

LIO CINEMA AND JOTSTAR MERGER IN OTT DOMAIN

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Problem Statement:

Provide Insights for a Strategic Merger in the OTT Domain

Lio, a leading telecommunications provider in India, is planning a strategic merger with **Jotstar**, one of the country's most prominent streaming platforms. This potential partnership aims to combine LioCinema's expansive subscriber base and Jotstar's diverse content library to revolutionize digital streaming in India.

- As part of the merger preparation, the management team at Lio wants to analyze the performance and user behavior of both platforms—**LioCinema** and **Jotstar**—over the past one year (January to November 2024). The goal is to gain insights into individual platform performance, content consumption patterns, subscriber growth, Inactivity behavior, upgrade and downgrade trends. The insights derived from this study will help the management make informed decisions and optimize content strategies post-merger, with the ultimate goal of establishing Lio-Jotstar as the leading OTT platform in India.



age_group

18-24

25-34

35-44

No.of users

183.446K

Active users rate

55.13

Total Revenue

18.20M

No.of contents

1.25K

Top genre by content_id

Drama

Action

Roma...

Thrill...

Comedy

City_tier

Tier 1

Tier 2

Tier 3

subscription Plan categorization



subscripti...

Free

Basic

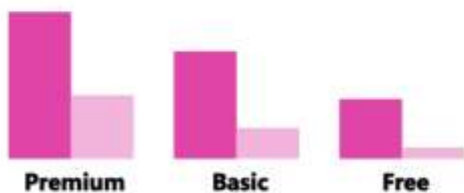
Premi...

Age_group Revenue

Age_group	Revenue
18-24	7,403,403.00
25-34	5,153,841.00
35-44	3,547,455.00
45+	2,090,700.00
Total	18,195,399.00

Active vs inactive users on subscription plan

Active Inactive



Average watch time by device type

Mobile

TV

Laptop



Revenue by city tier by city_tier



city_tier

Tier 2

Tier 1

Tier 3

Monthly upgrade and downgrade rate trend

Upgrade_rate_liocinema Downgrade_rate_%



age_group

18-24

25-34

35-44

No.of users

44.62K

Active_user_rate_

84

Total Revenue

46.91M

No.of contents

2.36K

Top genre by content_id

Action

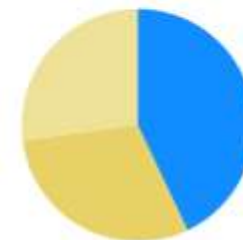
Thriller

Live Mat...

Drama

Comedy

Subscription_plan categorization



subscription_...

● VIP

● Premium

● Free

city_tier

Tier 1

Tier 2

Tier 3

age_group Sum of Revenue_jotstar

25-34 20,877,113.00

35-44 12,351,899.00

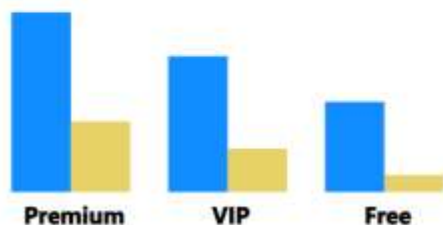
18-24 7,486,998.00

45+ 6,195,082.00

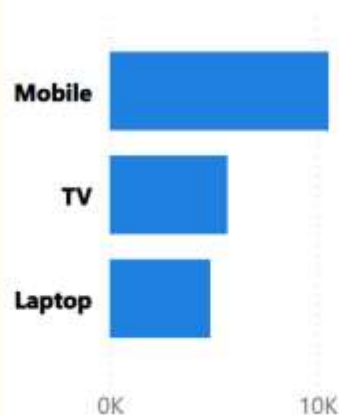
Total 46,911,092.00

Active vs Inactive users on subscription plan

is_active_... ● active ● inactive



Average watch time by device type



Revenue by city tier by city_tier



city_tier

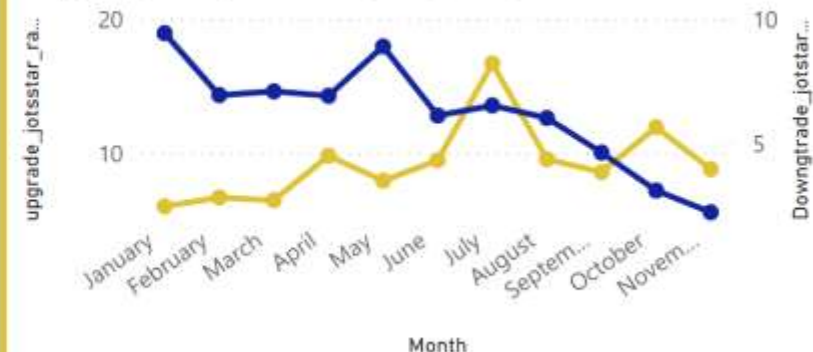
● Tier 1

● Tier 2

● Tier 3

Monthly upgrade and downgrade rate trend

● upgrade_jotstar_rate ● Downgrade_jotstar_rate



CONCLUSION:

- In both the platforms, avg watch time by mobile is highest as compared to other device types.
- In lio_cinema platform maximum revenue arises from tier 2 cities, users belongs to 18-24 age group, and mostly relies on free subscription plan. whereas in jotstar maximum revenue arises from tier 1 cities, belongs to 25-35 age group and they mostly relies on Premium subscription plan.
- Both the platforms have maximum upgrade rate of users in the month of July.
- In both the platforms, active user vs inactive user comparison with average watch time shows a significant difference in avg watch time which suggests that inactive users are leaving the platform might be due to not liking of contents, so they need to diversify their contents in order to increase their retention rate.
- In lio_cinema the no. of users and active rate is more as compared to jotstar but jotstar is generating higher revenue as compared to lio_cinema because majority of users in jotstar prefer VIP plan unlike lio_cinema free plan.

Recommendations:

- After the merger, the ott platform should offer lucrative offers to the users in the month of July as the upgradation rate is more in this month.
- As the majority of users are from tier 1 and tier 2 cities so they should mostly focus on these cities after their merger and should provide an optimum price plan so that the users from both the platform can access their plans.
- The merged platform should bring some new contents so as to attract and retain the users.
- This merger would be positive for both the companies as liocinema has more number of users and jotstar has more number of contents than liocinema as compared to jotstar and this merger will eventually

Thank You