RESUME CHALLENGE #14

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OTT MERGER: INSIGHTS & STRATEGIC DASHBOARD FOR LIOCINEMA-JOTSTAR

DESIGNED & PRESENTED **BY:**

KUNAL PATIL

INTRODUCTION

- Our unified dashboard, "OTT Fusion: Unified Insights & Strategic Dashboard for LioCinema-Jotstar," pulls together key performance metrics from January to November 2024 to provide a comprehensive view of both platforms. We'll explore subscriber growth, content offerings, user engagement, subscription transitions, and revenue trends, offering actionable insights to guide our future strategy.

PROBLEM STATEMENT

- LioCinema and Jotstar are considering a strategic merger to create India's leading OTT platform.
- Management needs to understand each platform's performance covering subscriber growth, content library, engagement levels, subscription changes, and revenue trends from January to November 2024—to guide effective strategy and operational decisions for the merged platform.
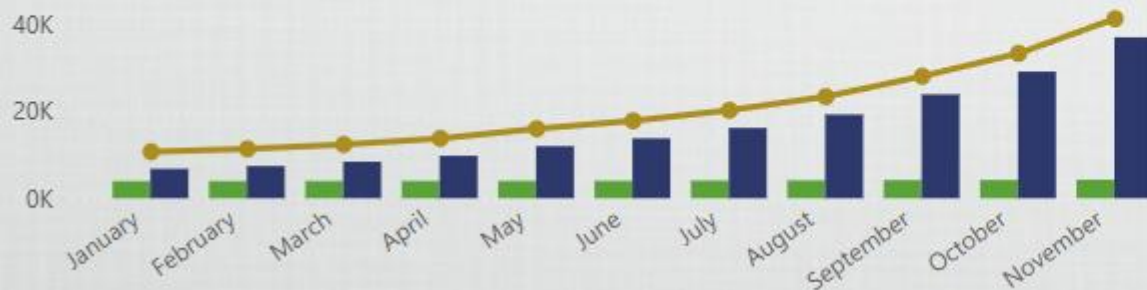
PRIMARY ANALYSIS

P1. What is the total number of users for LioCinema and Jotstar, and how do they compare in terms of growth trends (January–November 2024)?
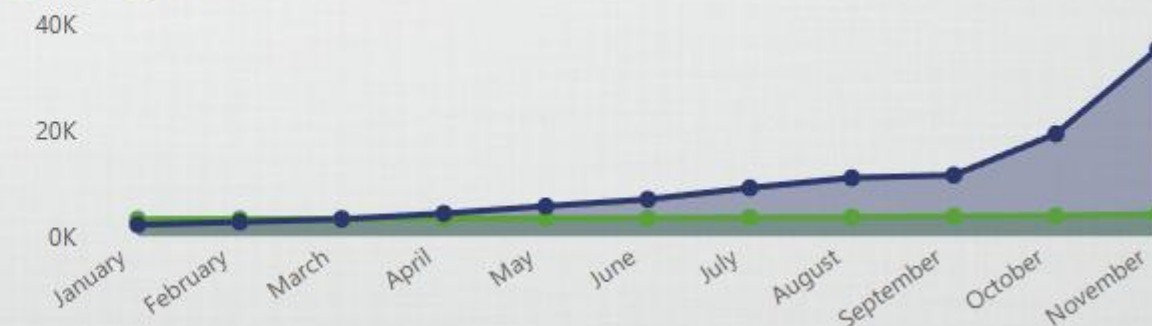
Total Users And Monthly New Users

● Jotstar ● Liocinema ● Monthly New Users

Active Users by Month and Platform
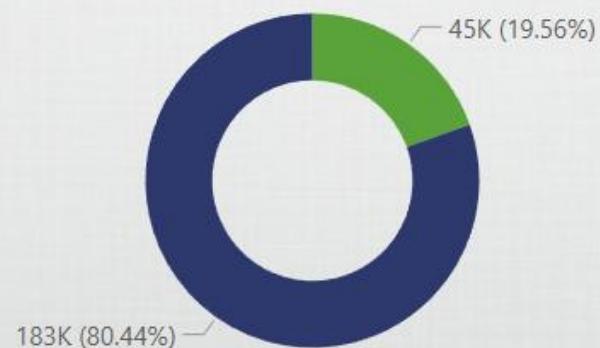
● Jotstar ● Liocinema
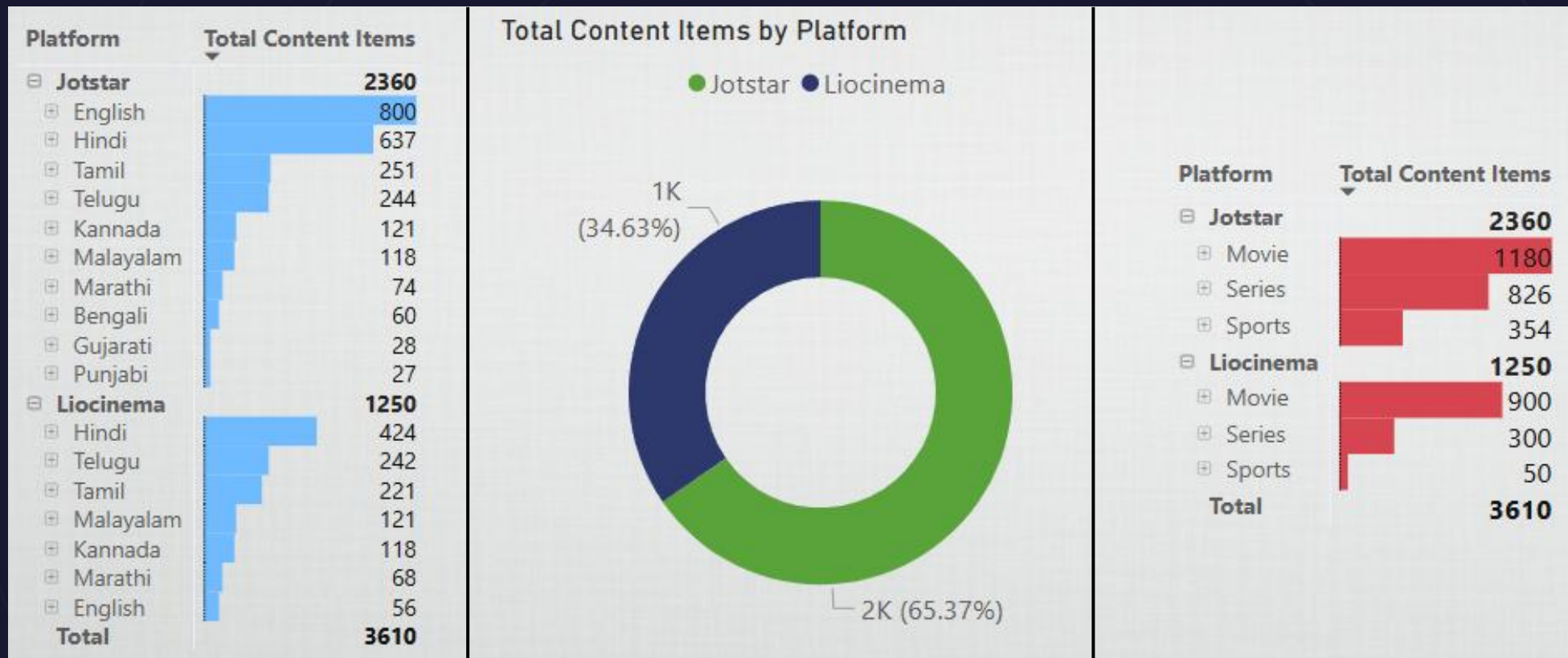
228K
Total Users

48.66%
Paid User %

23.90%
Monthly Growth Rate

Total Users by Platform

● Jotstar ● Liocinema

45K (19.56%)

183K (80.44%)

P2. What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?
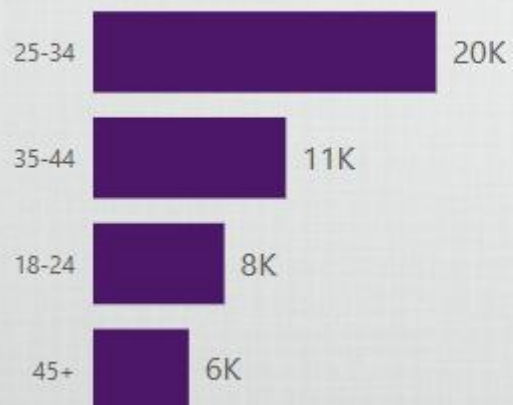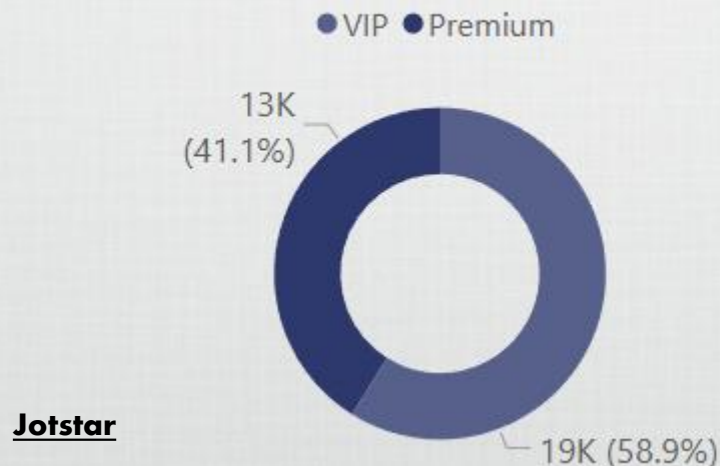
Platform	Total Content Items
⊟ **Jotstar**	**2360**
⊞ English	800
⊞ Hindi	637
⊞ Tamil	251
⊞ Telugu	244
⊞ Kannada	121
⊞ Malayalam	118
⊞ Marathi	74
⊞ Bengali	60
⊞ Gujarati	28
⊞ Punjabi	27
⊟ **Liocinema**	**1250**
⊞ Hindi	424
⊞ Telugu	242
⊞ Tamil	221
⊞ Malayalam	121
⊞ Kannada	118
⊞ Marathi	68
⊞ English	56
Total	**3610**

Total Content Items by Platform

● Jotstar ● Liocinema

1K (34.63%)

2K (65.37%)

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

3610
Total Content Items
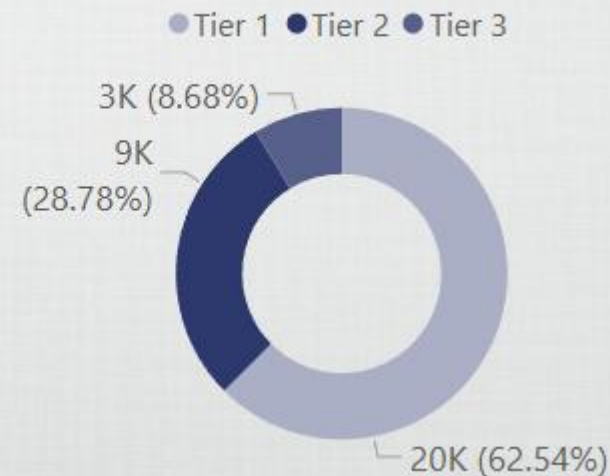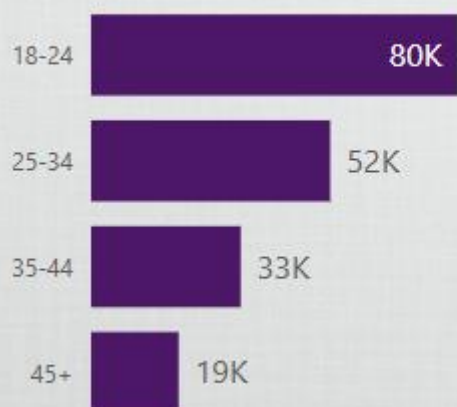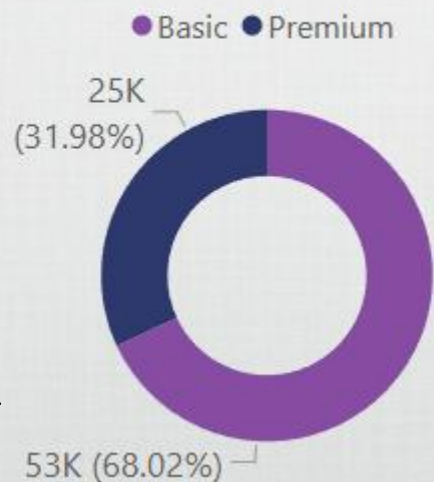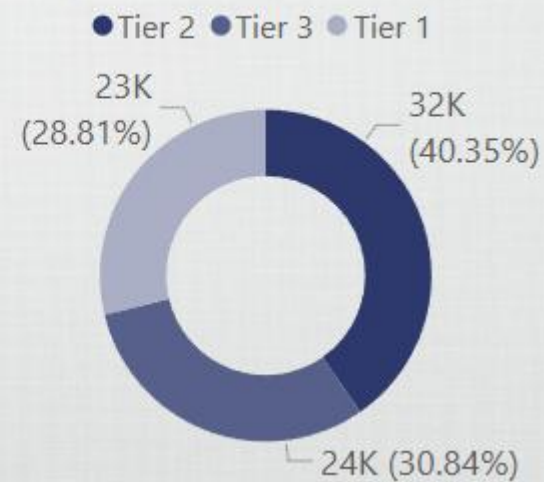
P4. What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?
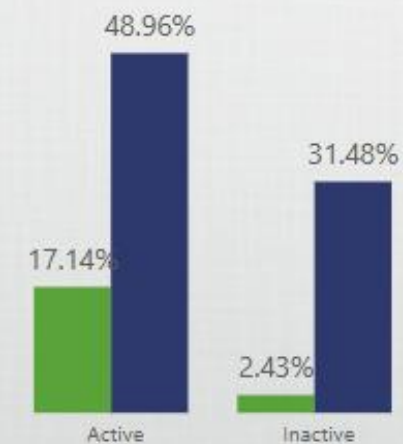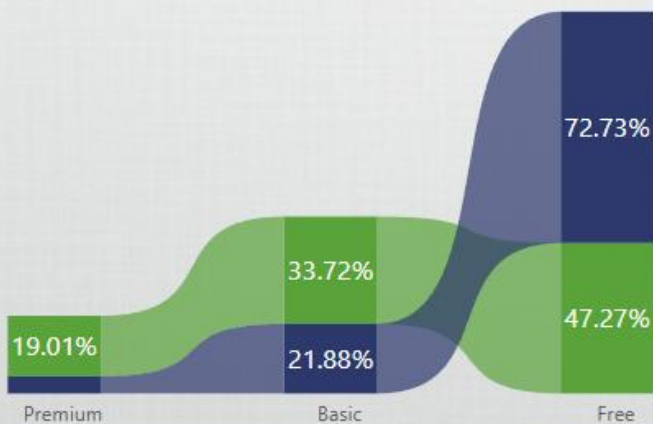
P5. What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

Average Watch Time (hrs) by Platform
Platform ● Jotstar ● Liocinema

60.14 (14.6%)
351.73 (85.4%)
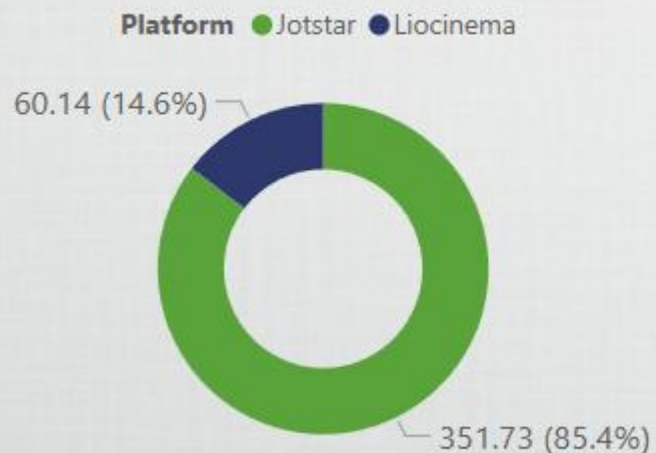
Average Watch Time (hrs) By City Tier
Platform ● Jotstar ● Liocinema

Tier	Jotstar	Liocinema
Tier 1	394.18	90.03
Tier 2	315.02	67.43
Tier 3	249.41	38.64
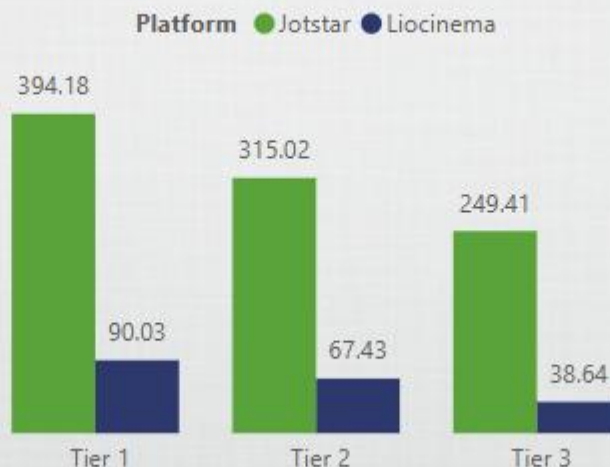
Average Watch Time (hrs) By Device Type
Platform ● Jotstar ● Liocinema

Device	Jotstar	Liocinema
Laptop	80.95	5.56
TV	94.71	8.53
Mobile	176.06	46.05
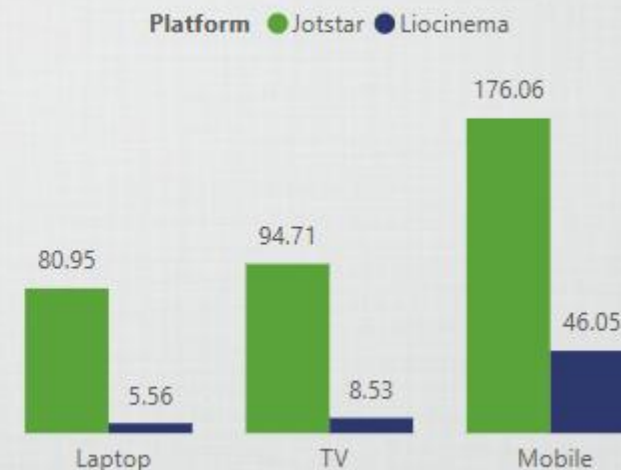
Note:- Here Avg watch time is in Millions

P6. How do inactivity patterns correlate with total watch time or average watch time? Are less engaged users more likely to become inactive?

Correlation Between Watch Time and User Inactivity

Platform ● Jotstar ● Liocinema

Total Watch Time (hrs) by status
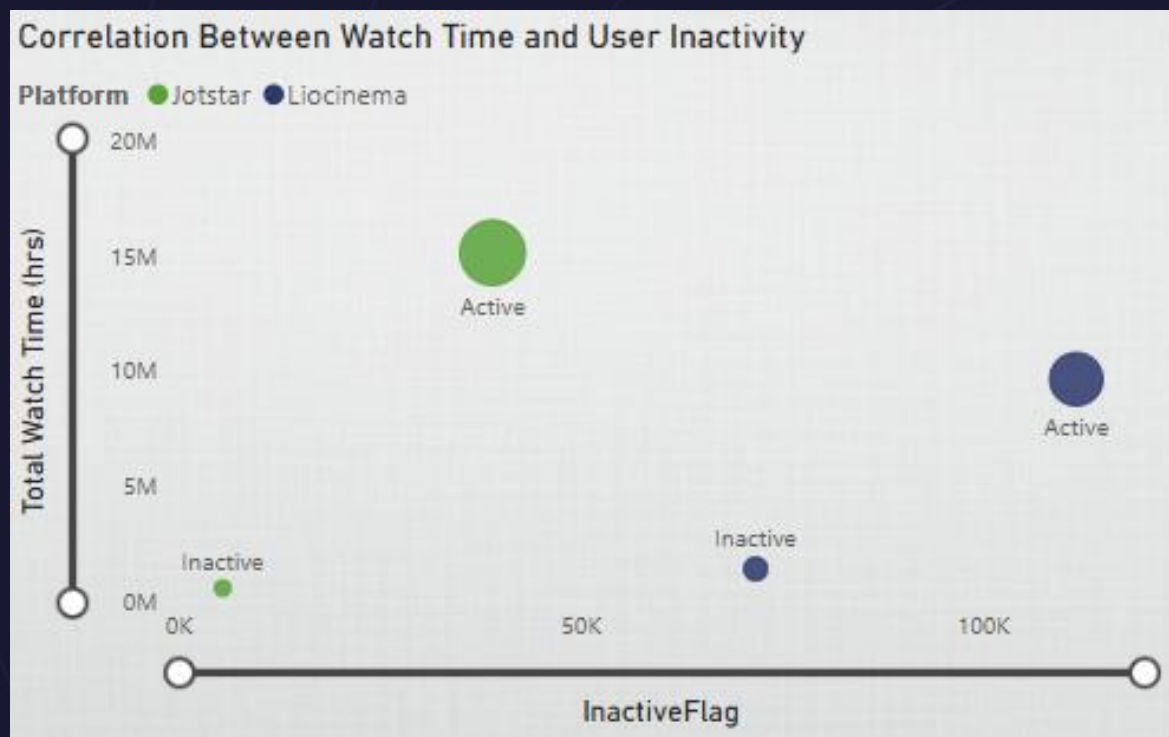
P7. How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?

Downgrade Status By Month

● Jotstar ● Liocinema

	January	February	March	April	May	June	July	August	September	October	November
Liocinema	1.2K	1.1K	1.2K	1.4K	2.2K	1.8K	2.5K	2.4K	2.3K	2.2K	2.5K
Jotstar	0.4K	0.3K	0.3K	0.3K	0.4K	0.2K	0.3K	0.2K	0.2K	0.1K	0.1K

Upgrade Status By Month

● Jotstar ● Liocinema

	January	February	March	April	May	June	July	August	September	October	November
Jotstar	629	557	474	477	402	377	353	320	295	255	209
Liocinema	238	264	257	391	318	381	679	392	358	501	376

P8. What are the most common upgrade transitions (e.g., Free to Basic, Free to VIP, Free to Premium) for LioCinema and Jotstar? How do these differ across platforms?

Total Users by UpgradeTransition and Platform

● Jotstar ● Liocinema

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
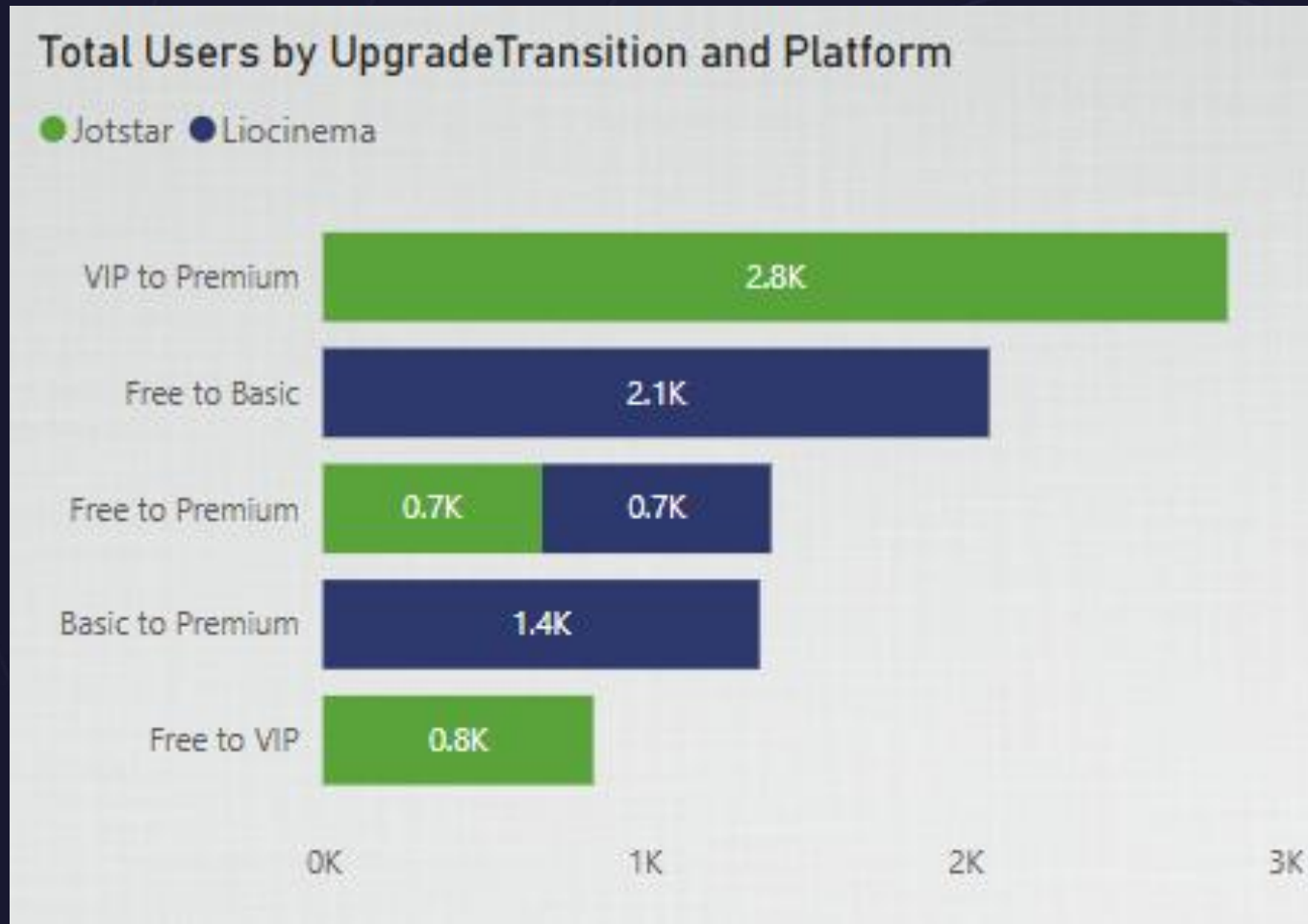
Platform	Plan	Price
LioCinema	Basic	₹ 69
	Premium	₹ 129
Jotstar	VIP	₹ 159
	Premium	₹ 359

P9. How does the paid user percentage (e.g., Basic, Premium for LioCinema; VIP, Premium for Jotstar) vary across different platforms? Analyse the proportion of premium users in Tier 1, Tier 2, and Tier 3 cities and identify any notable trends or differences.

Platform	Paid Users	Paid User %
⊟ **Jotstar**	**33K**	**14.26%**
Premium	13K	5.86%
VIP	19K	8.40%
⊟ **Liocinema**	**78K**	**34.40%**
Basic	53K	23.40%
Premium	25K	11.00%
Total	**111K**	**48.66%**

Premium Users % By City Tier

● Premium

- Tier 1: 8.98%
- Tier 2: 5.11%
- Tier 3: 2.77%

Premium users By City Tier

● Premium

- Tier 1: 20.5K
- Tier 2: 11.7K
- Tier 3: 6.3K
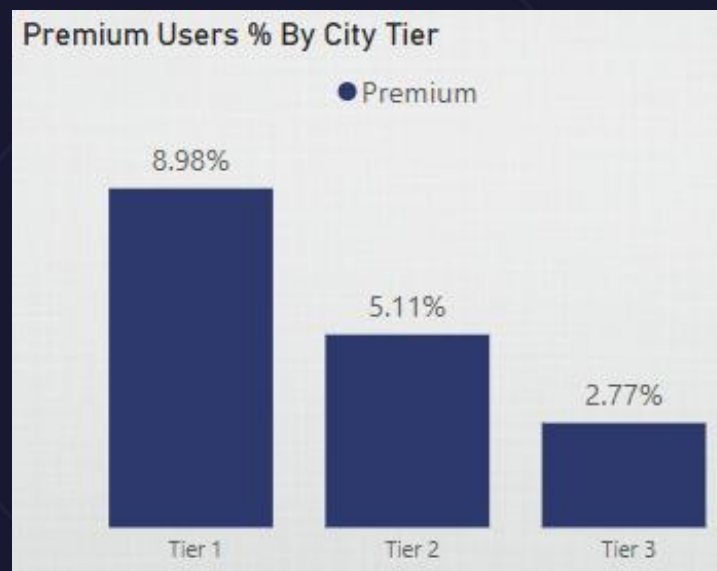
P10. Assume the following monthly subscription prices, calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

Note:- Here the free users were converted to paid user

Revnue By Plan Type & Age Group

● 45+ ● 35-44 ● 25-34 ● 18-24
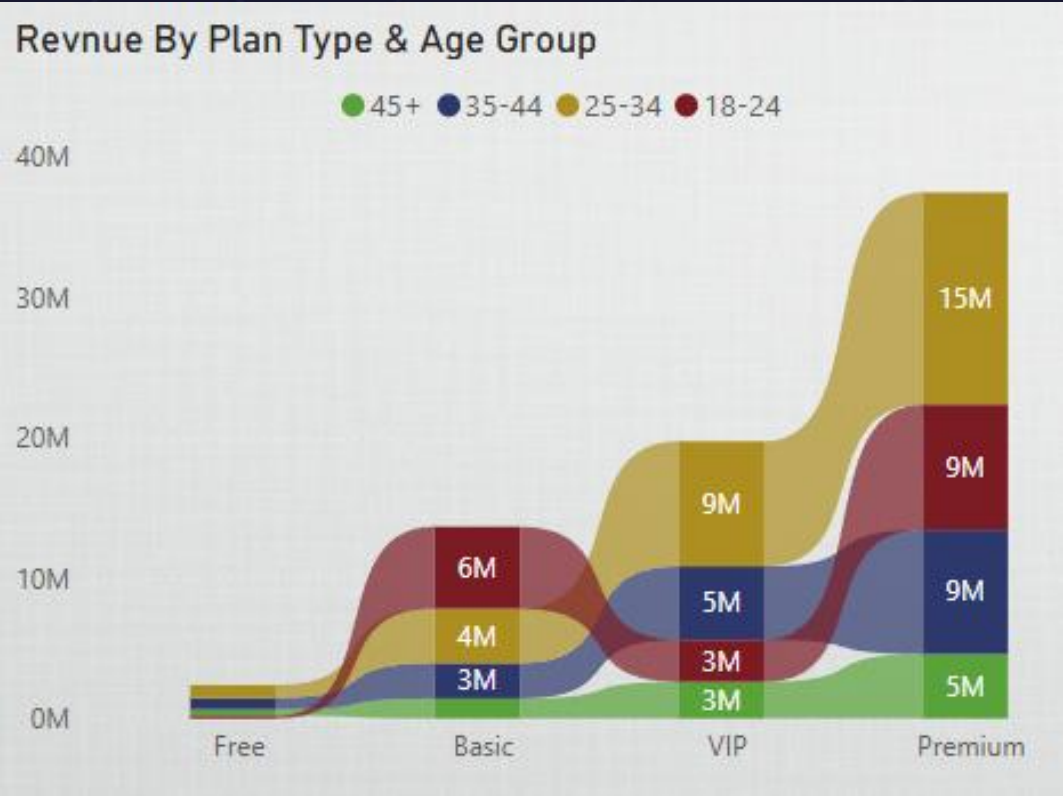
Platform	Revnue	Revnue %	Total Users	Total User %	Total Watch Time (hrs)
⊟ **Jotstar**	**49M**	**67.35%**	**45K**	**19.56%**	**15.69M**
Premium	28M	37.90%	13K	5.86%	6.55M
VIP	20M	26.95%	19K	8.40%	6.70M
Free	2M	2.49%	12K	5.30%	2.45M
⊟ **Liocinema**	**24M**	**32.65%**	**183K**	**80.44%**	**11.03M**
Basic	14M	18.65%	53K	23.40%	4.35M
Premium	10M	13.24%	25K	11.00%	3.31M
Free	1M	0.76%	105K	46.04%	3.38M
Total	**73M**	**100.00%**	**228K**	**100.00%**	**26.73M**

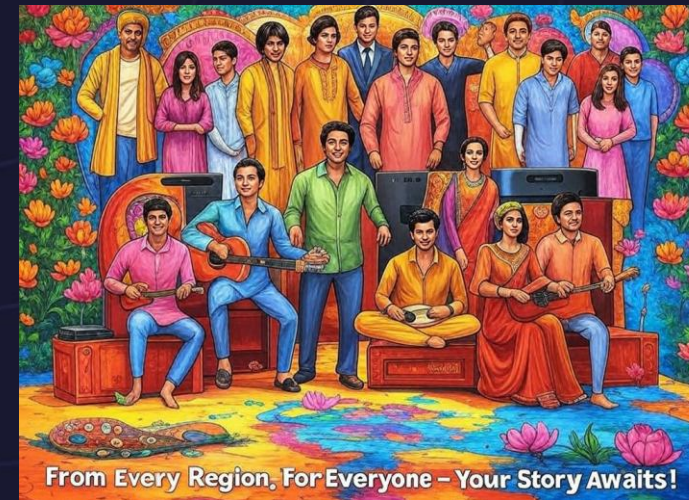| Platform	Plan	Price
LioCinema	Basic	₹ 69
	Premium	₹ 129
Jotstar	VIP	₹ 159
	Premium	₹ 359

SECONDARY ANALYSIS

- Reaching out the users who haven't logged in for a long time with a message that really attracts them.
- Other option could be sending personalized notifications or emails recommending new shows that match their past interests.
- Offering them a small discount or bonus content to entice them to come back.
- Making the platform easier to navigate—so they can quickly find something they love—can also help turn inactive users into active ones.

WELCOME BACK!
Enjoy
50% OFF

We've Got Something Special Just to You!

- The advertisement should be in such that combining your both content platforms so there would be a one stop platform where they can watch both the content libraries.
- The campaign could also highlight regional stories and cultural events to connect with different regions across India.
- The platform should host popular sports league that are popular in India such as IPL, Champions trophy etc.

- One smart move would be giving the existing customers additional one month free.
- The subscription plan price should be the average price of the both platforms like average of premium plan
- You might also consider bundling subscriptions (for example, family plans or annual subscriptions) to give users a better deal while keeping the platform competitive.

Loyal Customers Get 1 Extra Month FREE!

Platform	Plan	Price
LioCinema	Basic	₹ 69
	Premium	₹ 129
Jotstar	VIP	₹ 159
	Premium	₹ 359

- Partnering with telecom companies can be a win-win situation.
- For instance, you can bundle your OTT subscription with mobile data plans or broadband services.
- This gives you access to a huge pool of potential subscribers but also makes the subscription more attractive because users see added value from their existing telecom relationship.
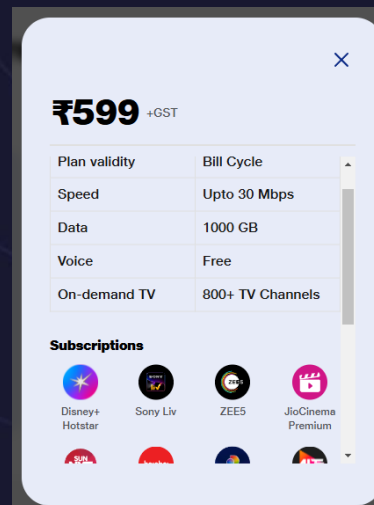
- AI can take the platform to the next level.
- By using machine learning, you can analyze what each user loves to watch and serve up personalized recommendations.
- This means every user sees content tailored just for them, making the whole experience feel more engaging and fun.
- AI can also improve search functions, so users can quickly find exactly what they're looking for, and even help predict when a user might be about to drop off, so you can reach out and re-engage them.

- For a merged platform LioCinema-Jotstar we need someone who's not only widely recognized but also relatable and inspiring.
- Think of a celebrity who's popular across different age groups and regions—someone like a well-loved Bollywood actor or a respected sports personality.
- Their charm and influence can help convey the brand's energy and diversity, making the platform more appealing to a broad audience.
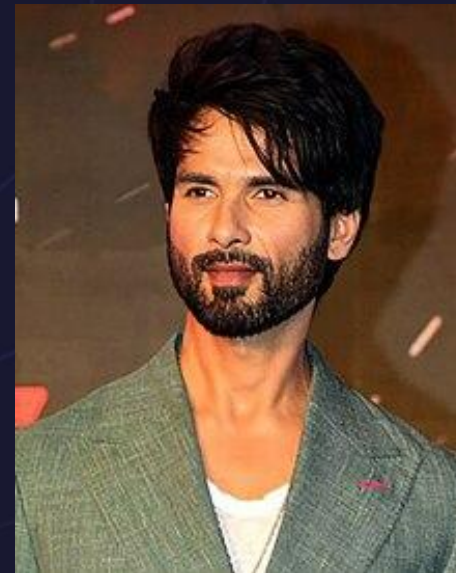
RECOMMENDATION

• **Leverage AI for Personalization & Re-Engagement:**
Implement advanced machine learning models to analyze user behavior and deliver personalized content recommendations. This will not only improve content discovery but also enable targeted re-engagement campaigns to reactivate inactive users.

• **Adopt a Tiered, Bundled Pricing Strategy:**
Develop flexible subscription plans that cater to a range of budgets—from free to premium tiers—while also exploring bundled offerings with telecom partners. This approach can attract new users, boost retention, and drive revenue growth.

• **Build a Unified Brand Identity with a Strong Ambassador:**
Launch an integrated brand campaign that highlights the merger's combined strengths. Consider partnering with a widely recognized, relatable celebrity to serve as the brand ambassador, reinforcing the platform's commitment to diverse, high-quality content and broad audience appeal.

CONCLUSION

- In summary, our analysis reveals significant opportunities for the merged platform to strengthen its market position.
- Both LioCinema and Jotstar boast robust content libraries and impressive user bases, yet there is room to boost engagement and revenue.
- By using AI for personalized recommendations and re-engagement, adopting a flexible tiered pricing strategy (with bundled offers), and building a unified brand identity with a strong ambassador, the merged platform can effectively enhance user experience and capture a larger share of the competitive OTT market in India.