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Star

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Problem Statement

Lio, a leading telecom provider in India, is planning a strategic merger with Jotstar, a major streaming platform. This partnership aims to leverage LioCinema's vast subscriber base and Jotstar's diverse content library to dominate India's OTT market.

Objective:

Analyze platform performance and user behavior from January to November 2024 to guide post-merger strategy.

Key Focus Areas:

- **Content Library:** Compare content types across both platforms.
- **Subscriber Insights:** Trends in acquisition and demographics.
- **Inactivity Analysis:** Patterns by age, city tier, and subscription plan.
- **Upgrade Trends:** Factors influencing subscription upgrades.
- **Downgrade Trends:** Analysis of subscription downgrades.
- **Content Consumption:** Watch time, device preferences, and demographic variations.

Insights from this study will optimize content strategy and position **Lio-Jotstar** as India's leading OTT platform.

1: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 Lio users

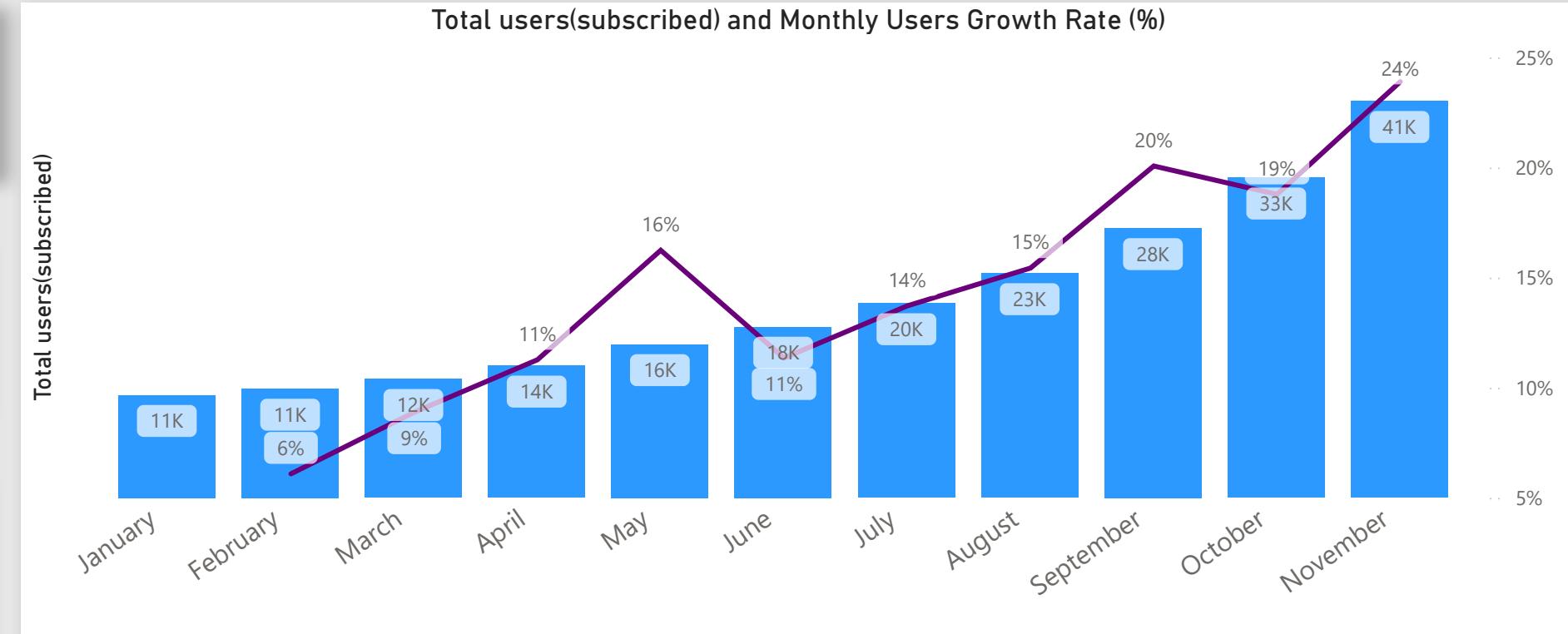
183K

Total Jotstar users

45K

Total users

228K



Lio

Jotstar

Insights

- LioCinema Shows Exponential Growth with a peak of 27%in November.
- Jotstar has a flat growth with a slight increase in November.

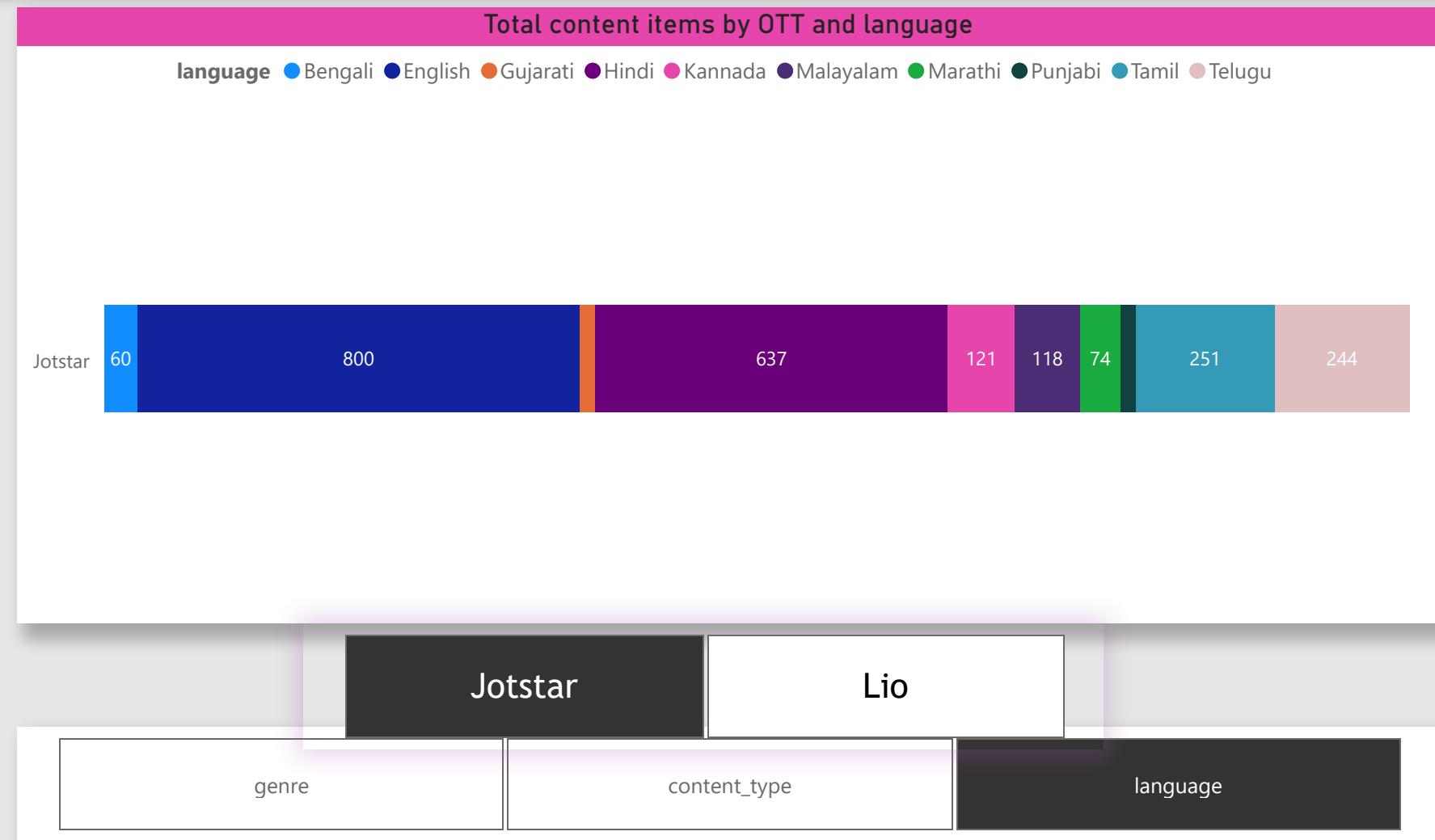


2:What is the total number of contents available on LioCinema vs. Jotstar? How do they differ in terms of language and content type?

Total contents
3610

Total Jotstar contents
2360

total Lio contents
1250

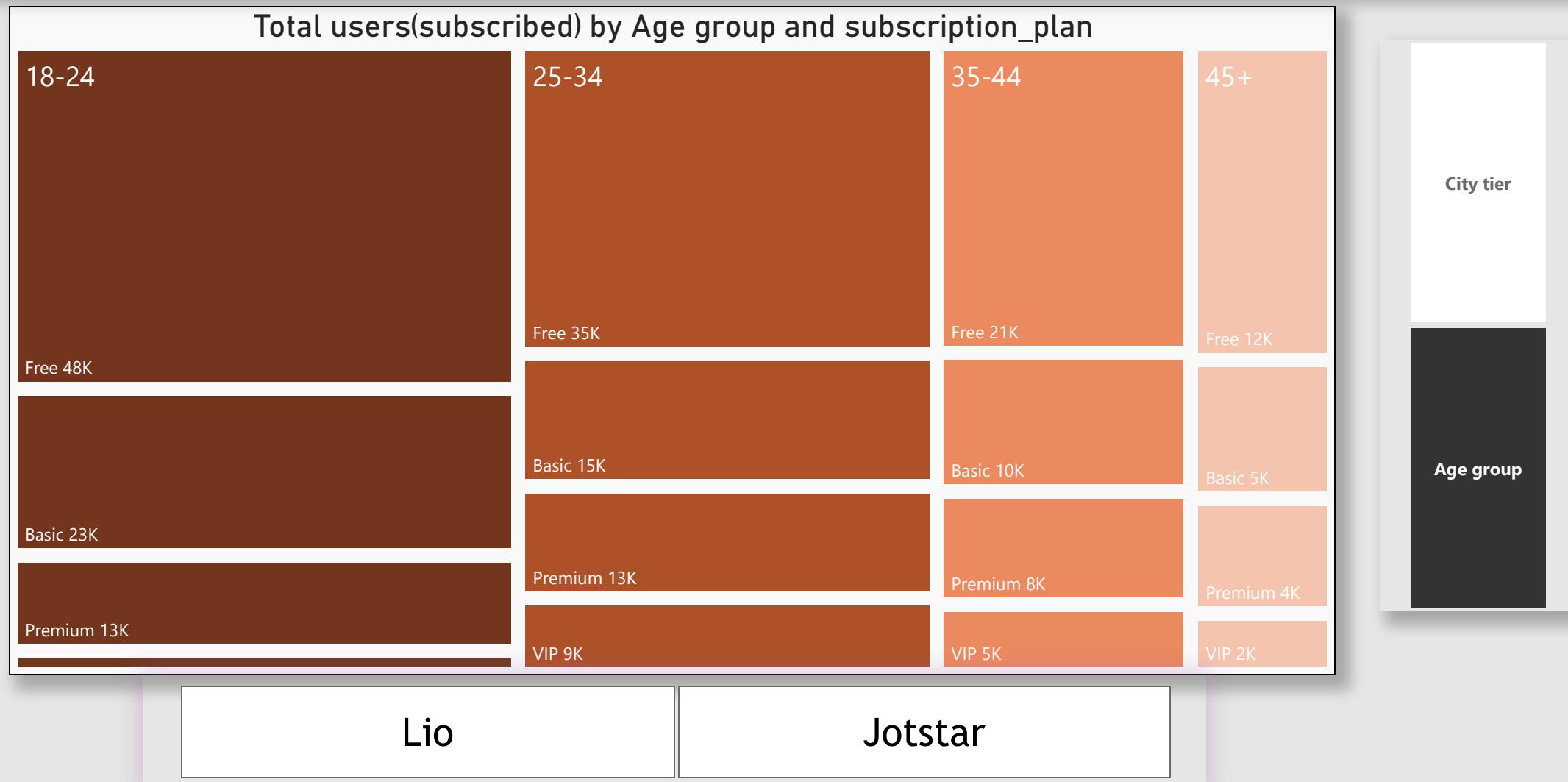


Insights

- **Jotstar** offers content in more languages (9) compared to **LioCinema** (6), with a larger English and Hindi library
- **Jotstar** dominates in movies (1,180 vs. 900), series (826 vs. 300), and sports (354 vs. 50).



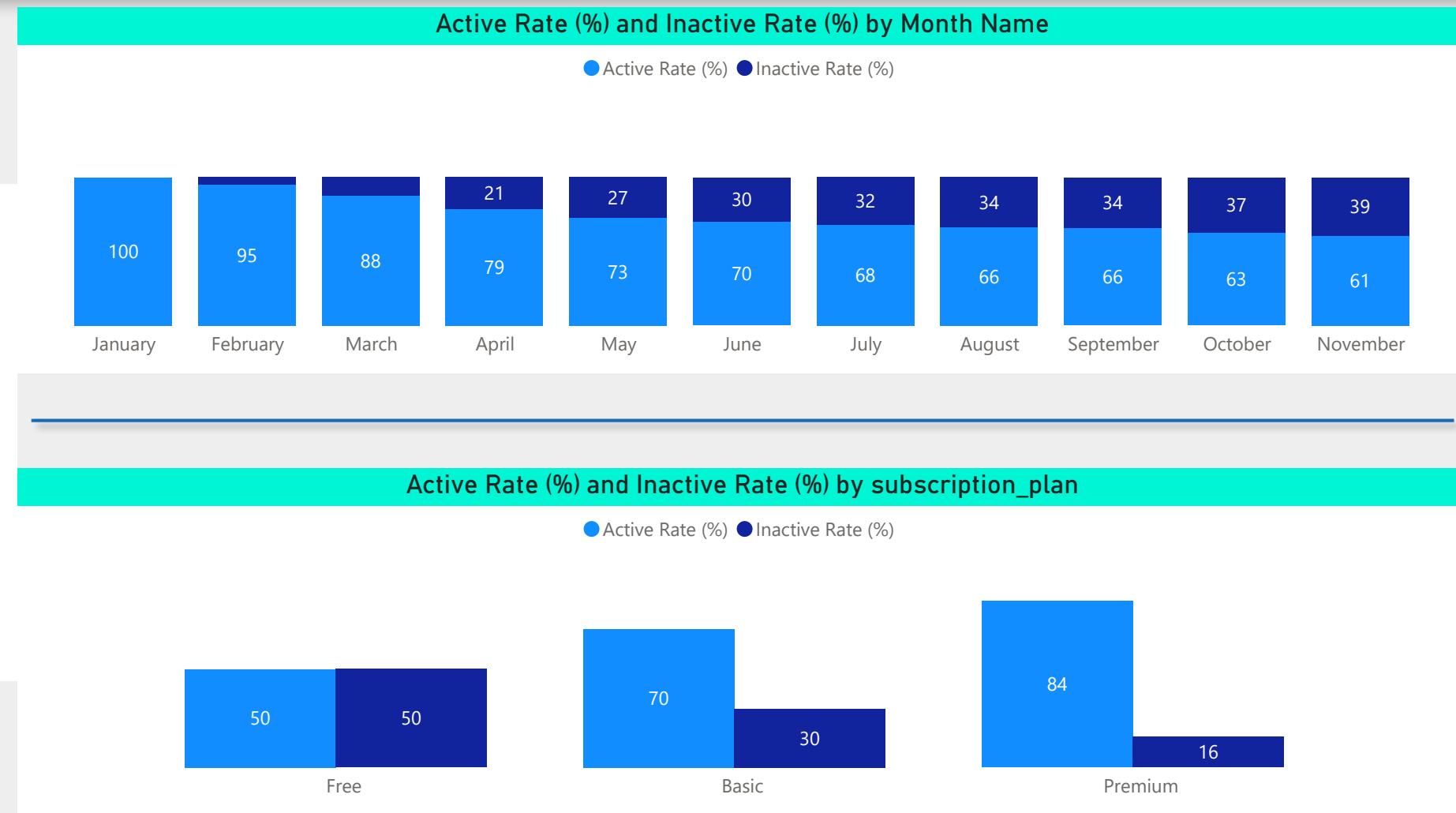
3:What is the distribution of users by age group, city tier, and subscription plan for each platform?



Insights

Lio has a significantly larger free user base, especially in Tier 2 and Tier 3 cities. Jotstar's premium user base is concentrated in Tier 1 cities.
Lio has most free users are aged 18-24, for Jotstar more premium subscribers are in the 25-44 age group

4:What percentage of LioCinema and Jotstar users are active vs. inactive? How do these rates vary by age group and subscription plan?



Insights

- Jotstar maintains a strong active user base (~87-100%), while LioCinema's active rate declined from 95% in February to 60.6% in November.
- Older users (45+) are the most engaged on both platforms, while LioCinema struggles with younger users (18-24), having only 57% active users compared to Jotstar's 87%

5:What is the average watch time for LioCinema vs. Jotstar during the analysis period? How do these compare by city tier and device type?

Avg watch time

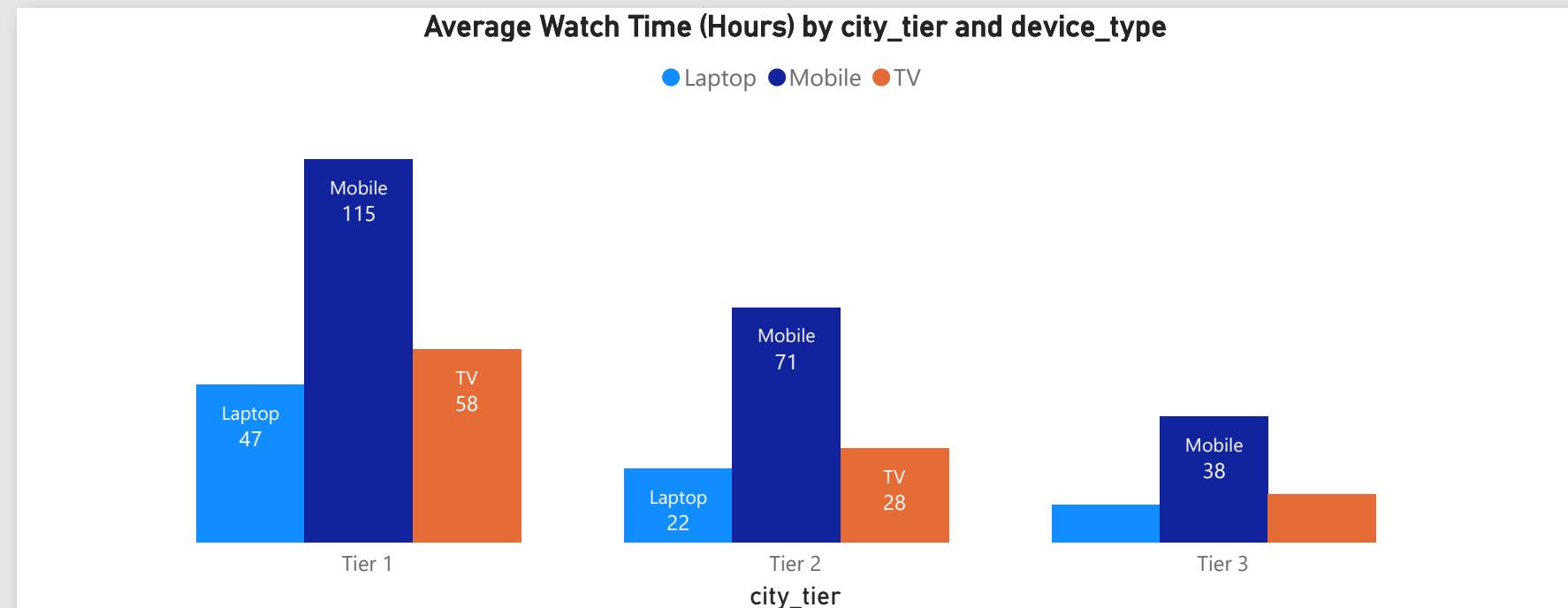
47.3hrs

avg watch time
Jostar

117.2hrs

Avg watch time
Lio

25.61hrs



Lio

Jotstar

Insights

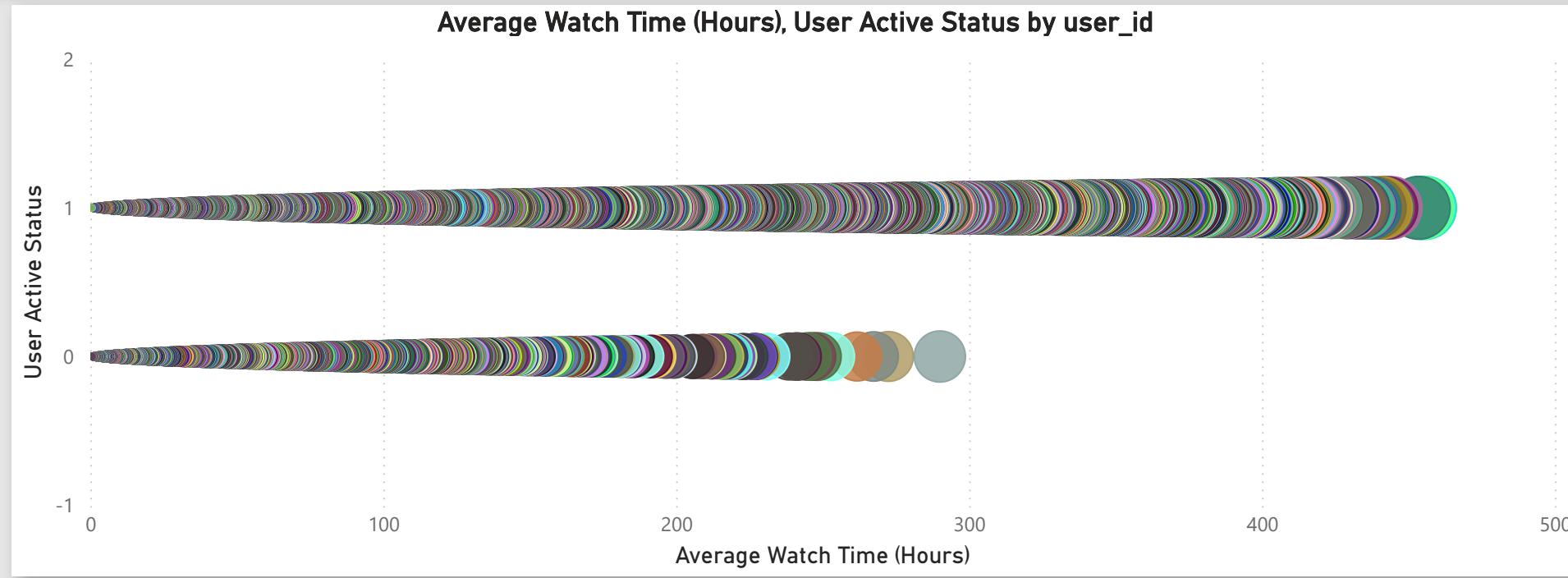
Lio Cinema's average watch time is significantly lower than Jotstar's .

Tier 1 users have the highest engagement.

Mobile is the most preferred device across all city tiers.



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



Lio

Jotstar

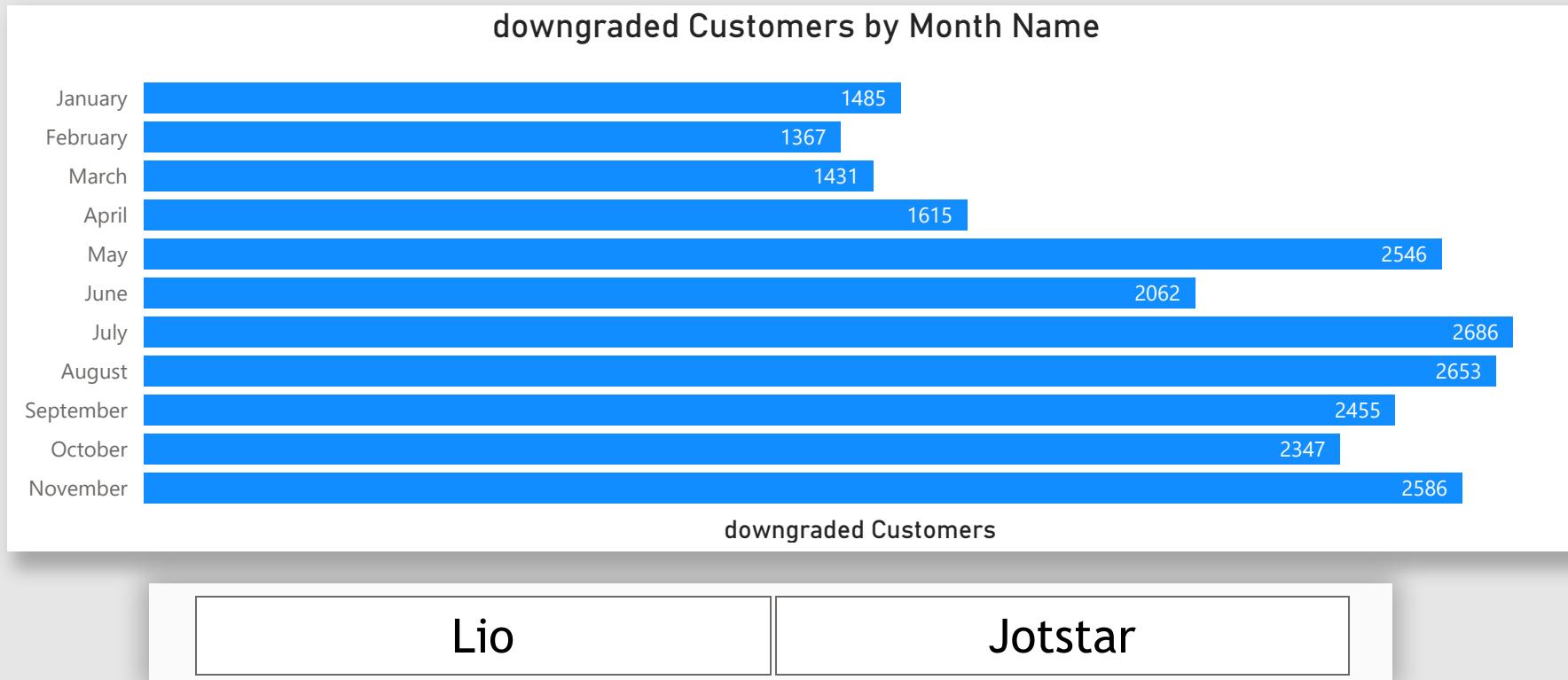
Insights

There is a clear clustering of inactive users at lower watch times, suggesting a strong correlation between engagement levels and inactivity.

Users with higher watch time tend to remain active.



7: How do downgrade trends differ between LioCinema and Jotstar? Are downgrades more prevalent on one platform compared to the other?



Insights

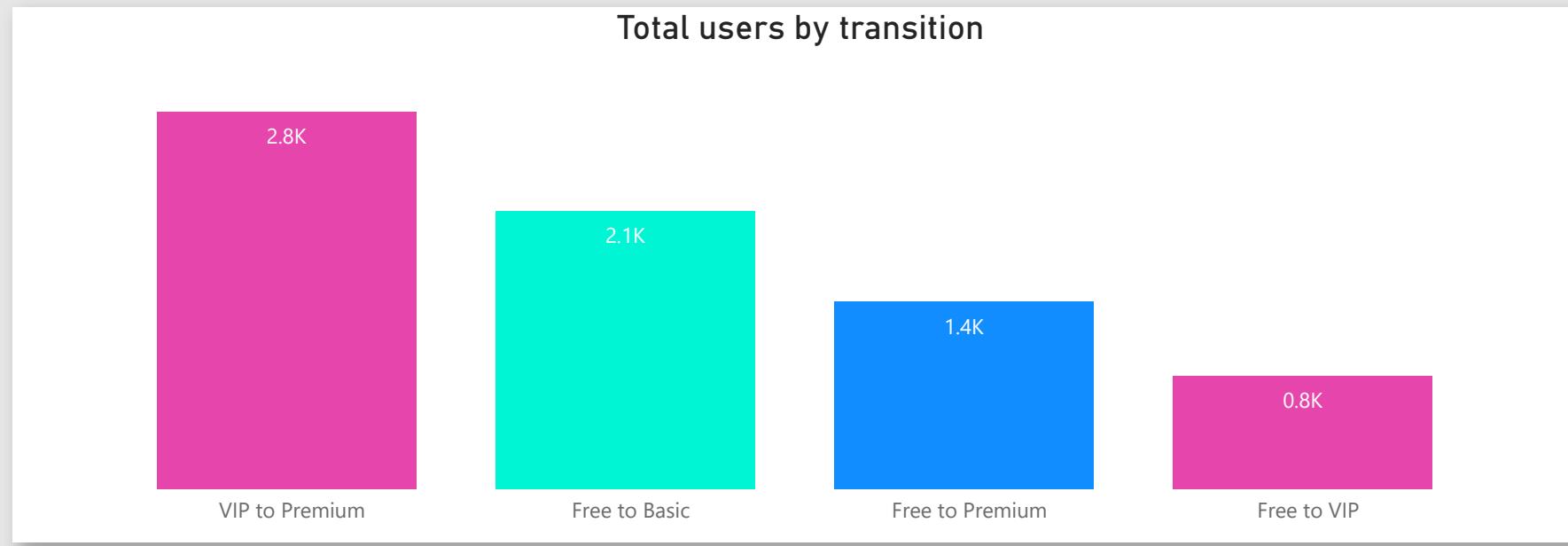
LioCinema shows an increasing trend in downgrades over the months, peaking in November

Jotstar's peak downgrades: January & May (312 each).

LioCinema has a significantly higher number of downgrades each month compared to Jotstar.



8: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?



Lio

Jotstar

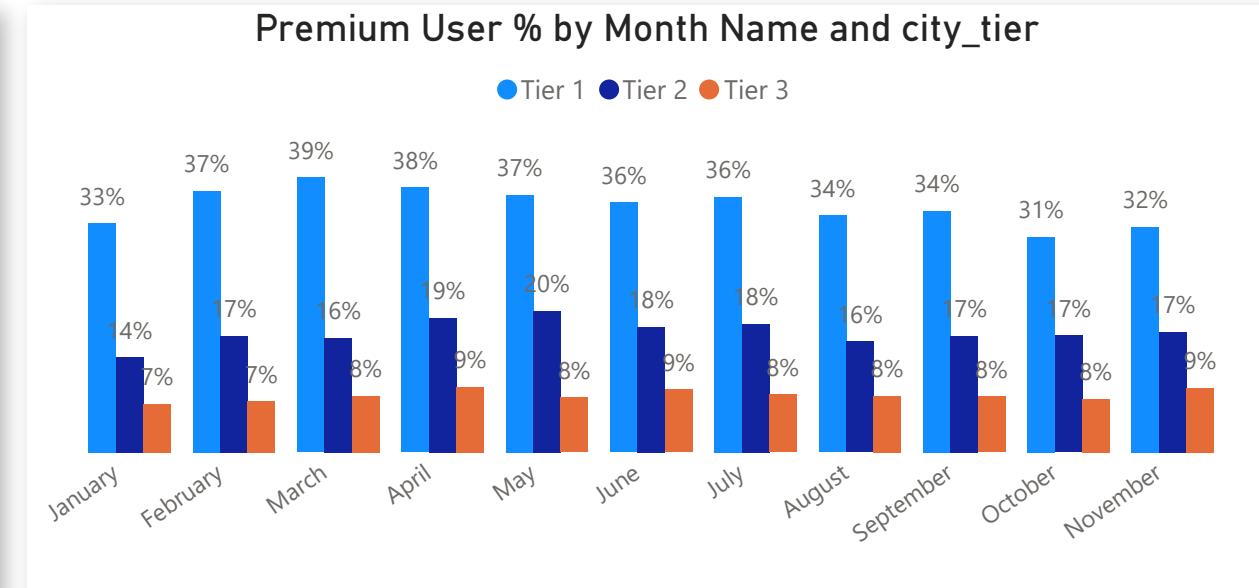
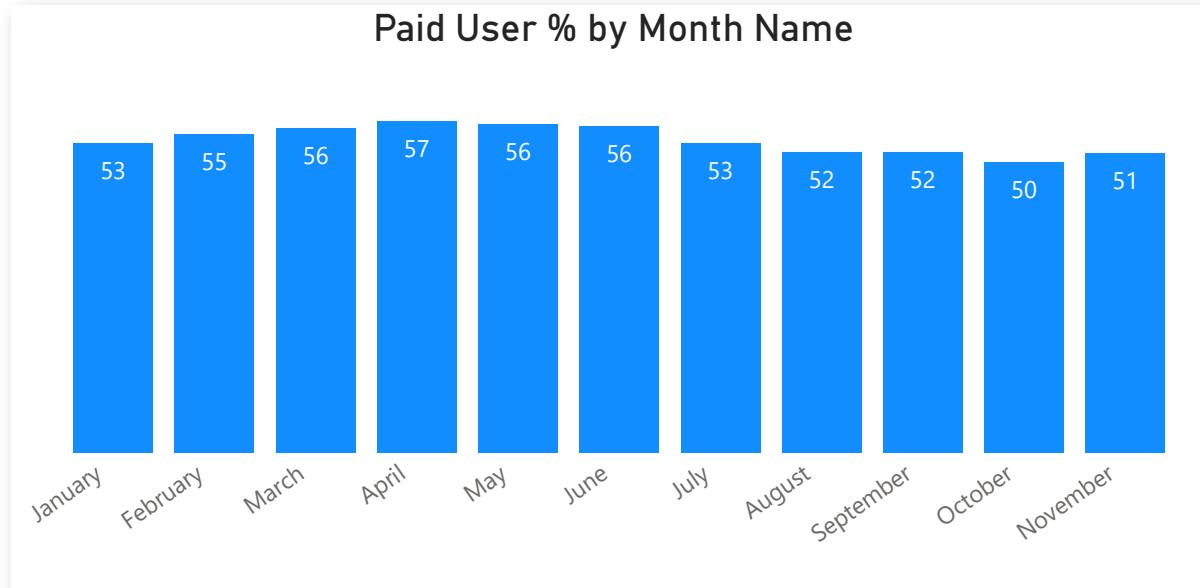
Insights

Jotstar: Users often upgrade from **VIP to Premium**

LioCinema: The most common transition is from **Free to Basic**,



9: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.



Insights

- Jotstar consistently has a higher paid user% with a steady upward trend, Lio has a lower paid user% with a gradual upward trend.
- Tier 1 cities dominate in premium adoption, Tier 2 cities show slow but stable growth, Tier 3 cities have minimal premium adoption.



10:calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).

Total Revenue
54M

Total Jotstar Revenue
39M

total Lio Revenue
15M

Insights

Jotstar's Contribution: \$39M (**72%** of total revenue) LioCinema's Contribution: \$15M (**28%** of total revenue)

Jotstar contributes nearly 3 times the revenue of LioCinema, indicating a stronger subscription base or higher pricing model.



Recommendations



How can the platform leverage partnerships with telecom companies to expand its subscriber base?

How should the merged platform price its subscription plans to compete effectively while maintaining profitability?

What role can AI and machine learning play in personalizing the user experience and improving content discovery?

What strategies can the merged platform implement to increase engagement among inactive users and convert them into active users?

What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?

Who should be the brand ambassador for the newly merged OTT platform to represent its identity & attract a diverse audience?

Regional young actors with strong local appeal, can enhance its brand visibility and create a more personalized experience for users across India, fostering deeper engagement with diverse communities.



THANK YOU!

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"Data drives decisions. Let's connect and explore insights together!"