



The Merger of Two Biggest

Competitor :-

LioJotstar

1. Content Library Analysis

2. Subscriber Acquisition

3. Inactive Users Analysis

4. Subscription Upgrade Patterns

5. Subscription Downgrade Patterns

6. Watch Time Analysis

8. Revenue Analysis

9. Merger Analysis

Content Library Analysis

Content Ty...
All

Language...
All



Liocinema Key Insights

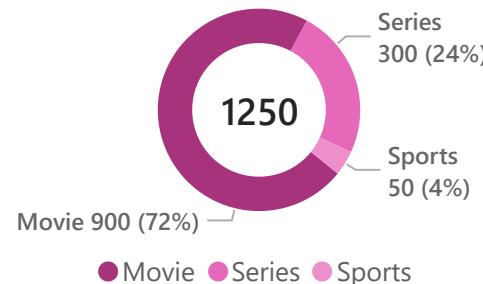
1250

Total Content

01h 43m

Avg Run Time

Distribution By Content



Distribution By Content Item

Language	Movie	Series	Sports	Total
Hindi	280	118	26	424
Telugu	189	45	8	242
Tamil	171	42	8	221
Malayalam	90	28	3	121
Kannada	81	33	4	118
Marathi	49	18	1	68
English	40	16		56
Total	900	300	50	1250

Jotstar Key Insights

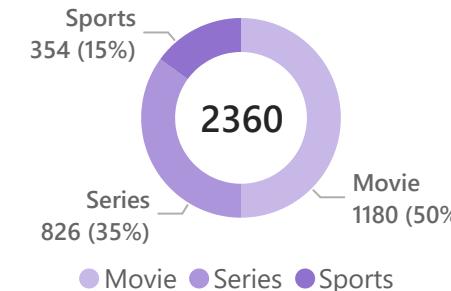
2360

Total Content

01h 30m

Avg Run Time

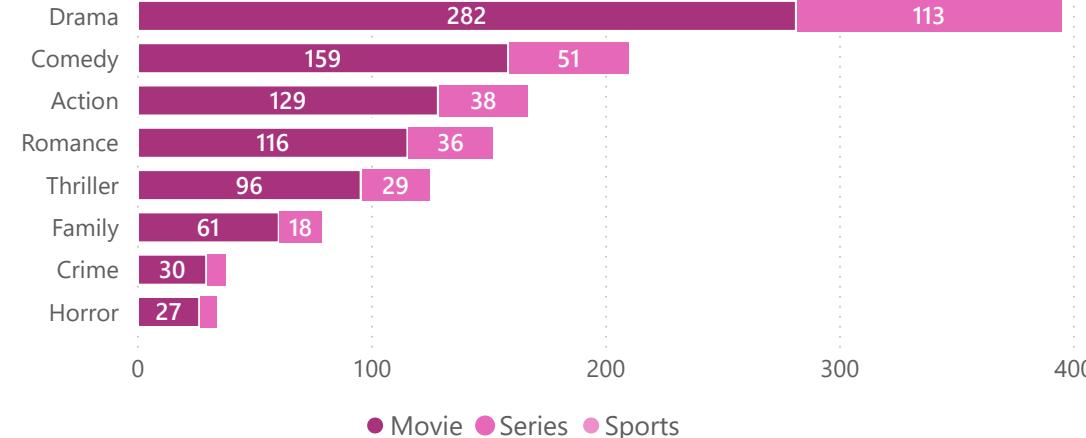
Distribution By Content



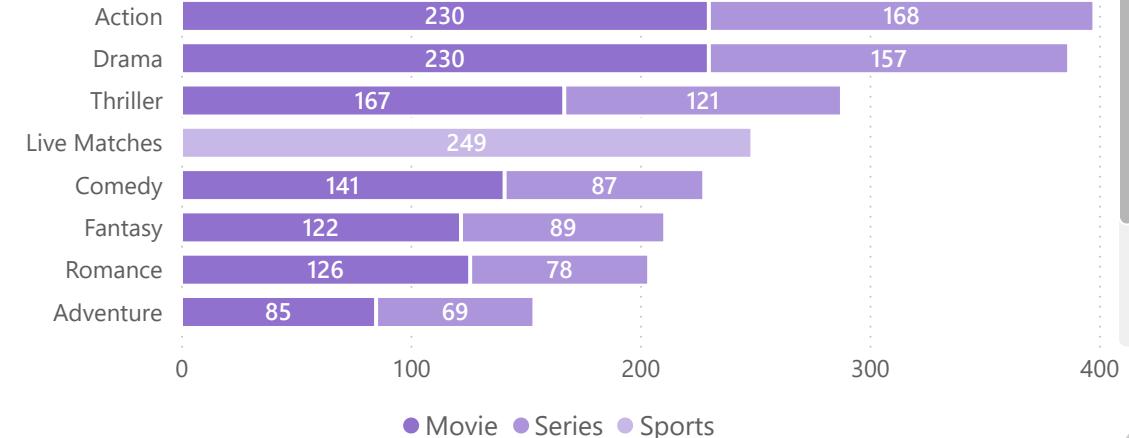
Distribution By Content Item

Language	Movie	Series	Sports	Total
English	359	335	106	800
Hindi	295	165	177	637
Tamil	141	82	28	251
Telugu	141	82	21	244
Kannada	70	41	10	121
Malayalam	70	41	7	118
Marathi	47	24	3	74
Total	1180	826	354	2360

Distribution By Genre



Distribution By Genre

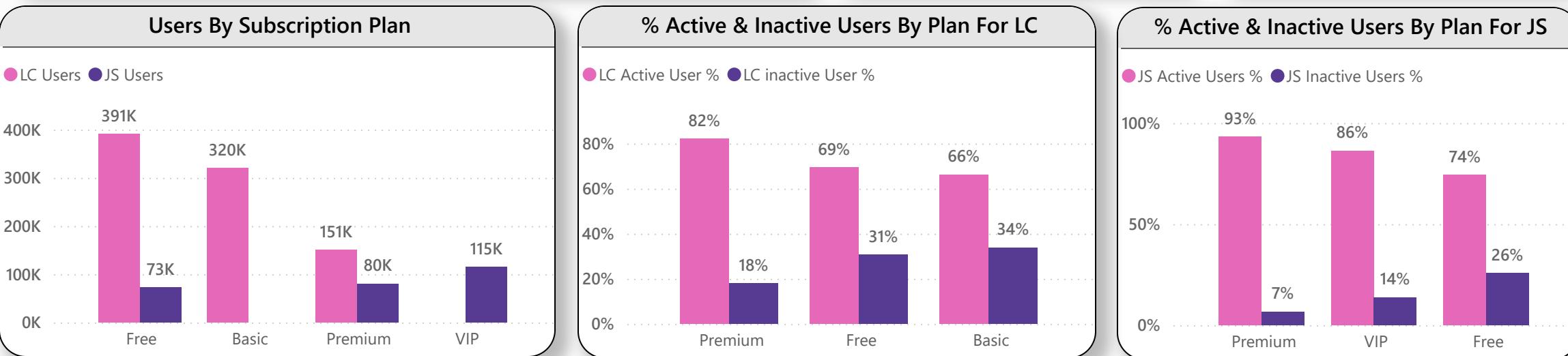
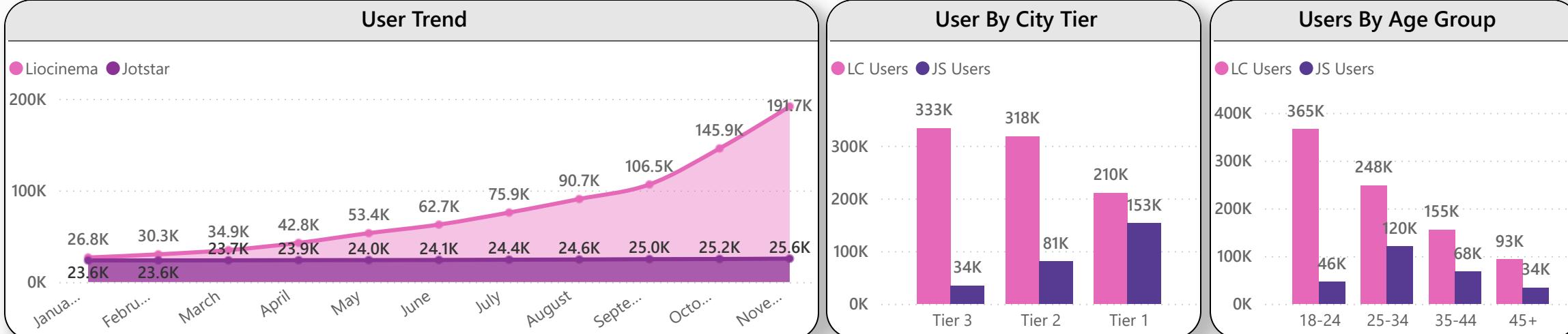


Subscriber Acquisition And Demographic Analysis

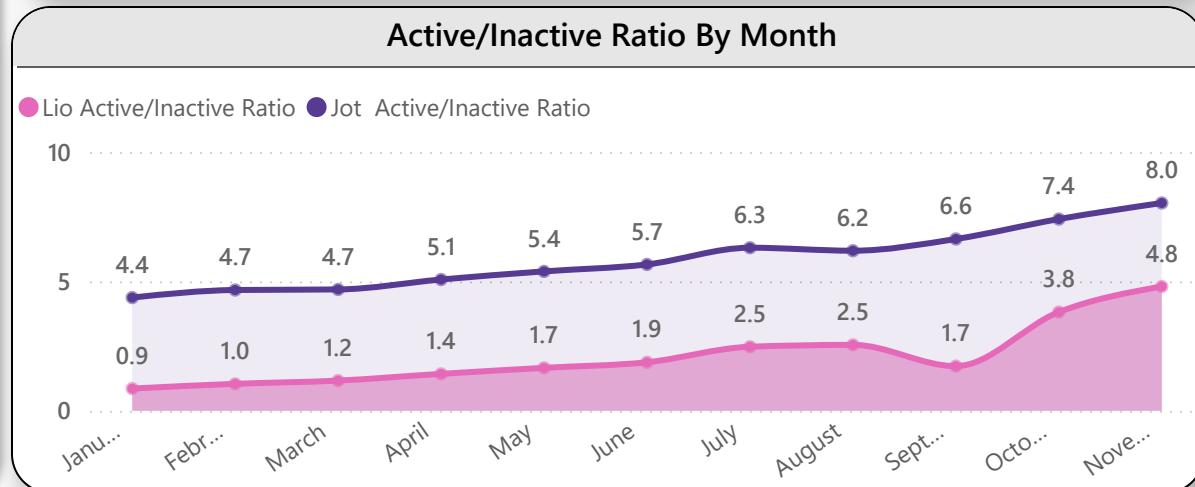
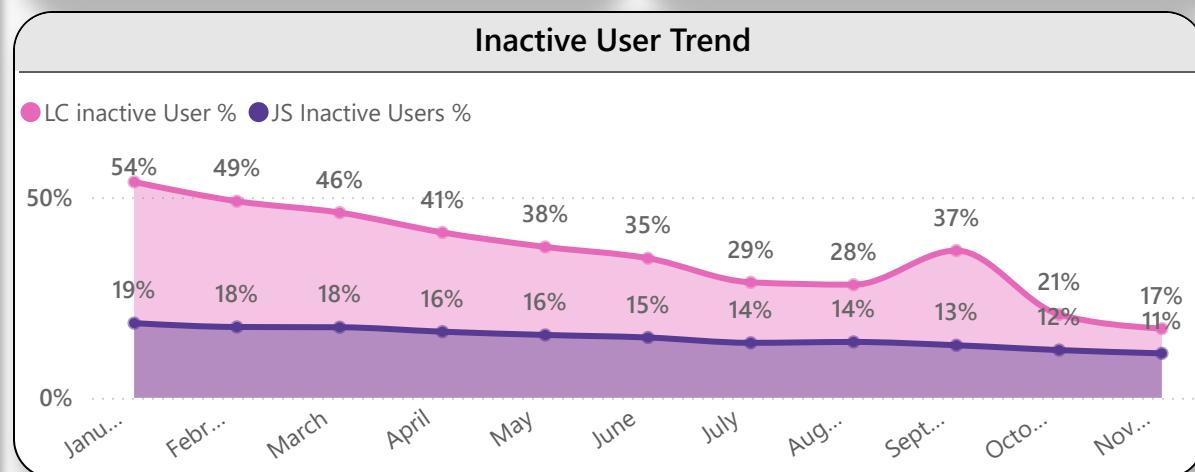
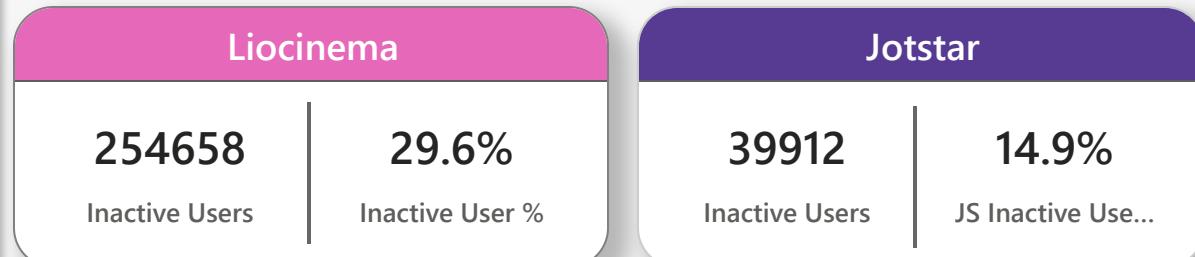
City Tier

Subscription...

Age Group

862K
LC Users607K
LC Active Users255K
LC Inactive Users70.4%
LC Active User %29.6%
LC inactive User %268K
JS Users228K
JS Active Users40K
JS Inactive Users85.1%
JS Active Users %14.9%
JS Inactive Users %

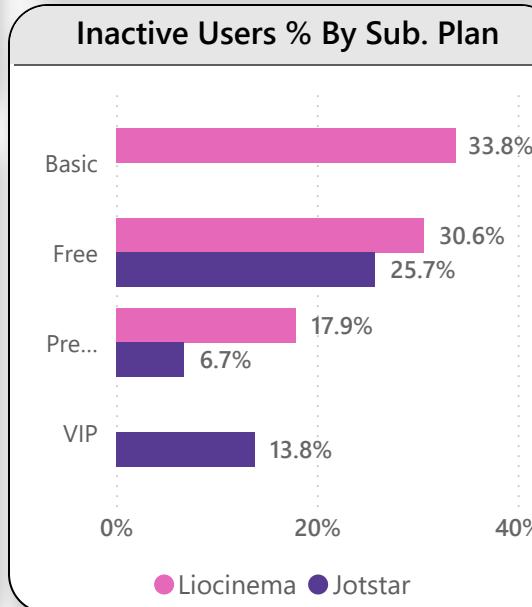
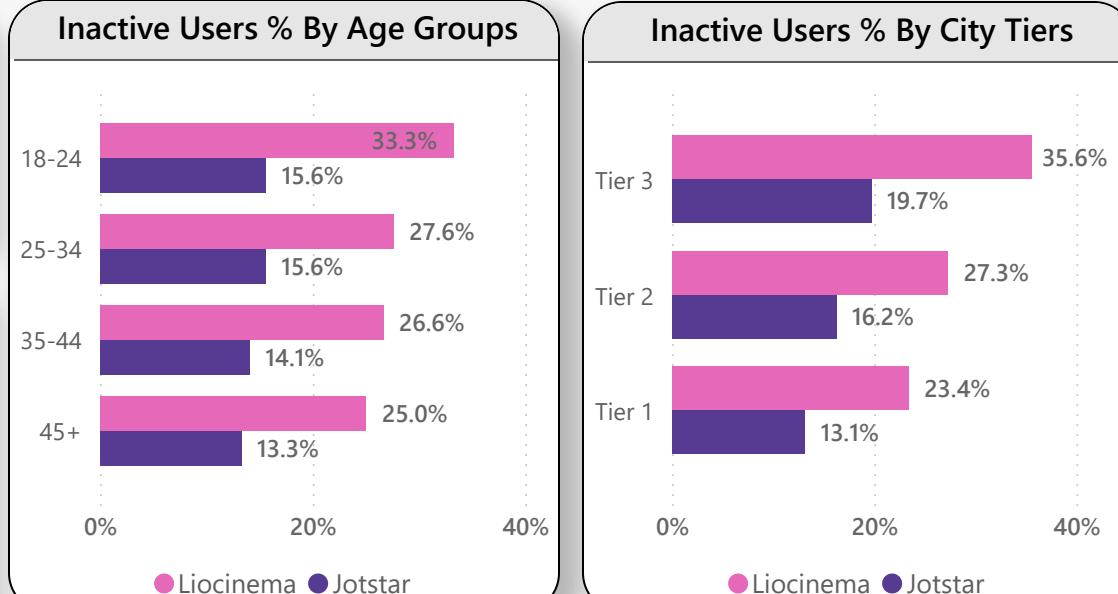
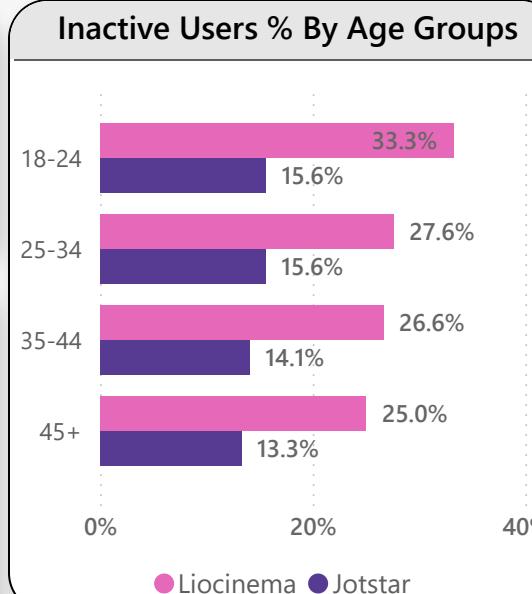
Inactive Users Analysis



City Tier
 All

Age Group
 All

Plan
 All



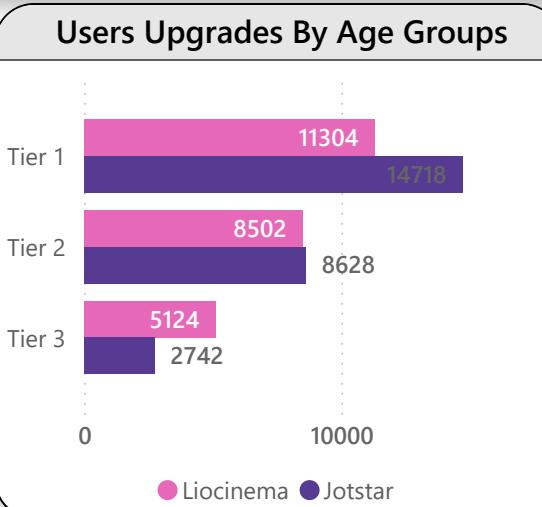
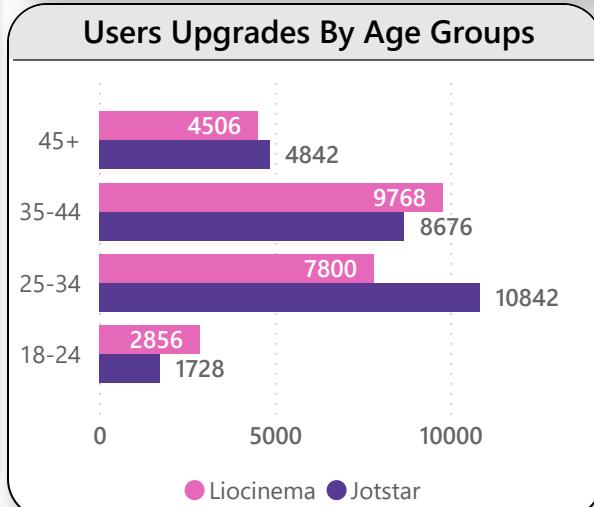
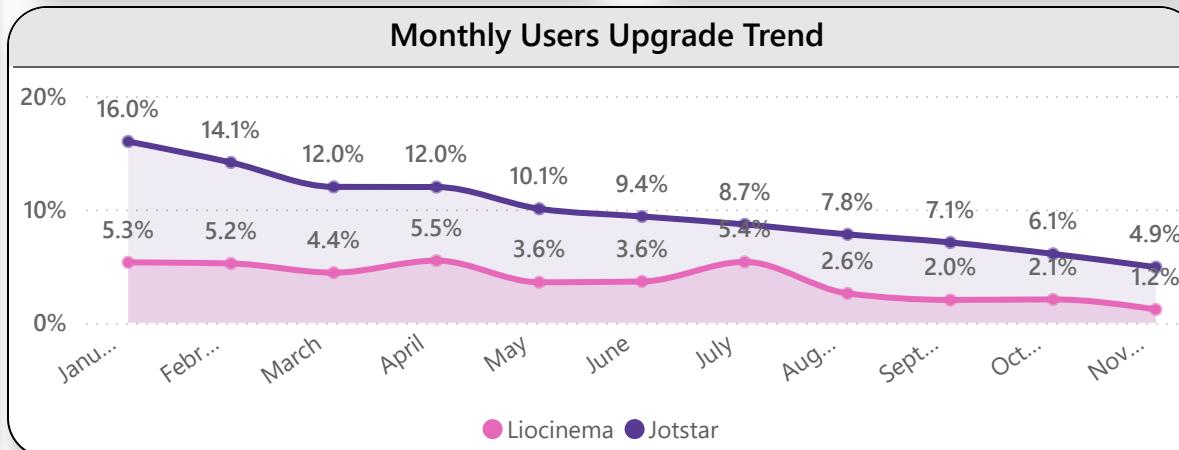
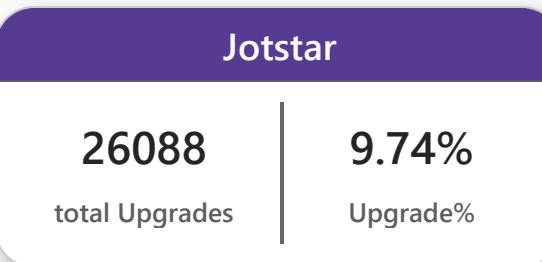
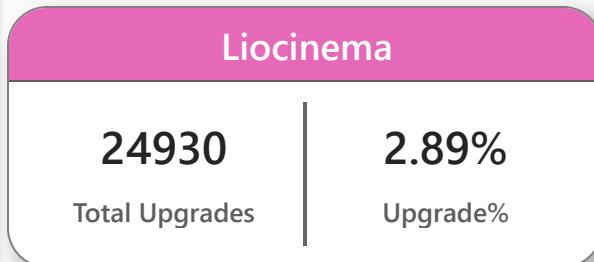
Notice

The active/inactive ratio is a metric that compares the number of active subscribers to the number of inactive subscribers.

If the ratio is greater than 1, then we have more active users than inactive ones. If the ratio is equal to 1, then the number of active and inactive subscribers is equal.

Inactive users have significantly lower average watch time (e.g., 18 vs. 94 hours for LioCinema) and total watch time (e.g., 2M vs. 10M hours), confirming that less engaged users are more likely to become inactive.

Subscription Upgrade Patterns

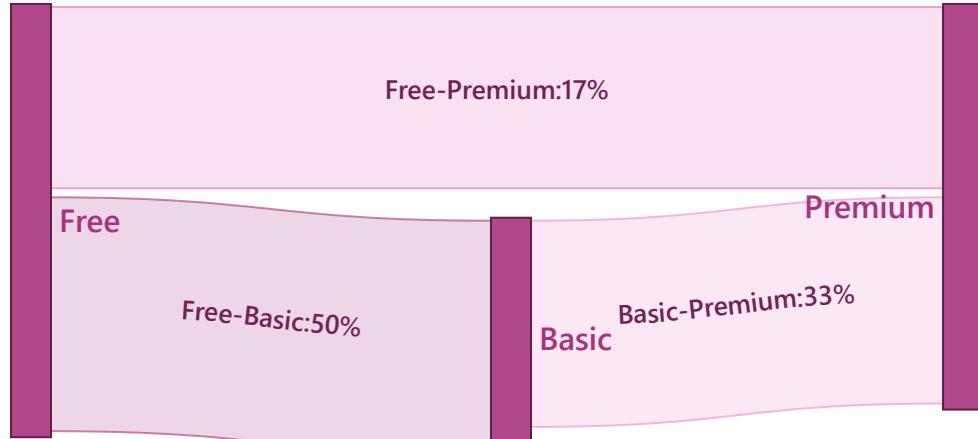


City Tier

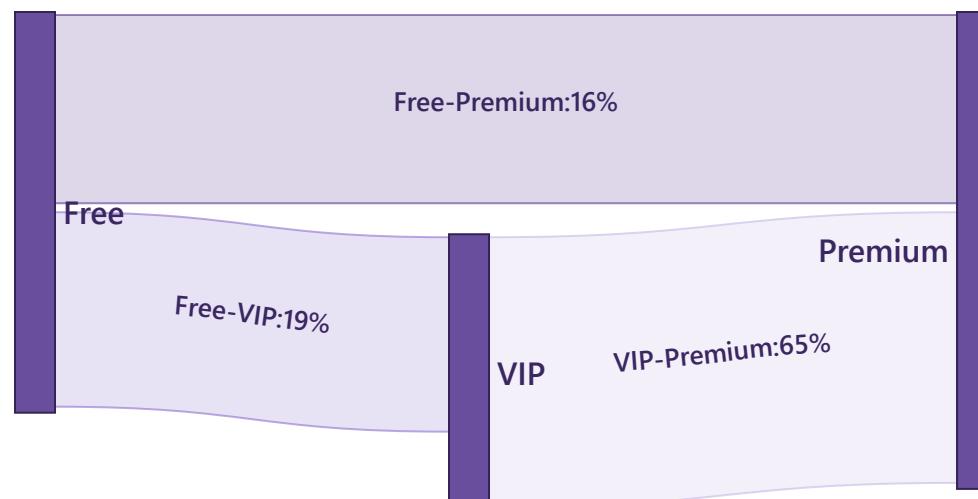
Age Group

Plan

Liocinema Upgrade Transition



Jotstar Upgrade Transition



Subscription Downgrade Patterns

City Tier

Age Group

Liocinema

125154

Total Downgrades

14.53%

Downgrade %

Jotstar

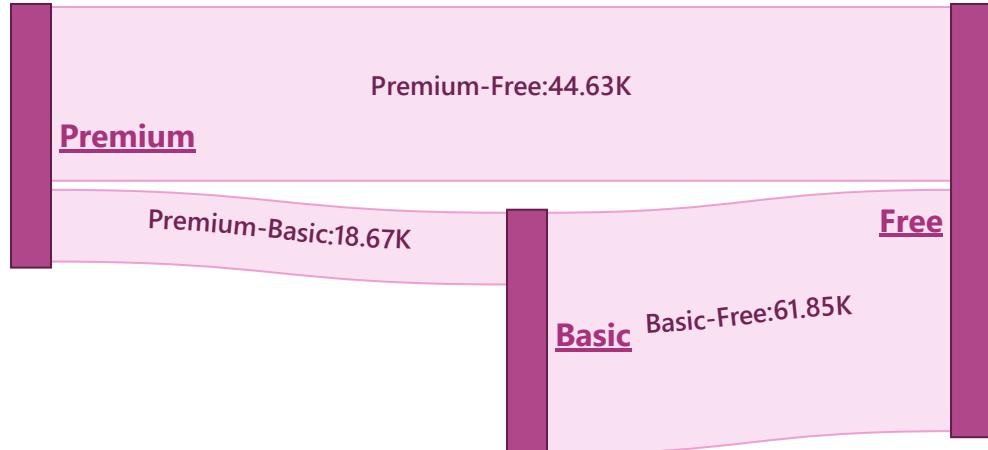
16452

Total Downgrades

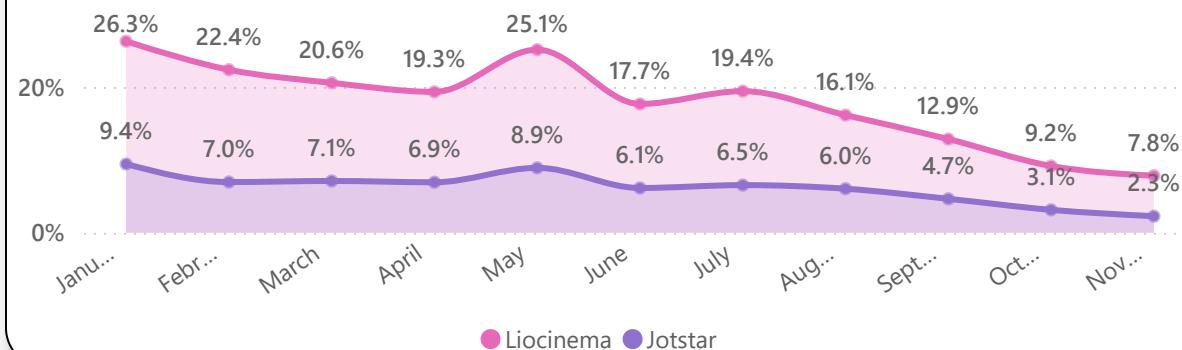
6.15%

Downgrade%

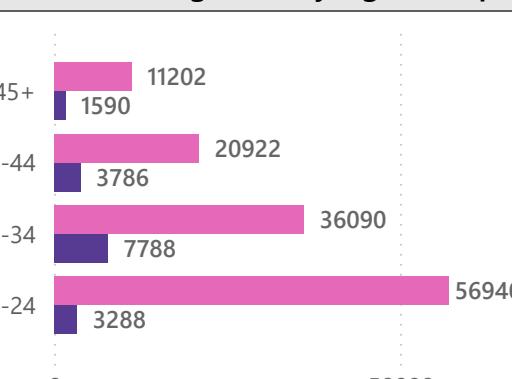
Liocinema Downgrade Transition



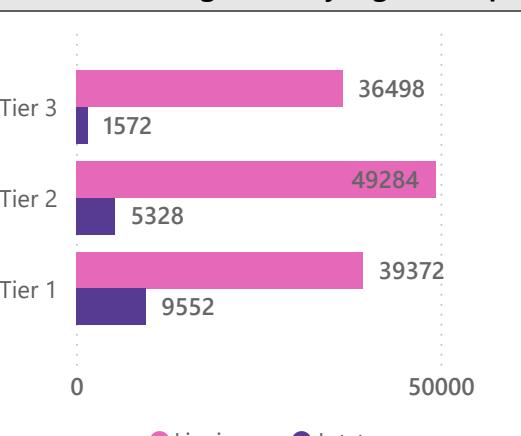
Monthly Users Downgrade Trend



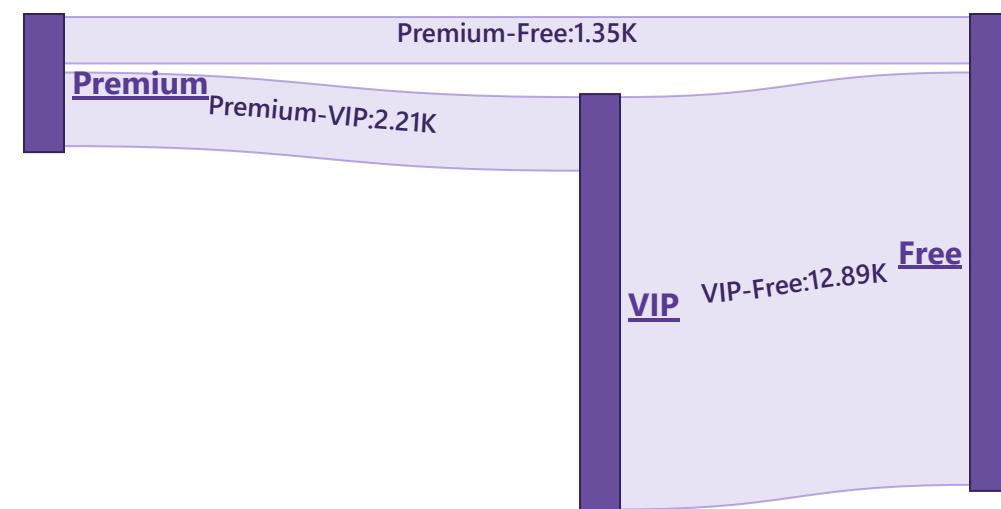
Users Downgrades By Age Groups



Users Downgrades By Age Groups



Jotstar Downgrade Transition



Watch Time Analysis



Device Type ▾

All

City Tier ▾

All

Age Group ▾

All

Liocinema

22.07M

Total Watch Time(Hrs)

25.6

Avg Watch Time(Hrs)

31.3

Active Users Avg Watch time(Hrs)

Jotstar

31.39M

Total Watch Time(Hrs)

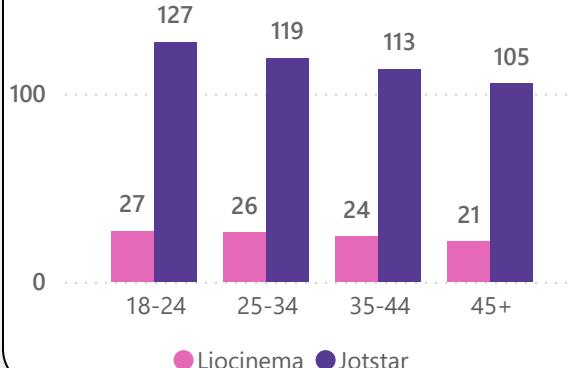
117.24

Avg Watch Time(Hrs)

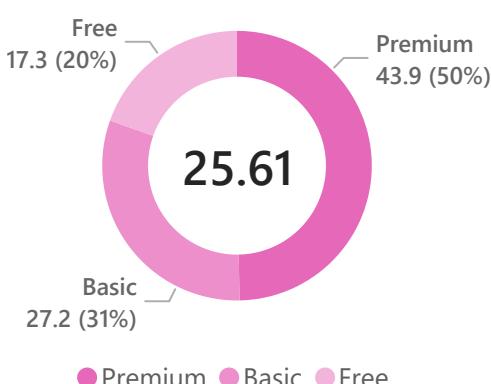
132.0

Active Users Avg Watch time(Hrs)

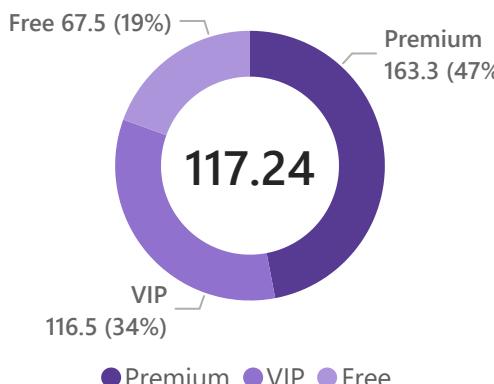
Avg Watch Time(Hrs) By Age Groups



Avg Watch Time(Hrs) By Subscription Plan

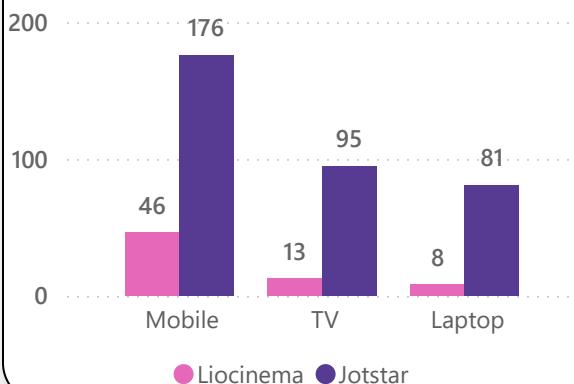


Liocinema

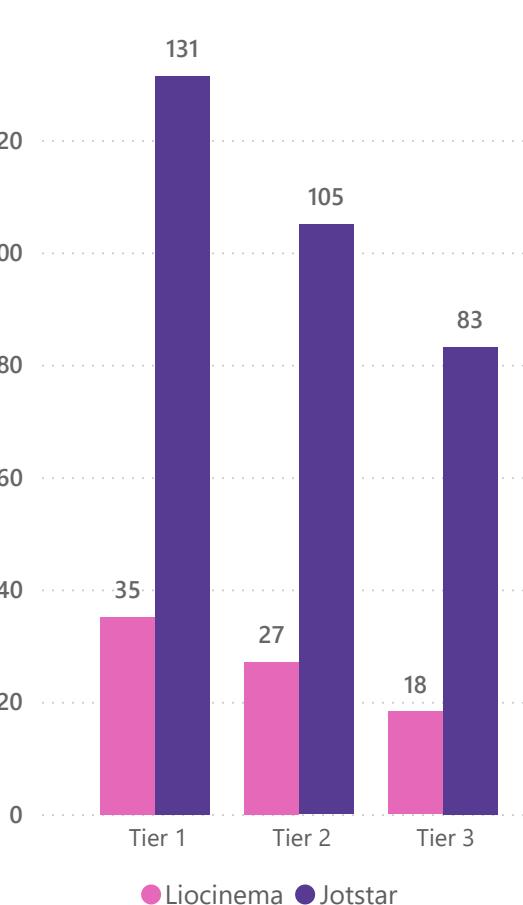


Jotstar

Avg Watch Time(Hrs) By Device Type



Avg Watch Time(Hrs) By City Tier



Revenue Analysis



Device Type ▾

All

City Tier ▾

All

Age Group ▾

All

₹ 32.3M

Total Revenue

Liocinema

₹ 21.3M

Revenue By Active Users

₹ 10.9M

Revenue By Inactive Users

Jotstar

₹ 49.8M

Total Revenue

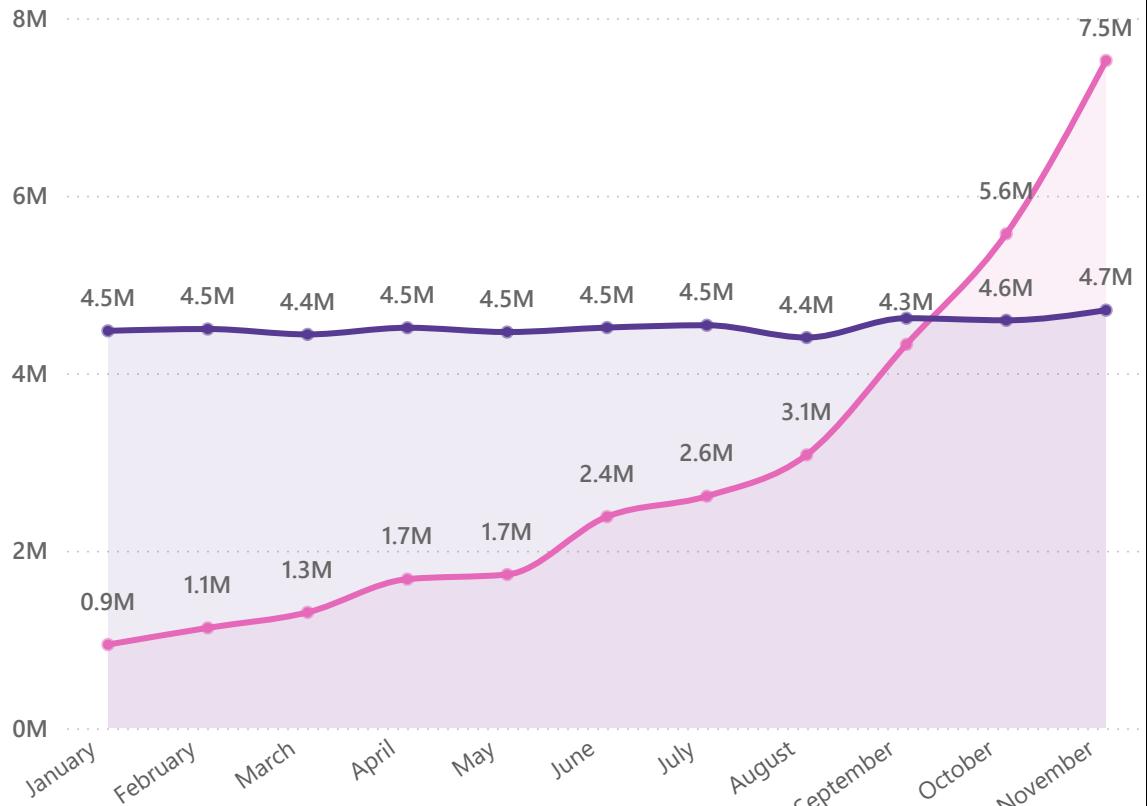
₹ 45.3M

Revenue By Active Users

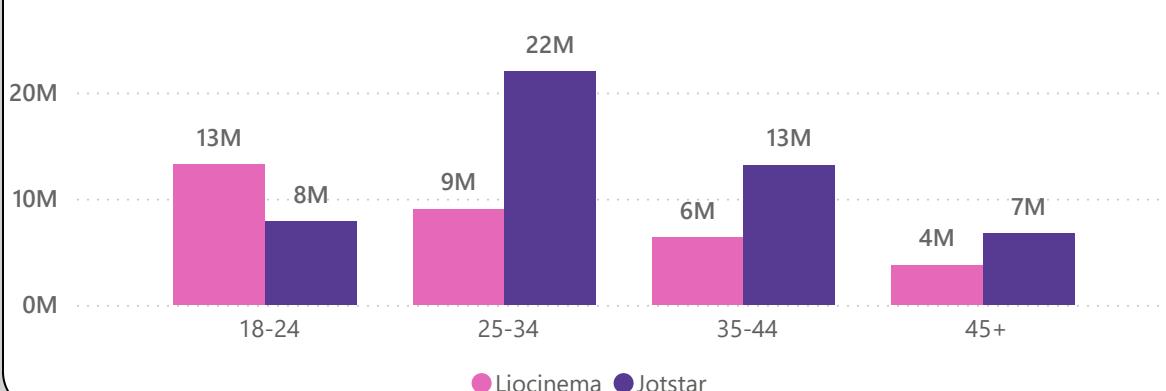
₹ 4.5M

Revenue By Inactive Users

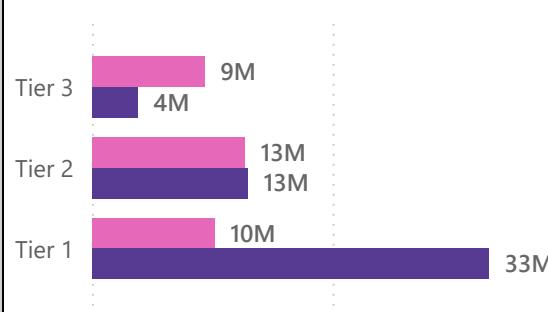
Monthly Revenue Trend



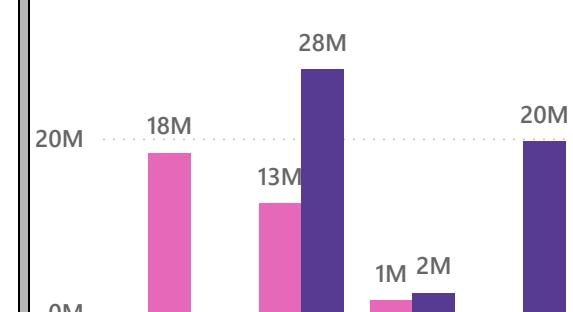
Avg Watch Time(Hrs) By Age Groups



Avg Watch Time(Hrs) By Device Type



Avg Watch Time(Hrs) By Device Type



LioJotstar- Report

Subscription...

All

Plan

All

City Tier

All

Age Group

All

