

Optimizing the Future of OTT: Lio-Jotstar Strategic Insights

UserDemographics & Activity

ContentConsumption &
Revenue Insight

PlanConversion Insight

content Insight





USER DEMOGRAPHICS

LIOCINEMA USERS

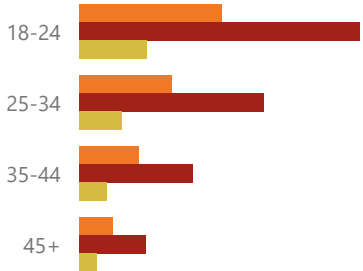
183K

JOTSTAR USERS

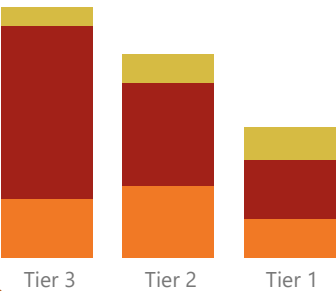
45K

Liocinema

Basic Free Premium

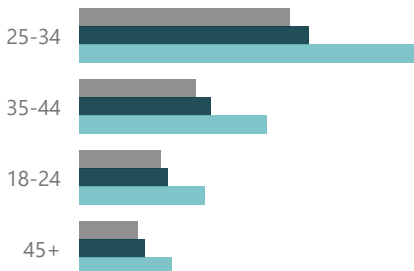


Basic Free Premium

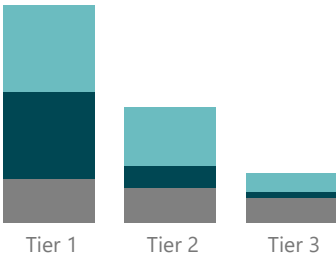


Jotstar

Free Premium VIP

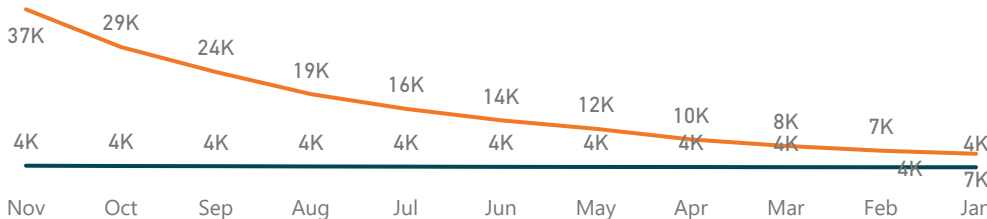


Free Premium VIP



Users Growth trends

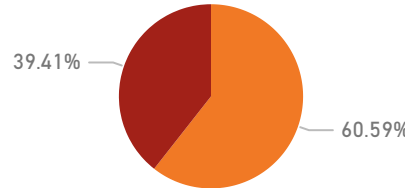
Liocinema Jotstar



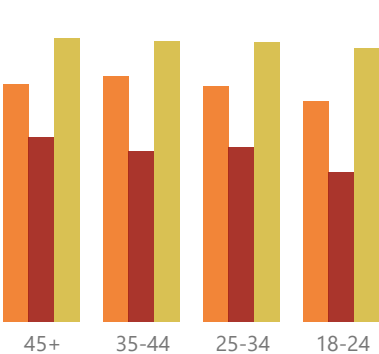
UserActivity

LIOCINEMA Activity

ActiveUser InactiveUser

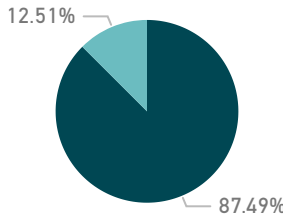


Basic Free Premium

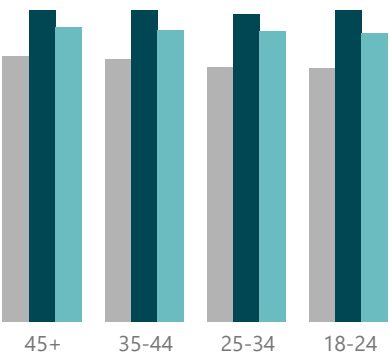


JOTSTAR Activity

ActiveUser InactiveUser



Free Premium VIP



platform
jotstar
liocinema



ContentConsumption Insights

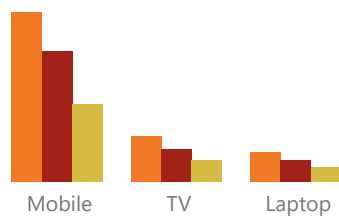
LIOCINEMA WATCH HRS

25.61 -0.39

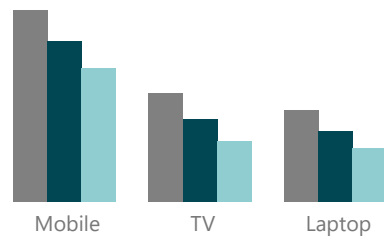
JOTSTAR WATCH HRS

117.24 -0.25

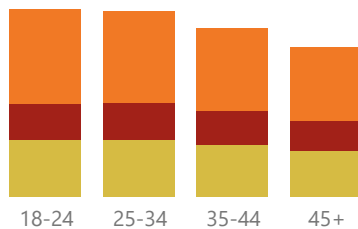
city_tier Tier 1 Tier 2 Tier 3



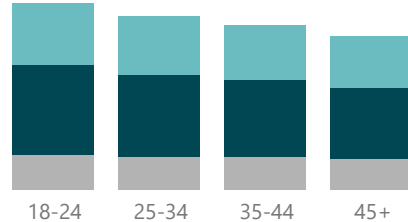
Tier 1 Tier 2 Tier 3



subscr... Basic Free Premium



Free Premium VIP



Activity

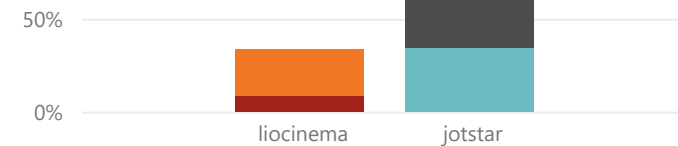
- active
- inactive

platform_na...

- jotstar
- liocinema

PaidUser

Premium% Basic% VIP% j_Premium%



Revenue Insight

Liocinema Revenue

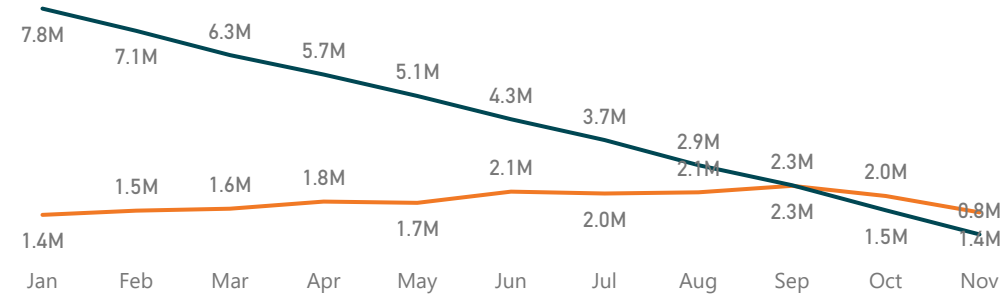
20M

JotstarRevenue

48M

RevenueTrend

LioCinema Jotstar





PlanConversion Insights

platform

- ☐ jotstar
☐ liocinema

Free to PaidConversion

Liocinema

2.66%

Jotstar

12.62%

18K

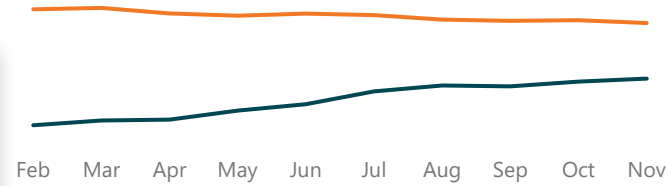
Liocinema

2090

Jotstar

Downgrade Trend

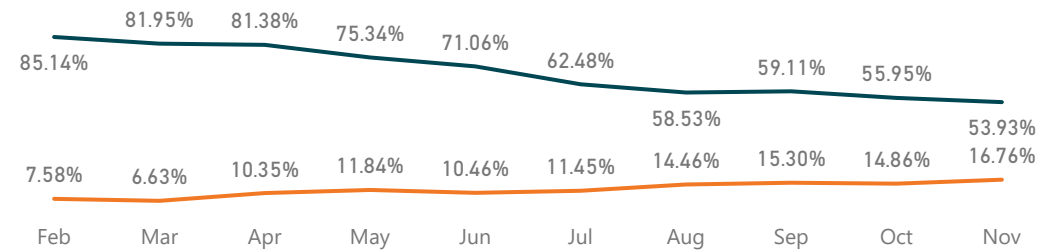
● Liocinema ● Jotstar



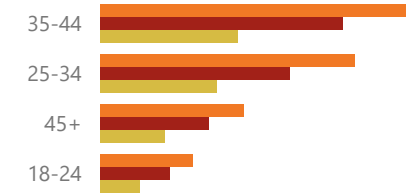
Upgrade Trend



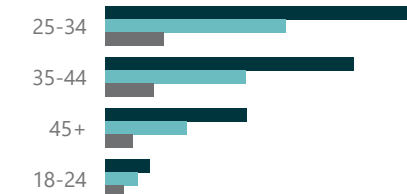
● Liocinema ● Jotstar



● Tier 1 ● Tier 2 ● Tier 3

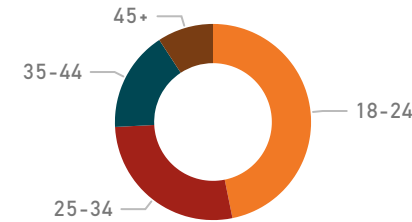


● Tier 1 ● Tier 2 ● Tier 3

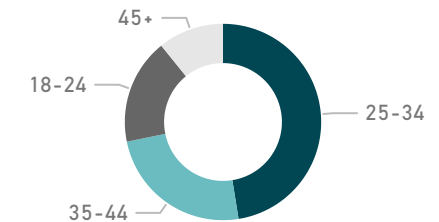


Churned User Trend

By age_group

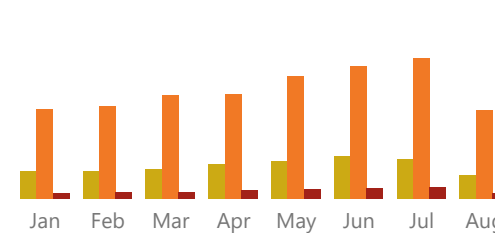


By age_group



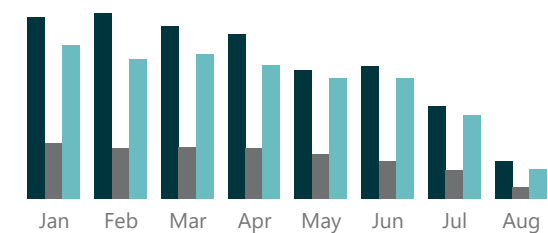
Liocinema Churned by Month

● Basic ● Free ● Premium



JotstarChurned by Month

● Free ● Premium ● VIP





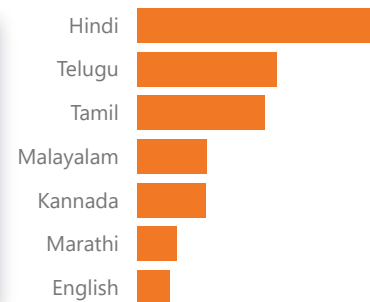
Content Insights

LIOCINEMA CONTENTS

1250

Total_contents

Language



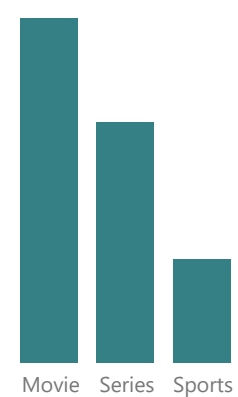
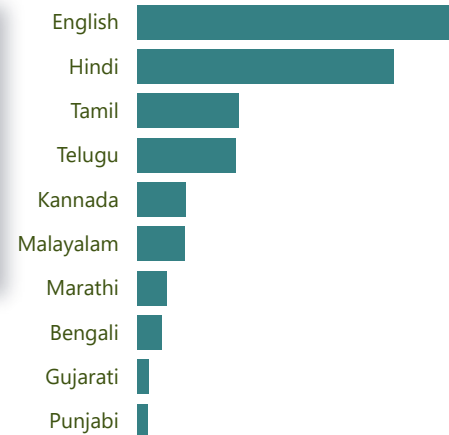
content_type



JOTSTAR CONTENTS

2360

Totalcontents



Liovinema Genre

- ☐ Action
- ☐ Comedy
- ☐ Crime
- ☐ Documentaries
- ☐ Drama
- ☐ Family
- ☐ Highlights
- ☐ Horror
- ☐ Live Matches
- ☐ Romance
- ☐ Thriller

Jotstar Genre

- ☐ Action
- ☐ Adventure
- ☐ Comedy
- ☐ Documentaries
- ☐ Drama
- ☐ Family
- ☐ Fantasy
- ☐ Highlights
- ☐ Live Matches
- ☐ Romance
- ☐ Sci-Fi
- ☐ Thriller