

Strategic Merger Insights

This Power BI report delivers a comprehensive analysis of **LioCinema** and **Jotstar** to support their **strategic OTT merger**. It covers all asked key areas. The dashboards provide actionable insights through clean visuals and KPIs, helping stakeholders understand platform strengths, user behavior, and monetization potential. the report delivers actionable insights to support **data-driven decision-making** and **optimize post-merger strategy**.



Page Navigations

Content Library	Provides a comparative overview of the content offerings across Platforms, focusing on content type, genre, and language diversity.
Subscriber Insights	Highlights user demographics and subscriber growth trends, helping to understand audience distribution across age groups, city tiers, and platforms.
Inactivity Analysis	Examines patterns of user inactivity and explores potential correlations with demographic segments and subscription plans.
Consumption Behavior	Analyzes how users consume content, watch time, device usage, and viewing behavior across various user segments.
Upgrade & Downdrage	Tracks subscription plan changes, identifying trends and behaviors in user upgrades and downgrades across both platforms.
Paid Users & Revenue	Focuses on monetization by analyzing paid user distribution and calculating total revenue generated from subscriptions.

- Pages Menu
- Home
- Content Library
- Subscriber Insights
- Inactivity Analysis
- Consumption Behavior
- Upgrade & Downdrage
- Paid Users & Revenue

Content Library

Platform

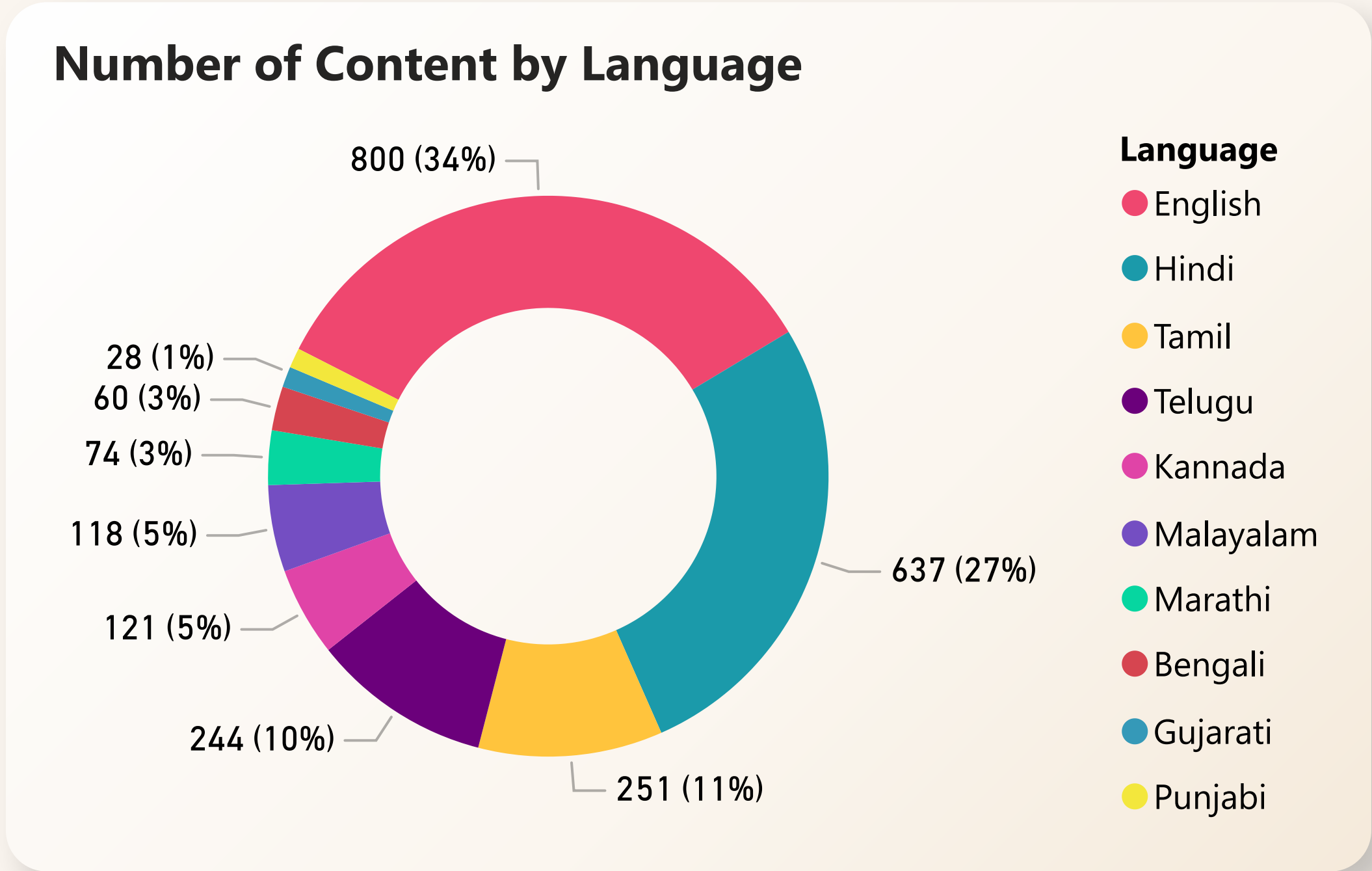
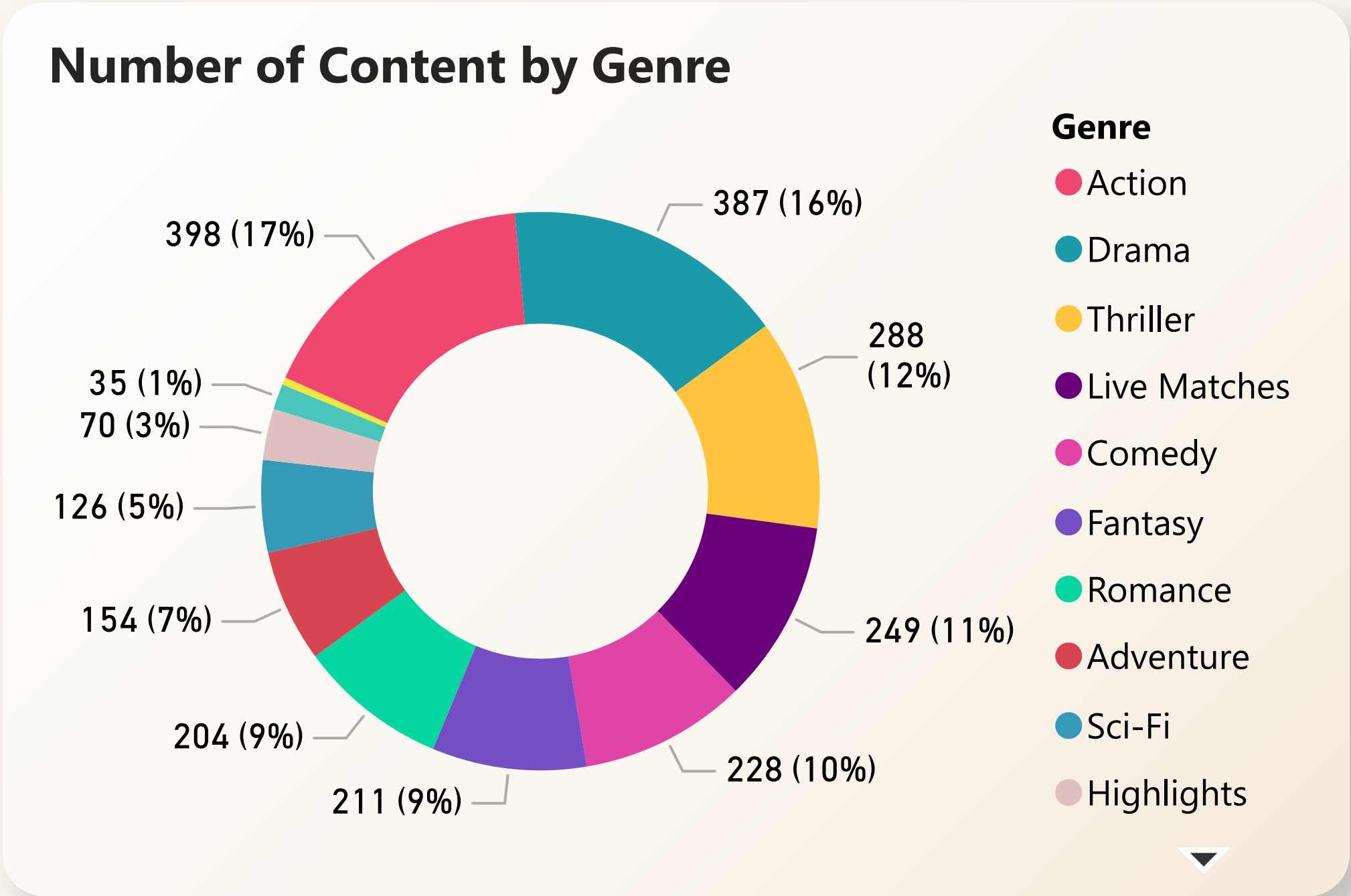
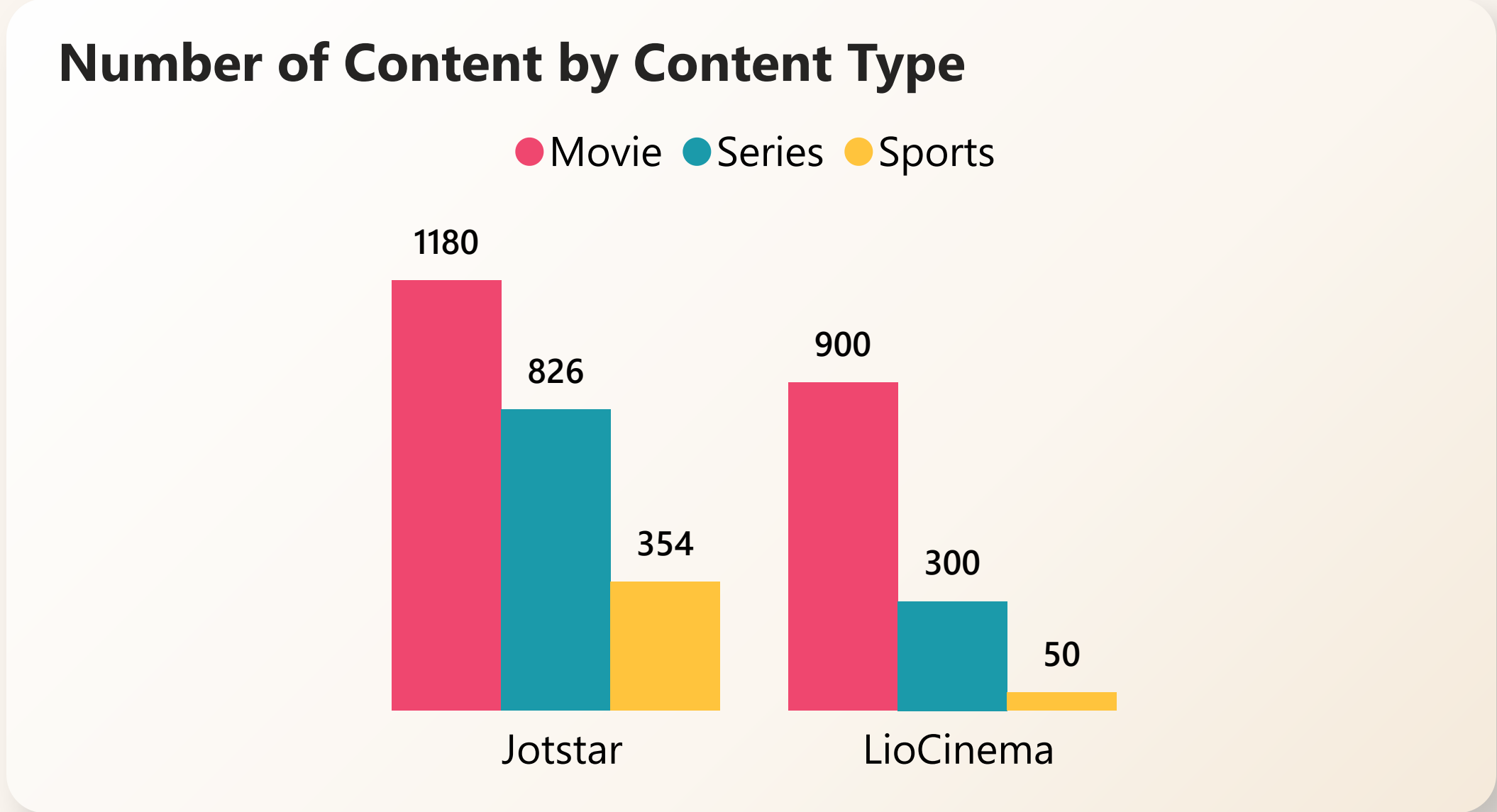
Jotstar

LioCinema

Total Number of Content

23601250

JotstarLioCinema



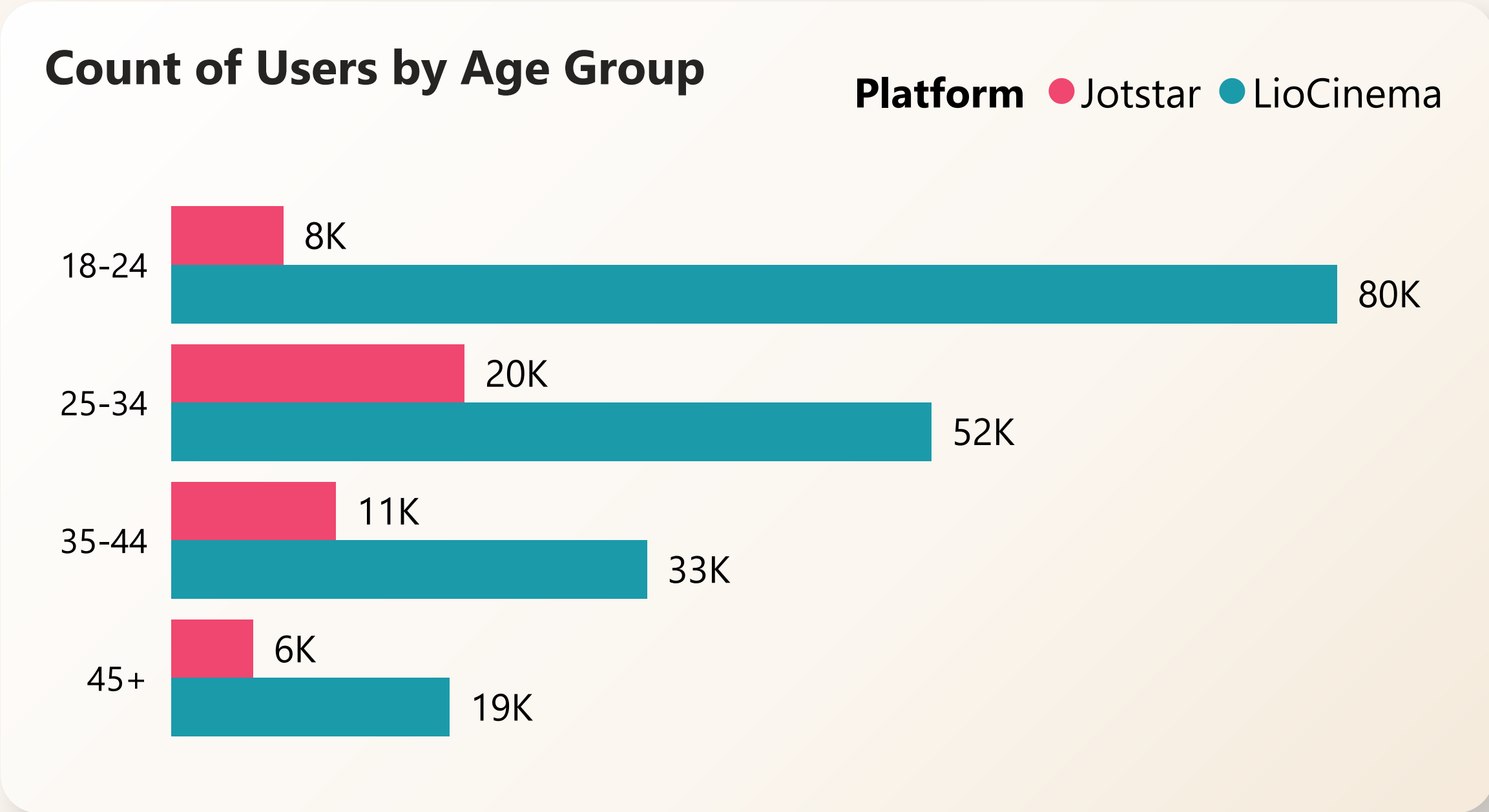
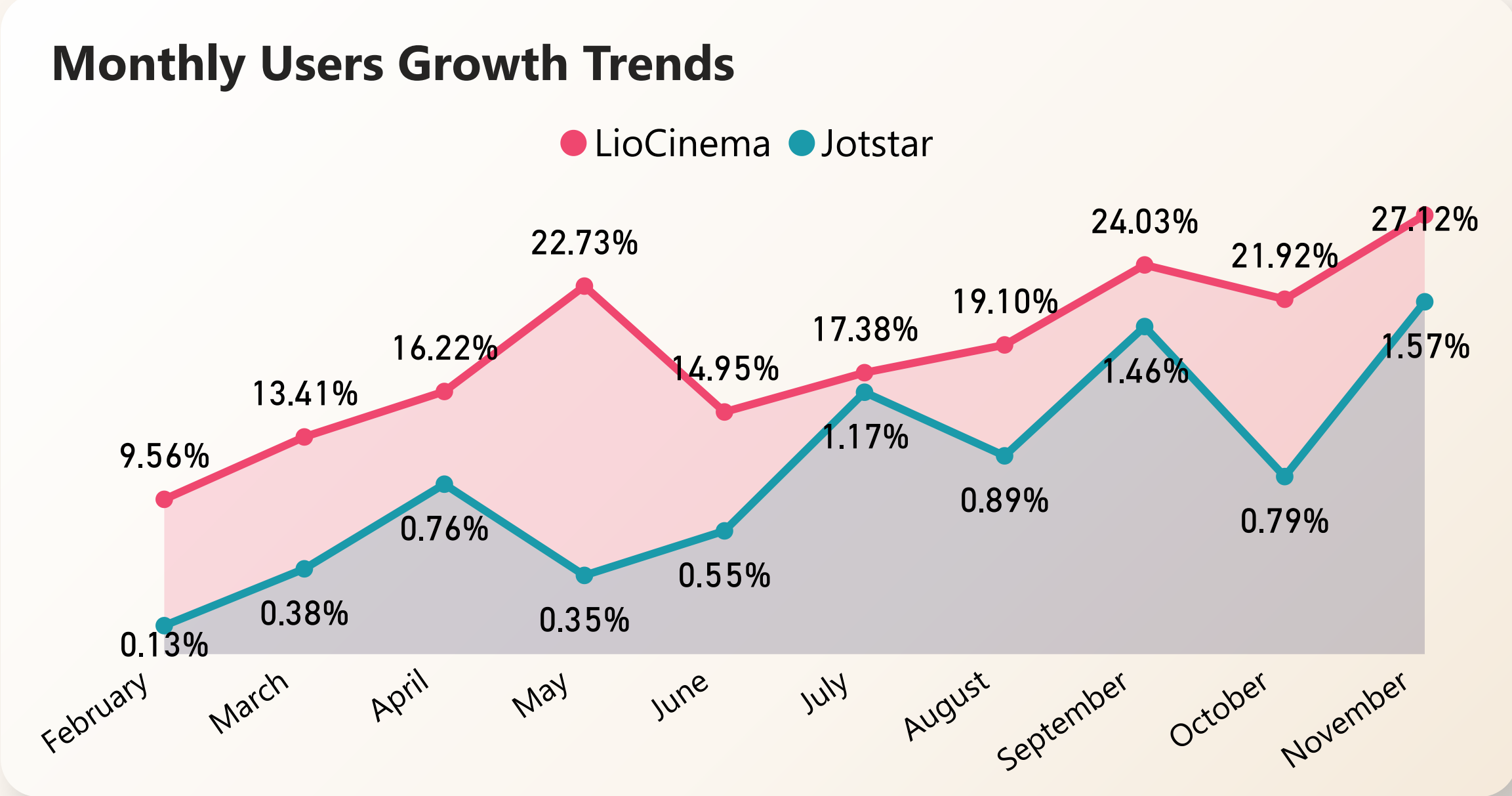
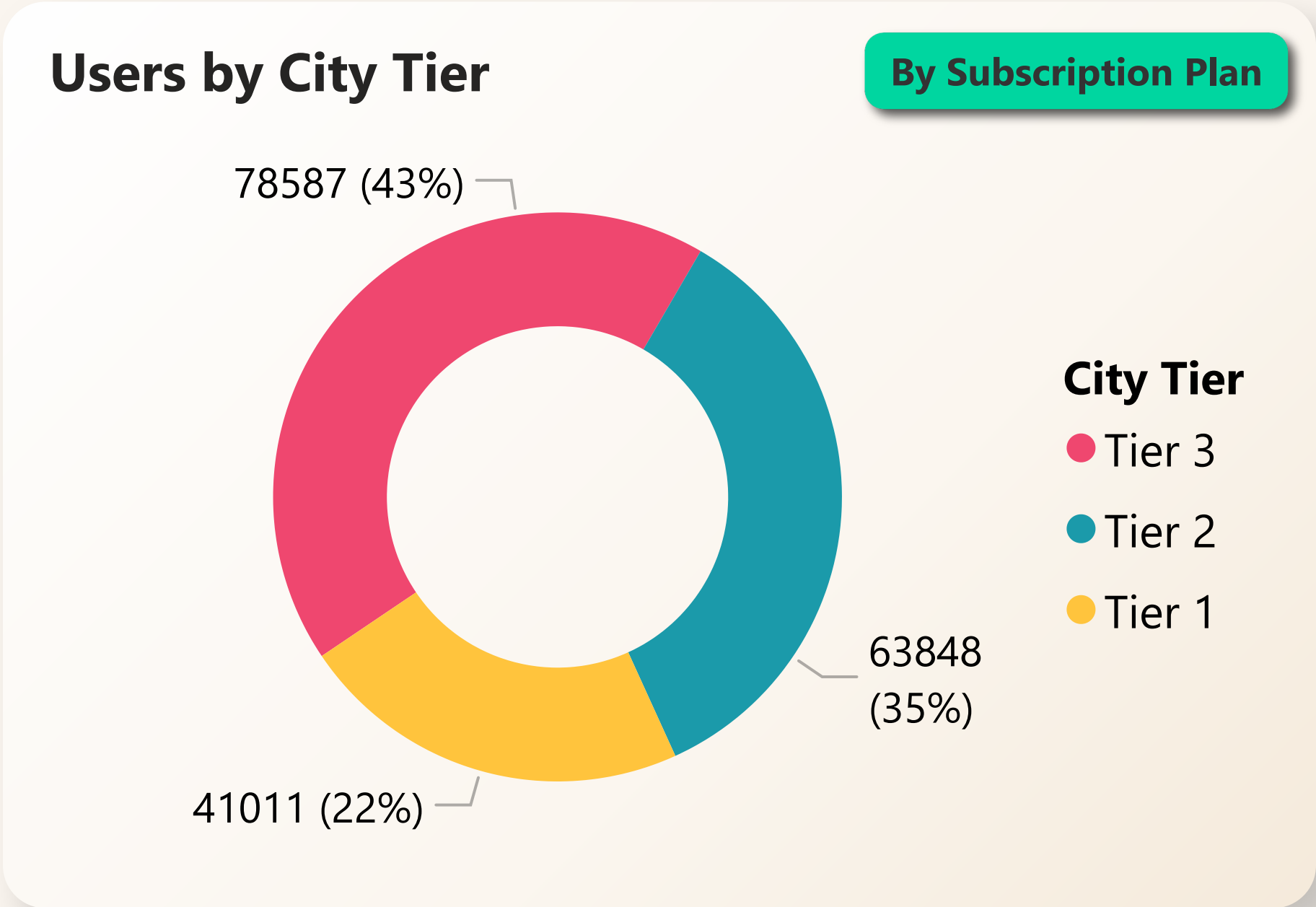
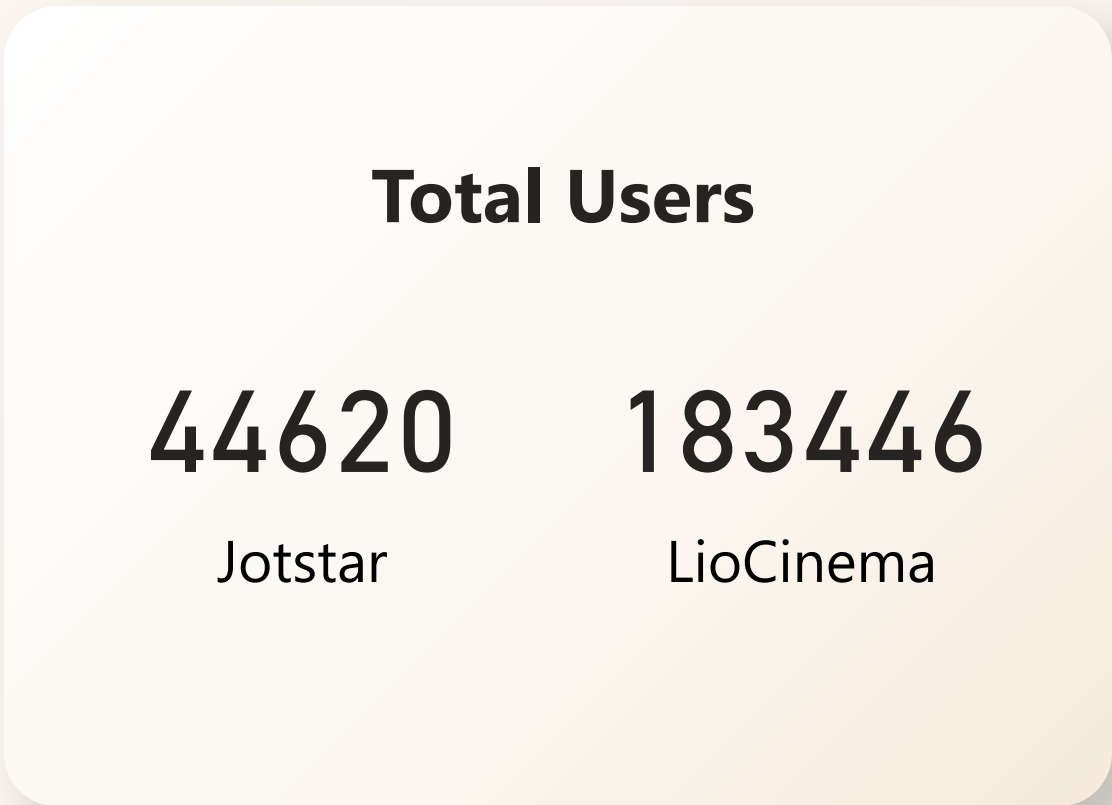
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Subscriber Insights

Platform

Jotstar

LioCinema



Pages Menu

Home

Content
Library

Subscriber
Insights

Inactivity
Analysis

Consumption
Behavior

Upgrade &
Downdrage

Paid Users &
Revenue

Inactivity Analysis



Platform

Jotstar

LioCinema

Total Active Users

Jotstar

37968

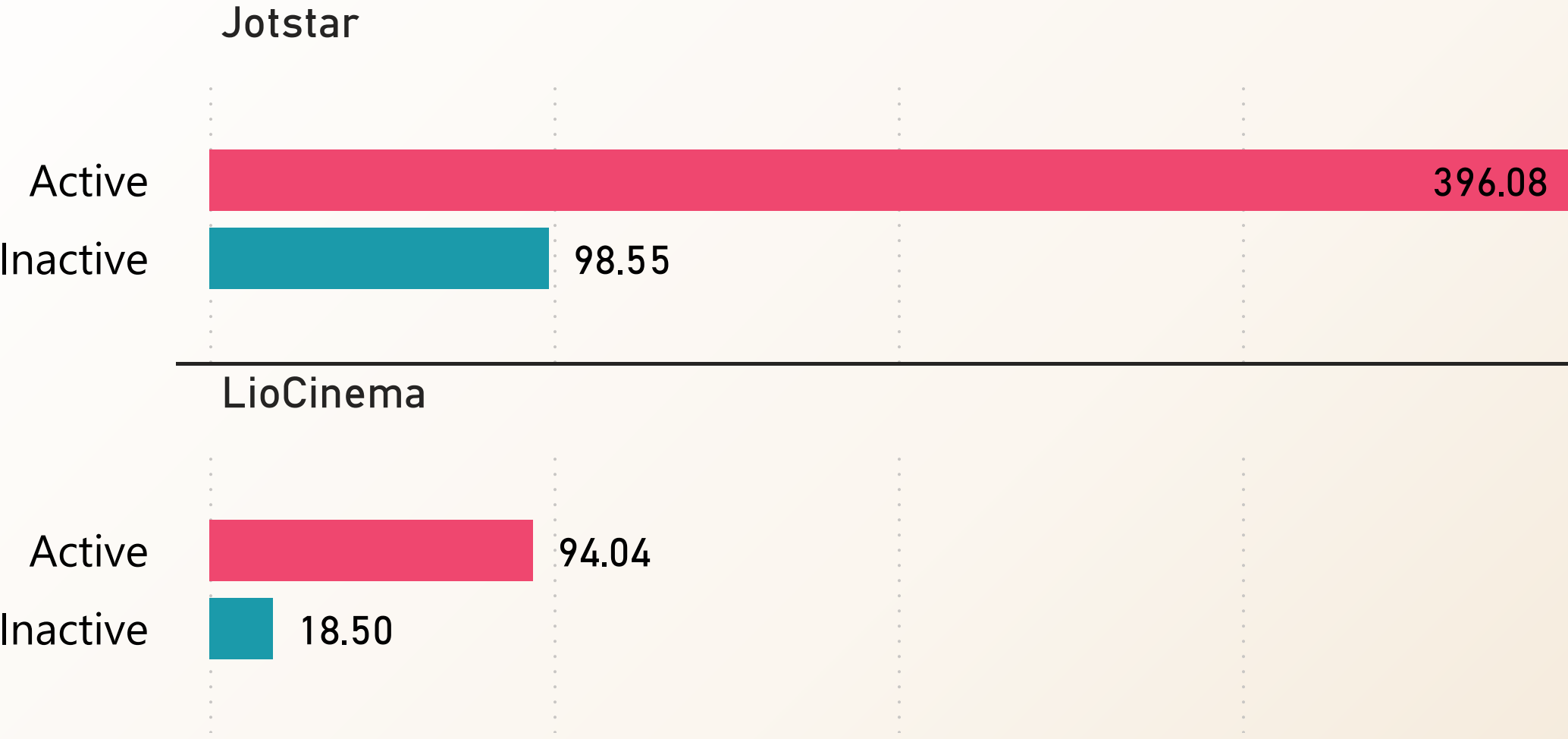
Inactive: 6652

LioCinema

101141

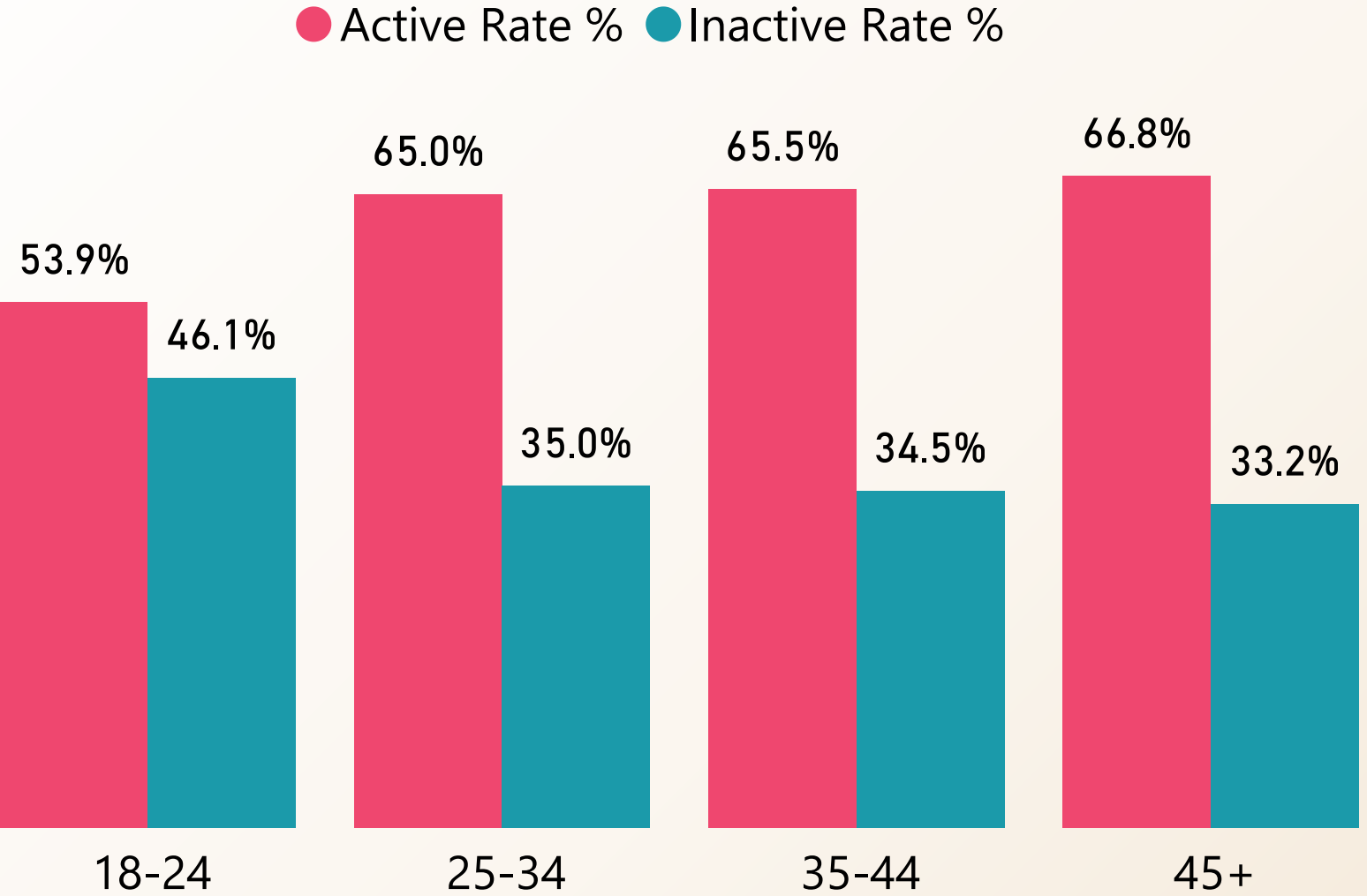
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Avg Watch Time by User Type (Active vs Inactive)

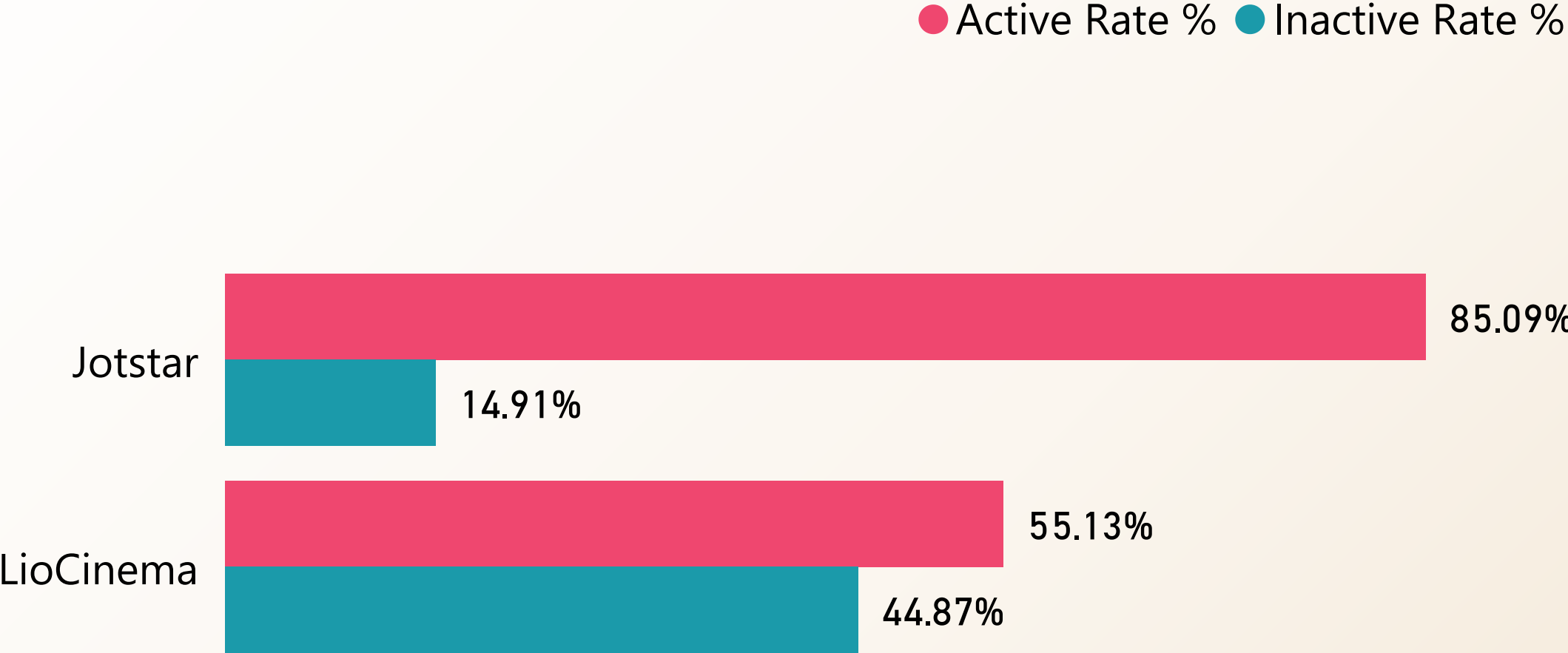


Active & Inactive Rate by Age

By Subscription Plan



Active & Inactive Rate(%) by Platform



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Content Consumption Behavior

Platform

Jotstar

LioCinema

Jotstar

LioCinema

Total Watch Time
15.69 M (Hrs)

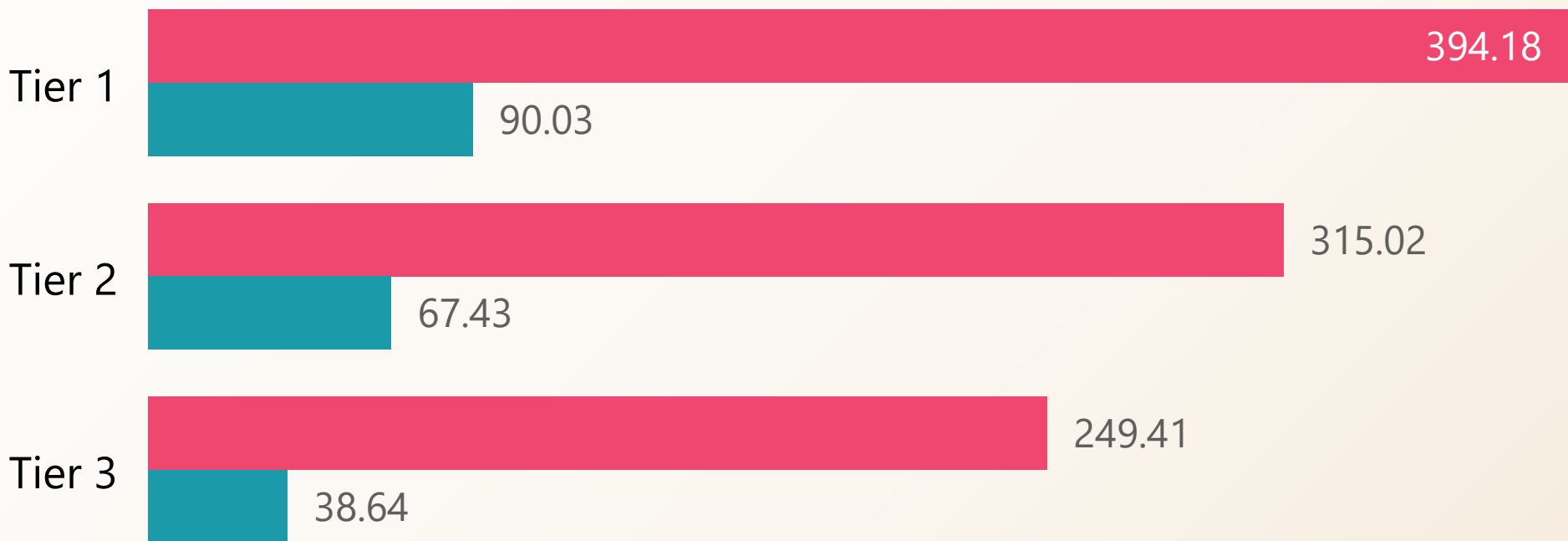
Total Watch Time
11.03 M (Hrs)

Avg Watch Time
351.73 Hrs

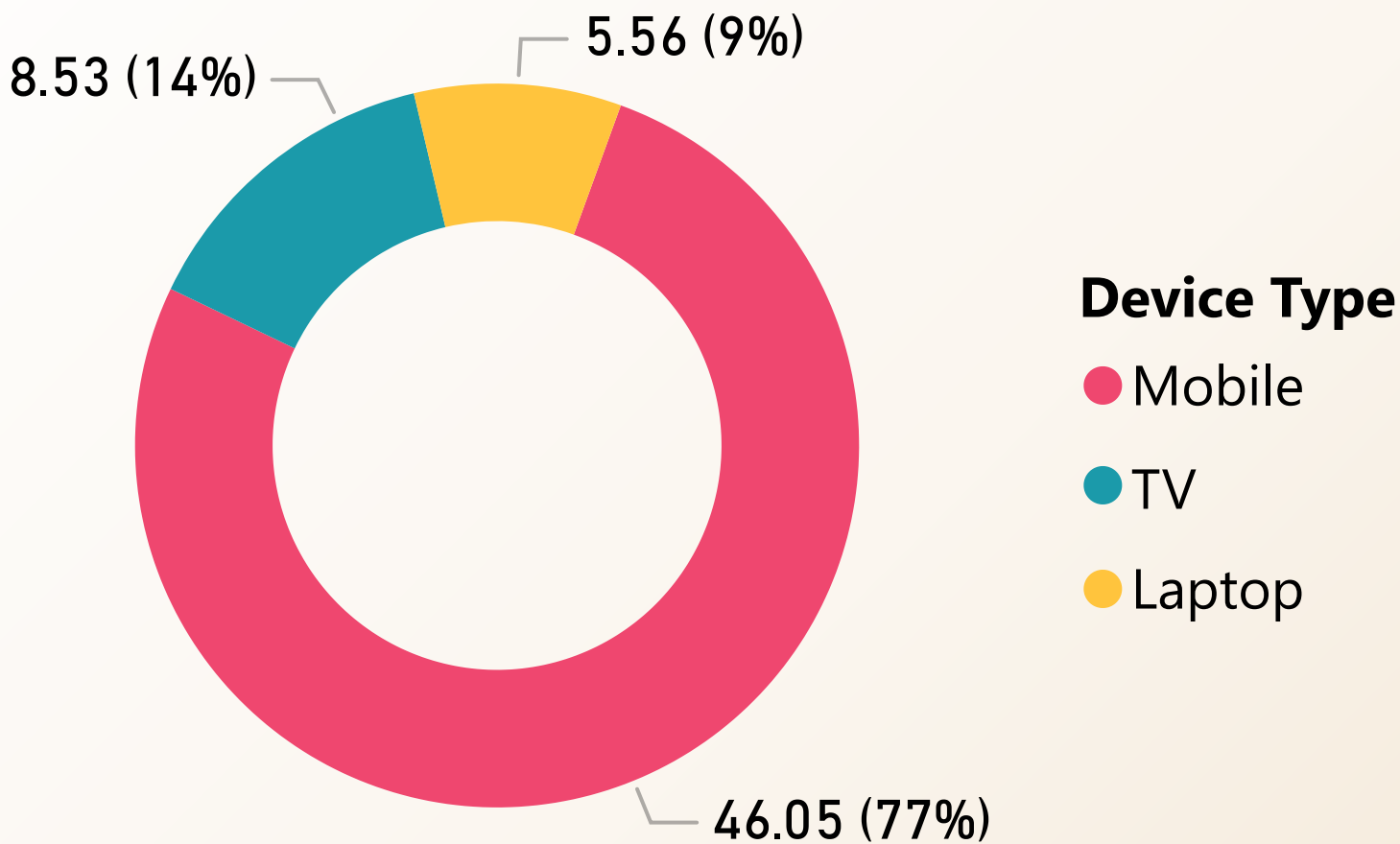
Avg Watch Time
60.14 Hrs

Average Watch Time(Hrs) by City Tier

Platform Jotstar LioCinema

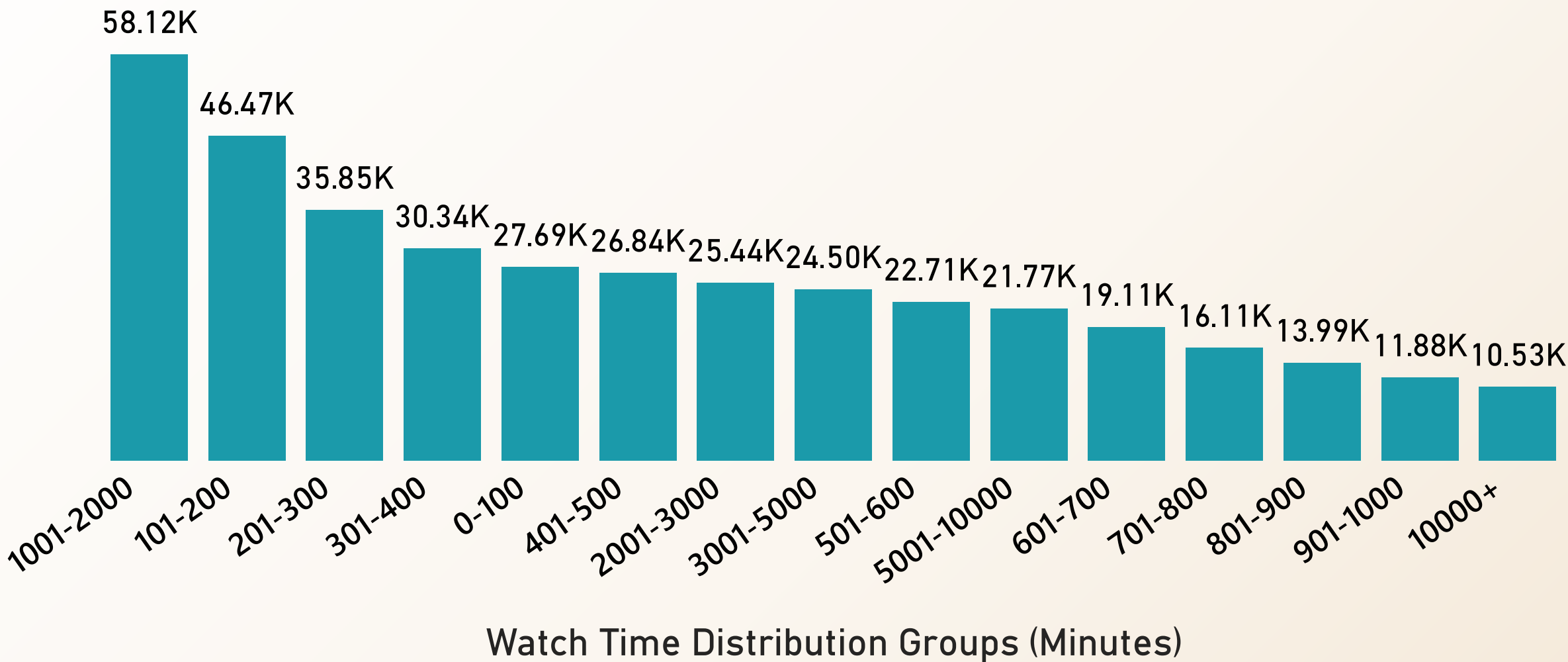


Average Watch Time by Devices



Watch Time(Minutes) Distribution by User Count

Platform LioCinema



Upgrade & Downgrade Patterns

Platform

Jotstar

LioCinema

Total Upgrade & Downgrade Users

Jotstar

Upgraded_Users

4348

Downgraded_Users

2742

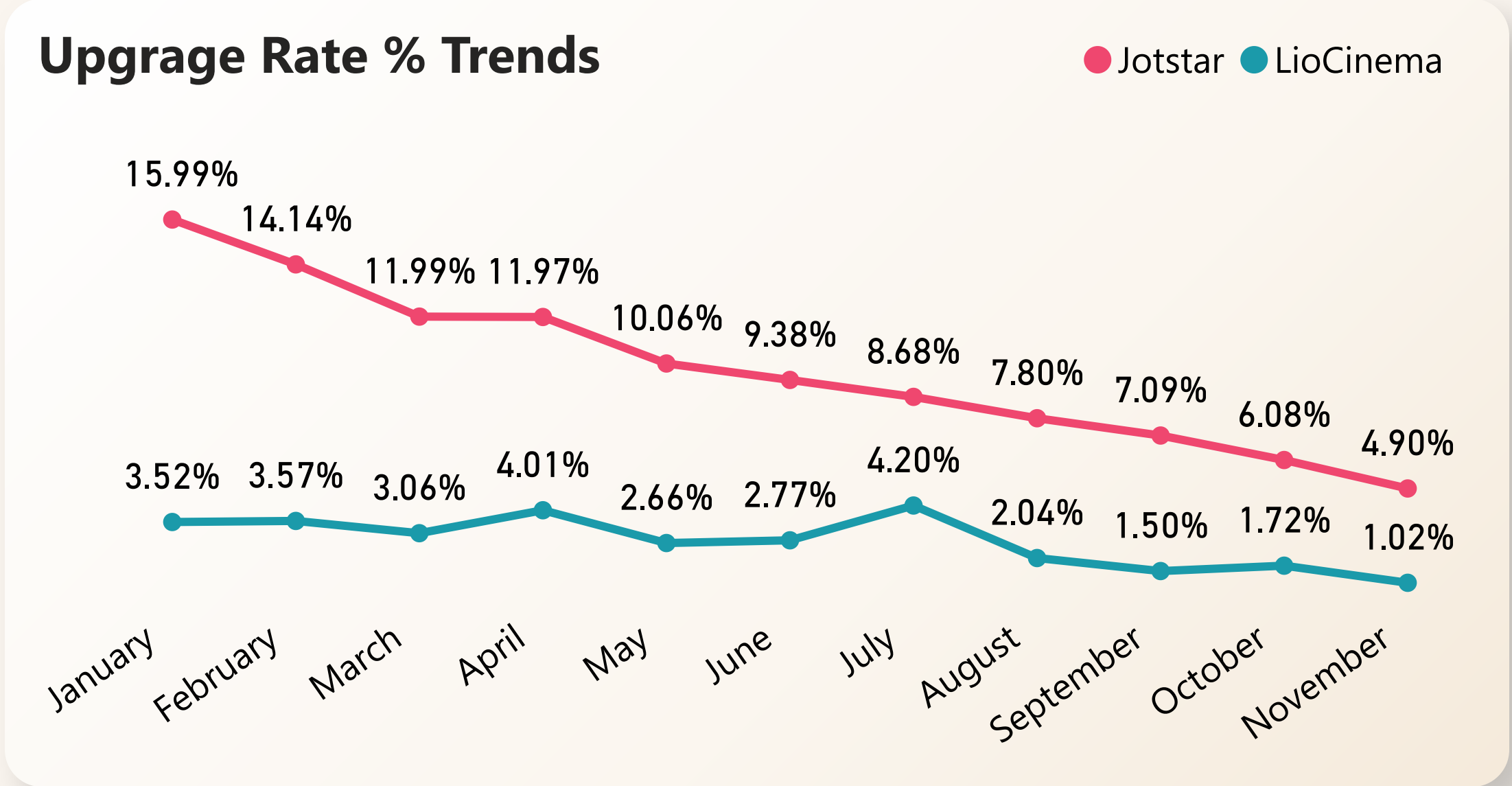
LioCinema

Upgraded_Users

4155

Downgraded_Users

20859



Upgrade Transition

Transitions

Count of User

LioCinema

Free → Basic

2078

Basic → Premium

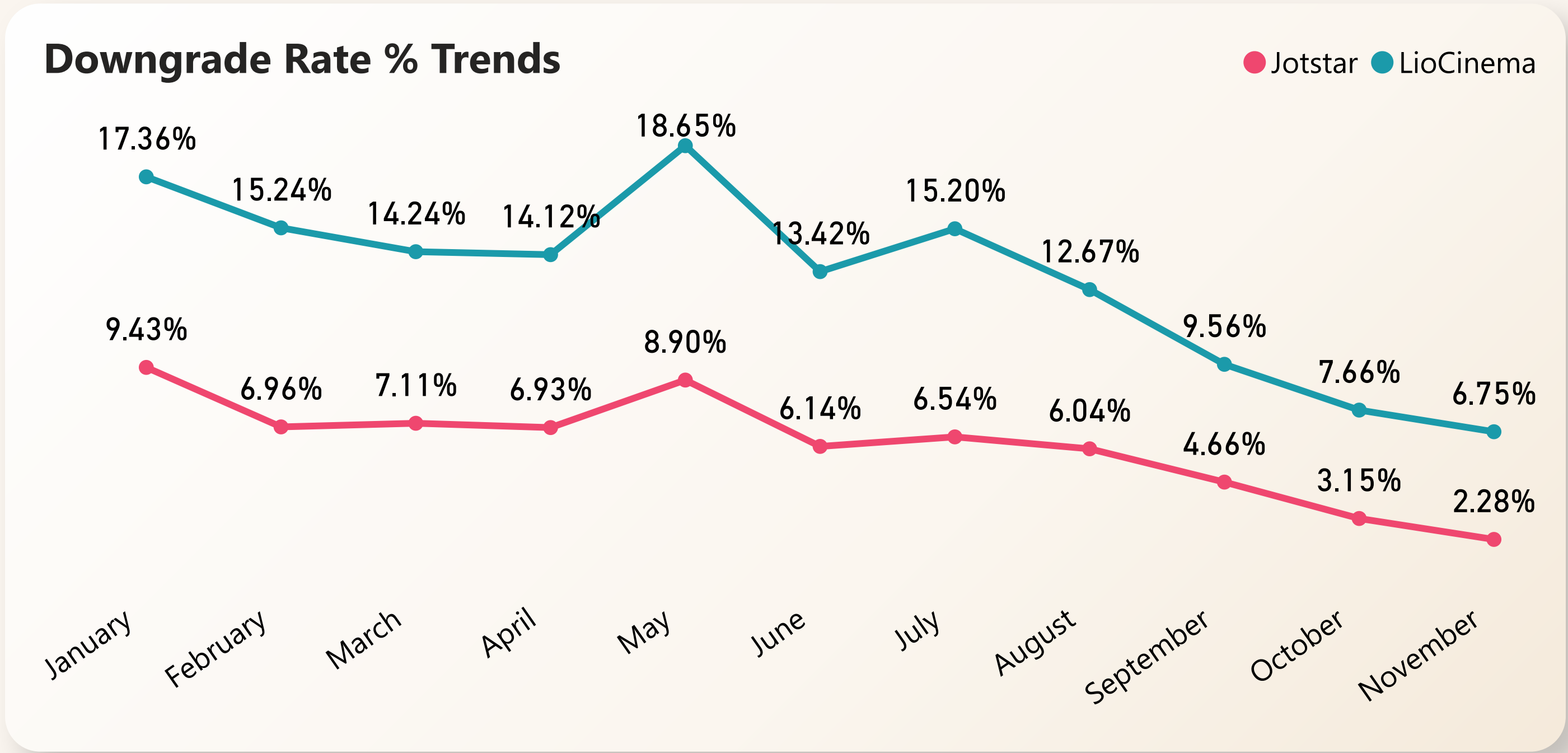
1362

Free → Premium

715

Total

4155



Paid Users & Revenue Analysis

Platform

Jotstar

LioCinema

Jotstar

Total Revenue ₹
₹ 46.95M

Paid_Users_%
72.89%

LioCinema

Total Revenue ₹
₹ 18.29M

Paid Users %
42.77%

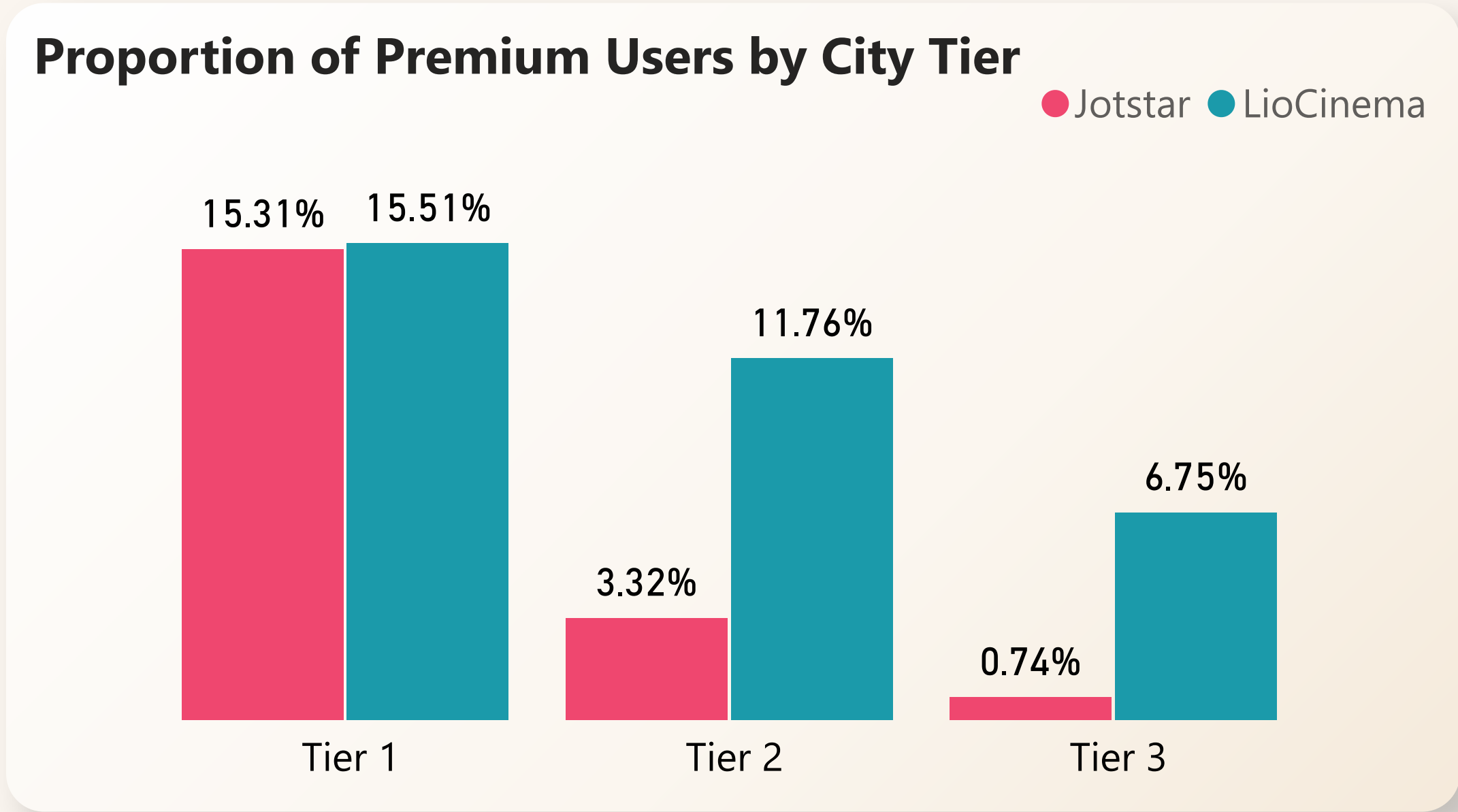
Paid Users Distribution by Plans			
Platform	Paid User	Paid User %	Total Revenue
Jotstar	32524	72.89%	₹ 46.95M
	Premium	13367	29.96%
	VIP	19157	42.93%
LioCinema	78454	42.77%	₹ 18.29M
	Basic	53362	29.09%
	Premium	25092	13.68%

Subscription Plan's Price			
LioCinema		Jotstar	
Basic	₹ 69	VIP	₹ 159
Premium	₹ 129	Premium	₹ 359

Platform	New Plan	Original Plan	Total Revenue
LioCinema	₹ 1.73M	₹ 16.56M	₹ 18.29M
	Premium	₹ 7.21M	₹ 7.85M
	Basic	₹ 9.35M	₹ 10.44M
Jotstar	₹ 7.00M	₹ 39.94M	₹ 46.95M
	VIP	₹ 13.43M	₹ 14.28M
	Premium	₹ 26.52M	₹ 32.67M
Total		₹ 8.73M	₹ 56.50M
			₹ 65.23M

• **Original Plan:** Earnings from the user's initial subscription, till analysis period of the change their plan.

• **New Plan:** Earnings after the user changed their plan.



• Revenue is calculated based on active duration and any plan upgrades or downgrades during the analysis period.