

Monthly Upgrade vs. Downgrade Rate (%)

Plan Change Month Number	Plan Change Month	Downgrade	Upgrade	Total Upgraded Users	Total Downgraded Users	Monthly Upgrade vs. Downgrade Rate (%)	Platform
2	February	41	235	235	41	573.17	Jotstar
3	March	85	386	386	85	454.12	Jotstar
4	April	100	437	437	100	437	Jotstar
5	May	147	449	449	147	305.44	Jotstar
6	June	178	437	437	178	245.51	Jotstar
7	July	248	413	413	248	166.53	Jotstar
8	August	311	439	439	311	141.16	Jotstar
9	September	258	373	373	258	144.57	Jotstar
10	October	300	381	381	300	127	Jotstar
11	November	422	494	494	422	117.06	Jotstar
12	December	652	304	304	652	46.63	Jotstar

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2	February	427	35	35	427	8.2	LioCinema
3	March	817	58	58	817	7.1	LioCinema
4	April	918	106	106	918	11.55	LioCinema
5	May	1162	156	156	1162	13.43	LioCinema
6	June	1755	205	205	1755	11.68	LioCinema
7	July	2034	263	263	2034	12.93	LioCinema
8	August	2165	366	366	2165	16.91	LioCinema
9	September	2497	451	451	2497	18.06	LioCinema
10	October	2515	439	439	2515	17.46	LioCinema
11	November	3595	724	724	3595	20.14	LioCinema
12	December	2974	1352	1352	2974	45.46	LioCinema