

Strategic Merger Analysis: Jotstar & LioCinema

A Comprehensive Business & Content Library Evaluation

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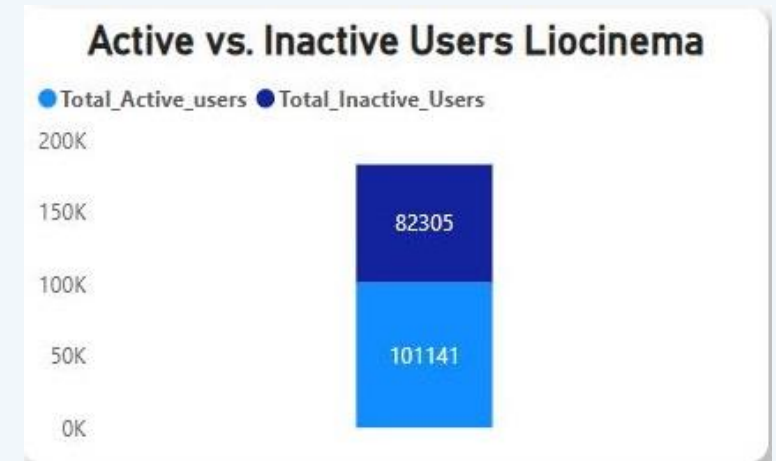
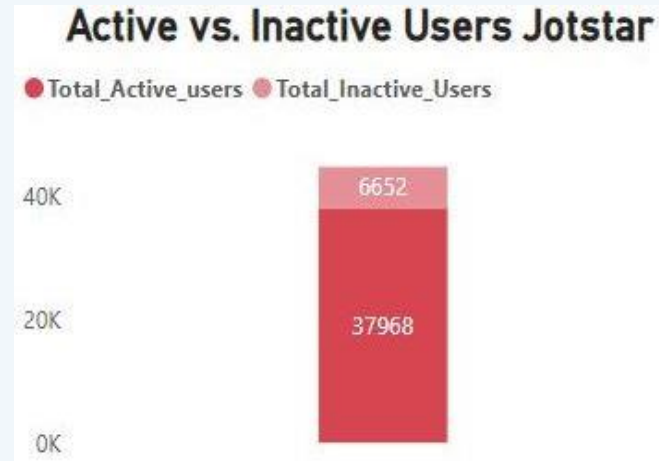
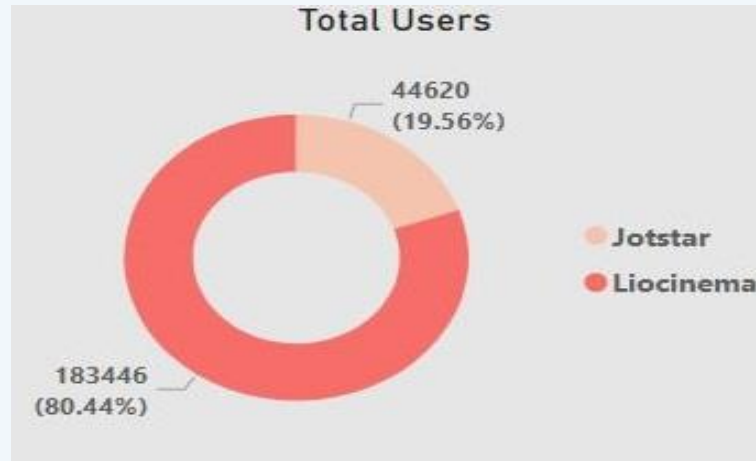
Overview

- Lio(imaginary company), is planning a strategic merger with Jotstar(imaginary company), one of the country's most prominent streaming platforms. This partnership aims to leverage LioCinema's extensive subscriber base and Jotstar's diverse content library to redefine the digital streaming landscape in India.
- As part of the merger preparation, Lio's management seeks to conduct a comprehensive analysis of both platforms—LioCinema and Jotstar—covering the period from January to November 2024. The objective is to evaluate platform performance, user behavior, and content consumption trends to inform strategic decision-making and enhance post-merger content and subscriber engagement strategies.

Key Areas of Analysis:

- **Content Library Analysis:** Assessment of content types and distribution across both platforms.
- **Subscriber Insights:** Evaluation of subscriber acquisition trends, demographic distribution, and regional variations.
- **Inactivity Analysis:** Examination of user inactivity across different age groups, city tiers, and subscription plans.
- **Upgrade Patterns:** Identification of trends in subscription upgrades and user migration to higher-tier plans.
- **Downgrade Patterns:** Analysis of subscription downgrades and factors influencing plan reductions.
- **Content Consumption Behavior:** Investigation of total watch time patterns, device preferences, and demographic-based viewing variations.

User Base & Engagement level

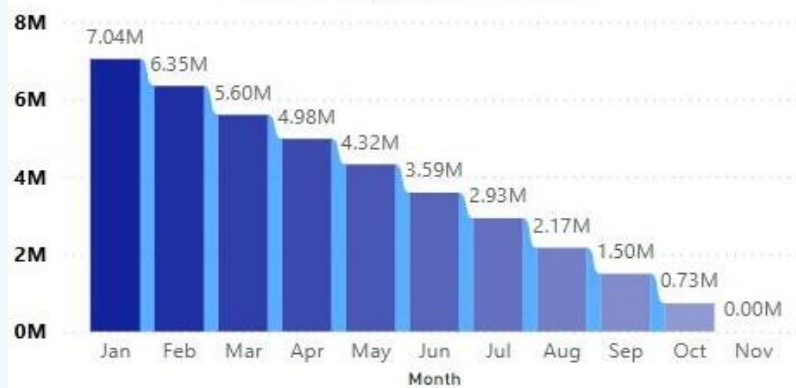


Insights:

Jotstar has 44,620 users as per available data with 29% paid and 71% free users indicating a freemium model with a smaller monetized user base. It boasts 85% active users which demonstrates strong user retention and consistent engagement.

LioCinema has 183,446 users as per available data with 65% paid and 35% free users indicating a stronger focus on converting users into paying customers. It has 55% active users, indicating a significant portion of inactive users, which may suggest challenges in sustained engagement despite a larger user base.

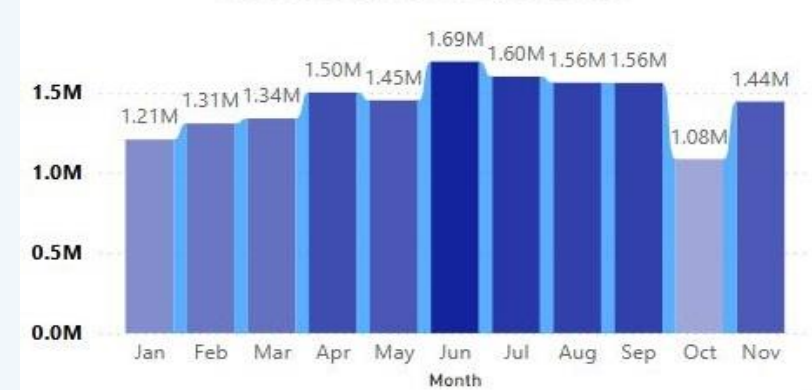
Revenue by Month JotStar



Monthly Subscription Prices

Platform	Plan	Price
LioCinema	Basic	₹ 69
	Premium	₹ 129
Jotstar	VIP	₹ 159
	Premium	₹ 359

Revenue by Month LioCinema



Monthly Users Growth Rate Jotstar



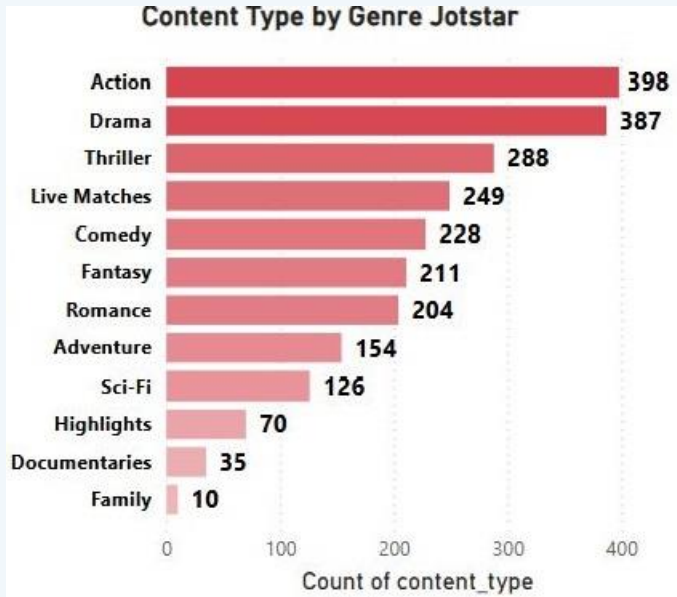
Monthly Users Growth Rate Liocinema



Insights:

- Jotstar has generated total revenue of Rs. 39.21 Million from Jan 2024 to Nov 2024. It implies better monetization per user. However it has a stable revenue decline over months(High in Jan, steady decline afterwards) .
- LioCinema has generated total revenue of Rs. 15.74 Million in same period. It has shown an upward trend but there is need to improve monetization strategies to increase the revenue.
- Monthly users growth rate is higher for LioCinema as compare to Jotstar . However its should focus on retention strategies like exclusive content, gamification, and personalized recommendations due to high inactive users.

Content Library – Genre Distribution



Jotstar:

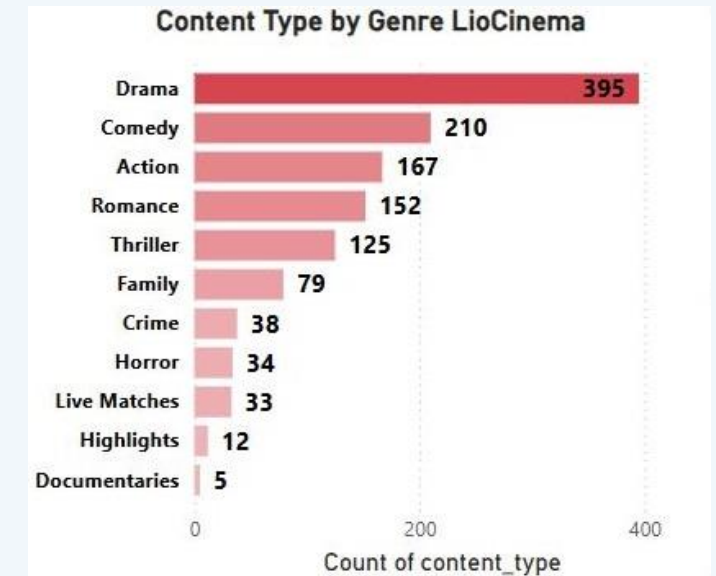
Dominant Genre : Action(398), Drama(387), Thriller(288)

It shows Jotstar excellence in Action and Drama

LioCinema

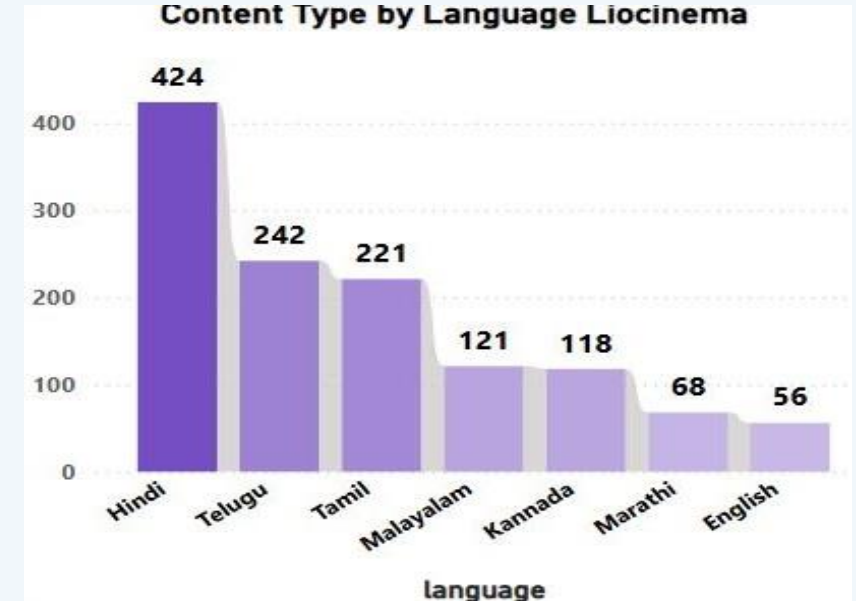
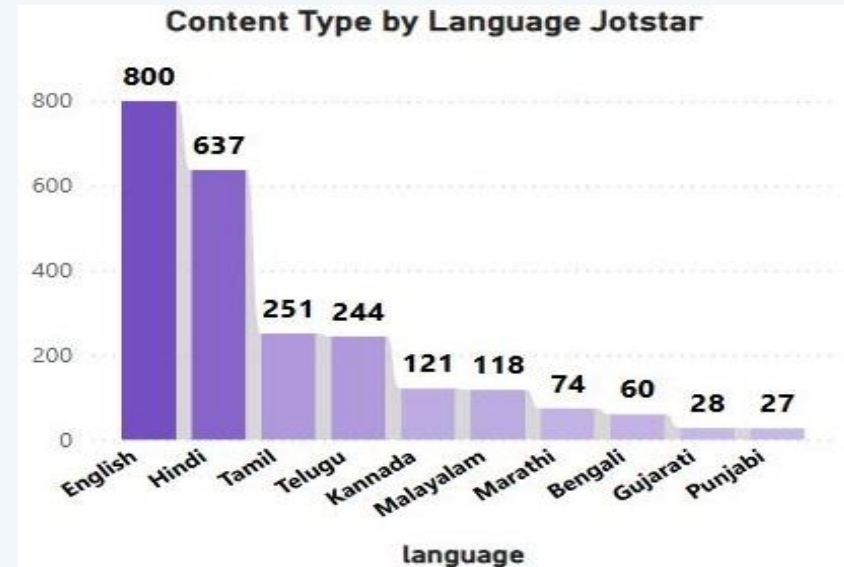
Dominant Genre : Drama(395), Comedy(210), Action(167)

It shows LioCinema excellence in Drama and Comedy



Insight: Merger can provide diverse content coverage for a broader audience.

Content Library – Language Distribution



Jotstar's Content Insights:

- Primarily focused on **English (800 titles)**, **Hindi (637 titles)**, and **Tamil (251 titles)**.
- Offers content in multiple regional languages, though with lower volumes (Malayalam, Marathi, Bengali, Gujarati, Punjabi).

LioCinema's Content Strengths:

- Strongest in **Hindi (424 titles)**, followed by **Telugu (242 titles)** and **Tamil (221 titles)**.
- English content is relatively lower (56 titles), making it weaker in this segment compared to Jotstar.

Insight & Strategic Takeaway:

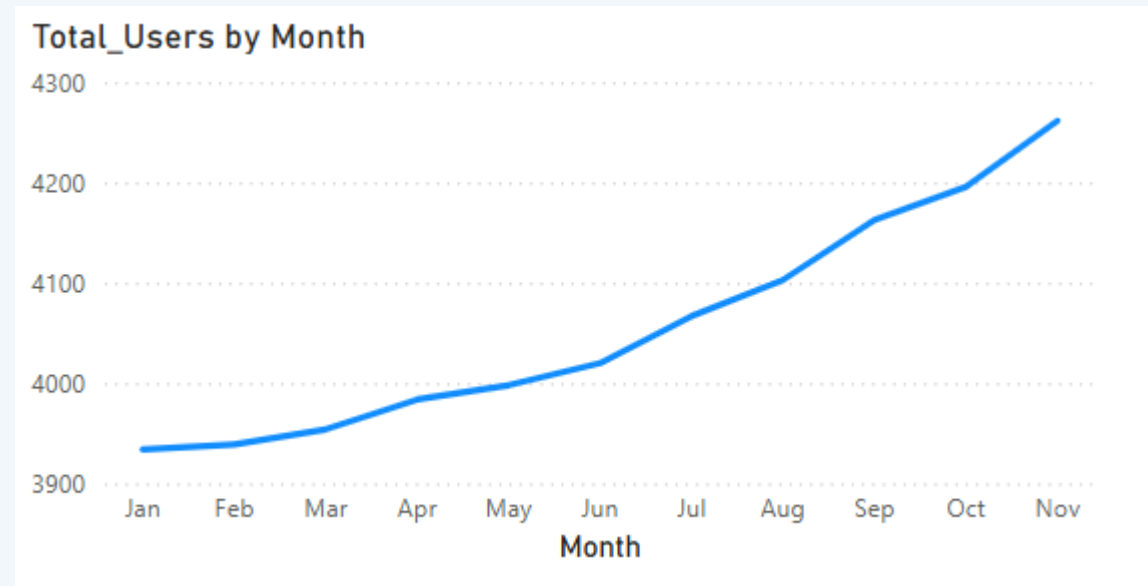
- Jotstar brings a **strong English content base**, while LioCinema strengthens **regional language offerings** (Telugu, Malayalam, Kannada).
- The combined platform would appeal to a broader audience, expanding reach across English-speaking viewers and regional language consumers.

Primary & Secondary Questions through SQL Queries

What is the total number of users for Jotstar and how do they compare in terms of growth trends (January–November 2024)

Output:

Month	Total_Users
Jan	3934
Feb	3939
Mar	3954
Apr	3984
May	3998
Jun	4020
Jul	4067
Aug	4103
Sep	4163
Oct	4196
Nov	4262
Total	44620

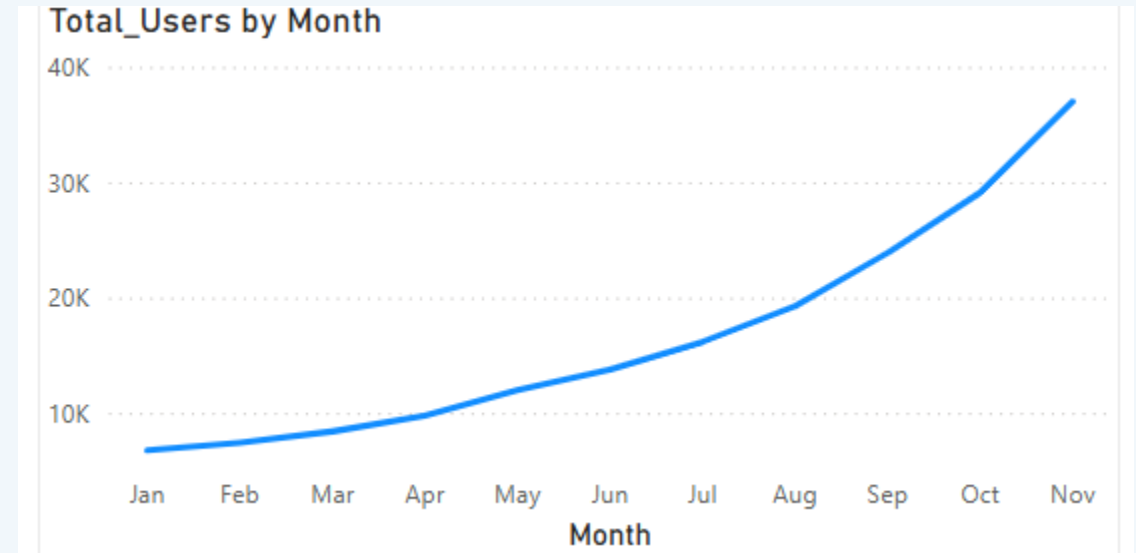


Primary & Secondary Questions through SQL Queries

What is the total number of users for LioCinema and how do they compare in terms of growth trends (January–November 2024)

Output:

Month	Total_Users
Jan	6758
Feb	7404
Mar	8397
Apr	9759
May	11977
Jun	13768
Jul	16161
Aug	19247
Sep	23873
Oct	29105
Nov	36997
Total	183446



Primary & Secondary Questions through SQL Queries

What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?

Output:

Jotstar:

genre	Count	language	Count
Action	398	Bengali	60
Drama	387	English	800
Thriller	288	Gujarati	28
Live Matches	249	Hindi	637
Comedy	228	Kannada	121
Fantasy	211	Malayalam	118
Romance	204	Marathi	74
Adventure	154	Punjabi	27
Sci-Fi	126	Tamil	251
Highlights	70	Telugu	244
Documentaries	35	Total	2360
Family	10		
Total	2360		

LioCinema:

genre	Count	language	Count
Action	167	English	56
Comedy	210	Hindi	424
Crime	38	Kannada	118
Documentaries	5	Malayalam	121
Drama	395	Marathi	68
Family	79	Tamil	221
Highlights	12	Telugu	242
Horror	34	Total	1250
Live Matches	33		
Romance	152		
Thriller	125		
Total	1250		

Primary & Secondary Questions through SQL Queries

What is the distribution of users by age group, city tier, and subscription plan for Jotstar & LioCinema

Output:

Jotstar:

Age_group	Total_Users
18-24	7676
25-34	20069
35-44	11274
45+	5601

City_tier	Total_Users
Tier 1	25451
Tier 2	13424
Tier 3	5745

Subscription_Plan	Total Users
Free	12096
Premium	13367
VIP	19157

LioCinema :

Age_group	Total_Users
18-24	79813
25-34	52027
35-44	32560
45+	19046

City_tier	Total_Users
Tier 1	41011
Tier 2	63848
Tier 3	78587

Subscription_Plan	Total_Users
Basic	53362
Free	104992
Premium	25092

Primary & Secondary Questions through SQL Queries

What percentage of LioCinema users are active vs. inactive? How do these rates vary by age group and subscription plan?

Output:

Age_Group and Subscription Plan	Total Users	Total Active Users	Active Users %	Inactive Users %
18-24	79813	40640	50.92	49.08
Basic	20018	11324	56.57	43.43
Free	53422	25071	46.93	53.07
Premium	6373	4245	66.61	33.39
25-34	52027	29891	57.45	42.55
Basic	13201	8358	63.31	36.69
Free	34263	18158	53.00	47.00
Premium	4563	3375	73.96	26.04
35-44	32560	19004	58.37	41.63
Basic	8740	5911	67.63	32.37
Free	20325	10337	50.86	49.14
Premium	3495	2756	78.86	21.14
45+	19046	11606	60.94	39.06
Basic	4921	3258	66.21	33.79
Free	11937	6588	55.19	44.81
Premium	2188	1760	80.44	19.56
Grand Total	183446	101141	55.13	44.87

Primary & Secondary Questions through SQL Queries

What percentage of Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?

Output:

Age Group and Current Subscription Plan	Total Users	Total Active Users	Active Users %	Inactive Users %
18-24	7676	6479	84.41	15.59
Free	2490	1912	76.79	23.21
Premium	2429	2282	93.95	6.05
VIP	2757	2285	82.88	17.12
25-34	20069	16944	84.43	15.57
Free	5951	4483	75.33	24.67
Premium	7103	6662	93.79	6.21
VIP	7015	5799	82.67	17.33
35-44	11274	9688	85.93	14.07
Free	3050	2329	76.36	23.64
Premium	4443	4232	95.25	4.75
VIP	3781	3127	82.70	17.30
45+	5601	4857	86.72	13.28
Free	1452	1106	76.17	23.83
Premium	2303	2201	95.57	4.43
VIP	1846	1550	83.97	16.03
Grand Total	44620	37968	85.09	14.91

Primary & Secondary Questions through SQL Queries

What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type

Jotstar

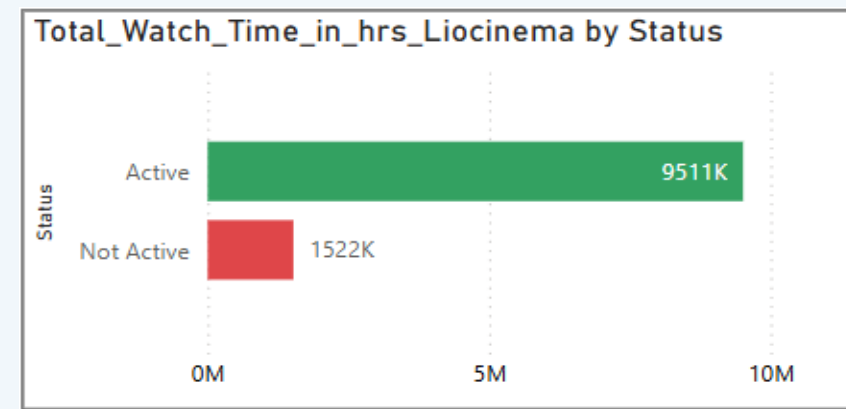
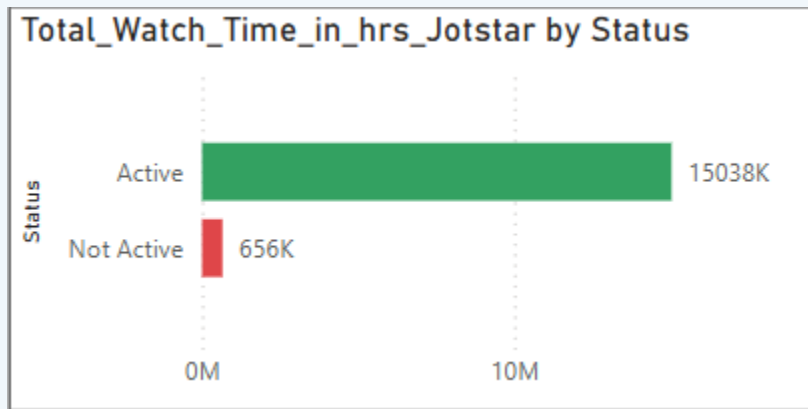
City_tier	Device_type	Average_Watch_Time(in hrs)
Tier 1		131.39
	Laptop	92.56
	Mobile	192.86
	TV	108.77
Tier 2		105.01
	Laptop	70.58
	Mobile	161.85
	TV	82.59
Tier 3		83.14
	Laptop	53.80
	Mobile	134.85
	TV	60.77

LioCinema

City_tier	Device_type	Average_Watch_Time(in hrs)
Tier 1		32.15
	Laptop	11.58
	Mobile	66.94
	TV	17.93
Tier 2		24.3
	Laptop	8.44
	Mobile	51.45
	TV	13.01
Tier 3		14.94
	Laptop	5.63
	Mobile	30.76
	TV	8.43

Primary & Secondary Questions through SQL Queries

How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?

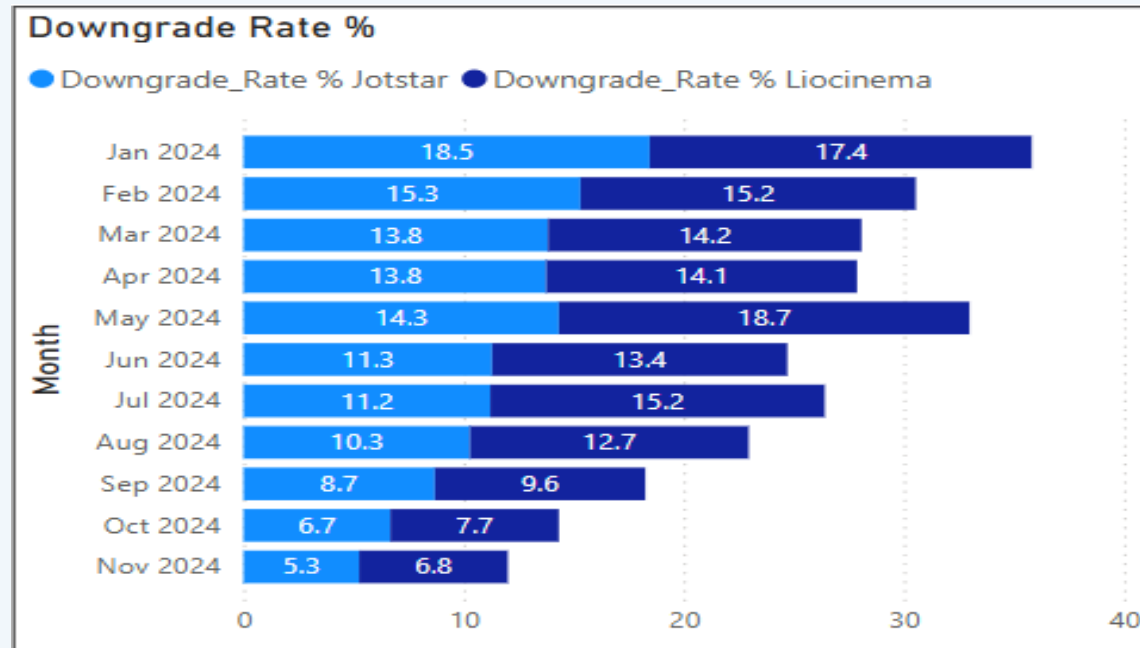


There is a strong correlation between inactivity patterns and total watch time across both platforms. Active users tend to have significantly higher watch time compared to inactive users. To enhance engagement, both platforms should focus on strategies to re-engage inactive users and encourage consistent content consumption.

Primary & Secondary Questions through SQL Queries

How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?

Downgrade means when user moves from higher subscription plan to lower subscription plan



- LioCinema has shown a consistently higher downgrade trend across most months as compare to Jotstar, indicating that a significant number of users are shifting to lower-tier plans or discontinuing their subscriptions. This trend suggests potential gaps in content engagement, perceived value, or pricing strategy.
- To address this, both LioCinema and Jotstar should focus on enhancing user retention by offering compelling content, personalized recommendations, and exclusive features that cater to audience preferences. Strategies such as targeted promotions, interactive content, improved user experience, and loyalty programs can help in reducing downgrade rates.

Primary & Secondary Questions through SQL Queries

What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms

LioCinema:

Platform	Total Upgrades	No_of_people_Free_To_Basic	No_of_people_Free_To_Premium	No_of_people_Basic_To_Premium
LioCinema	4155	2078	715	1362

Platform	Total Upgrades	No_of_People_Free_To_VIP	No_of_People_Free_To_Premium	No_of_People_VIP_To_Premium
Jotstar	1895	844	683	368

LioCinema:

- Users prefer step wise upgrade rather than direct jump to highest tier.
- Free to Basic is the most common upgrade path(2078 users), showing users first explore low cost paid-plan.
- Basic to Premium follows (1,362 users), suggesting that users upgrade once they see value in paid content.

Jotstar

- Users show a strong preference for Free to VIP upgrades instead of stepping up gradually.
- Free to VIP leads (844 users), suggesting that users see high value in the mid-tier plan.
- VIP to Premium is the second most common upgrade (368 users), indicating a gradual progression to the top tier.

Primary & Secondary Questions through SQL Queries

How does the paid user percentage for Basic, Premium in LioCinema vary across different platforms? Analyze the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Paid Users by City_Tier

City_Tier	Total_Users	Total_Paid_Users	Paid_Users %
Tier 1	41011	18574	45.29
Tier 2	63848	25523	39.97
Tier 3	78587	19402	24.69

Paid Users by Plans :

Current_subscription_plan	Total_Paid_Users	Paid_Users %
Basic	46880	25.56
Free	0	0
Premium	16619	9.06

- Tier 1 cities have highest no of paid users followed by Tier2 and Tier 3. Platform needs to focus on increasing paid users in Tier 2 and Tier 3 cities as well so that good amount of revenue can be generated. Localized Pricing and discounts, Regional Content and Promotions, Easy payment options (UPI, EMI, Wallets) can be done to encourage sign-ups
- On the basis of current subscription plans, paid users are highest in Basic Plan as people first explore low cost paid-plan and then upgrade to high cost plain.

Primary & Secondary Questions through SQL Queries

How does the paid user percentage for Basic, Premium in Jotstar vary across different platforms? Analyze the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Paid Users by City_Tier

City_tier	Total_Users	Total_Paid_Users	Paid_Users %
Tier 1	25451	19914	78.24
Tier 2	13424	9022	67.21
Tier 3	5745	2741	47.71

Paid Users by Plans :

Current_subscription_plan	Total_Paid_Users	Paid_Users %
Free	0	0
Premium	16278	36.48
VIP	15399	34.51

- Tier 1 cities have the highest number of paid users, reflecting a strong presence in metropolitan regions. However, the percentage of paid users in Tier 2 and Tier 3 cities is relatively higher for Jotstar compared to LioCinema.
- Platform can adopt promotional strategies in Tier 2 and Tier 3 to increase the paid user base and revenue. Tier 3, in particular, presents a significant growth potential for increasing paid users.
- Paid user distribution at the Premium and VIP levels is almost equal across both platforms, indicating a similar appeal for high-end subscription tiers.

Strategic Recommendations for Merged Platform

1. Increase Engagement among Not Active Users in Merged platform (Jotstar + LioCinema)

- **Personalized Content Recommendations:** AI-driven suggestions based on past viewing behavior
- **Exclusive Free Trials & Discounts:** Offer limited-time free access to premium content
- **Push Notifications & Email Reminders:** Personalized updates about trending shows, upcoming releases, or unfinished content
- **Interactive Content:** Live Q&A sessions, behind-the-scenes, and interactive polls to keep users engaged

2. Merged platform can launch multi-channel brand campaigns focusing on :

- **Regional Content :** Advertise Content in regional languages
- **"One India, One Entertainment"** Campaign: Showcase a diverse lineup of Bollywood, regional cinema, sports, and international content.
- **Festival & Cultural Promotions:** Tie campaigns to major festivals like Diwali, Eid, or IPL to increase visibility.
- **Collaboration** with Top influencers in Instagram, YouTube etc. to reach Gen Z and millennials

3. Effective Subscription Pricing

- **Freemium Model** – Free with ads, limited access
- **Basic (₹99-149 per month)** – Entry-level with limited access
- **Standard (₹249-299 per month)** – HD streaming, multi-device
- **Premium (₹399-499 per month)** – 4K, ad-free, early content access
- **Attractive Yearly plans**

Strategic Recommendations for Merged Platform

4. Partnership with Telecom Companies

- **Bundled OTT + data plans** with major Telecom players in country
- **High-speed streaming packs** for mobile users
- **Leverage 5G expansion** to promote high-quality streaming services

5. AI & Machine Learning in Personalization & Content Discovery

- **Smart Recommendations:** AI-based personalized content suggestions
- **Content Performance Analysis:** Identify trends and optimize content production
- **Automated Customer Support:** AI chatbots for real-time query resolution

Thank You