



Strategic Integration in the OTT Sector

Jotstar x LioCinema



Home



User
Insights



Engagement
Trends



Subscription
Trends



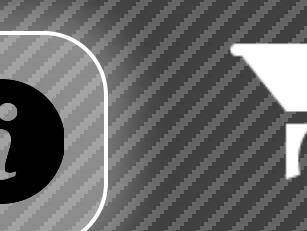
Revenue
Insights

Jan 2024 – Nov 2024

Report Last Refreshed On

Saturday, June 28, 2025

User Insights



Platform

Jotstar

Subscription Plan

All

Age Group

All

City Tier

All

Month

All

44.6K

Total Users

38.0K

Active Users

14.91%

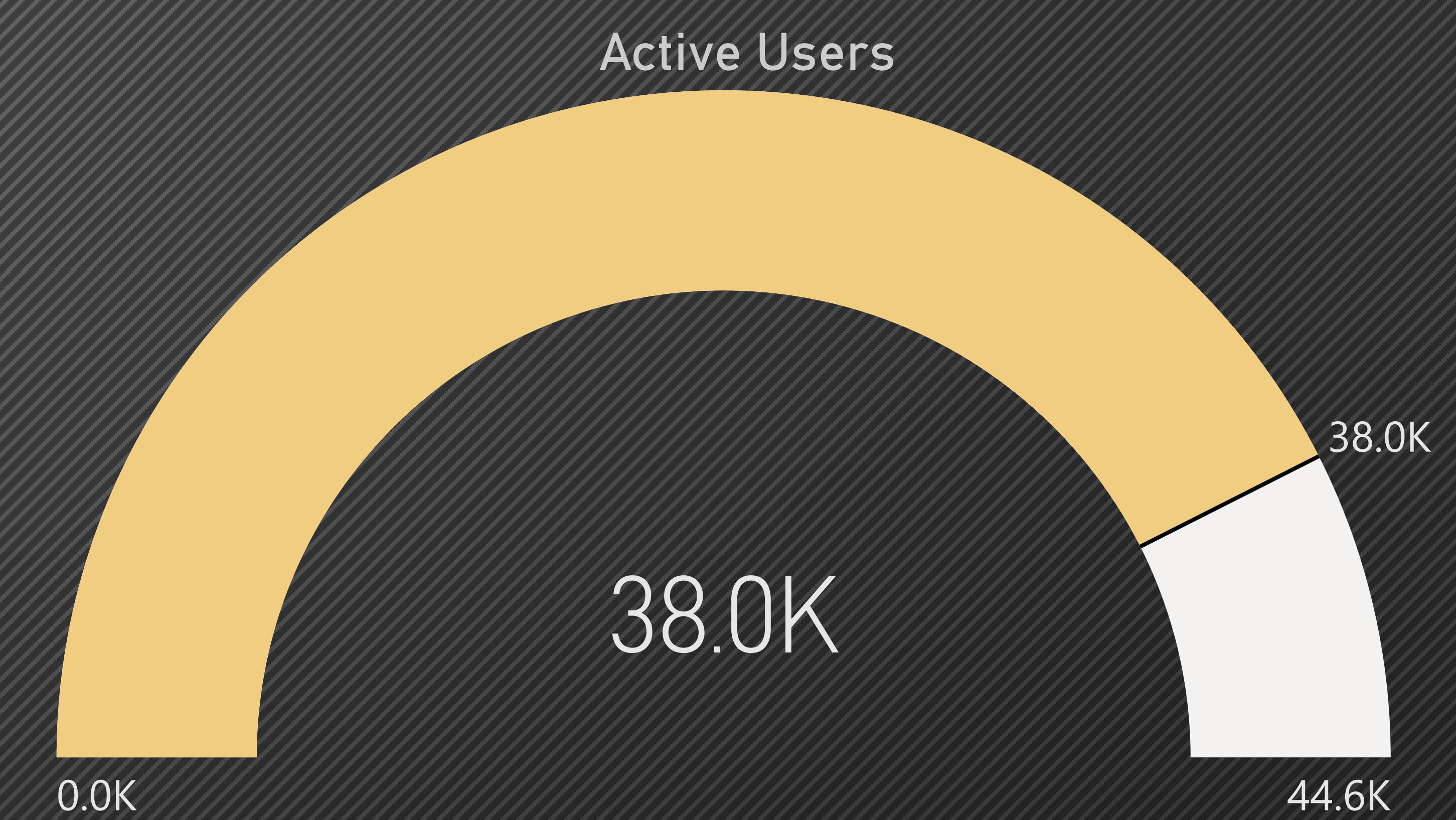
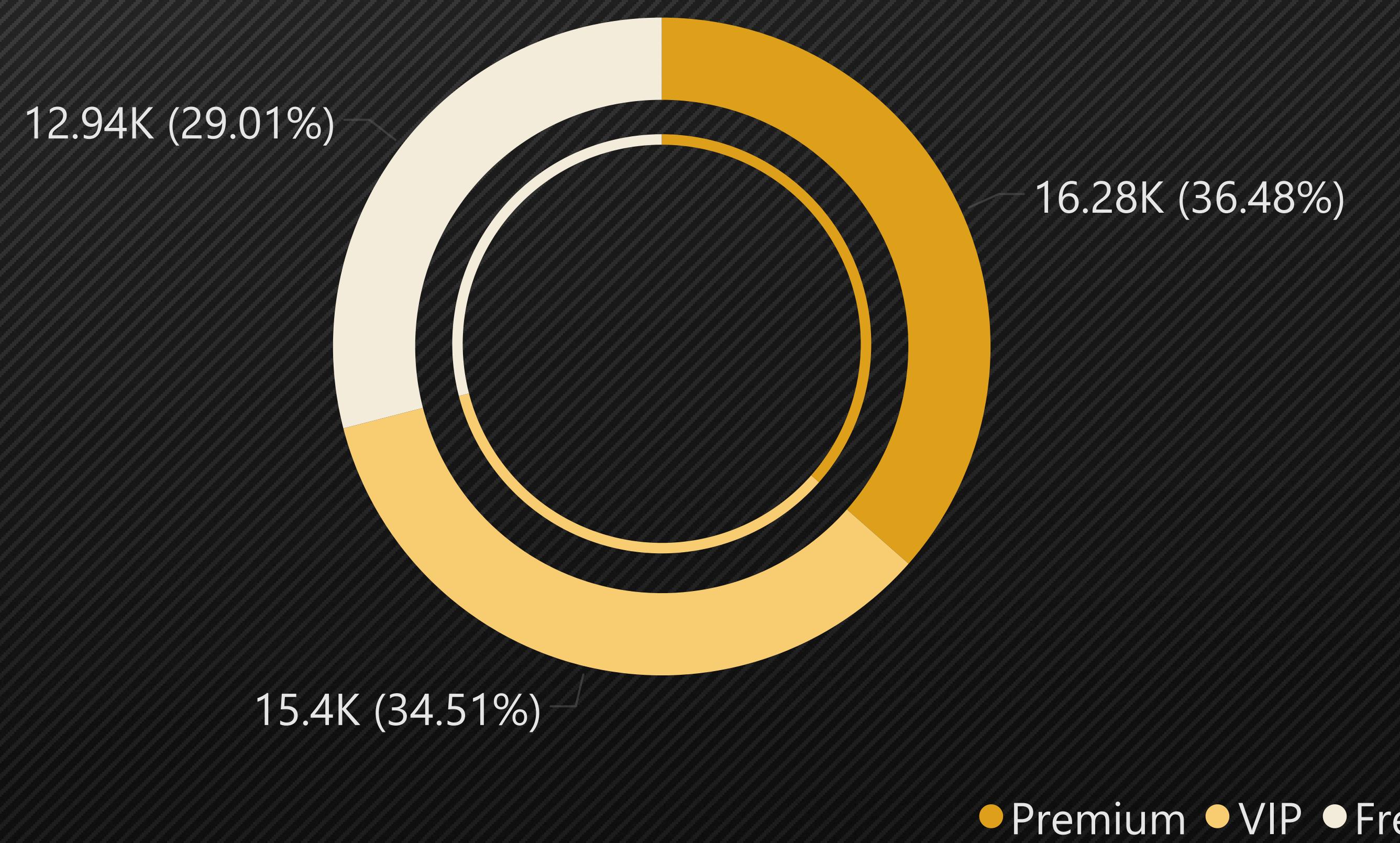
Inactive Users (%)



Users by City Tier



Users Age Demographics

Users by City Tier**Current Subscription Plan Breakdown**

Engagement Trends



Platform

Jotstar

Subscription Plan

All

Age Group

All

City Tier

All

Month

All

2360

Total Content

15.69M

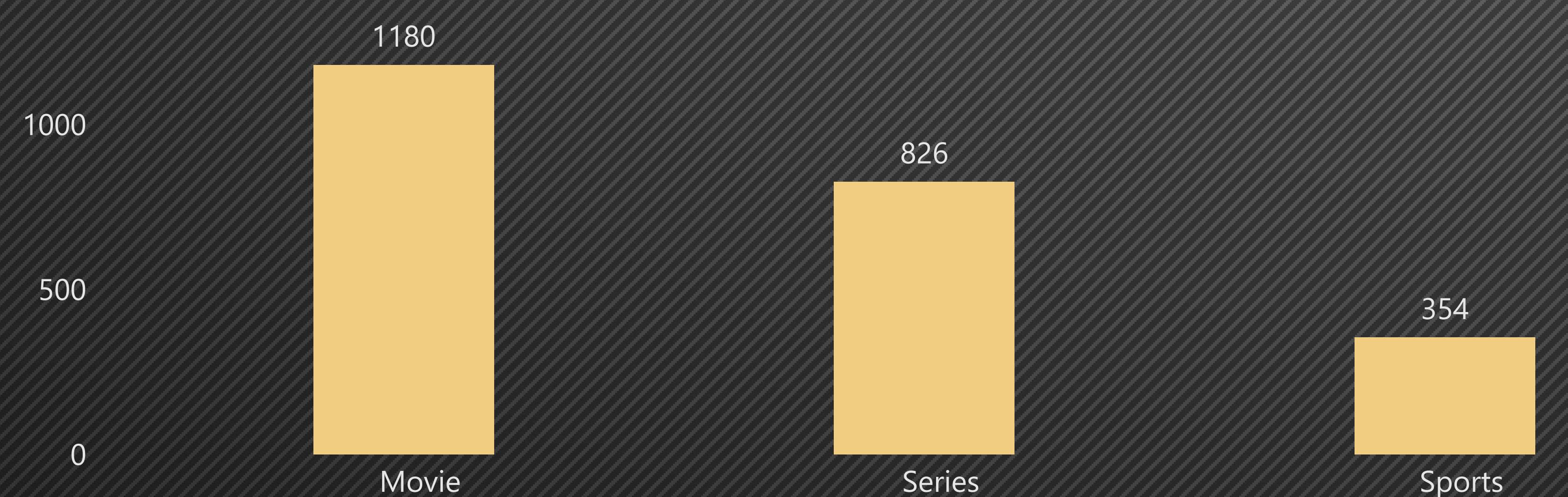
Total Watchtime (Hrs)

351.73

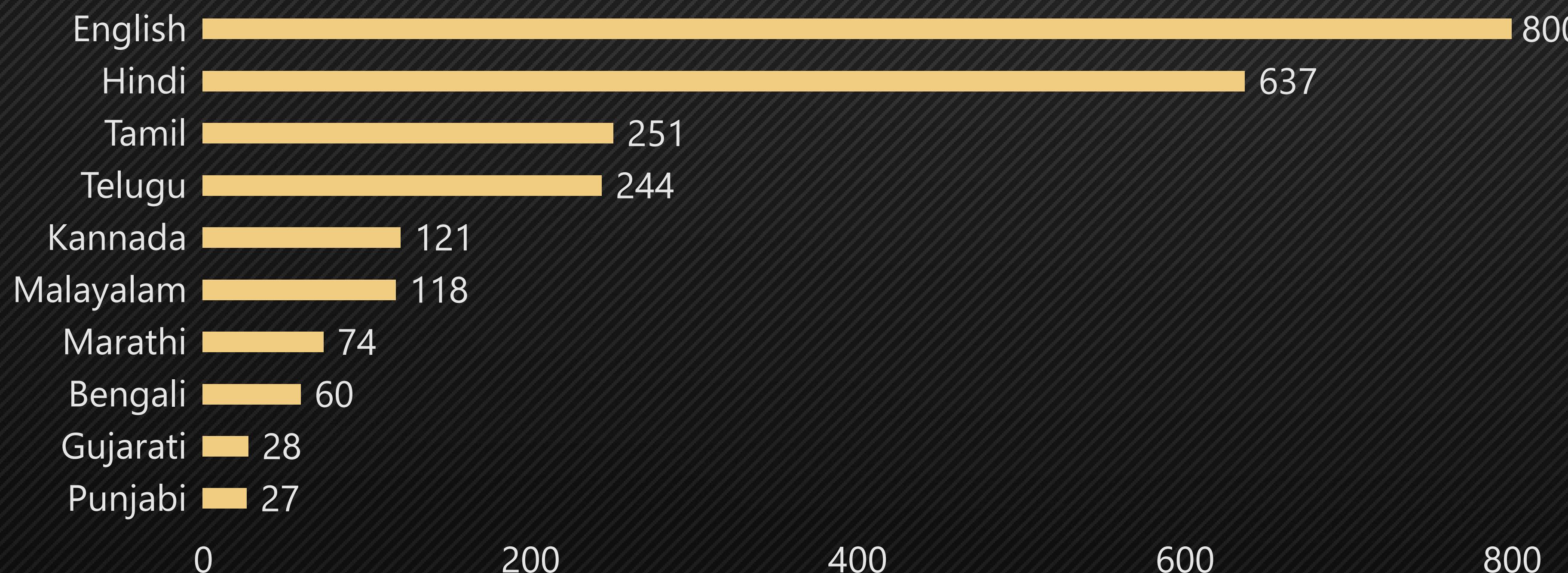
Avg. Watchtime per User (Hrs)



Content Type



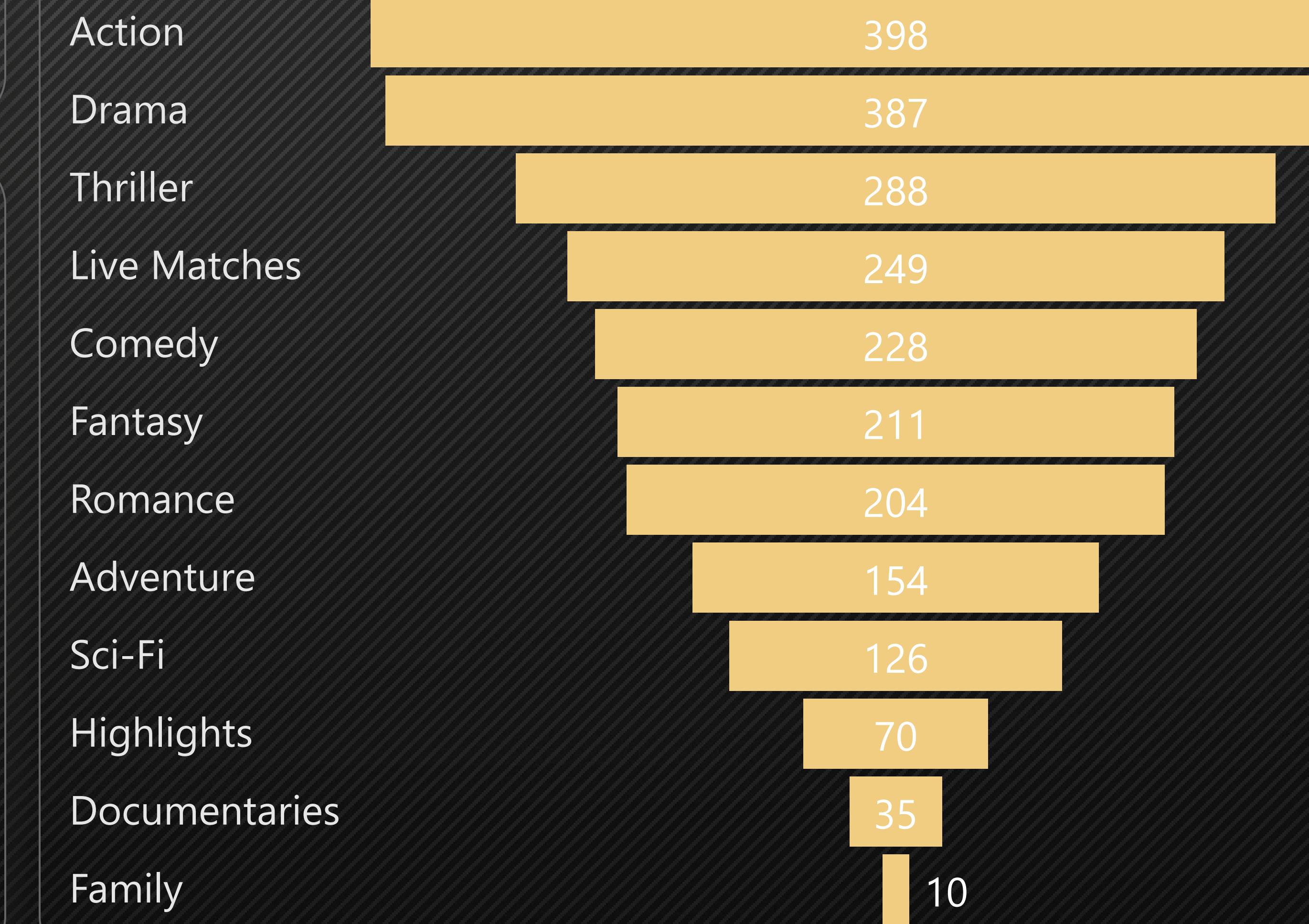
Language-wise Content Distribution



Monthly Watchtime (Hrs.) by Device Type

Month	Laptop	Mobile	TV
January	0.6M	1.4M	0.7M
February	0.6M	1.2M	0.6M
March	0.5M	1.1M	0.6M
April	0.4M	0.9M	0.5M
May	0.4M	0.8M	0.4M
June	0.3M	0.7M	0.4M
July	0.3M	0.6M	0.3M
August	0.2M	0.5M	0.2M

Genre



Subscription Trends



Platform
Jotstar

Subscription Plan
All

Age Group
All

City Tier
All

Month
All

4.3K

Upgraded Users

2.7K

Downgraded Users

6.7K

Inactive Users

31.7K

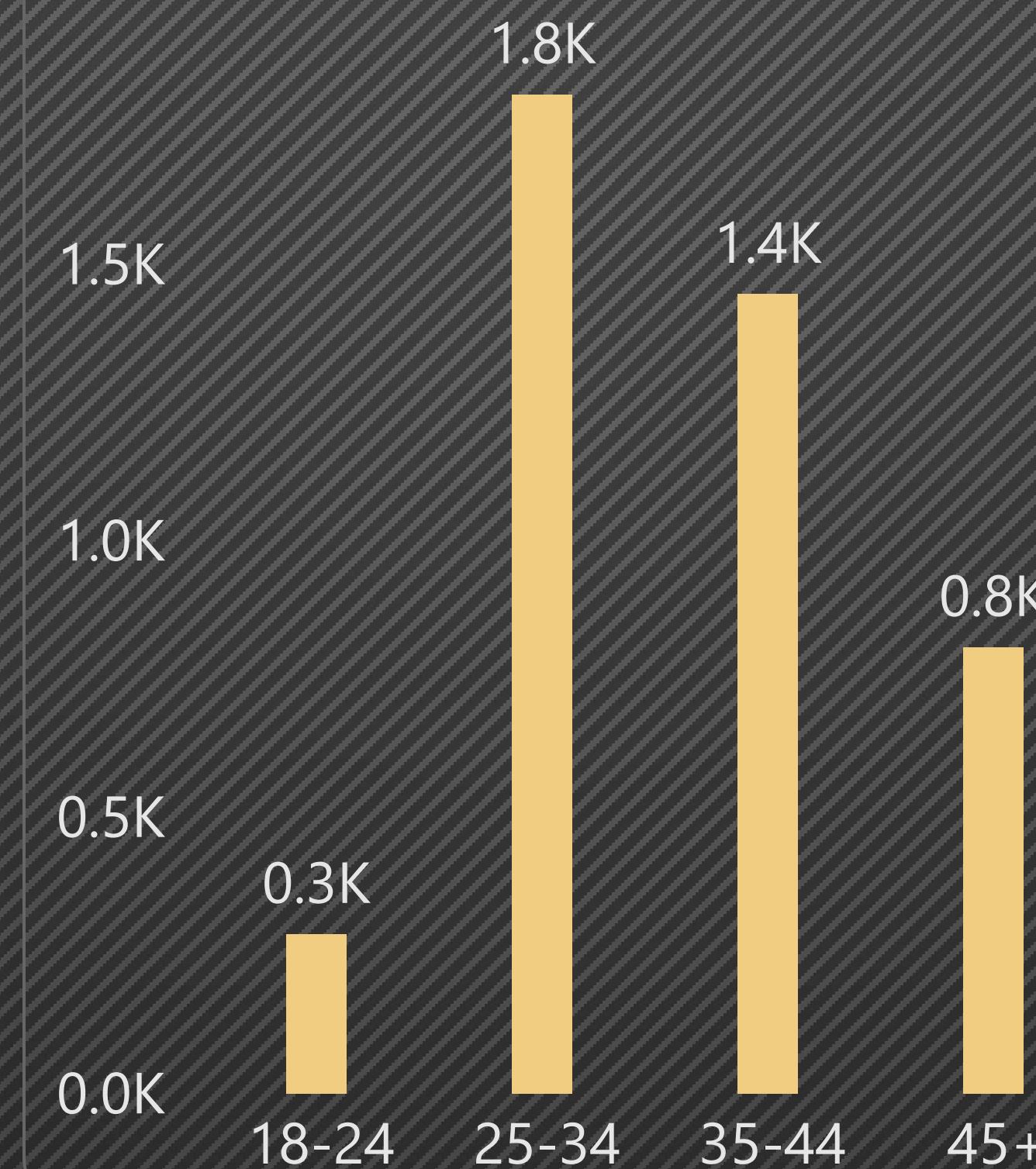
Paid Users

Upgrade Rate

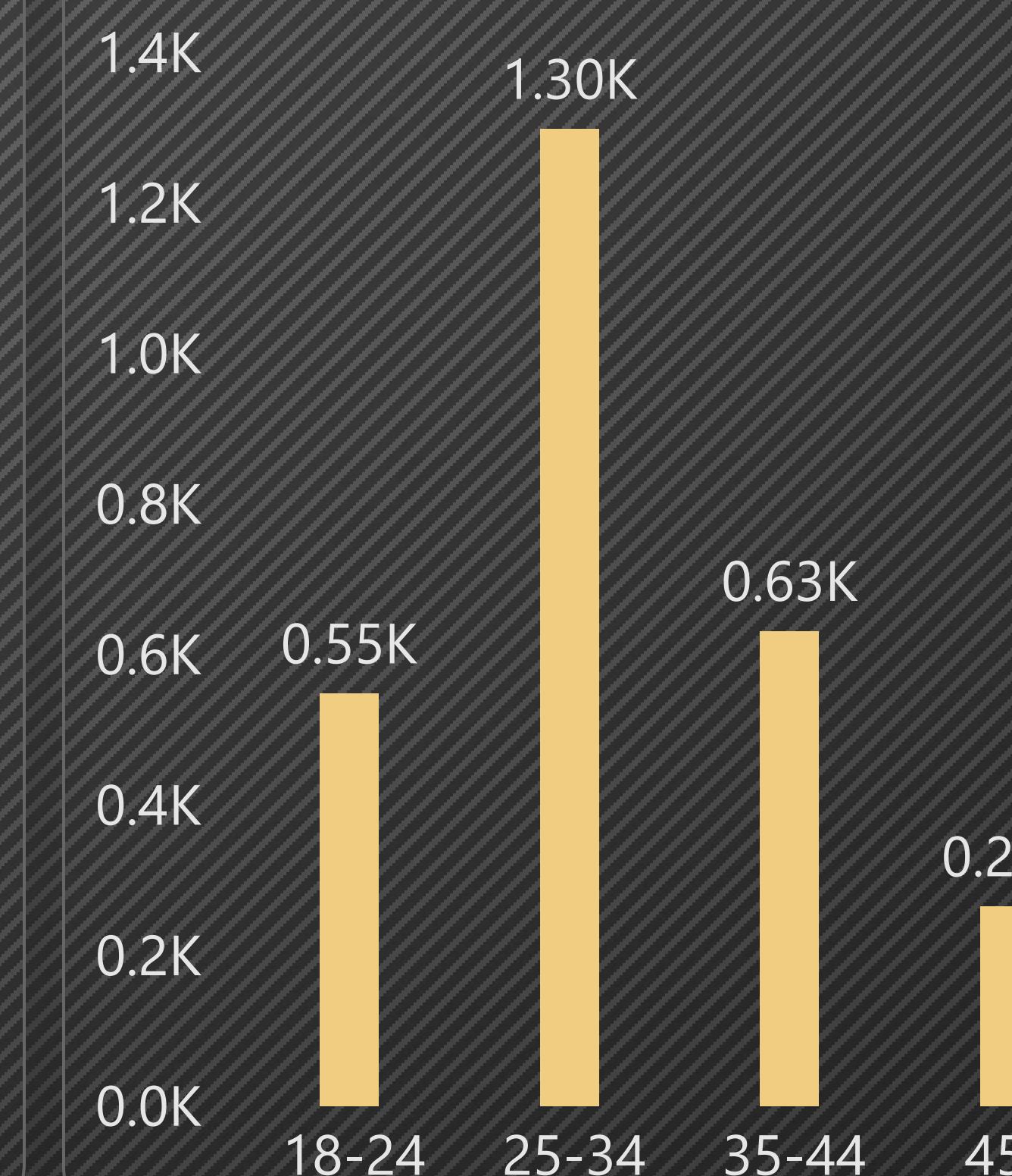
Downgrade Rate

Inactive Rate

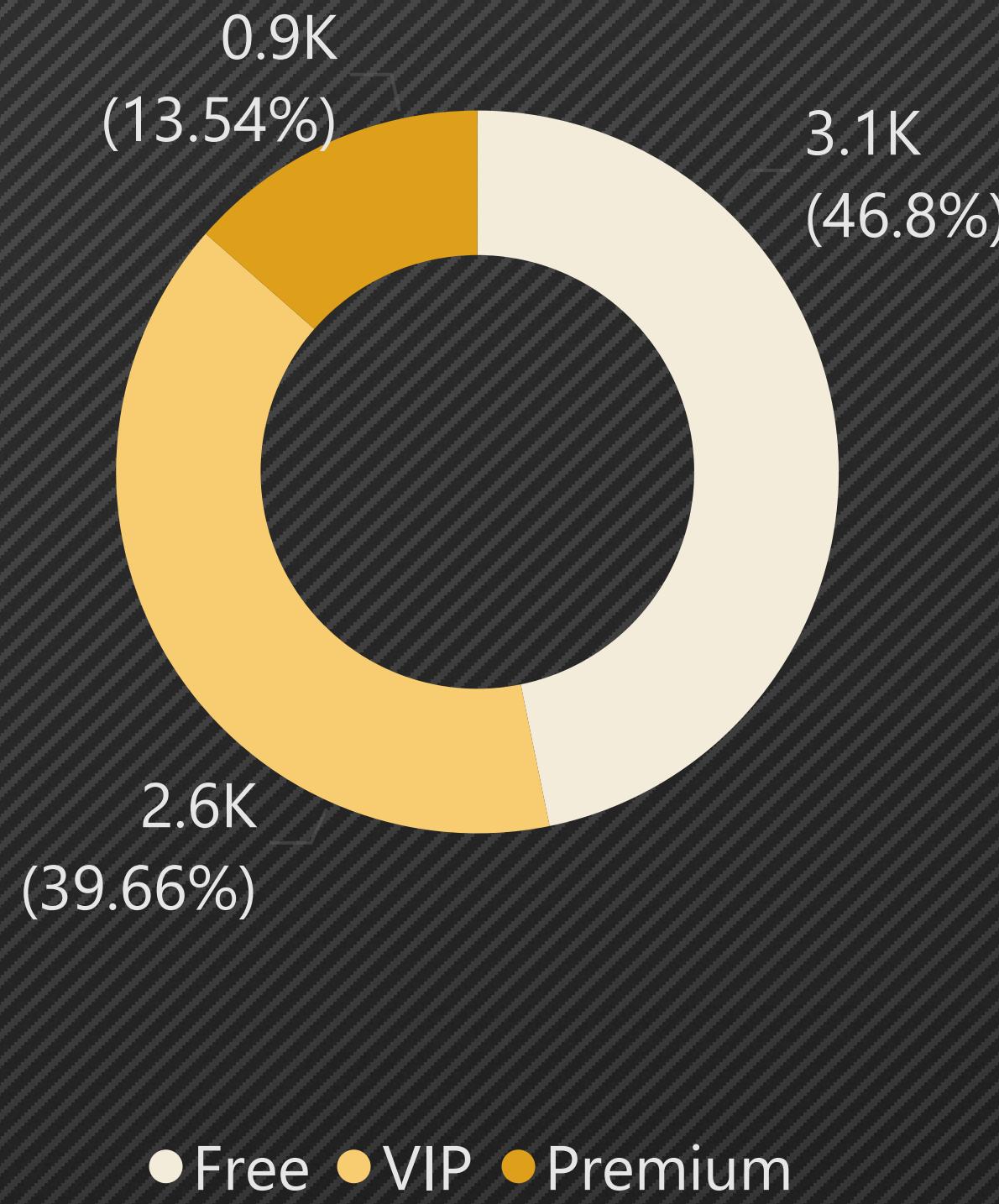
Upgraded Users by age Group



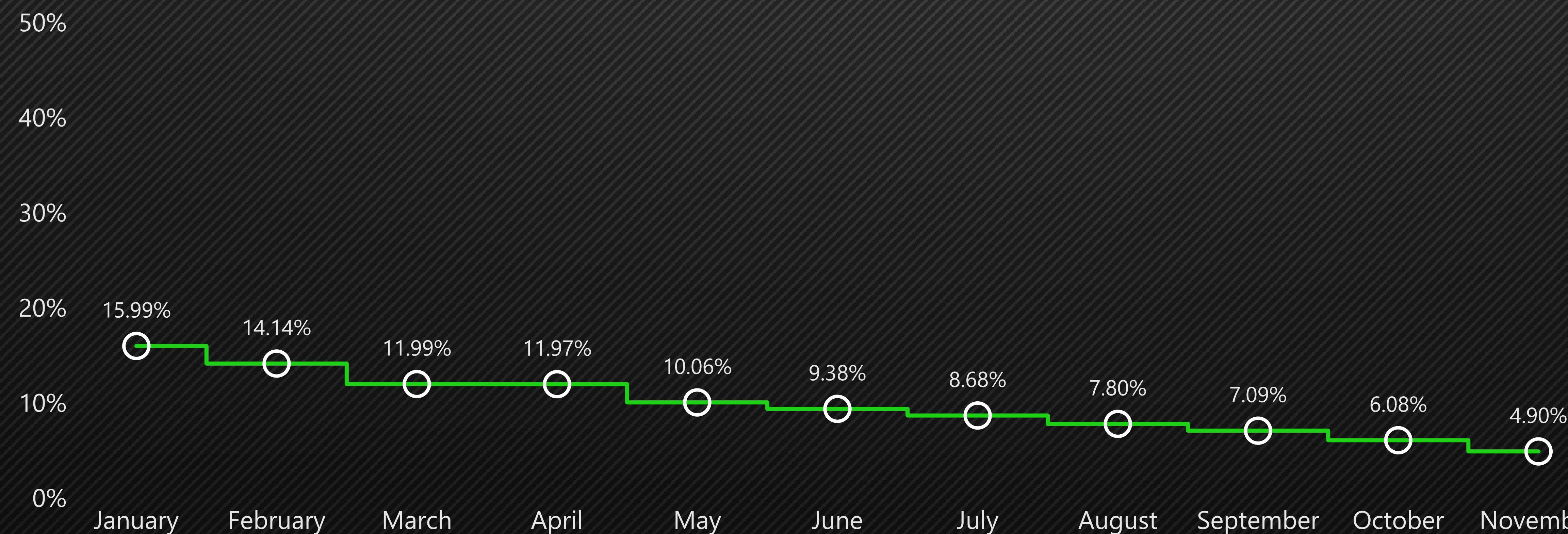
Downgraded Users by Age Group



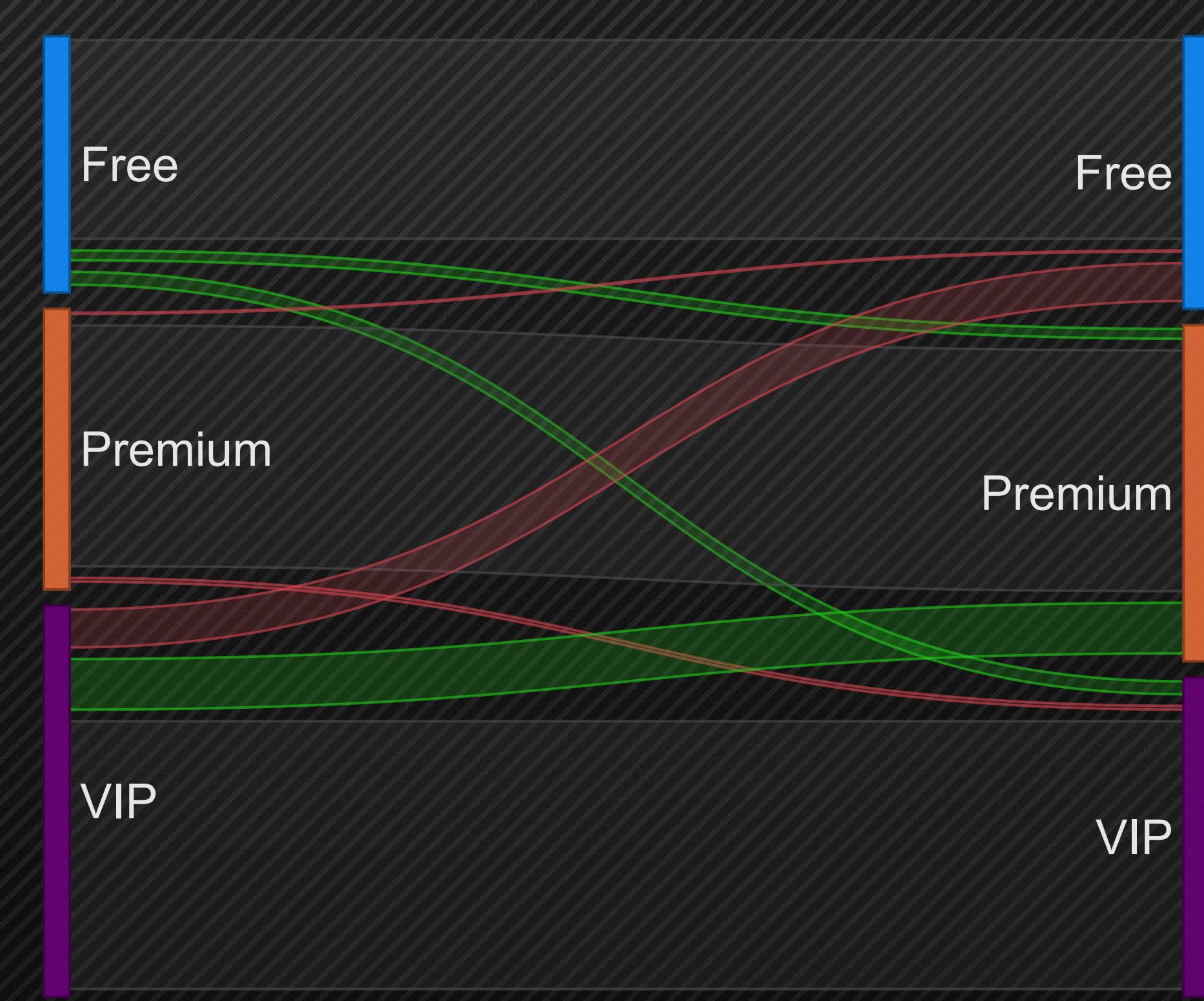
Inactive Users by Subscription Plan



Upgrade Rate



Subscription Plan Migration Flow



Revenue Insights

Platform
JotstarSubscription Plan
AllAge Group
AllCity Tier
AllMonth
All**₹50.4M**

Total Revenue



Revenue from Active vs Inactive Users

₹45.6M

₹40M

₹30M

₹20M

₹10M

₹0M

Active ₹45.6M
Inactive ₹4.8M

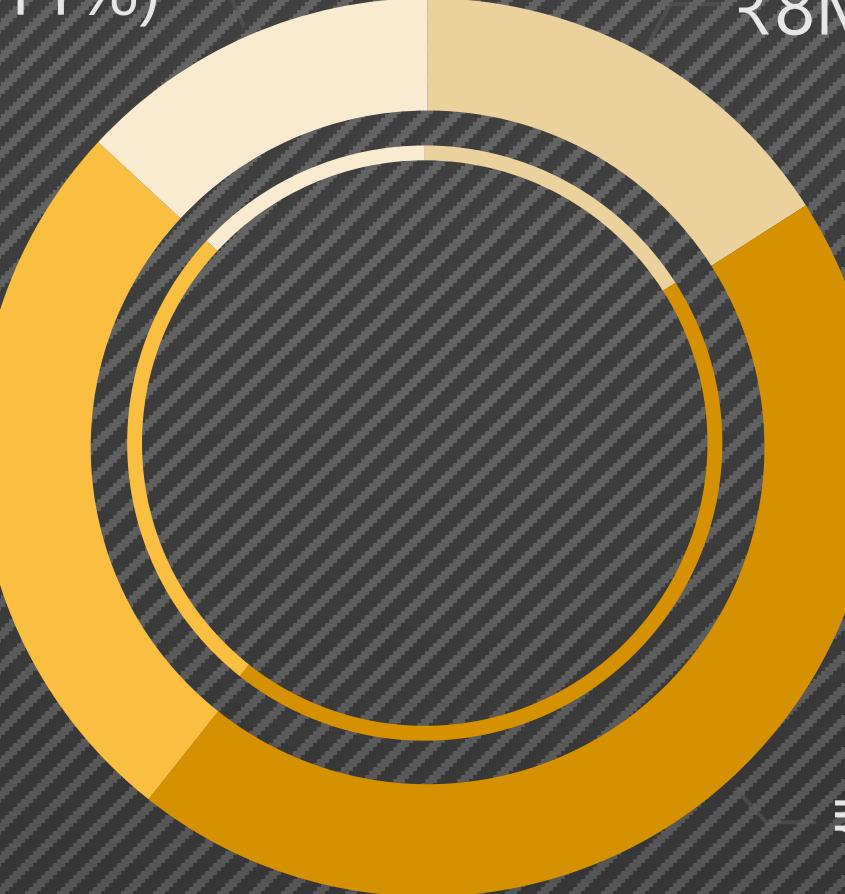
Revenue Distribution by Age Group

₹7M (13.11%)

₹13M (26.22%)

₹8M (15.95%)

₹23M (44.72%)



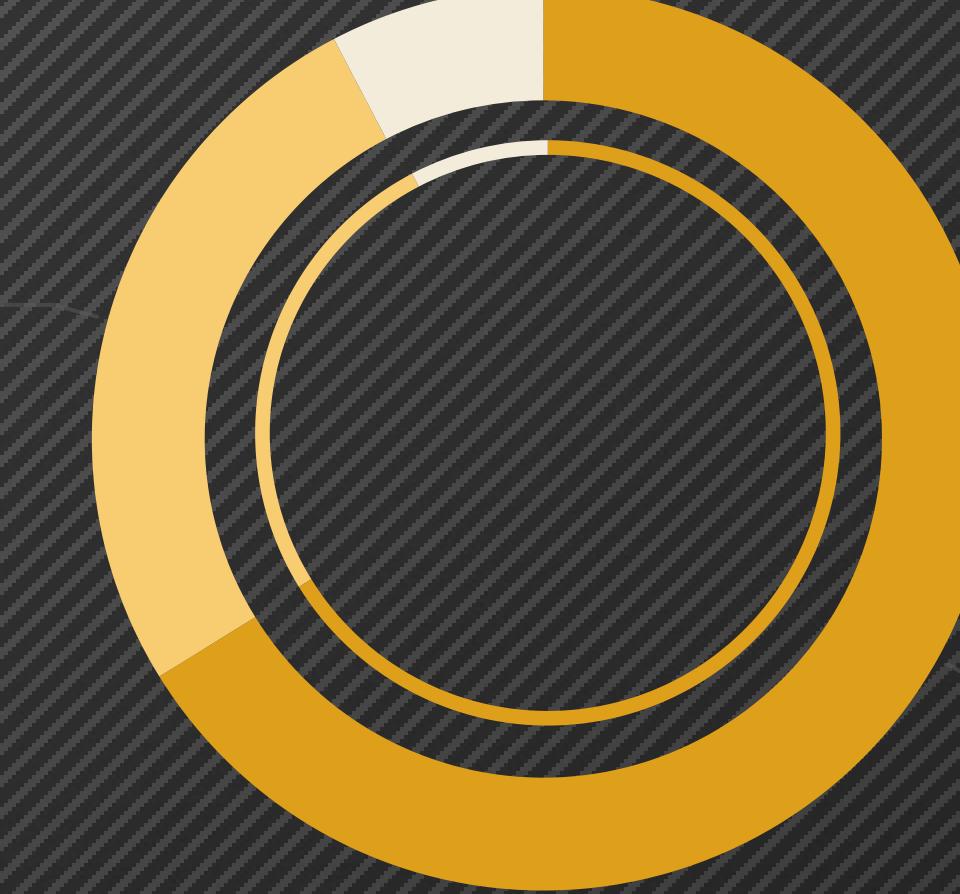
● 18-24 ● 25-34 ● 35-44 ● 45+

Revenue Distribution by City Tier

₹4M (7.68%)

₹13M (26.14%)

₹33M (66.18%)



● Tier 1 ● Tier 2 ● Tier 3

Overall Revenue Growth Trend

