OTT Platform Analysis Dashboard: LioCinema vs Jotstar

Total Users
228K
PM: 186.8K | 22.1% ▲

Active Rate(%)
61
PM: 58.3% | +2.7% ▲

Avg.Watch Time
117
PM: 138.5 hrs | 21.3 hrs ▼

Paid Users
111K
PM: 92K | 21.2% ▲

Total Revenue
12.58M
PM: 10.67M | 17.9% ▲

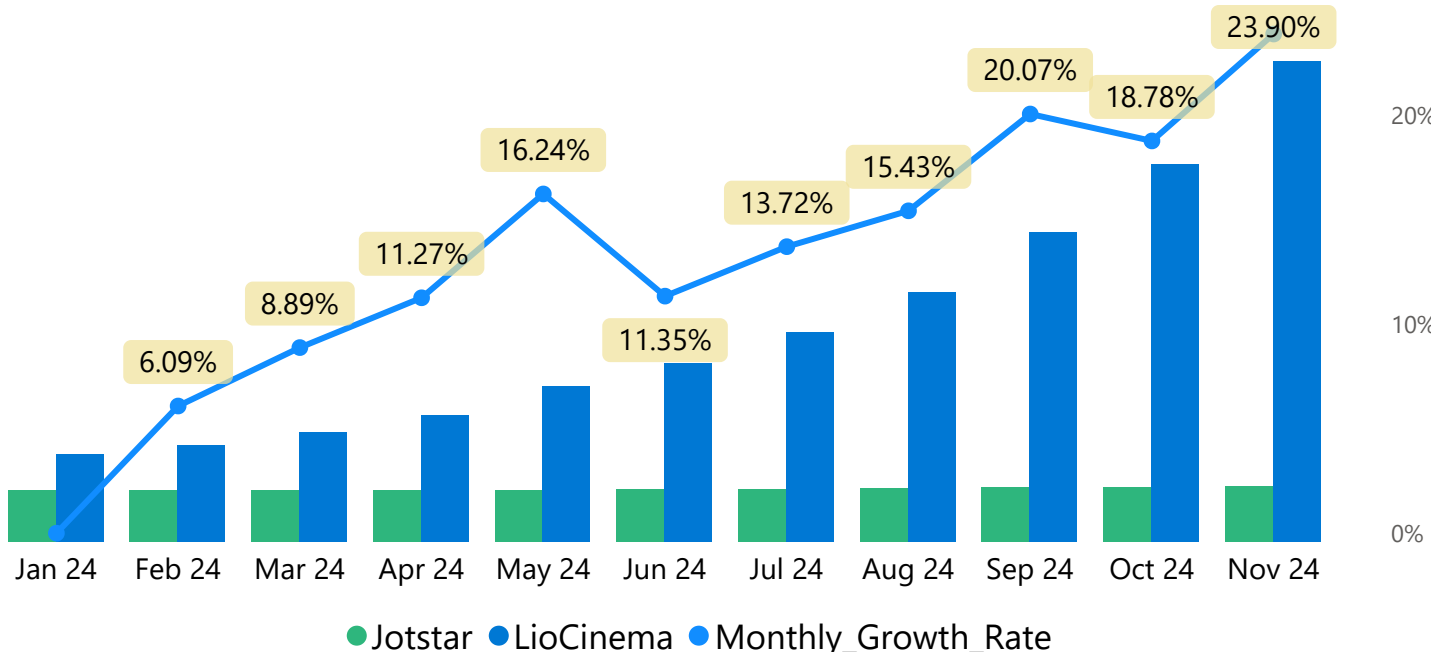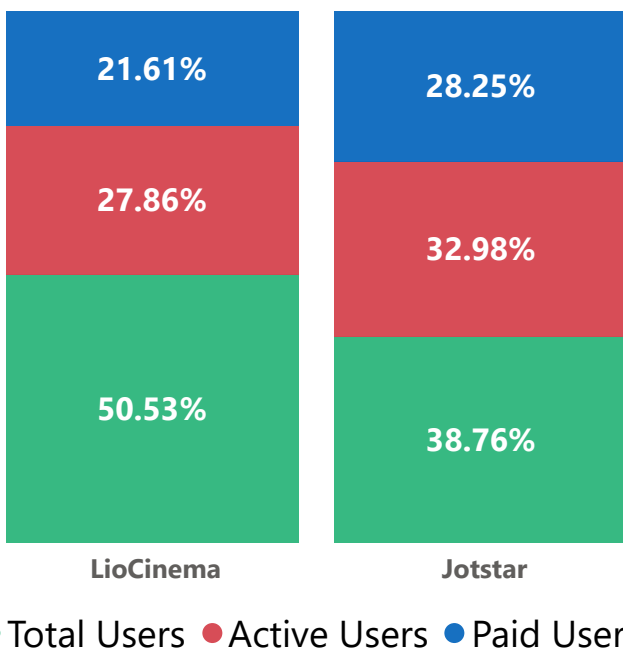**Filters**

MonthYear
All

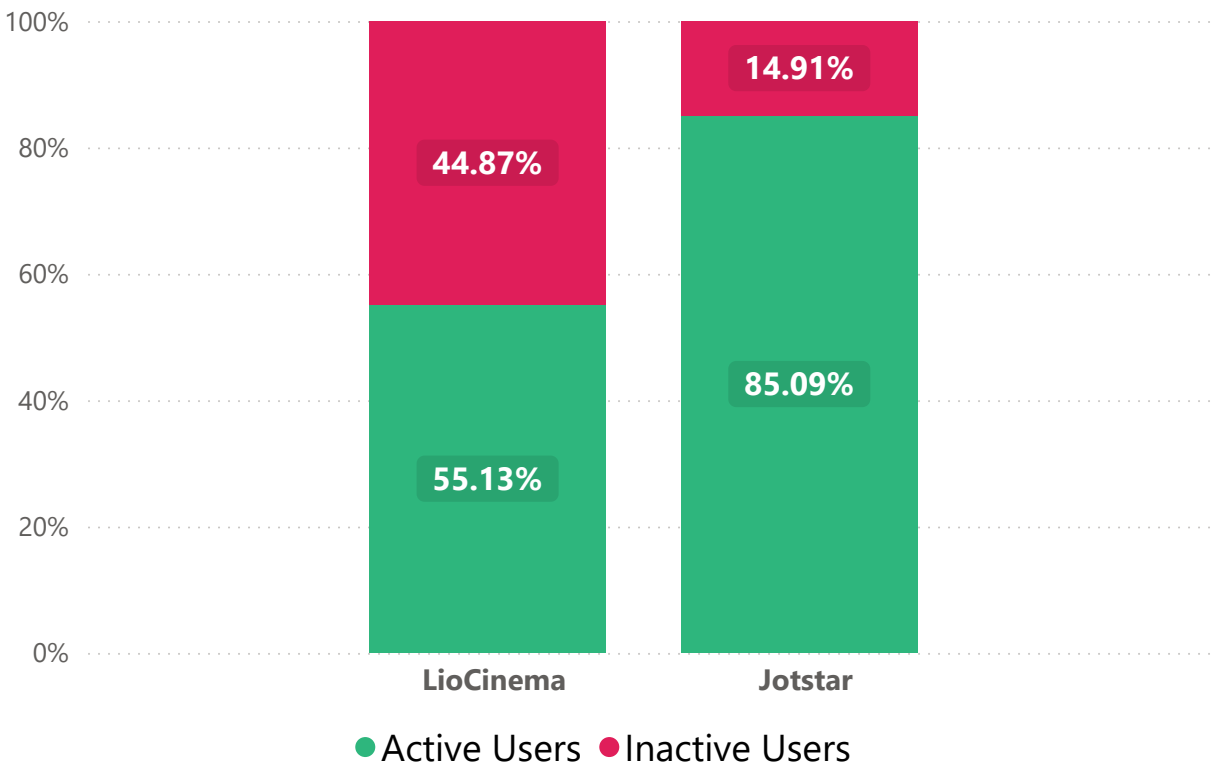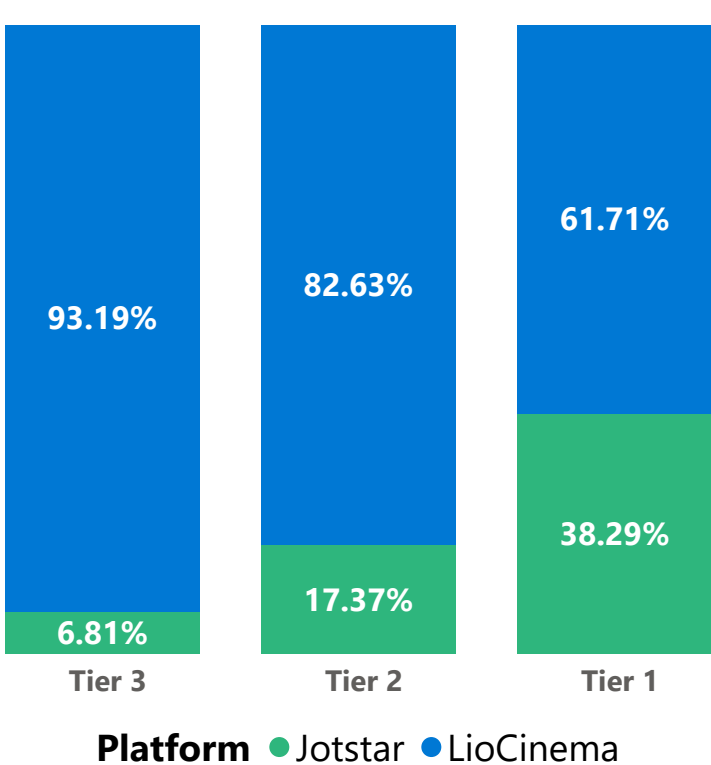Platform
All

age_group
All

city_tier
All

User Growth Trend

Jan 24 — 6.09%, Feb 24, Mar 24 — 8.89%, Apr 24 — 11.27%, May 24 — 16.24%, Jun 24 — 11.35%, Jul 24 — 13.72%, Aug 24 — 15.43%, Sep 24 — 20.07%, Oct 24 — 18.78%, Nov 24 — 23.90%

● Jotstar ● LioCinema ● Monthly_Growth_Rate

Platform Comparison

LioCinema: 21.61% (Paid Users), 27.86% (Active Users), 50.53% (Total Users)
Jotstar: 28.25% (Paid Users), 32.98% (Active Users), 38.76% (Total Users)

● Total Users ● Active Users ● Paid Users

Active Users vs Inactive Users

LioCinema: Inactive Users 44.87%, Active Users 55.13%
Jotstar: Inactive Users 14.91%, Active Users 85.09%

● Active Users ● Inactive Users

City Tier Distribution

Tier 3: LioCinema 93.19%, Jotstar 6.81%
Tier 2: LioCinema 82.63%, Jotstar 17.37%
Tier 1: LioCinema 61.71%, Jotstar 38.29%

Platform ● Jotstar ● LioCinema

Subscription Plan Distribution

LioCinema: Free 105K, Basic 53K, Premium 25K
Jotstar: VIP 19K, Premium 13K, Free 12K

Platform ● LioCinema ● Jotstar

OTT Platform Analysis Dashboard: LioCinema vs Jotstar

Total Users	Active Rate(%)	Avg.Watch Time	Paid Users	Total Revenue
228K	**61**	**117**	**111K**	**12.58M**
PM: 186.8K | 22.1% ▲	PM: 58.3% | +2.7% ▲	PM: 138.5 hrs | 21.3 hrs ▼	PM: 92K | 21.2% ▲	PM: 10.67M | 17.9% ▲

Filters

Date
All

Platform
All

subscription_plan
All

Active_Status
All

Subscription Distribution by Plan & Platform

- Free: 5.30% / 46.04%
- Basic: 23.40%
- Premium: 5.86% / 11.00%
- VIP: 8.40%
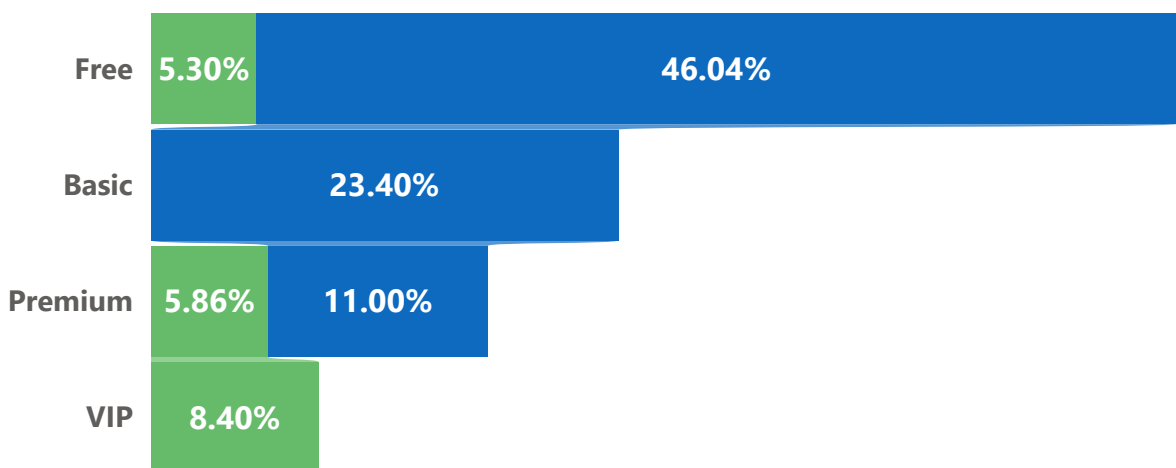
Platform ● Jotstar ● LioCinema

Plan Change Metrics

Upgrade Rate %
⬆ **6.3%**

Upgraded Users
✔ **14,281**

Downgrade Rate %
⬇ **7.8%**

Downgraded Users
✖ **17,823**

Revenue Comparison by Platform

- Jotstar: 8.71M
- Liocinema: 7.05M
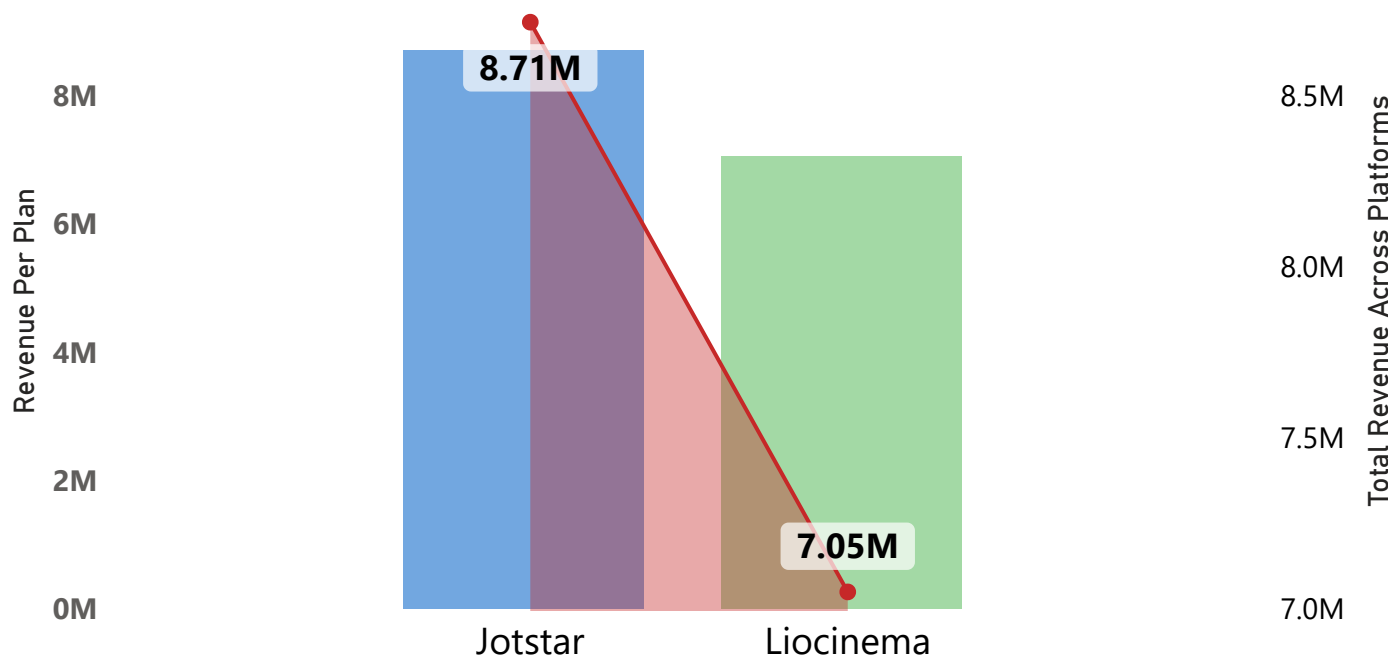
● Revenue Per Plan   ● Total Revenue Across Platforms

Subscription Trends Over Time"

Free: 5.0K, 5.5K, 6.0K, 6.6K, 7.8K, 8.8K, 10.5K, 12.5K, 14.8K, 17.9K, 21.8K
Basic: 2.0K, 2.1K, 2.4K, 1.7K, 1.7K, 1.8K, 4.5K, 3.7K, 4.5K, 6.9K, 8.4K, 11.0K
Premium: 4.2K, 5.1K, 6.6K, 1.9K
VIP: 1.8K, 1.8K, 1.9K

Jan 2024 — Mar 2024 — May 2024 — Jul 2024 — Sep 2024 — Nov 2024

● Basic   ● Free   ● Premium   ● VIP
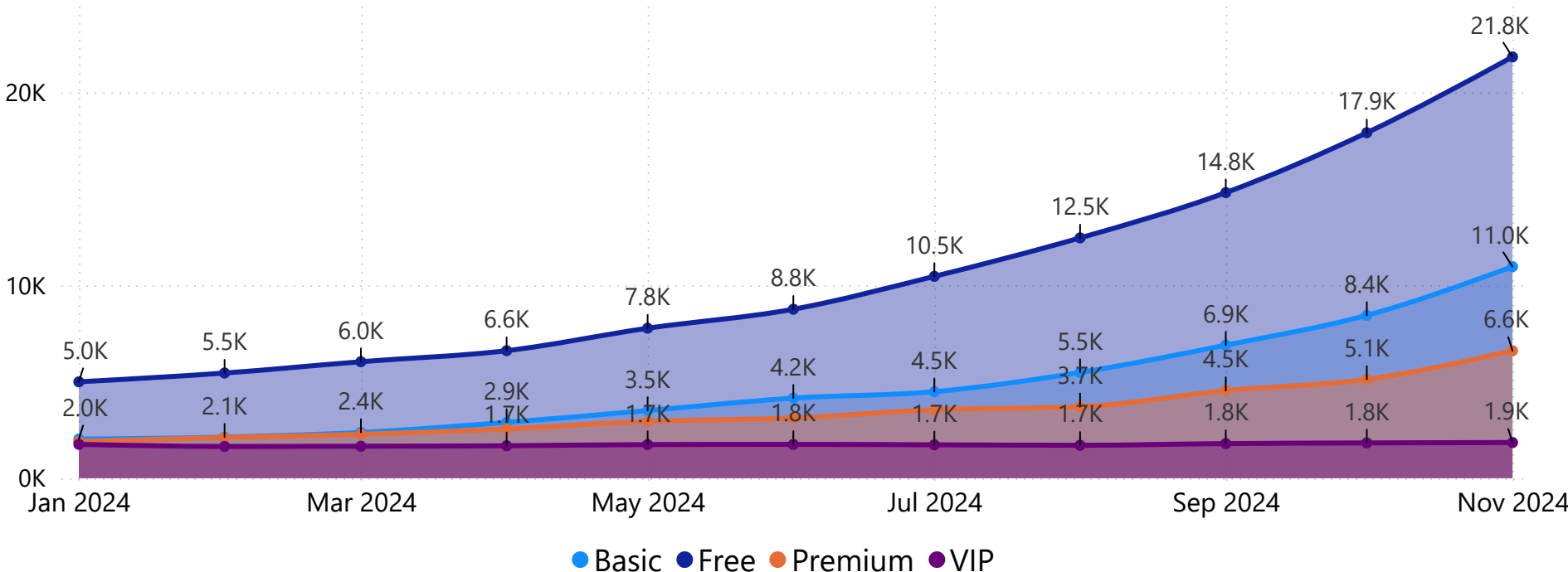
OTT Platform Analysis Dashboard: LioCinema vs Jotstar

Home	Overview	Subscription View	**Engagement View**	Content View

Avg.Watch Time	Active Rate(%)	Inactive Rate (%)	Total Watch Time(hrs)	Churn Rate (%)
117	**61**	**39**	**26.73M**	**63.95**
PM: 138.5 hrs | 21.3 hrs ▼	PM: 58.3% | +2.7% ▲			

Filters

Date
All ⌄ 13K ⌄

Platform
All ⌄

Genre
All ⌄

Active_Status
All ⌄

Watch Time By Device

- Mobile: **16.3M**
- TV: **5.8M**
- Laptop: **4.6M**
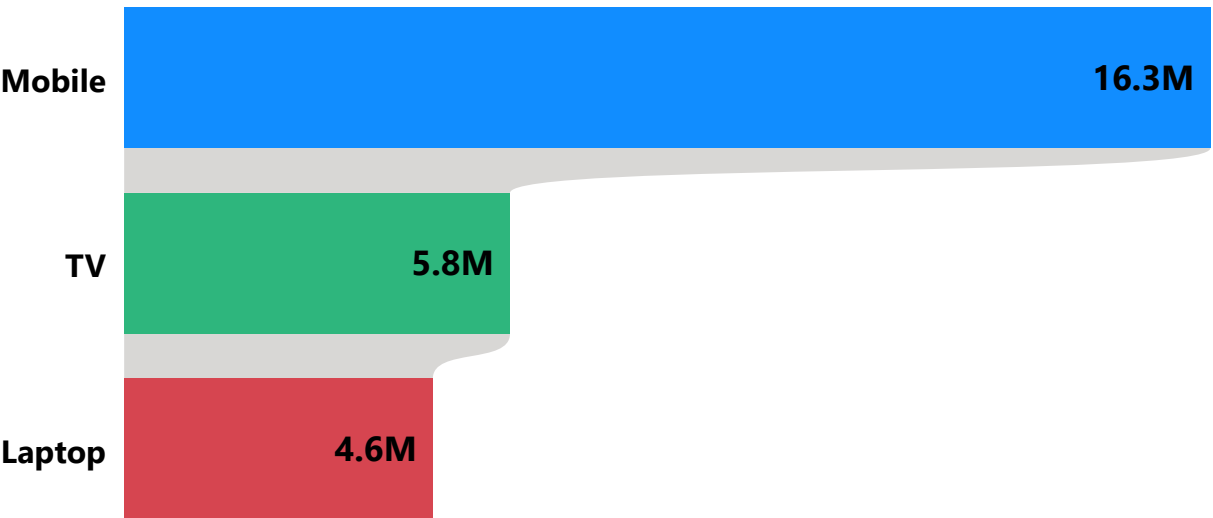
Inactivity & Churn Trends Over Time

User Count %: 30K, 20K, 10K, 0K

Values along Inactive Users / Churned Users: 5K, 6K, 6K, 6K, 7K, 8K, 8K, 9K, 13K, 10K, 11K

Time Periods: Jan 2024, Mar 2024, May 2024, Jul 2024, Sep 2024, Nov 2024

User Engagement-- ● Inactive Users ● Churned Users

Active Users Trend

Active Users: 30K, 20K, 10K
Active Rate %: 70, 60, 50

Values: 73, 69, 62, 62, 58, 56, 55, 53, 52, 51, 49

Months: Nov, Oct, Jul, Aug, Jun, May, Apr, Sep, Mar, Feb, Jan

● Active Users ● Active Rate %

Users Activity Status

- 89K (39%) — Inactive
- 139K (61%) — Active

● Inactive ● Active

Engagement by Demographics

age_group	Tier 1	Tier 2	Tier 3	Total
18-24	155.65	90.40	47.28	89.71
25-34	245.85	131.16	62.55	144.49
35-44	228.76	119.43	54.30	130.02
45-54	196.84	105.77	46.82	112.07
Total	206.50	110.44	52.99	117.19

OTT Platform Analysis Dashboard: LioCinema vs Jotstar

Overview | Subscription View | Engagement View | **Content View**

Platform: ☐ Jotstar ☐ LioCinema
Age: All
Content Type: All
Language: All

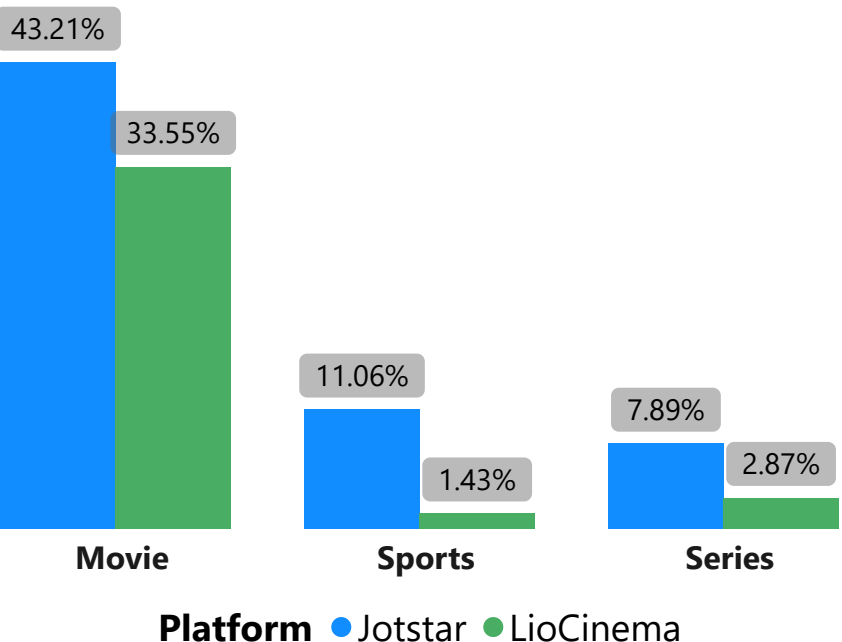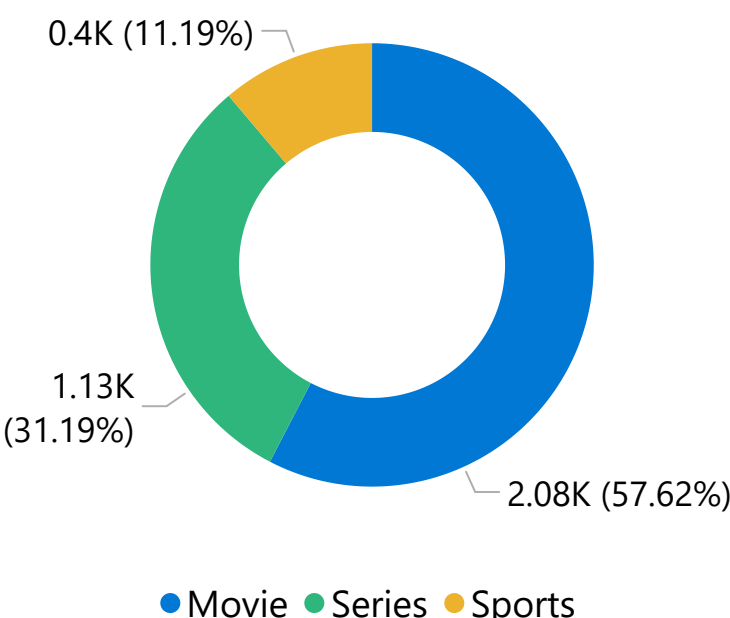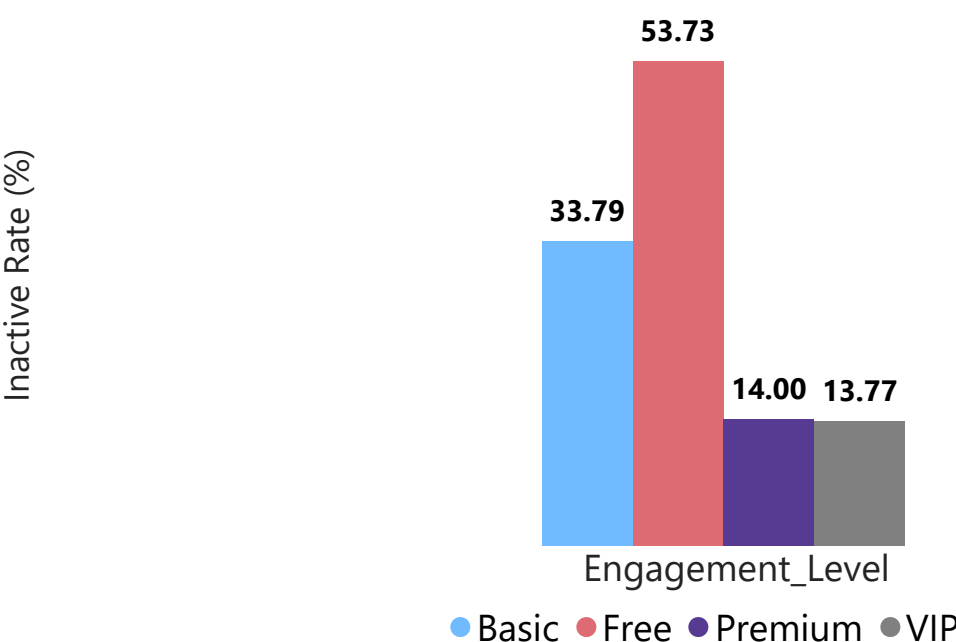| Total Content Items	Avg Watch Time by Platform	Total Watch Time(hrs)	LatestMonthUsers	Active Users
3610	**2.84K**	**26.73M**	**1369**	**139K**

Top Performing Content

- Movie: 43.21% (Jotstar), 33.55% (LioCinema)
- Sports: 11.06% (Jotstar), 1.43% (LioCinema)
- Series: 7.89% (Jotstar), 2.87% (LioCinema)

Platform ● Jotstar ● LioCinema

Content Library Distribution

- 0.4K (11.19%)
- 1.13K (31.19%)
- 2.08K (57.62%)

● Movie ● Series ● Sports

Inactivity Rate by Engagement Level

- Basic: 33.79
- Free: 53.73
- Premium: 14.00
- VIP: 13.77

Inactive Rate (%) — Engagement_Level

● Basic ● Free ● Premium ● VIP

Content by Language

Language	Movie	Series	Sports
Hindi	15.93%	7.84%	5.62%
English	11.05%	9.72%	2.94%
Telugu	9.14%	3.52%	
Tamil	8.64%	3.43%	
Kannada	4.18%		
Malayalam	4.43%		
Marathi	2.66%		
Bengali			
Gujarati			
Punjabi			

● Movie ● Series ● Sports
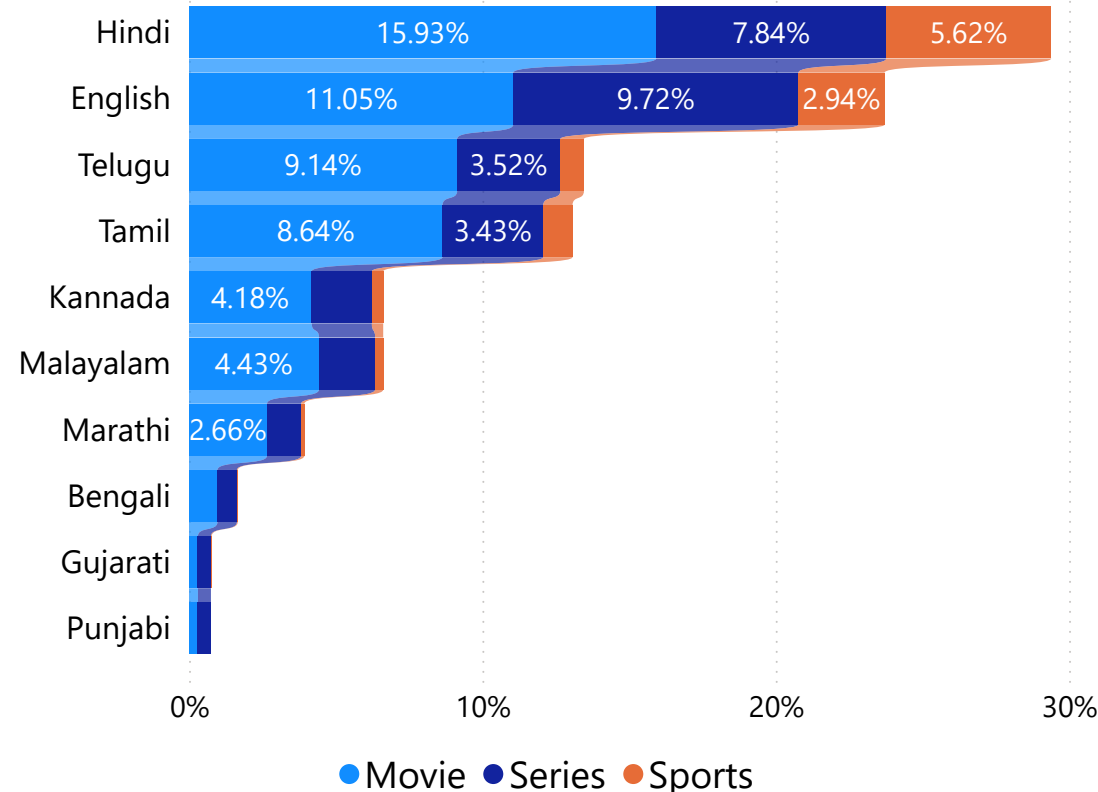
Content Performance by Platform

- 662M (41.28%) — LioCinema
- 942M (58.72%) — Jotstar

● Jotstar ● LioCinema
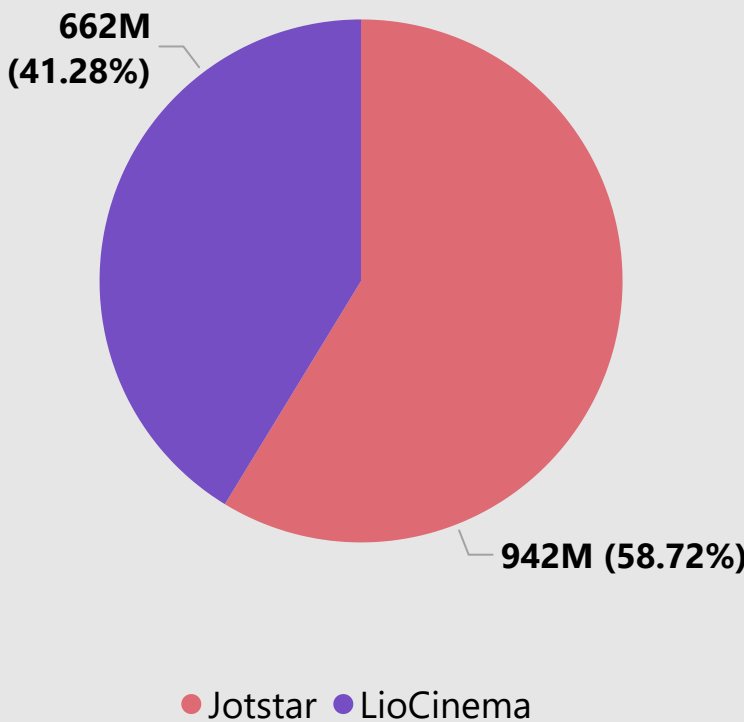
Content Preference by Demographics

Age	LioCinema	Jotstar
45-54	60M	106M
35-44	113M	229M
25-34	195M	430M
18-24	295M	176M

Total Watch Time

Platform ● LioCinema ● Jotstar