



228.07K

Total Users

2080

Total Movie Contents

Provide Insights for a  
Strategic Merger in the OTT  
Domain



Liocinema



Jotstar





Home



Subscribers Insights



Content &amp; Revenue



Inactivity &amp; Up/Downgrade



Content Consumption



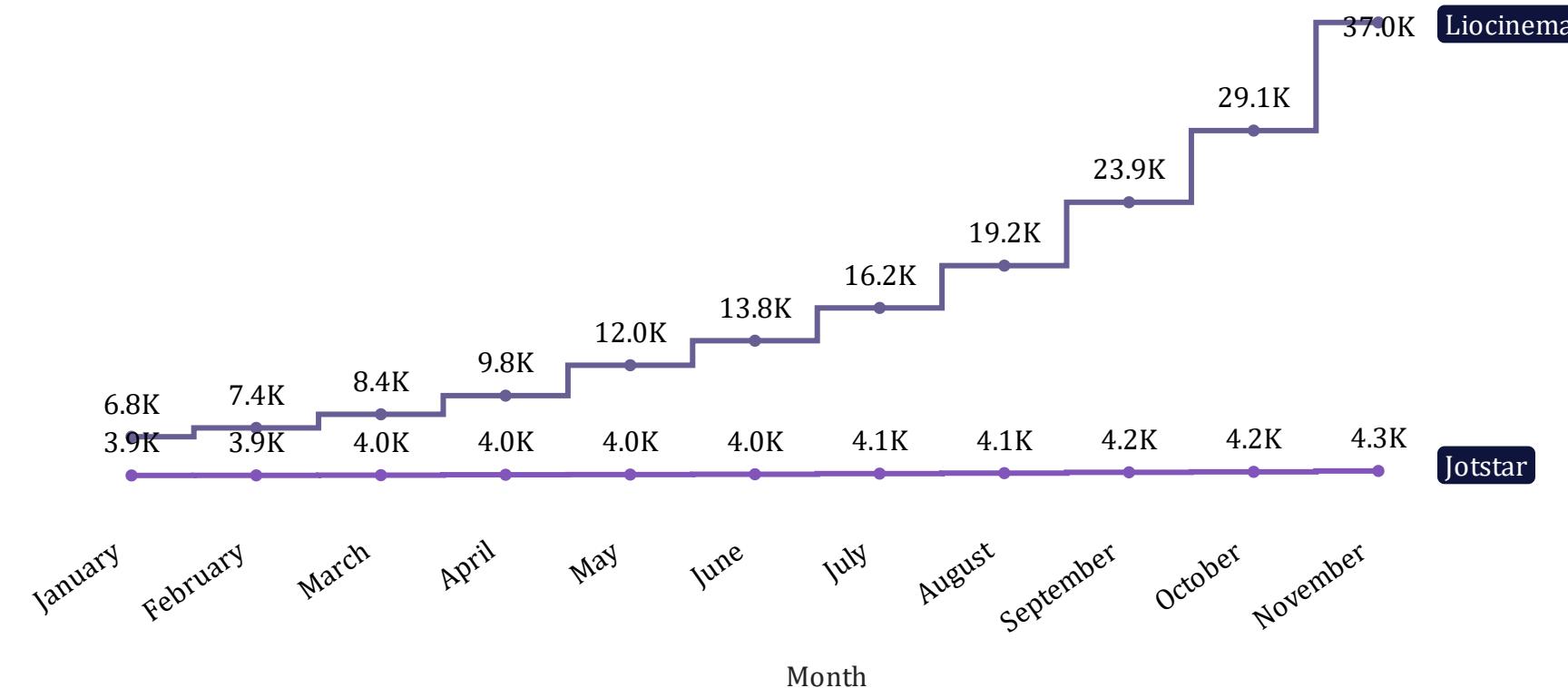
Filter Pane

183.45K  
Total Users

1.79%  
Free-Upgrade Rate

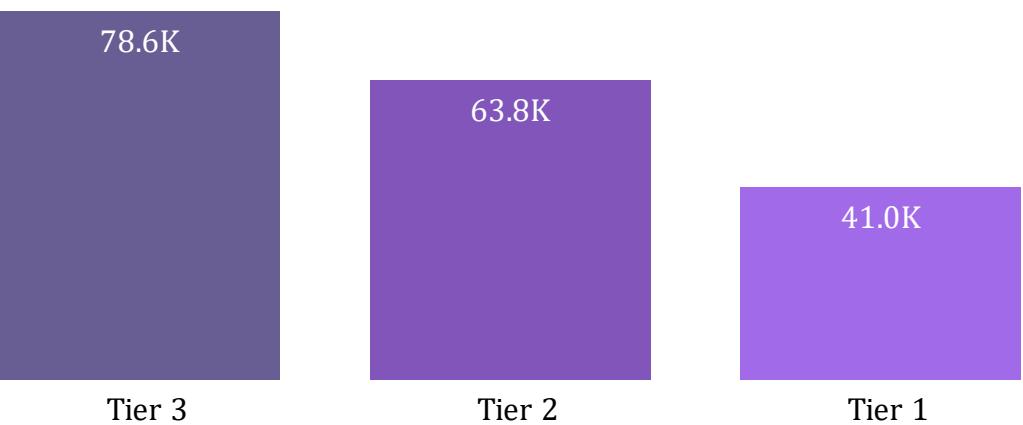
8.19%  
Retention Rate

### Users Growth Over Time For Liocinema & Jotstar



### Distribution of Users By City Tier For Liocinema

- Age Group
- City Tier
- Subscription Plan



### Users Growth Trends By Subscription Month For Liocinema

Month	Total Users	MoM%
January	6.76K	0.00
February	7.40K	9.56
March	8.40K	13.41
April	9.76K	16.22
May	11.98K	22.73
June	13.77K	14.95
July	16.16K	17.38
August	19.25K	19.10
September	23.87K	24.03
October	29.11K	21.92
November	37.00K	27.12

### Retention Rate By Paid/Unpaid Users For Liocinema



- Paid
- Unpaid



Home



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Content Consumption



Filter Pane

1.25K  
Total Contents15.85M  
Total Revenue

## Content Distribution For Liocinema

Content Type ▼

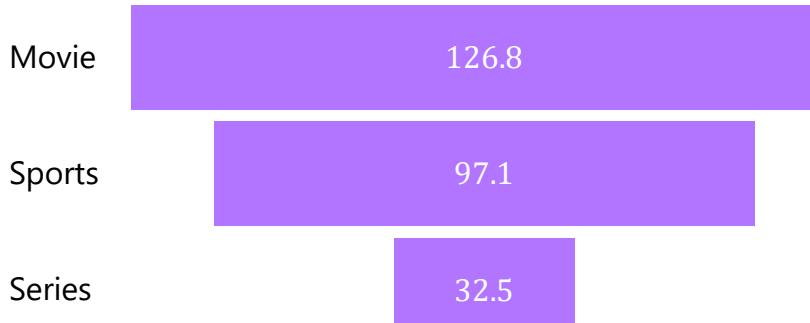
## Movie

[+]	Drama	282
[+]	Comedy	159
[+]	Action	129
[+]	Romance	116
[+]	Thriller	96
[+]	Family	61
[+]	Crime	30
[+]	Horror	27
	<b>Total</b>	<b>900</b>

## Series

[+]	Drama	113
[+]	Comedy	51
[+]	Action	38
[+]	Romance	36
[+]	Thriller	29
	<b>Total</b>	<b>1250</b>

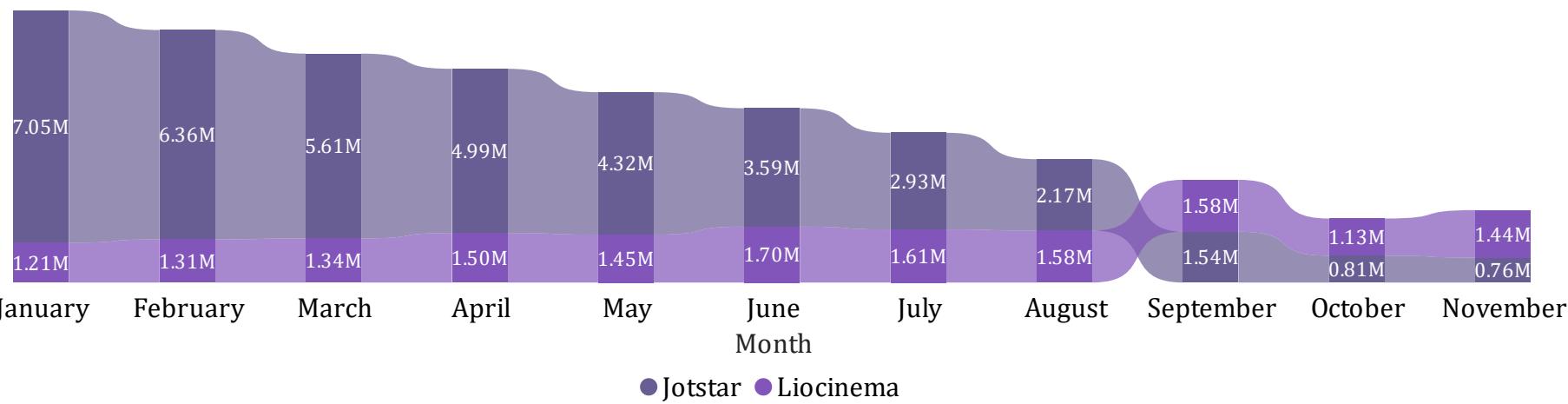
## Run Time Distribution By Content For Liocinema



## Revenue Trends By Subscription Month For Liocinema

Month	Total Revenue	Revenue MoM%
January	1.21M	0.00
February	1.31M	8.33 ▲
March	1.34M	2.33 ▲
April	1.50M	12.11 ▲
May	1.45M	-3.21 ▼
June	1.70M	16.72 ▲
July	1.61M	-5.00 ▼
August	1.58M	-2.28 ▼
September	1.58M	0.09 ▲
October	1.13M	-28.43 ▼
November	1.44M	27.83 ▲

## Revenue By Subscription Month For Liocinema &amp; Jotstar





**60.59%**  
Active User%



**39.41%**  
Inactive User%



**43.79%**  
Paid User%



**86.45%**  
Downgraded Users%



**13.55%**  
Upgraded Users%



Home



Subscribers Insights



Content & Revenue



Inactivity & Up/Downgrade



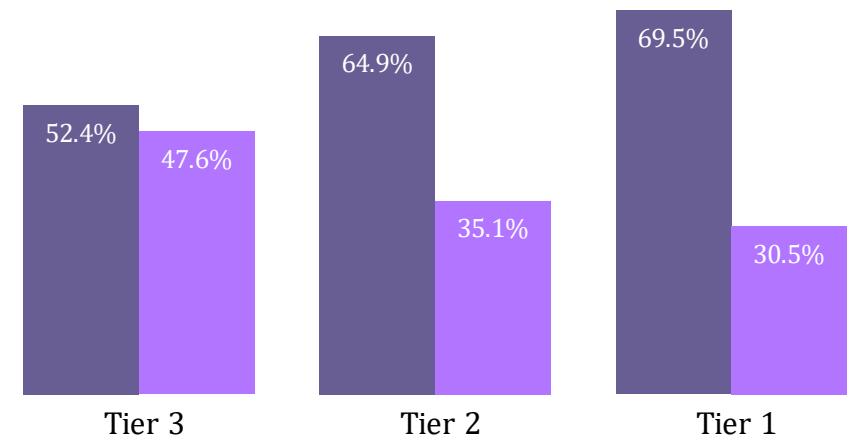
Content Consumption



Filter Pane

### Acitve VS Inactive Users By City Tier For Liocinema

- Age Group
- City Tier
- Subscription Plan

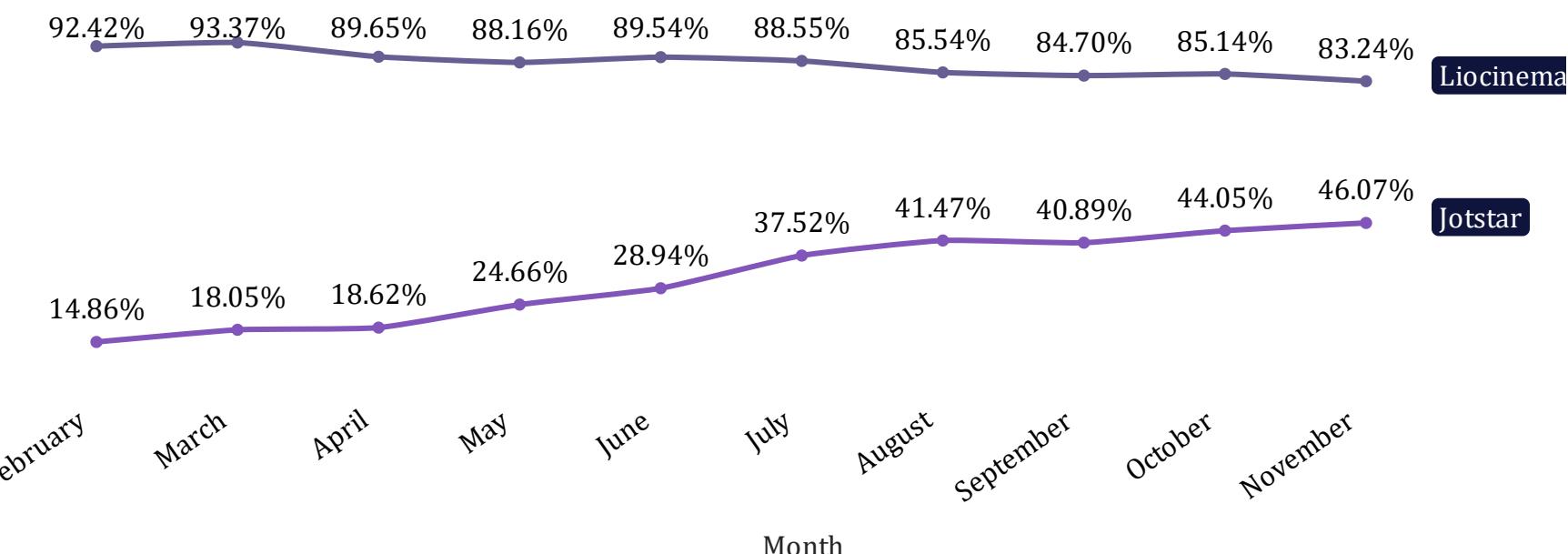


● Active User% ● Inactive User%

### Downdgrade Trends By Plan Change Month For liocinema & Jotstar

Upgrade%

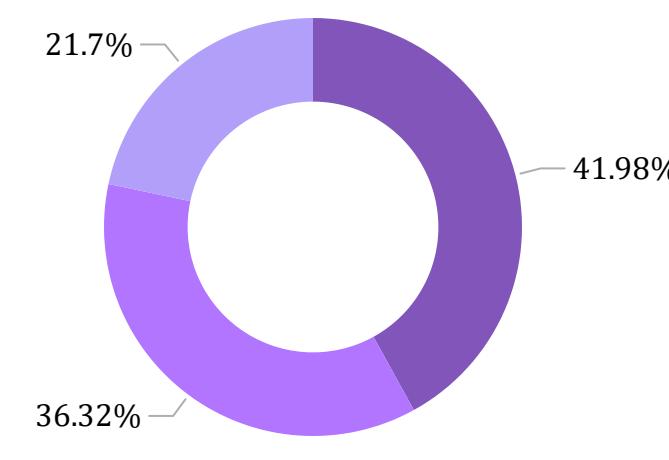
Downgrade%



### Most Common Upgrade Transition For Liocinema

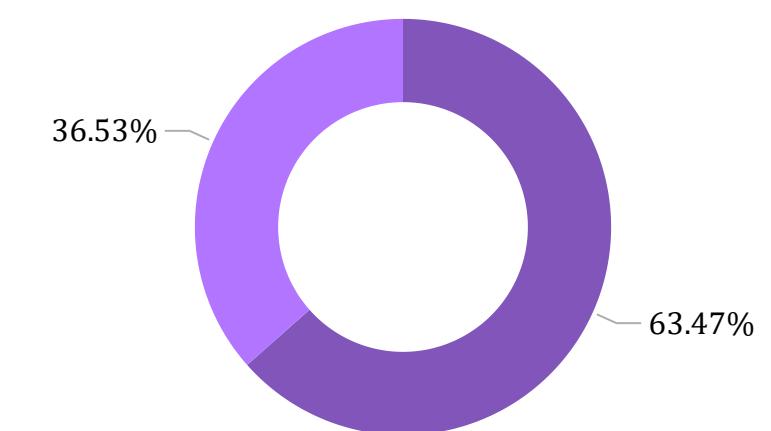
Subscription Plan	New Subscription Plan	Total Users
Basic	Premium	0.92K
Free	Basic	1.40K
Free	Premium	0.48K
<b>Total</b>		<b>2.80K</b>

### Premium Users Distribution By City Tier For Liocinema



● Tier 1 ● Tier 2 ● Tier 3

### Paid Users Distribution By Platform



● Jotstar ● Liocinema



Liocinema



Jotstar



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Content Consumption



Filter Pane



25.61

Avg Watch Time Hours



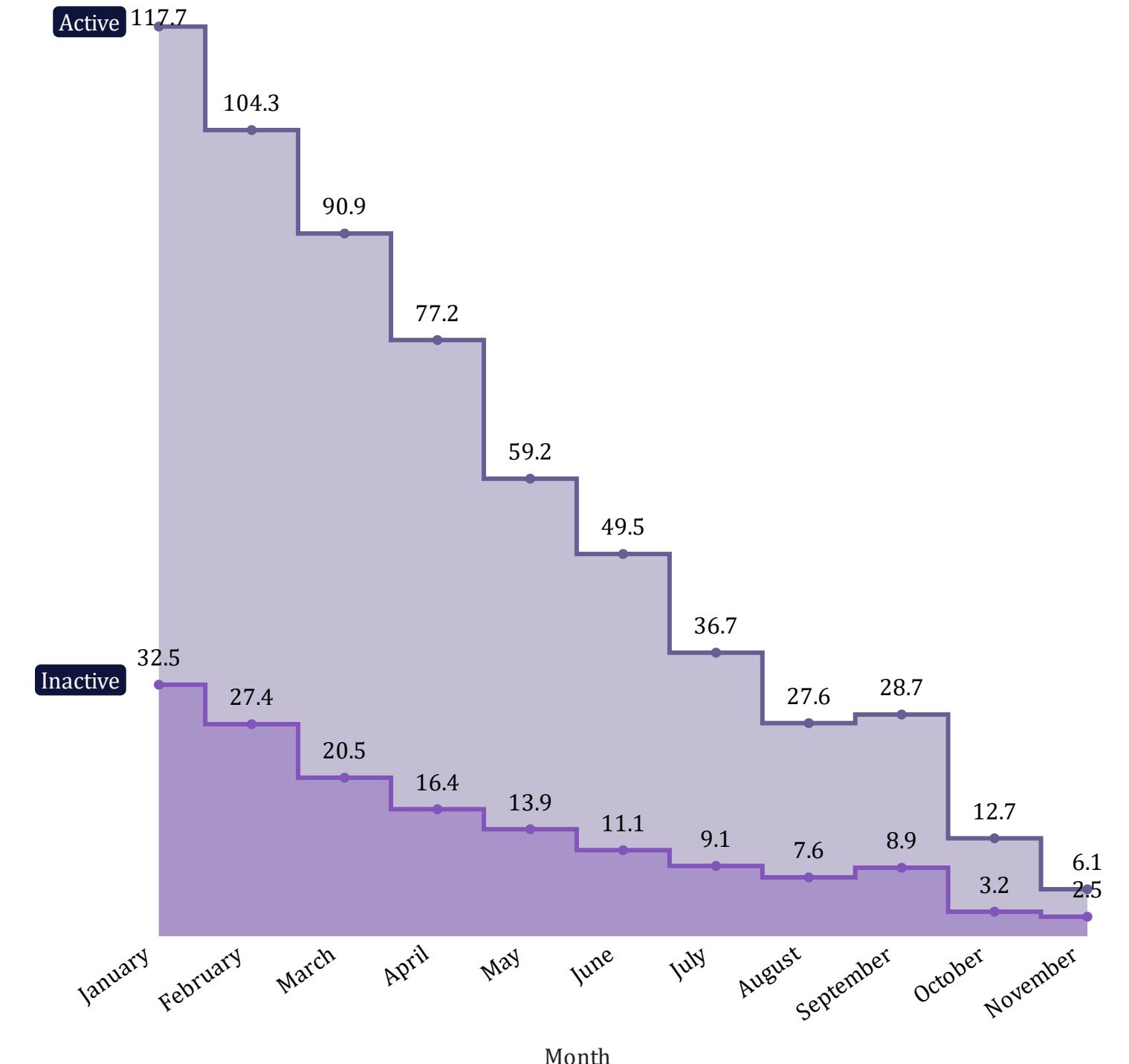
11.03M

Total Watch Time Hours

### Correlation Between User Activity & Watch Time By Subscription Month For Liocinema

Upgrade/Downgr...

User Activity



### Avg Watch Time By Device Type For Liocinema

Mobile

TV

12.65

Laptop

8.25

46.05

Age Group

City Tier

Subscription Plan

### Avg Watch Time By City Tier For Liocinema

Tier 1

35.1

Tier 2

27.1

Tier 3

18.2