

OTT Merger Insights



Content & Consumption

A detailed comparison of content types across both platforms & Content Consumption Behavior patterns.

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User Trends

It shows Subscriber growth, inactivity behavior & detailed Analysis trends in subscriber acquisition and demographic variations.

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Revenue Impact

It shows Insights into subscription upgrades/downgrades by user demographics and over time.

[Go to View](#)

Designed by: Grishma Gajjar



Filters

Movie

Series

Sports

Language

All



Genre

All



Total Content

3.61K

LioCinema: 1.25K

Jotstar: 2.36K

Total languages

10

LioCinema: 7

Jotstar: 10

Total Content Types

3

LioCinema: 3

Jotstar: 3

Total Watch Time(hrs)

26.73M

LioCinema: 11.03M hrs

Jotstar: 15.69M hrs

Average Watch Time(hrs)

47.34

LioCinema: 60 hrs

Jotstar: 352 hrs

Total Active Users

62K

LioCinema: 56K

Jotstar: 6K

Watch Time Distribution

Jotstar LioCinema

Jotstar

LioCinema

TV 4M

Mobile 8M

Laptop 4M

Mobile 8M

TV 2M

Laptop 1M

User Demographics

by Age Group

Jotstar LioCinema

10M

10.0M

8M

6M

4M

2M

0M

Tier 1

Tier 2

Tier 3

City Tier

3.7M

4.2M

4.3M

1.4M

3.0M

Content Distribution

Jotstar

LioCinema

15.0%

35.0%

50.0%

4.0%

24.0%

72.0%

Movie Series Sports

Movie Series Sports

Filters

User Activity Status

Select all

Active

Inactive

Subscription Plan

All

City Tier

All



Total Users

228K

LioCinema: 183K

Jotstar: 45K

Total Active Users %

27.22%

LioCinema: 30.39%

Jotstar: 14.18%

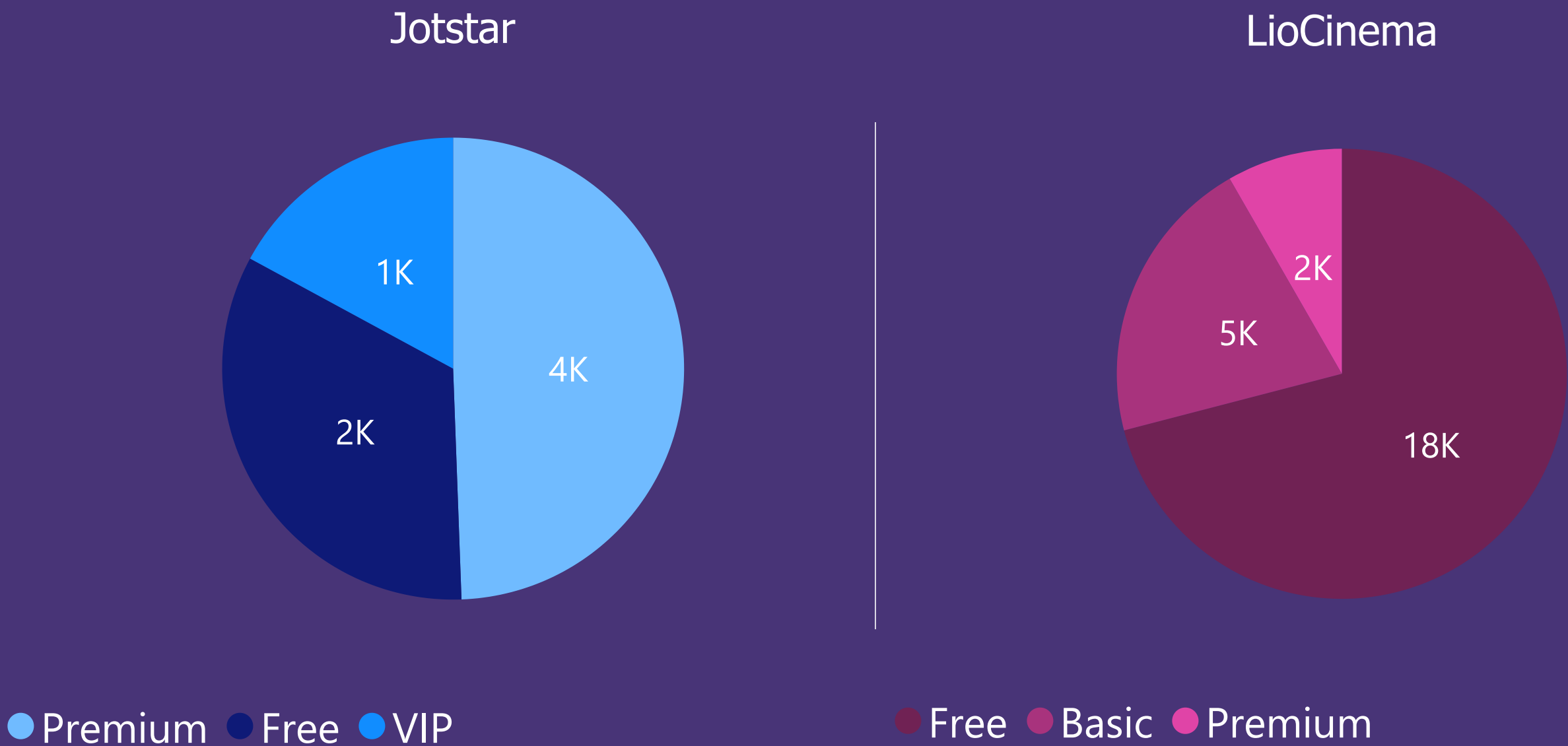
Total Inactive Users %

72.78%

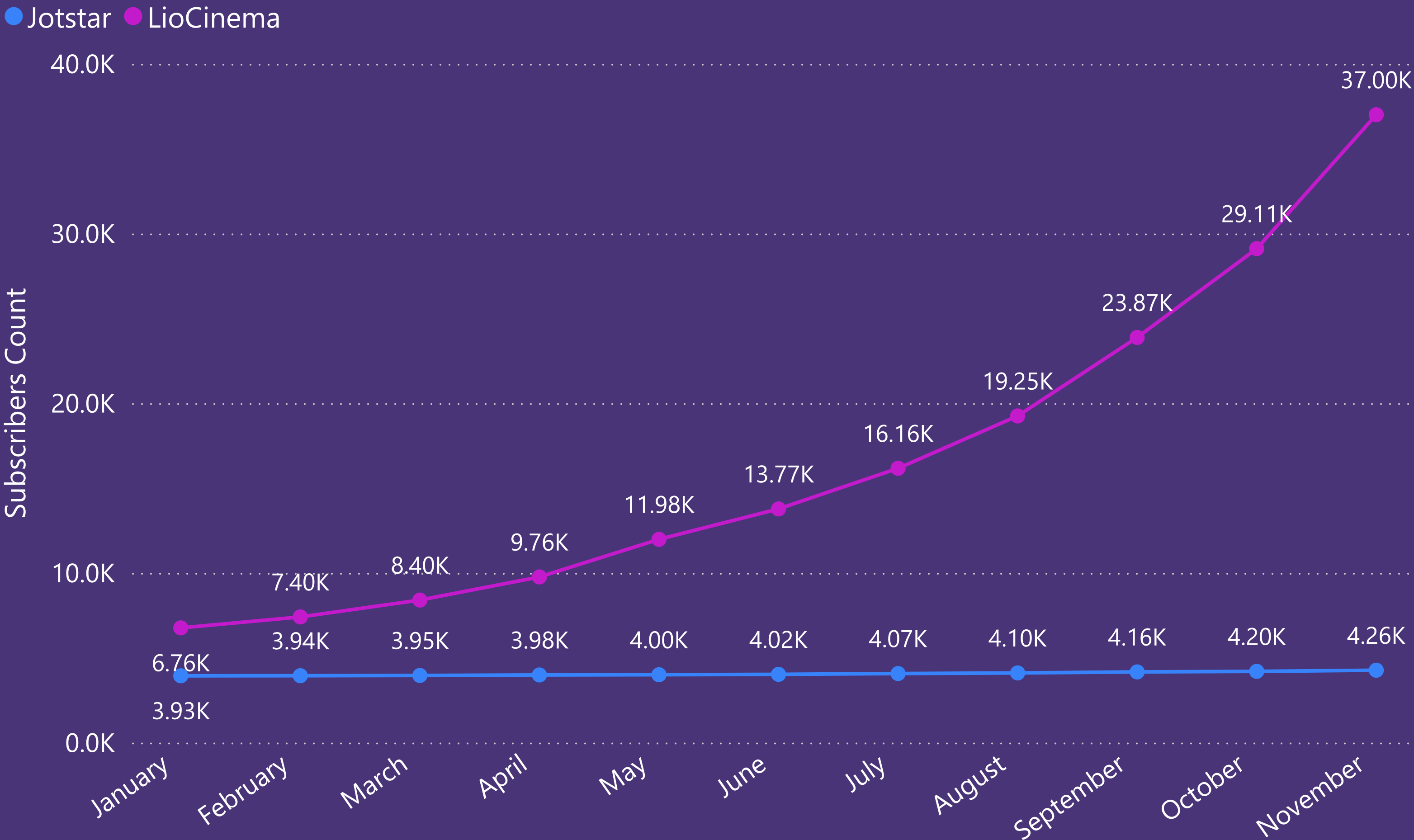
LioCinema: 69.61%

Jotstar: 85.82%

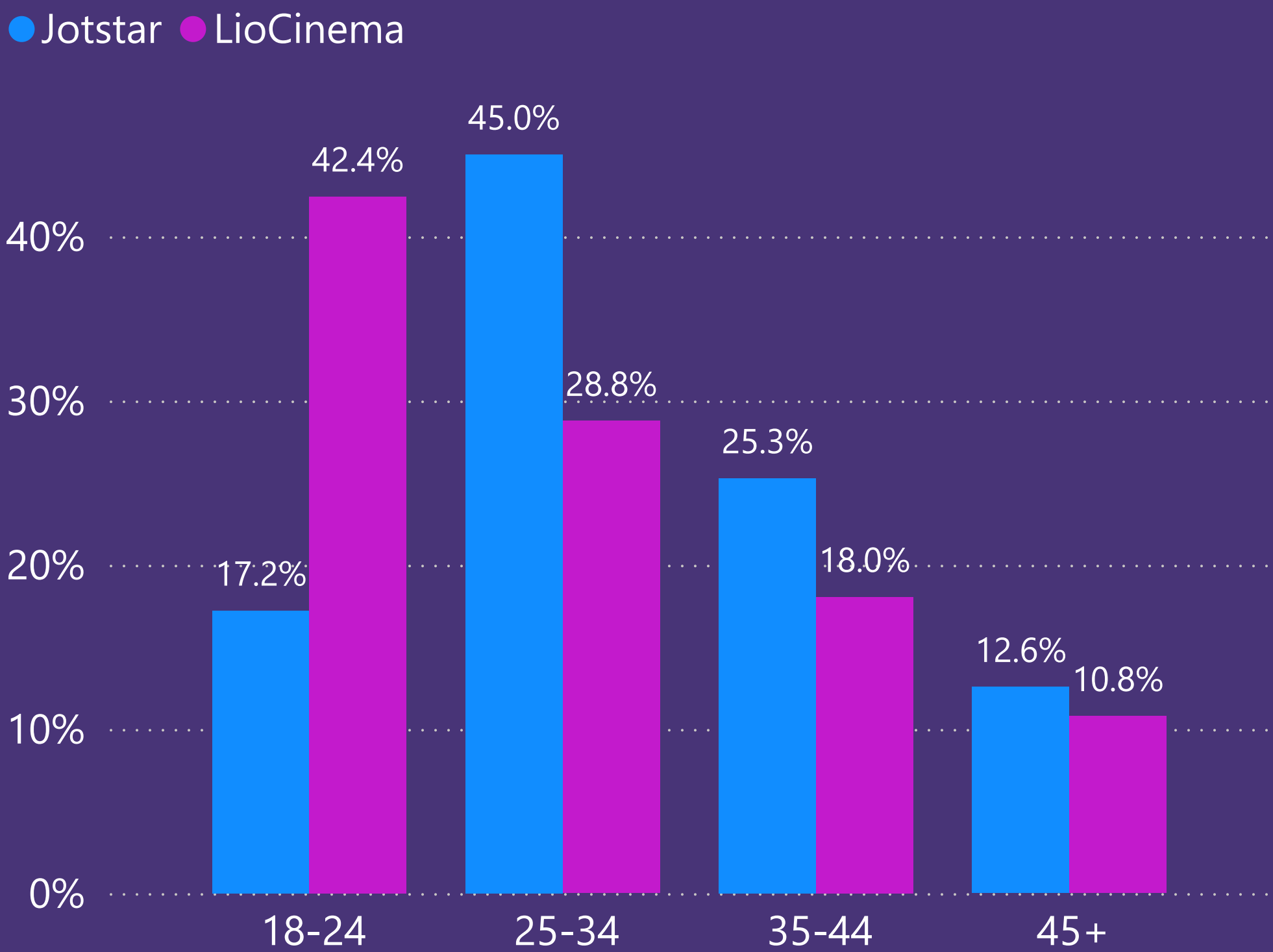
Subscriber Distribution



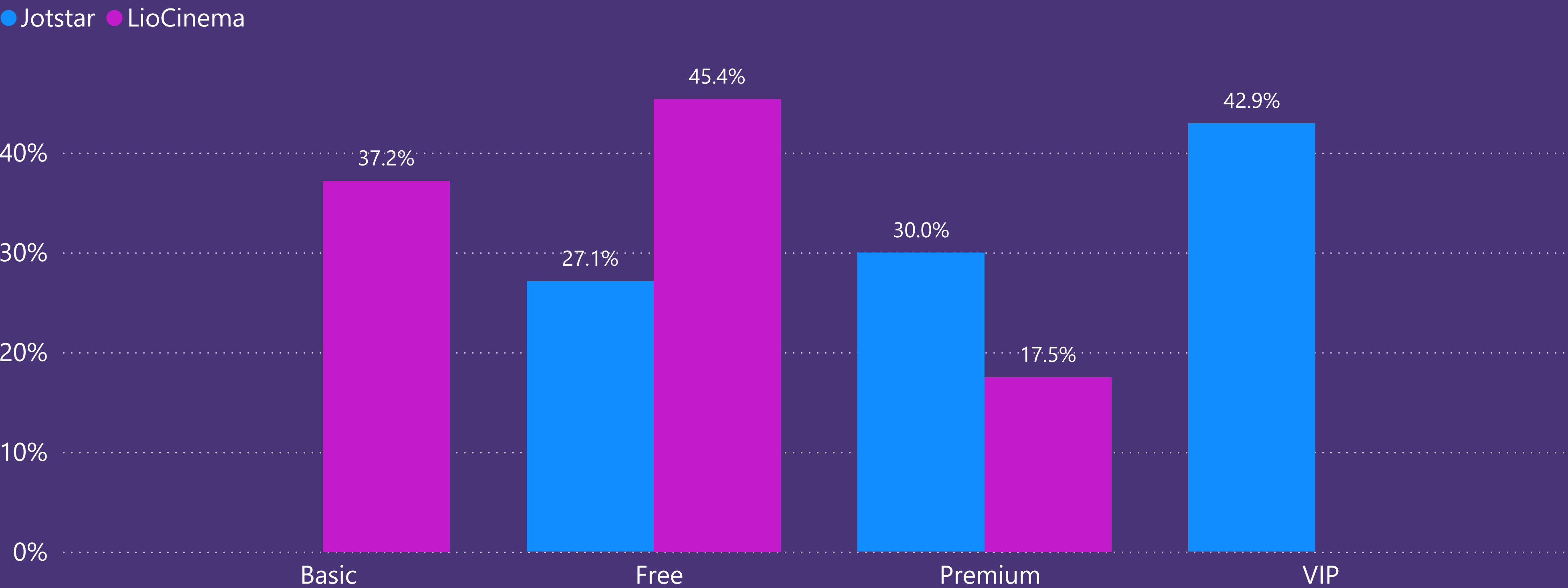
Monthly Growth in Subscribers



Total Users breakdown by Age Group



Total Users breakdown by subscription plan and city tier



Filters

User Activity Status

Select all

Active

Inactive

Subscription Plan

All

City Tier

All



Total Paid Users %

48.66%

LioCinema: 42.77%

Jotstar: 72.89%

Total Upgraded Users %

2.65%

LioCinema: 2.26%

Jotstar: 4.25%

Total Downgraded Users %

11.42%

LioCinema: 11.37%

Jotstar: 11.64%

Upgrade Rate %

5.45%

LioCinema: 5.30%

Jotstar: 5.83%

Downgrade Rate %

23.48%

LioCinema: 26.59%

Jotstar: 15.97%

Total Revenue

119M

LioCinema: 59M

Jotstar: 60M

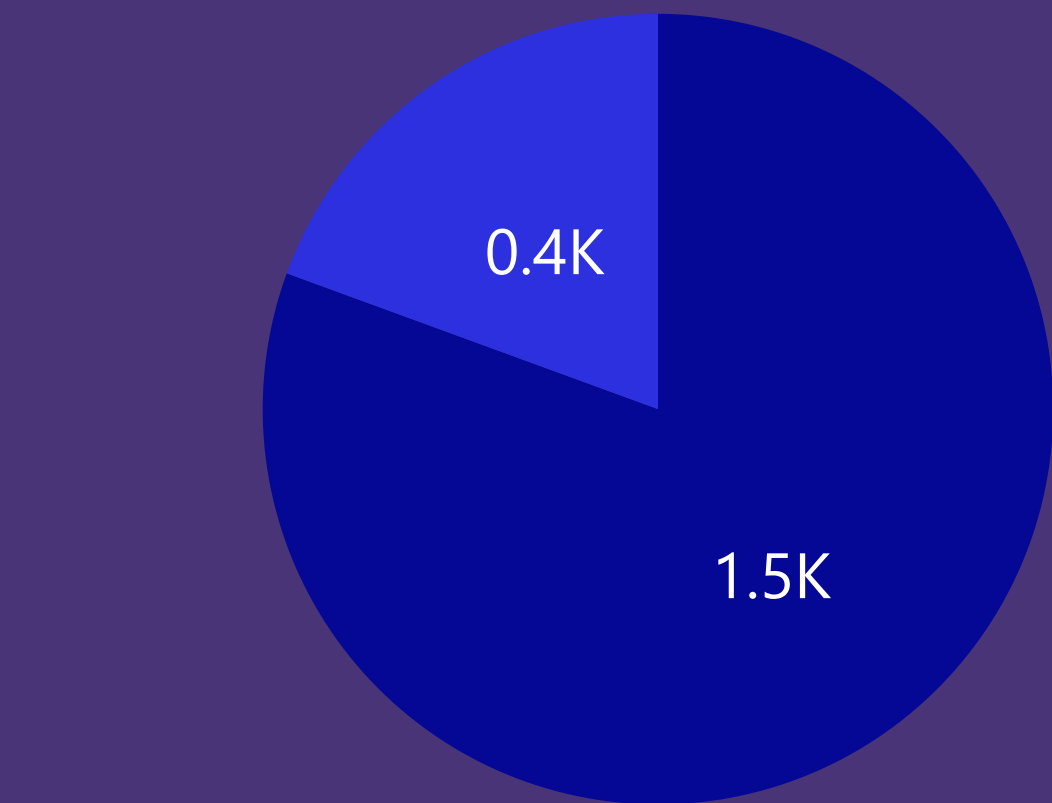
Show as Absolute

User Upgrades by Plan

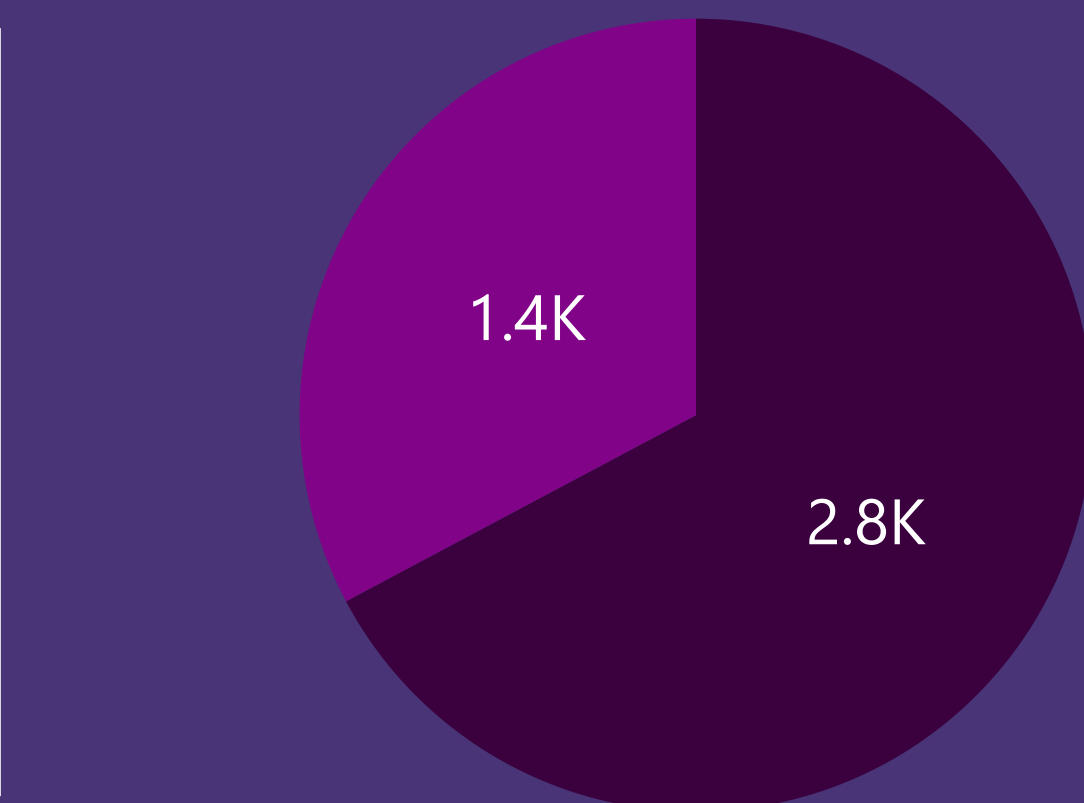
Show Downgrades

Jotstar

LioCinema



Free Premium



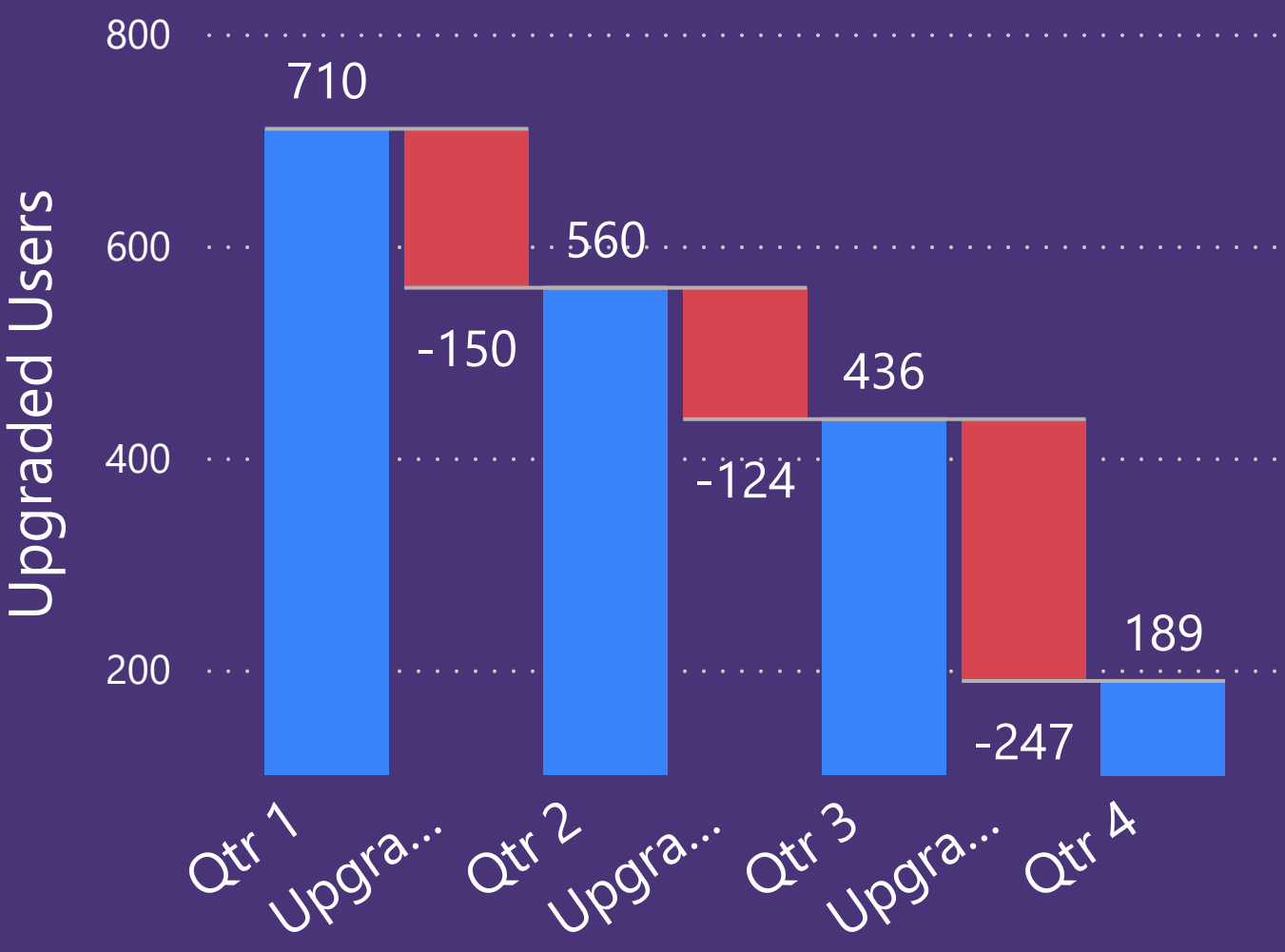
Free Basic

Upgraded User Count Over Quarter

Show Downgraded Users

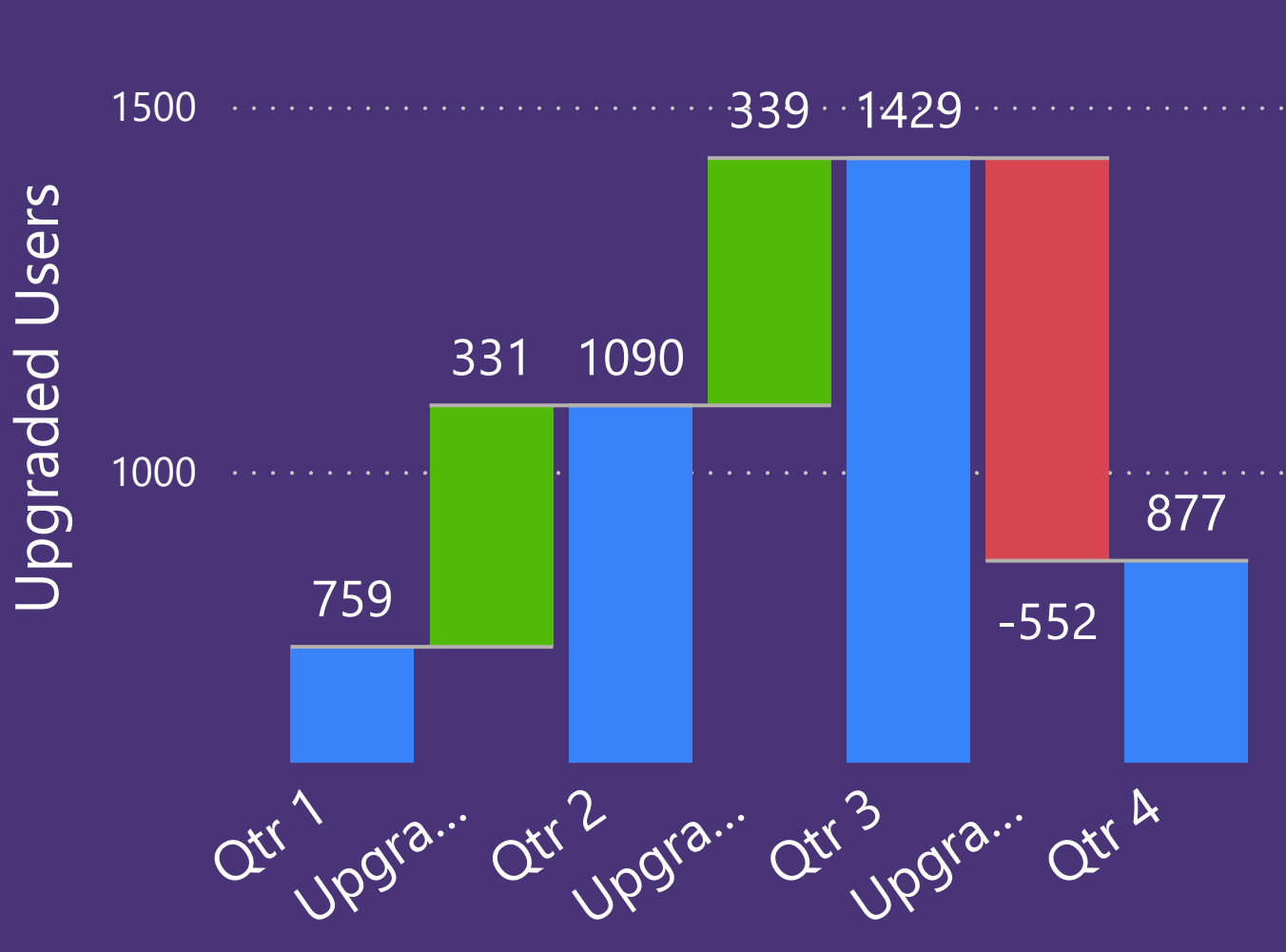
Jotstar

Increase Decrease Total Other



LioCinema

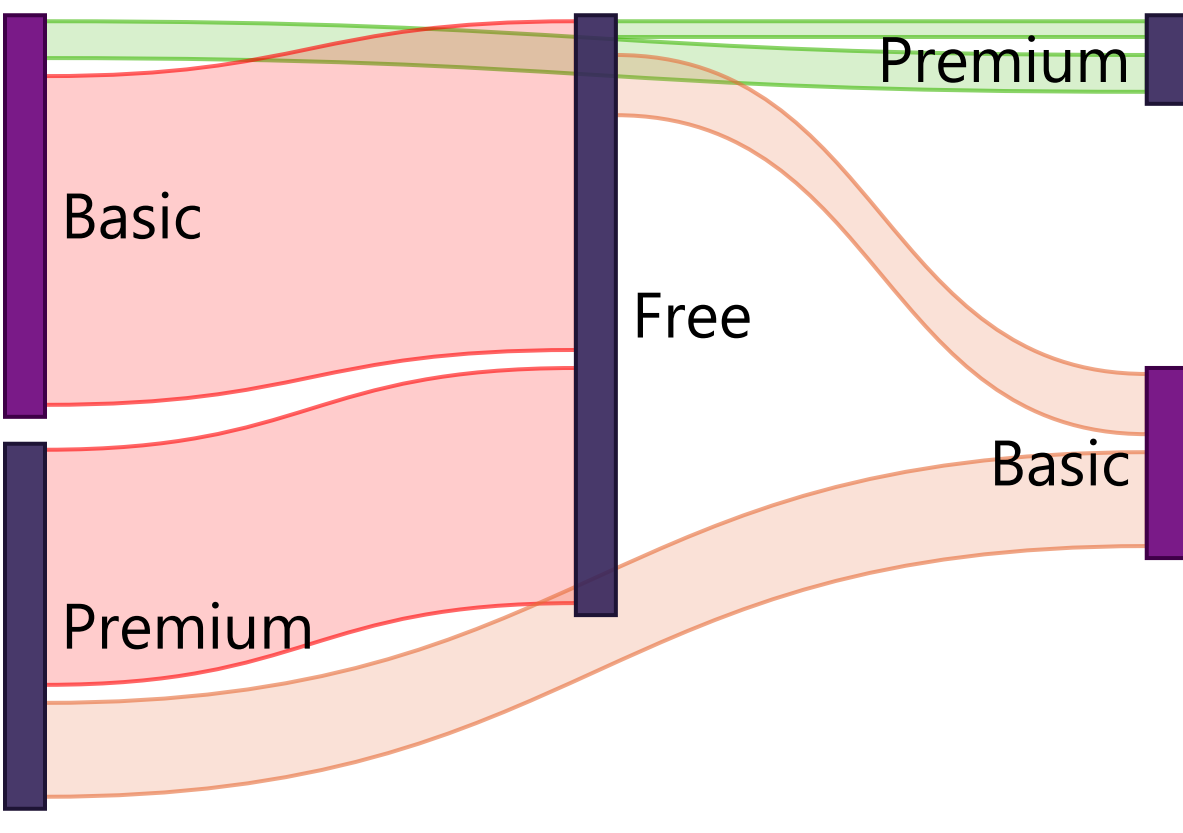
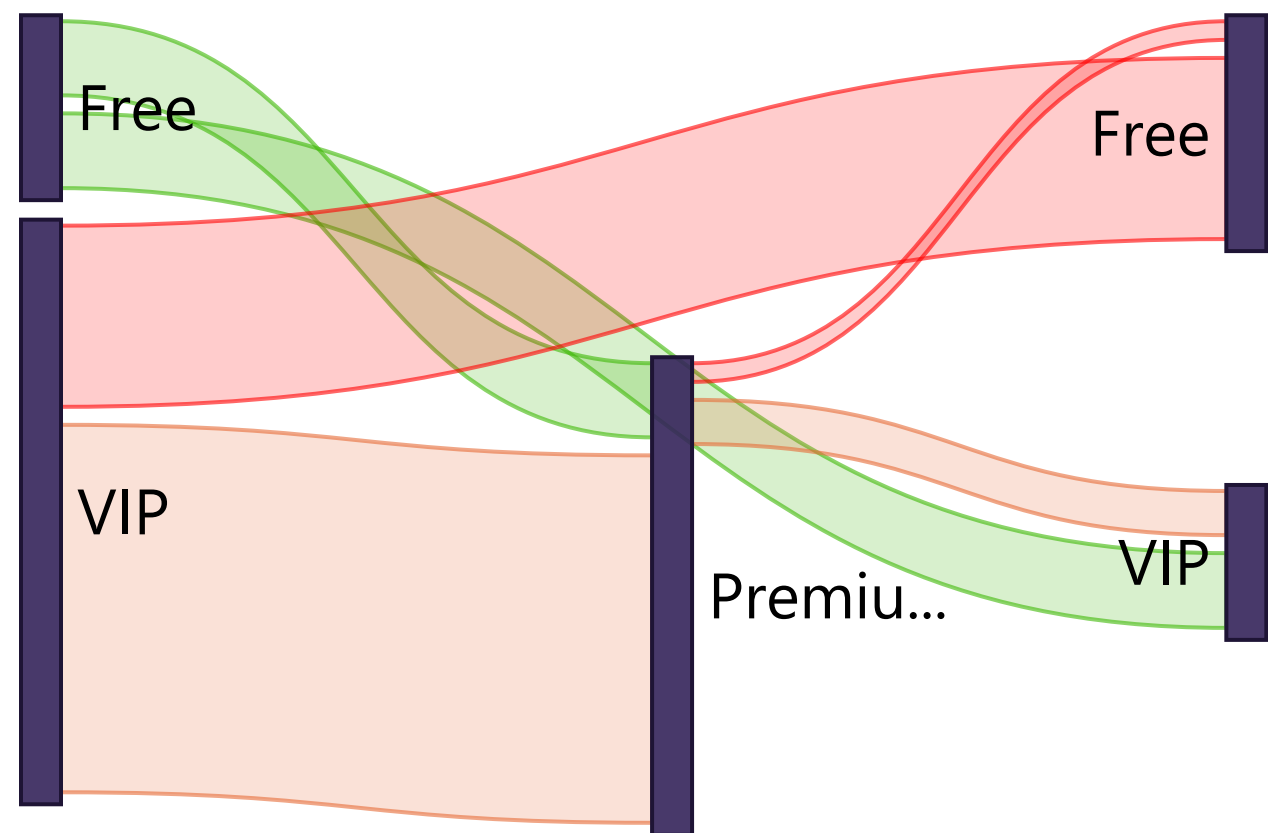
Increase Decrease Total Other



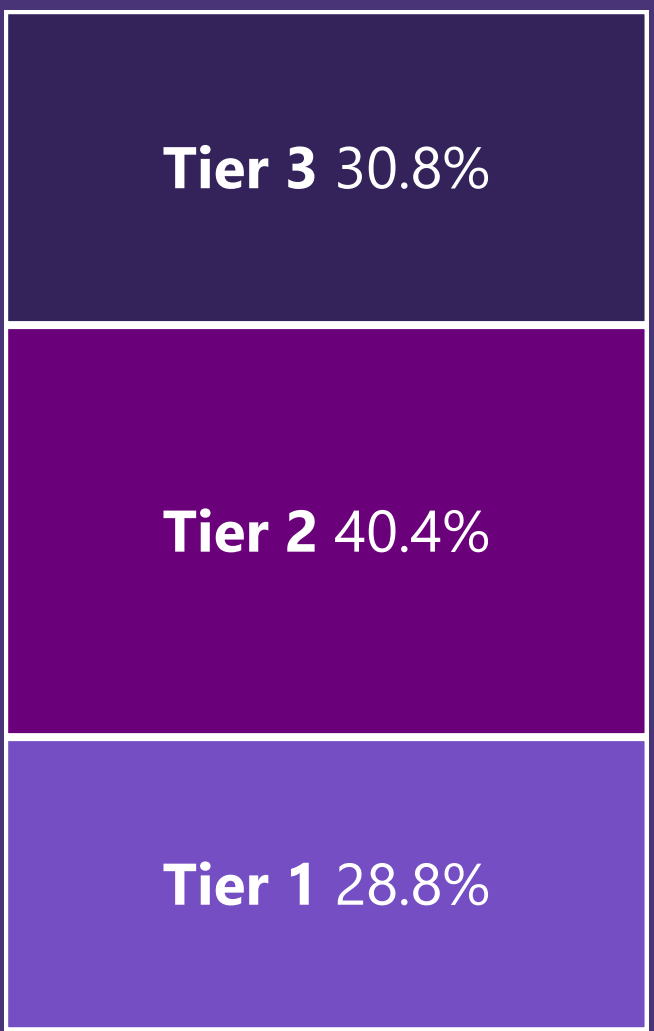
Subscription Plan Transitions

Jotstar

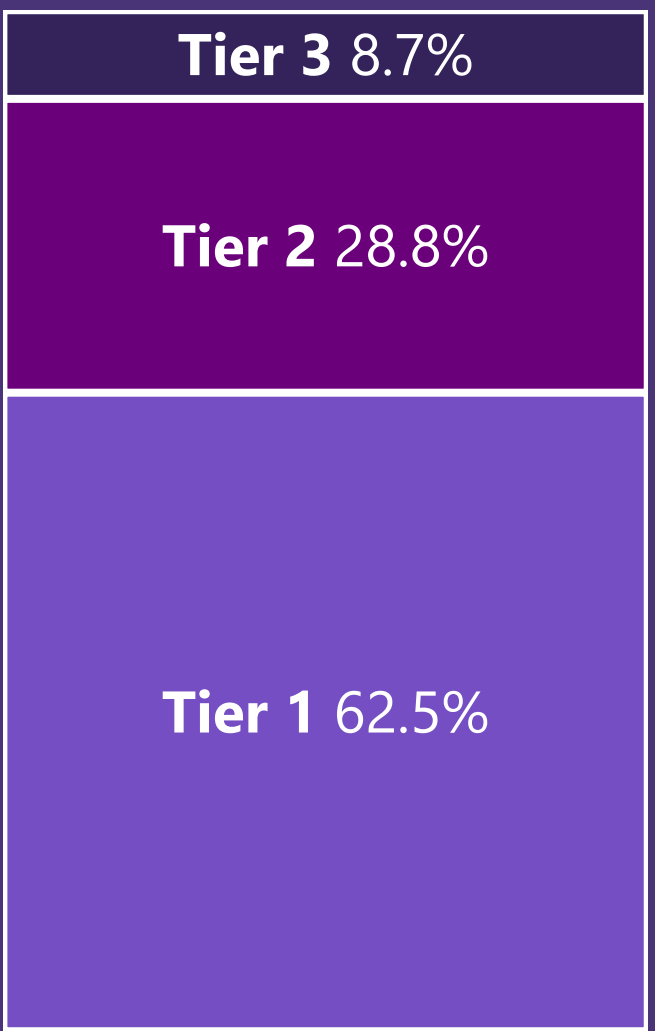
LioCinema



Paid User Distribution Across City Tiers



LioCinema



Jotstar

Filters

User Activity Status

Select all

Active

Inactive

Subscription Plan

All

City Tier

All



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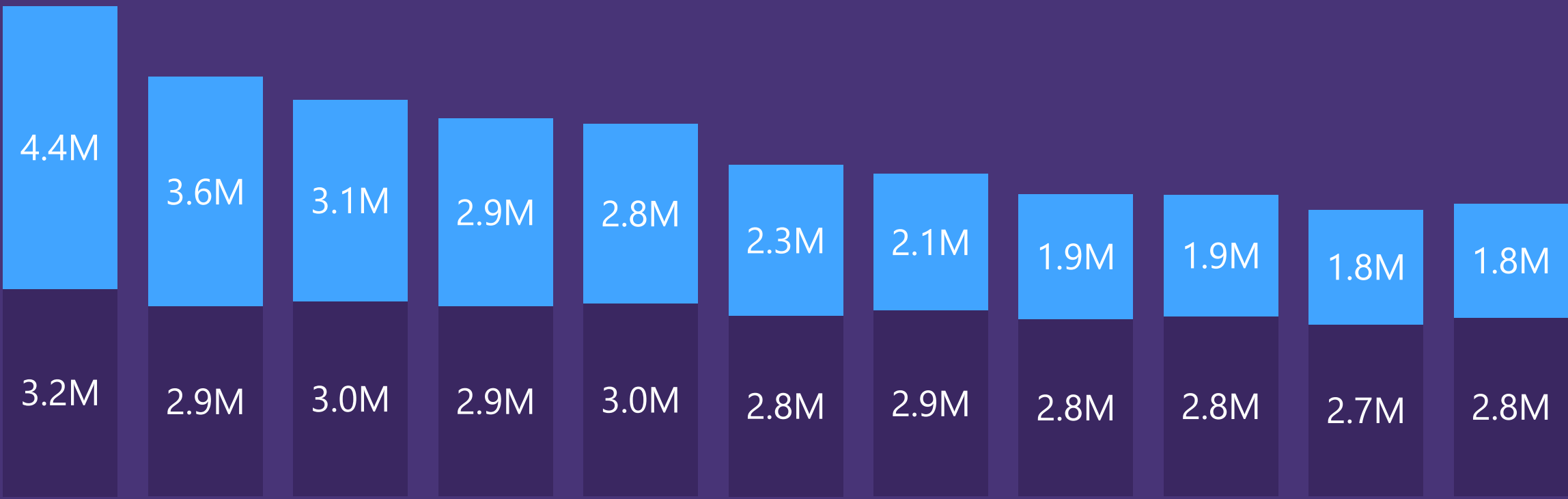
LioCinema: 59M

Jotstar: 60M

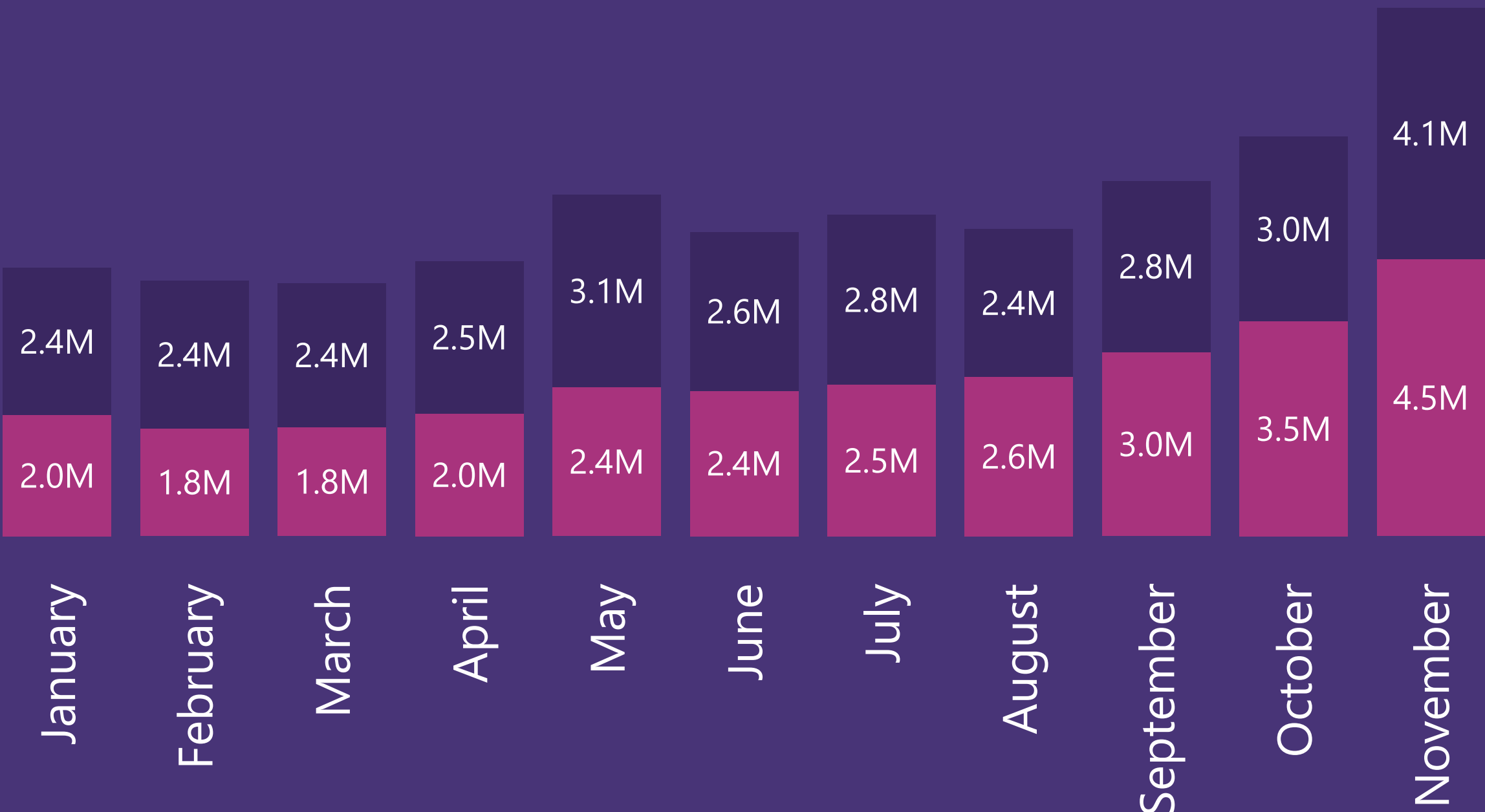
Monthly Revenue by Subscription Plan

BasicPremiumVIP

Jotstar

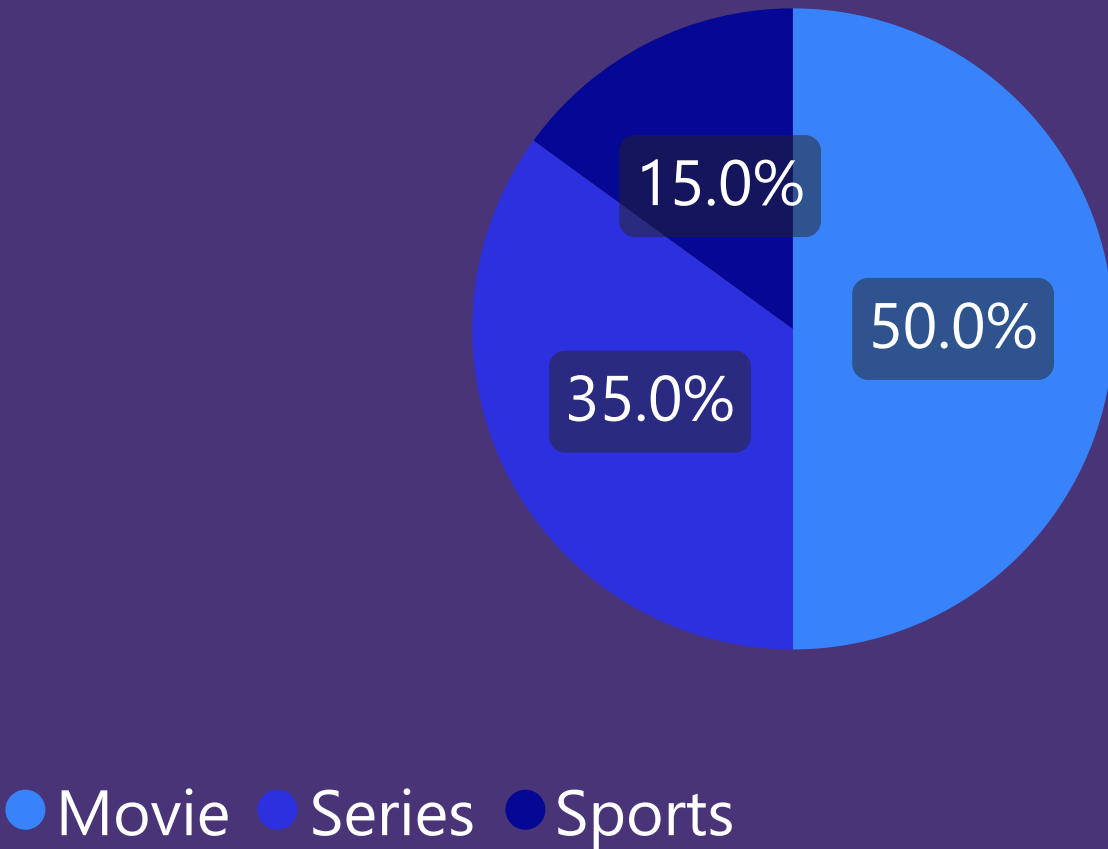


LioCinema

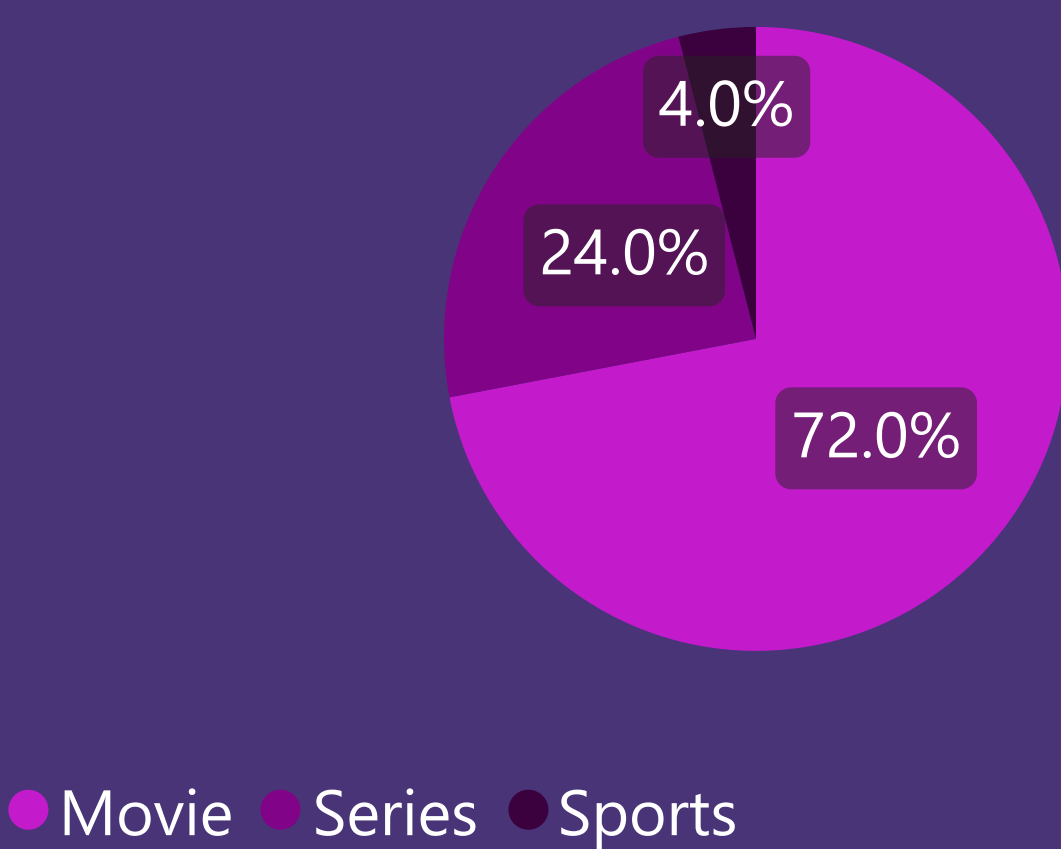


Content Distribution

Jotstar



LioCinema



Revenue Distribution by City Tier and Subscription Plan

JotstarLioCinema

