



Strategic Merger in OTT Domain

Jotstar x LioCinema



Home



User
Insights



Engagement
Trends



Subscription
Trends



Revenue
Insights

Filters

Platform

Jotstar

LioCinema

Subscription Plan

Basic

Free

Premium

Age Group

18-24

25-34

35-44

45+

City Tier

Tier 1

Tier 2

Tier 3

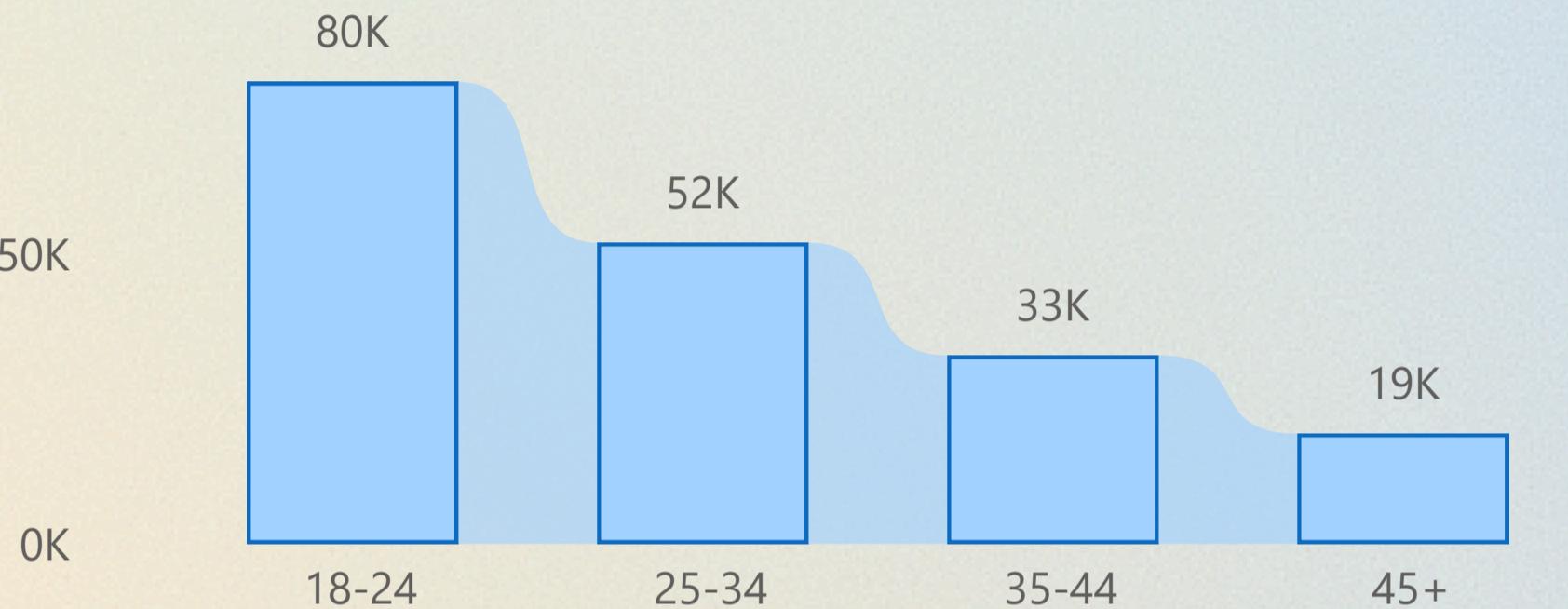
183.4K

Total Users : LioCinema

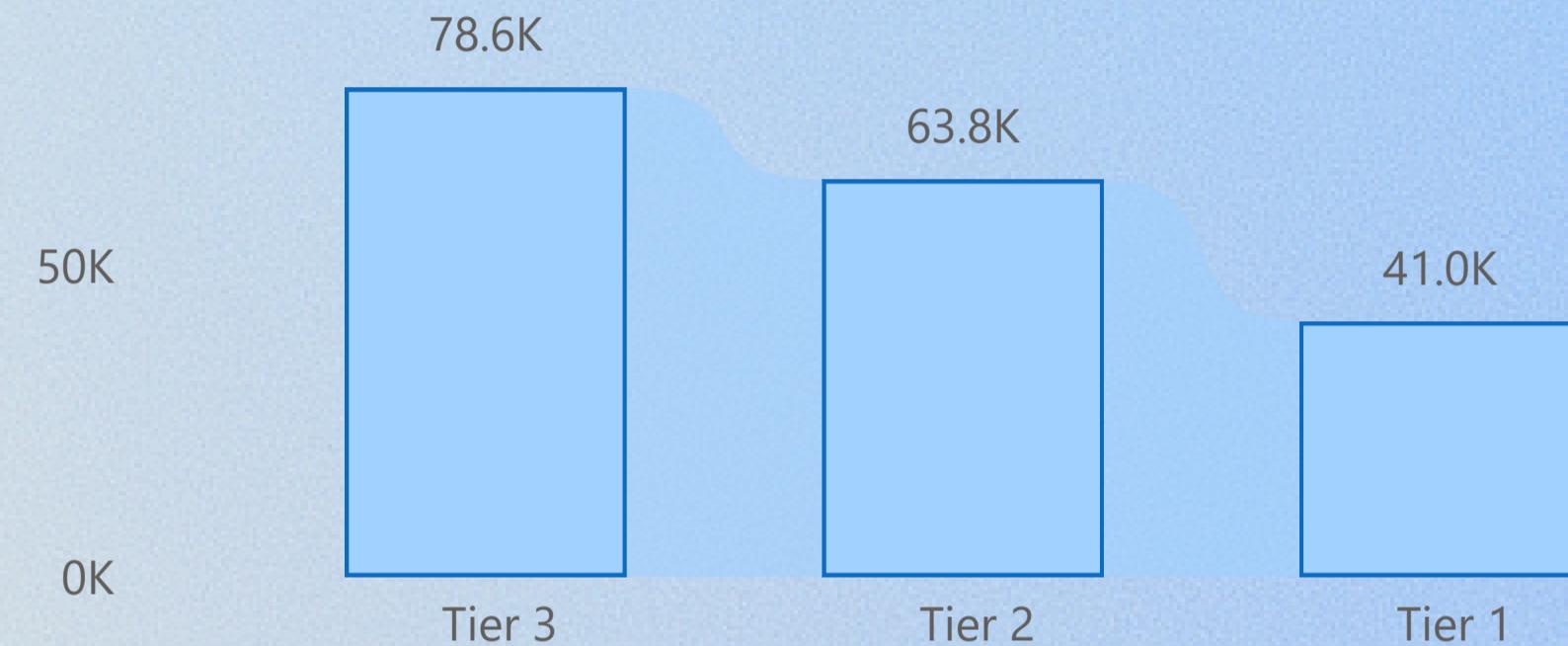
101.1K

Active Users : LioCinema

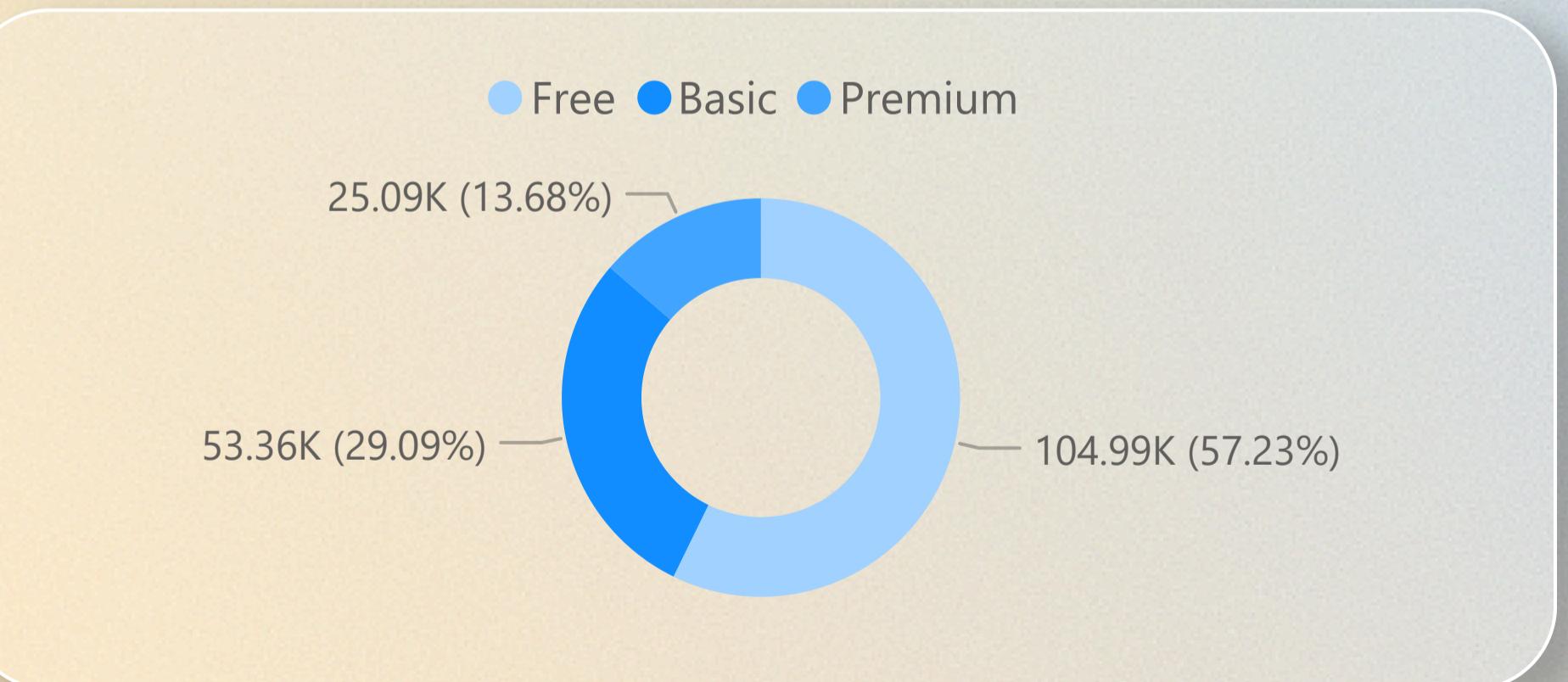
Users Age Demographics



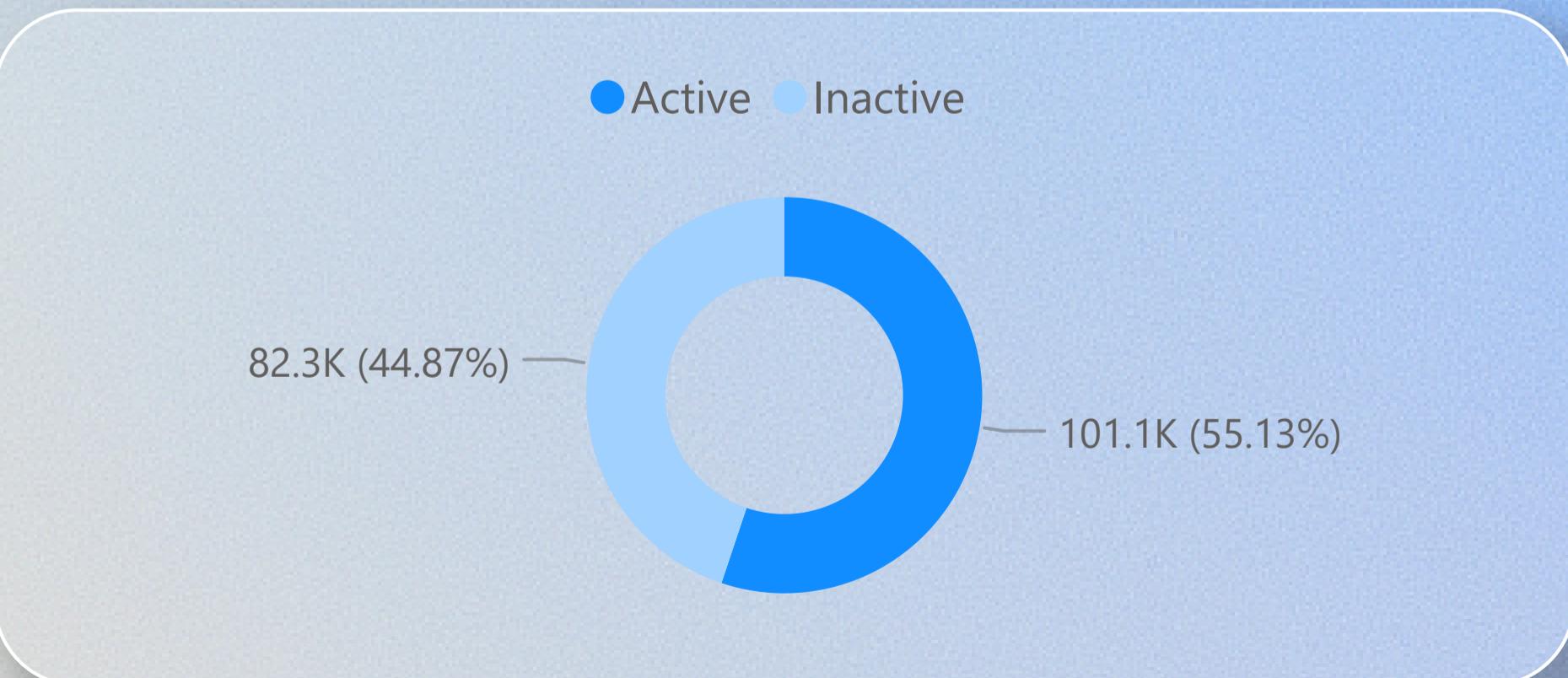
Users by City Tier



Subscription Plan Breakdown



Users Engagement : Active vs Inactive



Home



User
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Engagement
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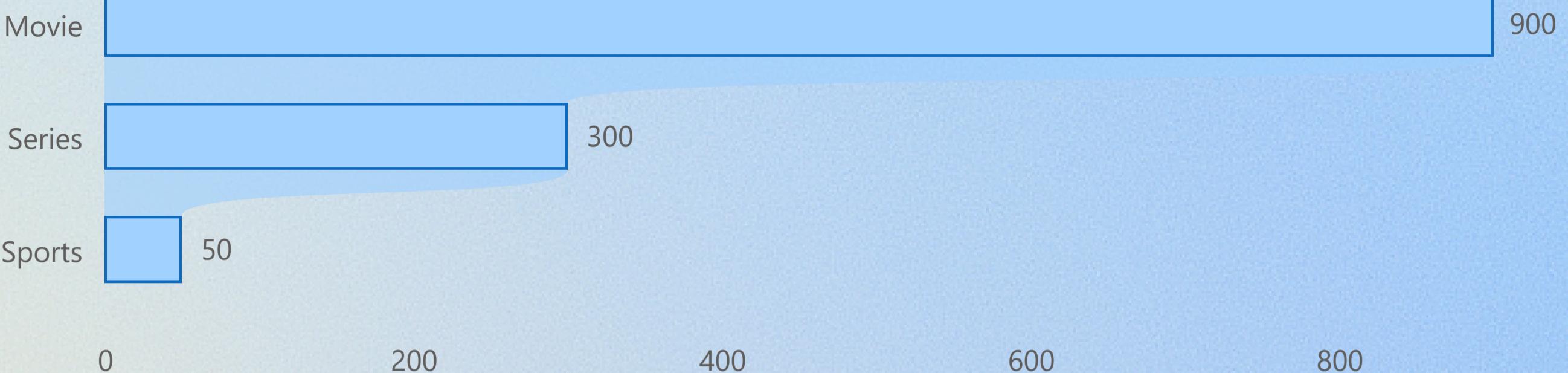


Subscription
Trends



Revenue
Insights

Content Type



Filters

Platform

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LioCinema

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Basic

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18-24

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City Tier

Tier 1

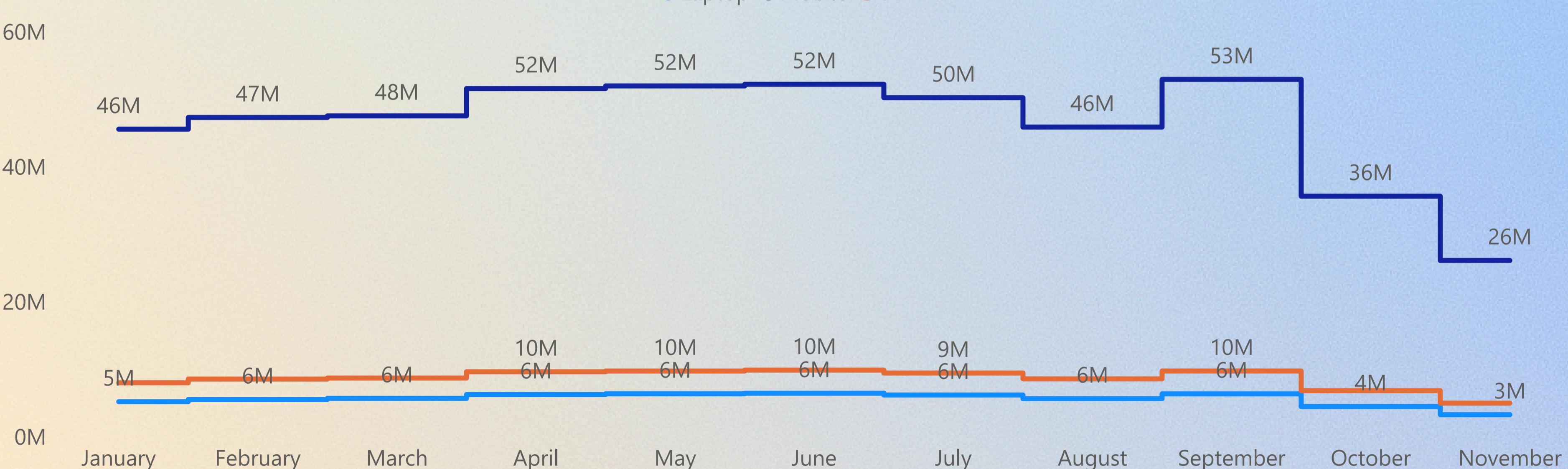
Tier 2

Tier 3

1250

Total Content

Watchtime Trend



Home



User Insights



Engagement Trends



Subscription Trends



Revenue Insights

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City Tier

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Tier 3

4.2K

Upgraded Users : LioCinema

20.9K

Downgraded Users : LioCinema

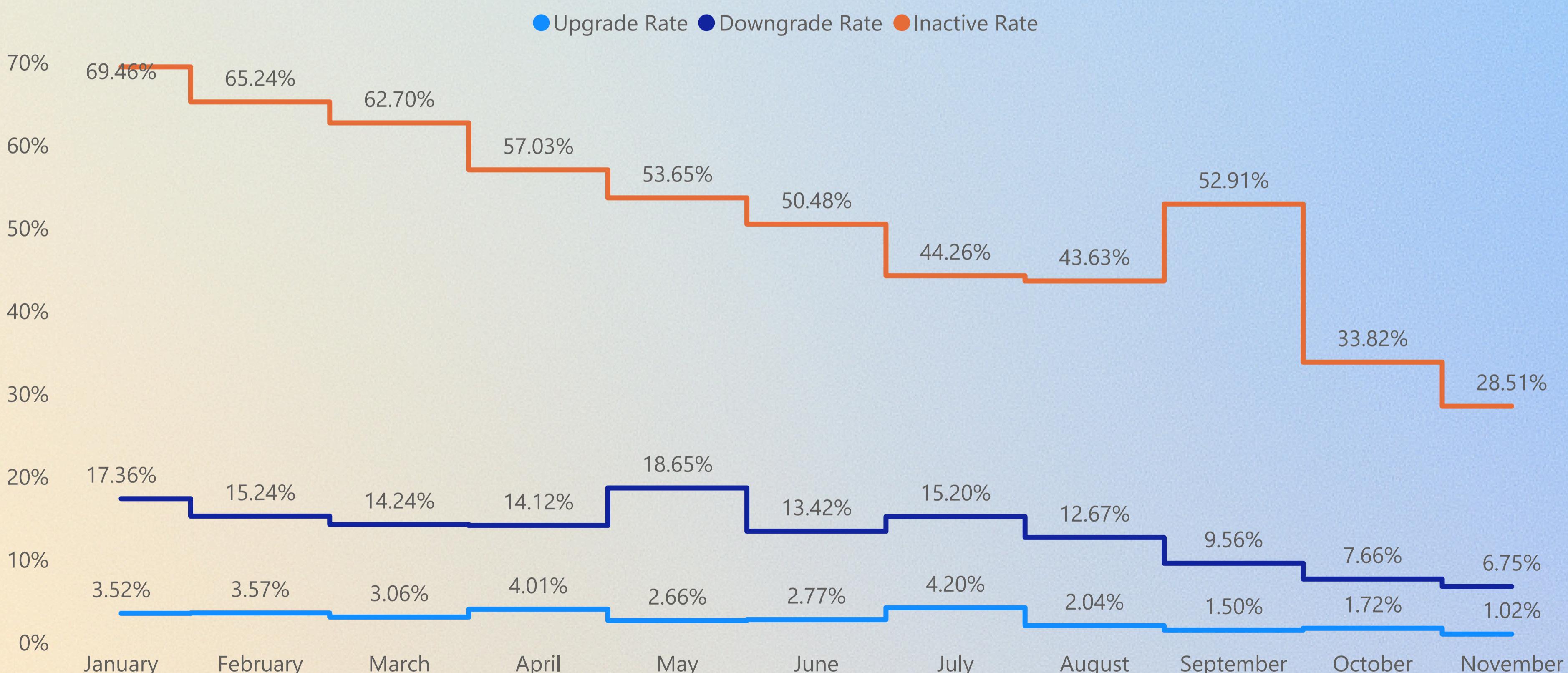
82.3K

Inactive Users : LioCinema

63.5K

Paid Users : LioCinema

Upgrade / Downgrade / Inactive Rate



Home



User Insights



Engagement Trends



Subscription Trends



Revenue Insights

Overall Revenue Growth Trend

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Platform

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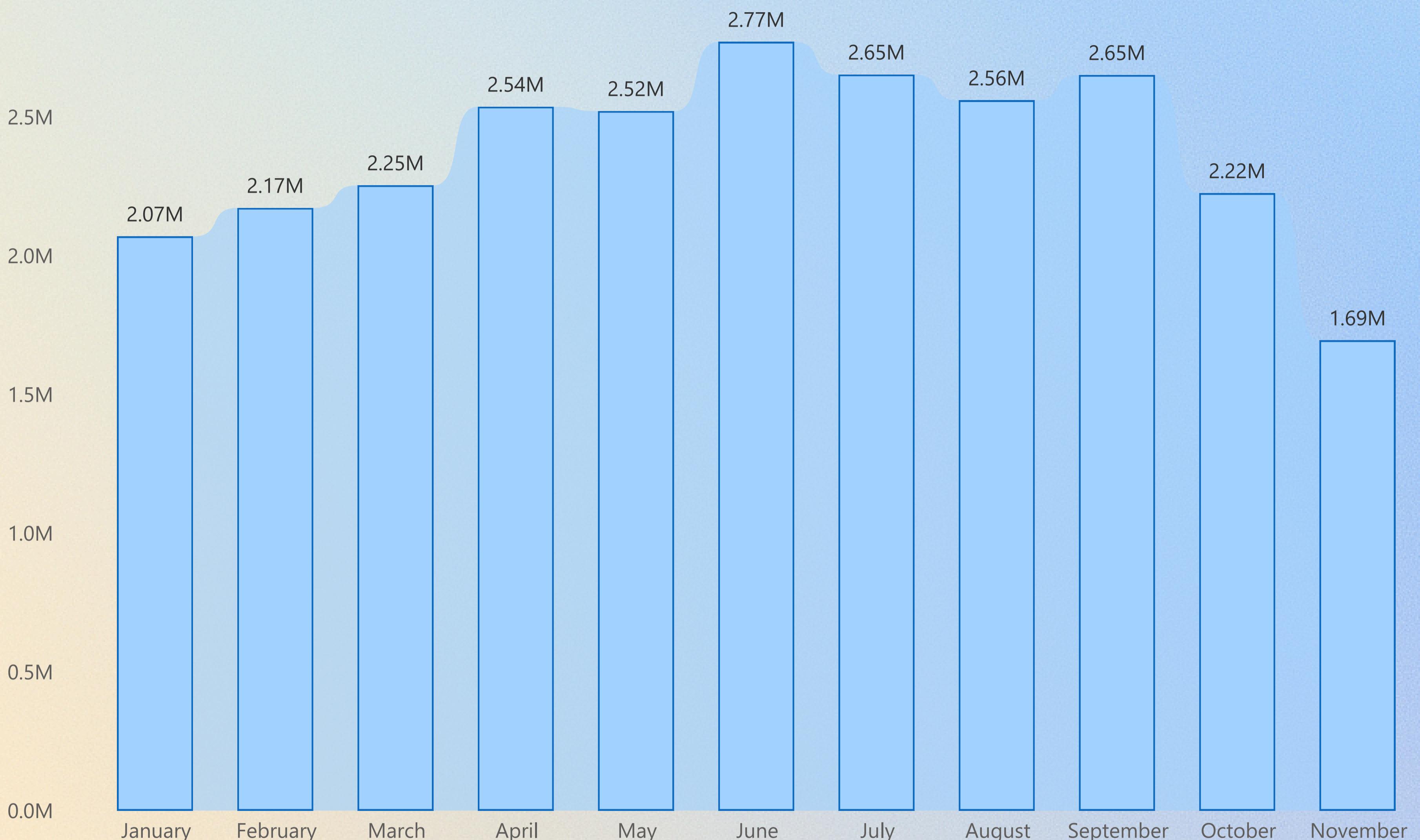
45+

City Tier

Tier 1

Tier 2

Tier 3



Home



User Insights



Engagement Trends



Subscription Trends



Revenue Insights