Lio & Jotstar

The Deal Dynamics

LioJotstar

- Overview
- Engagement
- User Trends
- Revenue
- Content
- Comparison

Key Notes

Developed by:
Nagendra Vallepu

Lio & Jotstar
The Deal Dynamics

- OVERVIEW
- USER TRENDS
- CONTENT
- ENGAGEMENT
- REVENUE
- Q-COMPARE

Overall Analysis

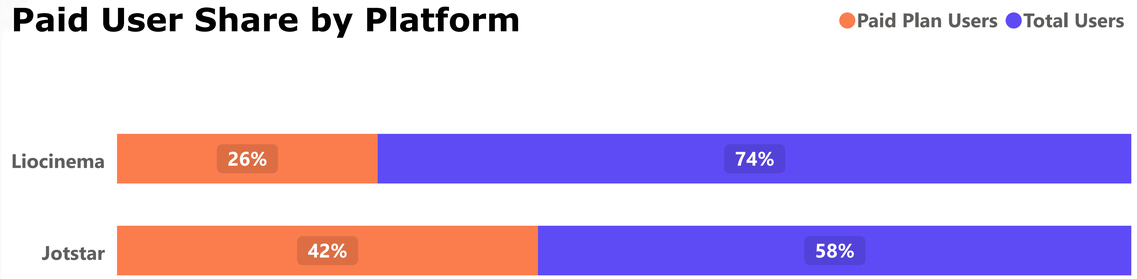
Jotstar | Liocinema | Tier 1 | Tier 2 | Tier 3

Age Group: All

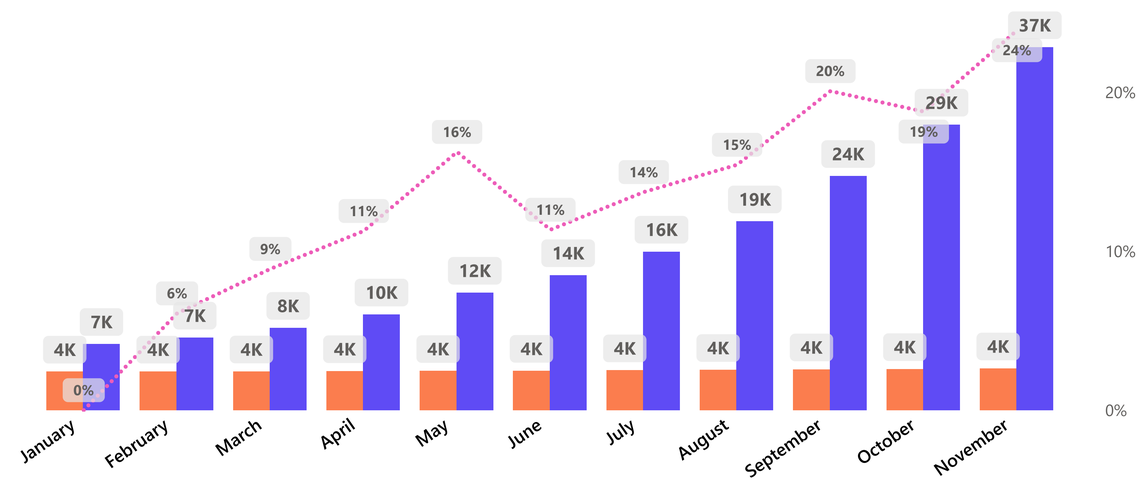
Month: All

Total Users	Active Rate %	Paid Users %	Total Revenue
228K	61%	42%	14M
Total Users LM **187K**	Last Month **58%**	Last Month **42%**	Last Month **12M**

Paid User Share by Platform



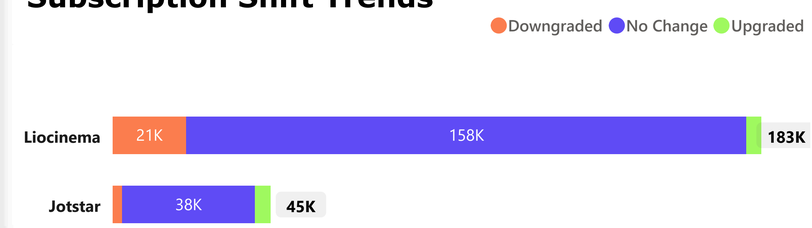
Monthly User Acquisition Trend



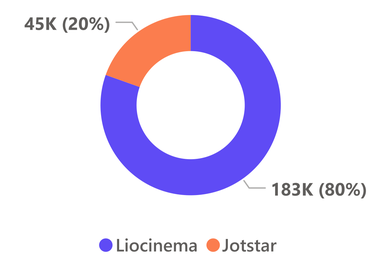
Monthly Dynamics & Growth

Month	Active Users	Inctive Users	Paid Users	Growth Rate %
January	5266	5426	44%	0.00%
February	5818	5525	45%	6.09%
March	6391	5960	44%	8.89%
April	7521	6222	45%	11.27%
May	8923	7052	40%	16.24%
June	10234	7554	43%	11.35%
July	12518	7710	40%	13.72%
August	14382	8968	38%	15.43%
September	14860	13176	41%	20.07%
October	22958	10343	41%	18.78%
November	30238	11021	42%	23.90%

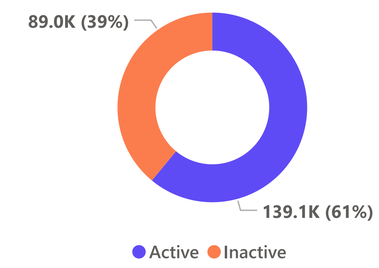
Subscription Shift Trends



Market Share



User Status



Developed by:
Nagendra Vallepu

Lio & Jotstar
The Deal Dynamics

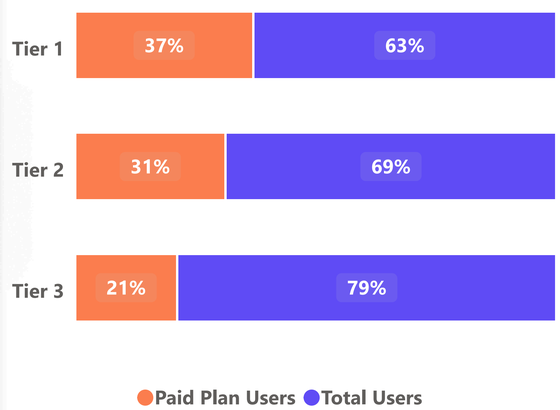
User Trends & Growth Analysis

Jotstar | Liocinema | Tier 1 | Tier 2 | Tier 3

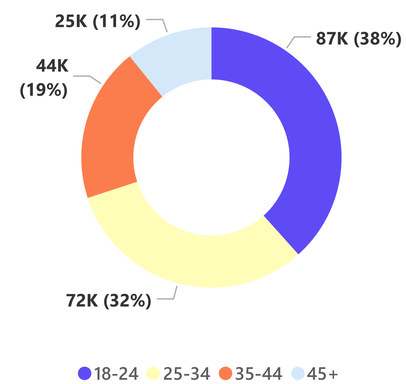
Age Group: All

Month: All

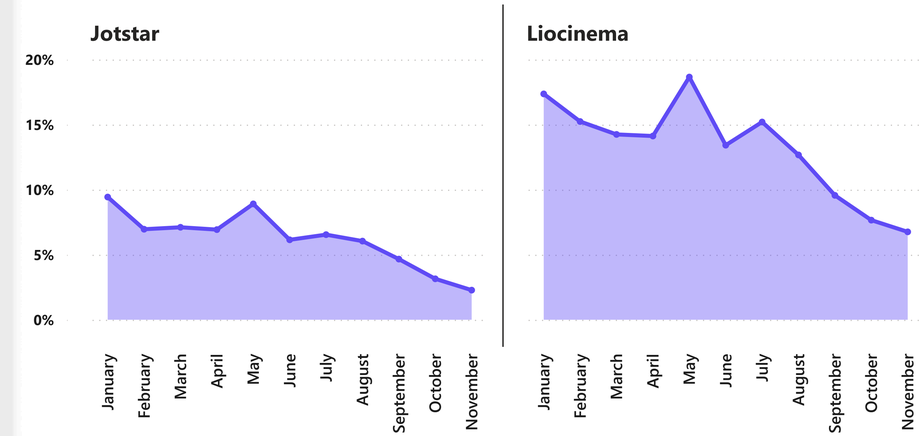
Paid Subscribers by City



Subscriber Age Distribution

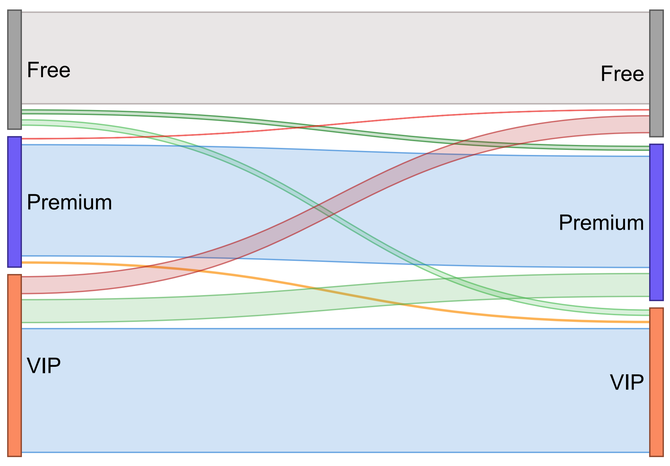


Subscriber Churn Trends

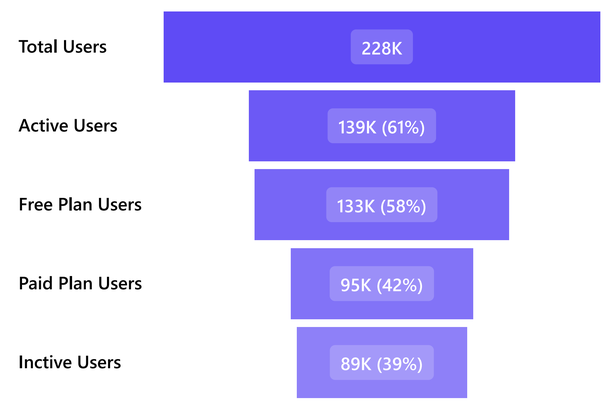


Subscription Transitions

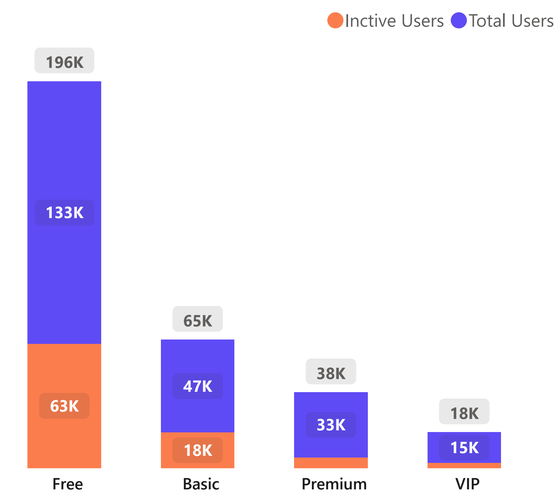
Jotstar | Liocinema



User Retention Performance



Subscription Plan Breakdown



Developed by:
Nagendra Vallepu

Lio & Jotstar
The Deal Dynamics

- OVERVIEW
- USER TRENDS
- CONTENT
- ENGAGEMENT
- REVENUE
- Q-COMPARE

Content Library Analysis

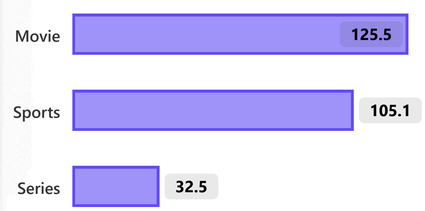
Jotstar | Liocinema | Movie | Series | Sports

Language: All

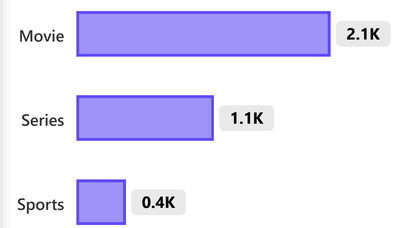
Total Available Content	Total Streaming Hours	Avg Content Duration	Unique Genres
3610	340K	94.2	14

Average Runtime by Type

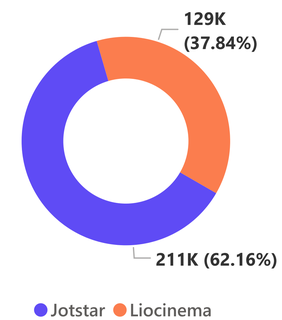
AVG | Total



Avail. Content by Type

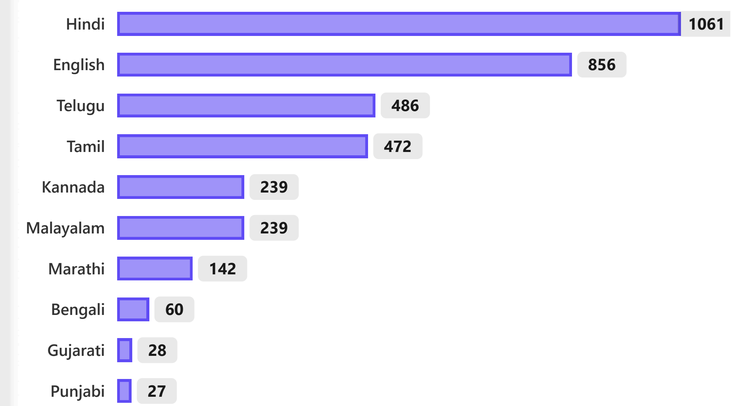


Runtime Share

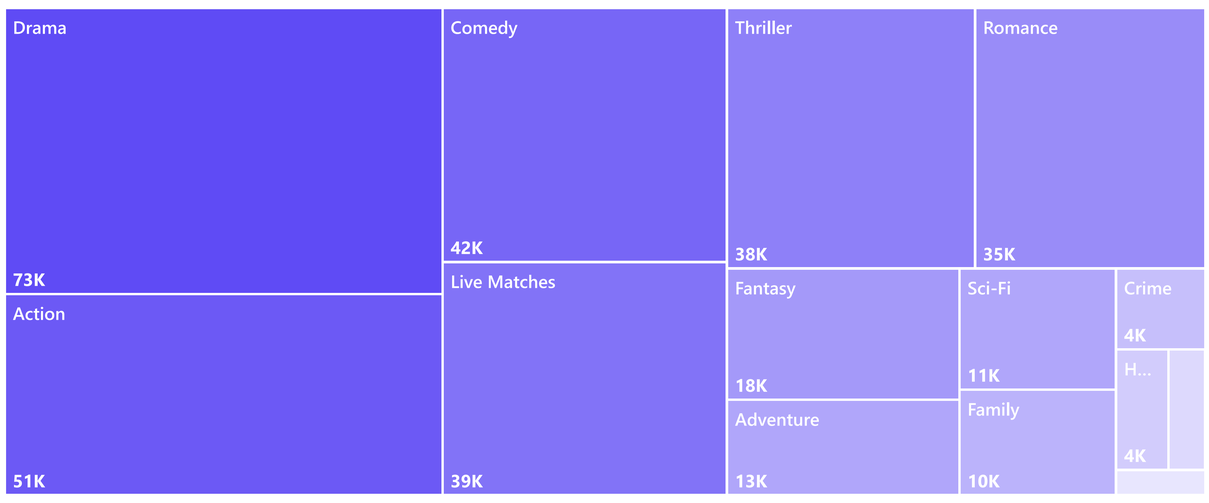


Content Dynamics

Language | Genre

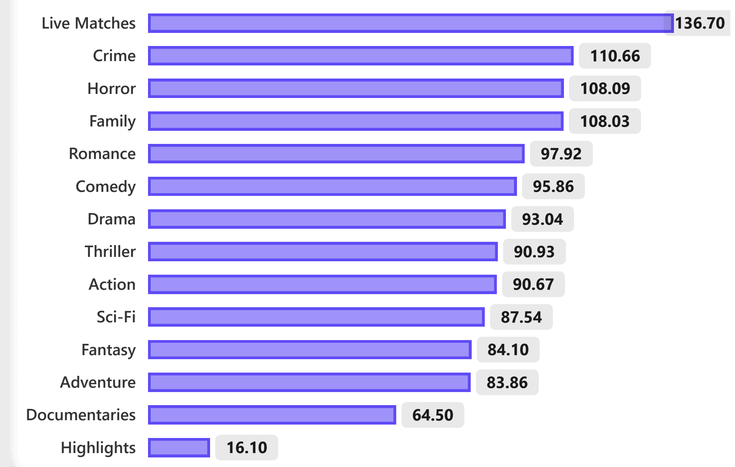


Genre-wise Content Runtime



Avg Runtime Dynamics

Language | Genre



Developed by:
Nagendra Vallepu

Lio & Jotstar
The Deal Dynamics

User Engagement Analysis

Jotstar | Liocinema | Tier 1 | Tier 2 | Tier 3 | Active | Inactive

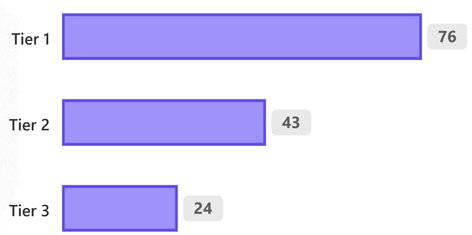
Month: All

Total Watch Time (Hrs)
26.73M

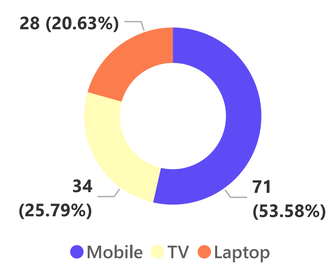
Avg. Watch Time per User(H)
117.2

Average Watch Time Distribution

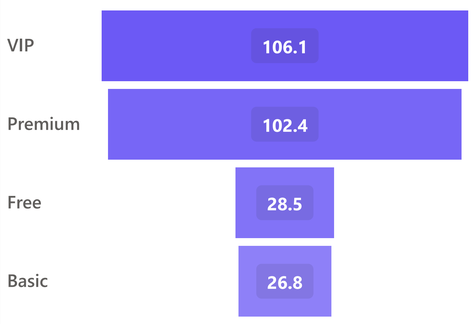
City Tier



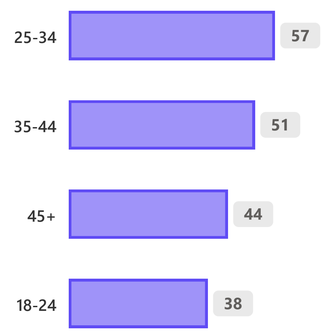
Device



Subscription Plan

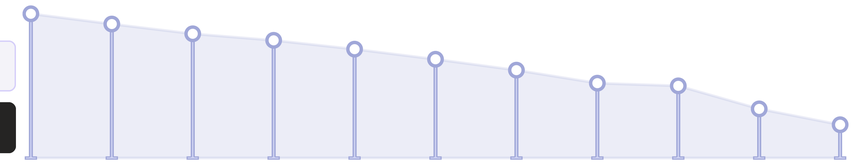


Age Group



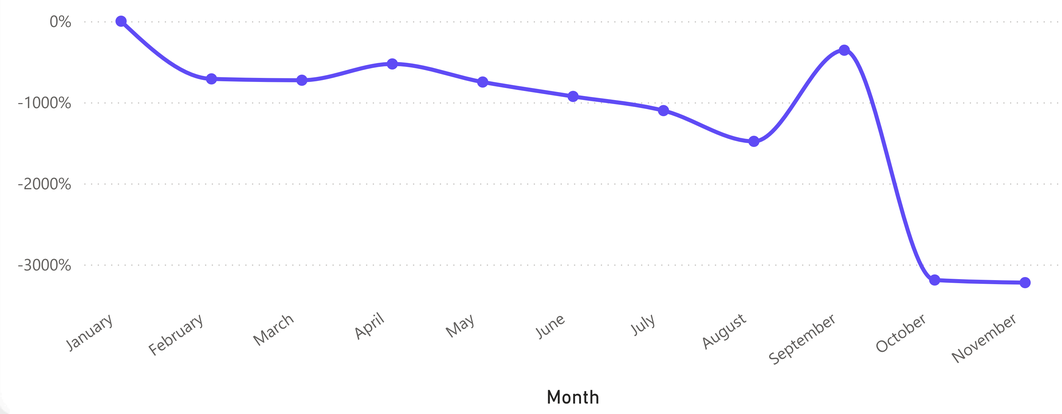
Watch Time Dynamics

City | Age | Device | Plan



Plan	January	February	March	April	May	June	July	August	September	October	November
Basic	344K	373K	363K	392K	370K	399K	348K	323K	398K	270K	194K
Free	999K	898K	861K	832K	922K	740K	747K	668K	607K	401K	276K
Premium	1,549K	1,466K	1,305K	1,212K	982K	920K	773K	621K	594K	407K	274K
VIP	797K	689K	648K	574K	510K	467K	380K	302K	247K	179K	107K

Watch Time Growth Rate Trend



Developed by:
Nagendra Vallepu

Lio & Jotstar
The Deal Dynamics

OVERVIEW

USER TRENDS

CONTENT

ENGAGEMENT

REVENUE

Q-COMPARE

Revenue Analysis

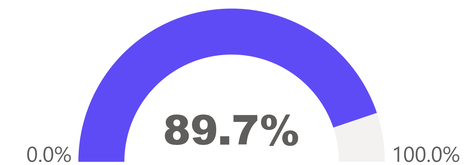
Jotstar | Liocinema | Tier 1 | Tier 2 | Tier 3

Age Group: All

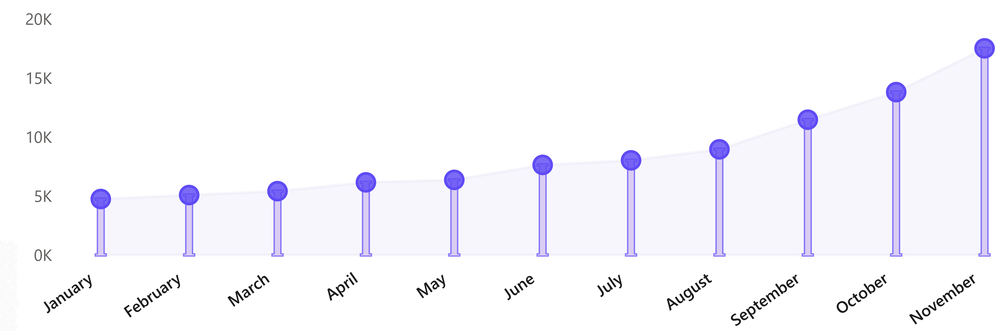
Month: All

Total Revenue	Revenue Per User	Rev. per Paid User	Churn Rate	Revenue Growth Rate
14M	62.1	148.9	10.3%	18.1%
Previous Month **12M**	Previous Month **64.2**	Previous Month **154.5**	Previous Month **11.24%**	

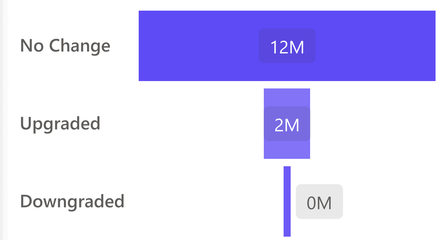
Retention Rate



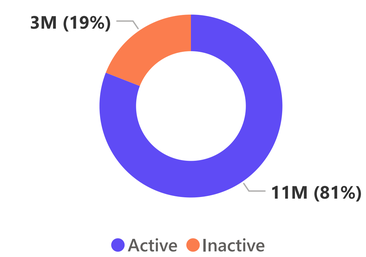
Monthly Growth in Paid Users



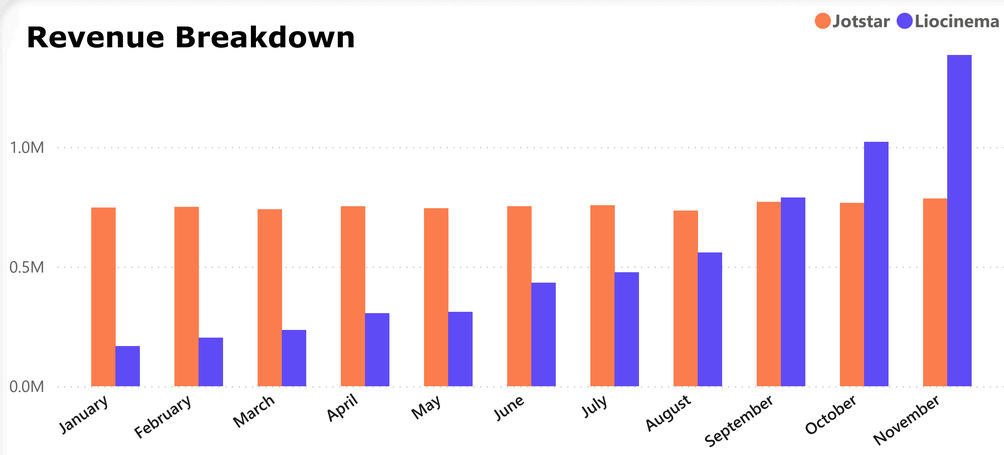
Revenue by Plan Change



Revenue Split by User Status

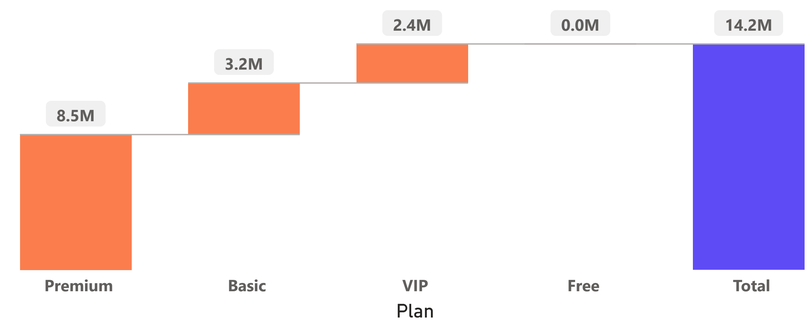


Revenue Breakdown



Revenue Performance Dynamics

City | Age | Plan



Developed by:
Nagendra Vallepu

Lio & Jotstar

The Deal Dynamics

- OVERVIEW
- USER TRENDS
- CONTENT
- ENGAGEMENT
- REVENUE
- COMPARISON

AWT (H) = Avg Watch Time (Hours)
AWTPU (H) = Avg Watch Time Per User
ARPU = Avg Revenue Per User
ARPPU = Avg Revenue Per Paid User

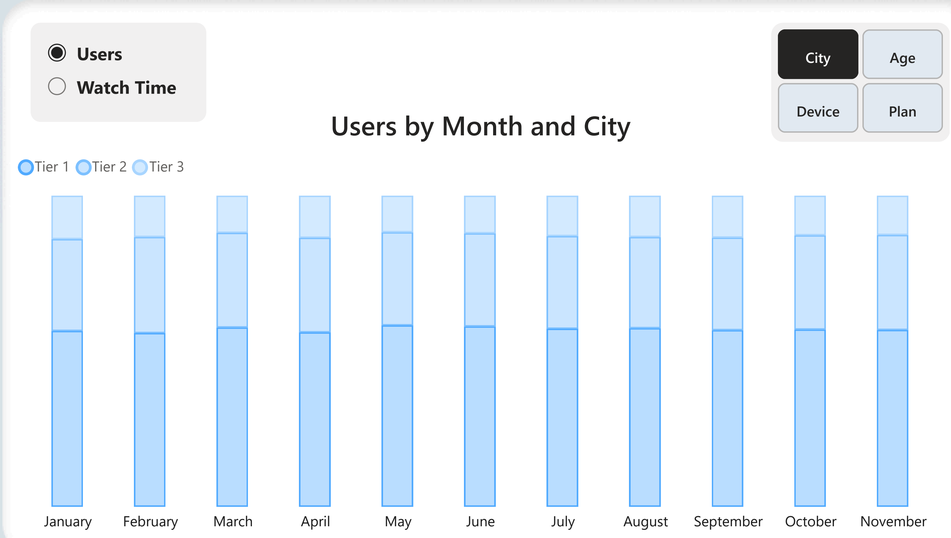
Developed by:
Nagendra Vallepu

Jotstar

Total Users	Active Users	Free Users	Paid Users	Inctive Users
45K	38K	13K	32K	7K

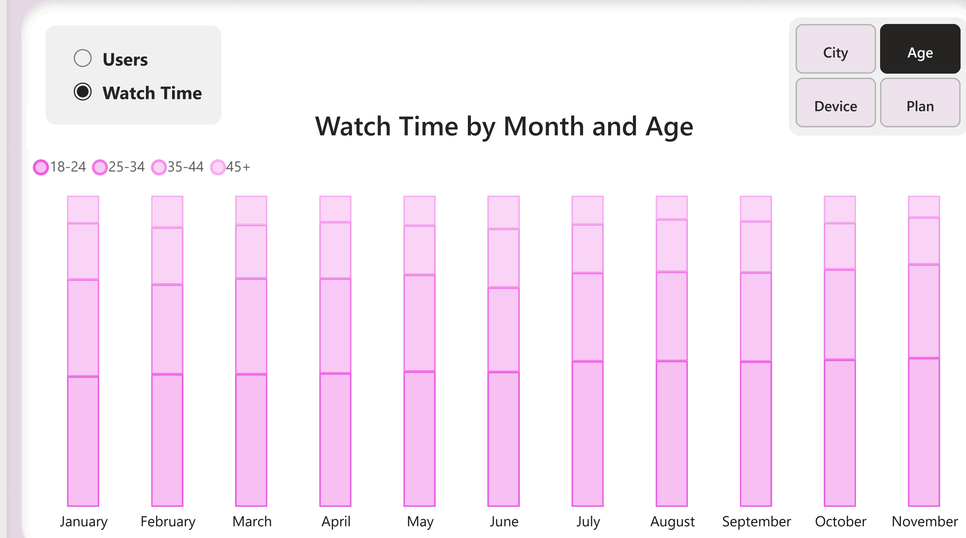
Retention %	Churn Drop %	Avail Content	Run Time (M)	Avg RunTime
93.9%	6.1%	2360	211K	89.6

AWT (H)	AWTPU (H)	Revenue	ARPU	ARPPU
117	351.7	8M	185.8	261.8



Liocinema

Total Users	Active Users	Free Users	Paid Users	Inctive Users
183K	101K	120K	63K	82K

Retention %	Churn Drop %	Avail Content	Run Time (M)	Avg RunTime
88.6%	11.4%	1250	129K	102.9

AWT (H)	AWTPU (H)	Revenue	ARPU	ARPPU
26	60.1	6M	32.0	92.6