



# Strategic Merger

## Insights: LioCinema & Jotstar

Overall

Users

Content

Activity

Revenue

Revenue-2

LioCinema

183.45K

Total Users

₹ 20.28M

Revenue

1250

Total Content

25.61

Avg watch time in hrs

JotStar

44.62K

Total Users

₹ 51.52M

Revenue

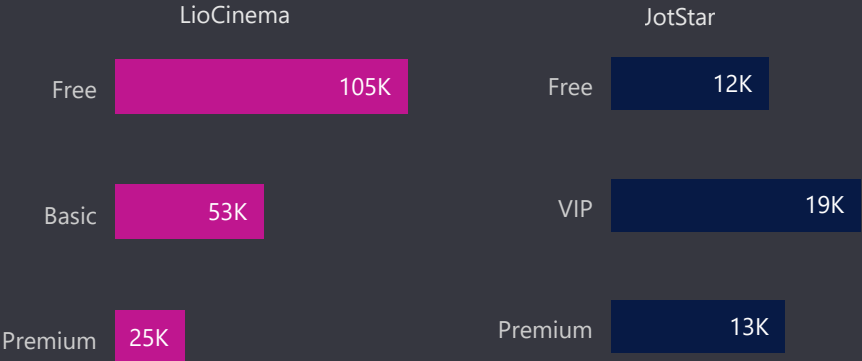
2360

Total Content

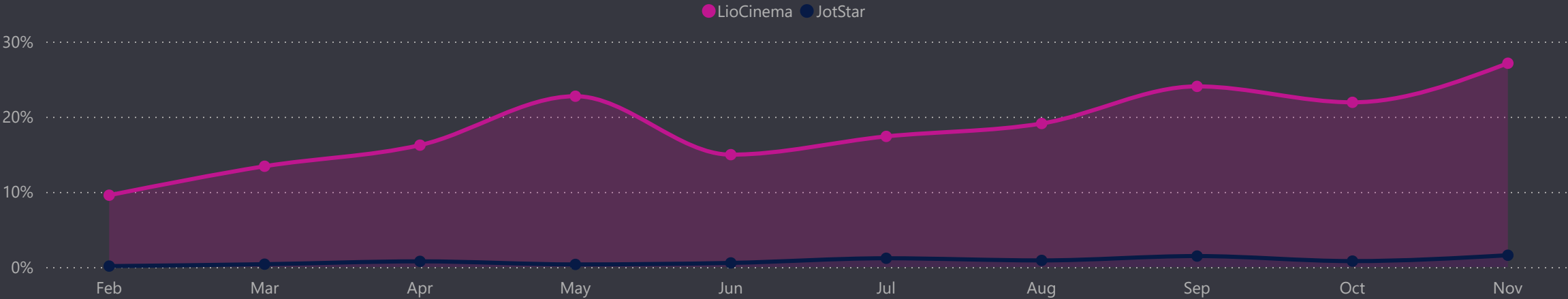
117.24

Avg watch time in hrs

User distribution by subscription Plan



User Monthly Growth Trend



LioCinema

183.45K

Total Users

JotStar

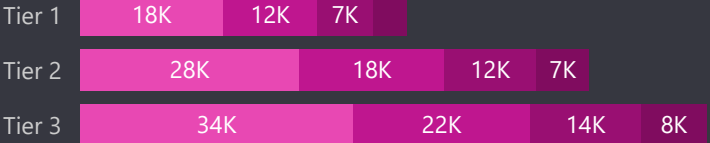
44.62K

Total Users

LioCinema

User Spread by Tier & Age

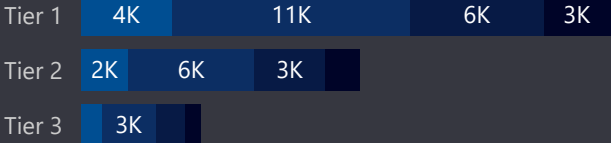
18-24 25-34 35-44 45+



JotStar

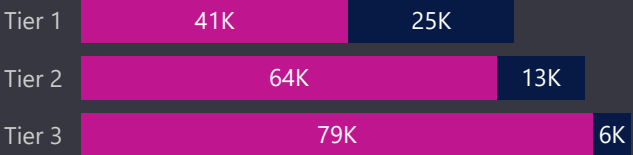
User Spread by Tier & Age

18-24 25-34 35-44 45+



User Spread by Tier

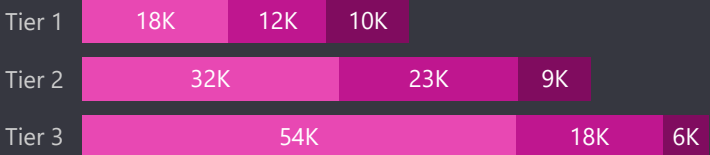
LioCinema JotStar



LioCinema

User Spread by Tier & Subscription

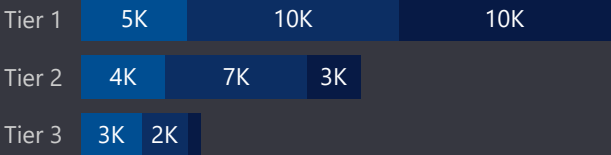
Free Basic Premium



JotStar

User Spread by Tier & Subscription

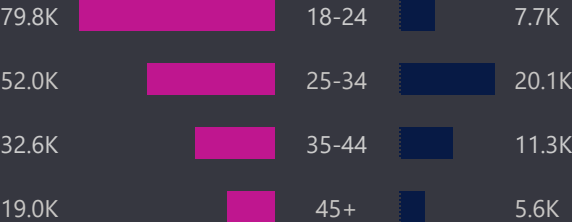
Free VIP Premium



User distribution by age group

LioCinema

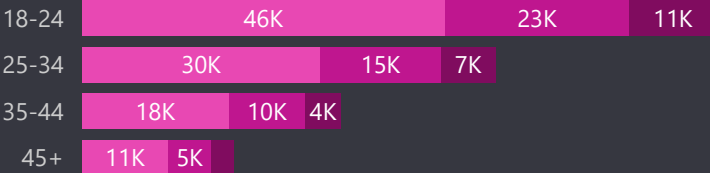
JotStar



LioCinema

User Spread by Age & Subscription

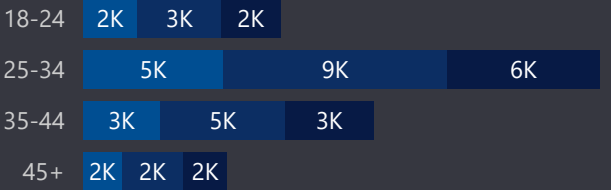
Free Basic Premium



JotStar

User Spread by Age & Subscription

Free VIP Premium



LioCinema

JotStar

25.61

117.24

Avg watch time (hrs)

Avg watch time (hrs)

LioCinema

JotStar

1250

2360

Total content items

Total content items

LioCinema

JotStar

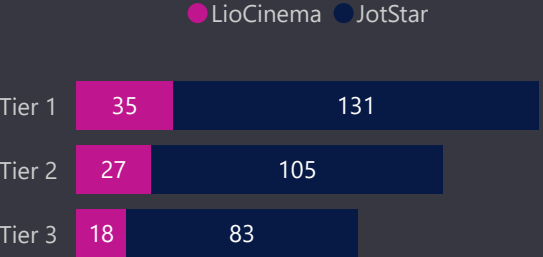
1.72

1.49

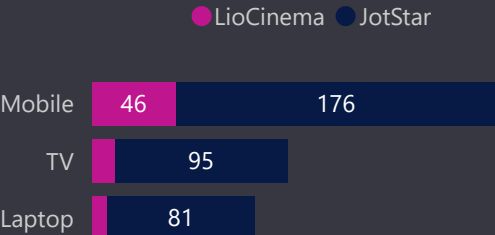
Avg Runtime (hrs)

Avg Runtime (hrs)

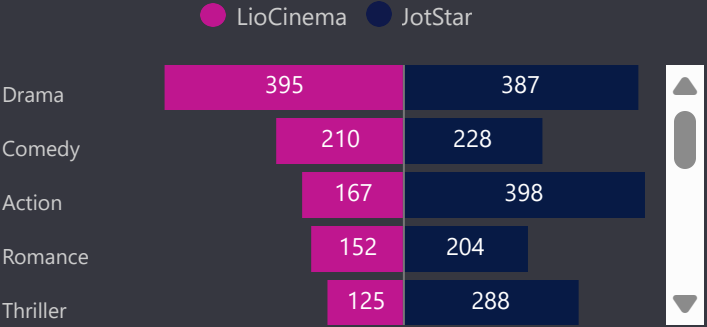
Avg Watch time (hrs) across Platforms by City Tier



Avg Watch time (hrs) across Platforms by device Type



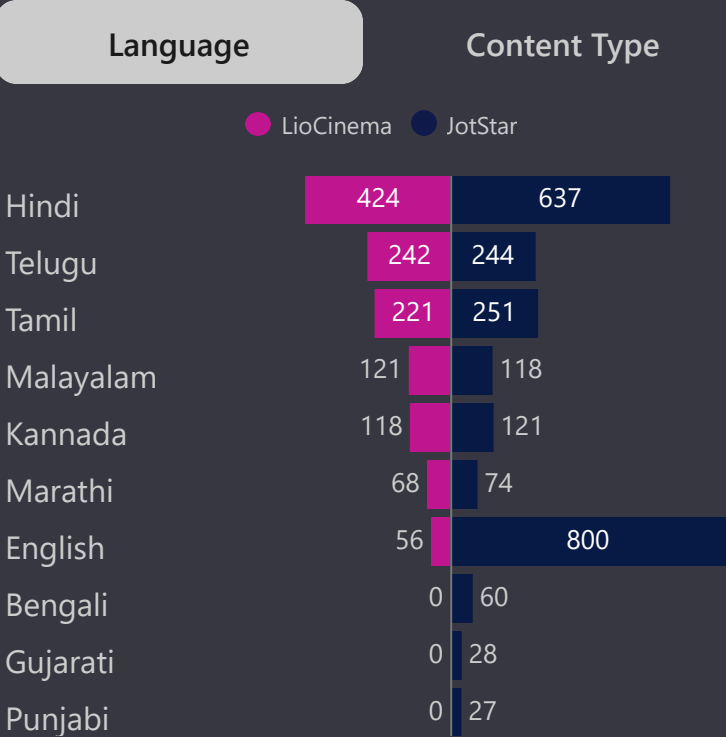
Content across platform by genre



Avg Run time (hrs) across Platforms by content type

Content Type	LioCinema	JotStar
Movie	2.11	2.08
Series	0.54	0.54

Content across platforms by Language



Active Users- LioCinema

101.14K

Active Users

55.13%

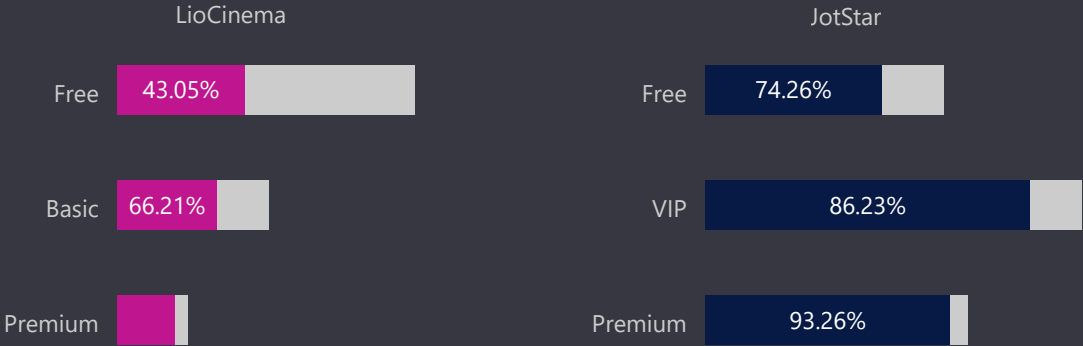
Active Users- JotStar

37.97K

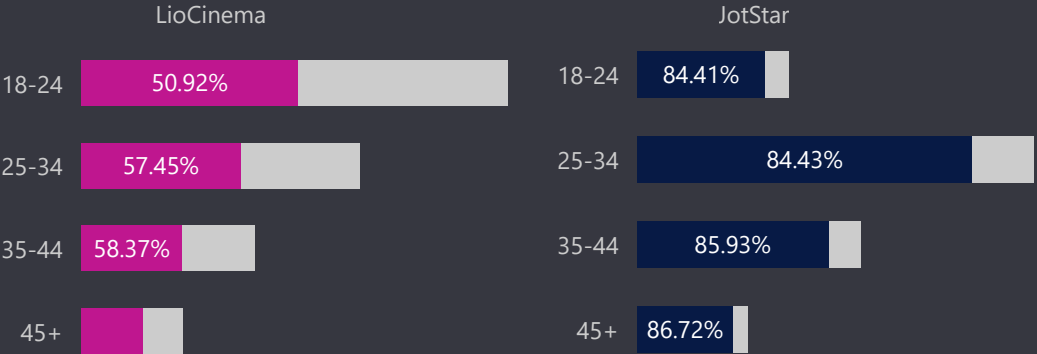
Active Users

85.09%

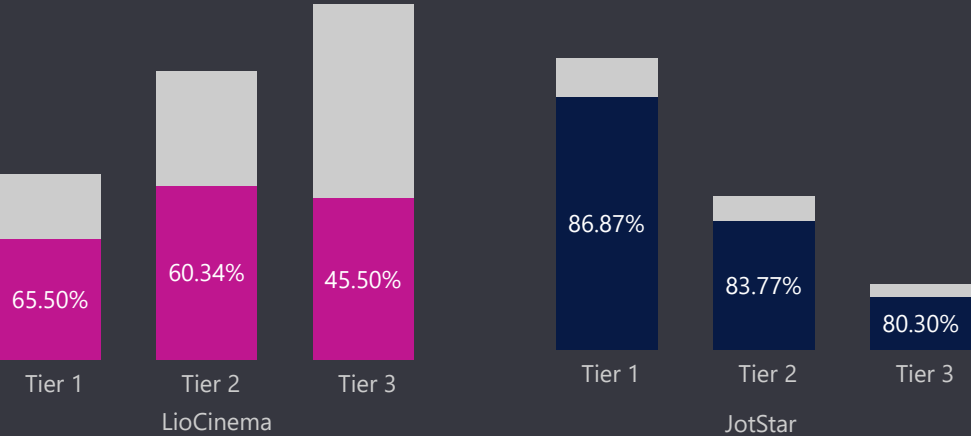
Active Users by Subscription Plan



Active Users by Age Group



Active Users by City Tier



Home

Overall

Users

Content

Activity

Revenue

Revenue-2

LioCinema

JotStar

₹ 20.28M

₹ 51.52M

Revenue

Revenue

LioCinema

JotStar

1.13%

9.74%

Upgrade Rate

Upgrade Rate

LioCinema

JotStar

11.37%

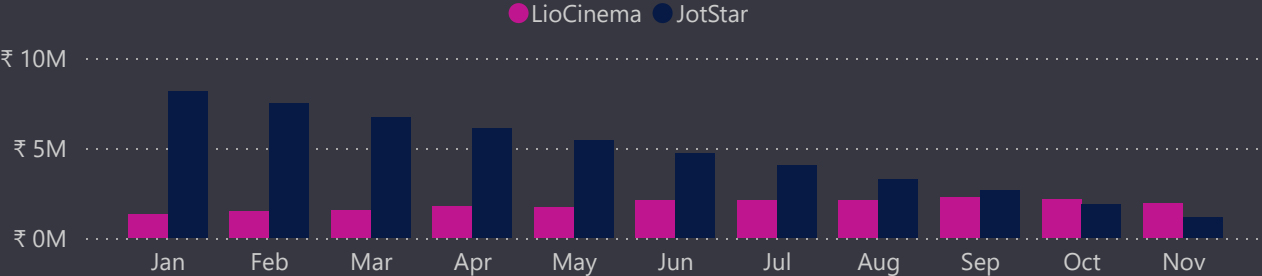
6.15%

Downgrade Rate

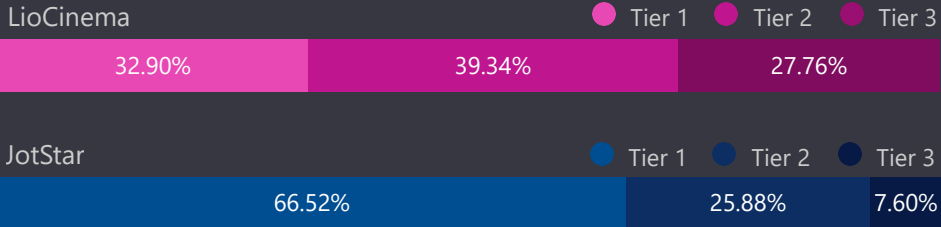
Downgrade Rate



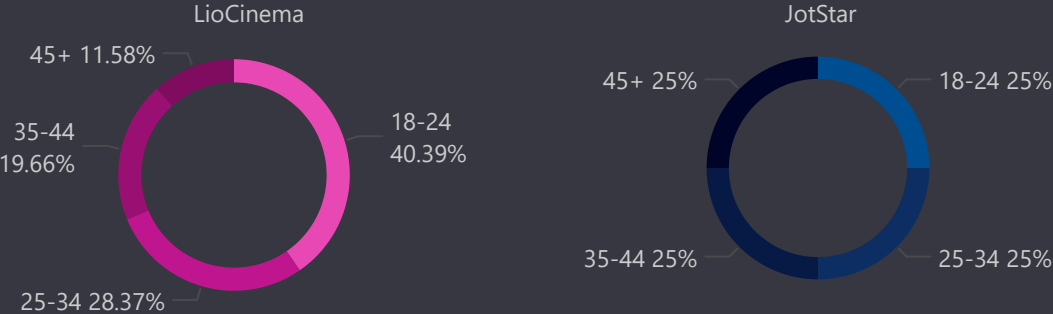
Overall Revenue comparison across platforms by month



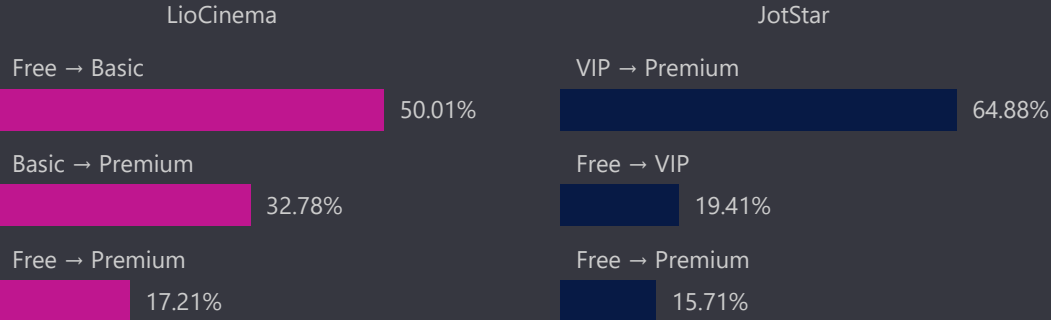
Overall Revenue comparison across platforms by city tier



Overall Revenue Contribution by Age Group



Upgrade Transitions



LioCinema

JotStar

₹ 20.28M

₹ 51.52M

Revenue

Revenue

LioCinema

JotStar

1.13%

9.74%

Upgrade Rate

Upgrade Rate

LioCinema

JotStar

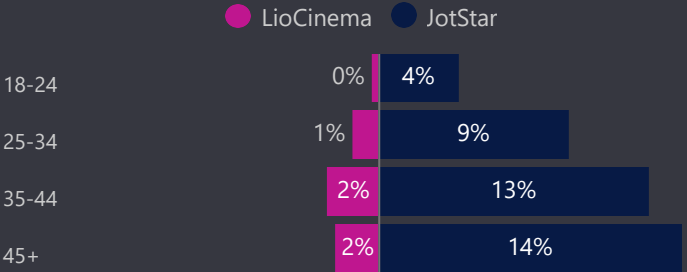
11.37%

6.15%

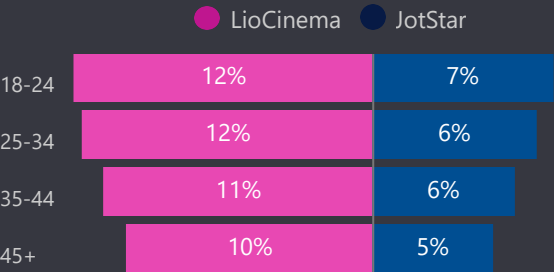
Downgrade Rate

Downgrade Rate

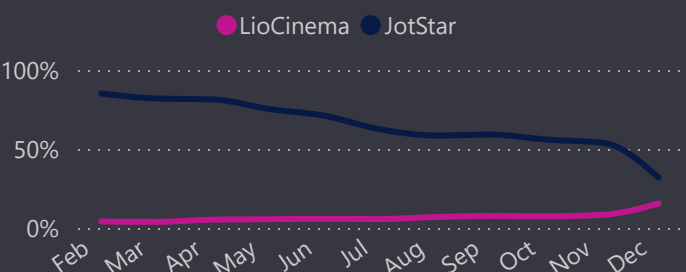
Upgrade Rate by Age Group



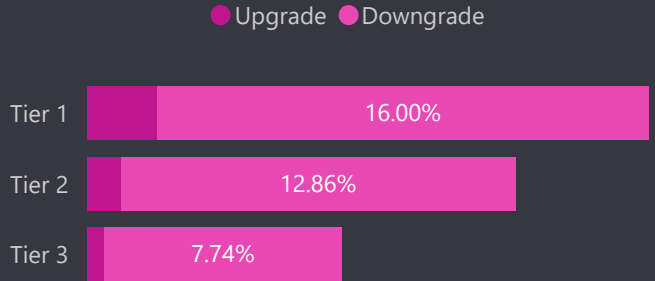
Downgrade Rate by Age Group



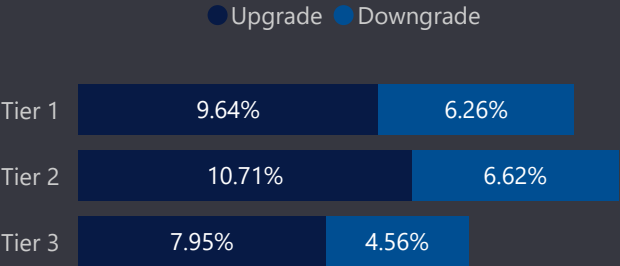
Upgrade trend across platforms



Upgrade & Downgrade Rate by City Tier- LioCinema



Upgrade & Downgrade Rate by City Tier- JotStar



Downgrade trend across platforms

