



# Strategic Merger in OTT Domain

Jotstar x LioCinema



Home



User  
Insights



Engagement  
Trends



Subscription  
Trends



Revenue  
Insights



Platform

Jotstar

LioCinema

Subscription Plan

Free

Premium

VIP

Age Group

18-24

25-34

35-44

45+

City Tier

Tier 1

Tier 2

Tier 3

44.6K

Total Users

38.0K

Active Users

Active Users

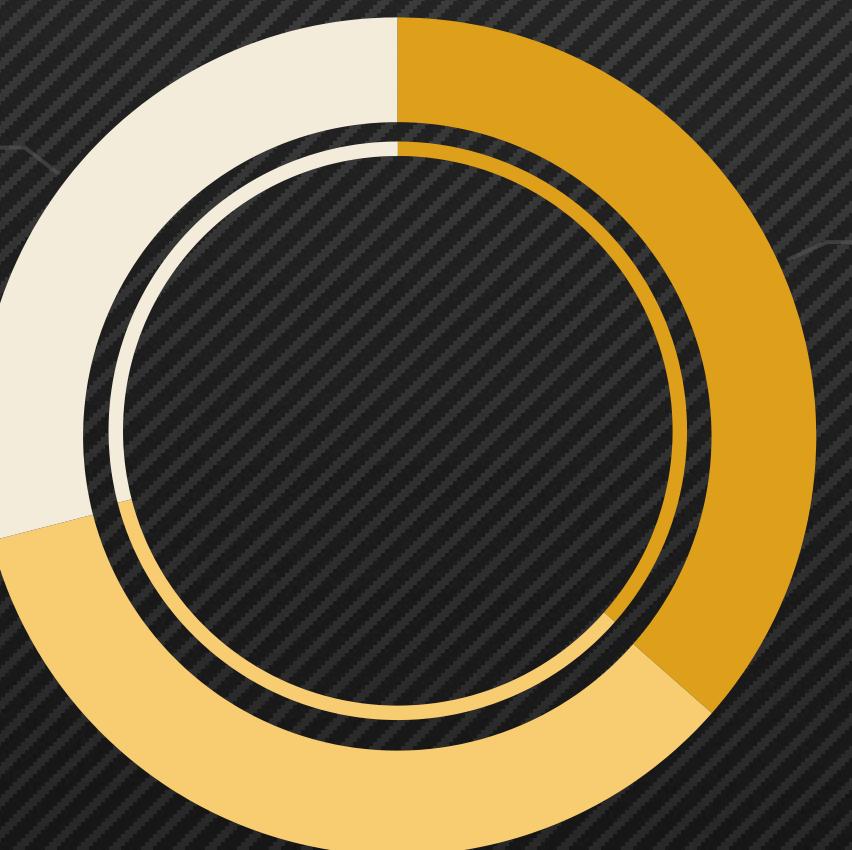
38.0K

0.0K

38.0K

44.6K

Current Subscription Plan Breakdown



● Premium ● VIP ● Free

20.1K

15K

10K

5K

0K

25-34

11.3K

7.7K

5.6K

Users Age Demographics



Users Age Demographics

20K

15K

10K

5K

0K

35-44

18-24

45+



Home



User Insights



Engagement Trends



Subscription Trends



Revenue Insights



Platform

Jotstar

LioCinema

Subscription Plan

Free

Premium

VIP

Age Group

18-24    25-34

35-44    45+

City Tier

Tier 1    Tier 2    Tier 3

2360

Total Content

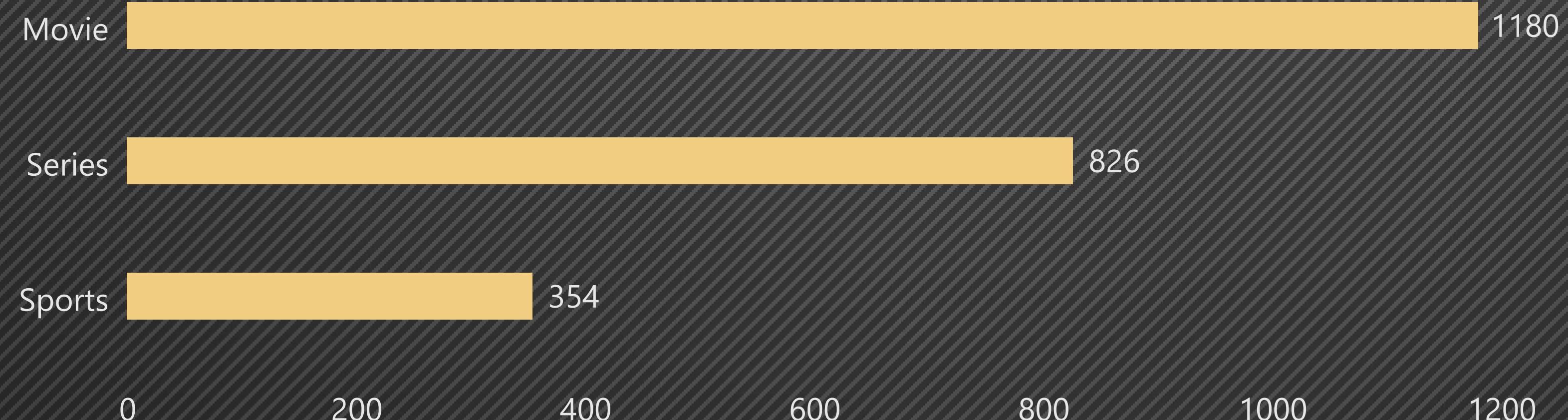
15.69M

Total Watchtime (Hrs)

351.73

Avg. Watchtime per User (Hrs)

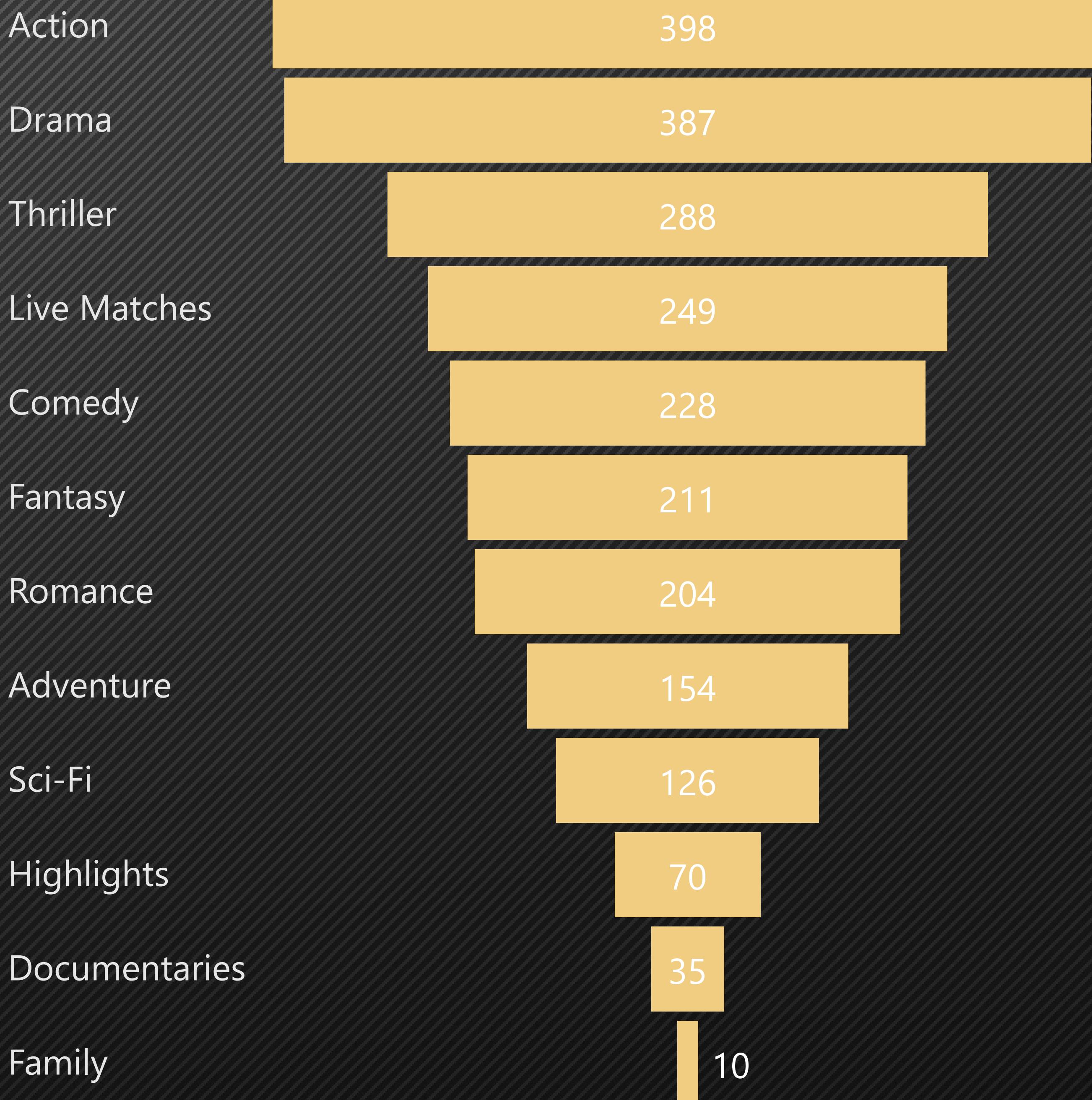
## Content Type



## Watchtime Trend

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
September	0.2M	0.3M	0.2M
<b>Total</b>	<b>3.6M</b>	<b>7.9M</b>	<b>4.2M</b>

## Genre



Home

User Insights

Engagement Trends

Subscription Trends

Revenue Insights



Platform

Jotstar

LioCinema

Subscription Plan

Free

Premium

VIP

Age Group

18-24

25-34

35-44

45+

City Tier

Tier 1

Tier 2

Tier 3

4.3K

Upgraded Users

2.7K

Downgraded Users

6.7K

Inactive Users

31.7K

Paid Users

Upgraded and Downgraded User by City Tier

By Age Group

By City Tier

2.45K  
2.0K  
1.5K  
1.0K  
0.5K  
0.0K

1.44K

0.46K

Tier 1

Tier 2

Tier 3

Inactive Users by Subscription Plan

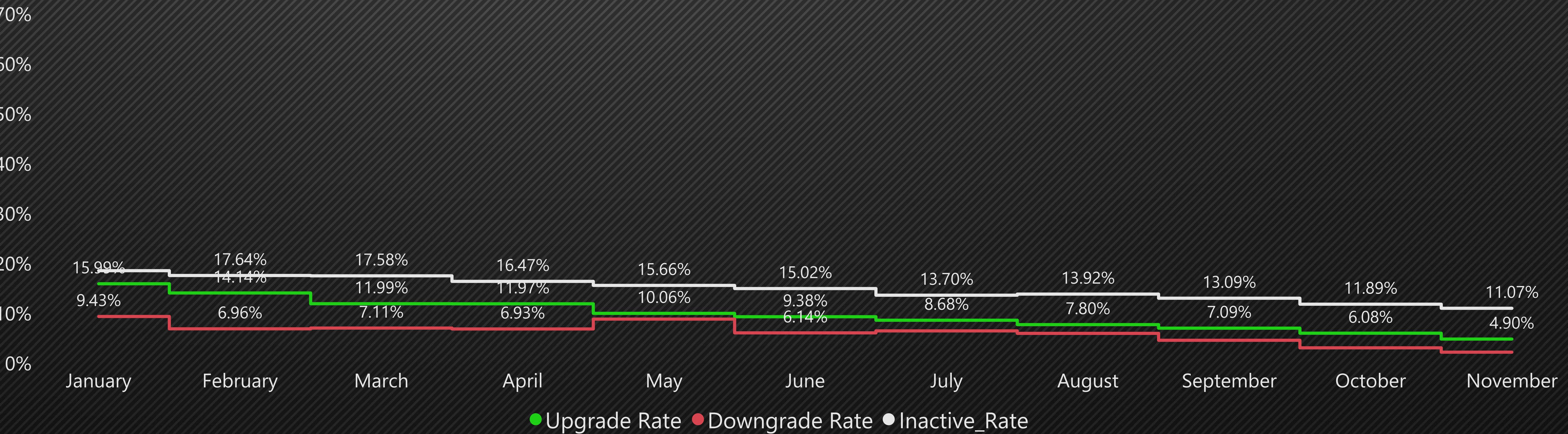
Free 3.1K

VIP 2.6K

Premium 0.9K

0K 1K 2K 3K

Upgrade / Downgrade / Inactive Rate



Home

User Insights

Engagement Trends

Subscription Trends

Revenue Insights



Platform

Jotstar

LioCinema

Subscription Plan

Free

Premium

VIP

Age Group

18-24    25-34

35-44    45+

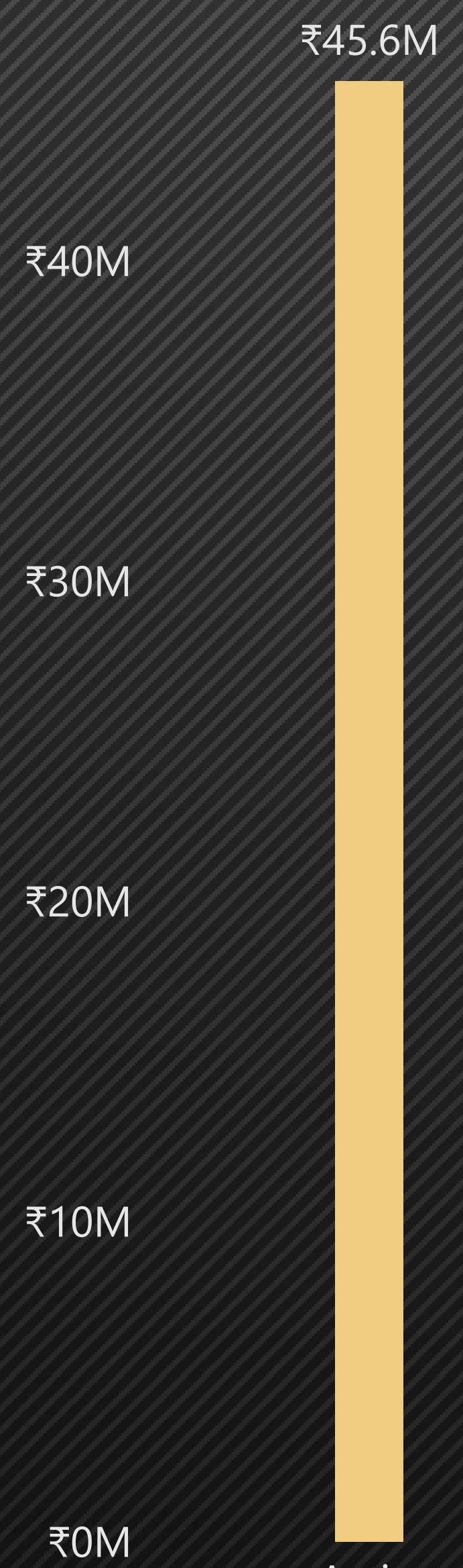
City Tier

Tier 1    Tier 2    Tier 3

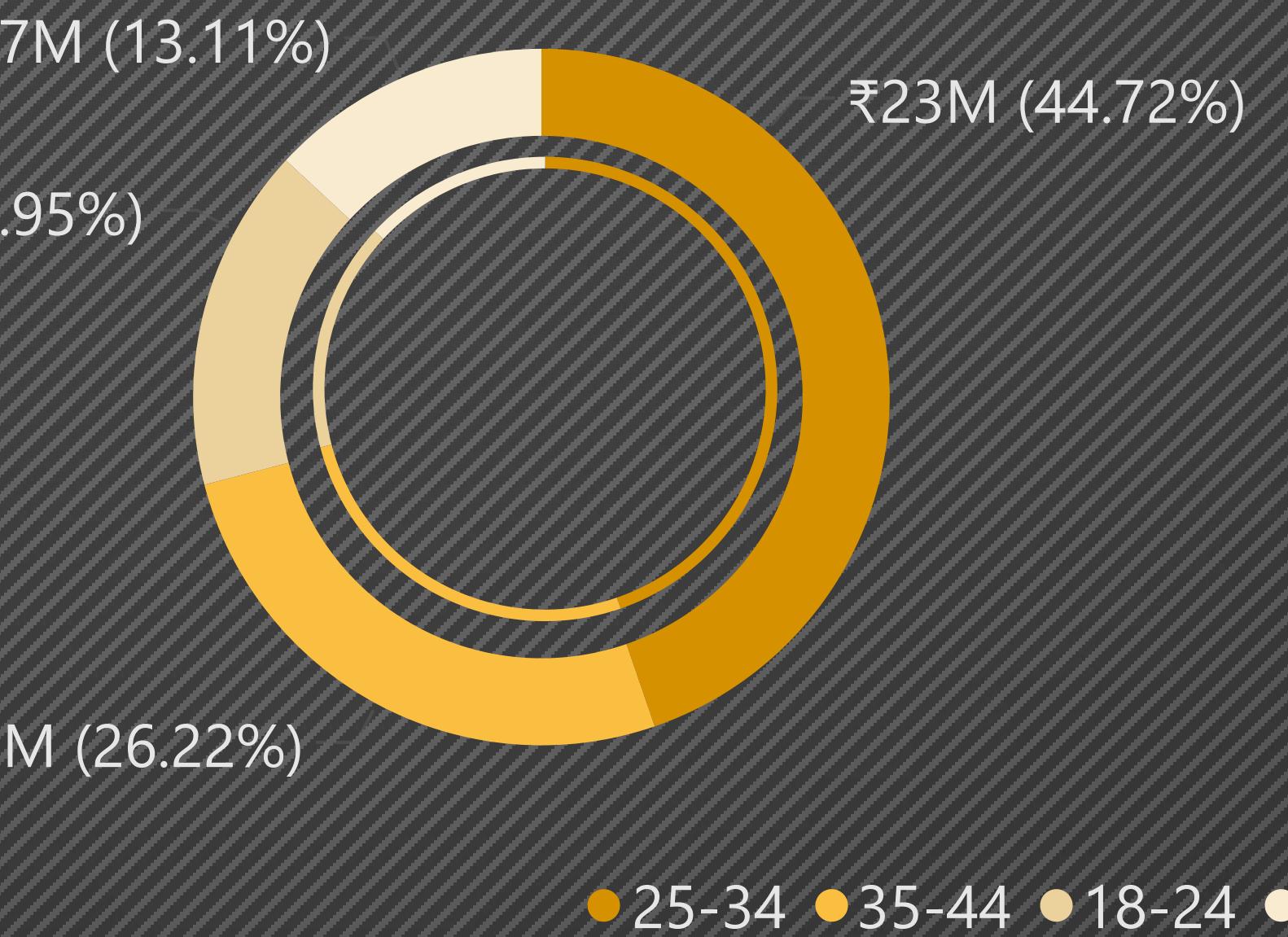
₹50.4M

Total Revenue

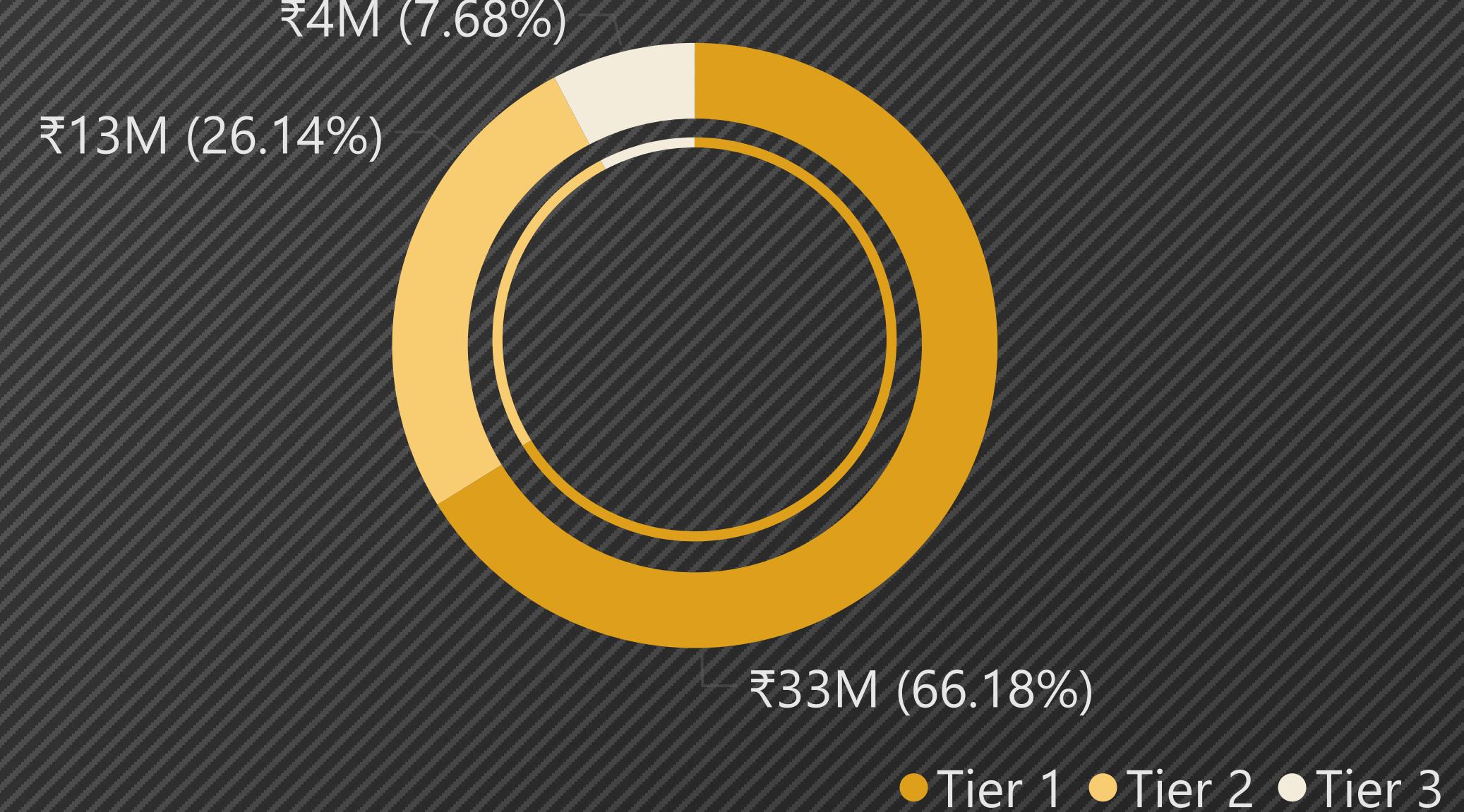
Revenue from Active vs Inactive Users



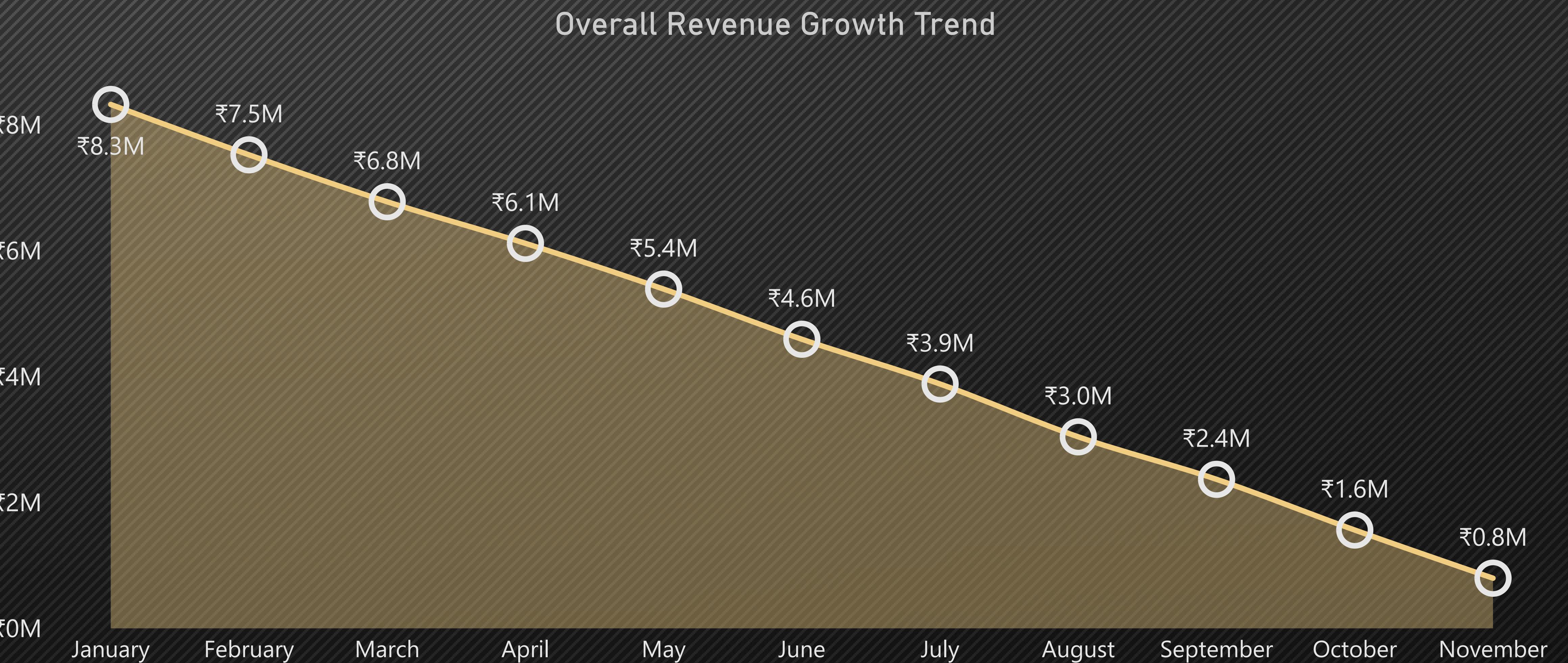
## Revenue Distribution by Age Group



## Revenue Distribution by City Tier



## Overall Revenue Growth Trend



Home

User Insights

Engagement Trends

Subscription Trends

Revenue Insights