Telecom & Streaming Services

Challenge #14

Provide Insights for a Strategic Merger in the OTT Domain

30 March, 2025

A Thought-Provoking Question

What makes a streaming platform truly successful—**content**, **technology**, or the **audience**?

Adenda

Project Overview

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

To support this, Lio's management seeks **data-driven insights** on platform performance and user behavior from **January to November 2024.** The analysis will focus on **content diversity, subscriber trends, inactivity patterns, upgrades, downgrades, and content consumption behaviors**.

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Key Research Questions: Primary & Secondary

Dataset Overview

- Source: Two SQL databases – **liocinema_db** & **jotstar_db** Contents:
- Detailed data on subscribers, content, and consumption patterns Timeframe:
- **January to November 2024**

1_Total Users & Growth Trends

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 Users	Column Labels	
Month	Jotstar	LioCinema
Nov	4,262	36,997
Oct	4,196	29,105
Sep	4,163	23,873
Aug	4,103	19,247
Jul	4,067	16,161
Jun	4,020	13,768
May	3,998	11,977
Apr	3,984	9,759
Mar	3,954	8,397
Feb	3,939	7,404
Jan	3,934	6,758
Grand Total	44,620	183,446

Key Insights & Comparison:

✅ **Total Users:**

- Jotstar: 44,620 users
- LioCinema: 183,446 users
- LioCinema has 4.1x more users than Jotstar.

✅ **Growth Trends:**

- LioCinema shows rapid growth, increasing from 6,758 users (Jan) to 36,997 (Nov).
- Jotstar's user base remained stable, growing slightly from 3,934 (Jan) to 4,262 (Nov).
- LioCinema added 89,975 users in the last 3 months (Sep–Nov), while Jotstar added 12,621.

2_Content Library Comparison

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

Total Content	Column La ▼		
Row Labels ▼	**Jotstar**		**LioCinema**
⊟ Movie			
Hindi	295		280
English	359		40
Telugu	141		189
Tamil	141		171
Malayalam	70		90
Kannada	70		81
Marathi	47		49
Bengali	35		
Gujarati	11		
Punjabi	11		
⊟ Series			
English	335		16
Hindi	165		118
Telugu	82		45
Tamil	82		42
Kannada	41		33
Malayalam	41		28
Marathi	24		18
Bengali	24		
Gujarati	16		
Punjabi	16		
⊟ Sports			
Hindi	177		26
English	106		
Tamil	28		8
Telugu	21		8
Kannada	10		4
Malayalam	7		3
Marathi	3		1
Bengali	1		
Gujarati	1		
Grand Total	**2,360**		**1,250**

Total Content Overview

- Jotstar: **2,360** total content items
- LioCinema: **1,250** total content items
- **Jotstar has nearly 90% more content** than LioCinema across all languages and categories.

🔍 Key Takeaways

✅ Jotstar is the clear leader across all content categories and languages.

✅ Jotstar has 8x more English series than LioCinema (335 vs. 16).

✅ Jotstar leads in Sports content across multiple languages, while LioCinema has very limited sports content.

✅ **LioCinema** performs well in **regional-language** movies but still lags behind Jotstar in total numbers.

3_User Demographics

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

Total Users	Column Labels	
Age Group	Jotstar	LioCinema
18-24	7,676	79,813
25-34	20,069	52,027
35-44	11,274	32,560
45+	5,601	19,046
Grand Total	44,620	183,446

Total Users	Column Labels	
City Tier	Jotstar	LioCinema
Tier 3	5,745	78,587
Tier 2	13,424	63,848
Tier 1	25,451	41,011
Grand Total	44,620	183,446

Total Users	Column Labels	
subscription plan	Jotstar	LioCinema
Free	12,096	104,992
Basic		53,362
Premium	13,367	25,092
VIP	19,157	
Grand Total	44,620	183,446

📌 **Age Group Comparison:**

   LioCinema dominates the 18-24 age group (79,813 users), making it their largest segment.

    Jotstar's biggest user group is 25-34 years old (20,069 users), indicating an older audience preference.

📌 **City Tier Distribution:**

   Jotstar is more dependent on Tier 1 cities (25,451 users), whereas LioCinema has a strong presence in Tier 2 (63,848) and Tier 3 (78,587) markets.

📌 **Subscription Plan Breakdown:**

   LioCinema heavily relies on free users (104,992).

    Jotstar has a higher proportion of VIP users (19,157), suggesting stronger engagement with premium offerings.

4_Active vs. Inactive Users

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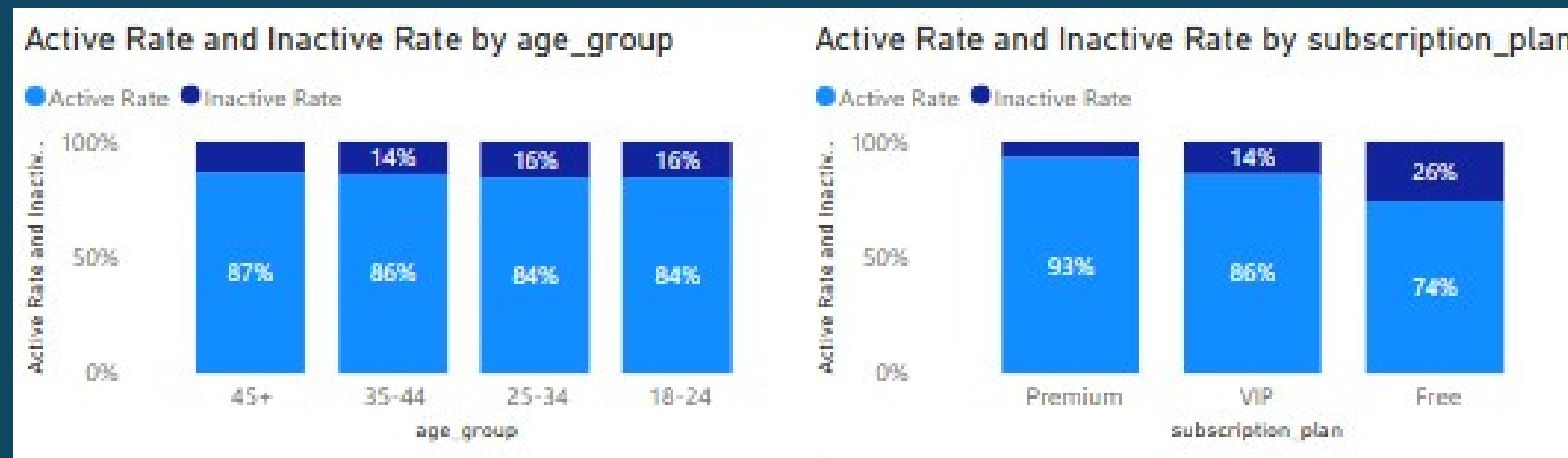
JotStar

LioCinema

Key Insights:

   Jotstar has a significantly higher active user rate (85%) compared to LioCinema (55%), indicating stronger user engagement.

Insights by Age Group:

   Jotstar users are highly engaged across all age groups (84%-87% active rate).

   LioCinema's users 45+ users's active Rate is 61%.

Insights by Subscription Plan:

   Premium users are the most active (Jotstar: 93%, LioCinema: 82%).

   LioCinema's free users have the highest inactivity (57%)
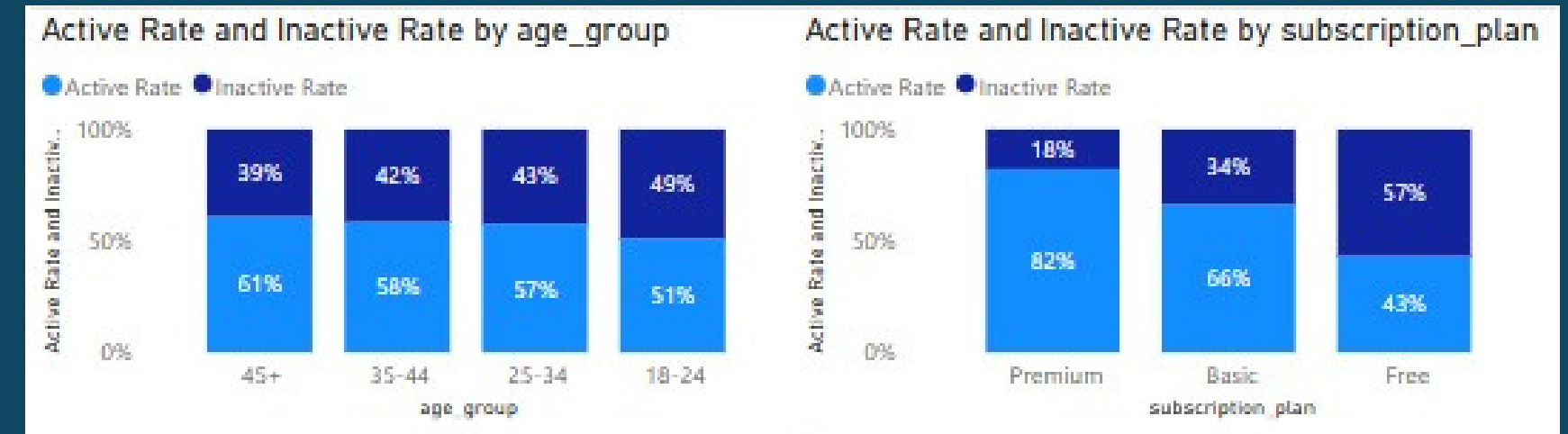
platform	Active Rate	Inactive Rate
Jotstar	85%	15%
LioCinema	55%	45%

5_Watch Time Analysis

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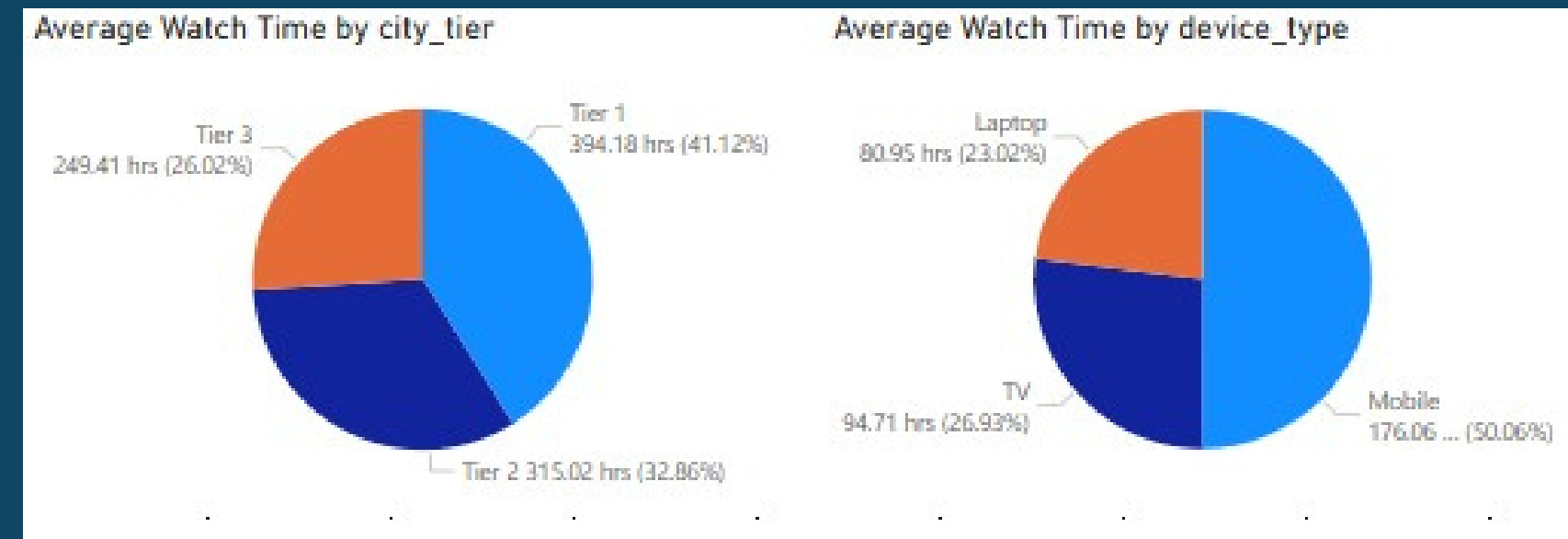
JotStar
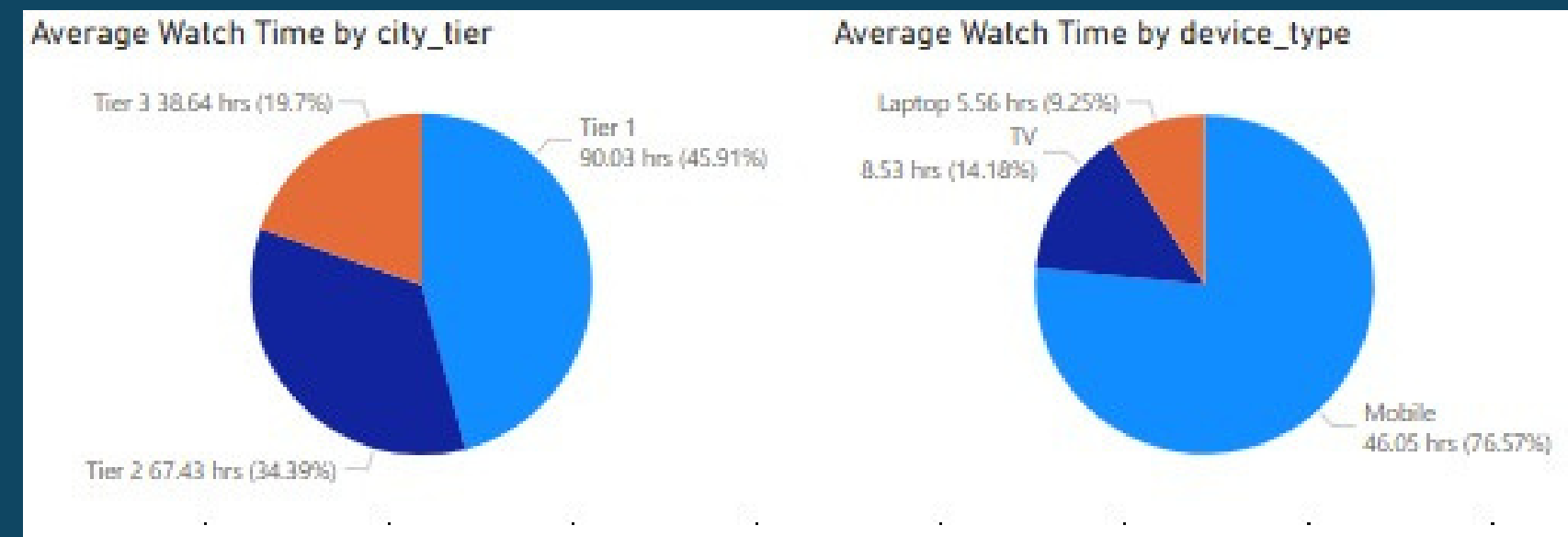
LioCinema

Key Comparisons & Insights

📍 **City Tier:**

- Both platforms have the highest watch time from Tier 1 cities.
- Jotstar has a balanced user distribution across all city tiers.
- LioCinema experiences a sharp drop in users from Tier 3 cities.

🔷 **Device Type:**

- Mobile is the most used device on both platforms.
- LioCinema relies more on mobile users (76.57%) than Jotstar (50.06%).
- Jotstar has higher watch time on TV and laptops, indicating a diverse device preference.

6_Inactivity Correlation

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

Subscription Plan	JotStar	LioCinema
Free	Inactive Rate 26% Average WT 202.60hrs	Inactive Rate **57%** Average WT **32.17hrs**
VIP	Inactive Rate 14% Average WT 349.55hrs	-
Premium	Inactive Rate **7%** Average WT **489.78hrs**	Inactive Rate 18% Average WT 131.75hrs
Basic	-	Inactive Rate 34% Average WT 81.52hrs

City Tier	JotStar	LioCinema
Tier 1	Inactive Rate **13%** Average WT **394.18hs**	Inactive Rate 35% Average WT 90.03hrs
Tier 2	Inactive Rate 16% Average WT 315.02hrs	Inactive Rate 40% Average WT 67.43hrs
Tier 3	Inactive Rate 20% Average WT 249.41hrs	Inactive Rate **55%** Average WT **38.64hrs**

Age Group	JotStar	LioCinema
18-24	Inactive Rate 16% Average WT 382.17hrs	Inactive Rate **49%** Average WT **61.58hrs**
25-34	Inactive Rate 16% Average WT 357.19hrs	Inactive Rate 43% Average WT 62.44hrs
35-44	Inactive Rate 14% Average WT 339.03hrs	Inactive Rate 42% Average WT 57.65hrs
45+	Inactive Rate **13%** Average WT **315.97hrs**	Inactive Rate 39% Average WT 52.10hrs

7_Downgrade Trends

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

platform	Downgrade Rate
LioCinema	13%
Jotstar	8%
Total	**12%**
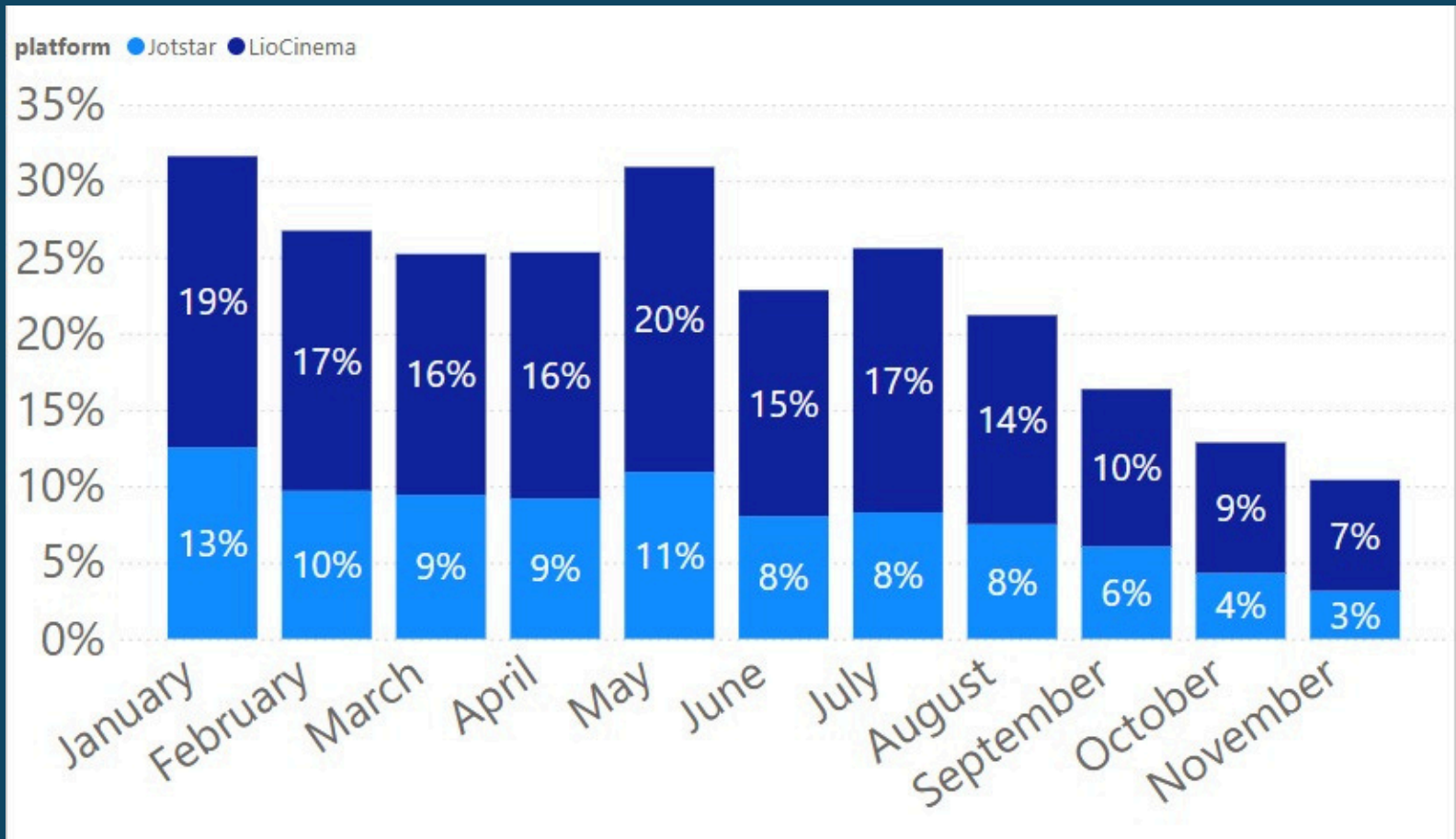
Key Comparisons & Insights

- **Overall Trend:** Downgrades for both LioCinema and Jotstar show a declining trend from January to November.
- **Peak Downgrades**: LioCinema had the highest downgrades in January (20%), gradually reducing to 9% in November.
- Jotstar peaked at 13% in January, dropping to 7% in November.
- **Platform Comparison**: LioCinema consistently had higher downgrade rates than Jotstar throughout the year.

8_Upgrade Patterns

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?

subscription_plan	Free	Premium	VIP
VIP	14,187	2,149	2,821
Premium	12,774	225	368
Free	10,569		683	844

JotStar

subscription_plan	Basic	Free	Premium
Free	102,199	2,078	715
Basic	41,691	10,309	1,362
Premium	14,542	3,111	7,439

LioCinema

Key Comparisons & Insights

JotStar:

- Free → VIP: 844 users upgraded.
- Free → Premium: 683 users upgraded.
- VIP → **Premium**: **2,821** users upgraded (strong preference for direct high-tier upgrades).

LioCinema:

- **Free** → **Basic**: **2,078** users upgraded (most common upgrade transition).

9_Paid Users Distribution

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.
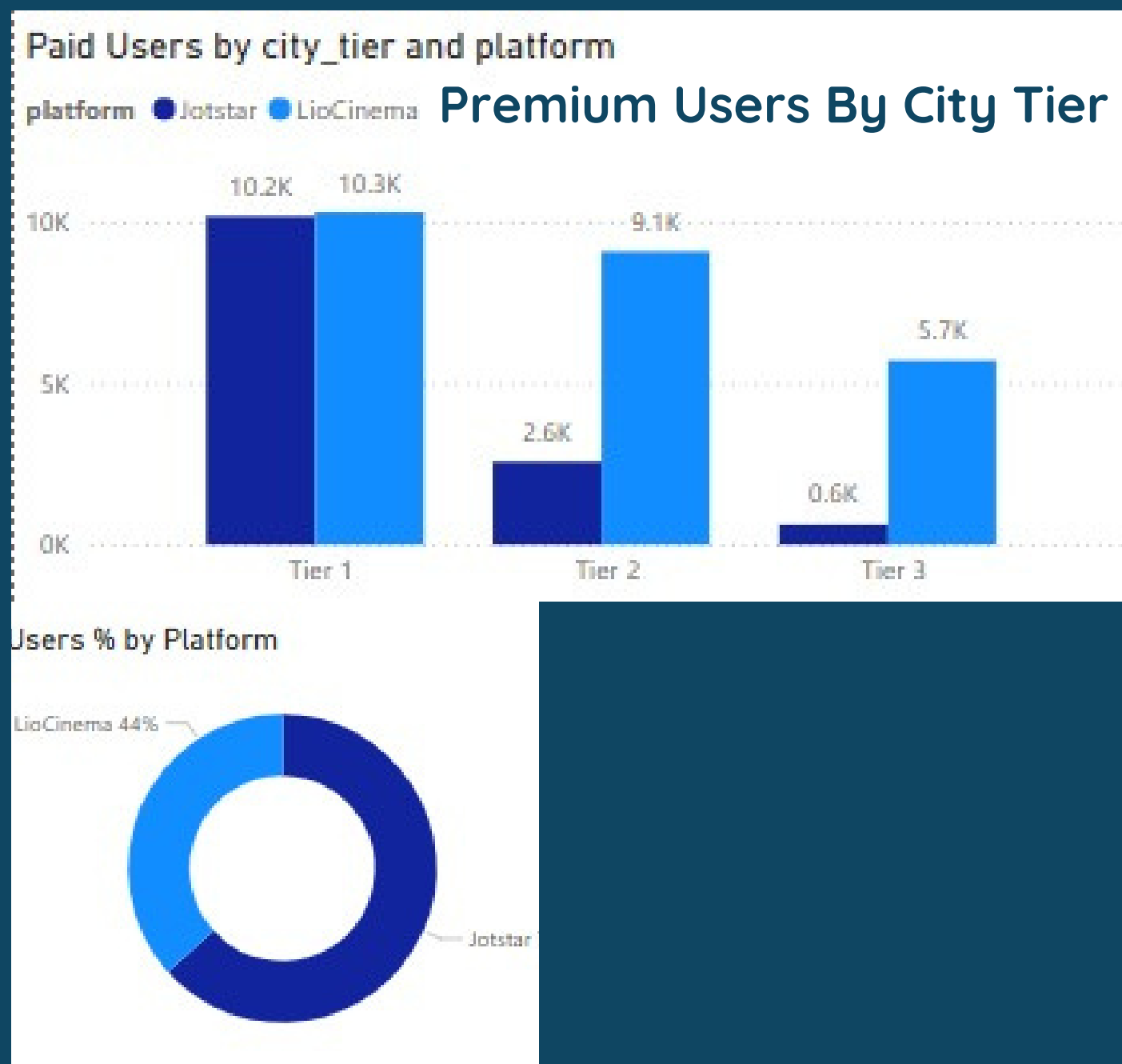
Jotstar Leads in Paid Users

- Jotstar holds a higher share of paid users (76%) compared to LioCinema (44%).

Paid User Distribution by City Tier

- Tier 1: Both platforms have similar numbers of Premium Paid users (Jotstar: 10.2K, LioCinema: 10.3K).
- Tier 2: LioCinema has significantly more premium paid users (9.1K vs. Jotstar's 2.6K).
- Tier 3: LioCinema still dominates (5.7K vs. Jotstar's 0.6K), showing a better reach in lower-tier cities.

10_Revenue Analysis

Assume the following monthly subscription prices, calculate the total revenue generated by both platforms (LioCinema and Jotstar) for the analysis period (January to November 2024).
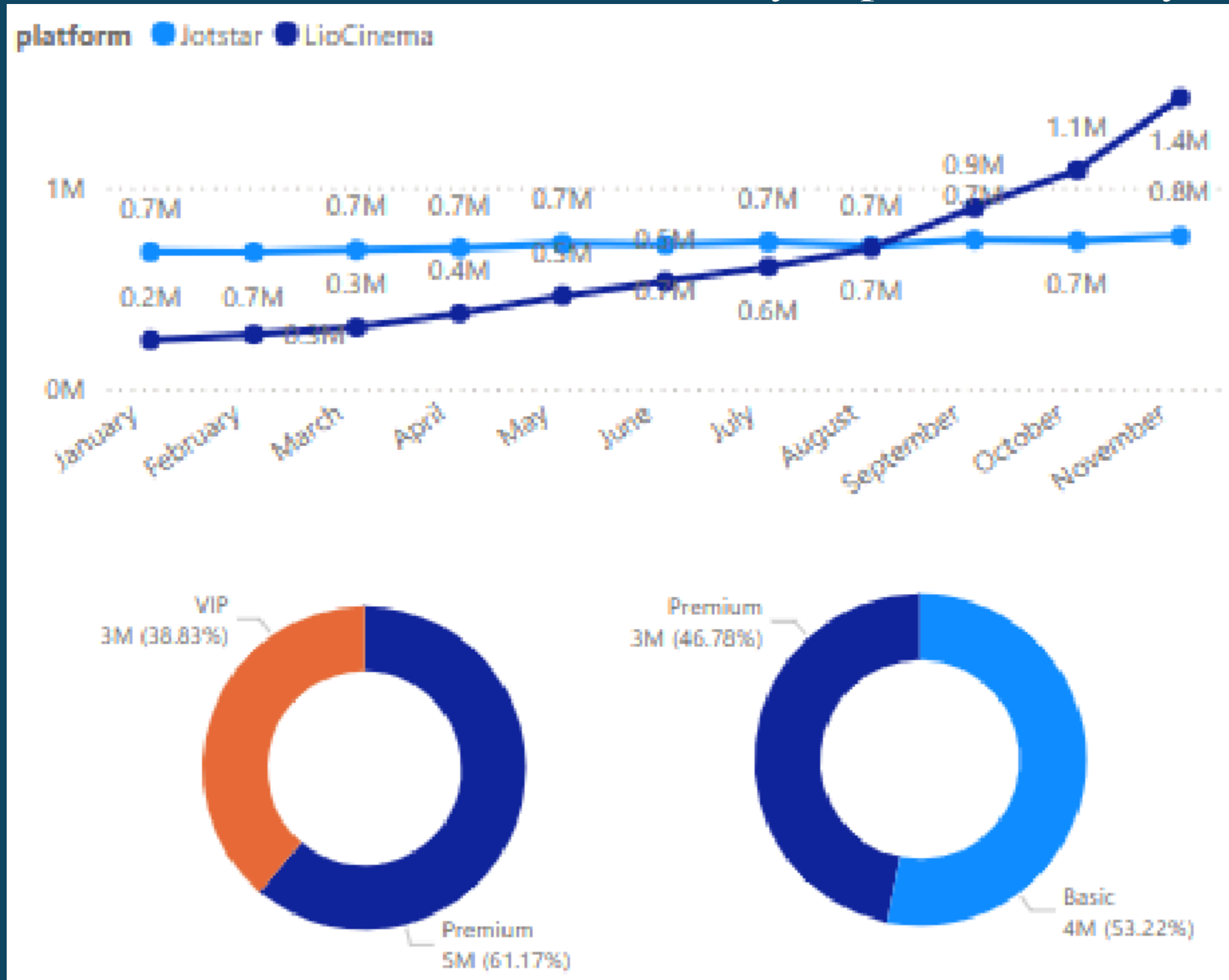
JotStar

LioCinema

📊 **Revenue Analysis – Key Insights**

🔹 LioCinema's revenue surged from 0.2M in January to 1.4M in November, showing strong growth.

🔹 JotStar maintained steady revenue at around 0.7M for most months.

💰 **Subscription Plan Revenue Contribution**

✅ JotStar:

- 61.17% of revenue comes from Premium users.
- 38.83% from VIP subscribers.

✅ LioCinema:

- 46.78% of revenue is from Premium users.
- 53.22% from Basic subscribers, suggesting a larger volume of lower-tier users.

Further analysis & recommendations:

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

Strategies to Reactivate Inactive Users & Boost Engagement

✅ AI-Powered Personalized Recommendations – Enhance user experience with tailored content suggestions.

✅ Re-Engagement Campaigns – Use push notifications, email, and special offers to bring users back.

✅ Loyalty Rewards & Gamification – Introduce points, badges, and rewards to encourage consistent engagement.

✅ Exclusive Content for Free Users – Provide premium previews or early access to incentivize conversions.

✅ Smart Bundling with Telecom & ISPs – Partner with mobile and broadband providers for seamless access.

2_What type of brand campaigns should the merged platform launch to establish itself as the go-to OTT platform in India?

To position itself as the leading OTT platform, LioCinema-Jotstar must leverage the following strategies:

✅ One Platform, Endless Entertainment – Strengthen Bollywood and regional content to cater to diverse audiences.

✅ Sports-Driven Engagement – Use live cricket and sports-based content to drive viewership.

✅ Loyalty & Retention Strategies – Implement gamification and rewards to enhance stickiness.

✅ Telecom & ISP Partnerships – Promote bundled subscriptions for frictionless adoption.

✅ Social Media-Driven Growth – Encourage user-generated content and influencer collaborations.

3_How should the merged platform price its subscription plans to compete effectively while maintaining profitability?

To compete effectively, the merged platform should:

✅ Implement a tiered pricing strategy to cater to diverse user segments.

✅ Offer regional pricing discounts to drive conversions in Tier 3 cities.

✅ Introduce micro-subscriptions & pay-per-view options for flexible access.

✅ Leverage telecom partnerships for bundled subscription deals.

✅ Provide group & student discounts to boost long-term retention.

4_How can the platform leverage partnerships with telecom companies to expand its subscriber base?

To expand its subscriber base, the merged platform should:

✅ Partner with mobile and broadband companies to offer OTT services as part of their plans.

✅ Work with 5G providers to give users access to high-quality HD/4K streaming.

✅ Introduce flexible options like daily passes and pay-per-view plans.

✅ Use telecom companies' marketing and branding to reach a larger audience.

5_What role can AI and machine learning play in personalizing the user experience and improving content discovery?

To enhance user experience and content discovery, the merged platform should:
- ✅ Use AI-powered recommendations to make content discovery seamless.
- ✅ Optimize search functionality with smart categorization & voice search.
- ✅ Leverage AI-driven notifications & watchlists to keep users engaged.
- ✅ Utilize sentiment analysis to curate trending content.
- ✅ Enhance monetization with AI-driven ad targeting & personalized promotions.

6_Who should be the brand ambassador for the newly merged OTT platform (LioCinema-Jotstar) to effectively represent its identity and attract a diverse audience?
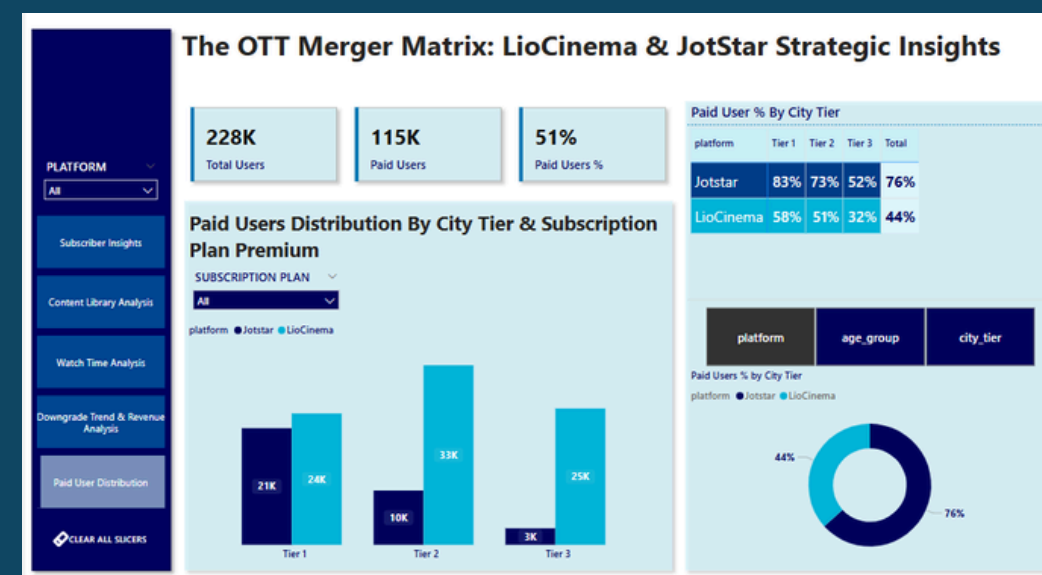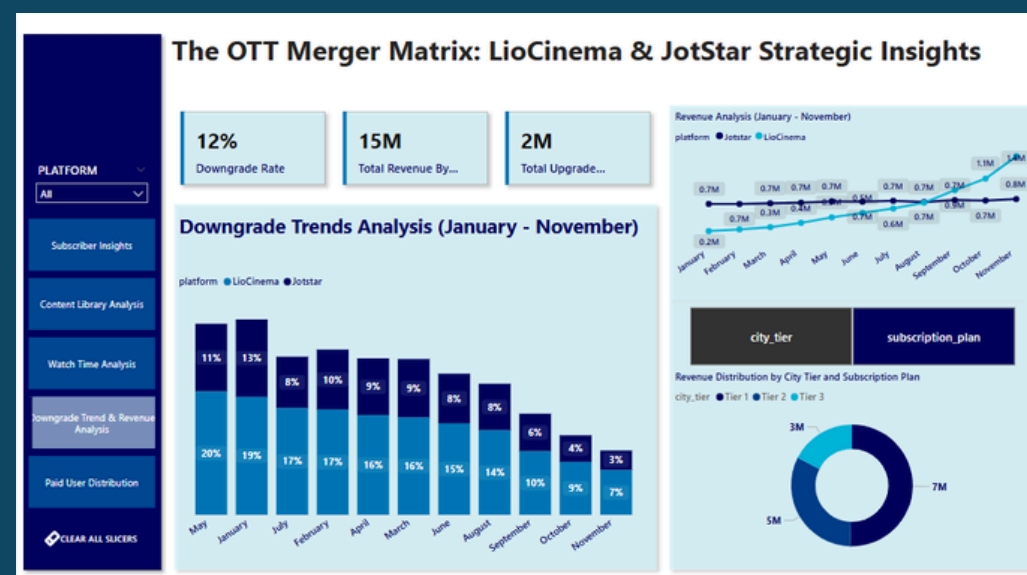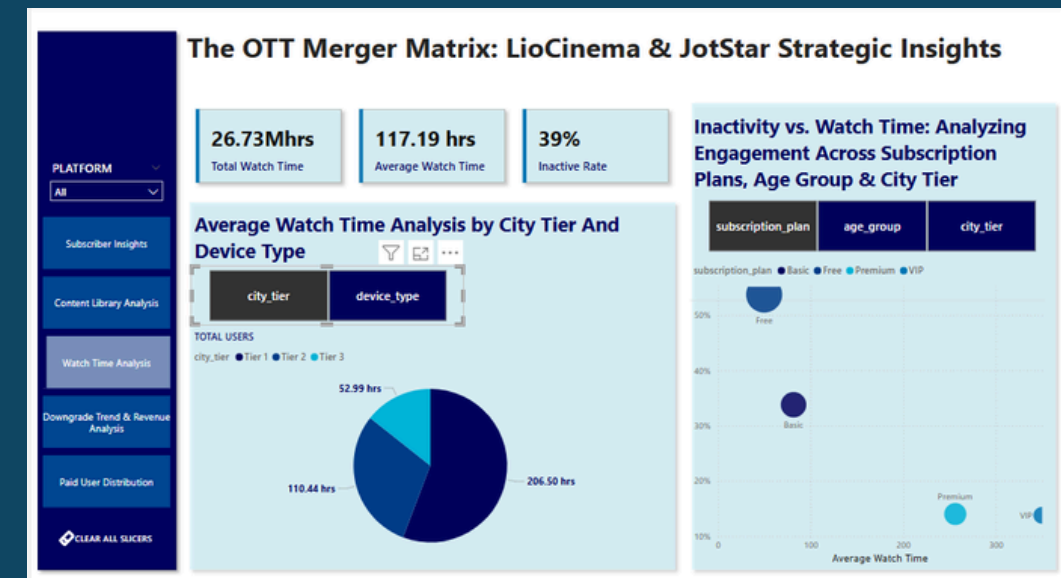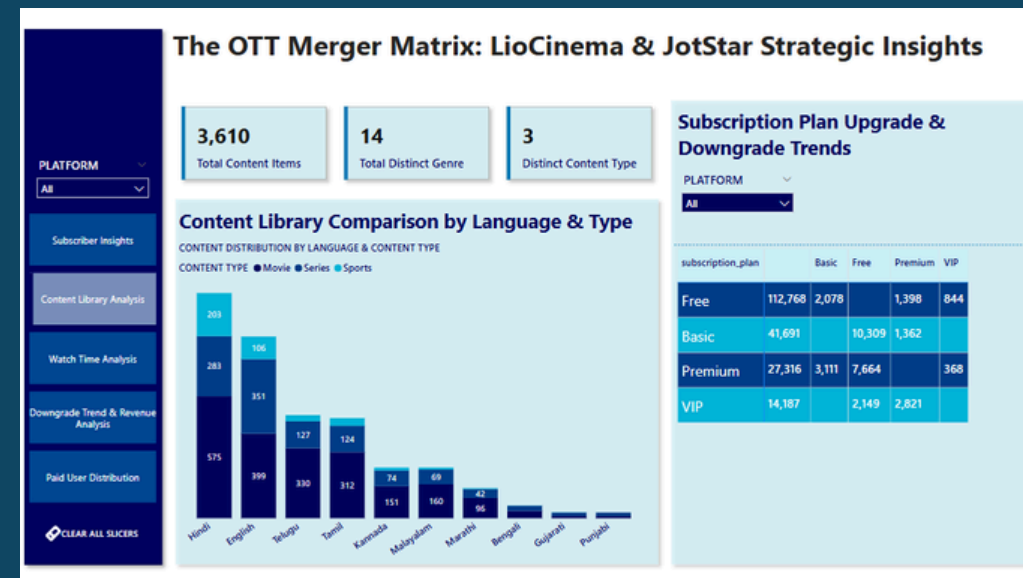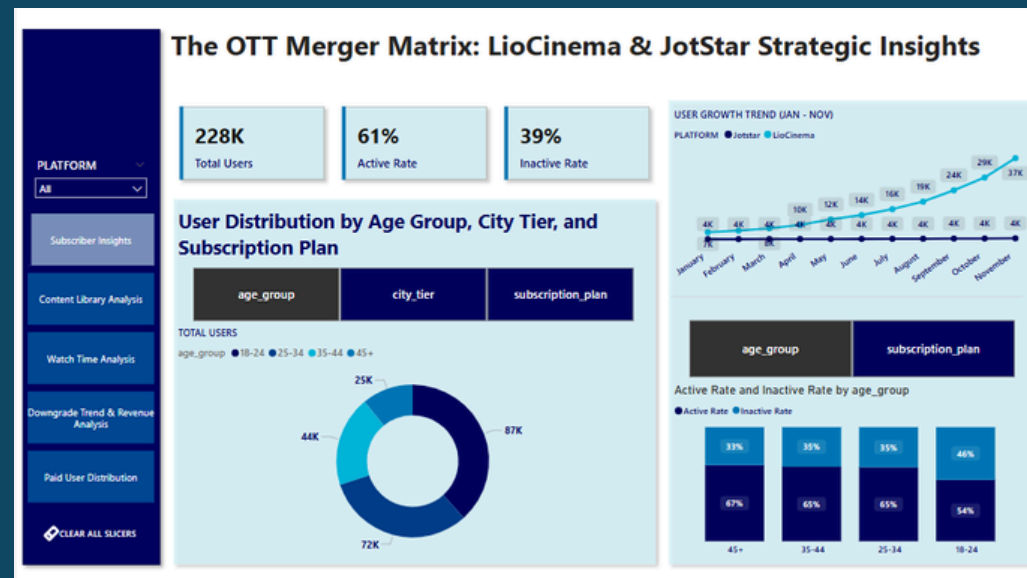
To effectively target a diverse OTT audience, LioCinema-Jotstar should use a dual-brand strategy:

✅ Shah Rukh Khan or Allu Arjun (for mass entertainment, movies, and premium users).

✅ Virat Kohli (for sports & live-streaming engagement).

Conclusion

- The LioCinema-Jotstar merger presents a major opportunity to dominate India's OTT market.
- Key insights reveal trends in user engagement, content consumption, and subscription behavior.
- Strategic recommendations include personalized content, flexible pricing, loyalty programs, and telecom partnerships to maximize growth.
- By leveraging AI, targeted marketing, and exclusive content, the merged platform can increase retention, drive revenue, and expand its subscriber base.
- With the right execution, LioCinema-Jotstar can establish itself as India's leading OTT platform.

Final Dashboard Overview

Thank you