

"A New Era for Digital Streaming in India"



Rajdeep Kumar
Data Analyst

Main Goal:
Analysis **performance** and user
behavior of both platforms

Agenda

1. Total Users & Growth Trends

2. Content Library

3. User By Demographics

4. User By Activeness

5. Correlation of Inactiveness

6. User Downgrade Trends

7. User Upgraded Trends

8. Paid Users Distribution

9. Revenue Trends

10. Executive Summary

11. Recommendation



Total Users &
Growth Trends

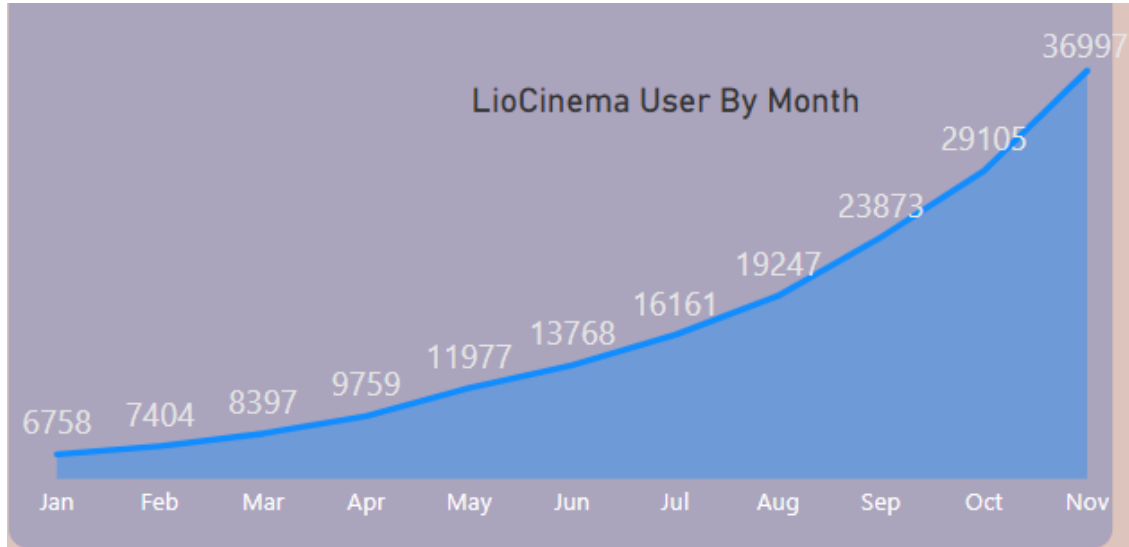


Total Users → 183K

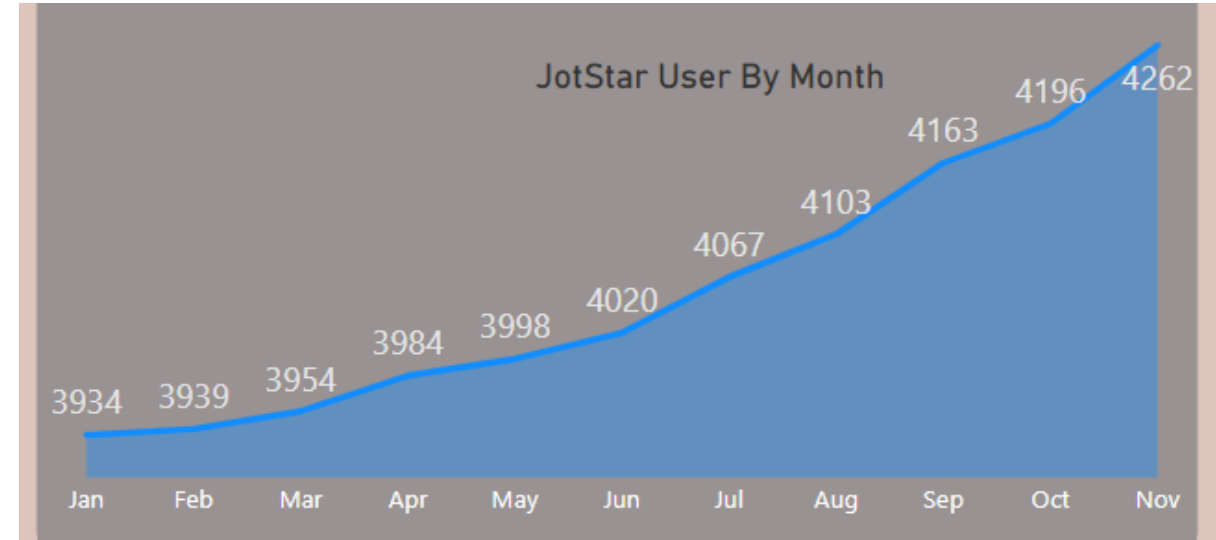


Total Users → 45K

LioCinema total users = 4 * JotStar total users



Growth Rate → 23.3%



Growth Rate → 10.6%

LioCinema Growth rate = 2 * JotStar Growth Rate



User By
Content Library



Total Content:
1250

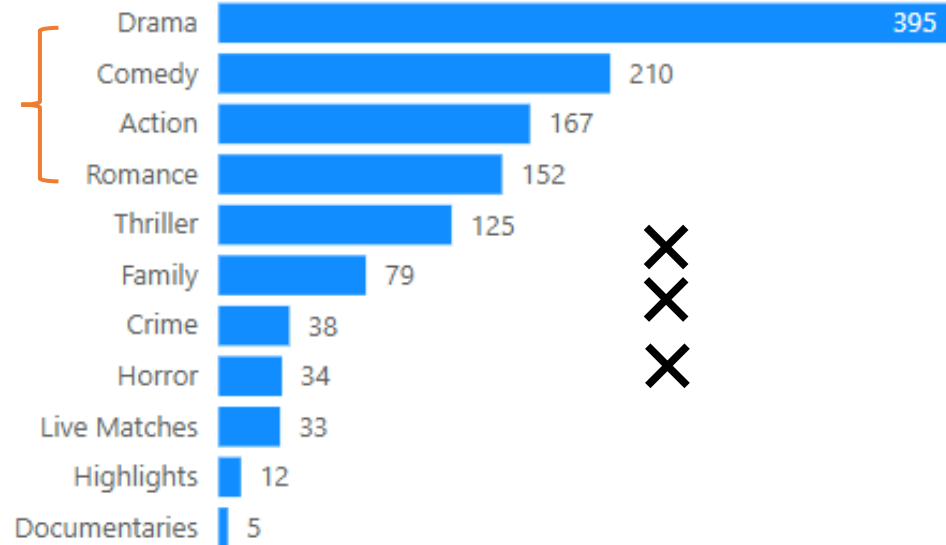
Runtime(min):
129K



Total Content:
2360

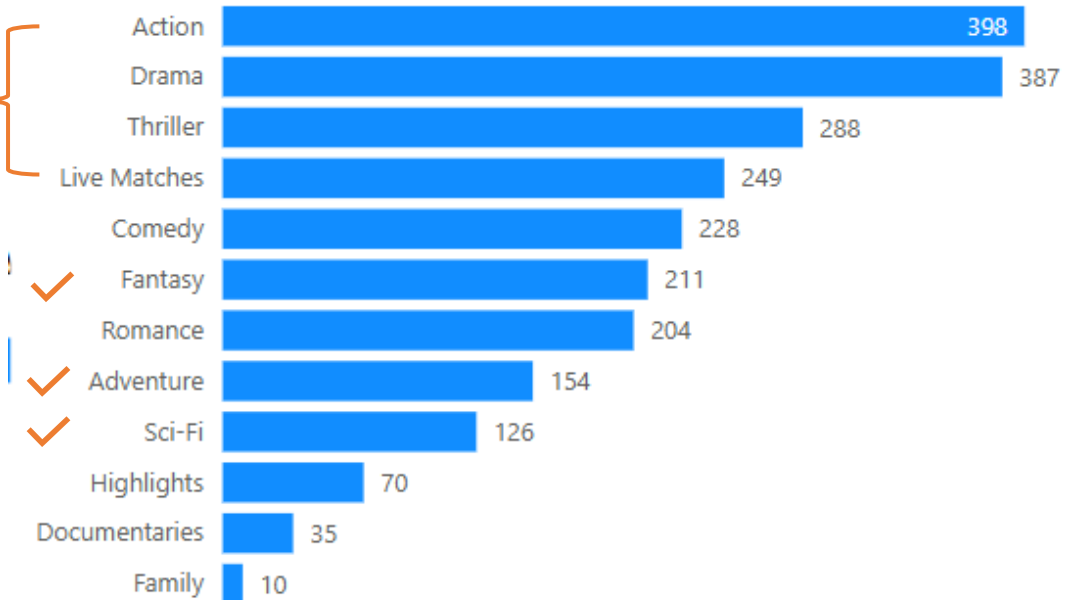
Runtime(min):
221K

content by Genre



Strengths

content by Genre



Observation: JotStar has almost **double** the content volume and total runtime.

Key Insight: JotStar has a **wider genre variety**, including **Fantasy, Adventure, and Sci-Fi**, which are less prominent in LioCinema.



Total Content:
1250

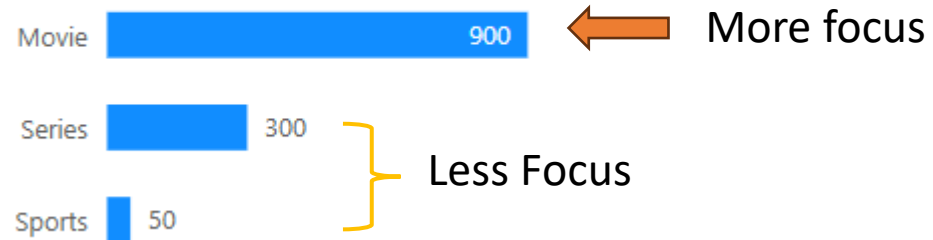
Runtime(min):
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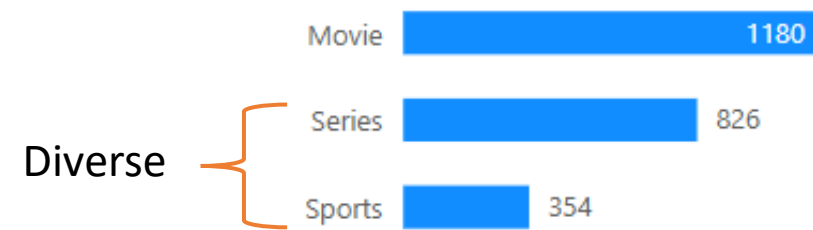
Total Content:
2360

Runtime(min):
221K

of content by content_type



of content by content_type



Key Insight: JotStar is more diverse in **series and sports**, while LioCinema is heavily **movie-focused**.



Total Content:
1250

Runtime(min):
129K

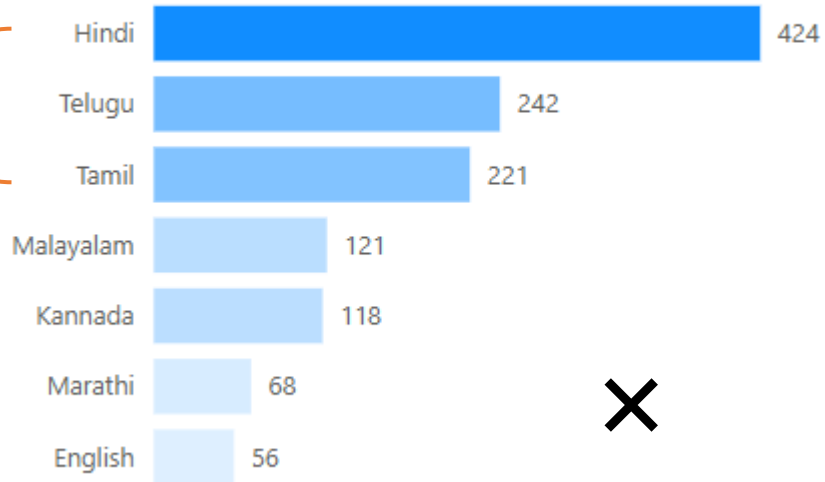


Total Content:
2360

Runtime(min):
221K

content by language

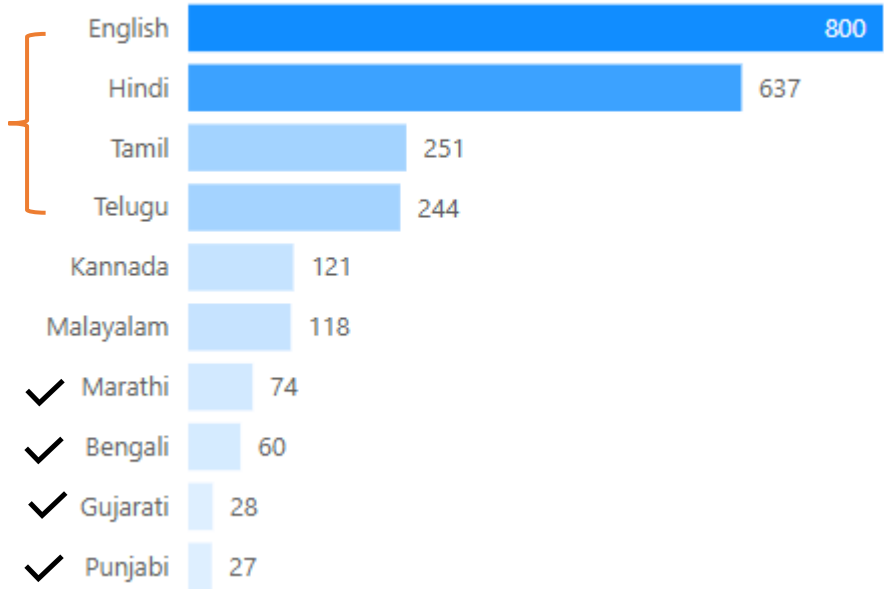
Strengths



×

content by language

Strengths



Key Insight: JotStar has a strong English and regional presence, while LioCinema is more **Hindi-centric**.

Key Insights from Content Library Comparison

1. Overall Content & Runtime

JotStar has almost double the content volume and total runtime compared to LioCinema.

2. Genre Diversity

LioCinema is stronger in Drama, Comedy, and Action.

JotStar has a wider variety with more Thrillers, Live Matches, Fantasy, and Adventure content.

3. Content Type Mix

LioCinema is movie-dominated, while JotStar has a stronger balance of movies, series, and sports.

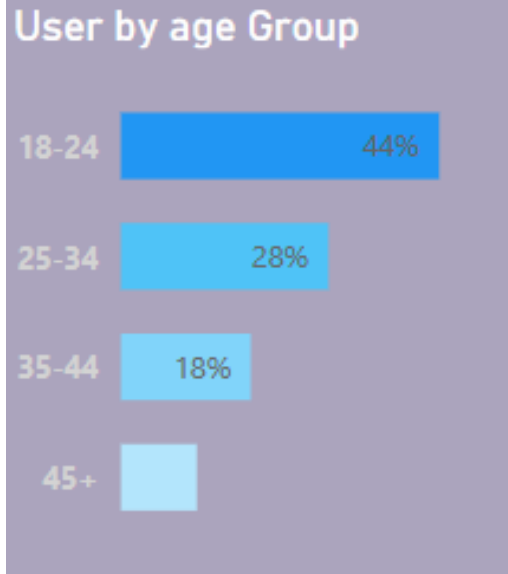
4. Language Representation

LioCinema is Hindi-centric, while JotStar has a broader English and regional content presence.



User By Demographics

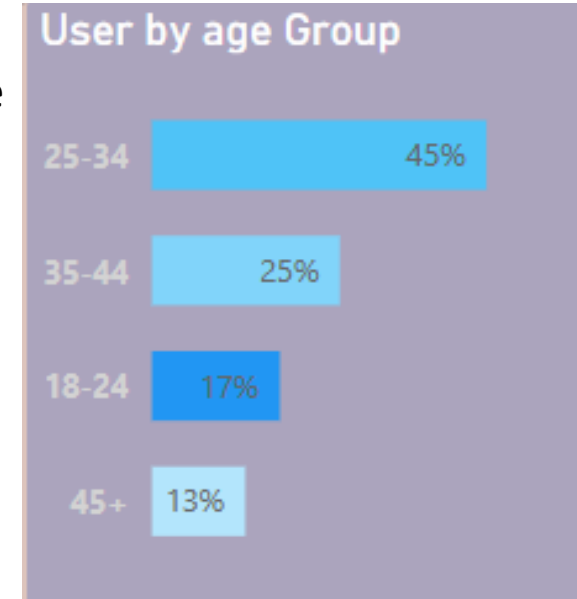
- User by Age Group
- Users by city tiers
- Users by subscription Plan



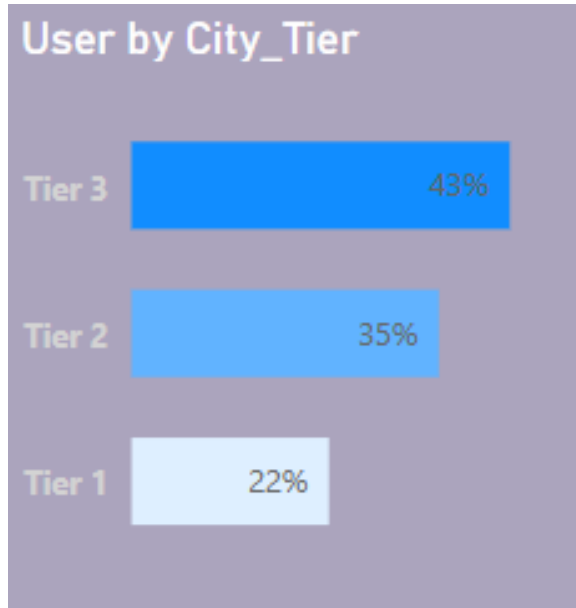
Young



Young adults
and Middle age



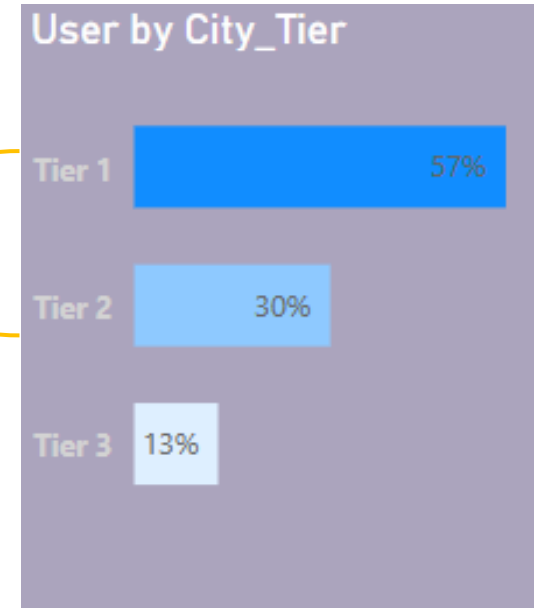
Insight: LioCinema is more popular among younger audiences compared to JotStar, which had a stronger 25-34 segment i.e. Middle age adults Or working professional



Around 80% from
Tier 3 and 2

Around 90% from
Tier 1 and 2

For 6 out of 10 user
are from Tier-1 city
and 3 are from Tier
2 city.



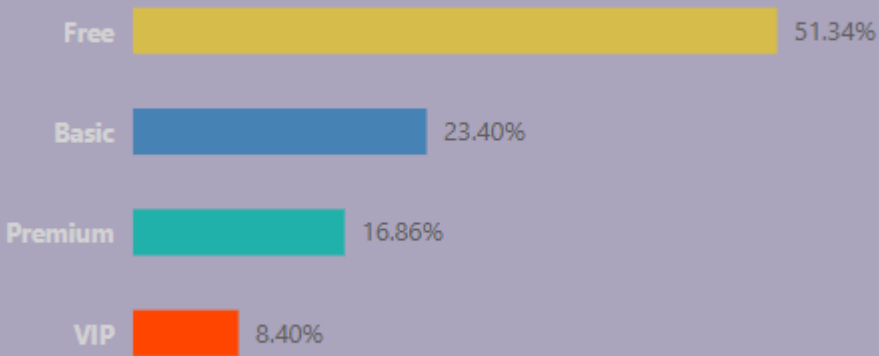
Insights:

LioCinema has a stronger presence in smaller cities unlike

JotStar has a strong urban presence but weaker penetration in smaller cities.



User By Subscription Plan

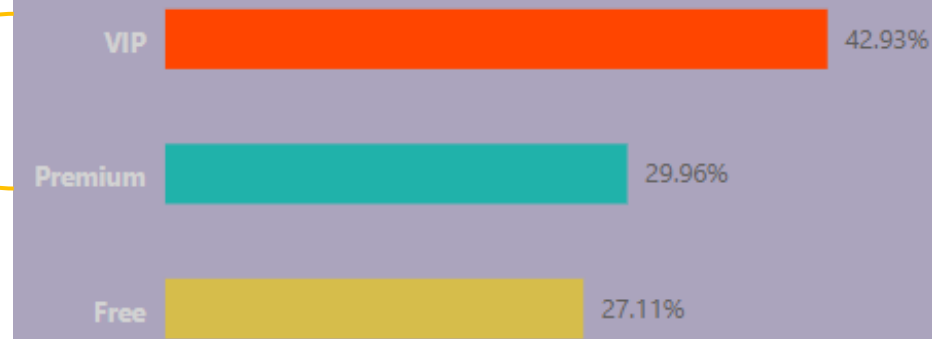


← Each 1 out of 2 users are Free users.

73% users are Paid users

↓ Each 3 out of 4 user are paid user.

User By Subscription Plan



Insights:

LioCinema Monetization through subscriptions is weaker compared to JotStar

JotStar Users are willing to pay for premium content, indicating strong monetization potential.

Key Insights from User Demographics Comparison

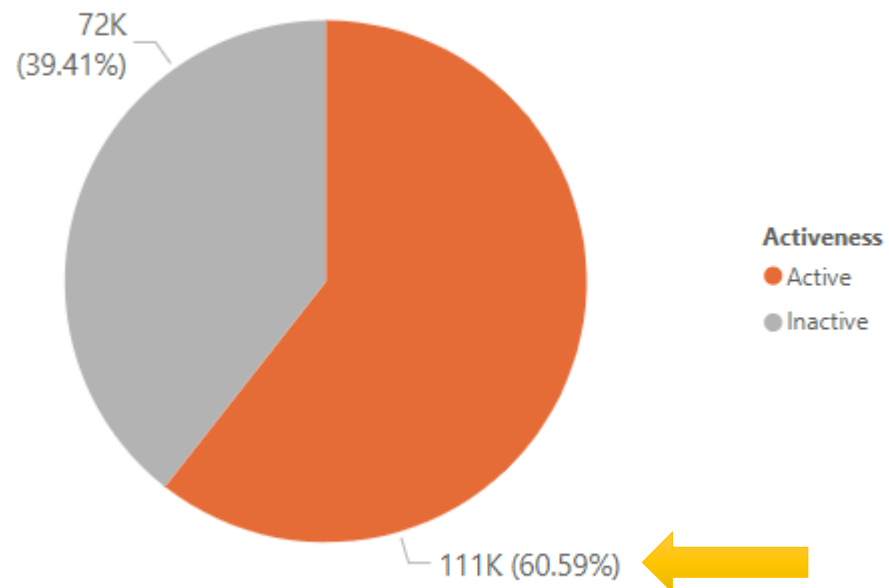
- **JotStar** appeals to a more **mature audience or Working Professional** , while **LioCinema** is **youth-focused**.
- **JotStar** is **urban-focused**, while **LioCinema** dominates **smaller towns**.
- JotStar has a **more balanced monetization strategy**, while LioCinema is highly dependent on ads.



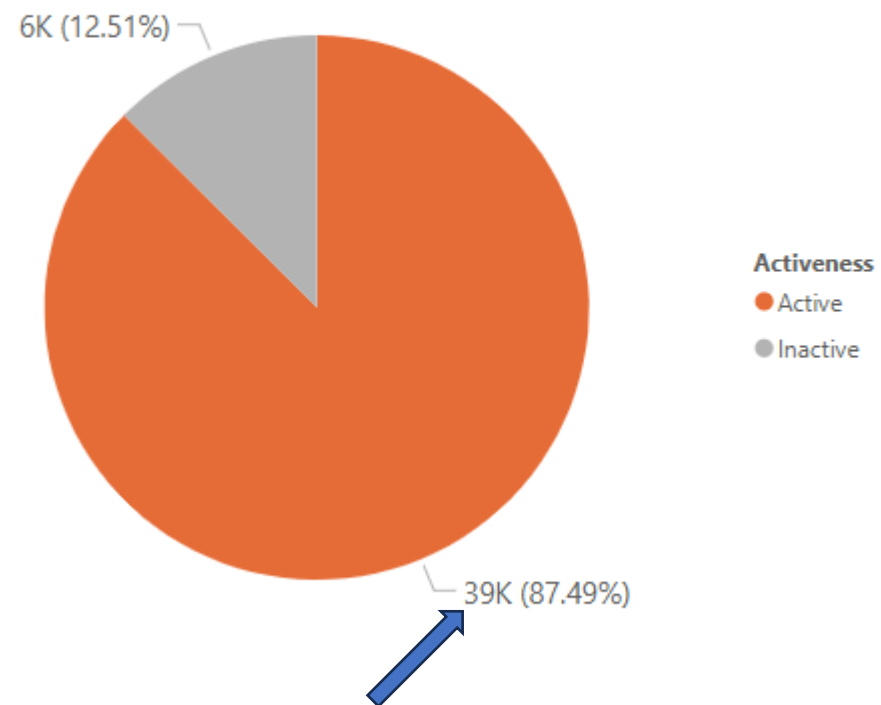
User By
Activeness



Total users by Activeness

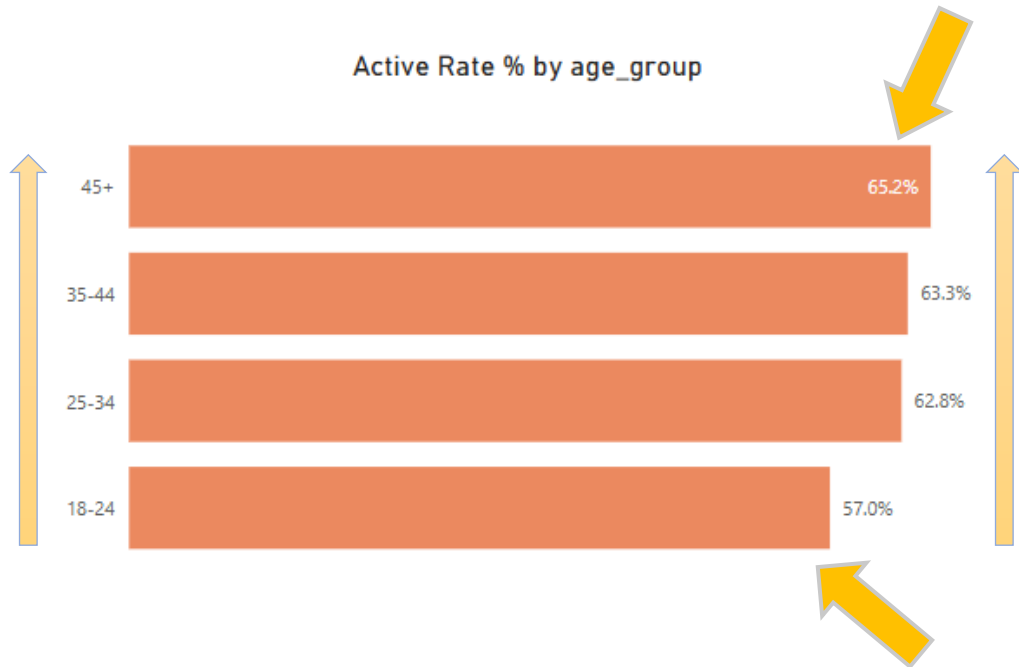


Total users by Activeness





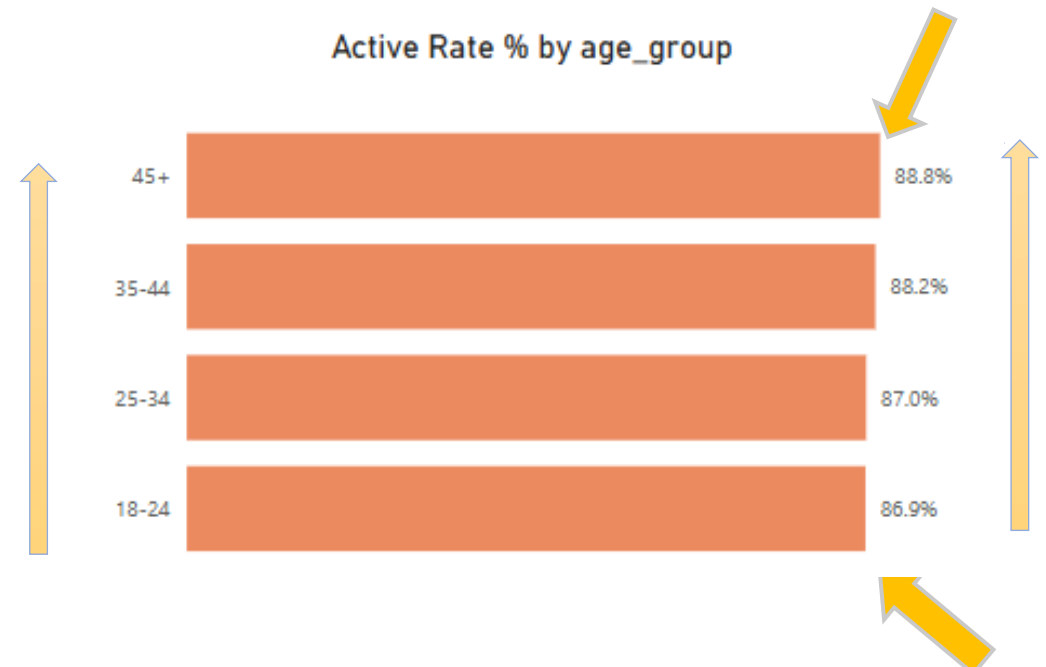
Active Rate % by age_group



- The Active rate increase with age.
- Users aged **45+** have the highest active rate at **65.2%**.
- Younger users (**18-24**) have the lowest active rate



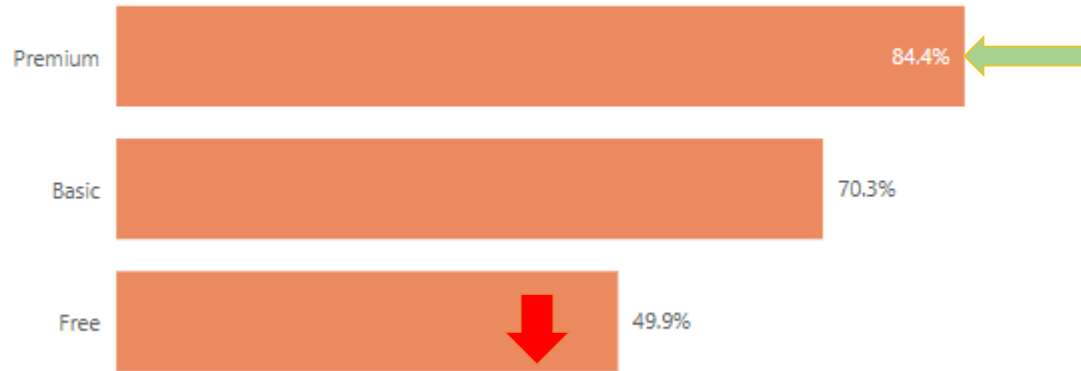
Active Rate % by age_group



- JotStar has a higher active rate across all age groups.
- 45+ age group has the highest activity (88.8%).
- Younger users (**18-24**) have the lowest active rate



Active Rate % by subscription_plan



- **Premium** users have the highest engagement (84.4%)
- Free users have significantly lower engagement.



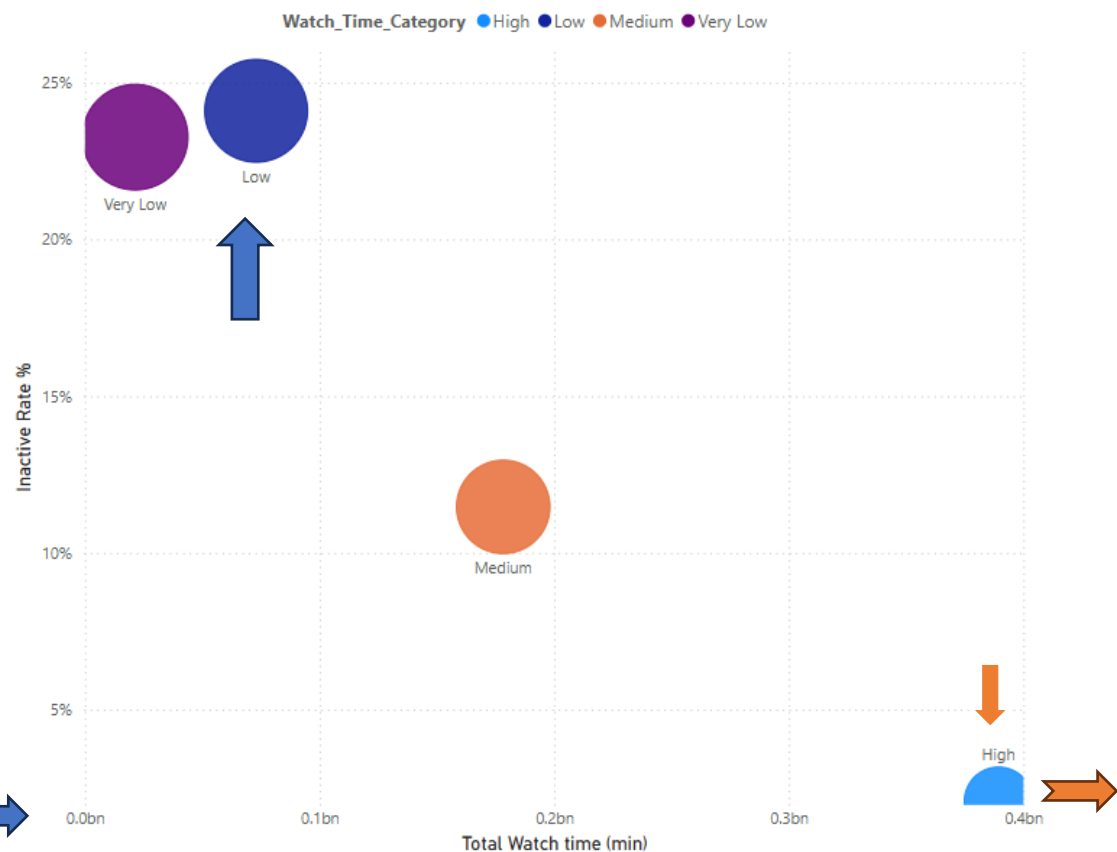
Active Rate % by subscription_plan



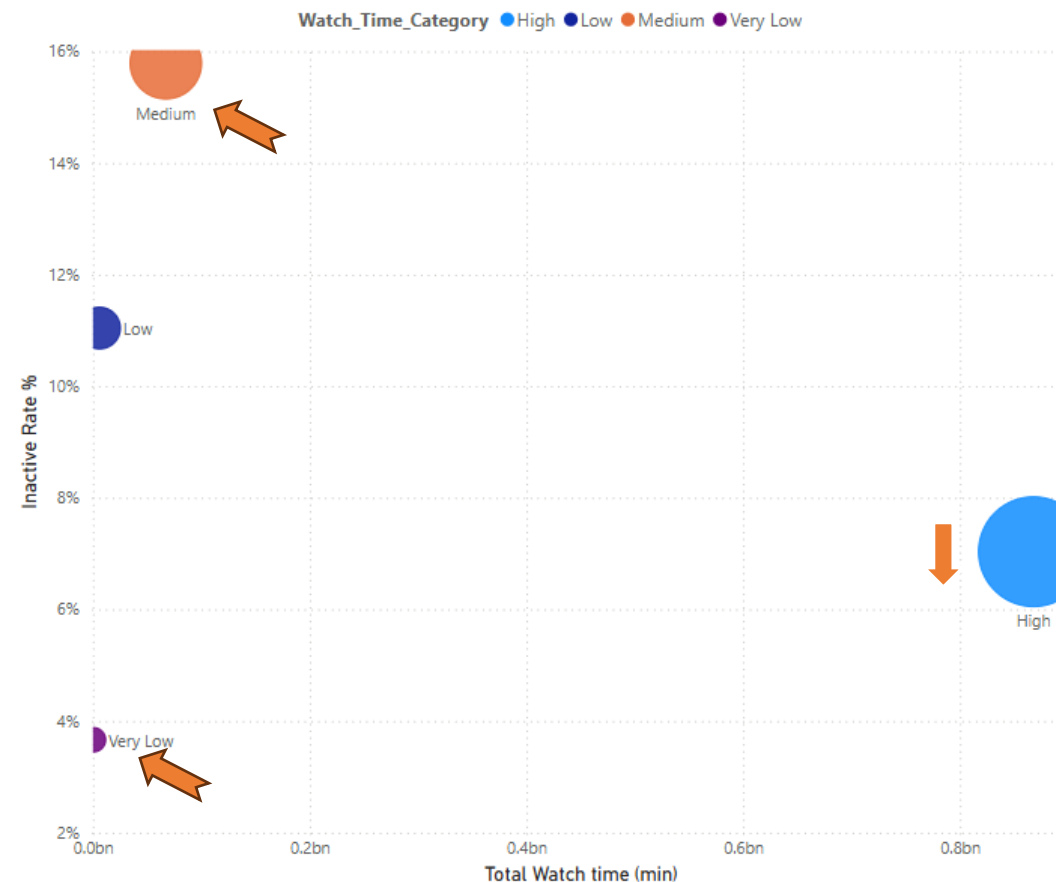
- **Premium** users are the most engaged (94.3%), followed by **VIP users (88.5%)**.
- Unlike LioCinema, JotStar has a **much higher engagement rate for Free users** (78.4% vs. 49.9%).



Correlation of
Inactiveness

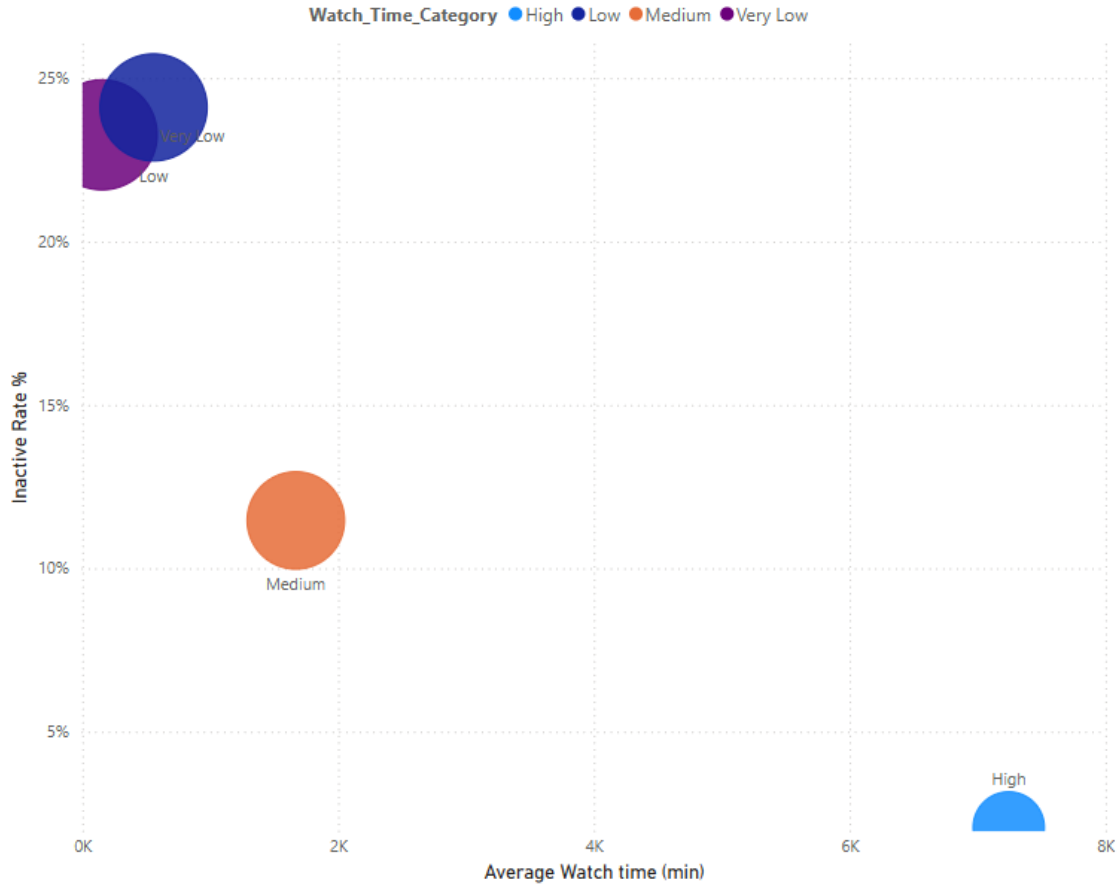


In LioCinema With High Watch time → Low inactive Rate
Low Watch Time → High inactive Rate

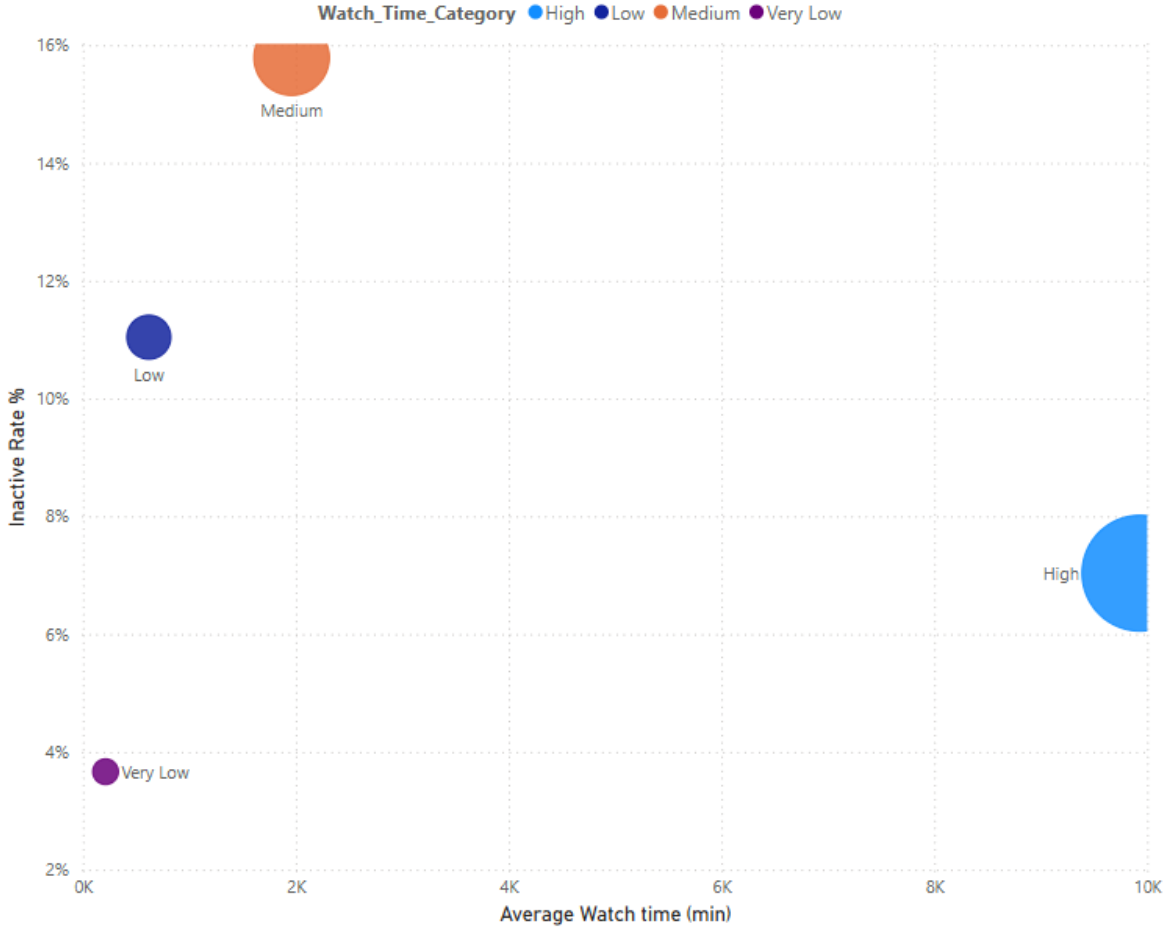


In JotStar With High Watch time → Low inactive Rate
Medium Watch Time → High inactive Rate
Very Low Watch time → Low inactive Rate
?

Similar to previous



In LioCinema With High Watch time → Low inactive Rate
Low Watch Time → High inactive Rate



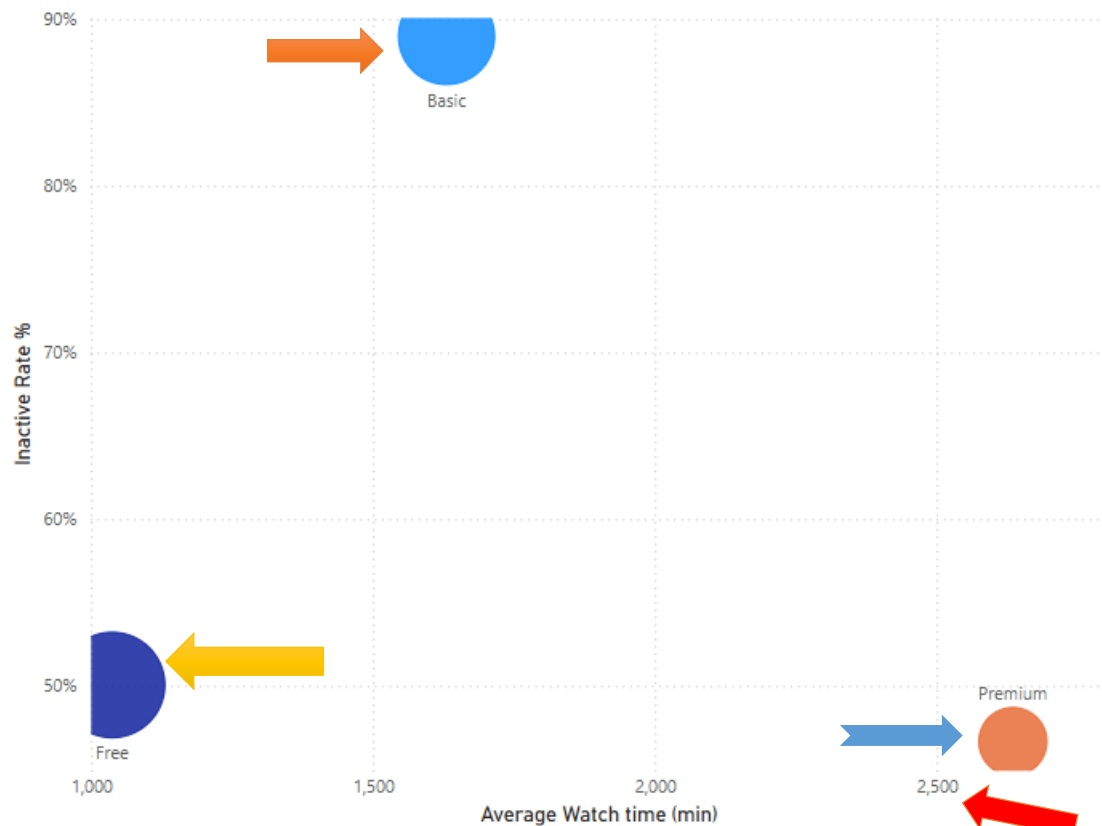
In JotStar With High Watch time → Low inactive Rate
Medium Watch Time → High inactive Rate
Very Low Watch time → Low inactive Rate ?



LioCINEMA

STREAMING

subscription_plan ● Basic ● Free ● Premium



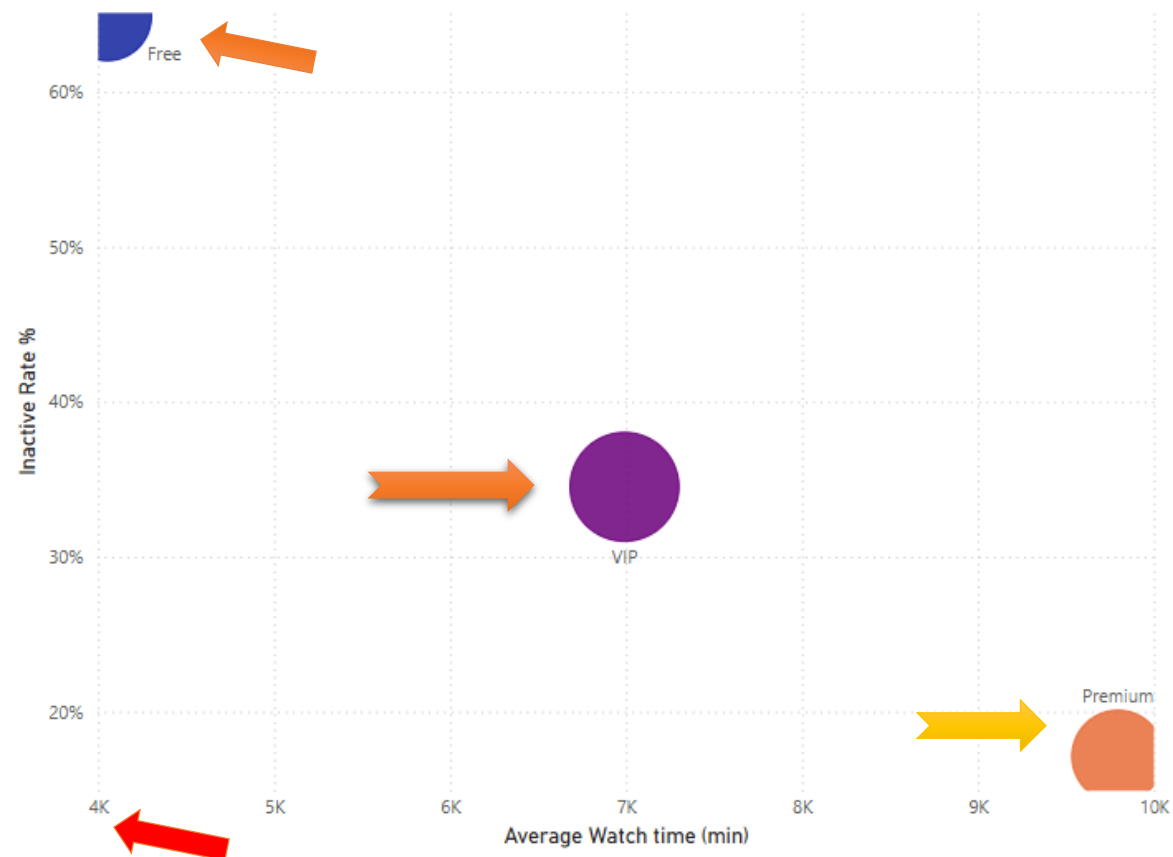
Basic → Very high inactivity rates

Free → 50% inactive with lowest avg watching

Premium → Low inactive and high avg watch time



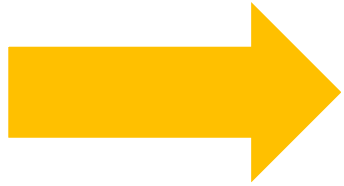
subscription_plan ● Free ● Premium ● VIP



Free → Very high inactivity rates

VIP → 30 % inactivity with high avg watch time.

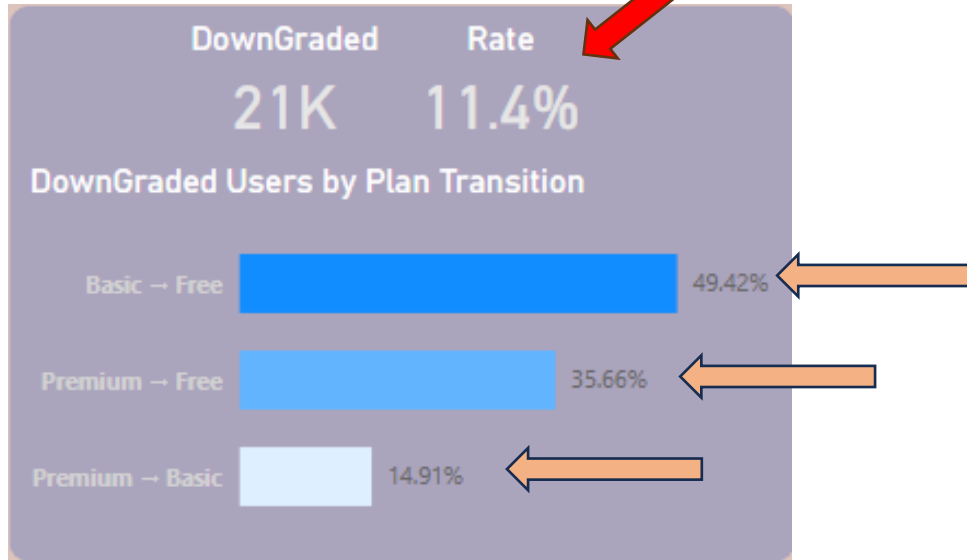
Premium → Low inactive and very high avg watch time



User Downgrade Trends



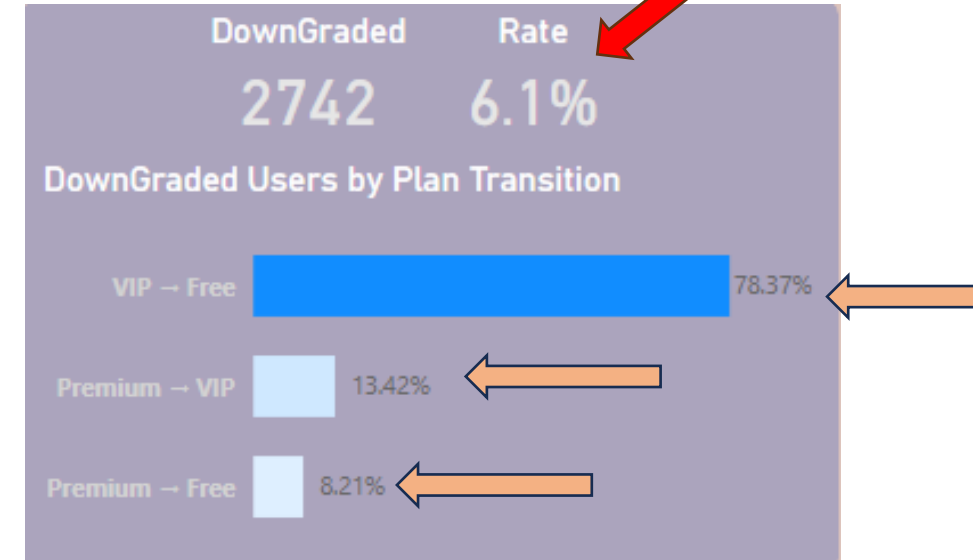
LioCinema = 2 × JotStar



- **49.42% Basic to Free** (suggesting that many users are unwilling to continue paying).

- **35.66% Premium to Free** (indicating dissatisfaction with premium benefits).

- **14.91% Premium to Basic** (some cost-conscious users still willing to pay but at a lower tier).



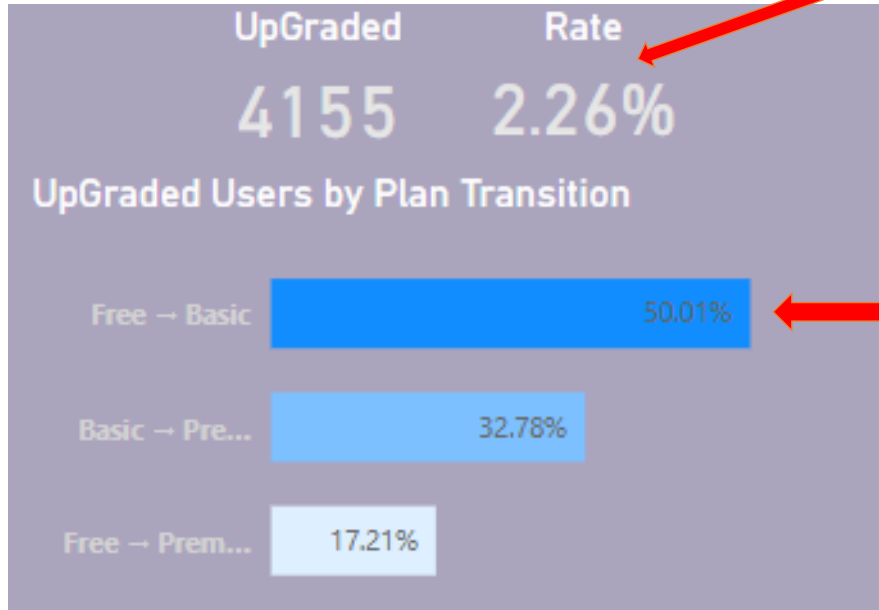
- **78.37% VIP to Free** (suggests that VIP perks might not justify the cost for many).

- **13.42% Premium to VIP** (indicating a cost-conscious downgrade while still staying within paid plans).

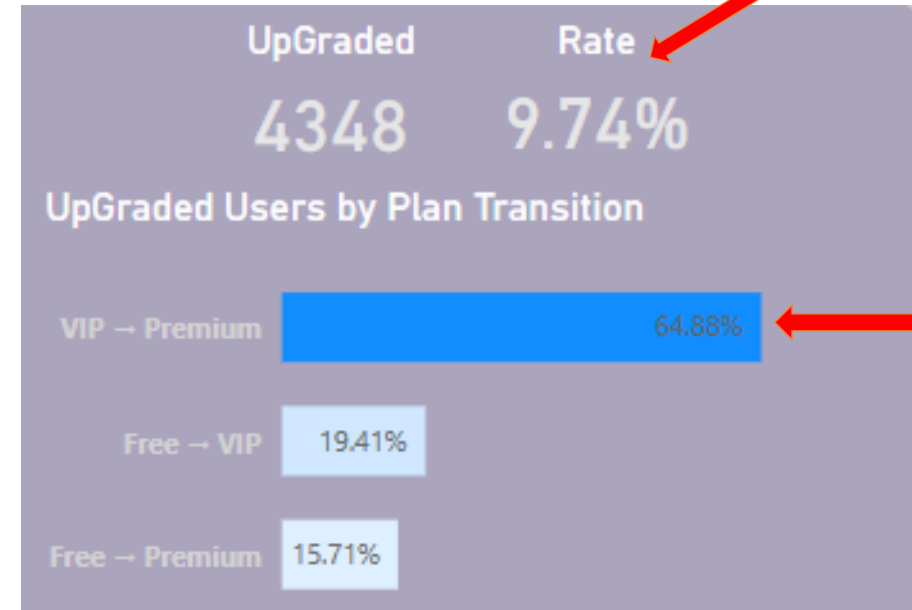
- **8.21% Premium to Free**, which is significantly lower than LioCinema's **35.66%** downgrade from Premium to Free.



User Upgraded
Trends



JotStar = 5 × LioCinema



Most Common Upgrade: Free → Basic (50.01%)

LioCinema users are more likely to upgrade from Free to Basic first rather than jumping directly to Premium.

Most Common Upgrade: VIP → Premium (64.68%)

JotStar users have a strong preference for upgrading from VIP to Premium, suggesting a well-performing intermediate VIP plan that encourages further upgrades.



Paid Users
Distribution



city_tier Basic Premium

| | | | |
|---|--------|--------|--------|
| → | Tier 1 | 15.67% | 13.14% |
| → | Tier 2 | 28.77% | 11.59% |
| | Tier 3 | 23.58% | 7.26% |

- Basic Plan → mid-tier (Tier 2) cities
Strong Appeal

- Premium → Urban-tier (Tier 1) cities
Strong Appeal
↓
less popular in lower-tier cities, possibly due to cost sensitivity.



city_tier Premium VIP

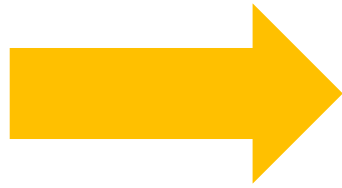
| | | | |
|---|--------|--------|--------|
| → | Tier 1 | 31.29% | 31.24% |
| | Tier 2 | 7.89% | 20.89% |
| | Tier 3 | 1.92% | 6.77% |

- Premium → Urban-tier (Tier 1) cities
Strong Appeal

↓
JotStar's Premium plan is mostly attracting users from major urban centers.

- VIP → Urban-tier (Tier 1) cities
Strong Appeal
But showing more significant presence in Tier 2 and Tier 3 compared to premium plan

↓
VIP plan might include features or pricing that attract a wider geographic audience.



Revenue
Trends

JotStar
Revenue
is Similar

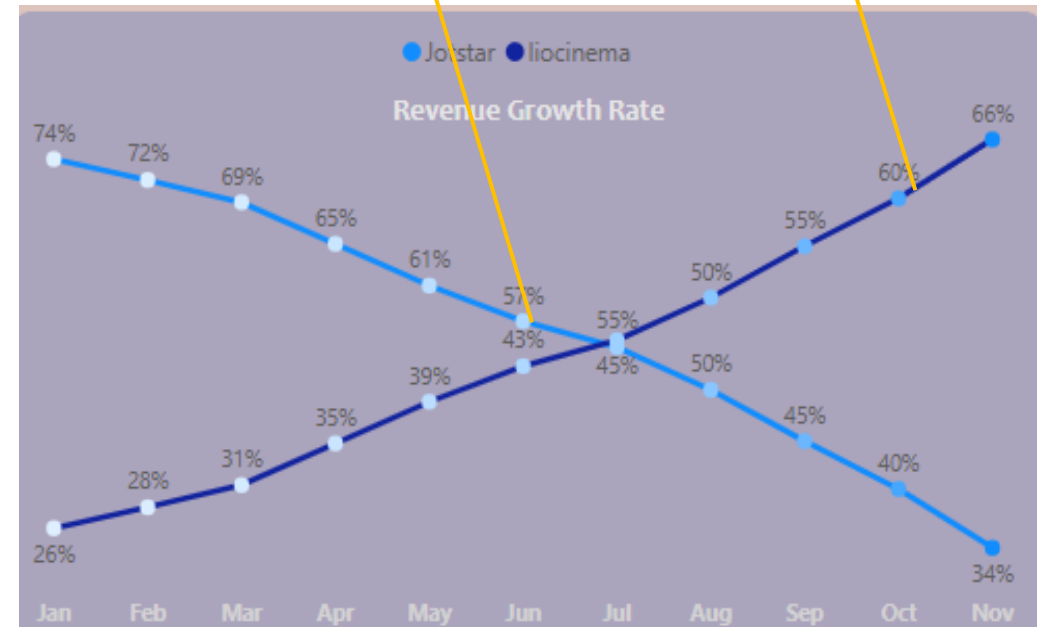
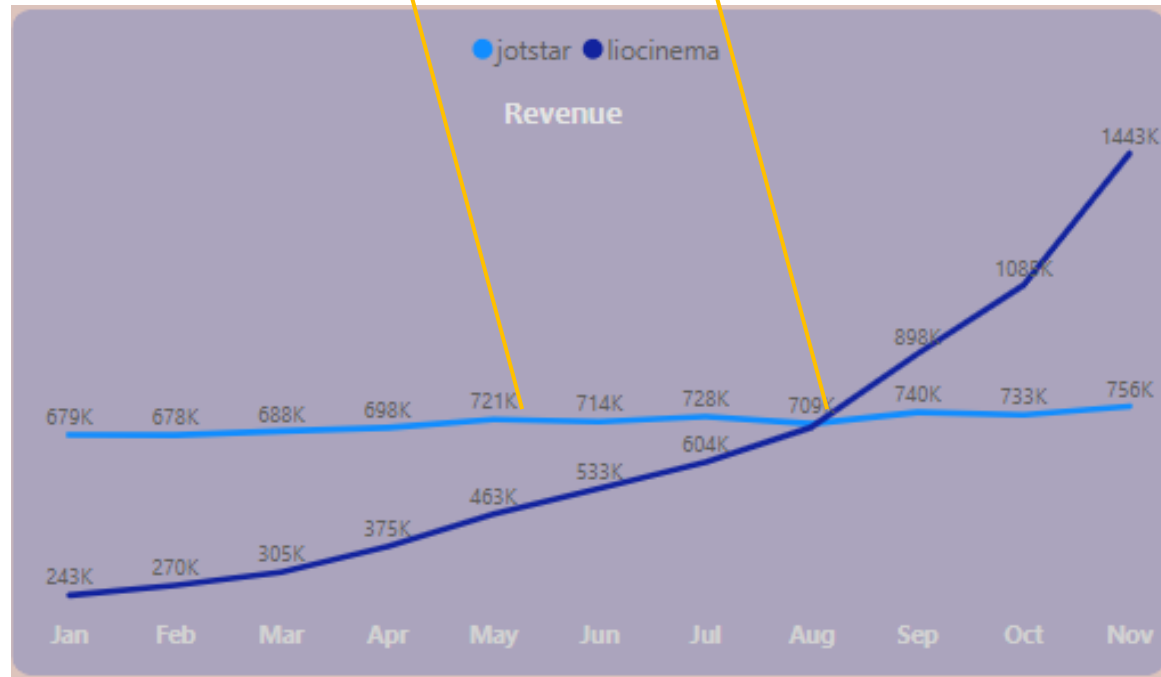
LioCinema
Revenue is
Growing
rapidly.



Total
Revenue

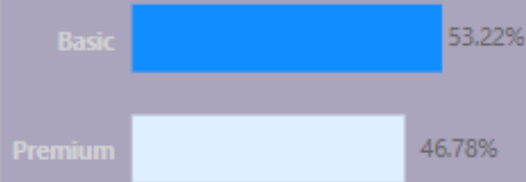
JotStar
Revenue
Rate is going
down

LioCinema Revenue
Growth Rate is going
up rapidly





Revenue % by Plan

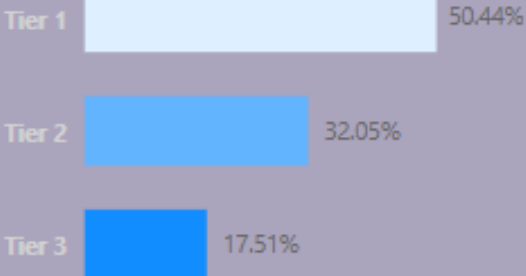


Slightly more revenue than the Premium plan

Large portion of revenue comes from Basic plan

Potentially price sensitive customer base

Revenue % by city_tier

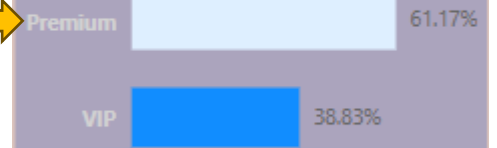


LioCinema's primary revenue source is urban centres (Tier 1)

Due to higher purchasing power and a larger user base in these areas



Revenue % by Plan



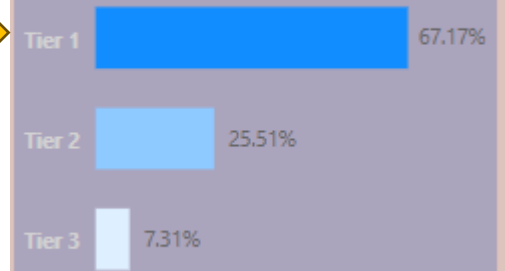
Majority of revenue than the Premium plan

Revenue model relies heavily on its premium plan

Primarily an urban-focused platform

nearly 2/3rd of its revenue coming from Tier 1 cities

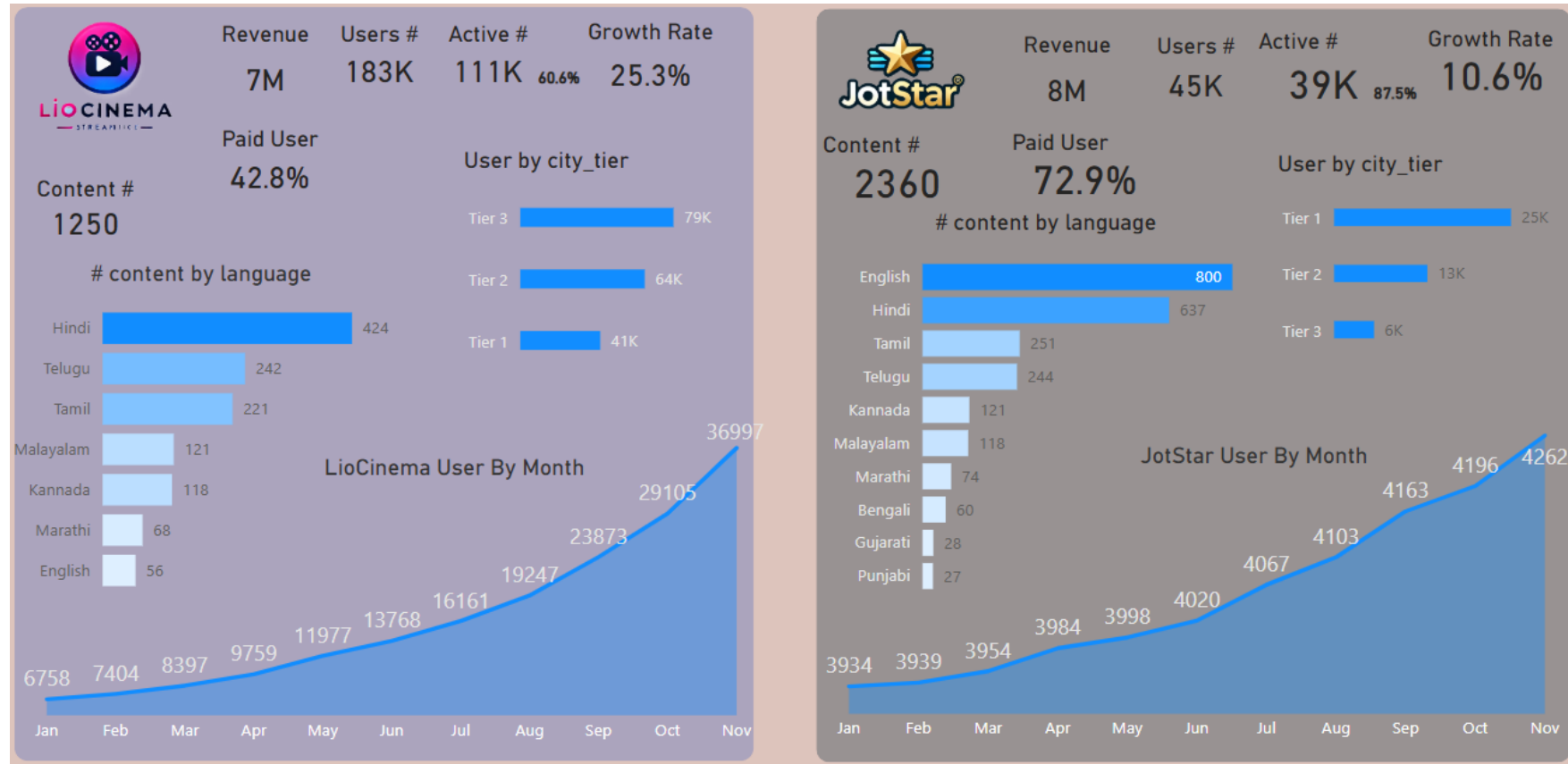
Revenue % by city_tier



Key Insights from Revenue Trends

- JotStar is more dependent on urban markets, while LioCinema has a more diversified revenue stream across city tiers.
- LioCinema's revenue from the Basic plan (53.22%) indicates a strong appeal to a cost-conscious audience, likely contributing to its broader reach into Tier 2 and Tier 3 cities.
- JotStar's revenue from the Premium plan (61.17%) and a significant contribution from the VIP plan (38.83%) suggest a focus on higher-income users who are willing to pay for premium or exclusive services. This aligns with JotStar's urban focus.

Executive Summary



LioCinema: High Reach, Low Monetization

👥 **183K users** but **only 42.8 % are paid** ➡ **\$7M revenue**

⬆️ **Fastest growth (25.3%),** mainly in **Tier 2 & 3 cities**

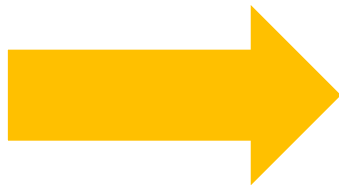
🎧 **Content Dominance:** Hindi & regional languages

JotStar: Premium Model, Slow Growth

👥 **45K users** but **72.9 % are paid** ➡ **\$8M revenue**

➡ **Slow growth (10.6%),** strongest in **Tier 1 cities**

🎧 **Content Dominance:** English & Hindi



Strategies & Recommendations for Merged OTT Platform (LioCinema-JotStar)

To Increase Engagement

Analysis

- **LioCinema:** Struggles with engagement in Free and Basic tiers, with a significant portion of users showing low watch time (e.g., 49.9% engagement rate for Free users vs. JotStar's 78.4%).
- Younger users (18-24) have the lowest active rates, while older users (45+) are more engaged (65.2%).
- **JotStar:** Demonstrates higher overall engagement, even among Free users (78.4%), and retains high-value customers (Premium: 94.3%, VIP: 88.5%).

Recommendation

- Personalized Recommendations → Use AI to suggest relevant content based on past preferences
 - Gamification → Introduce badges, streaks, and rewards for watching and engaging.
 - Personalized Notifications
 - Freemium Teasers → Offer limited-time access to Premium content for Free users (e.g., a "Premium Weekend") to showcase value and encourage upgrades, leveraging JotStar's success with paid-tier engagement.
 - Interactive Features
 - Targeted Content for Youth → Add polls, quizzes, or live watch parties (e.g., for sports or popular series) to boost community engagement, appealing to JotStar's diverse content strengths.
- Develop short-form, trendy content (e.g., web shorts, reels) to attract and retain LioCinema's inactive 18-24 age group, aligning with their consumption habits.

Brand Campaigns to Establish Market Leadership

Analysis

- **LioCinema:** Youth-focused, Hindi-centric, and dominant in Tier 2 and 3 cities with a movie-heavy library.

- **JotStar:** Appeals to mature, urban audiences (Tier 1) with a balanced mix of movies, series, and sports, and

Key Insight: The merged platform can position itself as a versatile, all-inclusive OTT service bridging urban and rural India, leveraging JotStar's premium appeal and LioCinema's mass-market reach.

Recommendation

- “One Platform, Every Story” Campaign

Emphasize unified access to JotStar's premium English/Hindi content and LioCinema's regional library.

- Urban-Rural Connect

- Launch dual campaigns—urban-focused ads showcasing premium features (e.g., ad-free, VIP perks)

- Social Media Engagement

- rural-focused ads emphasizing affordability and regional content, blending JotStar's and LioCinema's strengths.

- Festive Campaigns

- User-Generated Content

Collab influencers on Instagram, YouTube, and X (Twitter).
Make ads on trendy on Social media site.

- Live & Interactive Features:

Host live Q&A sessions with actors, behind-the-scenes content, or fan contests.

Encourage users to share reviews and experiences.

Tie promotions to Indian festivals (e.g., Diwali, IPL season) with exclusive releases or discounts, capitalizing on JotStar's sports offerings and LioCinema's movie dominance.

Subscription Pricing Strategy

Analysis

LioCinema:

- 57% Free users, weak monetization (2.26% upgrade rate),
- high downgrades (e.g., 35.66% Premium to Free).
- Revenue split: Basic (53.22%), Premium (46.78%)

JotStar:

- Strong paid user base (72.8%),
- high upgrade rate (9.74%)
- significant VIP-to-Free churn (78.37%)
- Revenue split: Premium (61.17%), VIP (38.83%).

Key Insight: JotStar's premium users drive revenue, while LioCinema's Free tier reliance limits profitability. A tiered, flexible pricing model can balance reach and revenue.

Recommendations:

- Freemium Model → Ad-supported with basic access (movies, select series) to retain LioCinema's Tier 3 base.
- Basic Tier (~₹59/month) → Ad-light, includes regional content and select sports, targeting Tier 2 upgrades from LioCinema's Basic users.
- Premium Tier (~₹159/month) → Ad-free, full library access (movies, series, sports), appealing to JotStar's urban Premium users.
- VIP Tier (~₹259/month) → Exclusive perks (early releases, offline downloads, 4K streaming), refined to reduce JotStar's VIP churn.
- Annual Plans with Discounts: → Offer 20-30% off annual subscriptions (e.g., Premium at ₹1599/year) to lock in users and improve retention.
- Micro-Subscriptions: → Introduce weekly plans (e.g., ₹15/week) for Tier 3 users, encouraging LioCinema's Free users to test paid tiers affordably.
- Dynamic Pricing → Use AI to offer personalized discounts to at-risk users (e.g., those likely to downgrade), balancing profitability with retention.
- Regional Discounts → Offer Basic at ₹39/month in Tier 3 cities.

Telecom Partnerships for Subscriber Growth

Analysis

LioCinema: Strong in Tier 2 and 3 cities (80% users), where telecom penetration is high but premium adoption is low

JotStar: Urban-focused (90% from Tier 1 and 2), with a mature audience likely using premium telecom plans.

Key Insight: Telecom partnerships can boost reach in smaller cities (LioCinema's strength) and bundle premium offerings for urban users (JotStar's base).

Recommendations:



- Data-Subscription Bundles: Partner with Airtel/Jio to offer free Basic plans with 1GB/day data packs.
- Prepaid Recharge Integration: Allow users to activate subscriptions via prepaid mobile recharges (e.g., ₹249 recharge = 1 month Basic)
- Zero Data Plan: Introduce zero-rated streaming where users don't get charged for data while watching.
- Offline Access: Enable download-and-watch features for users in low-connectivity areas (Tier 3).
- Co-Branded Promotions: Launch joint campaigns (e.g., "Jio Presents LioCinema-JotStar") with exclusive content drops or discounts for telecom subscribers.
- Referral Incentives: Offer telecom users bonus data or subscription discounts for referring new subscribers, amplifying growth in both urban and rural markets.

AI/ML for Personalization & Engagement

Analysis

LioCinema:

- Movie-dominated, Hindi-centric, with lower engagement in Free tiers,
- suggesting poor content discovery for diverse preferences.

JotStar:

Diverse library (series, sports, thrillers), higher engagement, indicating potential for personalized recommendations to further boost retention.

Key Insight: AI/ML can bridge LioCinema's engagement gap and enhance JotStar's strengths by tailoring experiences across demographics.

Recommendations:



- Recommendation Engine → Use AI to analyze watch history, demographics (age, city tier), and preferences to suggest content (e.g., Hindi movies for Tier 3, sports for Tier 1), reducing inactivity.
- Dynamic Homepages → Implement ML-driven layouts that adapt to user behavior (e.g., prioritizing series for JotStar's mature audience, movies for LioCinema's youth).
- Predictive Churn Analysis → Leverage ML to identify at-risk users (e.g., low watch time, downgrade trends) and offer tailored promotions (e.g., free Premium trials) to retain them.
- Sentiment Analysis → Monitor social media and reviews to prioritize content gaps (e.g., more Tamil thrillers, Hindi family dramas).
- Voice Search Integration → Add ML-powered voice recognition in multiple Indian languages (Hindi, Tamil, etc.) to enhance accessibility, especially for LioCinema's rural users.




Brand Ambassador for the Merged OTT Platform (LioCinema-JotStar)

Analysis

LioCinema: Youth-focused, Hindi-centric, Tier 2/3 dominance—needs a relatable, mass-appeal figure.

JotStar: Mature, urban, diverse content—requires someone with sophistication and broad recognition

Key Insight: The ambassador must bridge urban-rural divides, appeal to both youth and working professionals, and reflect the platform's inclusive, premium identity.

- Pan-India Appeal :  A Bollywood superstar like **Shah Rukh Khan** or **Vicky Kaushal** for national presence.
- Regional Reach:  Have regional icons like **Allu Arjun (South)**, **Pankaj Tripathi (Hindi Belt)** and **Yash (Kannada)**.
- Youth Connect:  Someone like **Virat Kohli** or a **top influencer** to engage Gen Z and millennials.

Conclusion

- The merged **LioCinema-JotStar** platform can **dominate** India's OTT market
- combining JotStar's **premium, urban** strengths with **LioCinema's mass-market, rural reach**.
- Implementing engagement strategies for inactive users, **launching inclusive brand campaigns, optimizing pricing, leveraging telecom partnerships, using AI for personalization**, and selecting a versatile ambassador like Sharukh khan will position it as the go-to platform while maximizing profitability and growth.

Dashboard



Download
Presentation

