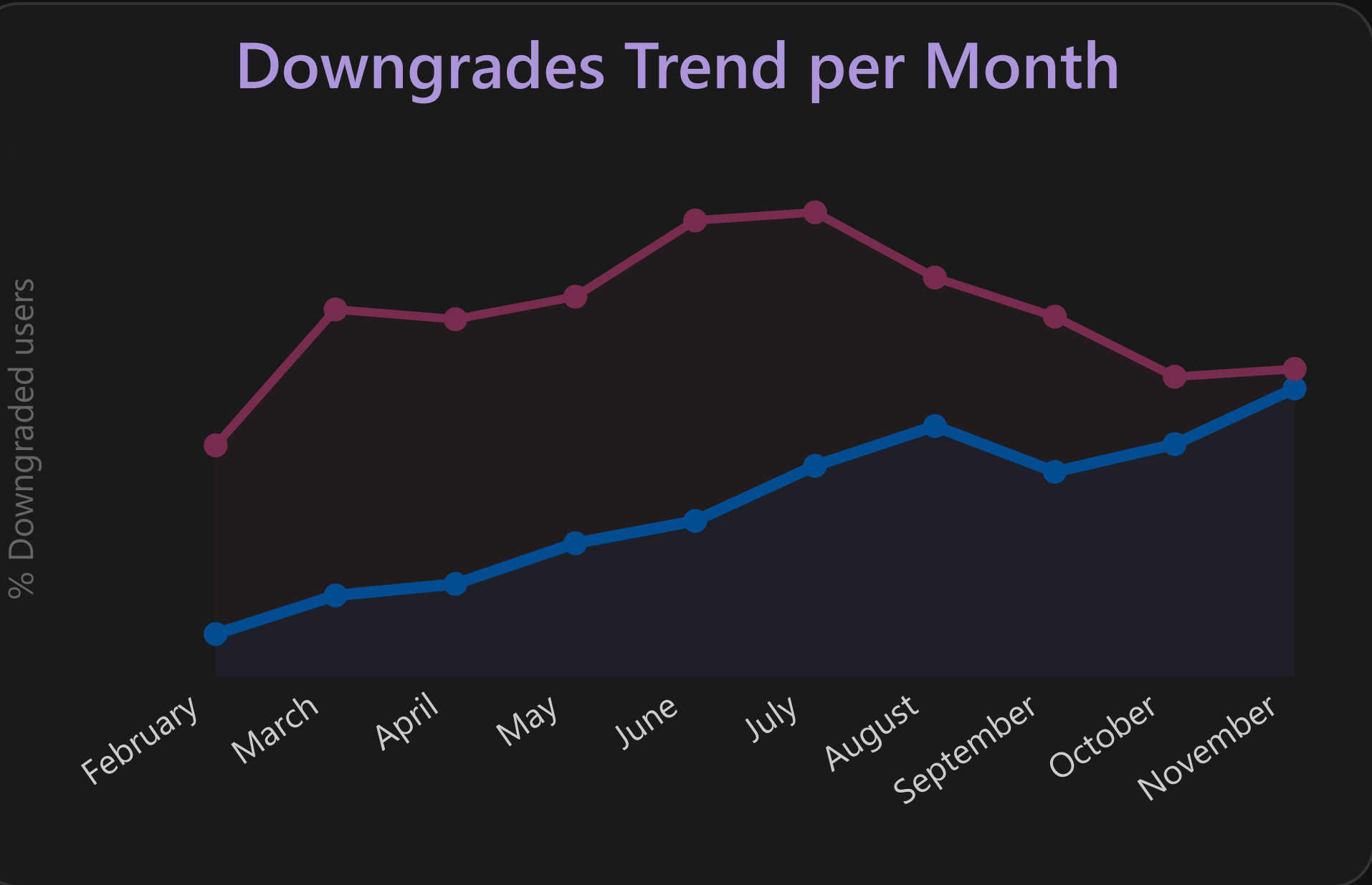
Total Users

2K

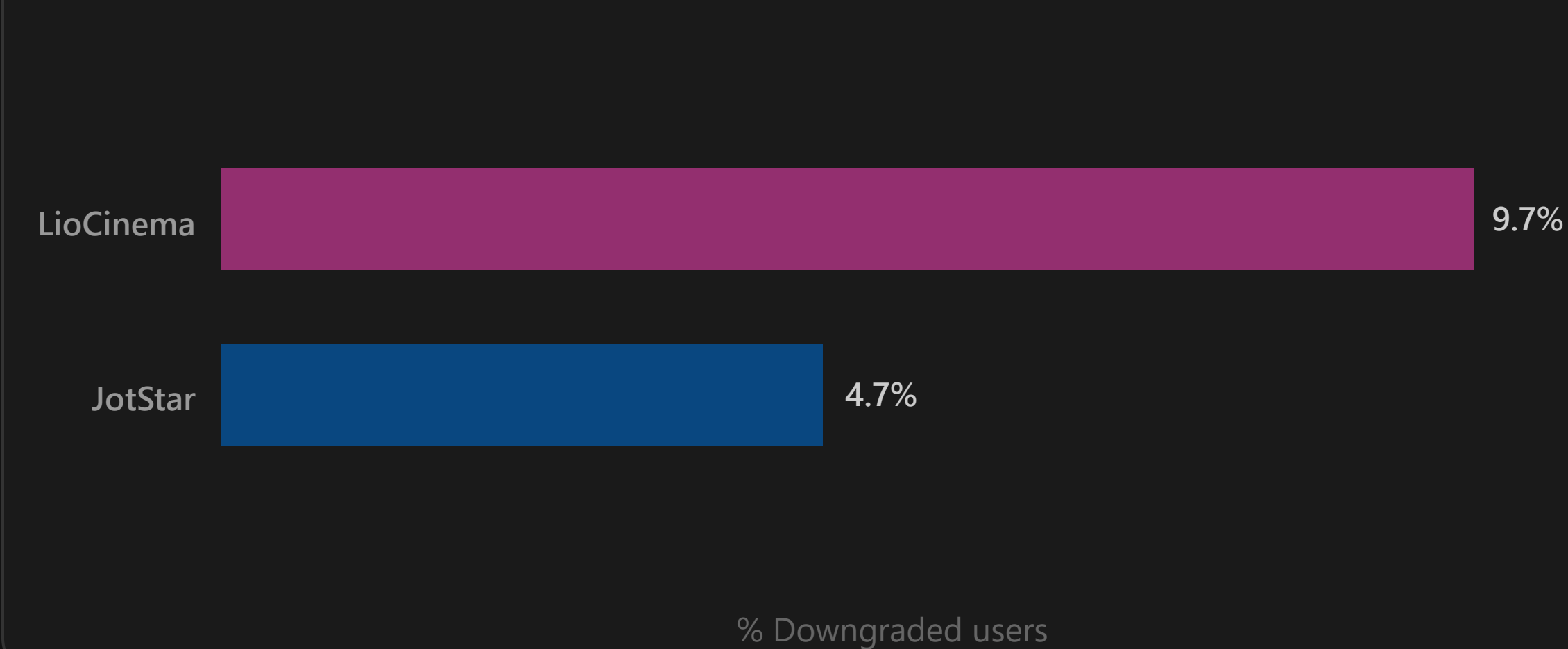
Downgrade users

4.7%

Downgrade Conversion Rate



Overall Downgrade Rate Comparison



LIOCINEMA

183K

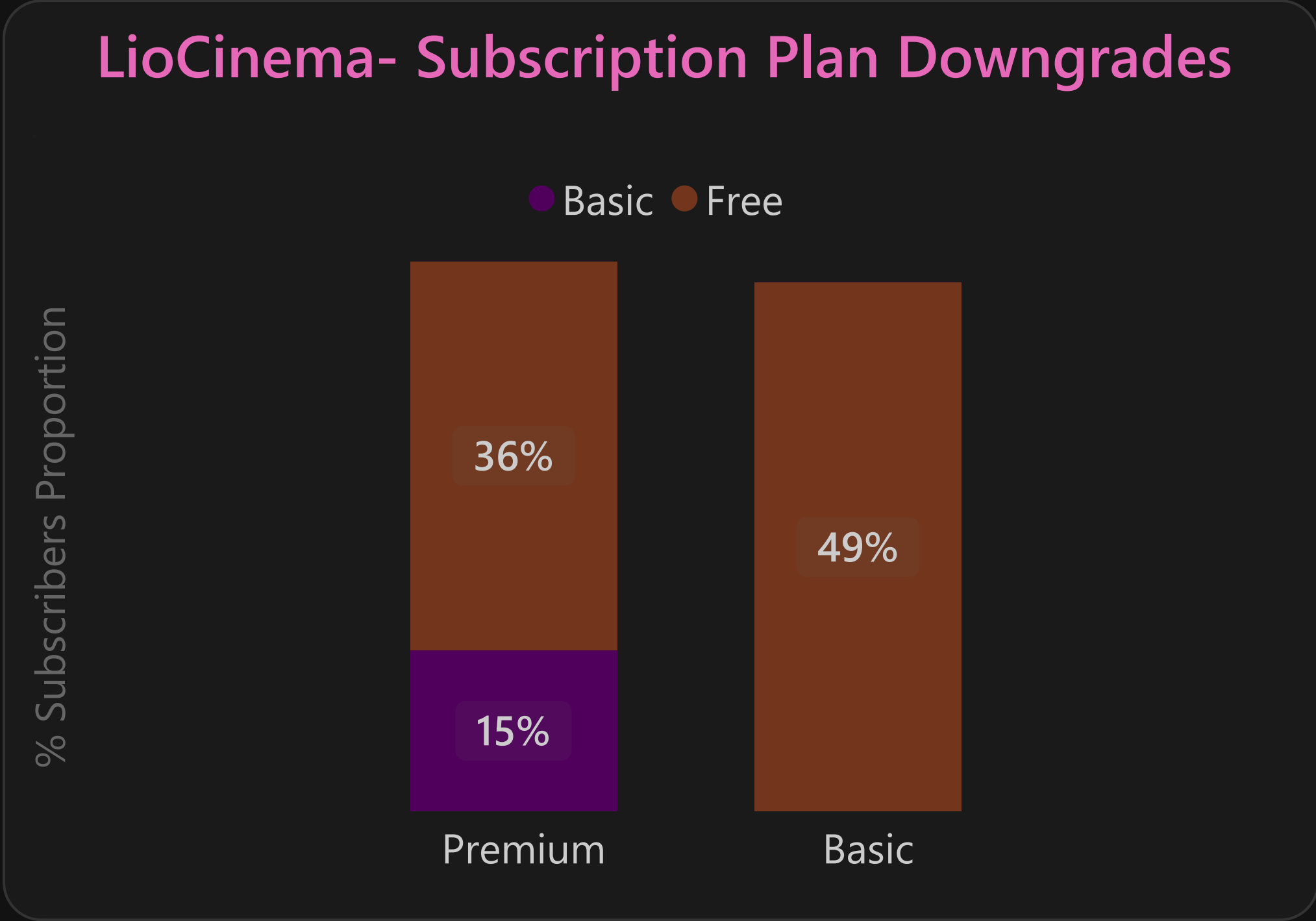
Total Users

18K

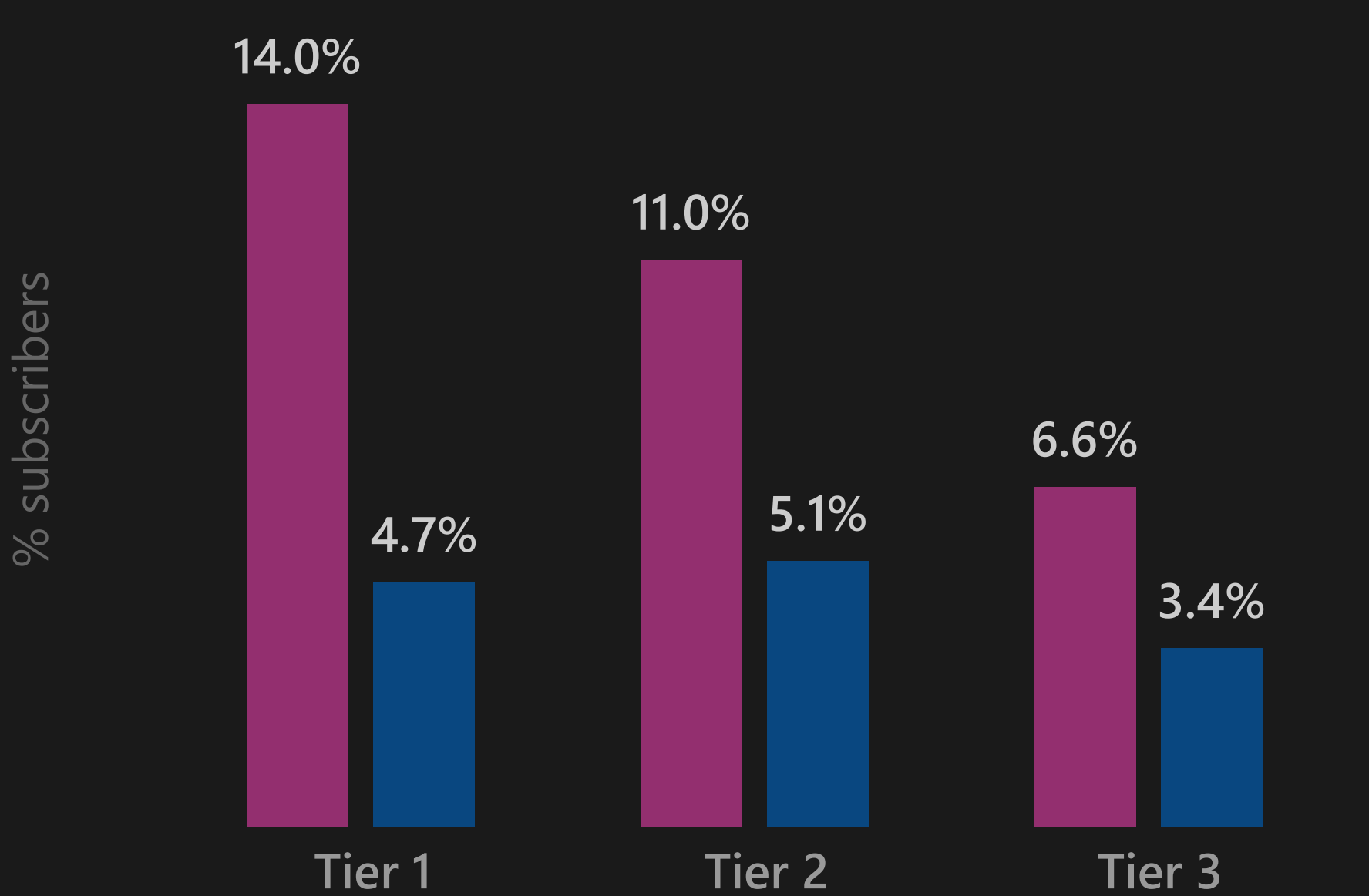
Downgrade users

9.7%

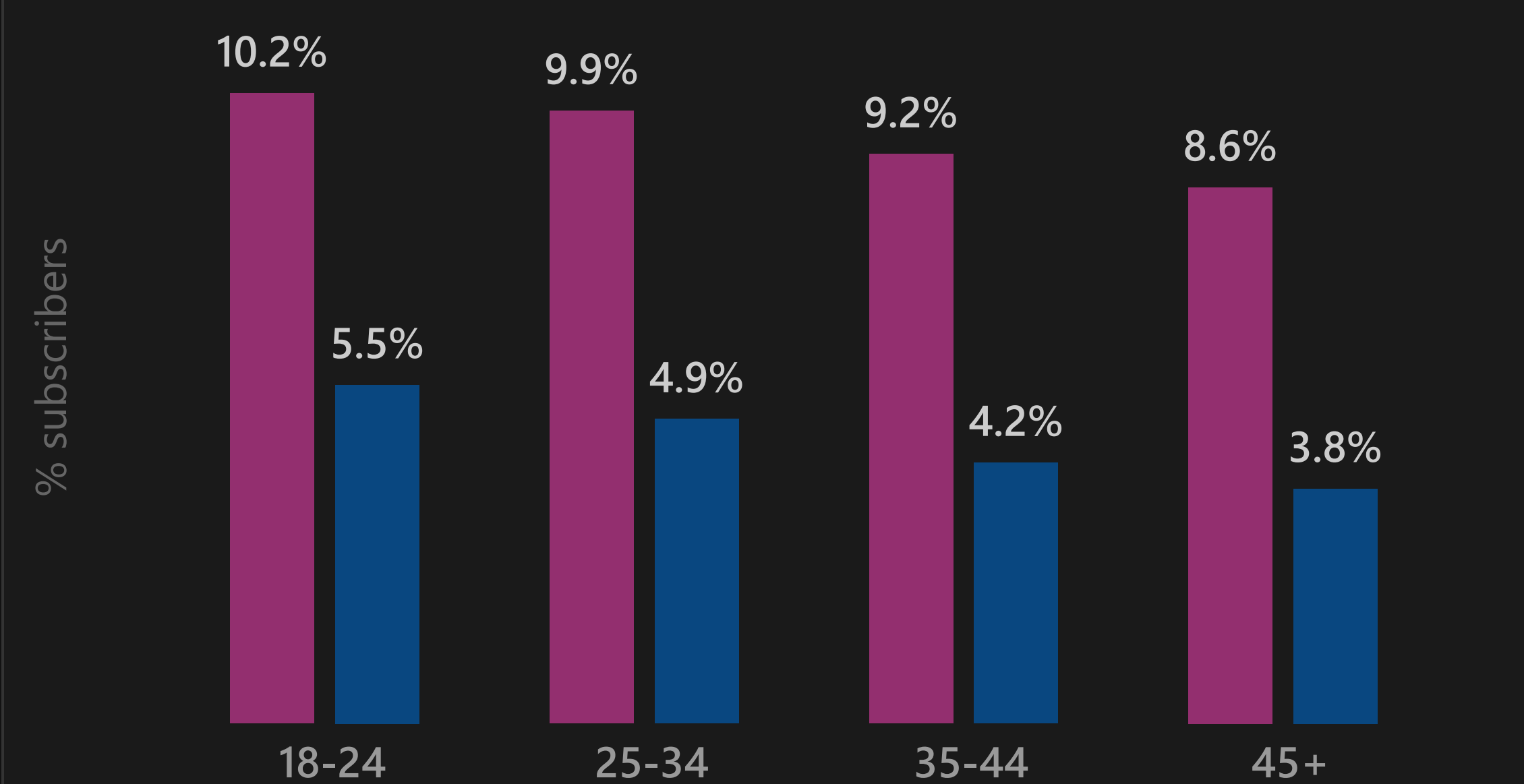
Downgrade Conversion Rate



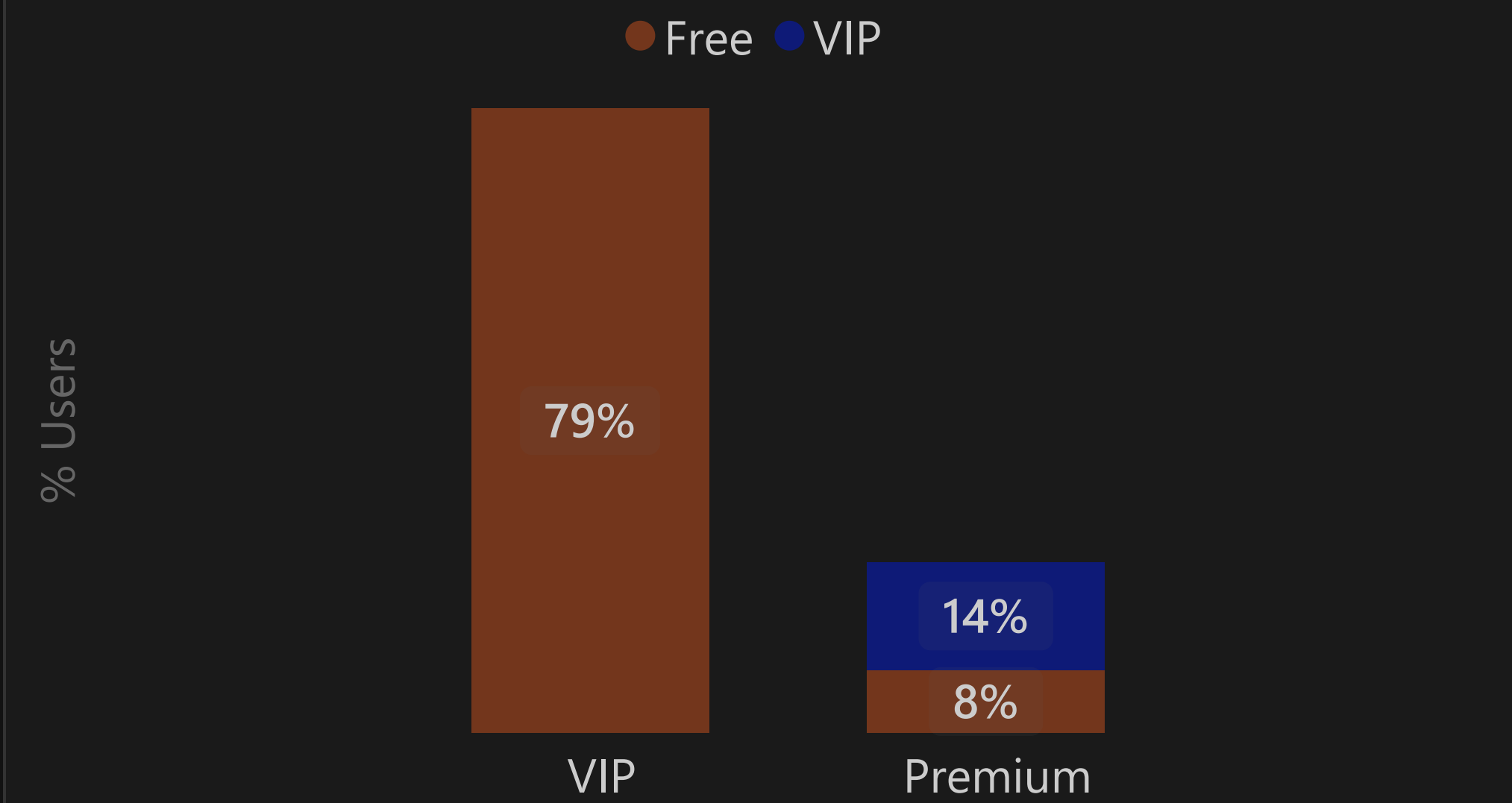
Downgrade Rates across City-Tier



User Downgrade Trends by Age-Group



Jotstar - Subscription Plan Downgrades





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LioCinema

JotStar

JOTSTAR

45K

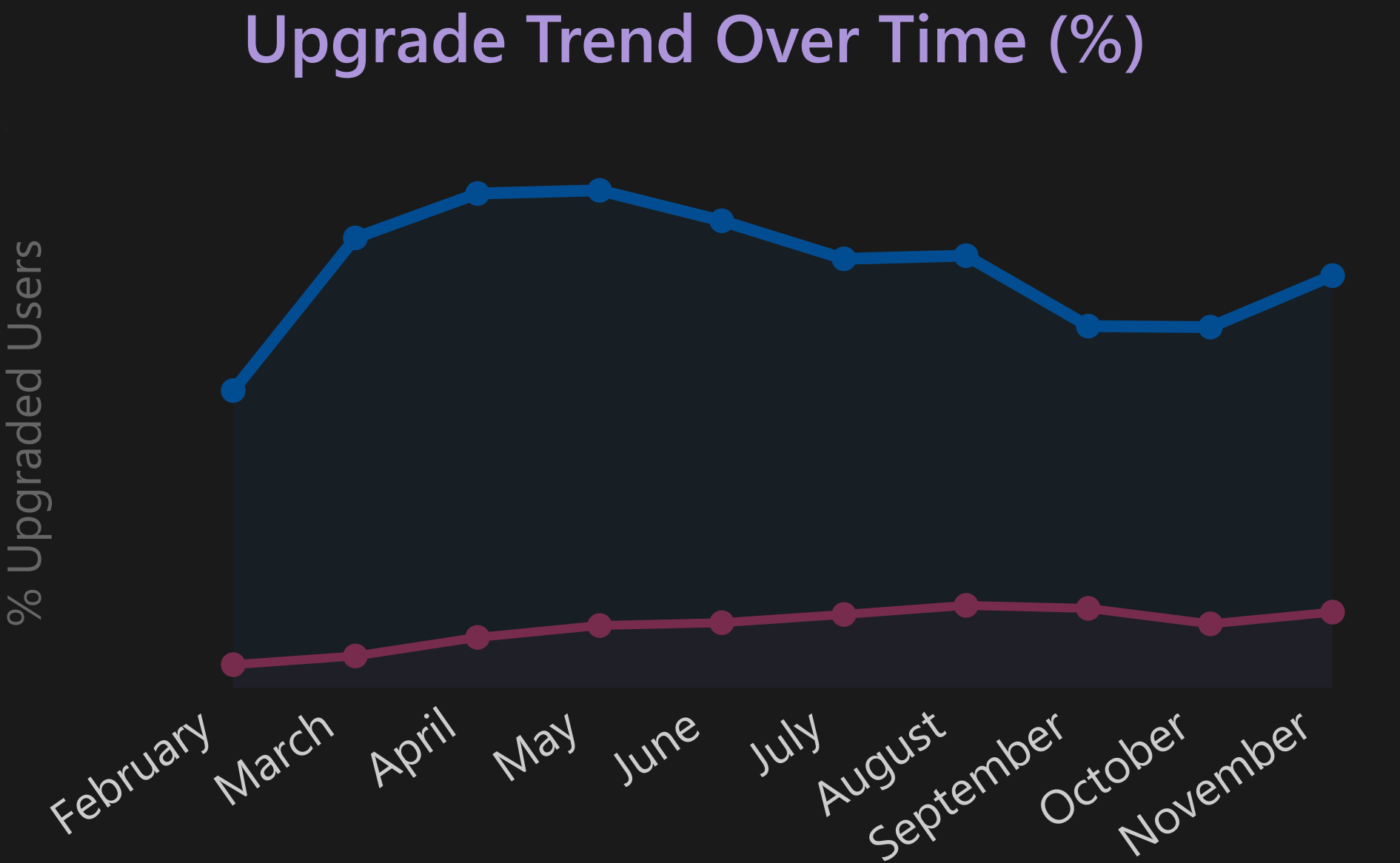
Total Users

4K

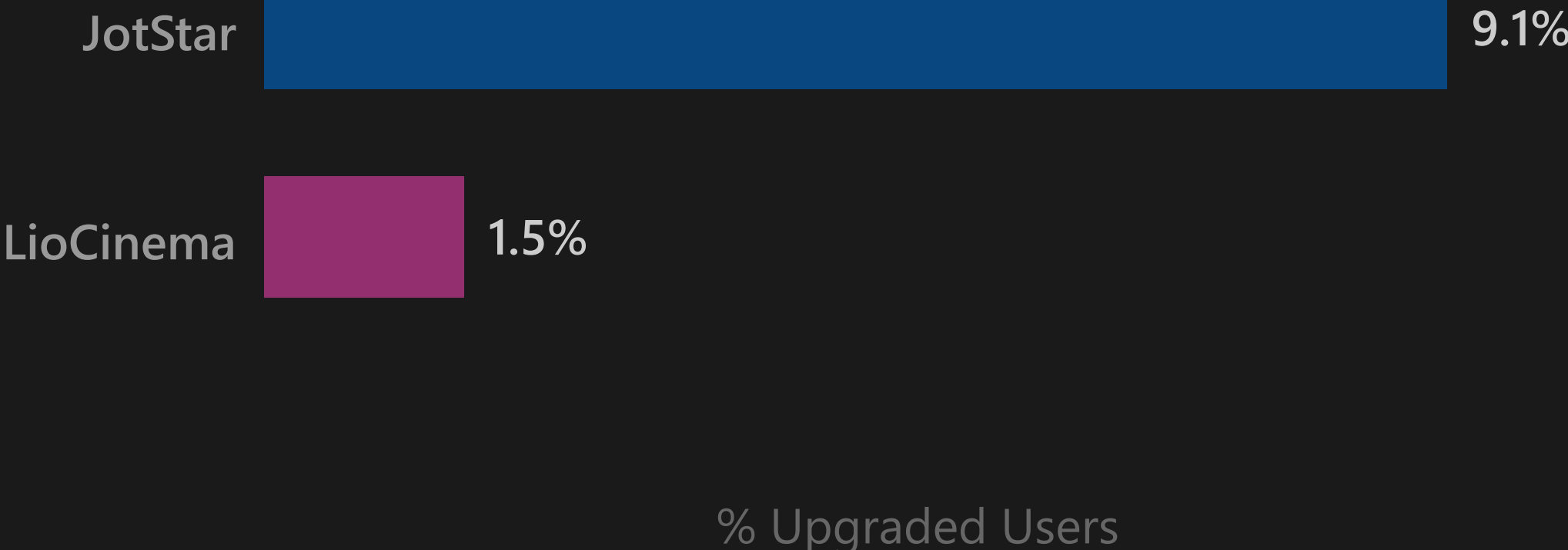
Upgrade users

9.1%

% upgrades



Overall Upgrade Conversion Rate Comparison



LIOCINEMA

183K

Total Users

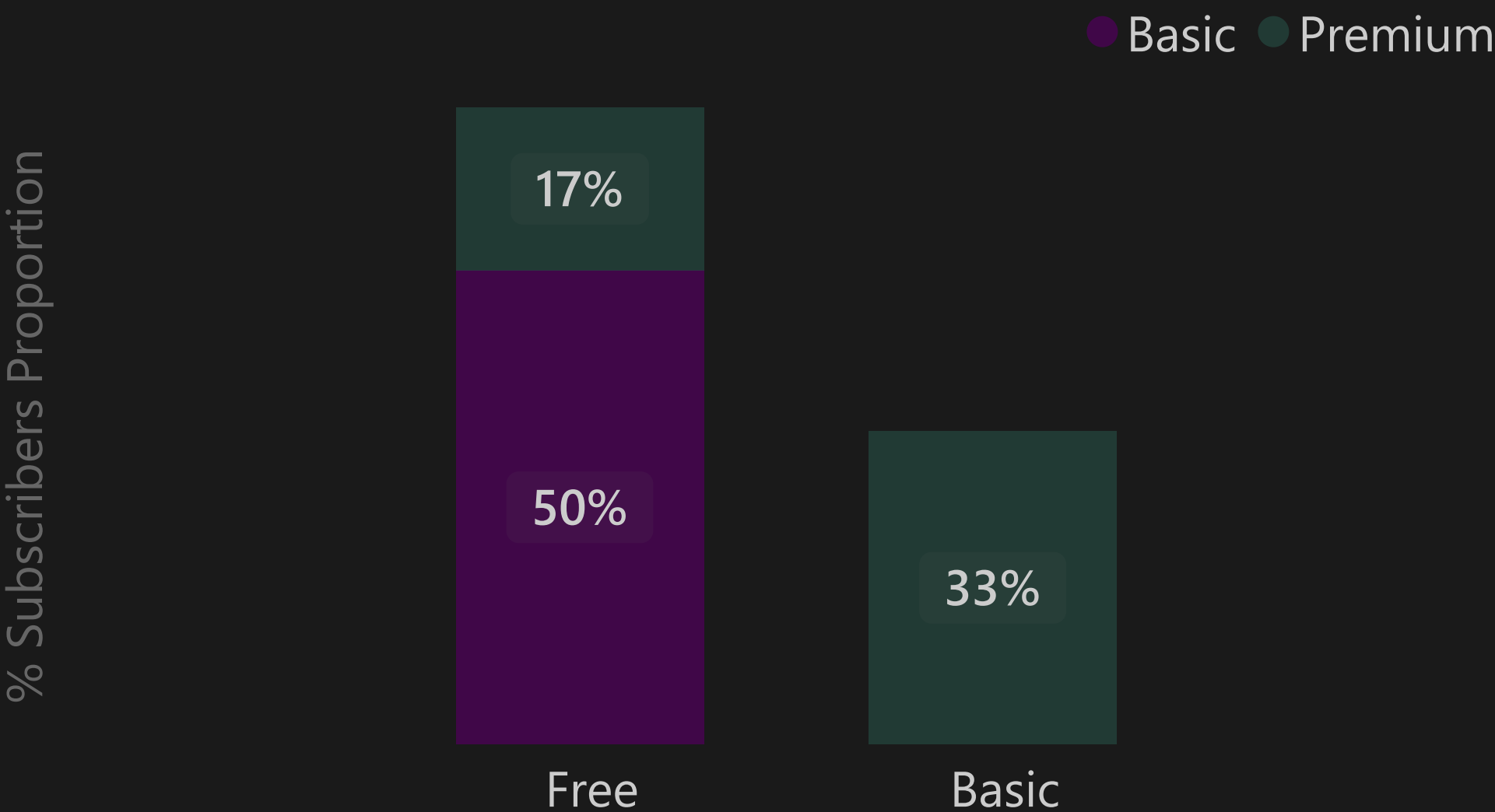
3K

Upgrade users

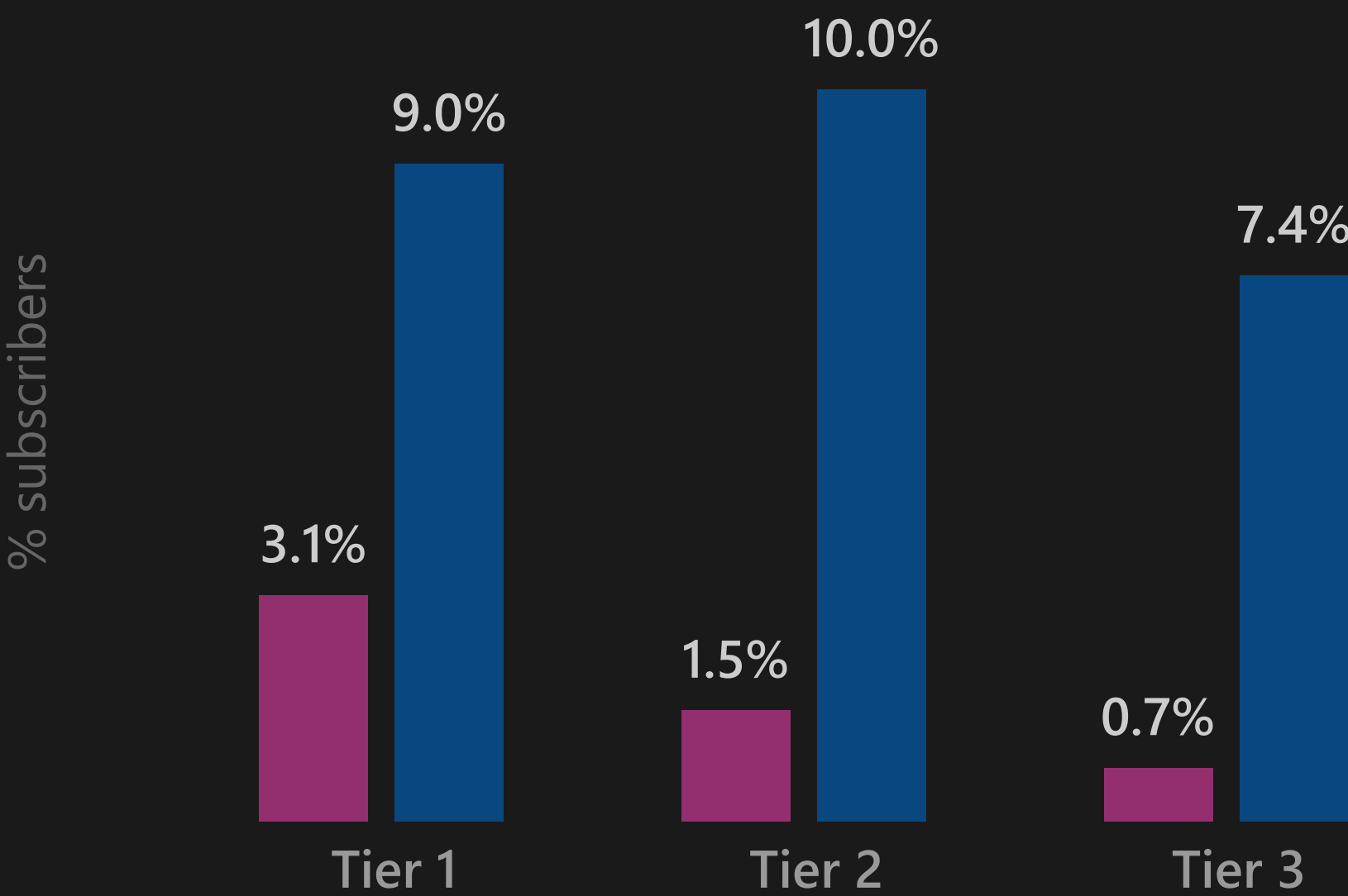
1.5%

% upgrades

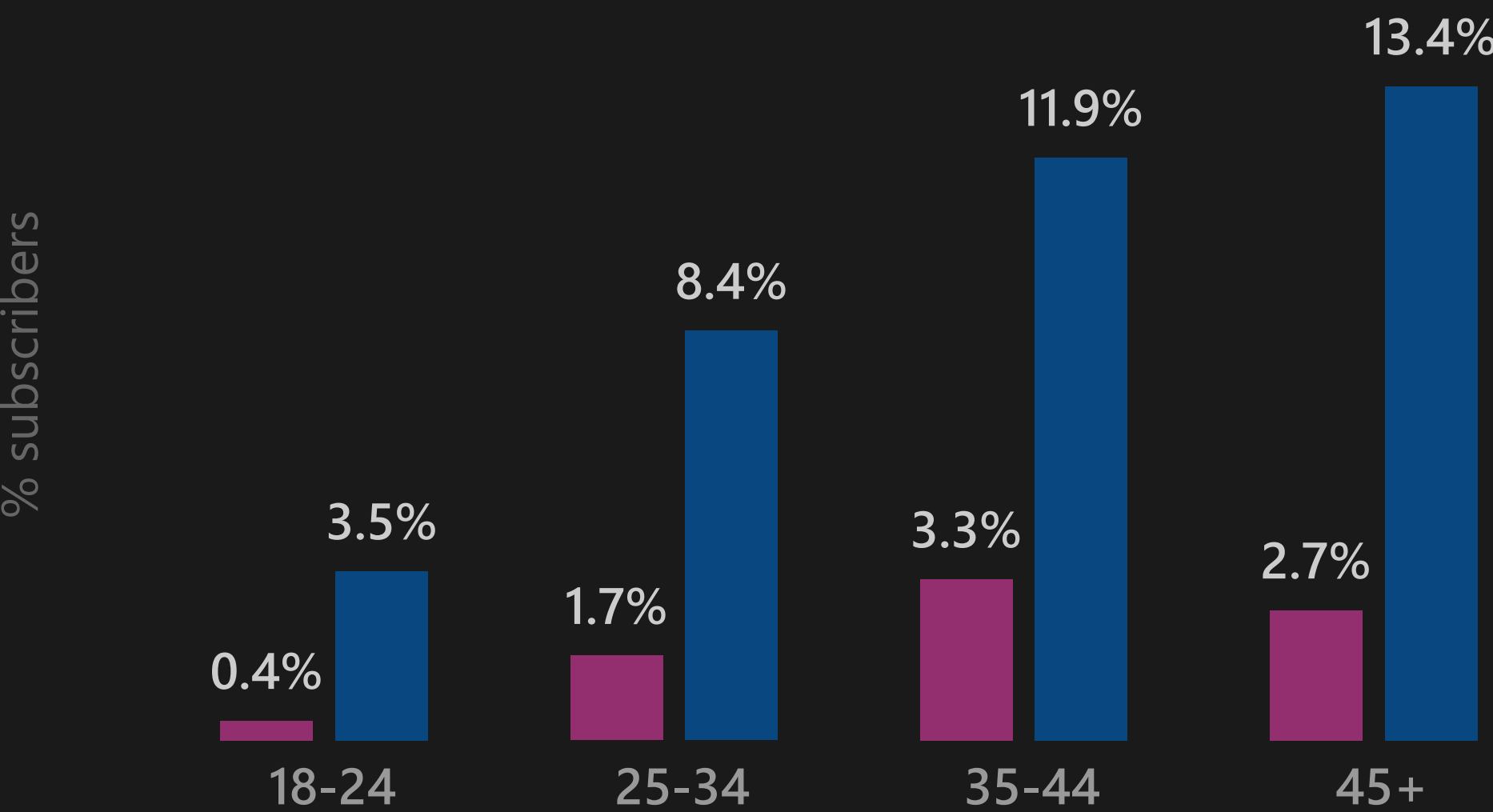
LioCinema- Subscription Plan Upgrades



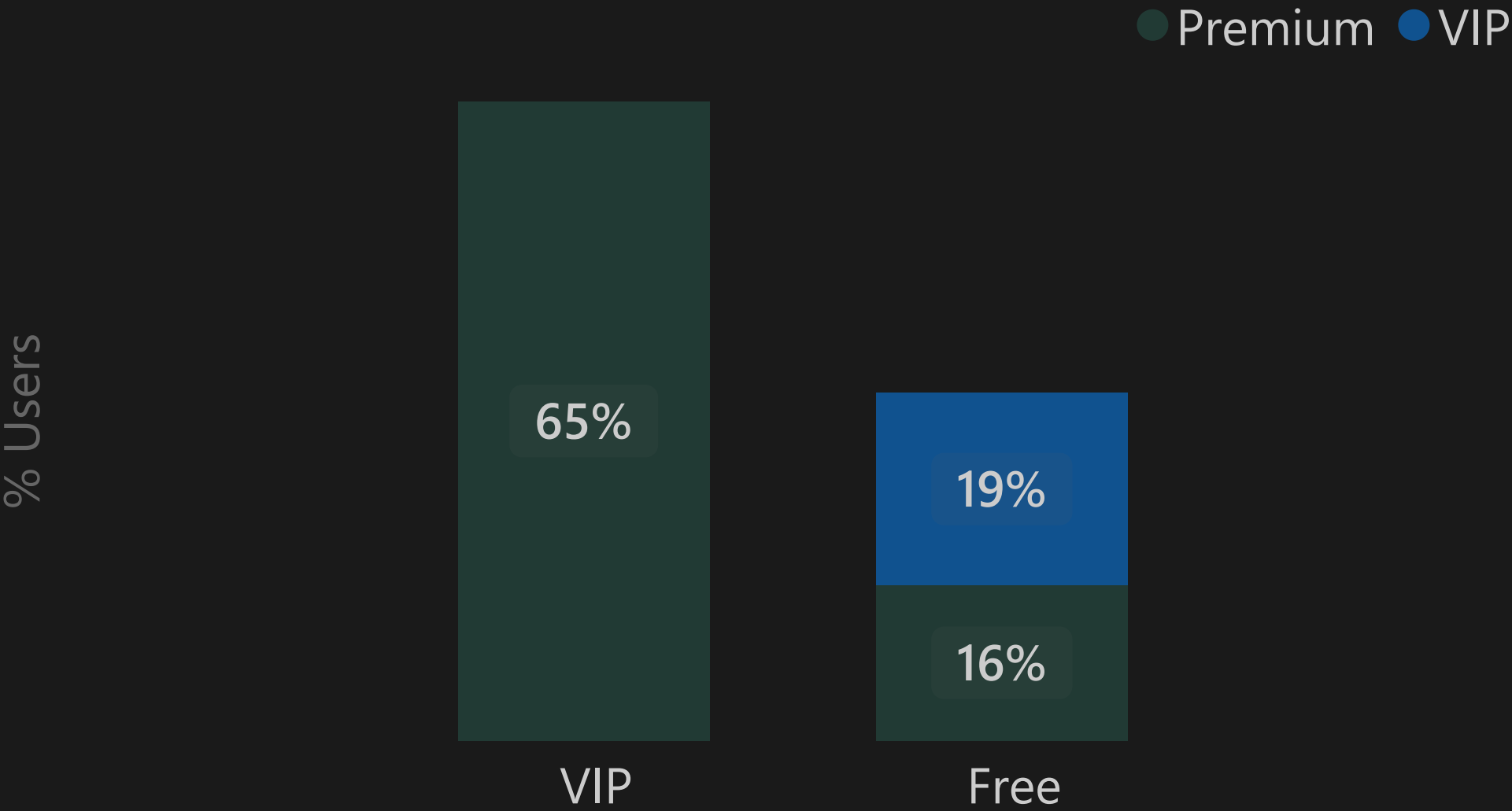
Upgrade Rate across City-Tier



User upgrade by Age-Groups



Jotstar - Subscription Plan Upgrades





CONTENT CONSUMPTION OVERVIEW

Filters 0



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JOTSTAR

LIOCINEMA

16M hrs

Total Watch Time

352 hrs

Avg Watch Time per User

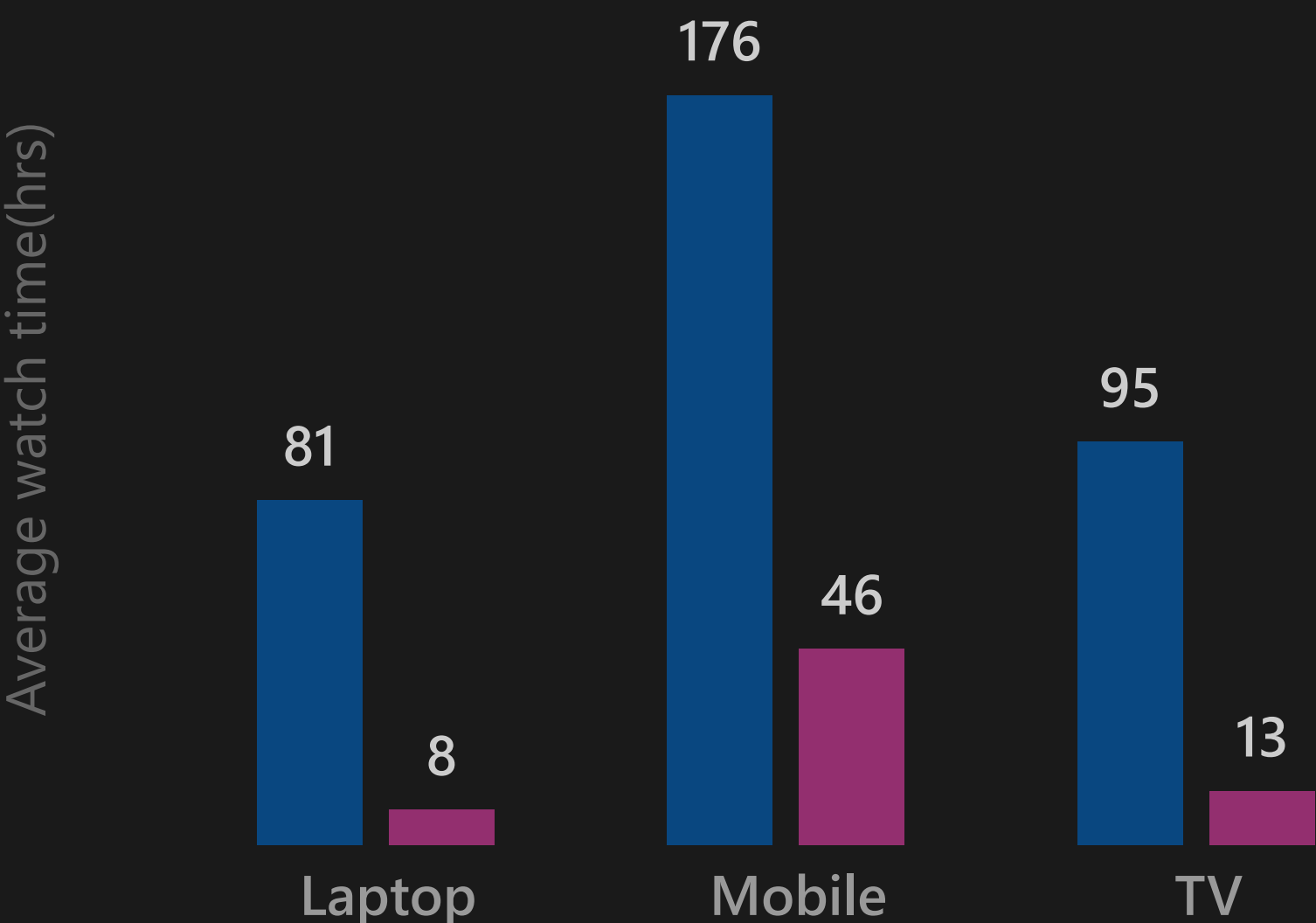
11M hrs

Total Watch Time

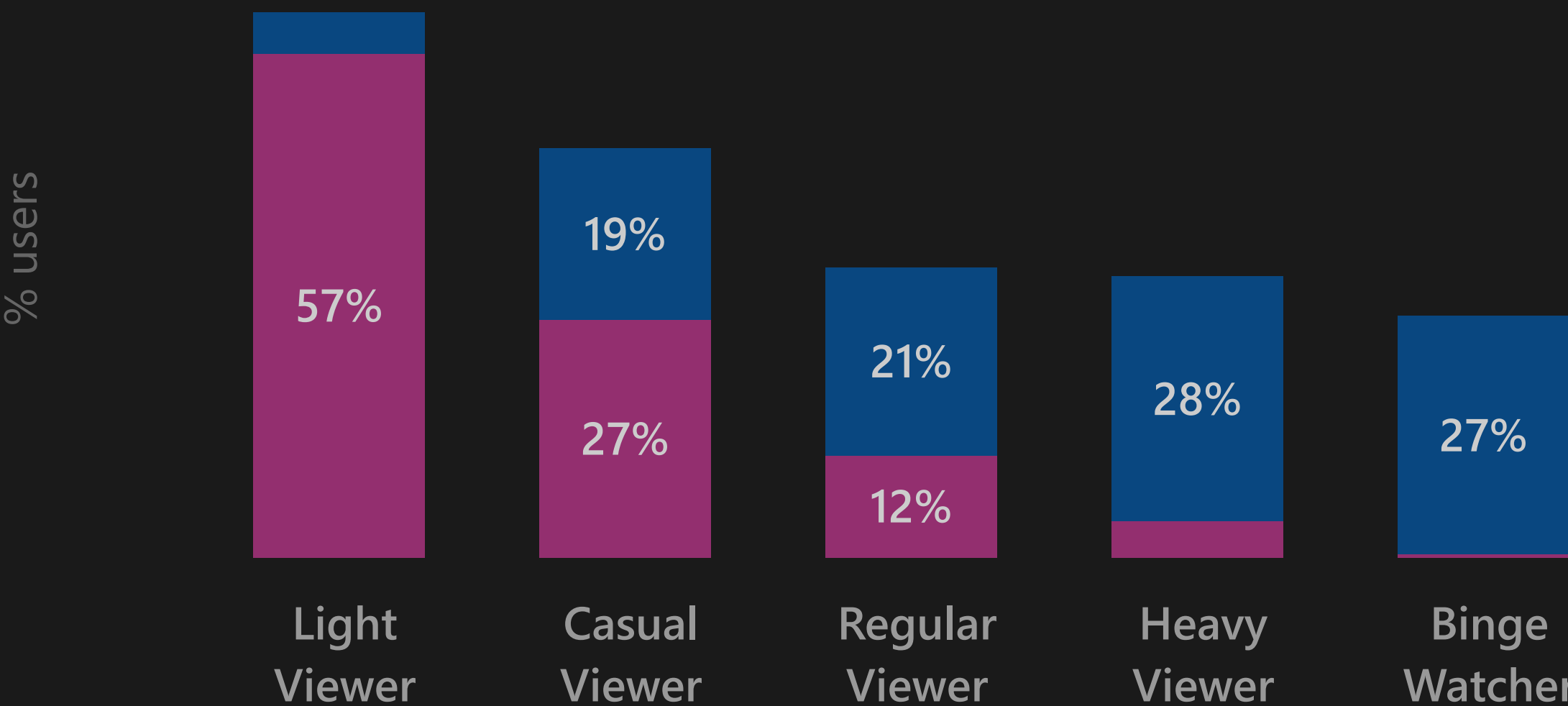
60 hrs

Avg Watch Time hr

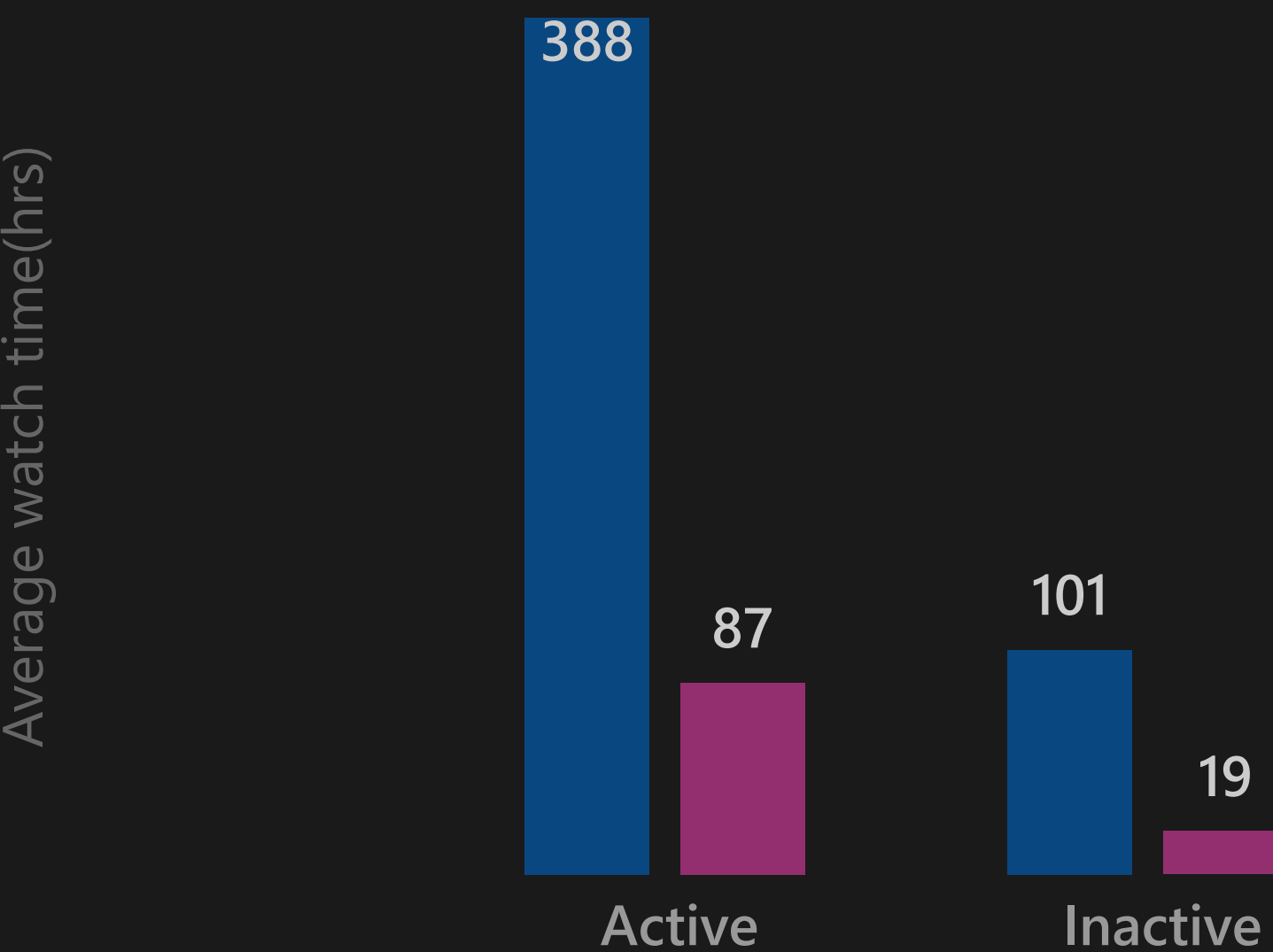
Avg Watch Time on Devices



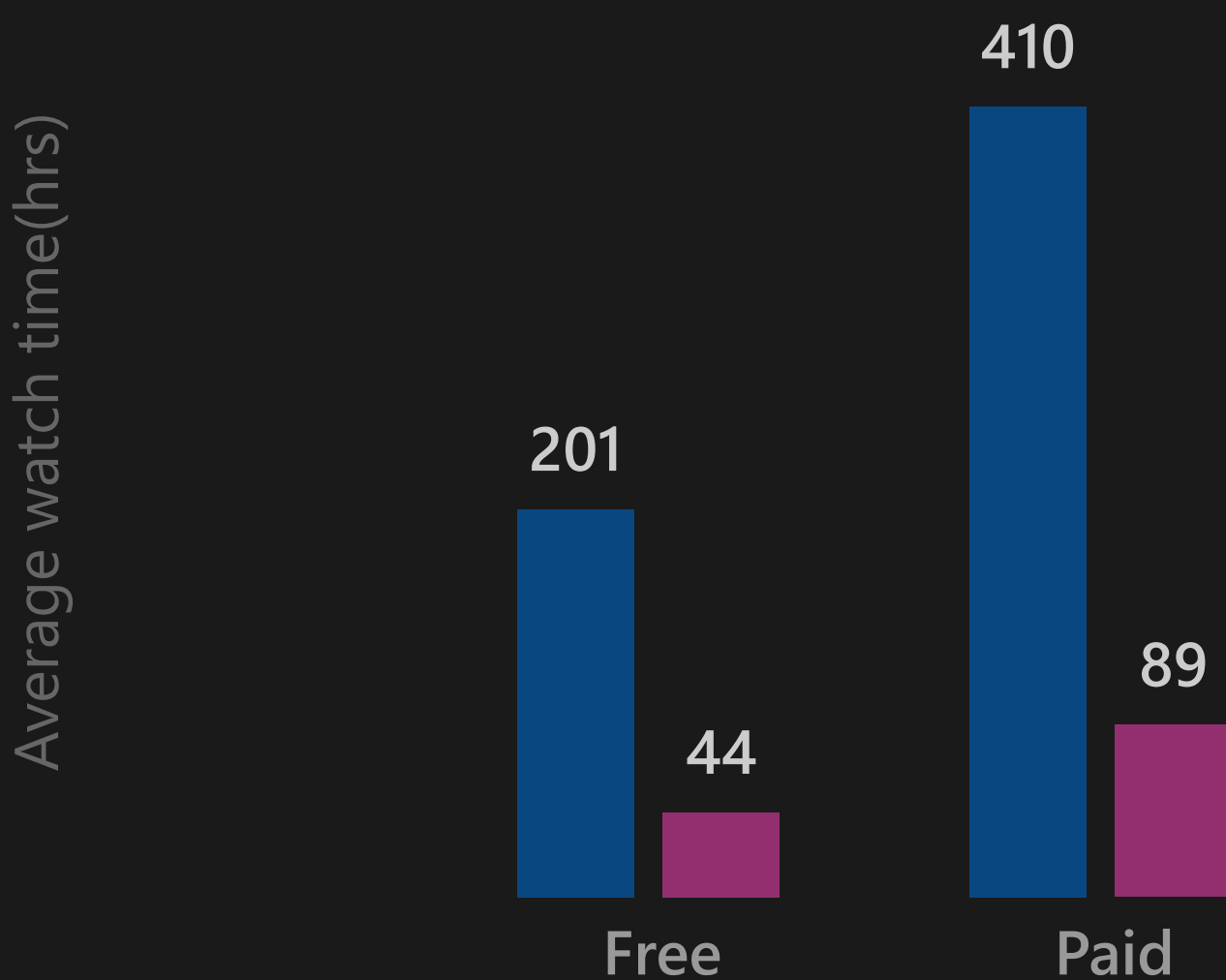
User Viewing Behavior



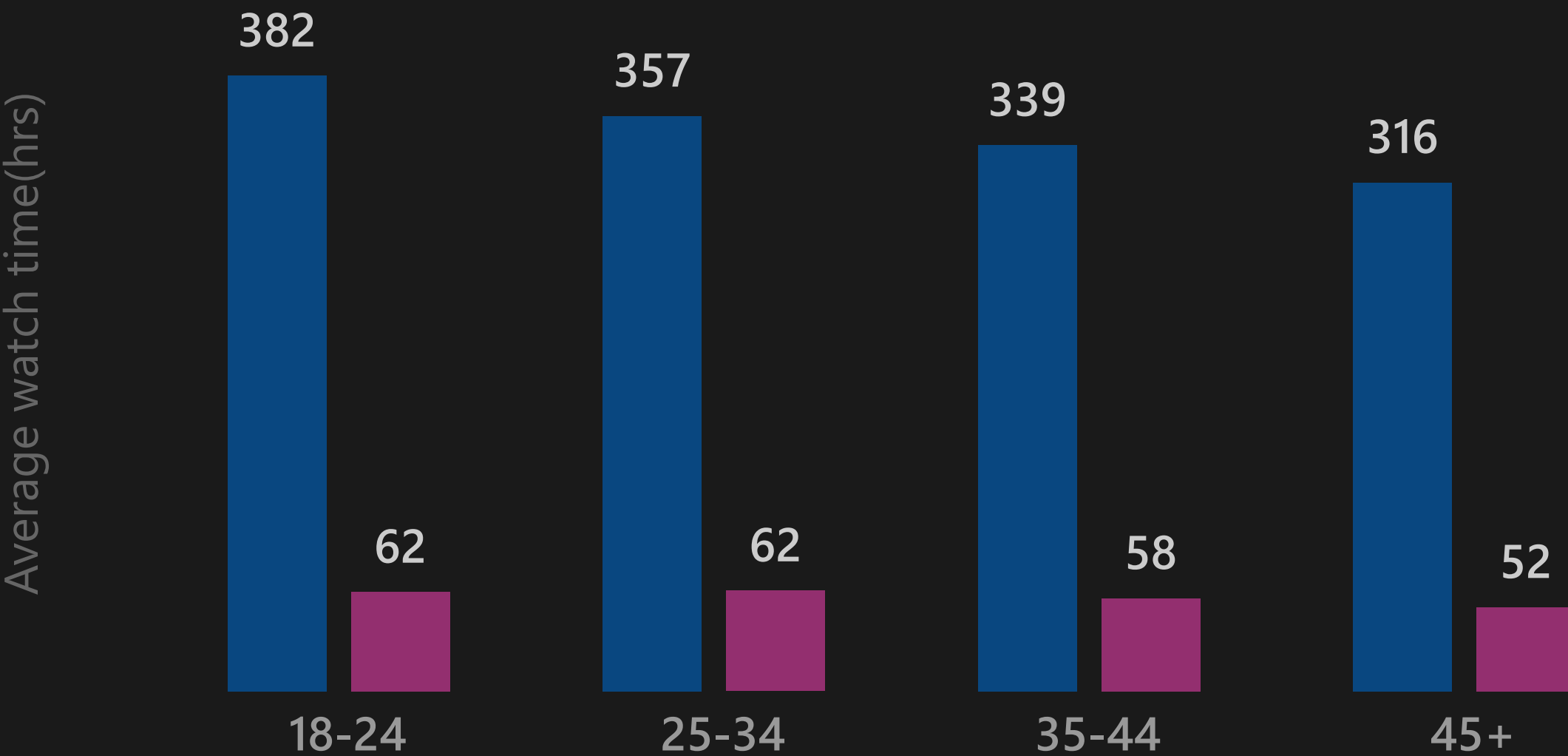
Avg User Activity by Engagement



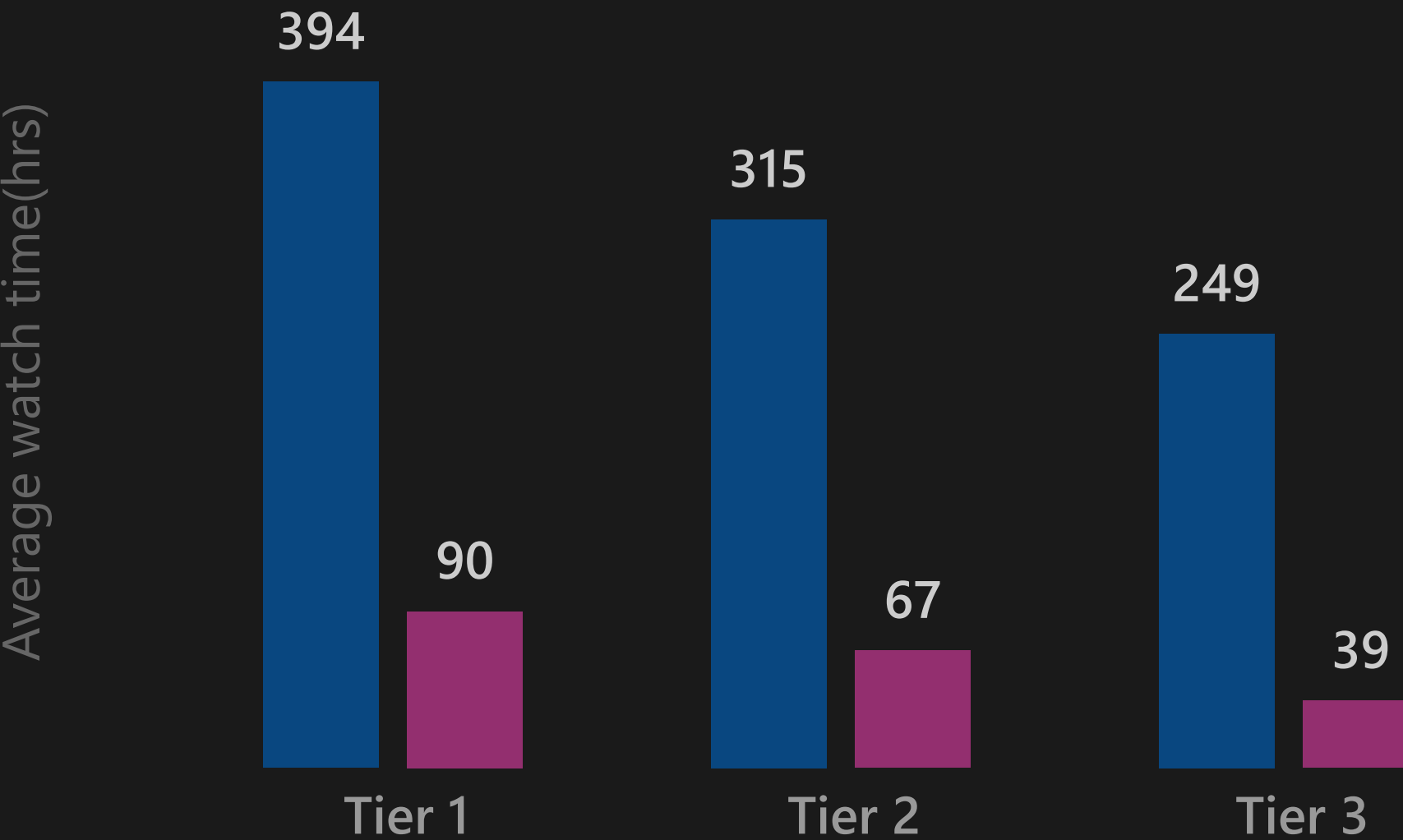
Avg watch time by plan



Avg watch time by Age-Group



Avg Watch Time per City-Tier



LioCinema  
JotStar





REVENUE OVERVIEW



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JOTSTAR

₹46M

Revenue

₹ 1K

ARPU

LIOCINEMA

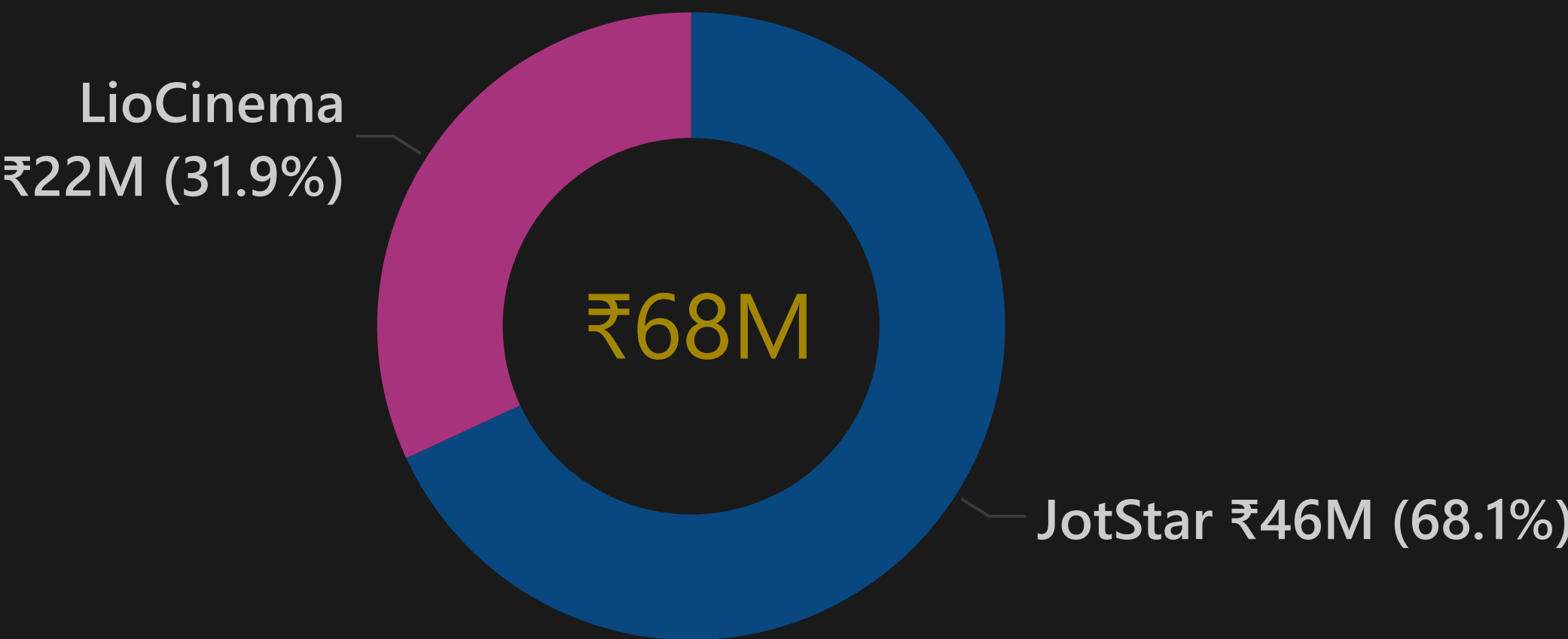
₹22M

Revenue

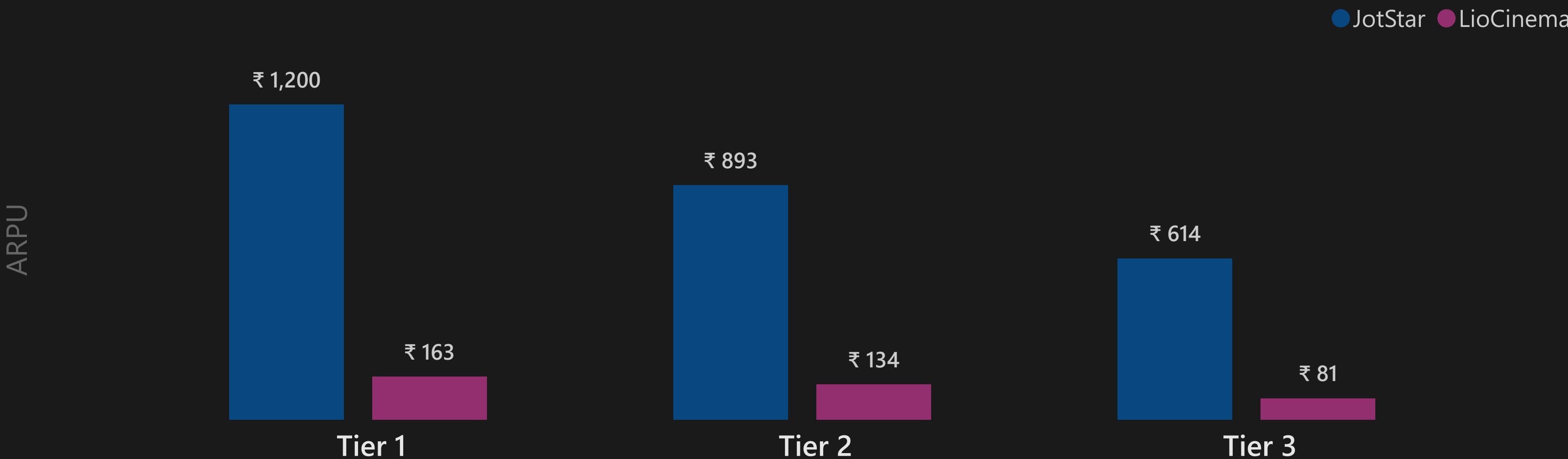
₹ 118

ARPU

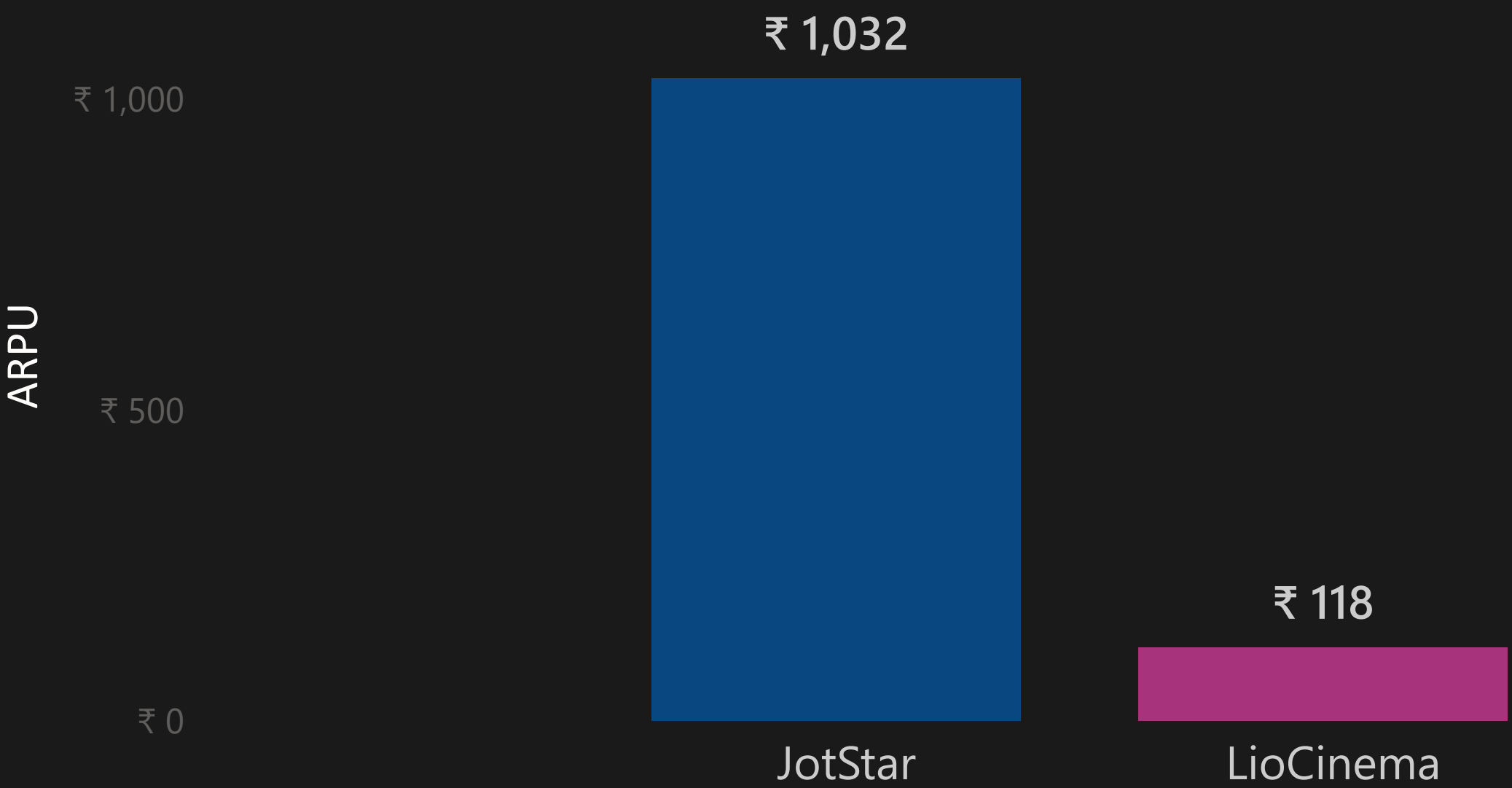
Total Revenue Comparsion



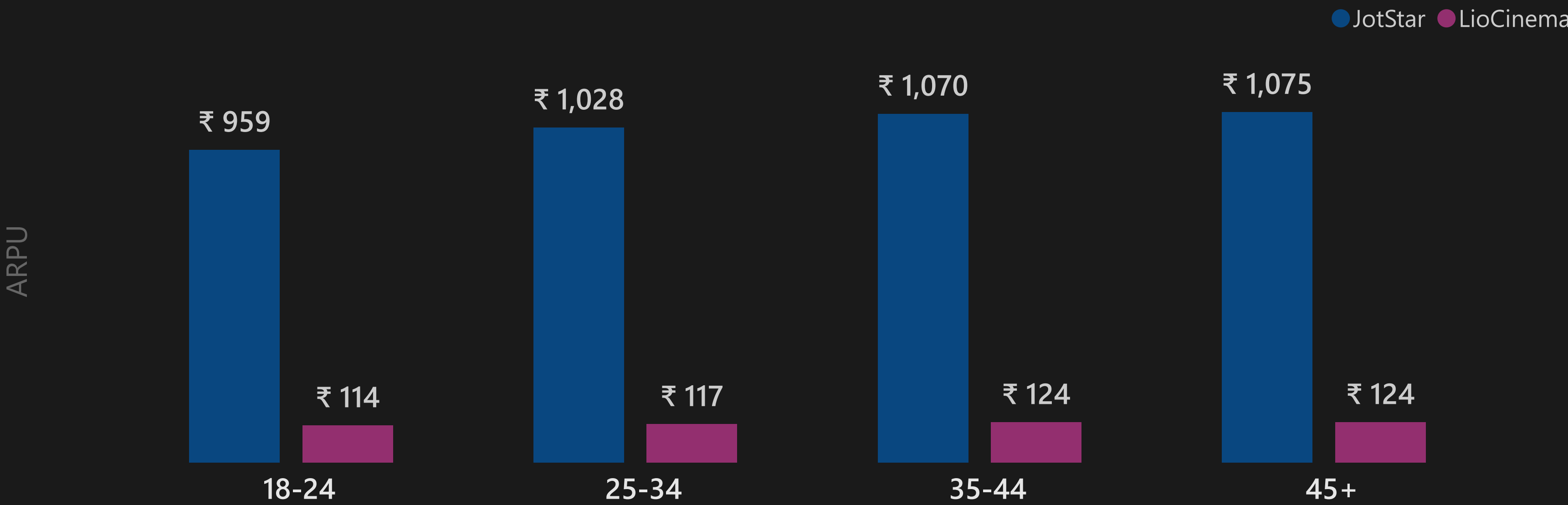
ARPU by City-Tier



ARPU per platform



ARPU by Age-Group



- LioCinema
- JotStar