LIOCINEMA & JOTSTAR MERGER DASHBOARD

Total users & growth trends

Age Group	City Tier	Month	Plan Type
All	All	All	All

73M	228K	26.73M	48.66%	3.73%
Revnue	Total Users	Total Watch Time (hrs)	Paid User %	Upgrade rate %

Navigation

- Jotstar
- Liocinema
- **Total users & growth trends**
- User Demographics
- PaidUser
- Revnue Analysis
- Watch Time Analysis
- Inactivity Corelation
- Down/Up-Grade Trends
- Content Library

Total Users And Monthly New Users

Legend: Jotstar, Liocinema, Monthly New Users

Total Users by city_tier

- 66K (29.14%)
- 84K (36.98%)
- 77K (33.88%)

Legend: Tier 3, Tier 2, Tier 1
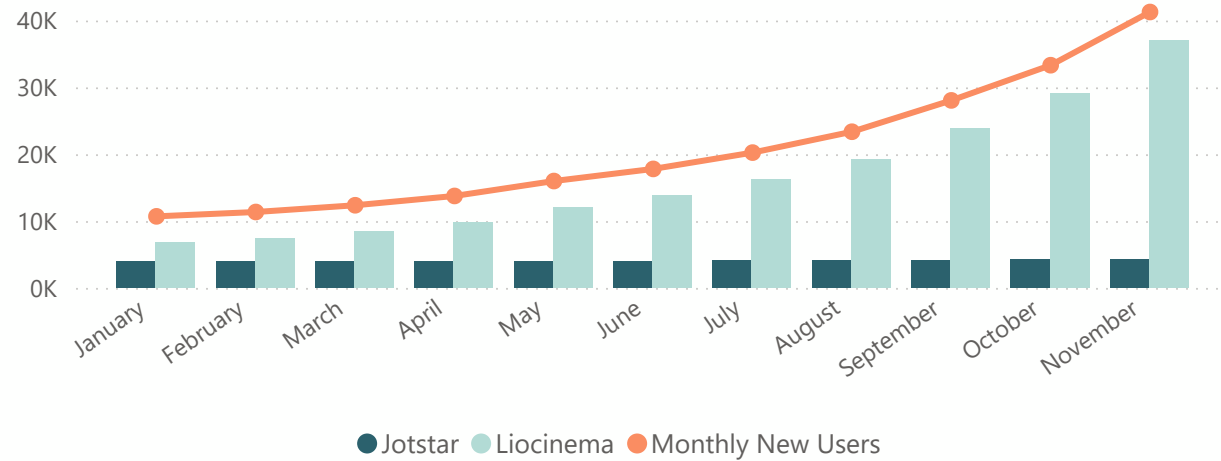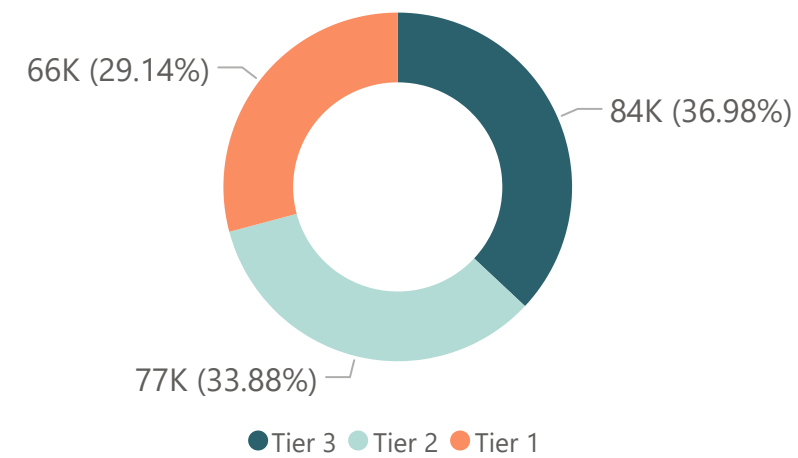
Active Users by Month and Platform
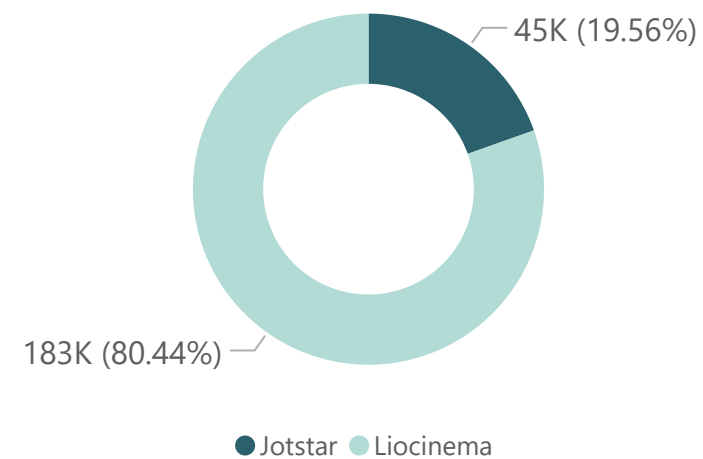
- January: 3K, 2K
- February: 3K, 3K
- March: 3K, 3K
- April: 3K, 4K
- May: 3K, 6K
- June: 7K, 3K
- July: 9K, 4K
- August: 11K, 4K
- September: 12K, 4K
- October: 19K, 4K
- November: 35K, 4K

Legend: Jotstar, Liocinema

Total Users by Platform

- 45K (19.56%)
- 183K (80.44%)

Legend: Jotstar, Liocinema
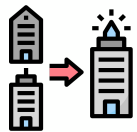
LIOCINEMA & JOTSTAR MERGER DASHBOARD

User demographics

Age Group: All
City Tier: All
Month: All
Plan Type: All

228K Total Users	**151K** Active Users	**77K** Inactive Users	**111K** Paid Users	**26.73M** Total Watch Time (hrs)

Jotstar
Liocinema

Total users & growth trends

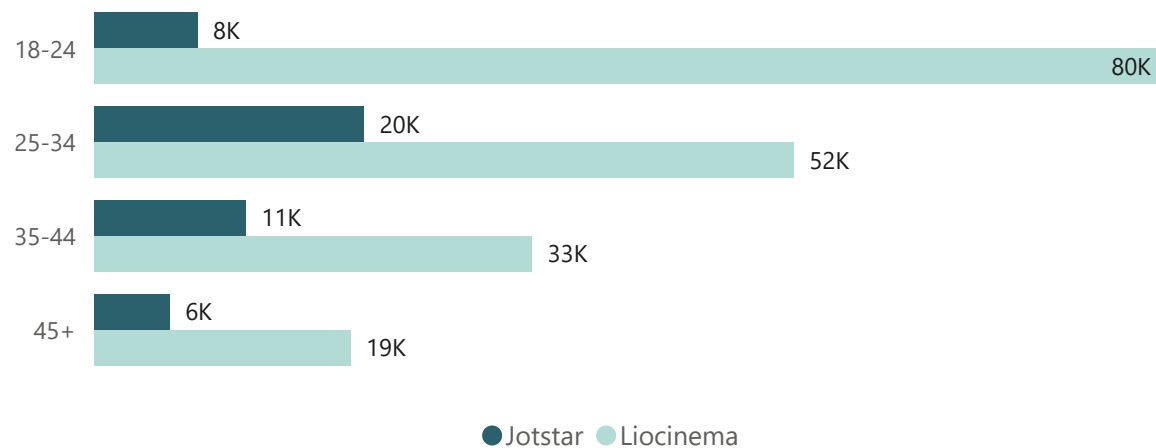**User Demographics**

PaidUser
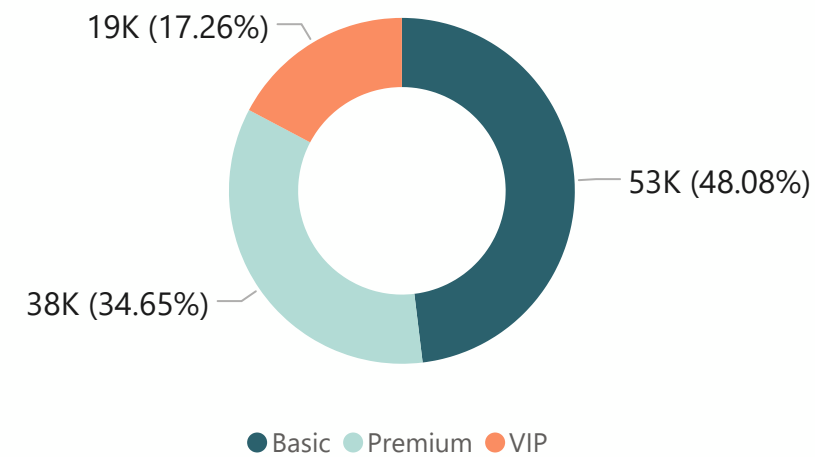
Revnue Analysis

Watch Time Analysis

Inactivity Corelation

Down/Up-Grade Trends

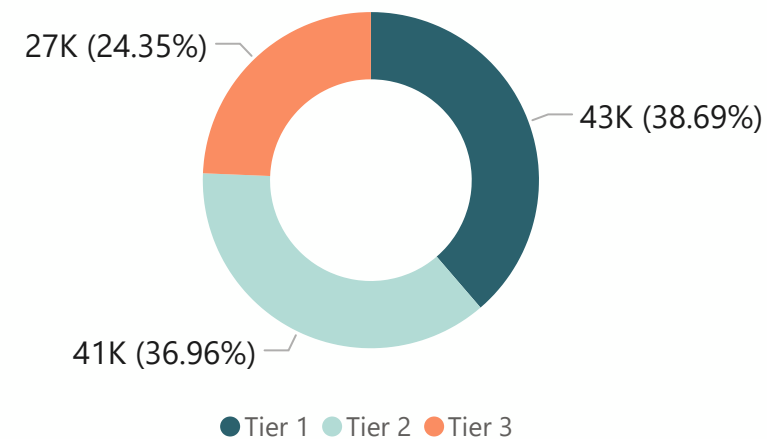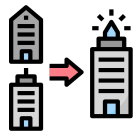Content Library

Total Users By Age Group & Platform

- 18-24: 8K (Jotstar), 80K (Liocinema)
- 25-34: 20K (Jotstar), 52K (Liocinema)
- 35-44: 11K (Jotstar), 33K (Liocinema)
- 45+: 6K (Jotstar), 19K (Liocinema)

● Jotstar ● Liocinema

Total Users By Plan Type

- 19K (17.26%)
- 53K (48.08%)
- 38K (34.65%)

● Basic ● Premium ● VIP

Total Users By City Tier

- 27K (24.35%)
- 43K (38.69%)
- 41K (36.96%)

● Tier 1 ● Tier 2 ● Tier 3

Platform	Total Users	Total User %	Active Users	Active Rate %	Inactive Users	Inactive Rate %
⊟ **Jotstar**	**45K**	**20%**	**39K**	**87.60%**	**6K**	**12.40%**
Free	12K	5%	10K	78.58%	3K	21.42%
Premium	13K	6%	13K	94.35%	1K	5.65%
VIP	19K	8%	17K	88.58%	2K	11.42%
⊟ **Liocinema**	**183K**	**80%**	**112K**	**60.87%**	**72K**	**39.13%**
Basic	53K	23%	38K	70.56%	16K	29.44%
Free	105K	46%	53K	50.27%	52K	49.73%
Premium	25K	11%	21K	84.57%	4K	15.43%
Total	**228K**	**100%**	**151K**	**66.10%**	**77K**	**33.90%**

LIOCINEMA & JOTSTAR MERGER DASHBOARD

Paid users analysis

Age Group: All

City Tier: All

Month: All

Plan Type: All

73M	228K	111K	117K	66.10%
Revnue	Total Users	Paid Users	Unpaid Users	Active Rate %

Jotstar

Liocinema

Total users & growth trends

User Demographics

PaidUser

Revnue Analysis

Watch Time Analysis

Inactivity Corelation

Down/Up-Grade Trends

Content Library

Upgrade Status By Month

January, February, March, April, May, June, July, August, Septem..., October, Novem...

● Jotstar ● Liocinema

Paid Users By Age Group

Age	Jotstar	Liocinema
18-24	6K	34K
25-34	15K	22K
35-44	8K	14K
45+	4K	8K

● Jotstar ● Liocinema

Total Users By Device Type

228K (40.39%)

168K (29.8%)

168K (29.8%)

● Mobile ● Laptop ● TV
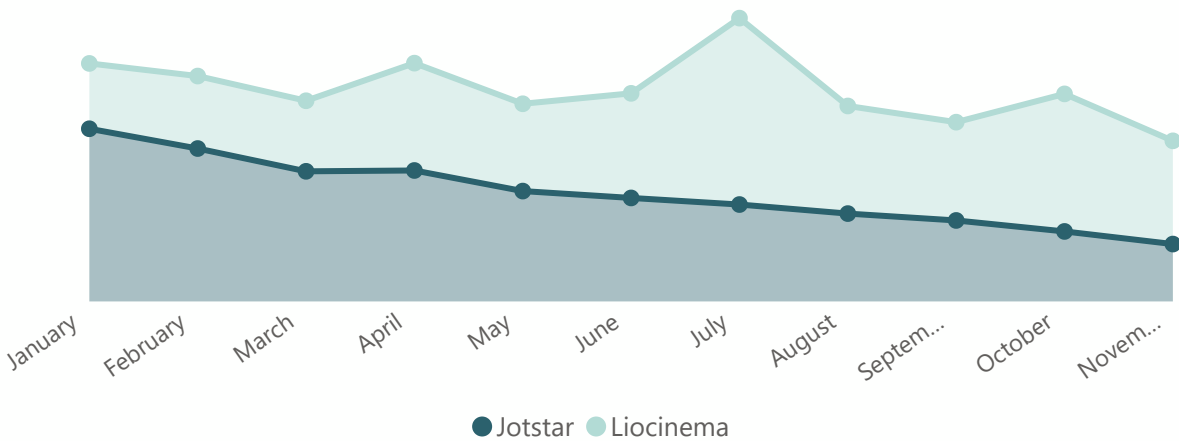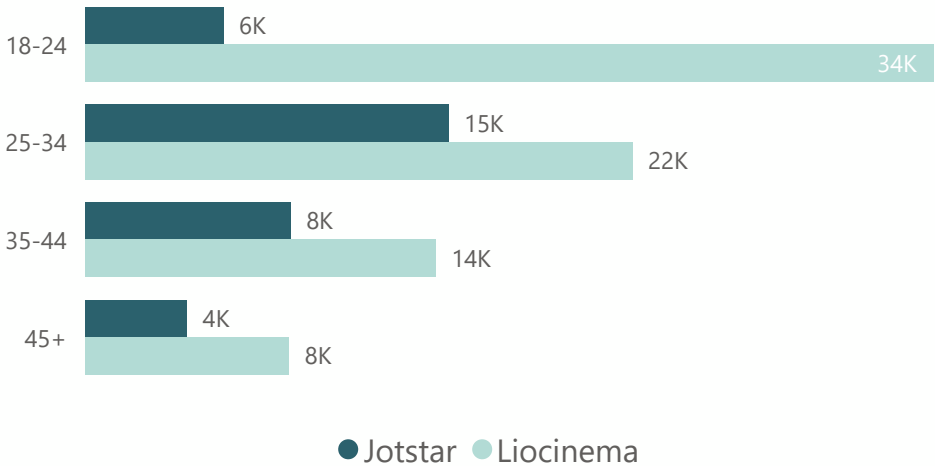
Platform	Total Users	Total User %	Paid Users	Paid User %	Revnue %	Total Watch Time (hrs)
⊟ Jotstar	45K	20%	33K	73%	67.35%	15.69M
Free	12K	5%			2.49%	2.45M
Premium	13K	6%	13K	100%	37.90%	6.55M
VIP	19K	8%	19K	100%	26.95%	6.70M
⊟ Liocinema	183K	80%	78K	43%	32.65%	11.03M
Basic	53K	23%	53K	100%	18.65%	4.35M
Free	105K	46%			0.76%	3.38M
Premium	25K	11%	25K	100%	13.24%	3.31M
Total	**228K**	**100%**	**111K**	**49%**	**100.00%**	**26.73M**

LIOCINEMA & JOTSTAR MERGER DASHBOARD

Revnue analysis

73M	228K	26.73M	48.66%	66.10%
Revnue	Total Users	Total Watch Time (hrs)	Paid User %	Active Rate %

Jotstar

Liocinema

Revnue By Plan & Age Group

Legend: ● 18-24 ● 25-34 ● 35-44 ● 45+

Revnue By Platform

24M (32.65%)
49M (67.35%)

Legend: ● Jotstar ● Liocinema

- Total users & growth trends
- User Demographics
- PaidUser
- **Revnue Analysis**
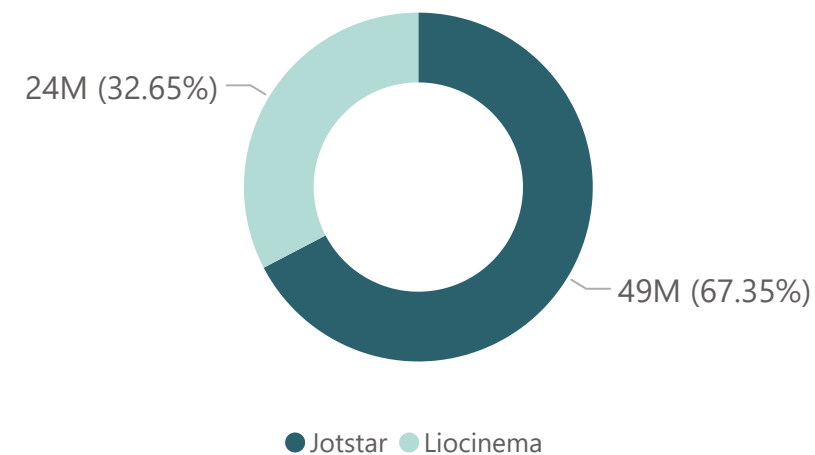- Watch Time Analysis
- Inactivity Corelation
- Down/Up-Grade Trends
- Content Library

Platform	Revnue	Revnue %	Total Users	Total User %	Total Watch Time (hrs)
Jotstar	**49M**	**67%**	**45K**	**20%**	**15.69M**
Premium	28M	38%	13K	6%	6.55M
VIP	20M	27%	19K	8%	6.70M
Free	2M	2%	12K	5%	2.45M
Liocinema	**24M**	**33%**	**183K**	**80%**	**11.03M**
Basic	14M	19%	53K	23%	4.35M
Premium	10M	13%	25K	11%	3.31M
Free	1M	1%	105K	46%	3.38M
Total	**73M**	**100%**	**228K**	**100%**	**26.73M**

UpgradeTransition	Upgraded Users	Revnue	Revnue %
Basic to Premium	1362	706K	0.96%
Free to Basic	2078	333K	0.45%
Free to Premium	1398	1390K	1.90%
Free to VIP	844	659K	0.90%
VIP to Premium	2821	5916K	8.07%
Total	**8503**	**9004K**	**12.28%**
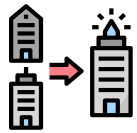
Age Group
All

City Tier
All

Month
All

Plan Type
All

26.73M
Total Watch Time (hrs)

228K
Total Users

151K
Active Users

77K
Inactive Users

66.10%
Active Rate %

Jotstar

Liocinema

Total Users By Age Group & Platform

Age Group	Jotstar	Liocinema
18-24	8K	80K
25-34	20K	52K
35-44	11K	33K
45+	6K	19K

● Jotstar ● Liocinema
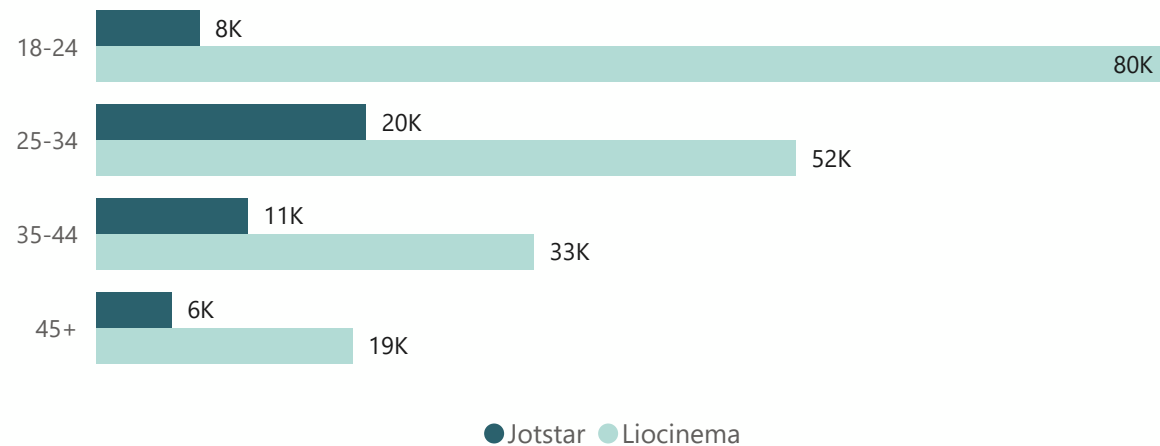
Average Watch Time (hrs) By City Tier

	Tier 1	Tier 2	Tier 3
Jotstar	394.18	315.02	249.41
Liocinema	90.03	67.43	38.64

● Jotstar ● Liocinema

Platform	TWT (hrs)	Active Rate %	AWT Active	Inactive Rate %	AWT Inactive
⊟ **Jotstar**	**15.69M**	**87.60%**	**387.16**	**12.40%**	**101.43**
Premium	6.55M	94.35%	506.79	5.65%	205.60
VIP	6.70M	88.58%	378.27	11.42%	126.73
Free	2.45M	78.58%	244.28	21.42%	49.72
⊟ **Liocinema**	**11.03M**	**60.87%**	**86.31**	**39.13%**	**19.45**
Premium	3.31M	84.57%	143.52	15.43%	67.25
Basic	4.35M	70.56%	101.90	29.44%	32.64
Free	3.38M	50.27%	52.19	49.73%	11.93
Total	**26.73M**	**66.10%**	**164.32**	**33.90%**	**25.31**

Average Watch Time (hrs) By Device Type

	Laptop	TV	Mobile
Jotstar	80.95	94.71	176.06
Liocinema	8.25	12.65	46.05

● Jotstar ● Liocinema

Total users & growth trends

User Demographics

PaidUser

Revnue Analysis

Watch Time Analysis

Inactivity Corelation
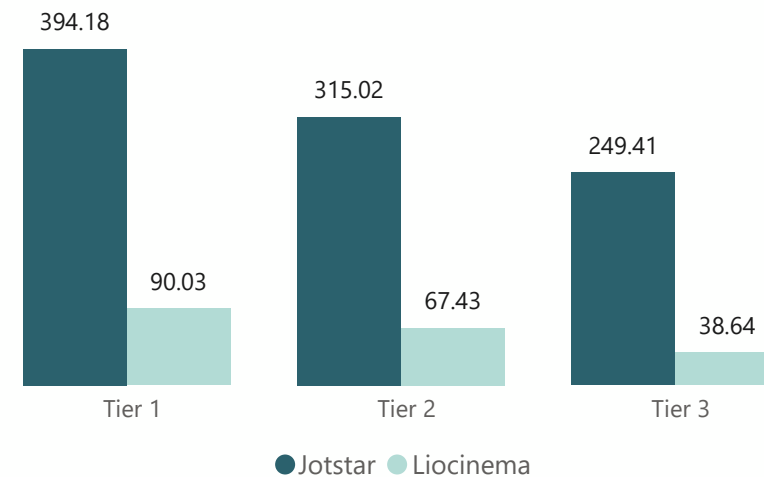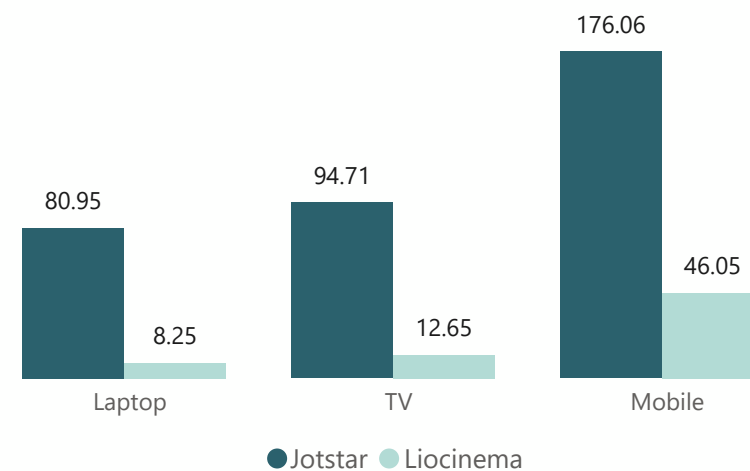
Down/Up-Grade Trends

Content Library
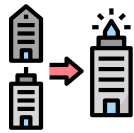
LIOCINEMA & JOTSTAR MERGER DASHBOARD

Inactivity corelation

26.73M	228K	164.32	25.31	66.10%
Total Watch Time (hrs)	Total Users	AvgWatchTime_Active	AvgWatchTime_Inactive	Active Rate %

Jotstar

Liocinema

Correlation Between Watch Time and User Inactivity

● Jotstar ● Liocinema
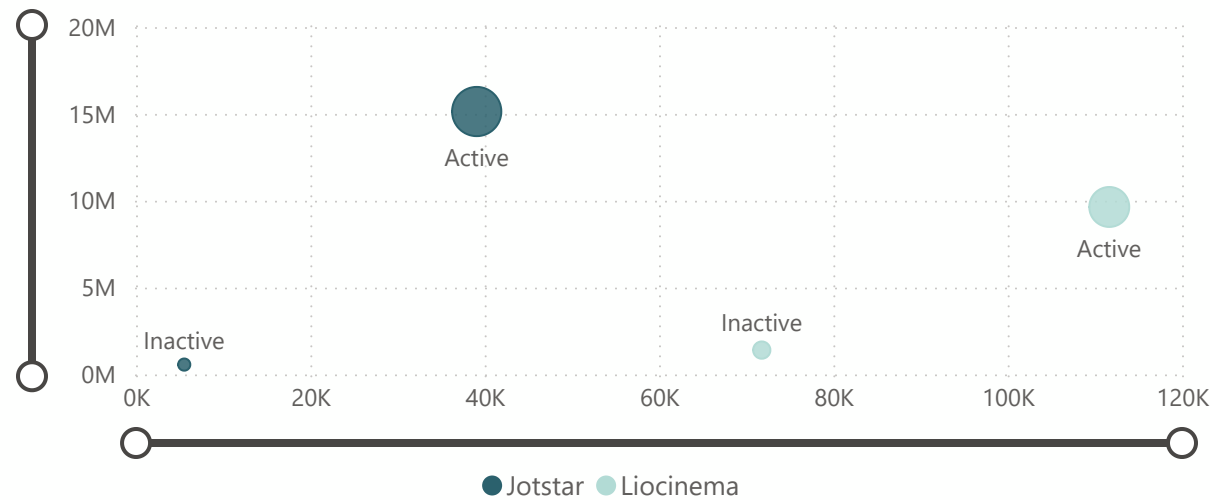
Inactive & Active Users By Age Group

● Inactive Users ● Active Users

Total users & growth trends

User Demographics

PaidUser

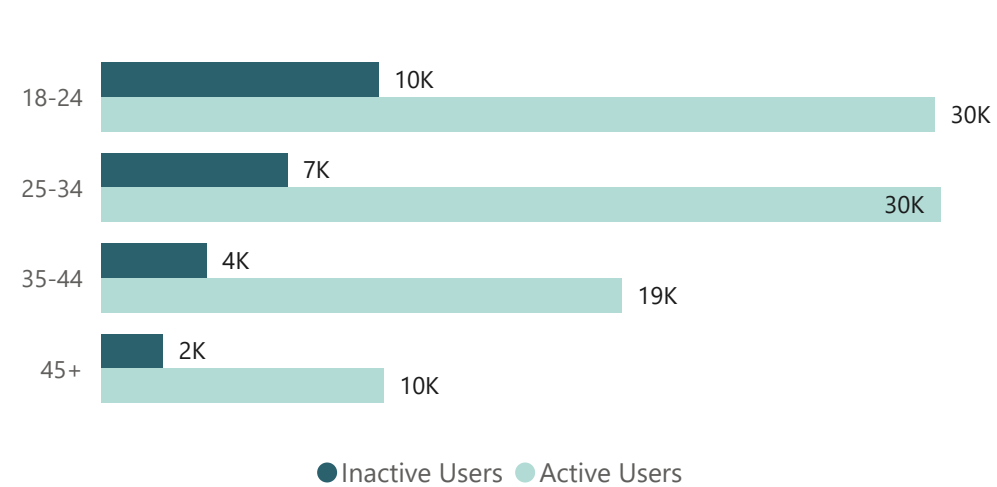Revnue Analysis

Watch Time Analysis

Inactivity Corelation
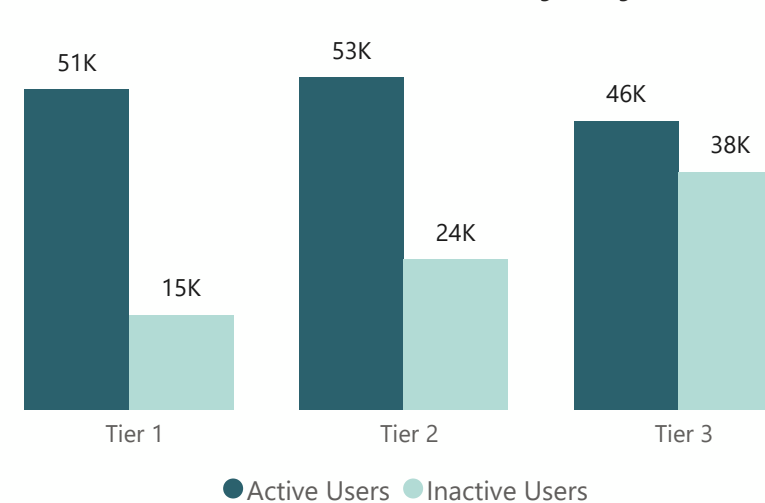
Down/Up-Grade Trends

Content Library

Platform	Total Users	Total User %	Active Users	Active Rate %	Inactive Users	Inactive Rate %
⊟ **Jotstar**	**45K**	**20%**	**39K**	**87.60%**	**6K**	**12.40%**
Free	12K	5%	10K	78.58%	3K	21.42%
Premium	13K	6%	13K	94.35%	1K	5.65%
VIP	19K	8%	17K	88.58%	2K	11.42%
⊟ **Liocinema**	**183K**	**80%**	**112K**	**60.87%**	**72K**	**39.13%**
Basic	53K	23%	38K	70.56%	16K	29.44%
Free	105K	46%	53K	50.27%	52K	49.73%
Premium	25K	11%	21K	84.57%	4K	15.43%
Total	**228K**	**100%**	**151K**	**66.10%**	**77K**	**33.90%**

Active & Inactive Users By City Tier

● Active Users ● Inactive Users

LIOCINEMA & JOTSTAR MERGER DASHBOARD

Down/Up-grade analysis

Age Group All

City Tier All

Month All

Plan Type All

26.73M Total Watch Time (hrs)	**228K** Total Users	**151K** Active Users	**77K** Inactive Users	**66.10%** Active Rate %

Jotstar

Liocinema

Total users & growth trends

User Demographics

PaidUser

Revnue Analysis

Watch Time Analysis

Inactivity Corelation

Down/Up-Grade Trends

Content Library

Upgrade Status By Month

January, February, March, April, May, June, July, August, Septem…, October, Novem…

● Jotstar ● Liocinema

Total Users by UpgradeTransition and Platform

Transition	Value
VIP to Premium	2.8K
Free to Basic	2.1K
Free to Premium	0.7K / 0.7K
Basic to Premium	1.4K
Free to VIP	0.8K

● Jotstar ● Liocinema

Downgrade Status By Month

January, February, March, April, May, June, July, August, Septe…, October, Nove…

● Jotstar ● Liocinema
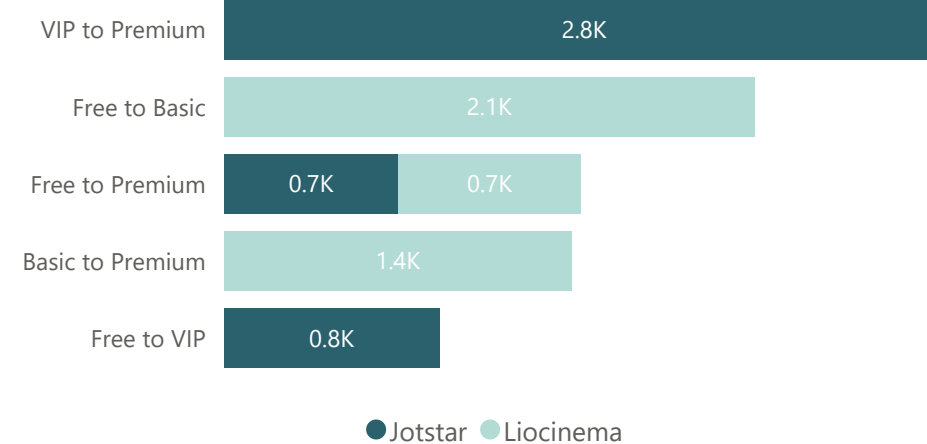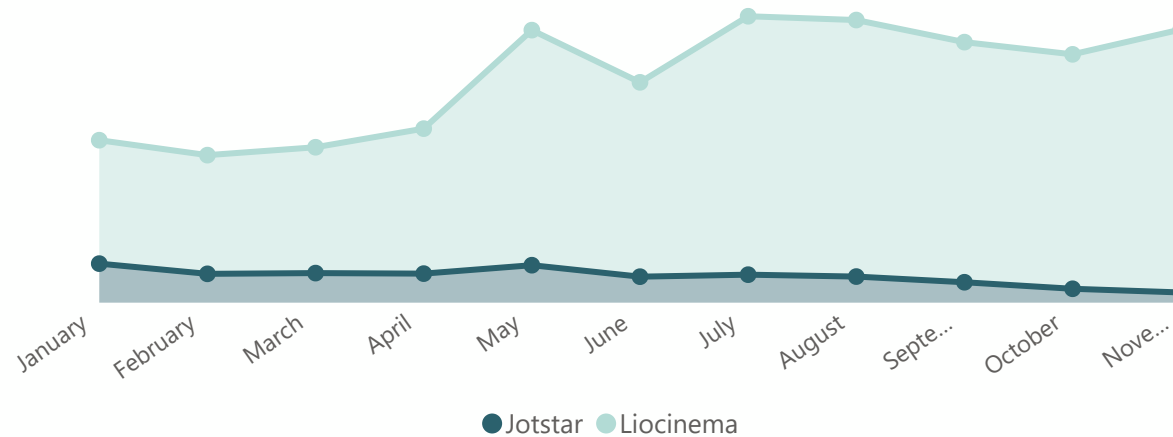
Upgrade / Downgrade Rate % by Device Type
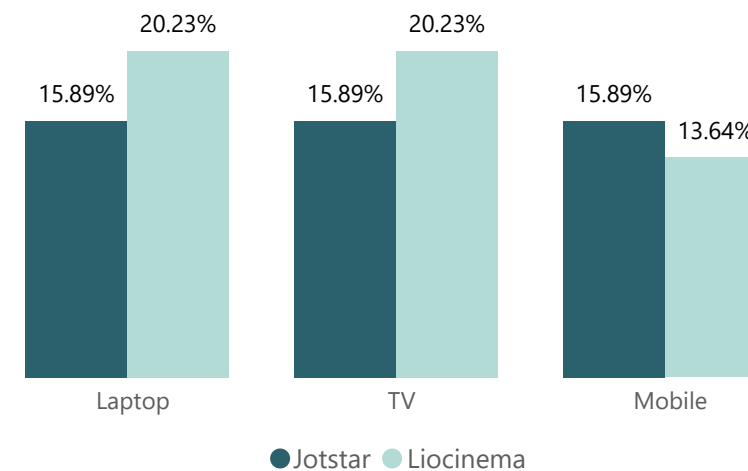
Device Type	Jotstar	Liocinema
Laptop	15.89%	20.23%
TV	15.89%	20.23%
Mobile	15.89%	13.64%

● Jotstar ● Liocinema

LIOCINEMA & JOTSTAR MERGER DASHBOARD

Content library

Content Type
All

language
All

3610 Total Content Items	**228K** Total Users
26.73M Total Watch Time (hrs)	**48.66%** Paid User %
66.10% Active Rate %	

Jotstar

Liocinema

Platform	Total Content Items
Jotstar	**2360**
English	800
Hindi	637
Tamil	251
Telugu	244
Kannada	121
Malayalam	118
Marathi	74
Bengali	60
Gujarati	28
Punjabi	27
Liocinema	**1250**
Hindi	424
Telugu	242
Tamil	221
Malayalam	121
Kannada	118
Marathi	68
English	56
Total	**3610**

Platform	Total Content Items
Jotstar	**2360**
Movie	1180
Series	826
Sports	354
Liocinema	**1250**
Movie	900
Series	300
Sports	50
Total	**3610**

Total Content Items by Platform

1K (34.63%)

2K (65.37%)

● Jotstar ● Liocinema
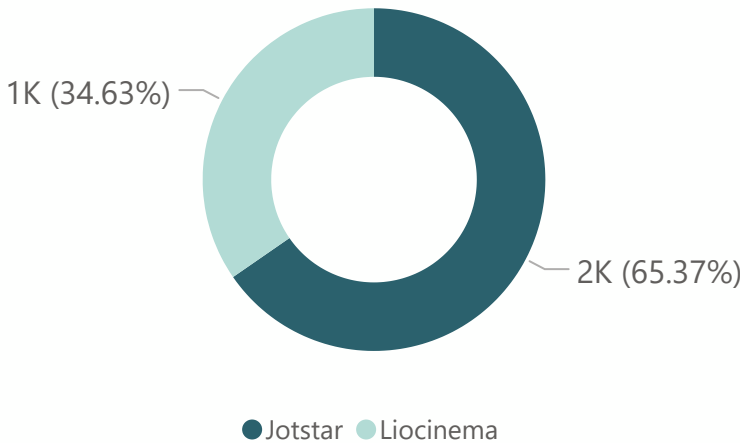
Sum of run_time by content_type and Platform

Movie — 147K / 114K
Sports — 38K / 5K
Series — 27K / 10K

0K   50K   100K   150K

● Jotstar ● LioCinema

- Total users & growth trends
- User Demographics
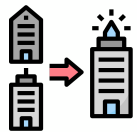- PaidUser
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