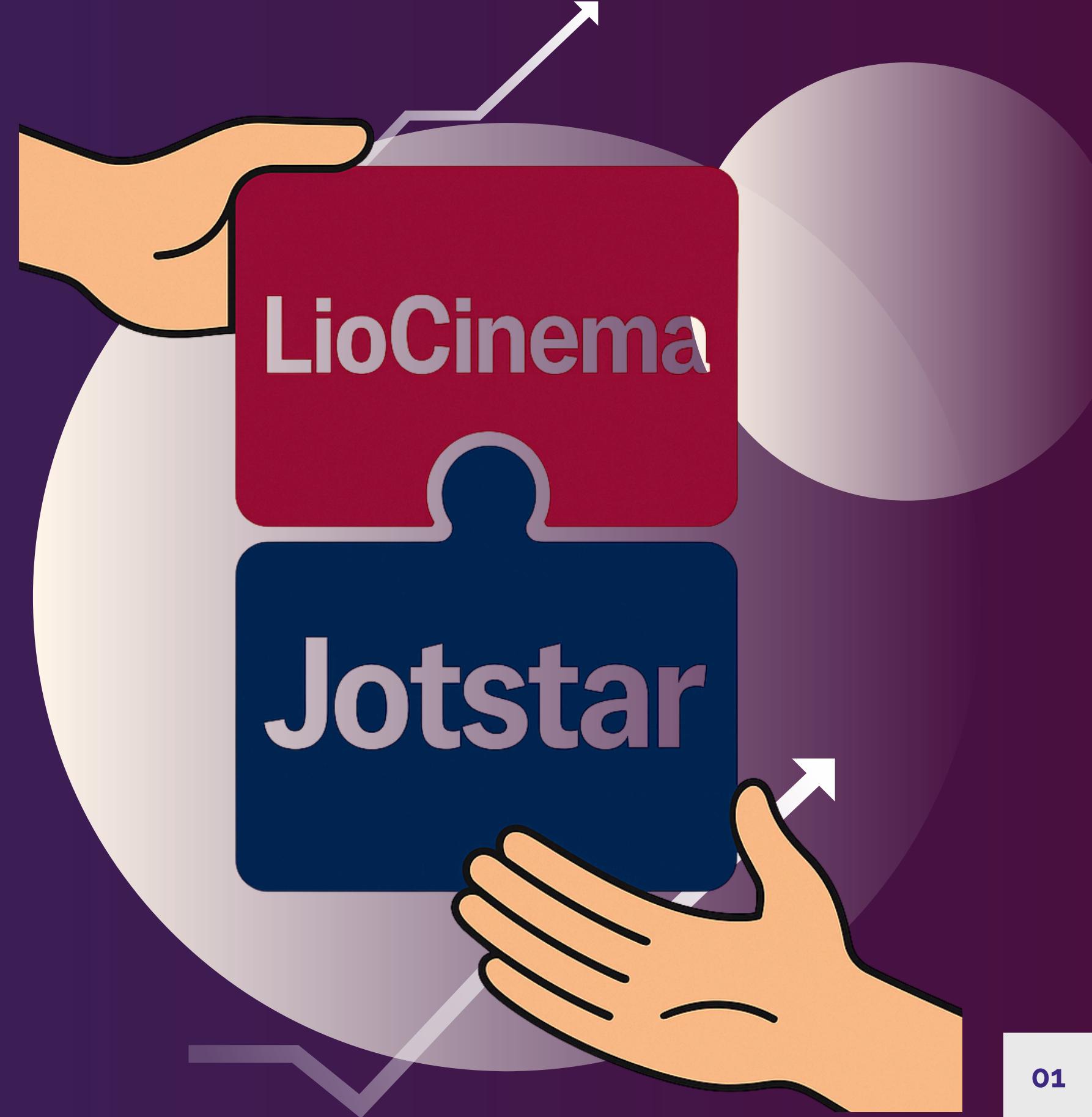




DA. SHUBHAM PANDIT

LIOCINEMA & JOTSTAR: PRE-MERGER INSIGHTS

Mapping User Behavior,
Monetization Trends & Market
Positioning in India's Evolving OTT
Landscape





PROBLEM STATEMENT

Lio, a major telecom provider, is exploring a strategic merger with Jotstar, a leading OTT platform, to unlock synergies between regional content reach and premium entertainment offerings. This analysis seeks to evaluate both platforms' revenue trends, user growth, content engagement, and subscription behaviors from Jan-Nov 2024. The goal is to generate actionable insights to guide post-merger content strategy, pricing models, and user retention initiatives—positioning the merged entity as the most comprehensive and scalable OTT solution in India.



DATABASE STRUCTURE

ANALYST PERSPECTIVE

subscribers	👤
user_id	string pk
age_group	string
city_tier	string
subscription_date	date
subscription_plan	string
last_active_date	date
plan_change_date	date
new_subscription_plan	string

contents	🎥
content_id	string pk
content_type	string
language	string
genre	string
run_time	int

content_consumption	▶
id	string pk
user_id	string
content_id	string
device_type	string



AUDIENCE & MARKET PENETRATION

LIOCINEMA

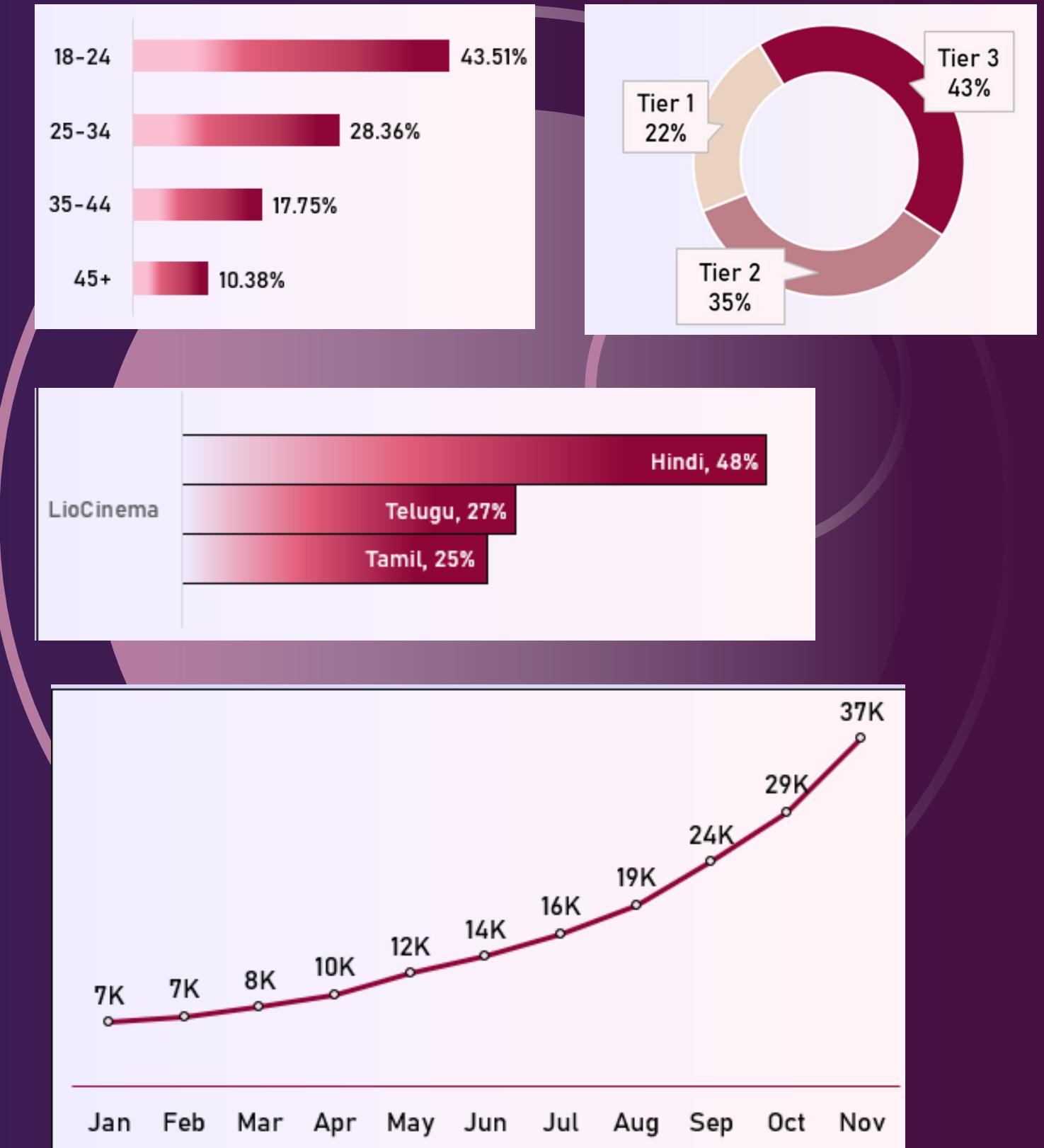
Demographics: 43% Gen Z (18-24), youth-dominant.

Geography: 43% Tier 3, 35% Tier 2 – strong in emerging markets.

Content Drivers: Regional cinema (Hindi, Tamil, Telugu); Top Genres: Drama, Comedy, Action.

User Base: 7K → 37K users; ~429% surge in users; 55% active.

Aligns with Indian content consumption patterns – festive spikes, regional dominance, mobile-first growth.





AUDIENCE & MARKET PENETRATION

JOTSTAR

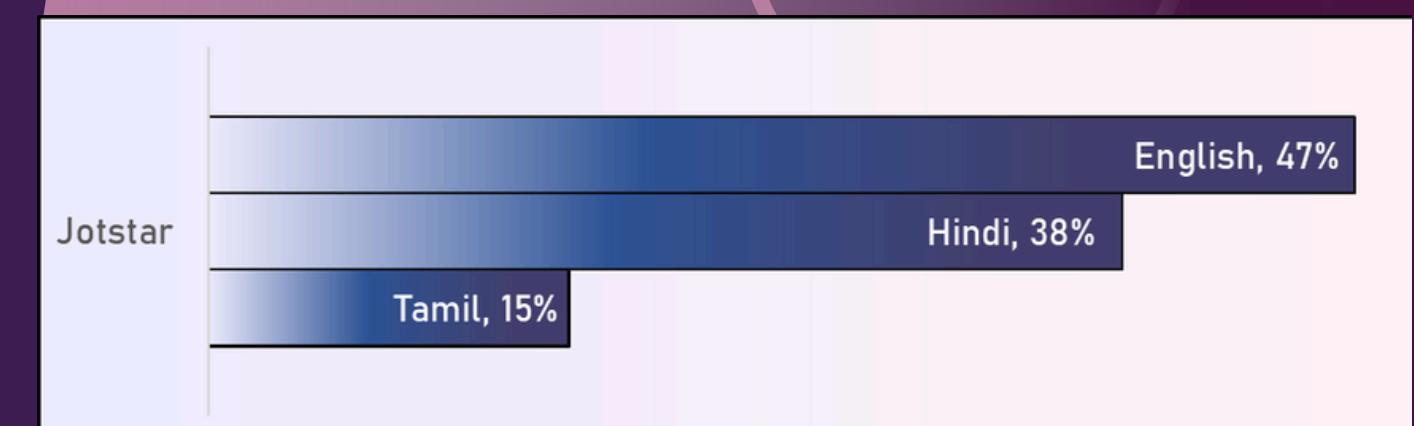
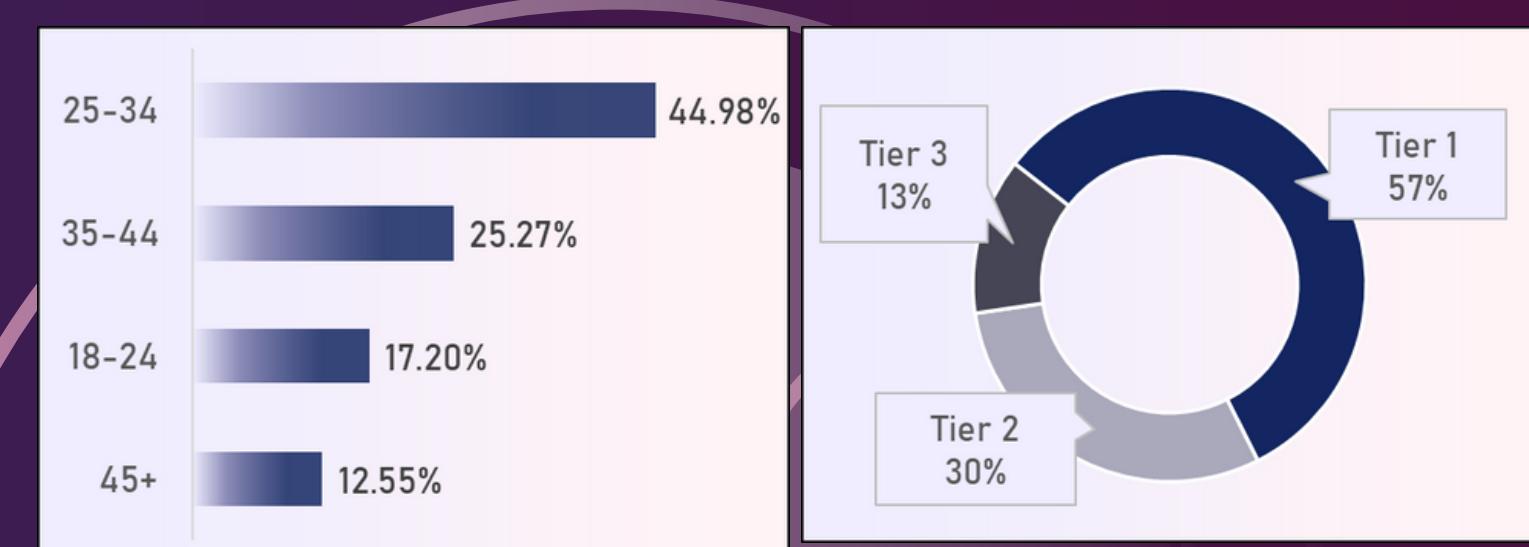
Demographics: 45% aged 25-34 – metro-focused.

Geography: 57% Tier 1 users – digitally mature audience.

Content Drivers: Sports, global content;
Top Genres: Action, Drama, Thriller.

User Base: Slow growth (3.93K → 4.26K) but 85% active users.

High watch-time (117 hrs/user), sticky user base, niche and Loyal Audience





RS. 69.19 L

REVENUE TREND INSIGHTS

LIOCINEMA

Plan Breakdown: Basic (₹69): 22% revenue share – strong in Tier 2 ; Premium (₹129): 19% – mainly Tier 1.

Massive Growth: ₹2.43L (Jan) → ₹14.43L (Nov) – ~6x increase in 11 months, highlighting aggressive expansion and monetization.

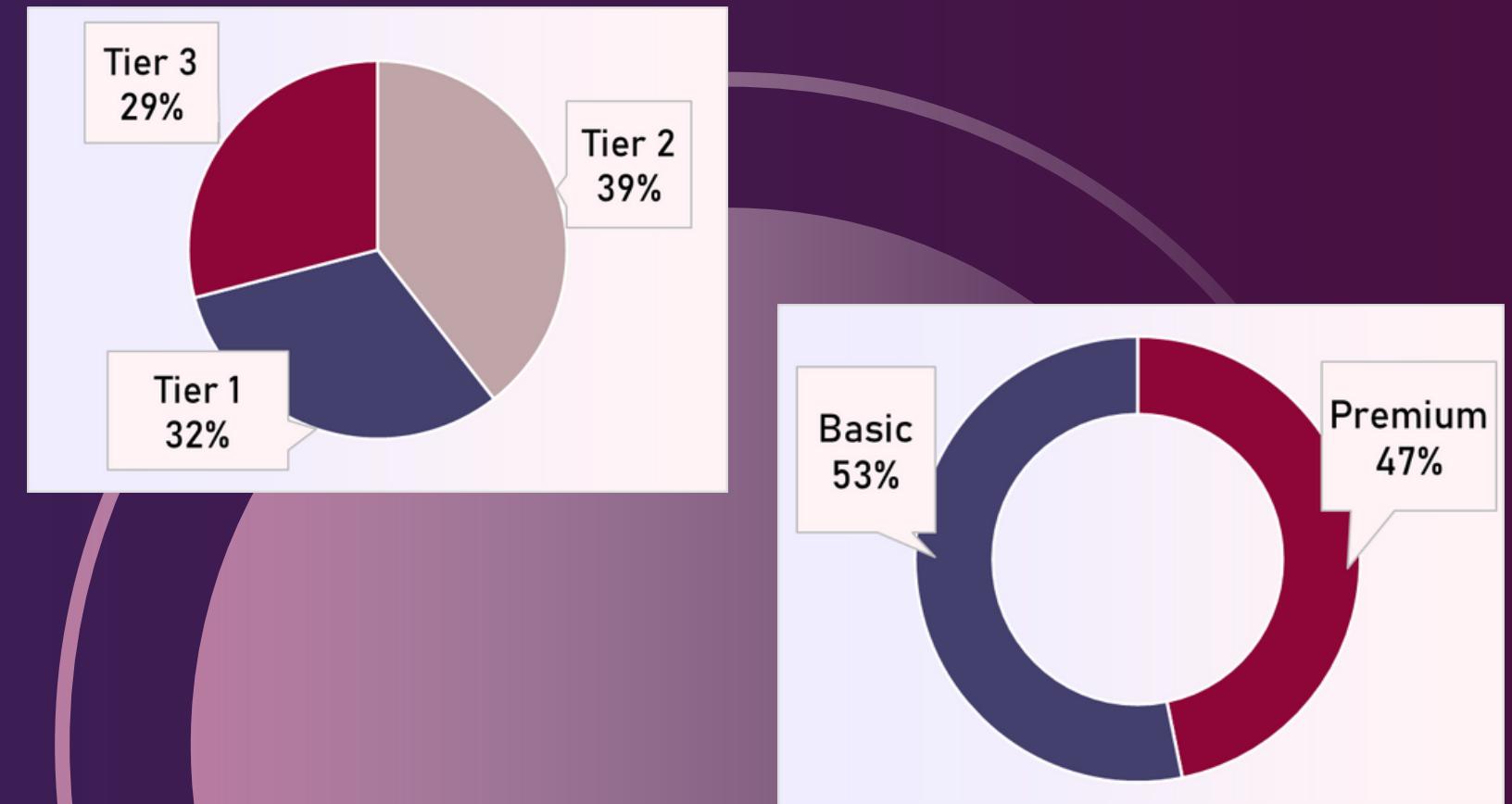
Revenue picks up sharply from May (₹4.63L) onward, with steep climbs in:

Sep (₹8.98L) – festive season & regional blockbusters.

Oct (₹10.85L) – Diwali-driven consumption.

Nov (₹14.43L) – peak post-Diwali engagement.

Aug–Nov: High-growth zone indicating successful monetization of free users and regional content hits.





DA. SHUBHAM PANDIT

RS. 78.45 L

REVENUE TREND INSIGHTS

JOTSTAR

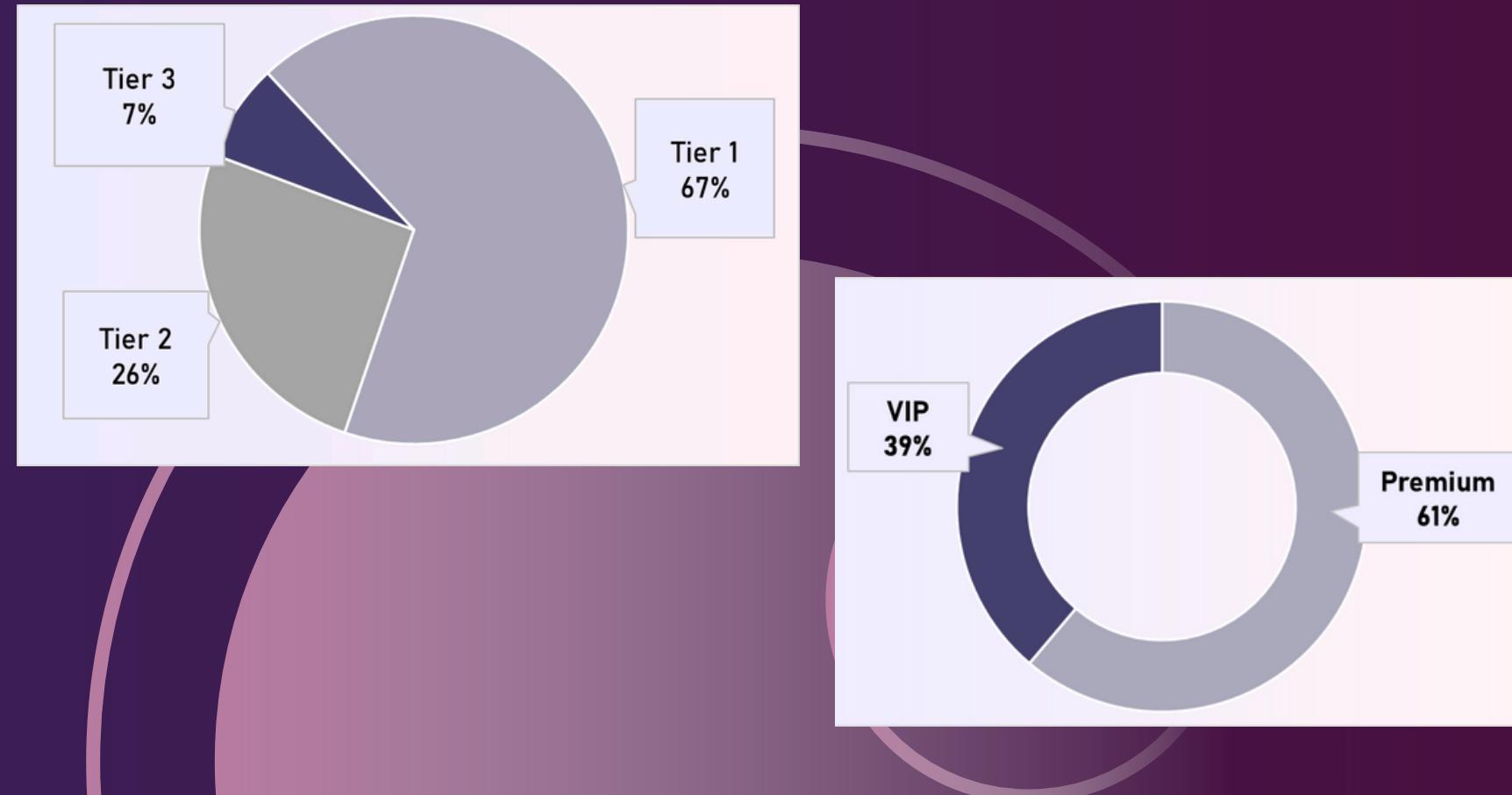
Premium-Led: 61% on ₹359 plan; 39% on ₹159 VIP.

Steady Growth: ₹6.79L (Jan) → ₹7.56L (Nov) – ~11% overall rise.

Dips in Feb (₹6.78L) & Aug (₹7.09L) possibly post-festive burnout & off-season.

Peaks: May (₹7.21L), Jul (₹7.28L), Sep (₹7.40L), Nov (₹7.56L) – driven by IPL, Independence Day, Diwali, and holiday bingeing.

Trend: Stable urban monetization, no drastic spikes; indicates loyal, paying user base.





DOWNGRADE TREND

LIOCINEMA

Rising Downgrades: 1.17K (Jan) → 2.50K (Nov), peaking in Jul (2.46K) & Nov.

Behavioral Insight: Users tend to downgrade post-offers or free trials; pricing sensitivity high in Tier 2/3.

Tier Impact: Free-heavy user base (57%) explains downgrade ease post content consumption.

JOTSTAR

Stable & Low Downgrades: 371 (Jan) → 97 (Nov); consistent drop over the year.

Insight: Strong retention among premium users due to exclusive content.

Pattern: High ARPU users show loyalty; least price-sensitive.





UPGRADE TREND

LIOCINEMA

Volatile Upsurge: Peak in Jul (679) – possibly due to new releases during summer.

Diwali Boost: Oct (501) shows festive spike, common across Indian OTT trends.

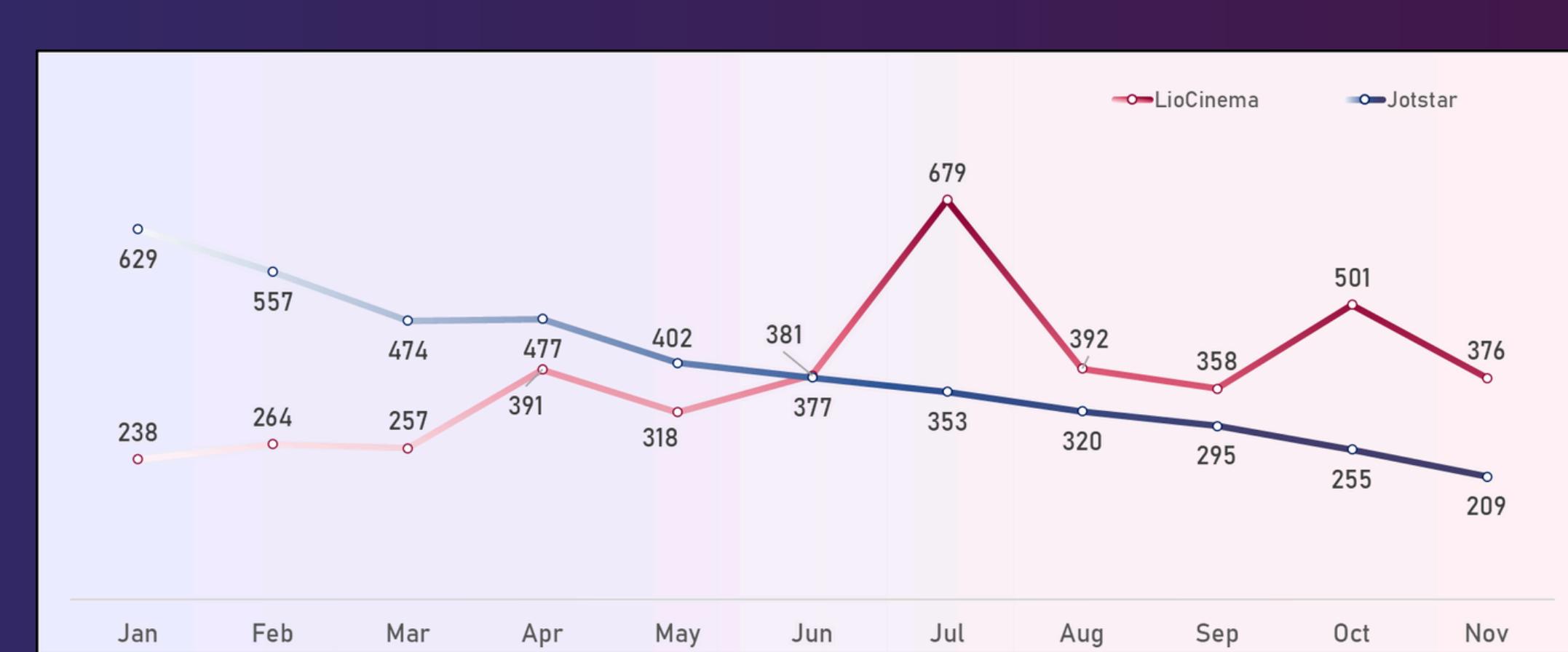
Stable Surge: Monthly engagement with regional content (Hindi, Telugu, Tamil) boosts upgrades.

JOTSTAR

Steady Decline: 629 (Jan) → 209 (Nov); highest in Jan, lowest in Nov.

Drop-off Reason: Metro audiences tend to subscribe once; low repeat upgrade behavior.

Cultural Factor: January upgrades align with New Year resolutions, World Cup kickoffs, etc.





POST-MERGER REVENUE OUTLOOK & STRATEGIC FORECAST

ANALYST PERSPECTIVE

As analyzed, LioCinema has deep traction in Tier 2 and Tier 3 markets, particularly among the 18–24 age group, driven by regional language content. However, monetization remains a key challenge due to the high share of free users in these segments.

INSIGHTS

Introducing low-cost regional language packs (e.g., Marathi Pack in Maharashtra) can serve as an entry point to convert free users into paid subscribers by offering localized, high-quality content at accessible pricing.

Additionally, to expand beyond Gen Z, LioCinema should diversify its content portfolio by incorporating genres such as Sci-Fi, Fantasy, and Documentaries—currently absent but present in Jotstar—to attract mature, urban viewers.

Conversely, Jotstar's strength lies in Tier 1 markets with a loyal, high-ARPU base consuming premium sports and global content.

Post-merger, the combined platform will offer a holistic content library—regional + global, youth + mature—under a unified subscription model. This significantly broadens audience coverage and unlocks new monetization avenues across all tiers and demographics.



POST-MERGER REVENUE OUTLOOK & STRATEGIC FORECAST

ANALYST PERSPECTIVE

FORECAST OVERVIEW (POST-MERGER):

Expected Revenue
147.64L

Projected Users
2.28L

(Assumes no duplication due
to distinct ID systems)

Total Content Items
3.61 K

Total Languages
10

Total Genres
12

Unified Subscription Plans – “LioJotstar”

PLAN	PRICE	FEATURES
Free	₹0	Ads, Limited Watch Time (30 mins/day), HD 720p
Basic	₹49/ 1 Month	Ads, Full Library, 1 Device, HD 720p, No Live, Stereo
VIP	₹259/ 3 Months	No Ads, Full HD 1080p, 2 Devices, Regional Language Pack, Dolby Atmos
Premium	₹369/ 3 Months	No Ads, 4k + Dolby Vision, All Languages, 4 Devices, Dolby Atmos

Pricing optimized based on user behavior insights and competitive benchmarking (Netflix, Prime Video, etc.)



DASHBOARD ANALYSIS

The dashboard was developed using Microsoft Excel. The initial dataset was provided in the form of SQL code, and the first step involved data transformation to fit the analytical requirements.

Since direct importing of SQL files into Excel did not yield usable results, the data had to be manually structured and cleaned. Once organized, the data was converted into structured tables to enable efficient manipulation and analysis.

Following a clear understanding of the problem statement, additional rows and columns were created to derive meaningful insights. Key techniques used included pivot tables for slicing data and identifying patterns.

The final step was data visualization, which was accomplished using bar charts, pie charts, stacked column graphs, and other visual tools in Excel to clearly communicate the findings.

(check out the dashboard in the upcoming slides for a detailed visual representation of the insights.)

DEMOGRAPHICS - DASHBOARD



DA. SHUBHAM PANDIT

Users / Content / Revenue

Compare

LioCinema

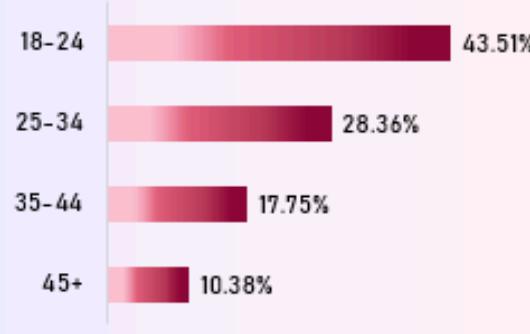
Total Users
1.83L

Active Users
1.01L

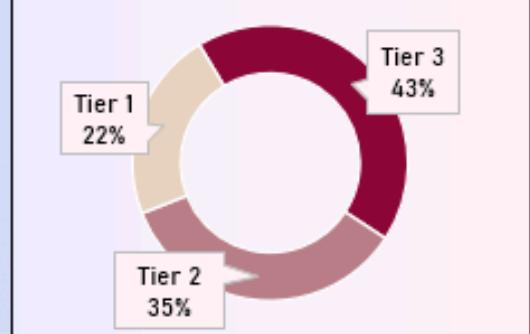
Active Users %
55%

Inactive Users %
45%

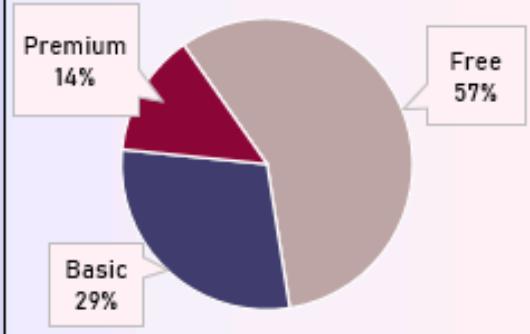
Total Users by Age group



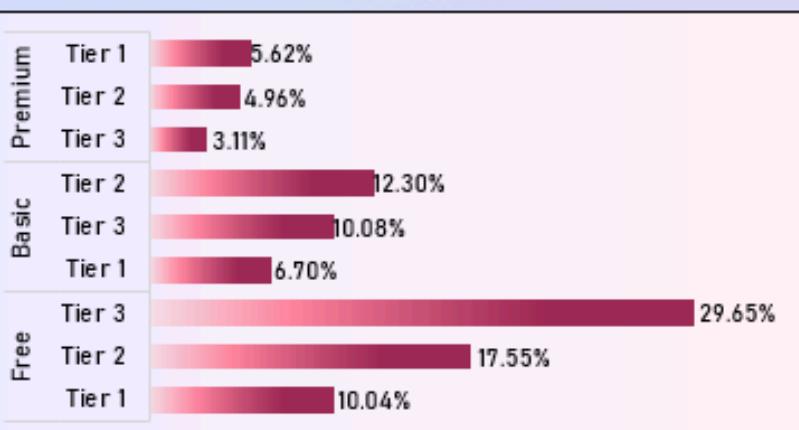
Total Users by City tier



Subscription Plan Distribution



Subscription according to City Tier Distribution



Users growth rate



Jotstar

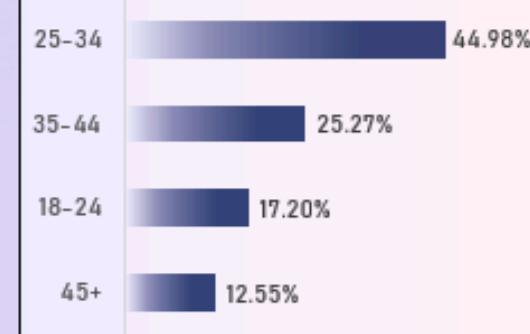
Total Users
44.62 K

Active Users
37.97 K

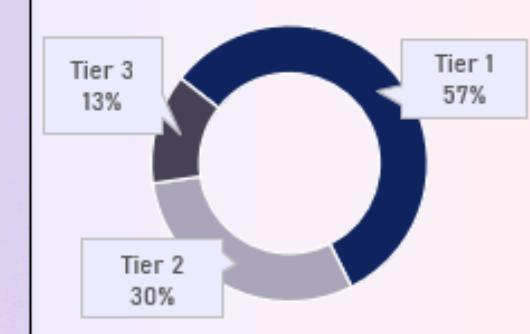
Active Users %
85%

Inactive Users %
15%

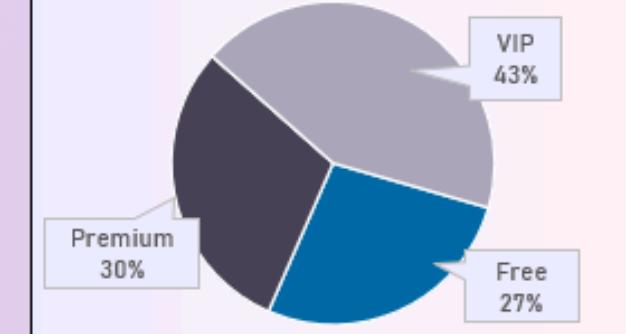
Total Users by Age group



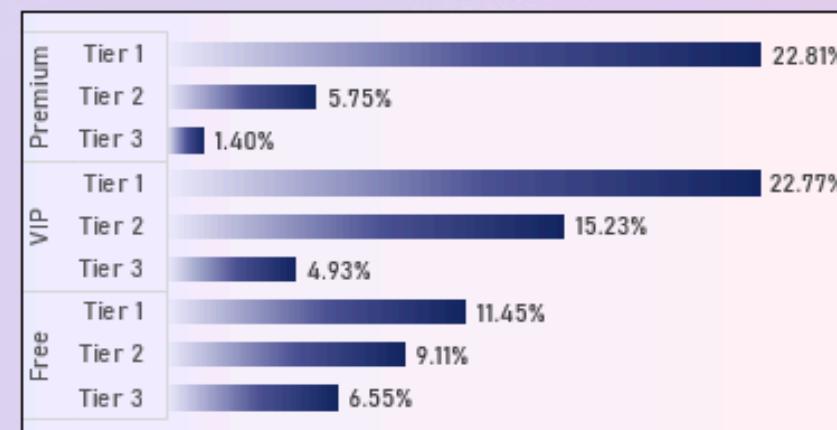
Total Users by City tier



Subscription Plan Distribution



Subscription according to City



Users growth rate





CONTENT - DASHBOARD

Users / Content / Revenue

Compare

LioCinema

Avg Watch Time

26 hrs

Total Hours of Content

2.14 K hrs

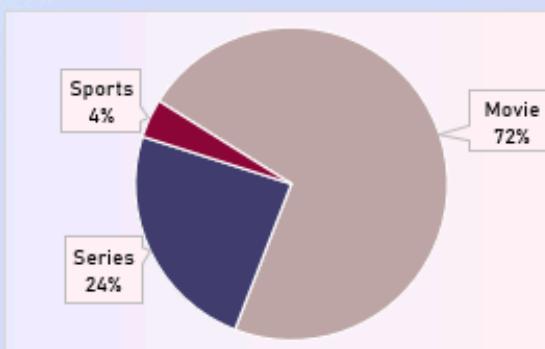
Total Languages

7

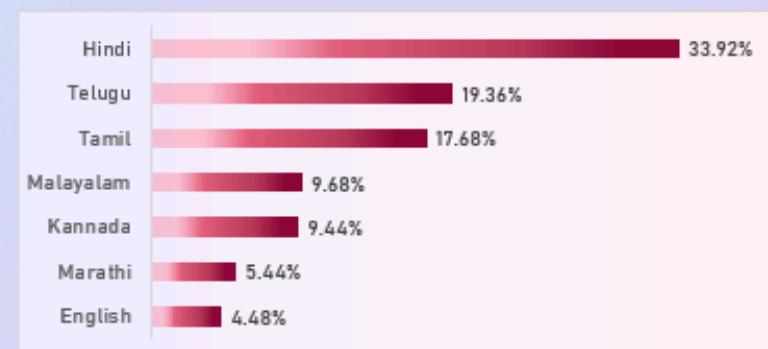
Total Content Items

1.25K

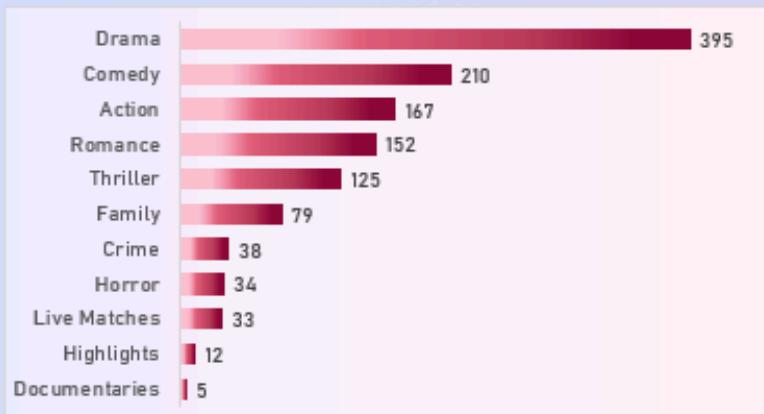
Content type Distribution



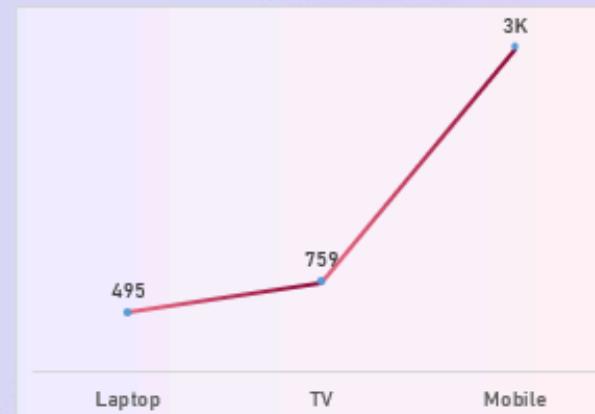
Language Distribution



Genre Distribution



Device Type



Jotstar

Avg Watch Time

117 hrs

Total Hours of Content

3.52 K hrs

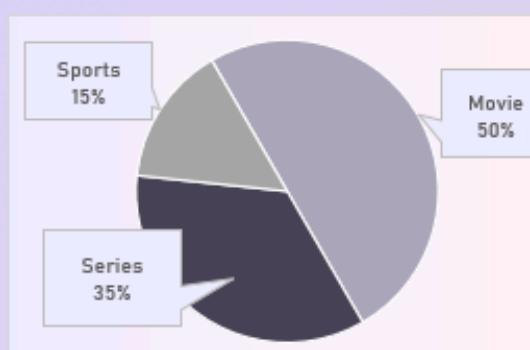
Total Languages

10

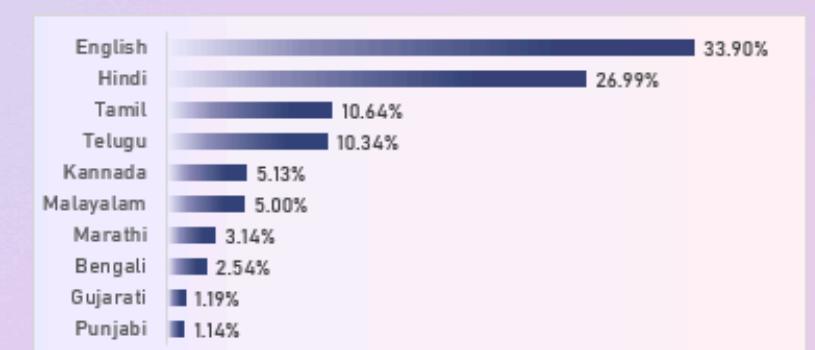
Total Content Items

2.36 K

Content type Distribution



Language Distribution



Genre Distribution

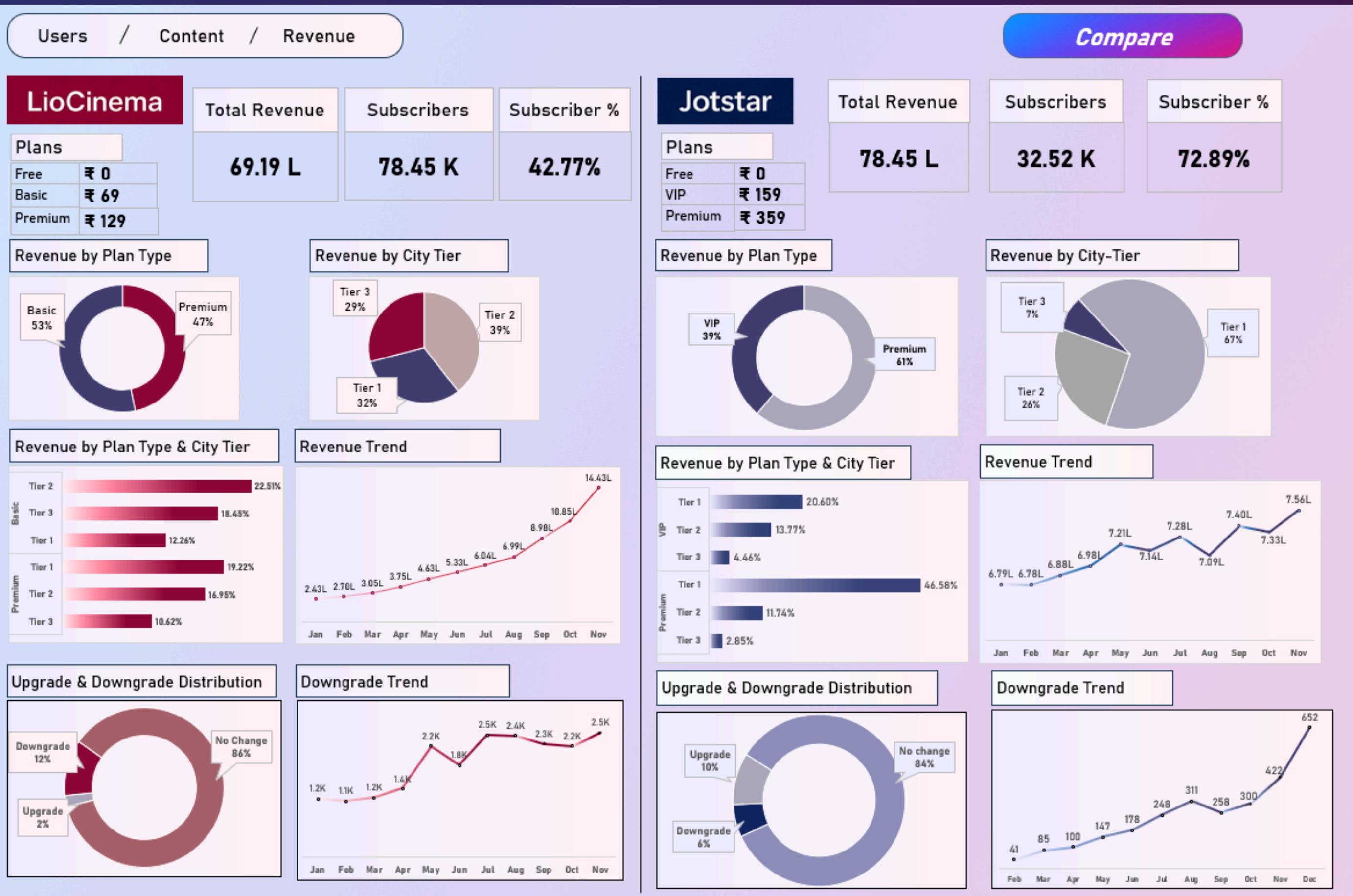


Device Type





REVENUE - DASHBOARD



COMPARATIVE ANALYSIS - DASHBOARD



DA. SHUBHAM PANDIT

Users / Content / Revenue

Comparative Analysis

LioJotstar

Expected Revenue
147.64L

% increase in Revenue
100%

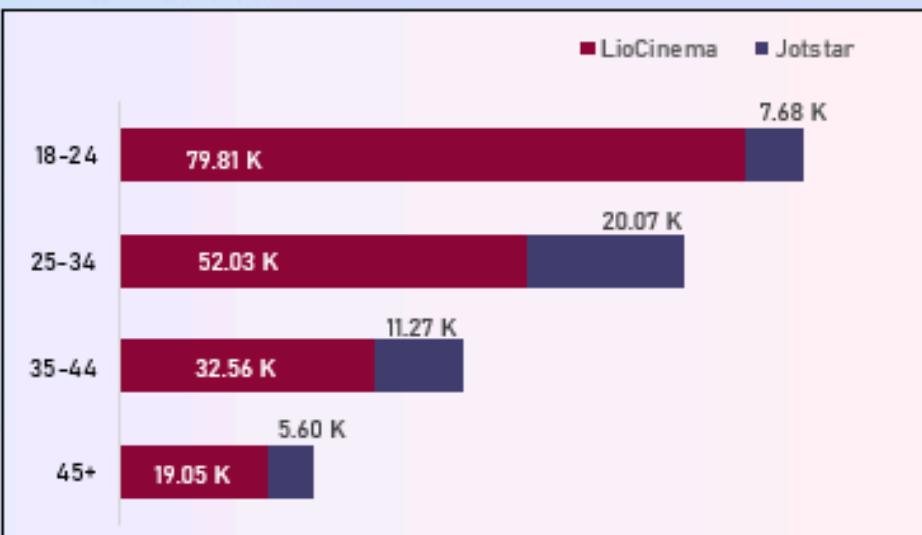
Projected Users
2.28L

% increase in Users
100%

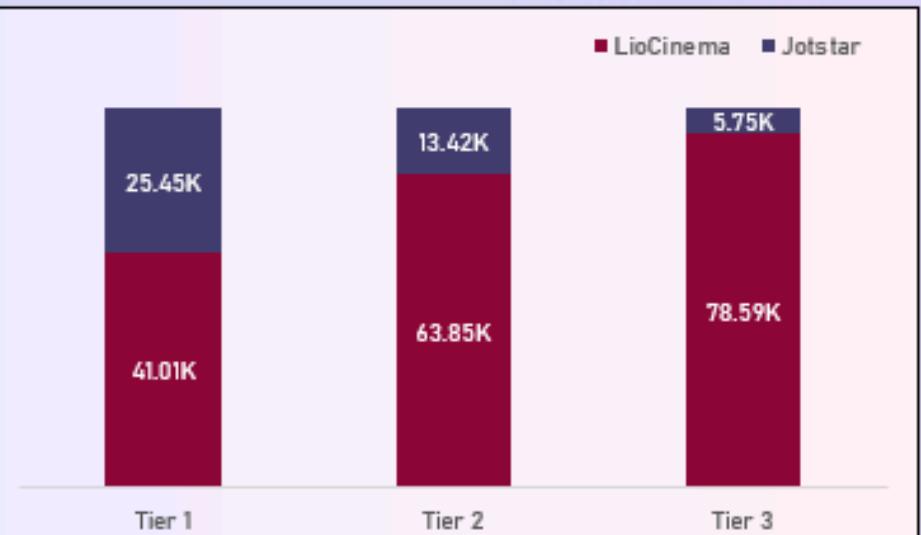
% increase in Active Users
100%

(Assumes no user duplication due to distinct ID systems and lack of linking identifiers.)

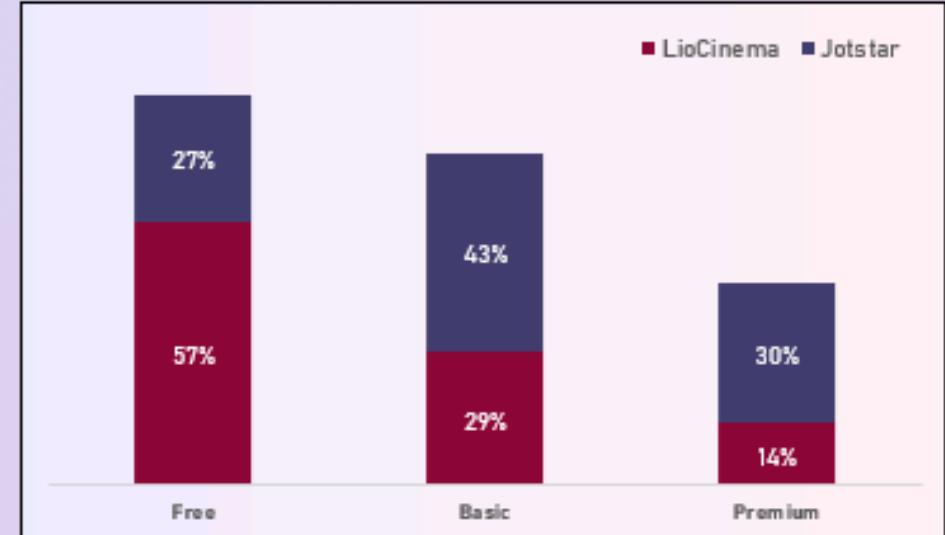
Total Users by Age Group



Total Users by City Tier

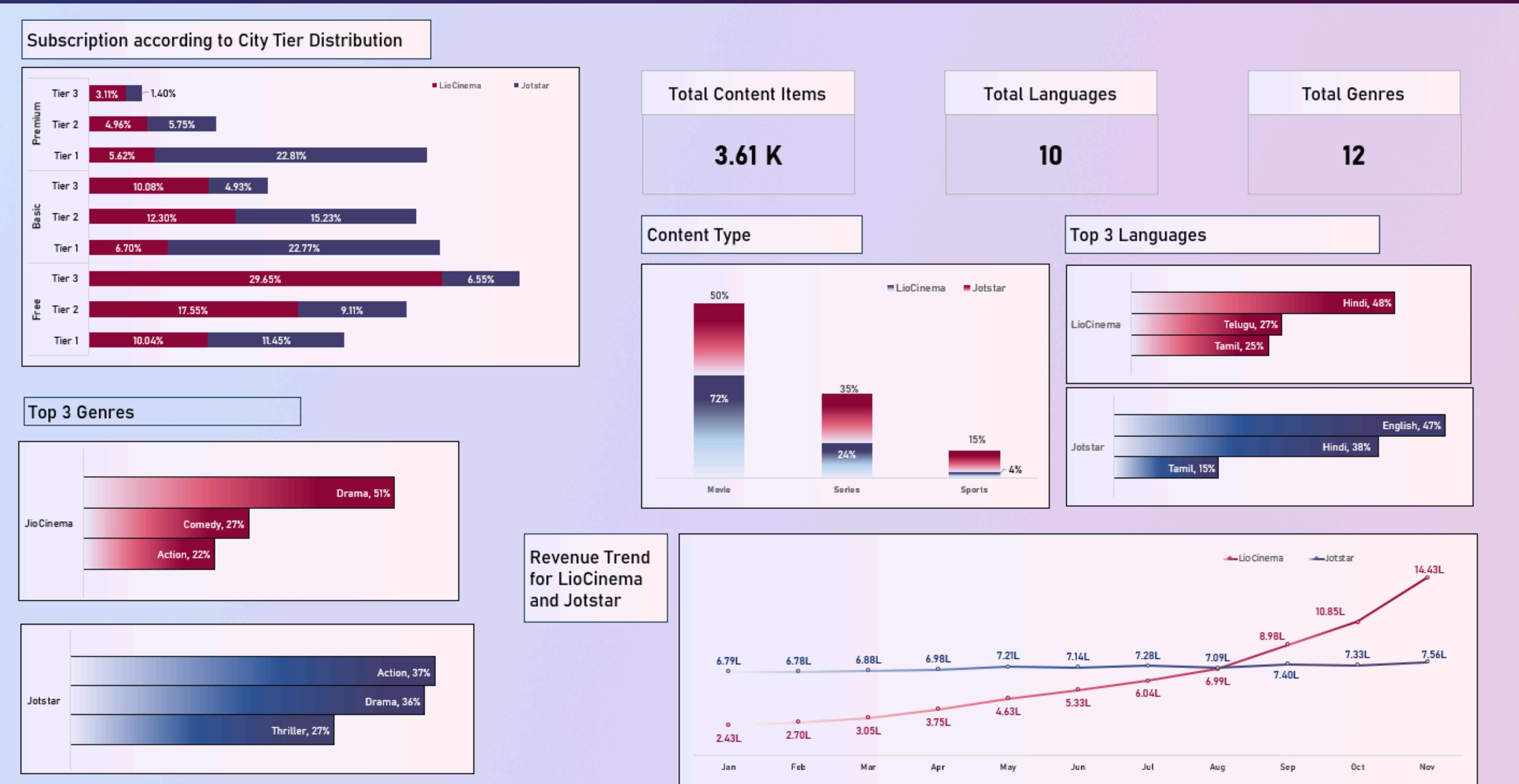


Total Users by Subscription Plan





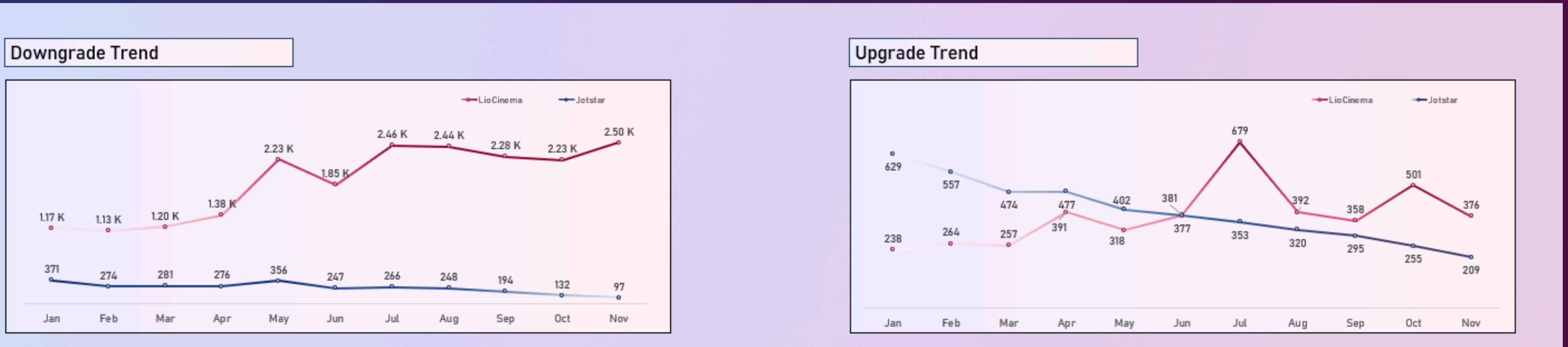
COMPARATIVE ANALYSIS- DASHBOARD



COMPARATIVE ANALYSIS- DASHBOARD



DA. SHUBHAM PANDIT





DA. SHUBHAM PANDIT



THANK YOU!

WWW.REALLYGREATSITE.COM