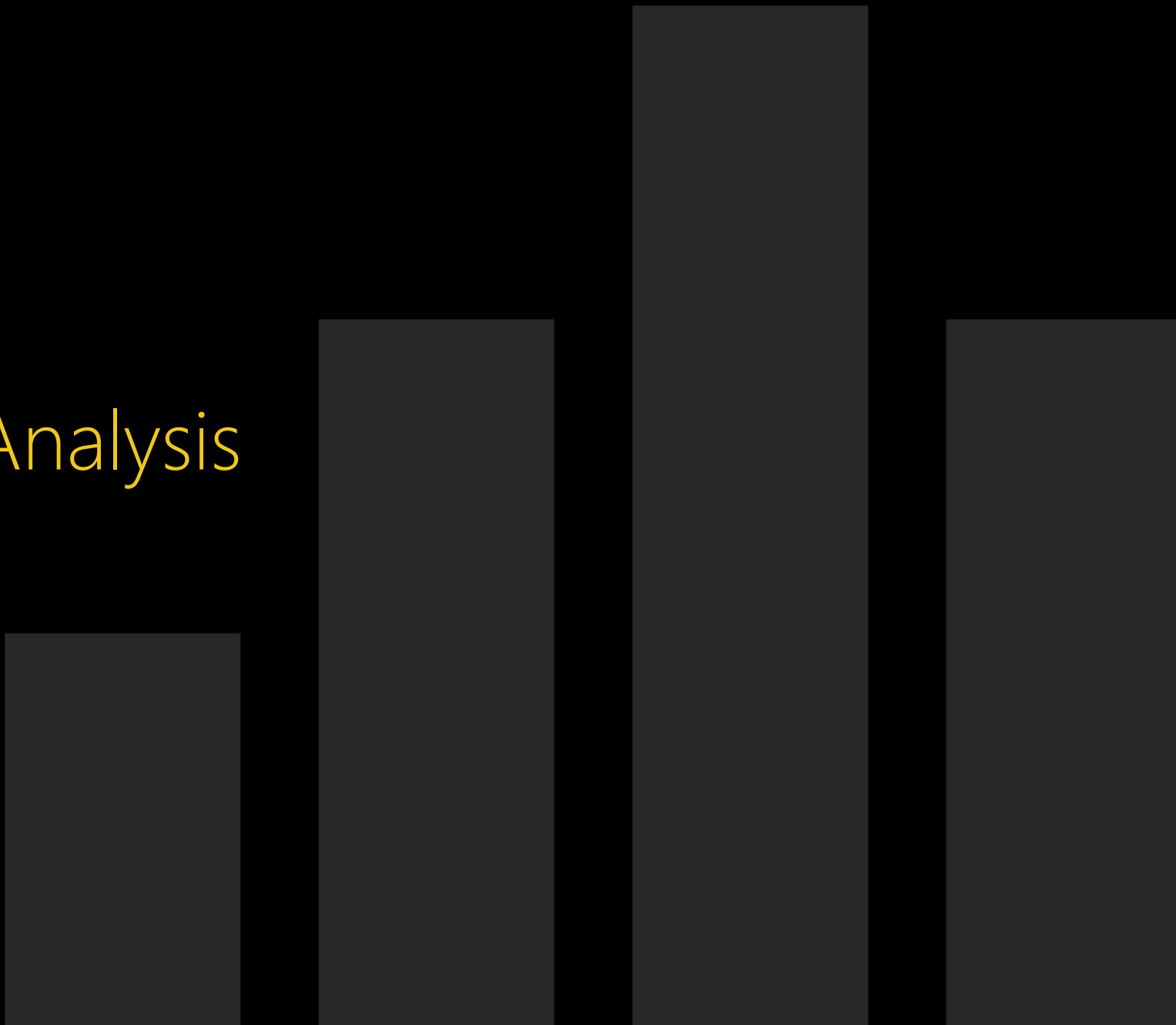


OTT_Platform_Analysis

[View in Power BI](#) ↗



Lio-Jotstar Merger Dashboard

*Liocinema Engagement
Analysis*

*Liocinema Revenue
Analysis*



*Jotstar Engagement
Analysis*

Jotstar Revenue Analysis

Liocinema User Growth & Engagement Analysis

Total Users

1K

Active Users

572

Inactive Users

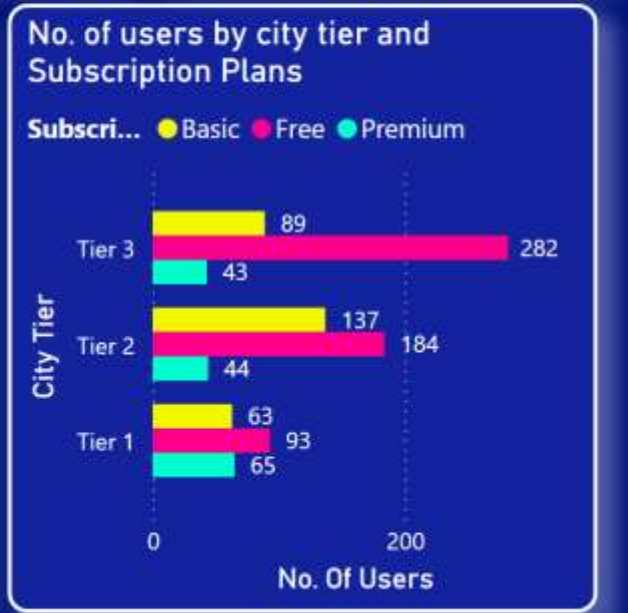
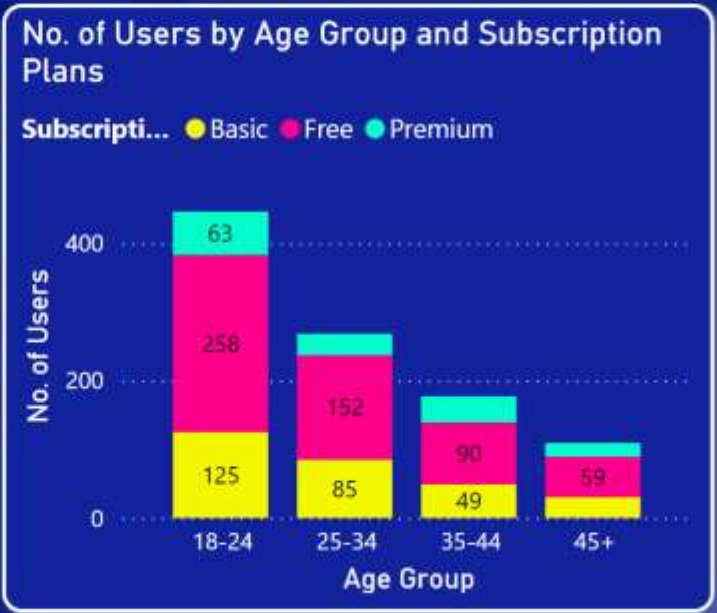
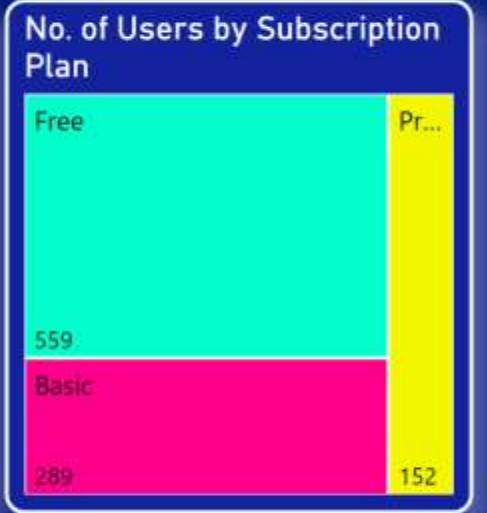
428

Paid Users

441

Average Watch Time (Hrs)

50



Content Type

Genre

Language

Subscription Plan

Status Of User

All

All

All

All

All

Liocinema Subscription & Revenue Analysis

Home

Liocinema Engagement Analysis

Jotstar Engagement Analysis

Jotstar Revenue Analysis

Total Revenue

₹179K

Upgrade Users

24

Downgrade Users

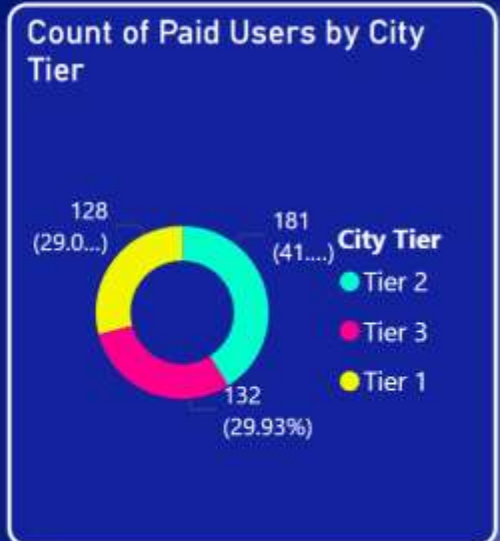
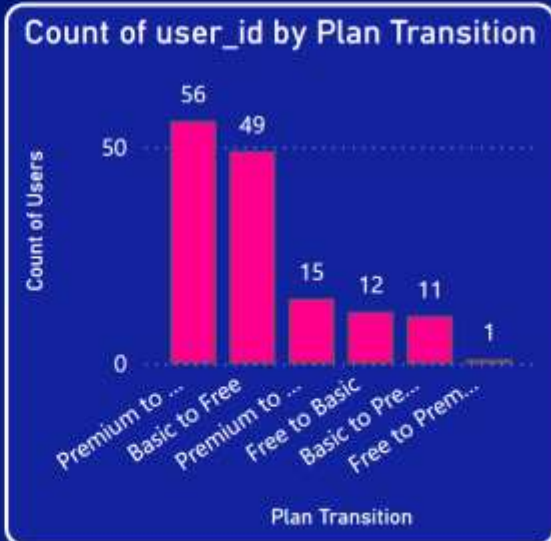
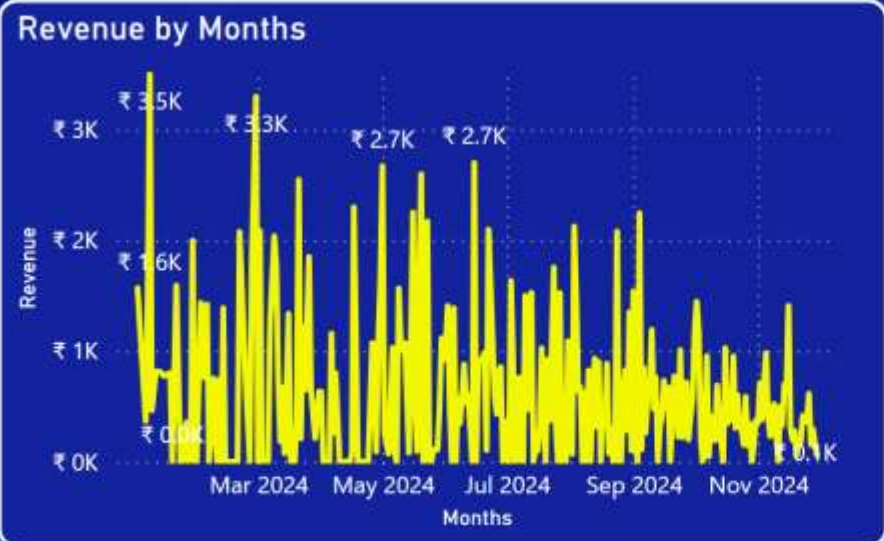
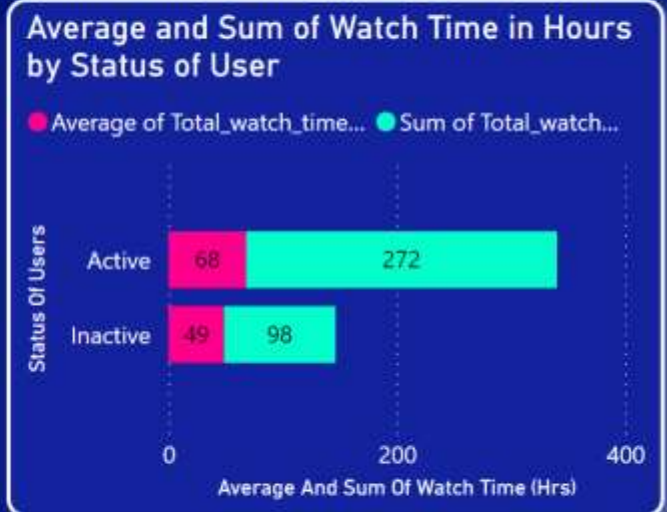
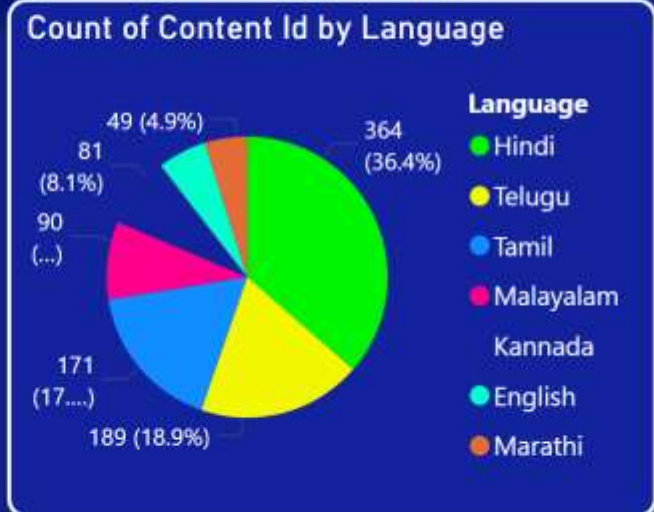
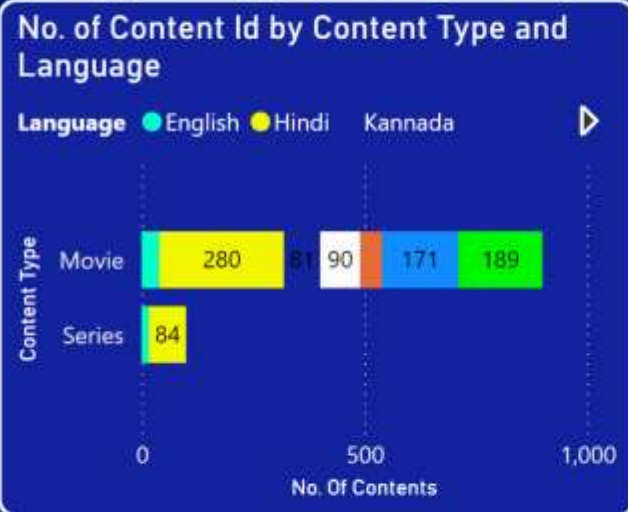
120

Upgrade Rate

3%

Downgrade Rate

14%



Jotstar User Growth & Engagement Analysis

Total Users

1K

Active Users

854

Inactive Users

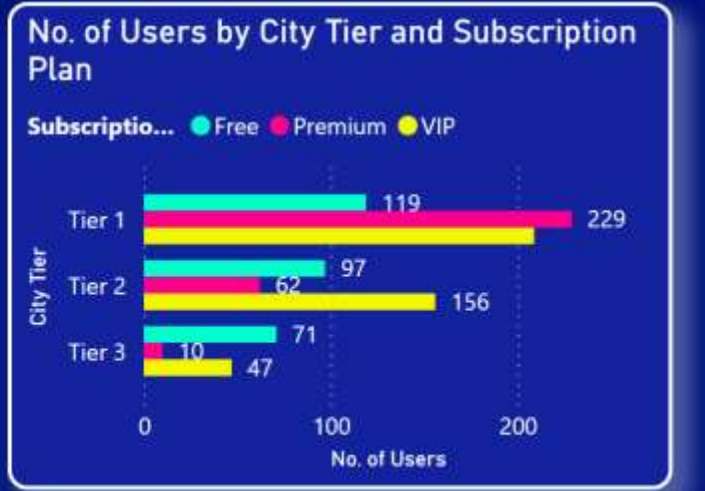
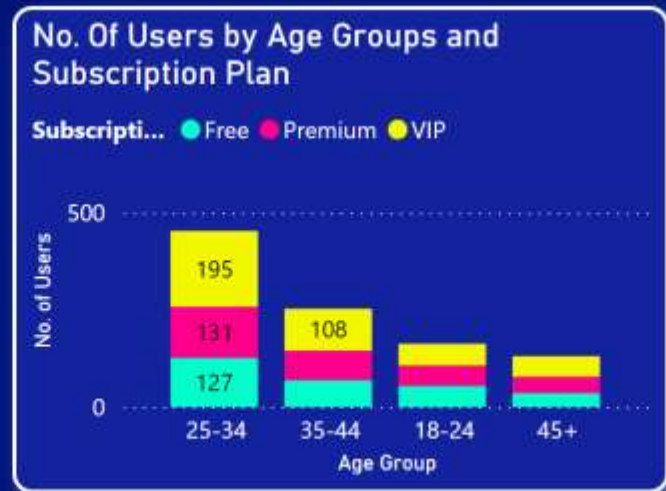
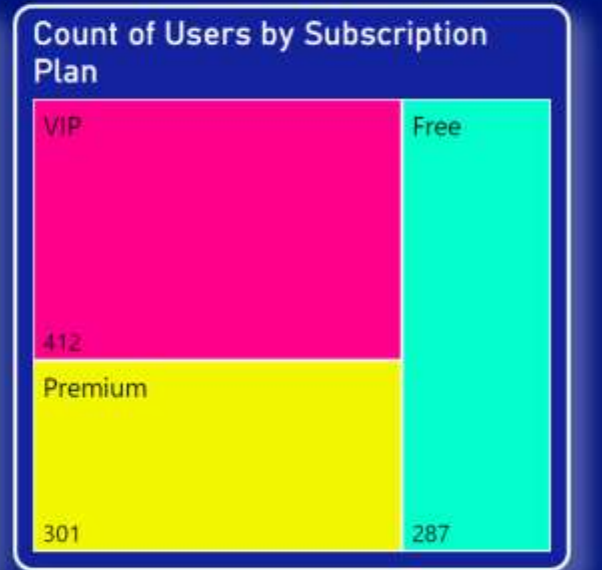
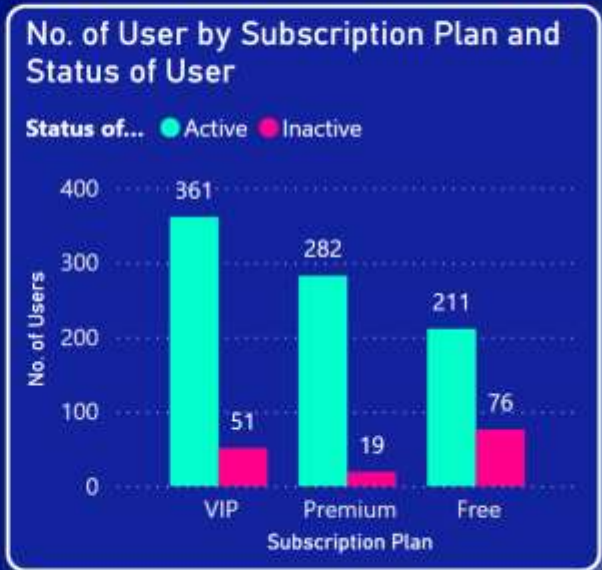
146

No. of Movies

1K

Average Watch Time (Hrs)

176



Jotstar Subscription & Revenue Analysis

Total Revenue

1.35M

Paid Users

301

Upgrade Users

100

Downgrade Users

58

Upgrade Rate

12%

Downgrade Users

7%

