

OTT Streaming Analytics

Decoding Viewer Engagement and Media Success in the Digital Age

User Base & Engagement: Total users, paid users, active/inactive users, and their respective percentages.

JotStar OTT Platform

1. User Overview

- **Total Users:** 44,620
- **Subscription Breakdown:**
 - **Subscribed Users:** 70.99% (31,680 users)
 - **Premium Subscribers:** 16,280 users
 - **VIP Subscribers:** 15,400 users
 - **Non-Subscribed Users:** 12,940 users

2. Content Performance

- **Total Content Available:** 2,360 titles
- **Total Runtime by Content Type:**
 - **Movies:** 146,910 minutes
 - **Series:** 26,835 minutes
 - **Sports:** 37,595 minutes

3. User Engagement & Watch Time

- **Average Watch Time per User:** 117.24 hours
- **Watch Time by Age Group:**
 - **18-24:** 127.39 hours
 - **25-34:** 119.97 hours
 - **35-44:** 113.01 hours
 - **45+:** 105.32 hours
- **Total Watch Time by Device Type:**
 - **Mobile:** 7.86 million hours
 - **TV:** 4.23 million hours
 - **Laptop:** 3.61 million hours

4. User Demographics

- **User Distribution by Age Group:**
 - **18-24:** 7,670 users (17.19%)
 - **25-34:** 20,070 users (44.98%)
 - **35-44:** 11,270 users (25.27%)
 - **45+:** 5,600 users (12.55%)

5. Subscription Trends

- **Monthly Subscription Changes:**
 - Upgrade rates range from **10.06% to 15.99%**
 - Downgrade rates range from **3.15% to 9.43%**
- **User Activity Breakdown by Subscription Plan:**
 - **VIP Subscribers:** Majority are active users
 - **Premium Subscribers:** Higher proportion of inactive users compared to VIP
 - **Free Users:** Largest share of inactive users

6. Growth Trends

- **Monthly User Growth Rate (%):**
 - Growth fluctuates between **0.04% (January 2024) to 1.57% (November 2024)**
 - Peak growth observed in **July (1.17%) and November (1.57%)**

Key Insights:

- The **25-34 age group** represents the largest user segment (44.98%) and has high engagement levels.
- Mobile is the most preferred device for content consumption, accounting for **7.86 million hours** of total watch time.
- **70.99% of users are subscribed**, indicating strong retention but also an opportunity to convert the remaining **12.94K non-subscribed users**.
- **Content consumption is highest for movies**, with a total runtime of **146.91K minutes**, followed by sports and series.
- **Subscription upgrades exceed downgrades**, demonstrating positive user engagement and premium adoption trends.

LioCinema OTT Platform

1. User Overview

- **Total Users:** 183,000
- **Subscription Breakdown:**
 - **Subscribed Users:** 42.77% (78,000 users)
 - **Premium Subscribers:** 17,000 users
 - **Basic Subscribers:** 47,000 users
 - **Non-Subscribed Users:** 120,000 users

2. Content Performance

- **Total Content Available:** 1,250 titles
- **Total Runtime by Content Type:**
 - **Movies:** 114,075 minutes
 - **Series:** 9,750 minutes
 - **Sports:** 4,855 minutes

3. User Engagement & Watch Time

- **Average Watch Time per User:** 25.61 hours
- **Watch Time by Age Group:**
 - **18-24:** 26.90 hours
 - **25-34:** 26.32 hours
 - **35-44:** 24.16 hours
 - **45+:** 21.37 hours
- **Total Watch Time by Device Type:**
 - **Mobile:** 8.45 million hours (76.56%)
 - **TV:** 1.56 million hours (14.18%)
 - **Laptop:** 1.02 million hours (9.25%)

4. User Demographics

- **User Distribution by Age Group:**
 - **18-24:** 80,000 users (43.51%)
 - **25-34:** 52,000 users (28.36%)
 - **35-44:** 33,000 users (17.75%)
 - **45+:** 19,000 users (10.38%)

5. Subscription Trends

- **Monthly Subscription Changes:**
 - **Upgrade rates:** Range from **12.42% to 24.03%**
 - **Downgrade rates:** Range from **2.04% to 4.20%**
- **User Activity Breakdown by Subscription Plan:**
 - **Free Users:** 105,000 total users, majority inactive
 - **Basic Subscribers:** 60,000 total users, balanced activity
 - **Premium Subscribers:** 18,000 total users, majority active

6. Growth Trends

- **Monthly User Growth Rate (%):**
 - Growth rates range from **0.00% (January) to 27.12% (November)**
 - Highest growth observed in **April (22.73%) and November (27.12%)**

Key Insights:

- The **18-24 age group** dominates the user base (43.51%) and exhibits the highest watch time per user.
- Mobile is the **primary device for content consumption**, contributing **76.56% of total watch time**.
- **Subscription rate is relatively low (42.77%)**, with a high number of free users (105K), indicating potential for subscription conversion.
- **Movies dominate content consumption**, accounting for **114,075 minutes of runtime**, followed by series and sports.
- **Subscription upgrades consistently outpace downgrades**, suggesting increasing user engagement and adoption of paid plans.

Subscription Trends: Upgrade/downgrade trends, growth rates, and subscription behavior changes.

1. User Overview

- **Total Users Across Platforms:** 228.07K
- **JotStar Users:** 44.62K
- **LioCinema Users:** 183K

2. Content Performance

- **Total Content Available Across Platforms:** 3,610 titles
- **Content Breakdown by Platform:**
 - **JotStar:** 1,500+ titles
 - **LioCinema:** 2,100+ titles
- **Total Content by Type:**
 - **Movies:** 2,080 titles
 - **Series:** 1,126 titles
 - **Sports:** 404 titles

3. User Demographics & Engagement

- **User Distribution by Age Group:**
 - **18-24:** 87.7K (38.5%)
 - **25-34:** 72.1K (31.6%)
 - **35-44:** 44.3K (19.4%)
 - **45+:** 24.9K (10.5%)
- **Platform-wise Breakdown:**
 - **JotStar:** Highest engagement from **25-34 age group (20.1K users)**
 - **LioCinema:** Majority of users in **18-24 age group (80K users)**

4. Subscription Trends

- **Subscription Downgrade Trends (JotStar vs. LioCinema):**
 - Downgrade rates range from **6.15% to 15.2%** for LioCinema

- Downgrade rates range from **2.28% to 9.43%** for JotStar
- **Subscription Upgrade Trends (JotStar vs. LioCinema):**
 - Upgrade rates range from **1.50% to 15.93%** for JotStar
 - Upgrade rates range from **0.68% to 4.92%** for LioCinema

5. Active vs. Inactive Users Across OTT Platforms

- **JotStar:**
 - **Active Users:** 85.09%
 - **Inactive Users:** 14.91%
- **LioCinema:**
 - **Active Users:** 55.13%
 - **Inactive Users:** 44.87%

6. Subscription Distribution Across City Tiers

- **JotStar Paid Users by City Tier:**
 - **Tier 1:** 45.84% VIP, 32.46% Premium
 - **Tier 2:** 40.17% VIP, 27.03% Premium
 - **Tier 3:** 36.40% VIP, 17.08% Premium
- **LioCinema Paid Users by City Tier:**
 - **Tier 1:** 28.31% Basic, 16.98% Premium
 - **Tier 2:** 30.36% Basic, 20.01% Premium
 - **Tier 3:** 28.31% Basic, 4.68% Premium

Key Insights:

- **LioCinema dominates** in total user base (**183K**) compared to JotStar (**44.62K**).
- **18-24 age group is the most engaged demographic (38.5% of total users).**
- **JotStar has a higher percentage of active users (85.09%),** while **LioCinema struggles with nearly 45% inactive users.**
- **Subscription downgrades are higher in LioCinema** compared to JotStar, potentially indicating **retention challenges.**
- **JotStar shows stronger engagement in Tier 1 and Tier 2 cities,** with **VIP and Premium users forming a large portion.**
- **LioCinema has a higher proportion of Basic plan users,** with **Premium adoption lower,** particularly in Tier 3 cities.

Content Consumption: Total content items, total watch time, and average watch time.

Content Consumption Insights

- **Total Content Items Across Platforms: 3,610 titles**
 - **JotStar:** 1,250 titles (34.63%)
 - **LioCinema:** 2,360 titles (65.37%)
- **Total Watch Time Trends:**

- Watch time peaked in **September (13.18K inactive users, 3.69M watch hours)** but **declined in November (0.85M watch hours)**.
- **LioCinema contributes to a higher share of total watch hours**, aligning with its larger user base.
- **Average Watch Time Per User:**
 - **JotStar Users:** Higher engagement per user, **indicating a more loyal audience**.
 - **LioCinema Users:** **More total watch hours but lower per-user engagement**, potentially due to a higher proportion of inactive users.
- **Content Type Performance:**
 - **Movies dominate total watch time**, followed by series and sports.
 - **JotStar has a balanced content mix**, whereas **LioCinema is heavily movie-focused (72%)**.

These insights highlight **content preferences, engagement patterns, and watch time trends** that can help refine content strategy and improve user retention.

Performance Indicators: Monthly user growth rate and upgrade/downgrade rate trends.

Performance Indicators

1. Monthly User Growth Rate Trends

- **Steady Growth:** The platform shows a consistent **increase in total users**, with growth rates peaking in:
 - **June (highest upgrade activity) and September** (strong content engagement).
 - **November recorded a 27.12% growth rate**, indicating a renewed user acquisition push.
- **JotStar and LioCinema Comparison:**
 - **JotStar has slower growth** due to a smaller base but **higher engagement rates**.
 - **LioCinema grows faster but faces higher inactivity rates**.

2. Subscription Upgrade & Downgrade Rate Trends

- **Upgrades (Subscription Shifts):**
 - **Highest upgrade activity occurred in June**, with **Free-to-VIP and Free-to-Premium plans** being the most common.
 - **LioCinema experiences more frequent upgrades**, suggesting a more dynamic user base.
- **Downgrades (Retention Challenges):**
 - **LioCinema shows a higher downgrade rate compared to JotStar**, indicating possible retention issues.
 - **August and September saw the highest downgrades**, aligning with declining watch time trends.

These trends suggest **strong user acquisition but potential retention challenges**, emphasizing the need for **engagement strategies and exclusive content offerings** to maintain premium subscribers.

Overall Summary for Improvements

To enhance user engagement, subscription retention, and content consumption, both **LioCinema** and **JotStar** should focus on the following key areas:

1 User Retention & Engagement

- ✓ **Reduce Inactive Users:** LioCinema struggles with nearly **45% inactive users**—introduce **personalized recommendations, exclusive content, and engagement campaigns** to retain users.
- ✓ **Enhance Premium Plan Adoption:** JotStar has **stronger engagement in Tier 1 & Tier 2 cities**, but **LioCinema's premium adoption remains low**—consider **flexible pricing models or bundled offers**.

2 Subscription Trends & Growth

- ✓ **Mitigate Subscription Downgrades:** LioCinema sees **higher downgrade rates**—improve **content quality, exclusive perks, and loyalty programs** to retain users.
- ✓ **Leverage Peak Growth Months:** JotStar experiences **spikes in growth around major content releases**—optimize **marketing and pricing strategies** during these high-growth periods.

3 Content & Watch Time Optimization

- ✓ **Expand Content Library Based on User Demand:** JotStar leads in **movies**, while LioCinema has a **balanced mix of series and sports**—both platforms should **invest in trending genres and regional content**.
- ✓ **Increase Watch Time per User:** Improve **content discoverability with AI-driven recommendations** and encourage **longer session durations with personalized playlists**.

4 Performance & Monetization Strategy

- ✓ **Sustain User Growth Through Promotions:** Introduce **time-limited discounts, free trials, and referral bonuses** to **boost premium upgrades**.
- ✓ **Monitor Churn & Improve Retention Tactics:** Track **downgrade trends**, identify **churn-prone users**, and use **engagement nudges (email, app notifications, loyalty perks)** to retain them.

Final Takeaway:

By improving **user engagement, retention, subscription incentives, and content offerings**, both platforms can **drive long-term growth, enhance premium adoption, and maximize user lifetime value**. 🚀

